



Off the Sounding Board

By Sheila Miller, Editor

What a team

After last Sunday, every pork producer in the U.S., from Ag Secretary John Block on down to Ole McDonald, had better be a football fanatic.

The Superbowl, which glued millions of eyes to the television last week, was a pork promotion powerplay. From the minute that pigskin was snapped off center, it was a day for the Hogs — with a capital "H."

Although not too many hog farmers watched the game with their sows on televisions plugged into farrowing house electrical outlets, I'm sure the four-legged pig producers would have squealed ecstatically when their "mascots" from the Washington Redskin offensive lineup flexed their "hams."

Little did that elite group of football players know that when they accepted the nickname, "Hogs," they would be representing the smartest of barnyard animals — although they're better known for their love of mud (an antiquated way to keep cool, of course).

Now, Hog-mania is hitting Washington D.C. in epidemic proportions, and no one in the hog industry would be crazy enough to try and quarantine this rash of enthusiasm for their product.

This week, the National Grange reported that "in a rare show of true bipartisanship, Republicans, Democrats and Independents joined together to pass legislation regarding 'Hog'anomics.'" (Will wonders never cease?)

The bill, introduced by Washington Redskins fans, promises long-term respect and demands nationwide support for its well-balanced approach to dealing with championship fever and mass hysteria, said the Grange.

They reported that lobbying support has been promised by thousands of industry, government and association representatives.

And that farm organizations, such as themselves, are "ecstatic over the potential demand for pork products."

The bill also preserves the right of every Redskins fan to honk if they love the Hogs, bow if they love John Riggins (a Midwest farm boy), hold up their right index finger in crowds of two or more, wear Redskins buttons and do the High Five at all social functions, said the Grange.

The National Pork Producers will be missing the boat if they don't pick up on honking for Hogs, too. Wouldn't it have been great if one of NPPC's television commercials could have aired during that "super" game?

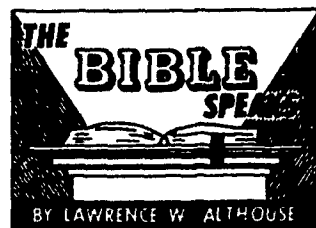
Sports figures also are lending a helping hand to advertising milk and dairy products. Baltimore Orioles fans will be cheering out a dairy promotion each time Cal Ripken Jr. approaches the home plate. "Drink your milk, Cal," will echo into the minds of young and old alike who hear that cry from the stands.

A carryover from his childhood days, the young baseball player now hears thousands of fans telling him the same message he heard at mealtime from father and baseball coach Cal Ripken Sr.

Since kids and adults alike tend to idolize sports heroes, the American Dairy Association is sure to hit a homerun with a spokesman like Ripken.

So as not to show favoritism, Greg Gross, a Philadelphia Phillies baseball player cannot be overlooked when it comes to promoting dairy products and milk. He's "MAMMA's" boy (Mid-Atlantic Milk Marketing Association) in the City of Brotherly Love.

Whether you're a sports fan, or not, there's no question that farmers and athletes can make a great team when it comes to selling nutritious farm-fresh food to a nation that's hungry for the message.



THE STRONG & THE MEEK
February 6, 1983

Background Scripture:

Luke 19:28-48.

Devotional Reading:

Lamentations 3:21-33.

Jesus Christ throws a monkeywrench into our attitudes about strength and weakness. The epitome of meekness and humility, he nevertheless was a person in whom people also found strength, courage and power. Humble enough to wash the feet of his disciples, he did not shrink from the recognition that he was God's Messiah. He was a man whose sovereignty was obvious, yet he did not compel anyone to submit to him. His strength — and he was a strong man — was something that came from deep within him and was never more evident than when he seemed to be in a position of weakness.

YOUR KING COMES HUMBLY

His Palm Sunday entrance into Jerusalem clearly illustrates this paradox. In it Jesus proclaims for all to see that he is the Messiah, the appointed one of God; yet at the same time, he is careful to indicate that the true Messianic image is one of meekness and humility.

The Palm Sunday procession by

Jesus and his followers was meant by him to serve as a statement about who and what he was. The image he projected in this incident is not accidental. One gets the impression that Jesus very carefully planned his entrance so that the people would get his message. Deliberately, then he chose a vivid passage from the Book of Zechariah that very well explained what kind of messiah he would be: Rejoice greatly, O daughter of Zion!

Shout aloud, O daughter of Jerusalem!

Lo, your king comes to you; triumphant and victorious is he, humble and riding on an ass... (Zechariah 9:9)

"Triumphant...victorious," yet "humble." Seldom have these seemingly contrary qualities been incarnated in one person.

TEACHING DAILY

Even in what followed the Palm Sunday procession this paradox is evident. His first step, driving the moneychangers out of the temple, is the powerful act of a strong person. Although Luke does not indicate that Jesus became physically violent, he does show us that Jesus was very vigorous and forceful in this action. And the words he uses were hardly gauged to "win friends and influence people": "It is written, 'My house shall be a house of prayer'; but you have made it a den of robbers."

But apart from this one vigorous act, Jesus' influence in what was to be his last week was more that of the quiet teacher: "And he was teaching daily in the temple." It is not enough to drive the moneychangers out of the temple, for we must also be taught what the temple is really for.

No wonder "the people hung upon his words."

NOW IS THE TIME

By Jay Irwin

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OUR READERS WRITE, AND OTHER OPINIONS

Definition

In the Jan. 29 issue of Lancaster Farming, a front page caption and an article "Panel discusses starting cattle on feed" on page A25 contained the term "cattle jockey" which was used to describe the occupation of Jimmy Hoar, Kreider Cattle Co., Lancaster.

Our definition of cattle jockey refers to "someone who skillfully guides the movement of" steers, cows, heifers, whether through a feedlot, pasturefield or auction barn. It was not used as a derogatory term, although some in the industry have chosen to misinterpret it — their connotation of the term equates a cattle jockey with someone who practices dishonorable salesmanship. This differs from the complimentary, casual usage of the term "cattle jockey" as it was intended.

We regret any inconvenience

this case of semantics may have caused Jimmy Hoar who was invited to speak during the Lan-

caster Cattle Feeders' Day as an expert in his field of work. His comments were based on personal experience in the cattle business, as a cowboy and cattle dealer.

Farm Calendar

Saturday, Feb. 5
Ephrata Young Farmers Banquet, Durlach-Mt. Airy Fire Hall, 6:45 p.m.

Sunday, Feb. 6
Heart of Penn Goat Breeders, 2 p.m., Someday Hill Farm, Dornsife.

Monday, Feb. 7
Schuylkill Co. Dairy Day, 10 a.m. - 3 p.m., Goodwill Fire Hall, Cressona

Berks Co. Dairy Day, 8:45 a.m. - 3 p.m., Berks County Ag Center, Leesport.

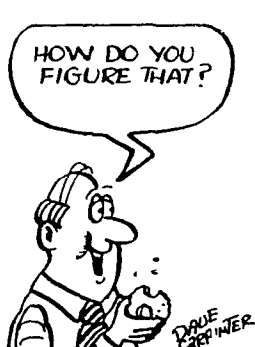
York Swine Day, 9 a.m. - 3 p.m., 4-H Center.

Kent County, Md. Herd Health Meeting, 7:30 p.m., Kent Co. Public Library, Chestertown.

Tuesday, Feb. 8
Wayne County Farm Management Seminar, 10 a.m. - 3 p.m., con-

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OTIS



To Complete The Agriculture Census

Most farmers feel they have enough forms to fill out - and it's true. But, we encourage you to take time and accurately fill out the agriculture census form. This information has a direct affect on every state and each county in the U.S.

The agriculture census has been taken periodically since 1840. It is the only source of uniform agricultural data for each of the Nation's 3,100 counties and records the changes that have occurred in farm size, ownership, organization and type.

Information from the census of agriculture is used in almost all agricultural planning and decision-making. Your own farm organizations and farm co-ops are major users. Our Land Grant universities and their agriculture experiment stations, and government agencies are also users.

Agri-business, such as your local dealers which supply the equipment, materials, and services which you need, makes extensive use of census figures. So take some time during this slower season and complete the agriculture census.

To Plan Your Estate

During my lifetime the management of farm labor, livestock, crops and machinery have been very important in order to obtain maximum production. Many farmers have excelled in these areas. Now, as we look into the eighties, I feel that money management is of growing importance to the farmer and warrants more attention and knowledge. The planning of your estate, including the making and

up-dating of a will, and also the proper farm transfer are considerations that are very important. Today, the average farmer handles more money in one month than his ancestors did in a year. We urge more attention to estate planning and money management as part of good farm management. Plan to attend the Estate Planning meeting on February 24 and the Farm Transfer meeting on March 10 - both at 7:30 p.m. in the Farm and Home Center, Lancaster.

To Plan Legume Seeding

It's not too soon to make plans for seeding clover or alfalfa on winter grains. Many of our good stands have been obtained by making a split seeding broadcast over the winter wheat; one seeding in late February and the other in early March. The value for seeding at this time is to take advantage of the alternate freezing and thawing to work the small seeds into the topsoil. Wheat is usually the best grain to make late winter or early spring legume seedings. Barley and rye tend to develop too much growth and increases the potential for lodging which smothers out the small legume plants. If the broadcast method is to be used, it should be done by the middle of March. The use of a band-seeding method might be a better way to establish a new legume stand.

To Reduce Feed Waste

Most farmers are struggling to recover their cost of producing the farm product. Careful management is a very important item in any farm operation. The loss of high priced hay and feed is an item in some livestock

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