

BY CURT HARLER, EDITOR



Lancaster Farming says...

Why we don't need a milk checkoff

The farm community is offering quite a few reasons why dairymen do not need a milk checkoff program

First of all, milk is nature's most perfect food. The ad campaigns in the 1960s did such a good job of convincing dairymen that humanity could almost survive forever on a diet of milk products that everyone else must remember and be convinced, too. After all, the campaign was only 15 years and one generation of homemakers ago.

There is no reason to throw good money into promotion since everybody needs milk. Who cares that most orientals and many blacks can't digest milk?

Why should farmers pay for research and development of new dairy products that will be easier for those millions to digest? So what if many caucasians, including President Carter, can't eat cheese?

Will they be eating up all that much of the millions of pounds in surplus?

Milk prices are just fine today, so why pay in to a kitty? The industry is safe as long as its good friend, the government, continues to assure an ever-increasing return for producing a product that already is in surplus.

Even leaders of giant co-ops like Inter-State have called for lower milk parity percentages to cut supply before the mandatory April price review and the big price crash. Is it better to cut prices, forcing farmers to produce less, than to build demand?

Some folks say demand for milk is pretty steady regardless of price. Inelastic, the economists call it, despite current sales slippage. So why try to build sales by advertising? It only makes those flashy dressers on Madison Avenue richer.

Basically, all advertising does for a product is make it more expensive —

and farmers must keep milk prices reasonable. Ads from those big companies like Deere and IH, Pioneer and DeKalb just increase the prices of their product. Telling people about a product's benefits won't encourage anyone to buy wisely.

Remember, the dairy business is different than other industries. In most fields, many little dealers sell the output of one or two major producers, milk is turned out by many little producers and sold by a handful of dealers. Only large producers should advertise, not small ones.

Dairymen shouldn't be obliged to help themselves in a checkoff unless processors and retail outlets pay, too. Obviously, the dairy is the big loser when an individual farmer's income suffers since the milk goes for processing.

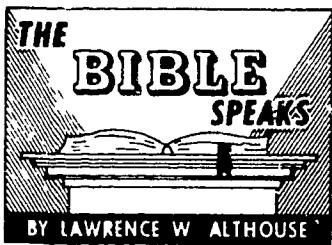
What difference does it make if people see milk as the stuff mother

makes you drink for breakfast, while Coke is seen as a fun party drink and beer is the beverage to have at a clam bake or after a hard day's work? Advertising won't help milk's stodgy image. Anyhow, it doesn't matter what people think since we know the product is good.

Most Pennsylvania co-op officers and farmer leaders are behind the three-fourth of one percent milk promotion checkoff per cwt because they sing the party line. Used to be they'd make sure they got their contributions back, but this referendum has no ask-out.

If each and every one of those arguments makes sense, vote against the milk promotion referendum. If any one, or all of them, sounds a bit wierd, vote for the referendum.

After all, dairymen, it's your future.



ON BEING QUALIFIED

November 16, 1980

Background Scripture:

Acts 13:13-52;

2 Corinthians 3:1-6.

Devotional Reading:

Acts 26:9-18.

I came into the Christian ministry by the normal route: four years of undergraduate college, licensure by my denomination as a "probationer", three years of seminary, doctrinal examination by ecclesiastical officials, and finally: ordination.

I have not regrets about that route, nor am I in favor of abolishing these and other qualifications for the Christian ministry. Yet, at the same time I am disturbed from time to time that our ecclesiastical system that has been designed to protect the church from an unqualified

ministry, has, at the same time, become somewhat of an airtight pressure chamber that keeps out of the church any ministry that does not fit into the system I have no doubt that we need safeguards and order, but I worry that we frequently exchange safety for inspiration and order for God's Spirit.

NOT SELF-SUFFICIENT

We need to be reminded of what lies at the basis of any ministry - clergy or lay. Paul helps us in 2 Corinthians when he says: "Such is the confidence that we have through Christ toward God. Not that we are sufficient of ourselves to claim anything

as coming from us; our sufficiency is from God who has qualified us to be ministers of a new covenant" (2 Cor. 3:4,5)

Whatever covenantal ministry any of us have for Christ it is not dependent upon our own adequacy. To be sure, we bring some qualifications to that task; we may be good communicators, we may have an easy way with people, etc. But, although the ministries of Christ need our God-given gifts, they are not wholly dependent upon them. Anyone who becomes involved in ministering to people knows that he or she is sometimes - perhaps of-

times - personally inadequate for the task. Even less are we made adequate or qualified by the education we receive or the stamp of approval which the church puts upon by ordination. All of these may build upon, add to, and enhance, but never replace the only adequacy we ever have: the sufficiency of God. Our education, our training, our ordination - these are but tools, not the source of the power by which we minister.

THE SPIRIT GIVES LIFE

We must constantly be creating and perfecting our man-made systems to help us in the performance of our covenantal ministries for

Christ, but, when we have reduced something to an organizational chart, a confession of faith, a procedure for equipping one of Christ's workers, let us not be so arrogant to think that our organizations, confessions, and procedures are equivalent to the Holy Spirit. For our ministry, as Paul puts it, it not that of a "written code but in the Spirit; for the written code kills, but the Spirit gives life" (2 Cor. 3:6).

The first and last qualification of anyone who ministers in the name of Christ is to know, then, that "our sufficiency is from God."



NOW IS THE TIME

By Max Smith Lancaster County Agricultural Agent
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many agri-business concerns will appreciate early orders. Also, in many cases, cash discounts can be obtained when ordering far in advance of delivery dates. This can mean the difference between getting the variety quality, and quantity needed as compared to having to take what is left. I'm thinking of lime and fertilizer, legume, grass, grain seeds, and various pesticides. Spend a little time now in planning and ordering your major needs

for next spring. It could save you money, and also, make you money.

TO BECOME PESTICIDE CERTIFIED

This is not a new thought but I fear there are hundreds of pesticide users that are not getting certified, or re-certified. The objective is to be sure that all folks using any kinds of pesticide is well acquainted with the material. I find no fault in this effort. However, it is unfortunate that too many folks have made very little effort to become certified, or to get re-certified. This has

been possible during the past year by attending an educational meeting in your community, or county, at which the pesticide program has been discussed. We urge users of spray materials to attend one of these meetings in the near future and get qualified to purchase pesticides in the future. If you do not, you may not be able to buy what you need.

TO ESTABLISH FARM SECURITY

Every farmer should give some thought to protecting his or her property from intruders. I realize it is difficult to put every item

under lock and key - and this may not be necessary; however, some practices can be established that will discourage those who want to rob or burglarize. I'm thinking of the automatic light that give considerable protection around the farm homestead; also, the ownership of a watch dog or two, that will announce the presence of a stranger, or something out of normal.

The keeping of gas tanks, workshops, garages, and herbicide storage places under lock and key will make it more difficult for anyone to steal from these places. The locking of loading chutes from barns or feedlots is a practice that needs more attention; a pipe or steel bar across the chute might make it more difficult to back up a truck and steal

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TO PLACE ORDERS FOR NEXT YEAR

Farm planning is very important as a part of good farm management. One of the things that need to be done far ahead of the need is to order supplies for the year ahead. We have only a few weeks left in this year but

CHRIS CROWER



Farm Calendar

Today, November 15
Championship Rodeo, Farm Show Complex, Harrisburg, through Nov. 16.
First Pa. Fall Classic Quarter Horse Sale, Farm Show Bldg.
Montgomery County DHIA Banquet, Christopher Dock School, 7 p.m.
Monday, November 17
Northampton 4-H Dairy Club meeting.
Delaware farmland preservation meeting, Gunning Bedford Junior High School, Delaware City, 7:30 p.m.

Tuesday, November 18
Lancaster County Holstein Association annual banquet, Indian Springs, Landisville, 6:45 p.m.
Farm Credit annual meeting, Palmyra Fire Hall, 7 p.m.
Ephrata Adult Farmers meeting on wildlife conservation, 7:45 p.m., high school ag department.

Wednesday, November 19
Flower Growers' Day at Penn State.
Farm Credit Assn. of Lancaster annual

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