

# EDITORIAL COMMENTS

BY DIETER KRIEG, EDITOR

## Meet the challenge, promote your product

The challenge facing American farmers is not necessarily increasing sales and profit. Rather, it is sustaining a level of sales which will justify the marketing of their products and adapting to economic conditions so that their industry will remain healthy.

Granted, increased sales and profits are legitimate goals of agriculture. The same holds true for any industry. Take General Motors, for example. They advertise their cars in the hopes of generating more sales and profit. But they also do it to keep their products before the public - lest we forget about Chevrolets, Oldsmobiles, Pontiacs, etc., etc. GM knows that without such promotion, their sales will drop, and with the competitors continuing to give their sales pitches, their share of the market could dwindle to a fraction of where it is now. Furthermore, promotion includes product, marketing, and sales research in order to fit the needs or preferences of the consumer. Hence we have smaller cars in automobile showrooms and low-fat milk on dairy shelves.

Whether we want to admit or not,

farmers are in the same kind of predicament.

There are imitations on the market today to compete with most major farm products. For example: artificial milks, margarine, artificial eggs, artificial meat, and much more. In every case, the manufacturers are pushing their products with heavy advertising budgets. They (the artificial food products companies) are gaining, and they're doing it at the farmers' expense.

Every time a housewife declares she can get along without the vegetable grower because she gets her's out of a can, it should be reason enough for farmers to mount an advertising campaign. People are becoming further and further removed from agriculture. They have numerous misunderstandings and are lacking in knowledge of food production. Meanwhile, manufacturers of artificial foods are bombarding them with heavy advertising campaigns. Oftentimes, and unfortunately, it's a lopsided fight.

The sad fact is that mankind has reached the point where some in-

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## LETTERS TO THE EDITOR

### Product promotion is emulation

Editor, Lancaster Farming:

After reading the letters in your recent issue, and seeing that there are a few people yet in favor of this Beef Check-off I believe it expedient to present a few more concrete reasons why it is opposed to the well being of all cattlemen.

Basic to all other reasons is the fact that it is contrary to the philosophy of the Son of God, Jesus of Nazareth. He taught and practiced denial to carnality, self exaltation, emulation etc. which bring mankind to poverty, and history proves that this is true. Emulation is classed with witchcraft, fornication, idolatry, etc., and if you think this is not emulation, read the ad under the letters to the editor in

last week's issue of Lancaster Farming.

Take a look at the pork industry, egg industry, milk industry, poultry industry, soybean industry, and now the beef industry, plus the others. They remind one of a bunch of dogs all after the same piece of meat. You decide which group you are with, in voting for this referendum.

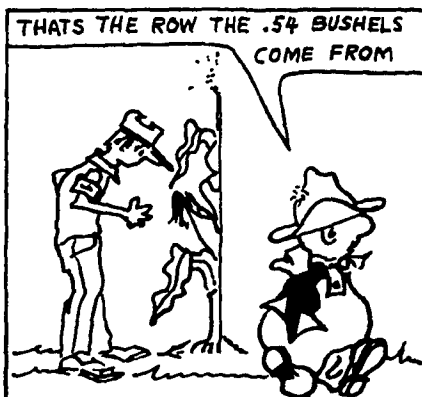
There is a way that appears will make you rich, but it will bring you to poverty, and then there is a way that appears it will make you poor, but it tendeth to riches. Strange but true.

Now regarding what some claim to be the plight of the cattlemen, while no doubt there are those who have gotten themselves in a bind

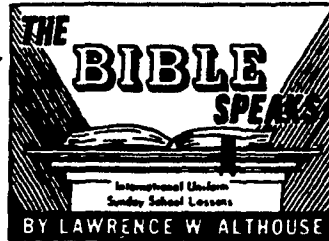
(possibly by the above ambitious desires) there are also thousands that are operating on a solvent and sound basis. This is evidenced by what they are paying for feeder cattle all over the nation. We always have had those people who because of various circumstances, have not been successful, having the freedom of their own management; but we also have had many of those who with that freedom have made proper adjustments to the circumstances and are successful. Your vote in this referendum will state who you want to shape your future as a cattleman. My vote is No.

Sincerely,  
Reist R. Mummau  
Mount, Joy, Pa.

### RURAL ROUTE



By Tom Armstrong



### FACE TO FACE

Lesson for July 10, 1977

Background Scripture: Exodus 33:1 through 36:1; 40.  
Devotional Reading: Psalms 150

Someone has said many people could describe their relationship with God as that of "a Friend of a friend of a friend." Regardless of how accurate that characterization may be, it is probably safe to say that the relationship which many people have with God is something less than personal. Listening to some prayers we could hardly escape the conclusion that many regard God as being more remote than the President of United States or the Queen of England.

Some years ago there was a song about "The Man Upstairs" and many theologians and preachers shrieked dismay and righteous indignation that anyone should seem so intimate with God. While I agree that there are some dangers in being too "chummy" with God, I believe that if you're going to err in either direction, I'd prefer to have you too intimate rather than too remote. After all, Jesus did call God "Father" and he encouraged his disciples to do likewise.

#### As a friend

In studying the ministry of Moses we find that the great prophet had a unique relationship with God. When Moses first encountered God in the desert of Midian, the Lord identified himself to Moses in very personal terms: "I am the God of your father, the God of Abraham, the God of Isaac, and the God of Jacob" (Exodus 3:6). He might have identified himself as the Sovereign of the universe, the creator of the earth and the heavens, etc., but instead he spoke of personal relationships with Moses' forefathers.

So too was the relationship between Moses and God. The writer of Exodus tells us: "The Lord used to speak to Moses face to face, as man speaks to his friend" (33:11).

#### If I have found favor...

We have not only Exodus' comment on their relationship, but we can also see this personal touch in the recorded dialogue between Moses and God. Compared to our vague and innocuous prayers of today, Moses' sounds presumptuous and irreverent. No matter how you slice it, these words from Moses are a complaint. Moses is being utterly frank

#### TO VOTE - OR NOT TO VOTE

The Beef Referendum is at hand and the period for voting lasts until July 15. To those who have registered at the local ASC office, we urge them to complete the transaction by voting a "yes" or "no". The regulations require 50 per cent of those registering to vote and two-thirds of the votes to be affirmative before the referendum passes. We still do not intend to tell farmers how they should vote, but we do feel those who have registered should follow through with their vote. This can be by way of another visit to the ASC office, or by mail ballot when one is requested. Further details are available from the local ASC office or from any Extension Service office.

#### TO TAKE TIME TO MAKE MACHINERY ADJUSTMENTS

Many pieces of farm machinery need to be repaired and adjusted on the job. Some of this is done while the machinery is operating and on the run. This is dangerous and our farm safety engineers strongly urge that the machine be stopped and shut off, before any adjustments are made. A few seconds of patience to realize what you are doing, and the risk being taken, could save a life or a vital part of the human body. Farm machinery has replaced the dairy bull as the main cause of farm accidents. However, it is not the machinery that is at fault in most cases - it is the operator who does not take time to be safe.

#### TO PREPARE FOR SUMMER ALFALFA SEEDING

It's not too early to be making plans for that late July or early August seeding of alfalfa. The soil may need to be tested so that both lime

about his feelings; why not, God knew what he was feeling anyway? Yet, although it may seem presumptuous to call God to question, perhaps it is even more blasphemous not to, more irreverent to think that we can play games with God and hide our feelings.

Moses reminds God of some things he has said to him; if those things are so, why am I still in the dark, Moses wants to know? Moses is frankly saying that he is having a hard time comparing promises to realities. And in a very human vein, he throws in an argument: "Consider too that this nation is they people" (33:13). Even when God assures him that he will be with Moses and the people of Israel, Moses still presses the point: "If they presence will not go with me, do not carry us up from here" (33:15). Most of us would be horrified to even think of speaking to God in such a manner, but isn't that the kind of candor that is needed when God and man speak face to face?

and fertilizer can be applied before the actual seeding made. If the soil is four, lime should be worked into the top soil rather than broadcast on top of ground this fall or winter. Fertilizer should be ordered and applied according to test. The band seeding attachment to the grain drill is one of the very good methods of making a new alfalfa seeding. Since many quality farm seeds are in short supply, we urge that seed orders be placed once, if not already on books of your seed dealer. Legume seedings are costly and we urge that planning precede the seeding operation.

#### TO ERADICATE CANADA THISTLES

This is easier said than done, but should get far more attention on many farms and other non-crop land. In some areas one might think that snow flakes are flying through the air when temperatures are around minus degrees - but the white things are not snow flakes, they are thistle seeds. Canada thistles are rated as a noxious weed in Pennsylvania, meaning they should be controlled; however, it is up to local officials to enforce the regulations. Land owners should be compelled to remove the thistles and prevent seed formation; there are many local ordinances not being enforced. Numerous phone calls at our Extension office reflect the concern of community folks about thistle control. We urge everyone to do something about it.

## Farm Calendar

- Today, July 9
- Pa. Young Farmers Association annual picnic and tours - continuation of Friday's program - State College, Pa
- Sunday, July 10
- York County Beekeeping Picnic. Rocky Ridge Park, Mt. Zion Hill
- Kutztown Young Farmers annual picnic at Miller's Grove, Kutztown, R3, 12 noon.
- Elizabethtown Young Farmers hold Summer picnic.
- The Southern Crafts Show July 10-12, Civic Center, Charlotte, N.C.
- Monday, July 11
- Northeastern Peanut Marketing Meeting in Mallowville, Moorestown, N.J. 6 p.m.
- PVATA Convention at State College today through Wednesday.
- Wednesday, July 13
- Lebanon County Conservation District board of directors meeting, 7 p.m. in the Lebanon County Municipal Building, South 8th and Oak Streets, Lebanon
- Adams County

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