

Meet the challenge

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Individuals and companies believe they can formulate better foods in a test kitchen than what God has made available to us on farms. Go to any supermarket and examine the products on the shelves. The competition is there, and it's not going to go away. Farmers have products and a way of life to protect which is being encroached upon by greedy and even slyphemous businessmen and their agents in government. Isn't it worth a few pennies per hundredweight or a few cents to let people know how valuable and nutritious our products are? Are we to just stand by the wayside while the contents of our God given Horn of Plenty are replaced by artificial products?

Don't give up hope! Having a dairy farm background, and an ongoing interest in the dairy business, I get a special feeling of satisfaction and assurance every time I hear the words: "A message from the American Dairy Association and dairy farmers in your state." If anybody is letting the consumer know that my family is involved in the

production of one of Nature's finest foods, and in my opinion, it's worth the few pennies per hundredweight it takes to get the job done.

Whether we're dairymen, cattlemen, hog producers, or poultrymen, the challenge remains the same: Promote your product, lest you lose your share of the market to imitation products. Any opportunity the farmer has to take part in such promotions - whether on a small localized scale, or a big national effort - should be seriously and positively considered.

For those who believe someone else should do the advertising for us (like the grocery store owner, for example), I wouldn't count on it. It'll be up to the farmers, their cooperatives and their associations to keep agricultural products in the limelight.

I wouldn't count on the government helping either. The poultry hearings and the findings of the Senate Select Committee on Human Nutrition and Needs are strong indications of that. In neither case were the interests of the poultry, meat, and dairy in-

dustries upheld favorably. It's further proof that there's a job to be done, and if you want it done well, you have to do it yourself.

At a few pennies per head or hundredweight, the costs of advertising and promotion are still relatively small. Yet the costs of not advertising could be devastatingly huge.

SPECIAL MILLER HIGH LIFE SIX-PACK \$1.69

On a recent excursion to Florida, I spied a big sign in the window of a dairy store which in bright bold letters proclaimed that Miller High-Life Beer was on sale for \$1.69 per six-pack. Down South, beer is sold in grocery stores, gas stations, and even dairy stores.

It's interesting to note that the special on beer was advertised during June, which is supposed to be Dairy Month. Presumably the advertised special on beer generated a bit of extra business and profit, but it wasn't promoting the product dairymen should be advertising. It gets back to the idea of competition

between products mentioned earlier. In this case, it appears as though beer was getting top billing, and of all places, in a dairy store!

Too much of that sort of thing, and the demand for milk will erode for sure.

PARTY PLANNED, BRING YOUR OWN MILK

An as yet unnamed dairy club met earlier this year and believe it or not, there wasn't a single drop of milk within the room reserved for the social affair. But, not surprisingly, there was enough booze to go around if you wanted any. If not, you went thirsty.

That incident isn't by any means extraordinary. Not many major dairy shows go by where the owner of a champion dairy cow doesn't throw a small party. Rarely is milk the drink.

It's in areas such as these - right on the home front - where farmers can stand to do a lot of improving in promoting their products. It's an important way of setting a good and convincing example.

WHEN ATTENDING THE MOUNTAIN VIEW FARM HOG OPERATION

OPEN HOUSE

FRIDAY, JULY 15
10 A.M. to 4 P.M.

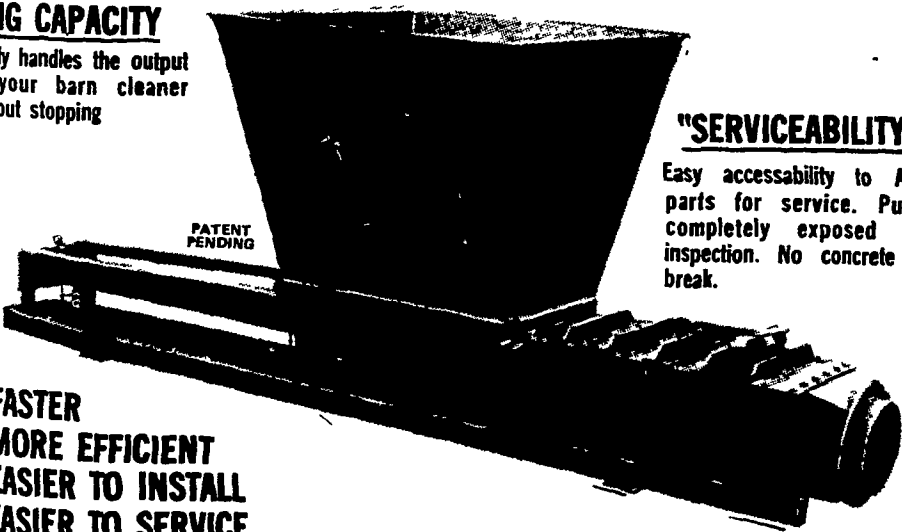
SEE THE

Agromatic

MODERN HYDRAULIC MANURE PUMP

BIG CAPACITY

Easily handles the output of your barn cleaner without stopping

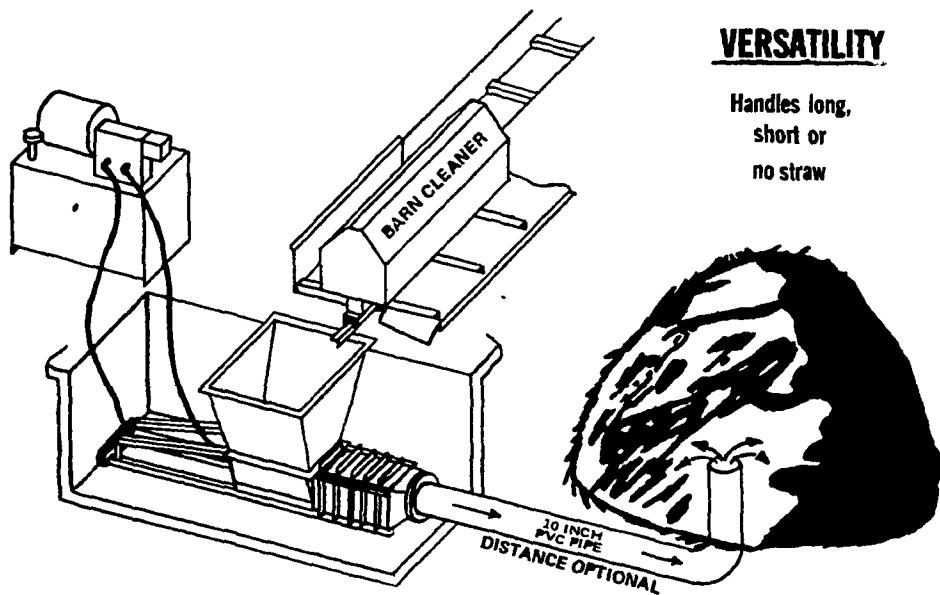


"SERVICEABILITY"

Easy accessibility to ALL parts for service. Pump completely exposed for inspection. No concrete to break.

VERSATILITY

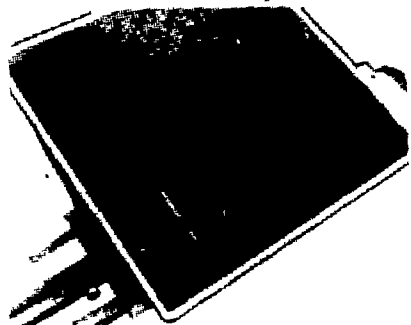
Handles long, short or no straw



- ★ FASTER
- ★ MORE EFFICIENT
- ★ EASIER TO INSTALL
- ★ EASIER TO SERVICE

SUPER EFFICIENCY

- A. Big 12" square plunger.
- B. Big 12" square check valve.
- C. Enjoy advantages with 10' underground pipe.
- D. Positive movement of all materials assured.
- E. Adjustable stroke (from 6-12 per minute).
- F. Pump a big 12 cu. ft. of manure per minute.



The large 12" x 12" plunger is designed to move 12 cubic feet of manure per minute. Angle iron guide assures perfect head alignment.

The modern Hydraulic Manure Pump by Agromatic works like the old reliable hay baler with square plunger.

See Pennfield Open House Page 5

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