

EDITORIAL COMMENTS By DIETER KRIEG, EDITOR



Farming will never be the same

Once upon a time farming was an occupation that was fairly independent of trends, marketing statistics, politics, trade balance, consumer preferences, and so on. But in recent years - certainly the past decade - all of that has changed. While farming has always offered the usual challenges of weather, breeding, feeding, economics, mechanics, and more, the modern farmer faces a broader spectrum of influences.

The value of the dollar, for example, is an increasingly powerful force in determining American agriculture's profit or loss. The rate of inflation is also a big factor. Tied in closely with these are imports and exports, domestic consumption and political alliances abroad.

And as though that isn't enough to concern the farmer, government regulations, the activities of labor unions, the costs of transportation, and of course the impact of energy shortages carry profound im-

plications for farmers. Where it will all lead to is anybody's guess.

Certainly, the profession of food production, will not be dull in any way shape or form. The days of simply planting seeds and routinely fattening a few pigs are undoubtedly gone for anyone who is into farming as a business. All costs and available markets and trends will have to be watched very closely by most farmers. Some will have to be more exacting than others. Dairy men, for example, can continue to enjoy relatively stable marketing situations.

Nevertheless, the road for dairy men is dotted with a few potholes. The marketing squeeze experienced a year ago is only a memory, but new pressures are forming and their impact could be crushing. Imitation dairy products are the threat. They're not new on the scene. They've been around for years and they refuse to die. Dairy men have to meet the

challenges of standing up against this intruder lest their products be squeezed out of the market. That matter should not be taken lightly.

Among the solutions to that dilemma are increased advertising and innovative marketing - such as flavored milks, convenience snack products, and convincing nutritional messages that score a bull's eye with American's lifestyles.

All that will cost money and require study. The marketing of milk - or any other agricultural product for that matter - is not simple. That's why the most sophisticated methods of advertising and selling should be employed.

Once upon a time people might have had a choice between milk and water. Today the beverage selections are as varied as the markings on Holstein cows.

Once upon a time the egg producer rested assured of having eggs on nearly everybody's breakfast menu. Nowadays he faces competition from

all sorts of products - some of which amount to insults to agriculture.

These are challenges which are getting to be more intense year after year. They are dilemmas which won't fade away. The occupation of farming didn't used to have such worries, but it does now and there is no turning away from it.

Analyzing the consumer - both male and female, single and married, parents and the childless, old and young, will have to be a part of meeting the challenges of marketing. Studies are already on the way, and more will follow. Some findings have been pleasant, such as knowing that the younger generation isn't taking cholesterol seriously. Other studies have been discouraging, such as learning that the soft drink industry is just a percentage point behind the dairy industry in sales.

While the complex world of advertising and marketing is one

(Turn to Page 17)

THE BIBLE SPEAKS
 International Union
 Sunday School Lessons
BY LAWRENCE W. ALTHOUSE
COMMON DENOMINATOR
 Lesson for November 26, 1978

Background Scripture:
 Leviticus 19:33,34;
 Deuteronomy 6:1-2;
 Matthew 22:34-40;
 Luke 10:29-37.
Devotional Reading:
 John 15:12-17.

"Teacher, which is the great commandment in the law?"

That was one way of putting it (the Pharisee to Jesus), but there are others. For example: "Sum up for me the meaning of Christianity in a nutshell." or "When you put all this together, what's the bottom line?"

No matter how you ask the question, the response Jesus gave is one eternal answer: "You shall love the Lord your God with all your heart and with all your soul, and with all your mind...And...you shall love your neighbor as yourself"

(Matthew 22:37-39). This was the very heart of his message. He was convinced that "on these two commandments depend all the law and the prophets".

Hear, O Israel!
 The first part of Jesus' summary comes from the Shema, the basic creed of all Judaism: "Hear, O Israel: the Lord our God is one Lord; and you shall love the Lord your God with all your heart, and all your soul, and with all your might" (Deuteronomy 6:4,5). Almost anyone would have cited that passage in answer to the Pharisee's question. The oneness of God and his command for un-

compromising love was recognized as the keystone of Hebrew religion.

The second part of Jesus' answer was also drawn from the scriptures, but it was a passage that not all of Jesus' contemporaries would have chosen: "...you shall love your neighbor as yourself" (Leviticus 19:16). Jesus chose these words from a passage in the ancient book of Leviticus that dwelt at great length upon the Hebrew's relationships with his neighbor, as well as the sojourner. In Leviticus 19 are explicit instructions for taking care of needy neighbors, for refraining

from lying and stealing from him, from oppressing the handicapped, and to avoid both hatred and vengeance. This loving concern was to be extended but not only to fellow Hebrews, but also to outsiders: "The sojourner who sojourns among you shall be to you as the native among you, and you shall love him as yourself" (19:34).

Do This and Live

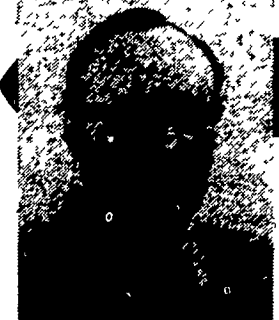
This summer I had to give two addresses, one on Hinduism and the other on Buddhism. In doing my research for these I came to the realization that, despite the widely divergent ways in which the different religions

speak, all of them are actually founded on the primacy of love, both Divine and human. True, the devotees of these religions may not manifest this in their lives (just as Christians often do not) and the essential message may be overlaid with layers of irrelevant tradition, dogma and ritual, but if one wants to know what lies behind all that and what the religion was intended to express, it becomes evident that throughout the world the highest common spiritual denominator is LOVE - the love of God for his children, the love of his children for each other.

NOW IS THE TIME

By Max Smith, Lancaster County Agricultural Agent

Phone 394-6851



TO CLEAN SPRAY EQUIPMENT
 Now that the spraying season is over for most farmers and gardeners, the equipment should be emptied, cleaned, and properly stored for the winter. Never store equipment which contains pesticide residues. A thorough washing with hot water and a detergent is best for sprayers; flush clean water through the lines and nozzles to be sure they are clean. Allow them to dry

before storing. Equipment in which weed killers, such as 2,4-D, have been used should be soaked 24 hours with ammonia and hot water; then scrub them and rinse with warm water. These herbicide materials will stick in equipment for years. After the equipment is clean and thoroughly dry, it should be stored away from the weather and away from children. This special care each year will lengthen the life of all equipment.

TO BE CAUTIOUS OF FLOWING GRAIN
 One of the major hazards of stored grain is to get covered up and smothered by it. To be standing in a

grain bin when the grain beings to flow is a very dangerous place. It takes only a few seconds for an unloading auger to remove enough grain for a person to start sinking into the grain. Never enter a grain bin without first "locking out" all the power sources; Also, never enter the bin alone without another person being present. Children should be warned about getting into grain bins because of the danger of "bridging" of the grain or the shifting of large areas. With the presence of more grain drying outfits, operators should warn all of their employees about this hazard.

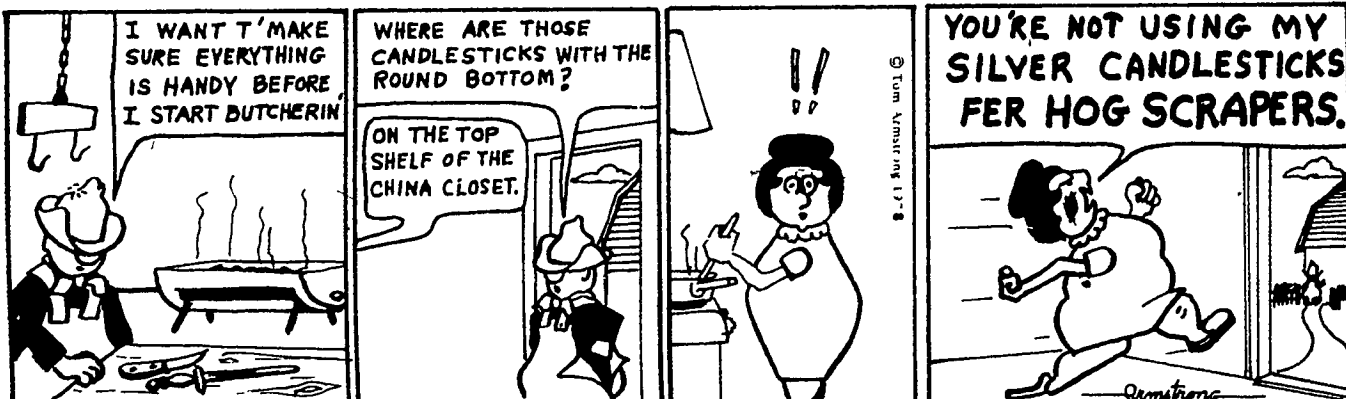
TO RESPECT THE RIGHTS OF OTHERS
 Deer hunting season is at hand when thousands of hunters will be headed for the woods. We have more and more hunters in this part of the state in recent years because of the increase in deer number. Good relations between the hunter and the land owner is very much in order. Some hunters do not respect the rights of the land owner and feel they have a right to enter and hunt. Permission to hunt on privately owned land is a "must". Most local farmers will appreciate a visit from the hunter both before and after the hunt. Hunters

should be sure they are shooting at a deer rather than farm animals or anything that moves. We urge hunters to respect the farmer's rights and be cooperative.

TO USE CARE IMMANURE PITS
 Many liquid manure pits will be emptied at this time of the year; this is an opportunity to clean out the pit before cold weather arrives. When this mass of manure is agitated there is greater danger of toxic and ex-

plosives gases being released. Every precaution should be taken. If there are animals above the pits, then maximum ventilation should be provided. When the pit is empty, or partly empty, no one should enter the pit without a respiratory or gas mask. There may be dangerous gases present. Also, no smoking or open flame should or nearby. These pits are the modern way to store manure, but they do present a hazard to both man and beast.

RURAL ROUTE



By Tom Armstrong

Farm Calendar

Tuesday, Nov. 28
 New Jersey Board of Agriculture, public meeting, at the Hunterdon County Extension Center, Route 31, north of Flemington, 10 a.m. to 1 p.m.
 York County homemakers' Christmas seminar, 4-H Center, 10 a.m.
 Lancaster County Extension Association board of directors meeting, 8 p.m., conference room, Farm and Home Center, Lancaster.
Thursday, Nov. 30
 Annual dinner meeting of the

Central Jersey Holstein and DHI Associations, Ringoes Firehouse, 7 p.m. dinner. Round and square dancing. Tickets may be secured at the Extension office.

Friday, Dec. 1
 Maryland Farm Bureau FFA awards program.
 Lancaster Co. horse and pony club recognition banquet, 6:30 p.m. Farm and Home Center, Lancaster.
Sunday, Dec. 3
 Ontelaunee Grange Hall breakfast, 8 a.m. to 1 p.m.