

Forget the past; look to future

BY DICK ANGLESTEIN

Dairymen started paying this week for the new national milk promotion program to be financed by the 15-cent CWT. assessment

More money than ever will be flowing into promotional programs to boost dairy product sales and reduce surpluses.

Already, before the first assessments are really made from milk checks, cries of politics are being heard concerning the program. The National Farmers Union has strongly criticized reports that the White House is having more say than Secretary Block about who will serve on the dairy promotion board and decide how up to \$150 million in promotional assessments will be spent.

"Since the assessment for the program is mandatory for all dairy farmers, it is unfair to have their money spent by partisan political appointees," NFU President Cy Carpenter said in a letter to Block.

Carpenter went on to criticize the reports that the White House is first screening nominees before being forwarded on to Block. Some 150 names have been placed in nomination by farm groups and organizations for the 36 spots on the board.

The NFU points to the extra delay required by the White House screening.

In sharp contrast, the PDA has moved quickly and prudently in the creation of a state program and committee to oversee promotional efforts involving 10 cents of the 15-cent assessment from dairymen who do not ship to federally regulated handlers.

It makes good sense if these dairymen are going to have to pay the assessment anyway that the majority of their money be used right in the area where it has the potential to do the

most good. The reports of politics and possible delays at the federal level only underscore the importance of using the money here at home.

But for both the federal and state programs, we hope any promotional or research efforts don't get bogged down in traditional stereotypes of the past. These are new times for dairymen and it's going to take new and innovative thinking to get them through these times.

Look at Wendy's "Where's the Beef?" ad campaign. It has caught the fancy of everyone. But if you would analyze that ad in the light of past traditional stereotypes, it would be all wrong.

After all, how can the predominantly younger customers at fast food stores relate to older people in a commercial? And even at first, retiree organizations took offense at the image being presented

But, that three-word question and commercial will go down as one of the greatest promotional campaigns ever devised

That question, probably more than anything else, also will decide who the Democratic presidential nominee will be. Until Walter Mondale started asking it about Gary Hart, his campaign was floundering and it more than anything else turned some key primaries around.

So, in any promotion of milk, let's not drown any promotional campaign in the past. Start fresh and forget about any stereotypes about milk.

Start with this age-old idea that milk is perfect. There are a lot of people out there, including dairymen, who are saying that the milk you buy in the store isn't the best and doesn't taste the best it should.

So, start with the product and make certain it's the best it can be. Keep trying to improve it and come up with new, exciting products.

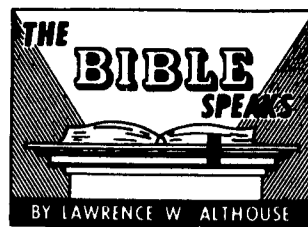
The Pennsylvania promotional committee will have about \$1.5 million to work with. But already this week, Coke announced it has given \$1 million to promote Pa. tourism.

And, one of the things that many tourists come to Pennsylvania to see is its farms -- many of which depend on milk for their existence. It would be a cruel paradox if Coke ended up getting more mileage out of its indirect promotional effort than the farms get out of their direct promotional program.

But already I've seen more free news coverage of the Coke tourism campaign in a few days than I've ever seen about milk promotion.

So let's keep our ideas about how to promote milk as fresh as the milk is supposed to be.

And, don't let the past govern the future. Or for many dairy farmers, there isn't going to be a future.



WHAT DEMONS BELIEVE May 6, 1984

Background Scripture:

James 2.

Devotional Reading:

Leviticus 19:15-18.

I'm rather confident that this is one question to which you've not likely given any thought: "What do demons believe?"

But, lest you jump to the conclusion that I am simply scraping the bottom of the biblical barrel, let me assure you that the question as to "what demons believe" is very, very relevant to your own life and faith - perhaps painfully so.

For the answer to this question is that demons believe pretty much what you believe!

WORDS AND WORKS

Although that statement may seem quite unorthodox, I hasten to inform you that my source is quite "orthodox," assuming you regard the source of orthodoxy. For it is the New Testament Apostle James who says: "You believe that God is one; you do well. Even the demons believe and shudder" (James 2:19). The problem with demons, James is suggesting, is not that they hold wrong beliefs, but that they don't act in accordance with those beliefs.

But James isn't really concerned with demons - a preoccupation that seems to obsess some Christians today - but with followers of Jesus Christ and particularly those who,

like the demons, believe the right things but don't do them! "For as the body apart from the spirit is dead, so faith apart from works is dead" (2:26).

There have been those who have concluded that, in light of statements such as these in James 2, there is a very real controversy between Paul - "a man is justified by faith apart from works of law" (Romans 3:20) - and James. Yet this is one of those controversies that is more apparent than real. It is a conflict of words, not meanings. Ironically, both James and Paul use Abraham as their example. Both quote Genesis 15:6 - "Abraham believed God and it was reckoned to him as righteousness" (Paul in Romans 4:3 and James in James 2:23). So both Paul and James are one in calling for belief that moves us to live rightly instead of just thinking or even speaking rightly.

SHOW YOUR FAITH

I am convinced that both Paul and James would agree that faith is not simply an idea in the mind, but a conviction that motivates what we do. And that's why this is so contemporary: we still tend to miss the meaning of faith, forgetting that Jesus himself taught that faith must produce the right fruits (Matthew 7:20). We still tend to think we have told a brother or sister in need, "Go in peace, be warmed and filled" (James 2:16).

Noting that many so-called "friends of music" tended to spend a great deal of time in arguing about music" tended to spend a great deal of time in arguing about music, a famous musician observed that "Great music is not composed for argumentation, but rendition."

The same is true of great religion.

NOW IS THE TIME

By Jay Irwin

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To Practice Pesticide Safety

Pesticides are very important to our highly efficient agriculture. When used as directed, they repay our growers with higher, better quality yields at minimal risk to our safety and health.

- It's important to choose the correct pesticides and application equipment for your particular pest problem.

- Be sure to read and follow the label directions. Make sure all co-workers do the same.

- Without fail, use the recommended personal protective equipment to prevent harmful contact with chemicals.

- Mix chemicals accurately and carefully. Clean up spills. Return unused materials to safe storage.

- Triple rinse and drain empty containers into the spray tank.

- Clean the equipment when you

have finished. Don't smoke or eat until you have washed and changed clothing.

- Store pesticides in their original labeled containers in a locked cabinet, room or building.

Let's have a safe growing and harvesting season this year.

To Be Aware of New Egg Production

New regulations from the U.S. Department of Agriculture may help stop the spread of Avian Flu.

Under the new regulations, eggs from flocks known to be free of the disease can be removed to any destination.

Eggs from flocks of unknown status can only be moved to a processing plant operating under a special USDA permit. There, they will be pasteurized so they present no possibility of spreading the virus.

Eggs from acutely infected flocks still cannot be moved.

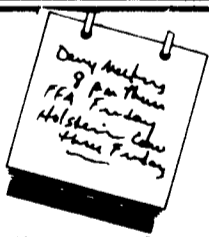
These regulations will monitor the spread of the disease...and make sure that all eggs coming out of quarantined areas are disease free.

About 5100 square miles in southeastern Pennsylvania are under state and federal quarantine. Hopefully that can be reduced very soon.

Avian influenza has caused the death or destruction of about 12 million birds...at a cost of over 24 million dollars. It does not affect humans.

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Farm Calendar



Saturday, May 5

Adams County Apple Blossom festival, continues tomorrow, South Mountain fairgrounds.

Spring feeder calf sale, 1 p.m., Hackettstown, N.J. auction market.

Pa. Shorthorn Association annual herd improvement sale, 7:30 p.m., Mercer 4-H Park.

Intercollegiate Horse Show, Farm Show Complex, continues tomorrow.

Cloister FFA spaghetti supper, 4-8 p.m., Ephrata High cafeteria, slave sale at 7:30 p.m.

Sunday, May 6

Pa. Home Economics Association annual meeting, Harrisburg Marriott, continues through Tuesday.

York dairy princess get-acquainted tea, 2 p.m., at Kingway Farms.

Monday, May 7

Hunterdon County, N.J. Sheep Breeders Assn., 8 p.m., Extension Center.

Tuesday, May 8

Spring Homemakers Day, 9:30 a.m. - 3 p.m., Stanton, N.J. Grange.

Wednesday, May 9

Hunterdon County, N.J. Board of Agriculture, 8 p.m., Extension Center

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Otis

