

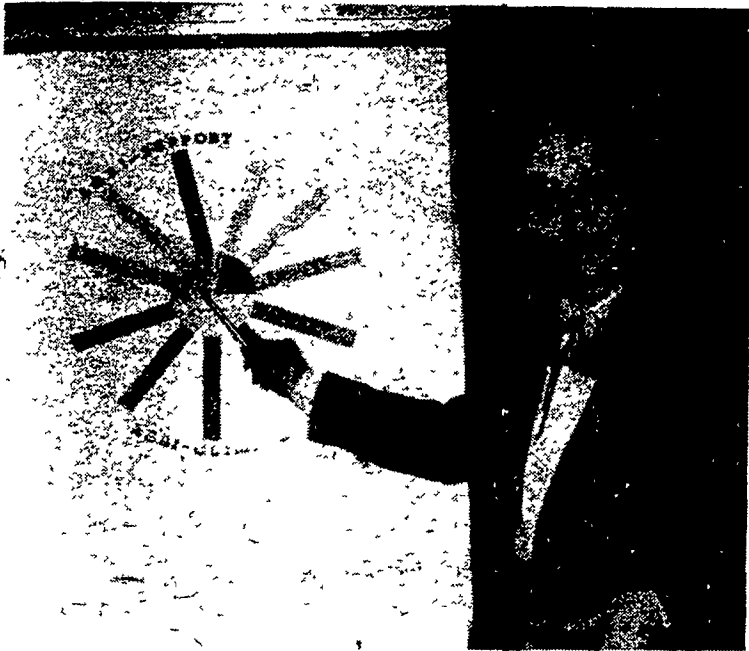
Lancaster Farming

VOL. 27 No. 14

Lancaster Farming, Saturday, January 30, 1982

\$7.50 per year

Pencil-pushers will rub out gut-decision farmers



Gail McPherson, president of Penn's Agri-Women, told the ag-business seminar that the family farm can only continue to produce if the free enterprise system affords a profit incentive.

BY JOYCE BUYP
Staff Correspondent

YORK — World demand for America's foodstuffs will continue to increase, but the "pencil pushers," not the "gut decision" farmers, will be the ones who'll weather the current depressed economy to a brighter future.

That was the message farmers and businessmen heard at the 19th York Agri-Business Seminar, held last Thursday at Avalong Farms Restaurant. About 150 people braved ice-covered roads to attend the annual session, co-sponsored by the York Area Chamber of Commerce and the Extension Service.

Key speaker for the morning session was Gail McPherson, York County fruit and grain producer and President of Penn's Agri-Women.

"The problem confronting farmers today is the transition from being an understood majority to a misunderstood minority," she said. "Just being good at what we

do isn't enough; our object must be to elevate the image of food production to the level that non-farmers understand the need for a profit."

Calling for an intense public relations blitz by the agriculture segment, McPherson added that farmers must help erase "public illiteracy" about food production.

Her slide presentation, "The Other Energy Crisis," dealt with the world's burgeoning population and the earth's limited ability to feed such increasing numbers.

A study by the President's Commission on World Hunger has suggested that famine will ravage the world in as few as 20 years. An estimated five million people are already seriously malnourished, while two million more hover on the edge of hunger.

While technology has continued to boost food production to a capacity of 17 percent more than the population, sheer birth numbers are beginning to catch up to yield increases.

(Turn to Page A34)

Farmers protest Bradford tax changes

By JANE BRESEE
Staff Correspondent

TOWANDA — The Bradford-Sullivan County Farmers' Association has issued a protest to the Bradford County Board of Assessment for raising land use values recommended by the Department of Agriculture, on property enrolled under the Clean and Green Law (Act 319).

The protest committee was organized Jan. 22 and will meet with the Bradford County Commissioners in the near future. The objection to the increase in assessment they stated, is that it may be discriminatory in that only landowners under the Clean and Green law are being singled out for a change; and that the procedure being followed by the assessor to notify the landowners of their new assessment has not been followed.

Also, the committee said they felt that the higher forest land assessment, from \$40 per acre in 1979 to \$73.12 in 1982, was particularly unfair.

According to Annette Schucker, spokesperson for the protest committee, the law reads that the assessor must notify municipal bodies within five days of any change in assessment, and also must notify the landowners of any change. This has not been done, she reported. The Board of Assessment voted to accept the recommendation of the Department of Agriculture land values on August 19, 1981, and legal notice from the assessor's office has not been received in the mail by either the municipal tax authorities or landowners, she pointed out.

Officials at the Department of Agriculture have been questioned as to whether or not raising the use values is legal. State Representative Roger Madigan has been asked to assist in helping the protest committee to unravel what appears to be an unfair action against Clean and Green enrollees.

The Bradford-Sullivan County Farmers Association with a 1981 membership of 963 farm families, the Bradford County Grange with a membership of 2,200 people, one-third of whom are farmers, and the Bradford County Forest Landowners Association, only a year old with 33 members holding nearly 5,000 acres of forest land, represent nearly all who may be enrolled in Clean and Green in Bradford County.

At Veg-Hort conferences

Production questions find answers

BY DEBBIE KOONTZ

HERSHEY — Does the future of eastern apples look promising? Do good forecasts really help the farmer and the fruit producer? Is there really such a thing as 'effective' early blight control?

These questions and more were answered at joint meetings of the 123rd Annual State Horticultural Association, the Horticultural Societies of Maryland and New Jersey, the 1982 PA Vegetable Grower's Association, and the 14th PA Wine Conference, held Tuesday through Thursday at the Hershey Lodge and Convention Center.

Providing the most recent research techniques in the vegetable and horticultural world were authorities from Pennsylvania, Indiana, Canada, New York, New Jersey, and Maryland.

More than 100 suppliers and manufacturers catering to the hort

and vegetable industry were on hand to demonstrate and discuss production practices.

Highlighting Tuesday's conference was a tomato awards luncheon, the crowning of a new state apple princess from Erie County, and the state apple bake-off. Find the tomato producing winners in the pages of A section and the new queen and winning recipes in B section.

Of particular interest to the apple producers was Tuesday's session which discussed the future of eastern apples and what it will take to sell them.

According to George Michalek of Weis Markets in Sunbury, Pa, variety is the strength of the eastern apple, but that, "I don't think we exploit it to its fullest."

"We need to do a better job of providing consistent levels of performance and quality," he

advised. "Western apples are advertised heavily and we have to compete. I think brand advertising is important."

Following Michalek's speech, a panel of three discussed what it would take to sell the apples.

Kenneth Pollard of Western New York Apple Growers, Inc., said "We must increase promotional support. People are interested in nutrition, flavorful snacks and good meals, and our product fills all these areas."

Discussing weather forecasting and its merits for the farmer, was Bernie Hinich of Curryville who spoke on a forecasting service Bedford and Blair counties receive from Accu-weather at Penn State.

For a fee, farmers in these counties can dial an unlisted number day or night and hear the latest forecast. This forecast is

(Turn to Page A16)

Chet Hughes joins Lancaster Extension

BY SHEILA MILLER

LANCASTER — Filling the shoes of former Lancaster County agent Max Smith as the county's livestock agent will be as many county residents say, "a tough act to follow." But on April 1, 1982, Chester D. Hughes will be trying the well-worn boots on for size.

The Cambria county native says there'll be "no fooling" when he assumes the awesome responsibility of keeping Pennsylvania's leading livestock county's farm program running smoothly. And Chet brings to the Extension job all the skills and experience needed to succeed.

The son of I. Roland and Lois Hughes of R1 Portage, Chet grew up learning the in's and out's of the family's general livestock business. After graduating from

high school, he enrolled in the College of Agriculture at Penn State and graduated in 1977 with a Bachelor of Science degree in animal industries.

From 1977 to 1979, Chet started his career as an Extension livestock agent in Susquehanna County where he enthusiastically and intensively worked to build the county's youth program. His efforts gained the attention of the American Angus Association, and in September 1979, Chet accepted the challenge of becoming the Association's Northeast Regional manager.

During his 2½ years with the Angus Association, Chet was instrumental in forming the Northeast Junior Angus Association. Encompassing a 12-state area, the

(Turn to Page A32)



Chester D. Hughes

Columns

Editorials, A10; Now is the time, A10; Ladies, have you heard? B4; Ida's Notebook, B5.

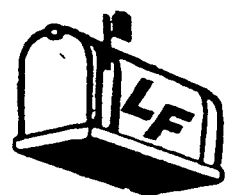
Home and Youth

Homestead Notes, B2; Home on the Range, B6; Kid's Korner, B10; Farm Women Societies, B12; 4-H news, B13; Adams County Extension, B14; Md Ag week, B16; Apple queen, B18; Apple bake-off, B18.

Dairy

Sire summaries, B22; Guernseys earn nat'l record, B32.

Inside
This
Week's...



A Lebanon County dairy family recently made room for more cows and more people. Find out why on page...A26.

'lf's' dominate the Cattle Feeder's Day at the Lancaster Farm and Home Center, Tuesday. See page...A28.

Huntsdale Count Crystan Madam is the "Queen of the Herd" at Huntsdale Stock Farms in Carlisle. A20.