

# EDITORIAL COMMENTS

BY DIETER KRIEG, EDITOR

## Bring'em to the farm

Chicago's newspaper food editors, representing a combined circulation of over two million, were invited to tour dairy farms in their region last Summer, and the idea appears to merit consideration in other parts of the country.

According to information furnished by the National Dairy Council, one of the food editors described the experience in these words: "Before we came here, all we knew about dairy farming is that you produced milk and that you were always raising prices. Now we know what's involved in dairy marketing and, most important, we know you better. We hope we can keep our lines of communication open so that there will never be any misunderstandings."

A similar effort, aimed at consumers was undertaken by Inter-State Milk Producers last Fall. There again, leaders of consumer groups came away impressed and a gap of misunderstandings was bridged. It's efforts such as these which will educate the non-farm people, and if it's to be done, much of the planning and work will have to be done by the farmers themselves. In fact, no other group of people is as well qualified as the farmer to undertake worthwhile publicity campaigns.

The public's need for improved food production information is illustrated each time an ill-informed housewife says she can do without the farmer because she gets her groceries at the supermarket. The public's thirst for better understanding is acknowledged when requests are turned in to have far-

mers come back with their promotional programs. Last October's promotional efforts at the Park City Mall in Lancaster are an excellent example of that. The Lancaster County Farmers Association put on a big show; the public and merchants appreciated it, and they want them to come back. Consequently, another promotional effort for Park City is now in the planning stages. Such repeat projects demonstrate that the public is appreciative about being fed some knowledge which is not available to them anywhere else.

No method is perhaps more successful in dispelling the false impressions and opinions some people have of farm life than to offer them the opportunity to see for themselves. Farm Visitation Days are an applaudable step in that direction. It's clear that farmers and their cooperatives are doing a great deal to make the facts of their livelihood known.

The Chicago effort stands out as being a little extraordinary, however, for the simple reason that by bringing newspaper correspondents in for a tour, they in turn will be able to open a new door or two to millions of their readers. The net effect is that the farmer reaches many more people than he could otherwise.

Perhaps a similar project can be tried in this area. Why not invite a food editor or home economics teacher to your farm or processing plant to show them what it's all about?

## Boy, do we have it nice!

If my arms were long enough, I'd want to wrap them around good old Mother Earth and give her a big hug. This is that time of year that you just can't help to think that we really have it nice.

Last Saturday my two young boys and I were in a strawberry field. The week before we picked cherries.

Vegetables are maturing in the garden and there's lots of fresh produce for sale at roadside markets.

While enjoying those sweet and juicy strawberries under a sunny sky last week, it dawned on me that they were really special. I mean very special.

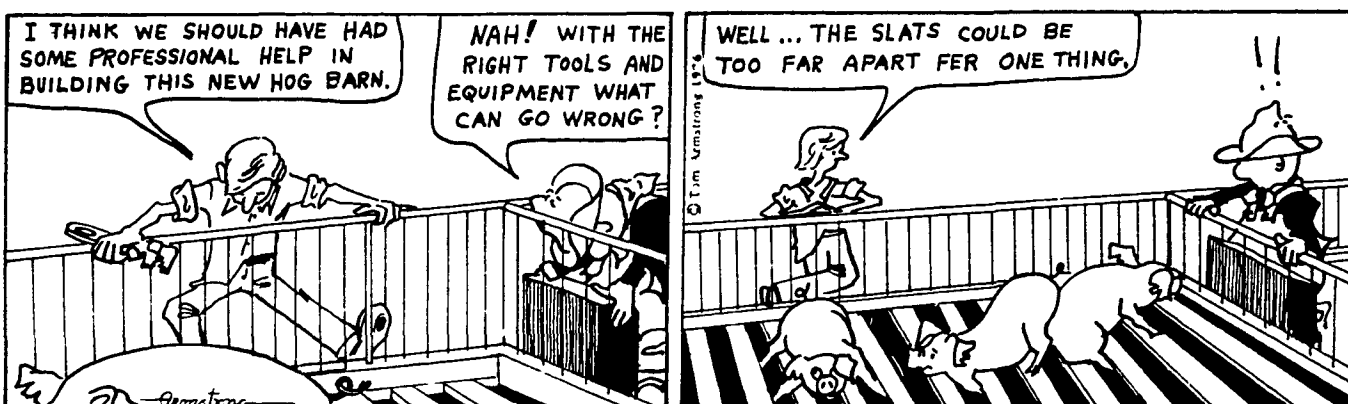
Isn't it amazing how a bunch of soil and a seed can get together to

produce such a delicious fruit? It's a miracle.

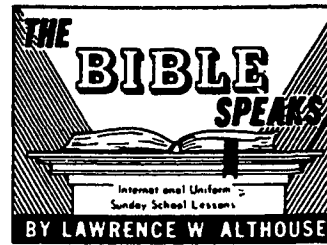
The same holds true for cherries, peaches, and all other fruits and vegetables. They're all modifications of the same miracle of life, and they provide us with nutrition and pleasure. Boy, do we have it nice! To think about all the plants and animals which we have to make our life pleasant - you can't help but be amazed.

Whether kneeling in a strawberry patch, walking in a shaded woods, wading in a cool stream, or walking across an alfalfa field, it all points out that God has provided immeasurable blessings and beauties for us.

## RURAL ROUTE



By Tom Armstrong



## SING TO THE LORD!

Lesson for June 26, 1977

### Background Scriptures:

Exodus 14 through 15.

### Devotional Reading:

Psalms 136: 1, 13-26.

Just about one year ago our nation was in the midst of its two hundredth anniversary. The July 4th weekend was the climax of a celebration that some said "Never really got off the ground." There will be varying opinions on that subject, but few would deny that at best the birthday party was subdued, somewhat akin, perhaps, to the celebration of a person who no longer is anxious to call attention to his or her age.

There was an effort put forth to encourage the churches - local congregations as well as denominations - to do their part in the celebration. And many did, scheduling special observances, services, and projects throughout the year. Still, when it was all over (nobody seemed quite sure when that was), there was a feeling that the party had been, on the whole, disappointing.

### Into the midst

Sometimes the pronouncements made it seem as if God were simply one of a long cast of characters in the great historical pageant of American freedom. From time to time, it seemed, God did "his part" - whatever that is or was. It was as if God deserved no more than mention among the "patrons list" on the official program. So, maybe one of the reasons that the celebration was such a dull party was that many people didn't know what the celebration was all about.

This is a problem the people of Israel do not have when they celebrate the Passover. Although they revere and honor Moses and the Israelites who followed him, there is no question as to who or what was the

**NOW IS THE TIME.**

Max Smith  
County Agr. Agent  
Telephone 394-6851

### TO MAKE MISTAKES ON PAPER

Farmers who are planning on some construction to their existing buildings, or new buildings, should take the time to put their plans on paper first; many times farmers will not take the time and effort to explore all possibilities and then change their minds during the construction process; this costs extra money and delays the operation. We urge folks planning new construction to visit other similar operations and talk to the farmer. In this manner, mistakes can be

avoided and costs reduced. A mistake that is made on paper, or on the board, can be changed and with little expense. **TO RECOGNIZE POTENTIAL**  
A number of farmers in this part of the country plant their Summer forage crops as sudan grass, or sudan-sorghum. These crops grow during the Summer and provide good green-chopping. There is an element of the possibility of prussic acid poisoning if the crops are handled properly. Crops are grazed or chopped too soon, danger of poisonous growth of sudan grass be at least 18 inches. The sudan-sorghum the growth should be 24 to 30 inches high. The same growth is needed after the aftermath grazing. The field has been harvested and grown back again. Hybrids carry more of prussic acid than the sudan varieties.

**TO BEWARE "STRANGER" SALES**  
Again, we repeat our suggestion that should be on the alert against the "black salesman, or a stranger that seems to be peddling a "bargain" of the materials represented, and some salesmen may be but in case they are a buyer is left "holding the bag". We suggest that farmers continue with reliable concerns in areas that are interested in good service and a bright future. We have these kind of business who desert. The traveling salesman that comes and gets cut-throat prices.

He has triumphed! Should we not also view our freedom as a gift from God? Should we not also regard him as our Liberator? Instead of assigning God a "part" in our celebration, ought we not to know that he is the great author and source of our freedom?  
This takes nothing away from the "fathers" of the Revolution. It takes nothing away from the rag-tag armies of Continentals who endured incredible suffering against fantastic odds, nor from our French allies and others. Without Moses there probably would not have been an Exodus; without these men there might have been no Revolution. But behind it all, it is God who moves men and nations toward freedom.

source and author of their freedom: "And Israel saw the great work which the Lord did against the Egyptians" (Exodus 14:31). God alone was the Liberator of the people of Israel and their historic response to that recognition has always been in the spirit of celebration expressed by Moses' sister, Miriam: "The Lord is my strength and my song, and he has become my salvation" (15:2).

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## LETTERS TO THE EDITOR

### Promotion vital for self defense

Editor, Lancaster Farming:  
Recent letters to the editor in opposition to the Beef Referendum mirror the same old misunderstandings

and half-truths that have beclouded the main issue all along. One correspondent states that consumers don't need to

be persuaded to eat beef. It is dead wrong! We must promote our production and self defense to counter the efforts of other interests based on the scare. "Who is responsible to the barrage of charges against its growing detractors", as the Journal asks? No producer is responsible. Certainly not this man suggests. He has no clout with the government and doesn't really care for farmers and if the good living Congressmen are

## Farm Calendar

Today, June 25  
Schuylkill County dairy princess pageant, 6 p.m. at the Fairlane Village Mall, Route 61 between Pottsville and St. Clair.  
Adams Co. Dairy Princess contest at the Biglerville High School at 8 p.m.

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