

PennAg praises Shelhamer for "miracle product" stand

EPHRATA — An announcement urging farmers to carefully consider the merits of so-called "miracle" soil additives has earned Pennsylvania Secretary of Agriculture Kent Shelhamer a vote of thanks from PennAg In-

dustries Association, headquartered here. PennAg is a trade association of some 400 Pennsylvania agribusiness firms. The oldest such association in the country, PennAg is observing its 100th year of existence this year.

In his announcement, Shelhamer pointed out that miracle products have been around for years, but few survive testing or use. "That's exactly the point many of our members have been trying to make," Donald W. Parke, PennAg's

executive vice-president, noted. "Commercial fertilizers, soil conditioners and herbicides from reputable firms are backed up by solid research, years of field tests and truthful advertising. "Miracle products don't have that track record. Their sellers trade on farmers' eagerness to try new products that promise to increase yields, hold down costs, or both. With most miracle products, promises are all the farmers get."

Parke said farmers generally greet the pie-in-the-sky promises of miracle product salesmen with a healthy skepticism. But with the increasing costs of farm inputs, including fertilizer and herbicides, miracle product vendors are too often able to temporarily erase that skepticism by convincing farmers that they can reap big profits with small expenditures in unlikely and generally undependable products. The proof of a product claim, in this case, is in the harvest. In many years, it's difficult to say for certain whether or not a product has lived up to the claims of its seller. "But if a farmer should find out he's been gypped, it's too late after the harvest to do anything about it," Parke noted. "And that's the real tragedy with most of these products. The money farmers spend for a few gallons

of worthless liquid isn't nearly as significant as the income they sacrifice through lowered yields. "That's why we were very pleased to see Secretary Shelhamer urge caution in the purchase of these miracle products. He can't solve this growing problem alone, of course, but with his backing our member firms can do a great deal to keep farmers from getting hurt by the outrageous claims of miracle product vendors," Parke concluded.

Chianina board resolves to continue \$5000 award program

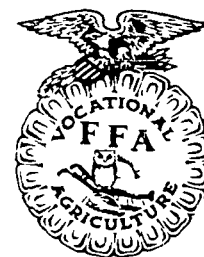
BLUE SPRINGS, Mo. — The national board of directors of the American Chianina Association at their Spring meeting voted unanimously to continue the ACA National Steer Awards program. The following resolution was passed:

Resolved, that the American Chianina Association will award \$5,000 to the owner of any steer registered in the ACA provided said steer is declared grand champion on foot over all breeds at the following livestock exhibitions for the 1978-79 show season:

4. National Western Stock Show, Denver, Colorado.
5. Southwestern Exposition and Fat Stock Show, Fort Worth, Texas

In order for the owner or exhibitor to be eligible to receive this award he or she must have the Chianina steer registered with the American Chianina Association and have this ACA performance registration certificate in their possession at the time the steer is declared grand champion

1. American Royal Livestock Show, Kansas City, Missouri.
2. Keystone International Livestock Exposition, Harrisburg, Pennsylvania.
3. North American Livestock Exposition, Louisville, Kentucky.



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