

Three worthwhile publicity ideas

If you can't bring the school children to the farm to see the cows, then why not take the cows to the children?

That's exactly what several imaginative men with the New Hampshire Agricultural Extension Service did last year. They found that many schools were curtailing field trips due to costs and other problems. Seeing a need for better public relations, dairy specialists organized a program whereby a calf and a cow are taken from school to school in a horse trailer. An ag Extension agent travels along to answer questions from teachers and children Farmers near the schools participate by supplying the cow and calf for periods of time.

A worthwhile effort? You bet it is. The men responsible for it in New Hampshire contacted tens of thousands of youngsters with that program and the effort has won them a state award in a public relations program coordinated by the National Association of County Agricultural Agents.

What's more, the visits by dairy animals to schools was very well accepted by school administrators. So well, in fact, that they're standing in line waiting for their turn to the treat. Children have amazed organizers of the program with their interest and enthusiasm. Oftentimes the young students thrill the county agents by being able to remember milk facts dished out the year before.

To top it all off, New Hampshire are newspapermen came out to take pictures and write feature stories, thus bringing the dairy story to even larger audiences



EDITORIAL COMMENTS

By Dieter Krieg, Editor

10—Lancaster Farming, Saturday, April 16, 1977

The New Hampshire Extension Service deserves to be applauded for this creative and worthwhile project. Not surprisingly, they're going to keep the project alive, because they're not at all anticipating running out of grade school youngsters who haven't yet heard the message.

Up in Franklin County, Vermont, they're going all out to bring the farm story closer to the consumer.

Check this project, the brainchild of an Extension Agent in that neck of the New England woods:

Every year the Franklin County Extension Service and a local radio station get together for a full-day broadcast direct from a dairy farm. An open house at the host farm runs in conjunction with the broadcast, and it draws hundreds of interested visitors from all over, including tourists from other sections of the country.

When those fellows up there get ready for the broadcast, they don't leave anything out. Just about every

agribusiness is represented. The need for fertilizer, exact feeding programs, land-use, erosion control and everything else is explained. Artificial insemination, taxes, legislation, marketing, and much more are included.

For 12 hours the participating individuals beam their information message over the airways. Consumers tune in by the thousands and visit by the hundreds.

Does it work and is it appreciated?

The fact that it's been going on for 10 years should answer the question.

The imaginative Franklin County, Vermont, agricultural agent has initiated other programs besides. His home county has a population of about 32,000, among which are 650 dairymen and 350 maple syrup producers. He has organized a maple syrup publicity campaign similar to the open house functions on the dairy farm.

To top it all off, each Summer there's a big farm festival which is designed to promote agriculture and

better relations with the consuming public

How about a day on the farm for legislators? That's what the Extension boys in Massachusetts put together

Can you see the headlines in the paper after big-name senators like Kennedy stomp through the barnyard? I saw the headlines and believe me, they were big and attractive. Right on page 1 with big pictures. Pretty nifty way to get the public to read a few paragraphs about what's happening down on the farm.

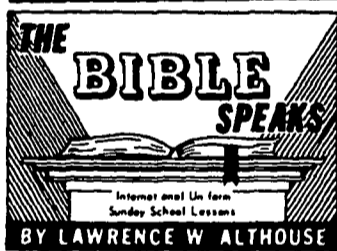
If the brains in New England can come up with such commendable projects, there's not much reason similar efforts can't be employed elsewhere

This editorial was written for two reasons. First, to offer congratulations and applause to the men who initiated the above-mentioned public relations activities. In my opinion they're outstanding by any standard.

The second purpose of these comments is to instigate some creative and positive actions along similar lines in other portions of the country.

Nothing is more important than agriculture. Without it all is lost. Unfortunately, the agricultural community is dwindling in size and strength. Lacking in understanding and knowledge of the farmer's situation, a majority of people is ignorant of agriculture's importance.

That's why the public relations projects mentioned here are so vital and commendable.



THE SERENDIPITY ROAD

Lesson for April 17, 1977

Background Scripture:

Luke 24:13-35

Devotional Reading:

1 Corinthians 15-11.

Serendipity, in case you've forgotten is that happy faculty of discovering something of value while in the act of searching for something else. (It comes from the ancient Arab name for Sri Lanka or Ceylon.) All of us have serendipity experiences, although often we fail to recognize them as such.

A little over four years ago I had a serendipity experience on the road to Emmaus. It was my first tour to the Holy Land and we were preparing to leave Jerusalem for Athens. One day before our scheduled departure from Jerusalem we received word that Air France has suddenly and inexplicably cancelled our flight. We could not change to an alternate flight until the following day and our stay in Greece would thus be cut short by a day - a very valuable day in light of our brief itinerary there.

Kept from recognizing him

What would we do with our extra day in Jerusalem?

asked our Arab guide? It was hard for me to suppress my keen disappointment which was shared by the members of the tour. Elias, our guide, however, was happy for the opportunity to have one more day to show us the Holy Land. "I have just the thing," he assured me, "we'll take them on an excursion to Emmaus." Hardly encouraged, but having no alternative, I agreed.

As we motored over the narrow road we came to Gibeon, the ancient city whose inhabitants tricked Joshua. Here, disembarking from our bus, we walked for half a mile over what had been the Emmaus road in Jesus' time. "Here," said Elias, his eyes glistening and moist, "is one place where I believe I can say in all certainty that we are 'walking where Jesus walked!'" None of us said anything and the silence continued until, to make certain we all quite understood, Elias said, "This is the very road to Emmaus upon which Jesus and his two

disciples walked on Easter Sunday evening!"

Immediately I thought of how the two disciples had walked this road with Jesus, yet not recognizing him. It occurred to me that that same thing could have happened to us that afternoon.

Their eyes were opened

Suddenly, I realized just how serendipitous was the cancellation of our flight and the additional day in Israel. We were not missing something; in fact, we had gained something. We had taken this road to see a shrine and along the way our eyes were opened and we experienced the Christ!

Is that not a common experience? There are many times during life's journey when we seem to be on a secondary or country road, perhaps even a detour, and are quite oblivious to the presence of our Lord with us. Like those two disciples, our eyes are "kept from recognizing him." Just because we expect Jesus to be limited to the temples, the



TO APPLY SPRAYS ON TIME

There are many types and mixes of spray materials recommended for various farm, orchard, and garden crops. All of these have a label including specific in-

structions. We have mentioned before the importance of following the instructions. The purpose of this article is to stress the importance of proper timing of the spray application. In the case of fruit trees, the weather has pushed them very fast in the past week, and unless the grower was on the job, it may be too late for some of the sprays. We urge prompt and careful attention to applying the spray at the right time. Too late will not control the problem and may injure the leaves.

Max Smith
County Agr. Agent
Telephone 394-6851

NOW IS THE TIME ...

TO REFRAIN FROM SEVERE PRUNING

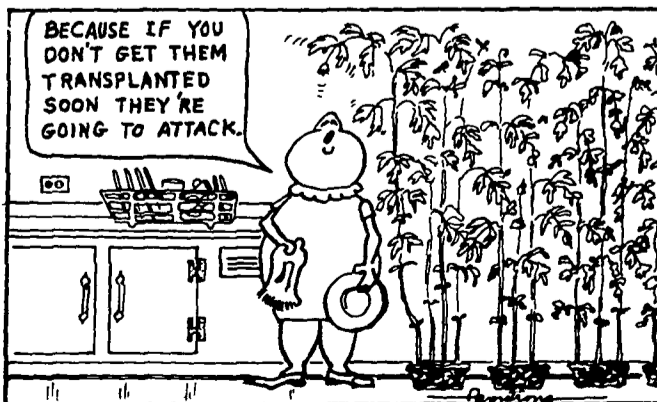
Many evergreen shrubs and trees show signs of winter injury; the leaves on hollies are dropping and many azaleas, arborvitae and rhododendrons have dead branches. We suggest patience in cutting out these limbs and trees, because it is quite likely new leaves may develop. In the case of the American Holly trees I would not do heavy pruning until the first of June to be sure that the limbs and branches will not come back. With sufficient rainfall during the next month, no watering should be needed. With recently planted bushes and trees (in last 2 or 3 years) an application of a complete fertilizer might help revive the plant.

TO PROTECT MILK FLAVOR

Many dairymen will be turning their herd to pasture in the next few weeks. Consumer complaints about the taste of milk may be quite common, unless special attention is given. A grass taste will be hard to prevent, if the herd consumes lush forage at this time of the year. However, this flavor can be reduced by grazing the herd only a few hours after milking and remove them for at least 4

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RURAL ROUTE



By Tom Armstrong

Farm Calendar

Today, April 16

Hatfield Horseshoes 4-H Club hold immunization clinic, 8 a.m. to noon at the 4-H Center in Lansdale, Montgomery County.

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