

Now is the Time

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because they only survive on corn roots.

Check Moistures Before Ensiling
Before we know it, it will soon be time to ensile rye and first cutting alfalfa. Both crops have the potential of providing a lot of good quality forage for you, says Glenn Shirk our Extension Dairy Agent. However, you have to ensile the crop at proper moisture levels. The best way to determine that is by using a moisture tester — a VERY VALUABLE tool when properly used. If you don't have one, your wife's microwave oven and an accurate scales can be a very good substitute. (Don't tell you wife I suggested this). Contact us for directions on how to use a microwave oven for this purpose; call 394-6851. Moisture can be your friend or foe, depending on whether you measure it and then on how you regulate it. Make it work for you — not against you!

For Spring Worming

Spring is the best time to start a year round program to control internal parasites in cattle, claims Chester D. Hughes, Extension Livestock Agent. Not only will worming help calves achieve heavier weights, but the cattle may also have better feed efficiency.

Since producers will probably be handling cattle before turning them out on summer pastures, it's a good time to worm cattle to rid them of existing parasite burdens.

Internal parasites damage the stomachs and intestines and compete with the animal for feed. A parasite infection increases the nutrient requirement for good health maintenance in all cattle. In nursing mother cows, more feed is required to keep up milk production. Younger cattle suffer a reduction in feed efficiency and weight gain. Severe infections can also result in lowered resistance to secondary infections and anemia.

Along with repeat wormings,

OUR READERS WRITE, AND OTHER OPINIONS

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have pushed for company "brand advertising" instead of a general or generic approach where all products are stressed, and they have asked why dealers don't do the advertising.

It is unfair to call it a tax. While the money would go to the Pennsylvania Department of Agriculture it will not be used to support government but to help sell more of the products to yield a higher return to those who produce it. Speaking of taxes, it is our opinion this is a legitimate business expense and can be deducted from farmer income taxes. Thus, this reduced the so-called "cost".

There is a tremendous need to get rid of the dairy surplus beyond giving away free cheese or even

good pasture management can prevent massive parasite buildup. Leave pastures idle for several months if possible. This allows most of the infective larvae to die off without being replenished by eggs from infected hosts. If supplemental forage is supplied, feed troughs should be used to avoid the ingestion of infective parasites on the ground.

To Manage Poultry House Equipment

General management of poultry house equipment is important in maintaining a comfortable environment for chickens and turkeys. Defective equipment should be repaired or replaced promptly, especially if it is involved with the distribution of feed or water to the birds.

Rusty cages will allow some birds to escape and may trap or injure other birds and can cause an increase in crax in eggshells. All sharp edges in the poultry house must be removed to avoid injuries. Also, rusty and decaying feed bins allow moisture to get to the feed, resulting in mold growths and sick birds.

buying and storing it in the first place which costs every citizen a fair amount of money. No one wants to cull herds these days.

We all recognize milk sales have dropped while soft drinks, beer, wine and other beverages have increased. Some is due to advertising and promotion, some due to questionable attacks on milk (cholesterol and the rest), some due to the cutback in school milk money from Uncle Sam.

We think this school milk reduction is a horrendous mistake. It would be better to train youth of our country to enjoy milk rather than storing it in warehouses where it may go bad. This is another problem on which the industry should be working.

Let's look at the so-called push for "Brand Advertising" where the money would go to promote a certain company or cooperative brand of milk, cheese or whatever, rather than telling the total milk and dairy products story.

There is merit to brand advertising and it should be continued in addition to the effort put in when the referendum passes. And I think it will be. But to permit brand advertising would not be fair to all people.

Every farmer pays the same amount of money, currently 10 cents per hundredweight, whether he ships to a large or small dealer. The large operators could take full-page newspaper ads because of the amount of money available. The small dealers couldn't match this and it could hurt them and their shippers. Generic advertising would work for the good of everyone.

Another complaint, heard recently, is that it is the job of the dealer to do the advertising and not the farmer. This is only partially true.

Look at the advertising done by "farmers". Much of the orange and grapefruit commercials one sees are paid by the producers, so is much of the generic cotton ad-

vertising, along with avocados and eggs, through the Egg Board. In Pennsylvania, apples, red cherries and potato promotion is sponsored by the producers. What is wrong with milk?

Now, about dealer advertising.

Dealers do advertise. Of course, they cannot afford the big splashes one sees for the colas, and uncolas, beer and other beverages. Dealers are not that large and there is a big difference in profits. The carbonated beverages sell for more than milk, in most cases—and look at the difference in the ingredient costs. Sugar and flavorings, plus bubbles, is the story for one which doesn't cost at least 50 percent of the selling price paid by milk dealers.

Dealers do advertise. It is impossible in short notice to get a total picture but a preliminary check on fluid milk dealers—not counting cheese, ice cream, milk chocolate and other products—indicates between \$2 and \$3 million a year. That is good considering there are less than 100 fluid milk dealers left in the state, and some still small.

When the referendum passes these dealers will continue to add this to the producer money to help build the program.

It might be added that dealers spend money in other ways which is mostly for the good of farmers. One is for license fees and government assessments, the other is for bonding and the Security Fund.

Between license fees paid to the Milk Marketing Board the

assessments which go to the federal order administrators more than \$1 million a year is paid by the handful of dealers. And most of this is for farmer protection-for audits and the rest. Farmers don't pay one cent.

Currently, the Milk Marketing Board holds bonds amounting to over \$56 million dollars for farmer protection. This is paid by milk dealers and bonding isn't cheap. The Security Fund today is approaching the \$500,000 mark, which is in addition to the bonds. This is all dealer money for so-called "business insurance" for our great dairy farmers.

So, it can be seen that it is easy to attack the referendum by calling it a tax, by blaming the dealers and making other accusations. But, these are not honest statements.

When the money comes in to the Department of Agriculture—collected by the dealers which also costs money—the farmers and the Secretary of Agriculture will decide how it is to be spent. There are no dealers on the Advisory Committee. And it should be this way.

The major organizations such as the Grange and the Farmers' Association, along with most cooperatives, favor the referendum. They wouldn't take such a position unless they had reason to believe it is a fair proposition.

It is hoped this clears some of the air as we look to bigger sales of milk in Pennsylvania in the future.

Henry R. Geisinger
Executive Vice President
Pa. Assn. of Milk Dealers

Dairymen will lose

Dairymen in Lancaster County will lose over \$1,175,000 annually if the proposed statewide milk referendum is approved.

The figure is based on data from the Pennsylvania Department of Agriculture's Crop Reporting Service.

According to figures from the 1980 Annual Summary, Lancaster County's milk production was 1,174,750,000 pounds. Based on the 3/4 of one percent rate of assessment proposed in the check-off, the fee would be \$.10 per hundredweight of milk.

These are 1980 figures, and production all across the state has been on the increase so the total amount is likely to be higher.

Not only will \$1,175,000 year come out of the pockets of dairy farmers, it will leave the local economy. That's \$1,175,000 that won't be used for mortgage payments, food, clothing or general use to stimulate the communities of Lancaster County.

The Pennsylvania Farmers Union is opposed to the proposed
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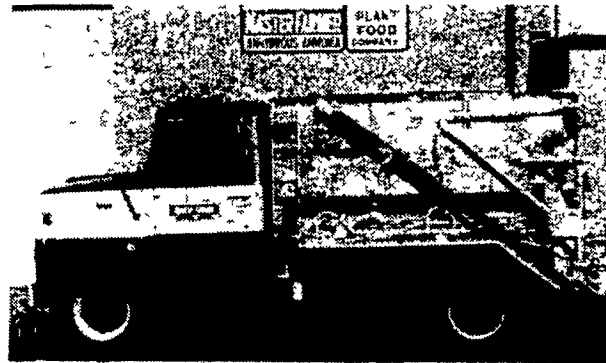
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