'Communication is key' says Agri-Women speaker

HARRISBURG-"We have Agri-Women, a coalition agricultural agenda. That is why Penn's Agri-Women must be born today!"

The speaker was Gail McPherson, opening the first state convention of Penn's

MAR LEE FARMS

"HERDSMAN CHOICE"

CALF SALE Saturday, Nov. 5, 1977

Starting at 7 P.M. EST

70 TOP SHOW STEERS

ALL BREEDS & CROSSES

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FARM SHOW BUILDING, HARRISBURG, PA

SATURDAY, NOVEMBER 5, 1977

Starting At 7:00 P.M.

25 BRED YEARLING EWES

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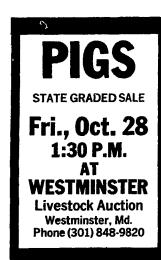
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lost the ball in the dedicated to improving communications between the farm and non-farm sectors of Pennsylvania. Mrs. McPherson, fruit and grain farm wife and 1977 spokesman of the year award winner, set the tone of the day-long session with a rousing presentation, "The





Case for the Professional Farm Wife."

"Communications is the key," insists the York County farm wife spokesman. "We must overcome our anger and our frustrations and find common areas of agreement. We

MAR LEE FARM "Herdsman Choice" **CALF SALE** SAT., NOV. 5, 1977 Starting at 7 P.M. E.S.T. 70 Top Show Steers All Breeds & Crosses Frederick Fairgrounds Frederick, Maryland Lee E Miller, DVM Gravel Hill Rd Jeff Miller Gravel Hill Rd Woodsboro, Md 21798 Woodsboro, Md 21798 301-845-4109

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must become the farm than \$40,000, often offsetting connection."

Elaborating on the professional approach to modern farm involvement, Gail McPherson believes that "facing farm life professionally can make things happen for you, instead of to you.

"They're going to kill you out of concern," she noted. '''They' include bureaucrats, enviromentalists, regulations writers, cheap food advocates, and segments of our society demanding a return to a peasent-like agrarian society."

Citing all the jobs at which a farmer must be proficient, she conceded that farming is a "learned" profession, acquired through long hours and hard work by the most important minority in the world.

Mrs. McPherson delved into current statistics on farm numbers, breaking them down into more realistic blocks.

"Two and a half million out of the total three and one half million farmers in this country gross \$2500 or less yearly - that's not very professional," she continued. "And half of that remaining million gross less

their farm earnings with other jobs."

"There are actually only about 235,000 farmers who sell over the \$40,000 gross mark in farm products. That's only one-hundredth of the population who feed the other 200 million people."

Inviting the women to begin considering themselves professionals, Mrs. McPherson reminded them that they'll still be doing things like milking cows, gathering eggs, holding meals, hauling grain and tending fruit and vegetable markets.

However, she encouraged them to fully use every talent they possess to promote their way of life.

"Consumers know little about the ag side of the story - and that's your fault," reminded the promotional enthusiast. Elaboring on drawing farm life into all talent uses, Mrs. McPherson suggested that farm wives

who have teaching backgrounds could help by producing ag displays and working with children in telling the ag story. Creative

talents can be turned into agriculture advertising, news writing, promotional lay-outs, even designing coloring books. Those working with the public, such as beauticians and receptionists, can make available farm information and publications for browsing.

"Just the simple setting up of an efficient farm office can lend a professional approach to your farm operation," she believes." Any farm women can attain a level of professionalism within her life."

"Take that little bit of spare time you save with modern appliances and turn it into a public relations effort to tell the story only you know best of all," was the challenge Mrs. Mc-Pherson left with her audience.



9:00 A.M.

Located on the premises at Route 3, Hummelstown, Lower Paxton Township, Dauphin County. To locate property go west on 322 past Hershey to traffic light on top of Hummelstown hill and bear right and continue to first road right and turn north onto Nye's Road and continue appx. 2 miles and after crossing second steel bridge turn right onto Willoughby Road and continue to first farm on right.

> JOHN DEERE 2010 gas utility tractor with 1678 hours.

JOHN DEERE 40 tricycle with cult. and 3 pt. hitch NEW IDEA 323 1 row corn picker (used for only 24 acres)

Zimmerman 32' bale elevator; Lely 3 pt. PTO spreader with lime attach.; Harvey belt hammermill; 2 bottom JD 14" 3 pt. plow; JD #5 mower; NH 66 PTO baler; Cobey rubber tire 18' wagon with corn sides; Cobey 16' flatbed wagon; New Idea 3 bar side delivery rake: Knowles 15' grain elevator; Oliver peg harrow; land roller; 4 sect. harrow; dump rake; New Idea #17 manure spreader; Ford 3 pt. dirt scoop; JD 3 pt. 2 row

