

Dairy council announces consumer education program

By the time children enter junior high school or secondary school, they start becoming important consumers in the supermarkets, and important customers for the dairy industry. Decisions made as to what foods to choose are affected by attitudes concerning personal preferences, life styles, nutrition, prices, and advertising. And many misconceptions about foods jeopardize wise decision-making.

That's where Food: A Super Natural Resource enters the picture.

A new multimedia education program, Food: has been developed by Dairy Council for use with students of upper junior high and secondary schools. The program is a teaching package which approaches food from a dual vantage point - as a source of nutrition and as a major component of our economy. It starts where the students

are, encouraging them to accent the positive when it comes to nutrition and to focus on informed decision-making when it comes to food purchases.

Stressing student involvement, the program discusses factors affecting an individual's food selections in a 17½-minute color filmstrip, "Your Food Choices: Consumer or Consumed?" Six color transparencies then stimulate discussion of the topics covered. A 31-page volume of spirit masters, which can be duplicated, contains puzzles, surveys, and exercises which really get the students involved. A wall poster serves as an additional tool for classroom use. And take-home leaflets help students apply at home the information and values they have obtained through their participation in the program. Of course there is also a teacher guide which discusses techniques, activities, and additional resources. All the components are attractively packaged and colorfully designed to maximize student interest.

Food: is a joint effort of The Milk Foundation of Chicago and the National

Dairy Council to satisfy an increasing demand for consumer education in the schools. The program was field tested in ten high schools across the nation. Food: was introduced in the Chicago metropolitan area schools, where it made significant contributions to student consumer knowledge. Approved by the Chicago Board of Education, the final version of Food: is now available through Dairy Council units for use nationwide.

History traces ag development

At the time of the American Revolution, over ninety percent of our population had to farm to meet the needs of the nation. Today, only four percent of the population is similarly employed.

The revolutions in agricultural production that resulted in this change are explained in detail in Agriculture in the United States: A Documentary History (c Random House Inc.). This new work is edited by Dr. Wayne D. Rasmussen of the Economic Research Service, United States Department of Agriculture.

From its earliest origins before nationhood, and well into this century, the United States has been primarily an agricultural country. This lively, carefully edited documentary history presents a wide range of material on the European background of American farming and on American Indian farming. It offers a wealth of primary evidence on changes in the United States and in agriculture, in society and in farm life in America, and on the influences of education and experimentation, and the effects of mechanization and commercialization on

American agriculture. Finally, the collection provides a view of the future of agriculture, highlighting the increasing strain on grain production, and the expected further developments in the technology and structure of agriculture.

This comprehensive four-volume narrative is a significant extension of earlier classics in the field, and constitutes a vital reference source for all students of agriculture and its relation to American society.

Conat purchases dealership

EXETER, Ontario - Erik Gravlev, President of J.F. Farm Machinery Ltd. announced today that Conat Industries Ltd. has purchased J.F. Farm Machinery Ltd.

Conat is a 78 percent owned subsidiary of Venturetek International Ltd. Venturetek, in which the Canada Development Corporation holds a 29 percent interest, is one of Canada's largest venture capital companies with assets of over \$50,000,000.

Gravlev commented that his company could now become a major enterprise - manufacturing and marketing large numbers of unique tillage tools and farm machinery implements now in growing demand in Canada and around the world. "J.F. Farm Machinery has recently been unable to meet the demand on its manufactured line. The additional financial support will enable us to increase our manufacturing capabilities", observed Gravlev.

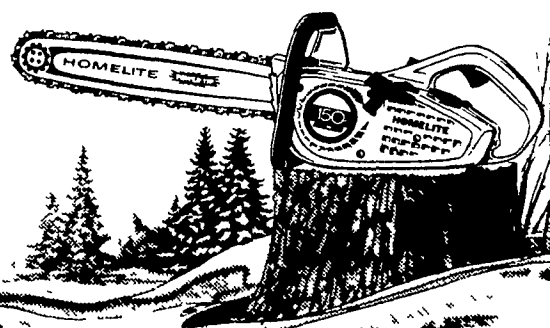
Gravlev, who will continue as President and General Manager of J.F. and will also assume a directorship and executive responsibility in Conat, reported that J.F. Farm Machinery Limited has grown from sales of \$550,000.00 in 1972 to \$5,000,000.00 in 1975. Recent forecasts project an estimated \$10,000,000.00 for sales in 1978. Marketing contracts are presently being negotiated with four African countries. Incorporated in 1962, J.F. has approximately 100 employees.



It's winter clean-up time with HOMELITE®

150 Automatic Chain Saw

- Powerful 2.6 cubic inch engine
- 16" Power Tip® guide bar
- Big saw performance at a sensible price
- High performance, rugged construction, lightweight



PRICES START \$109.95

★ \$25.00 WORTH FREE ★

Accessories with the purchase of any Homelite Saw Now till Christmas.

STORE HOURS: Mon. thru Fri. 7:30 to 6:00
Saturday 7:30 to 4:30

FARMERSVILLE EQUIP., INC.

Ephrata, RD2, PA 17522
717-354-4271

ERTH-RITE SOIL CONDITIONER

MAXICROP LIQUID PLANT FEEDING

FEED-RITE

Vitamin & Mineral for livestock and poultry

ZOOK & RANCK, INC.

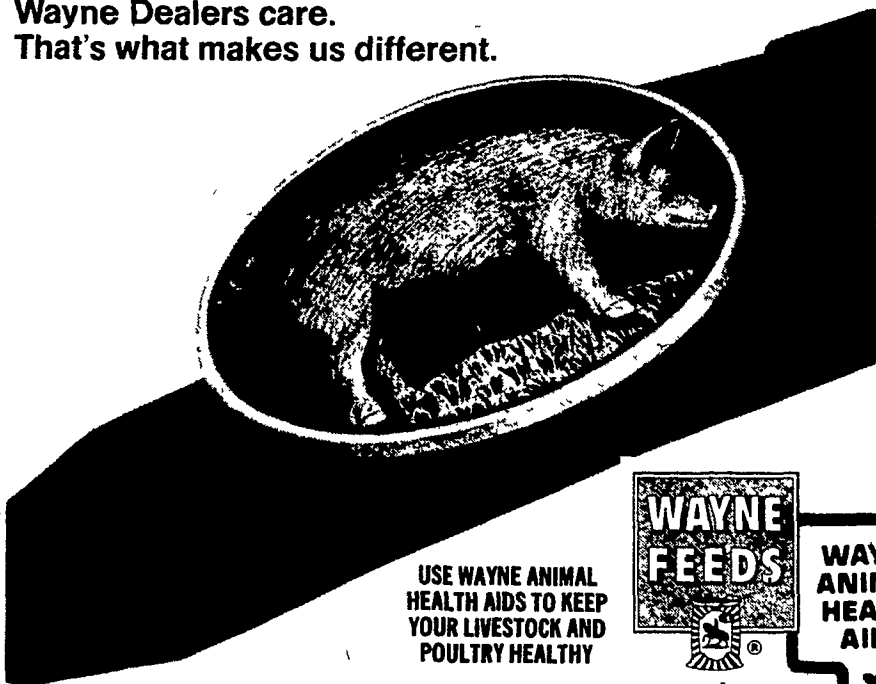
RD1, Gap, PA 17527
Phone 717-442-4171

Special December Offer—Pork Producer Buckle free with Wayne Pig Balancer

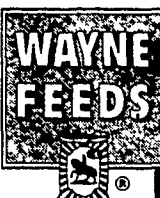
It's the buckle you'll wear with pride—a limited edition in burnished metal. Back by popular demand. Join the thousands already wearing one.

The buckle is yours free when you purchase Wayne Pig Balancer—with proven predictable performance. Recent records from across the country on over 7,000 hogs marketed showed average feed conversion of 3.24—many as low as 3.00. Buy now! (Belt not included.)

Wayne Dealers care. That's what makes us different.



USE WAYNE ANIMAL HEALTH AIDS TO KEEP YOUR LIVESTOCK AND POULTRY HEALTHY



WAYNE ANIMAL HEALTH AIDS

Allied Mills Inc. Chicago IL 60606

HERSHEY BROS. Renholds, PA

BATZ FEED & SUPPLY RD1, Richland, PA

BRANDY'S MILL SADDLERY SHOP 830 Maple St Lebanon, PA 17042

H. M. STAUFFER & SONS, INC. Witmer, PA

WHITE OAK MILL RD5, Manheim, PA

STEVENS FEED MILL INC. Stevens, PA

VAN-MAR FEEDS INC. Leesport, PA

DUTCHMAN FEED MILLS, INC. RD1, Stevens, PA

MOUNTVILLE FEED SERVICE RD2, Columbia, PA

POWL'S FEED SERVICE RD2, Peach Bottom, PA

JEMAR FARM SUPPLY INC. Lawn, PA Phone 964-3444

CHARLES E. SAUDER & SONS RD1, East Earl, PA

WALKER COMPANY Gap, Pa