

Farm managers

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of soil and water conservation. Peterson is the new president of the American Society of Farm Managers and Rural Appraisers. "I remember a ranch I once managed in Wyoming," he says. "It has been overgrazed before I took it over. I worked with that ranch for 6 years and we still hadn't gotten the native grass back to where it should be."

As a board member and former president of the Jefferson Soil Conservation District, Peterson knows a lot about soil and water conservation — and consults with

local conservation districts wherever he manages farms.

In Missouri, farm manager Joe Harris II says he looks on soil conservation favorably not only from a sound economic and investment standpoint, but also because "it makes good sense. If the soil is eroded, it hurts the client, it hurts us."

Harris works for Doane Farm Management Co., whose vice president, Joel A. McNeill, calls himself a conservationist.

To McNeill, the whole mood of the country has changed since the seventies.

"People today are talking about

soil and water conservation and they're concerned about it," McNeill said. "I think the private sector has a responsibility to take the initiative to manage resources intelligently."

Nationally, USDA's Soil Conservation Service gives technical help to land users in combating erosion and water problems through some 3,000 local soil and water conservation districts. Participation in conservation programs is voluntary.

"It's encouraging," said Myers, "to see so many farm managers speak out strongly for conservation. In this coming year, we plan to step up our efforts to work them. Many local conservation districts and soil conservationists already are making extra efforts

to reach this important segment of the farm community.

"We're also working to develop more cost-effective ways to do conservation. The more we can do in that area, the more we can protect our soil and water resources."



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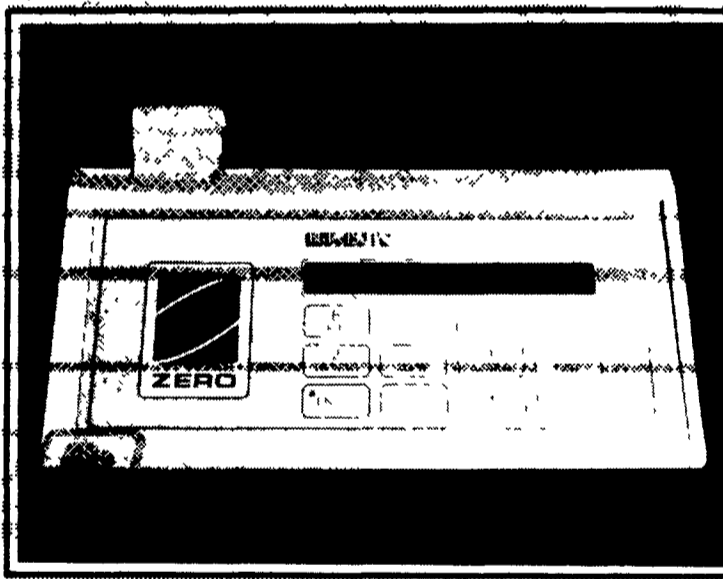
Each cow is identified by a responder worn around the cow's neck. The responder is sealed to tough polyurethane plastic with no batteries or working parts for an unlimited useful life.

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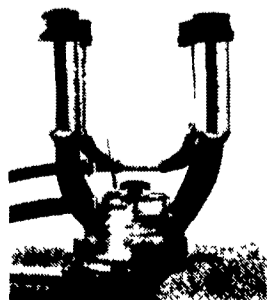
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