



## Brockett's Ag Advice

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### The Farmer Of The 1990's

The exodus of farmers from full-time farming will probably accelerate in the next 10 years. Why? One reason is the continuing surplus of farm commodities in relation to market demand. A second reason is the continuing advances of science, technology, and management techniques that both improve the efficiency of producing a product and add to the surplus. A case in point is the coming growth hormone in the dairy industry. Third is the changing lifestyle of our consumers — more free time which means more time spent in recreation — more concern about physical condition which means dietary needs. A fourth reason may be diluted by the new tax laws — competition from those who do

not have to make a profit from their farm business.

Then there is the reasoning that the government can fix anything if they would only pass the right laws; this is coupled with the stupidity of those who make our laws in trying to fix everything and still win votes. Many farmers still refuse to view their farms as businesses that must be run like businesses.

Attitude is a major problem for those who really desire to improve farm income; particularly the feeling that all it takes to succeed as a farmer is "hard work" and the desire to farm. Another problem for many farmers is the vast amount of information a farmer must sift through to decide what piece of information is useful, what

is worthless, and what is actually detrimental. Finally, the cost of borrowed money may be higher than the potential return from that money.

When all of this is taken into consideration, it adds up to a major loss of farmers in the next 10 years. The loss will probably exceed the one that happened during the drought years of the mid sixties. Actually Pennsylvania farmers will probably be in better financial shape than farmers from most other areas of the country. Pennsylvania farmers are blessed with basically good soils, favorable climatic conditions, and easy access to major markets for their commodities. Pennsylvania farmers also have alternatives to full-time farming that may help them move from full-time farming to off-farm income work.

#### Who Will Be The 1990's Farmers

Those who will be farming in the 1990's will be people who have been able to adjust to a new way of farming. They will include those who are willing to accept the fact that they will need an off-farm job to supplement farm income. They will have to be careful that the off-farm income is not consumed by the farm operation, or the off-farm job will not be a viable alternative but just another frustration.

Another survivor group will be those who presently have little or no debt and can continue in that category. To be truly successful and not just survivors, the members of this group must take advantage of their debt free situation and become top notch managers or they will soon be among the "also rans."

The real future farmers will be those who can learn to be business executives willing to treat their farm and their enterprise industry as a business. They will be able to make decisions based on facts, not emotion. They will probably keep and use extensive records on production functions as well as financial areas. They will know the cost of producing a unit of their commodity under their conditions. They will know how to recognize and use useful advice and information, how to glean the useful parts from the vast pile of available information, and how to discard all of that worthless information and expensive advice. These farmers will be self confident enough to recognize their own weaknesses as well as their strengths. They will know how to set priorities and not fear hiring people who know more in certain technical areas than they do. Most of them will see that being a

"financial manager" will be a top priority in the future. They will also recognize that labor management is a major concern of theirs.

#### To Be Successful You Will Need:

To be a successful farm operator into the 90's you will need the following:

1. Highly efficient production per unit with high quality and sound economics. The combination is a must. Just high production alone is not enough. A dairyman can go broke with a 20,000-pound herd average if the cost of producing that record exceeds the returns, or if the farm family's expectations of family living from the farm exceeds the amount available. Cost control is a must in any business that is to be successful.

2. Detailed and useful records. Financial records are a necessity for cost control, tax management, planning, making changes, analyzing the business, and basic decision making.

3. A regular farm analysis. An analysis is important to any businessman who is interested in improving the weak areas of the business. A good analysis can help the manager of a business project the results of a management change.

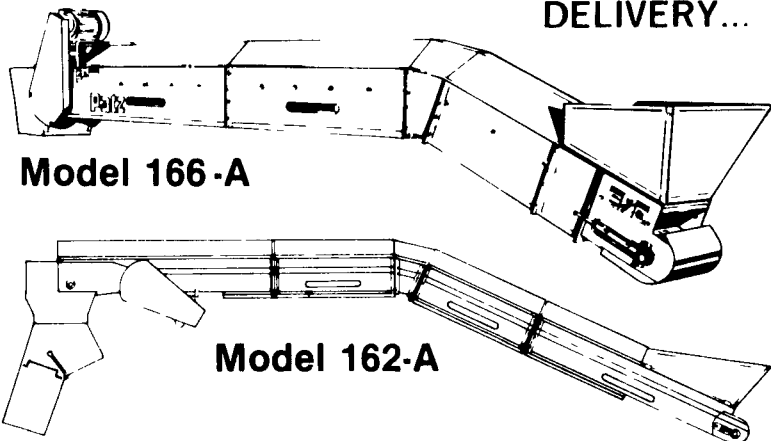
# Patz

- CONVEYORS
- BELT FEEDERS
- REPLACEMENT CHAINS

*Rugged And Reliable*

## CONVEYORS

BIG  
CAPACITY...  
FAST  
DELIVERY...



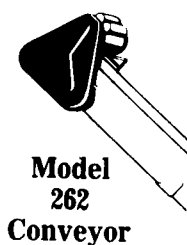
Model 166-A

Model 162-A

Built rugged for efficient, high-volume feed handling. Economical chain-and-flite action moves feed smoothly without sifting or separating.

## New Low Cost Conveyor

- High capacity.
- Lengths: Up to 25 feet.
- All-belt drive for low maintenance.
- Galvanized steel, all bolted construction.
- Detachable steel chain with steel-braced 2½ in. rubber flites.
- Replaceable bolt-in conveyor pans.
- Options: hopper, spouts, diverter, support brackets

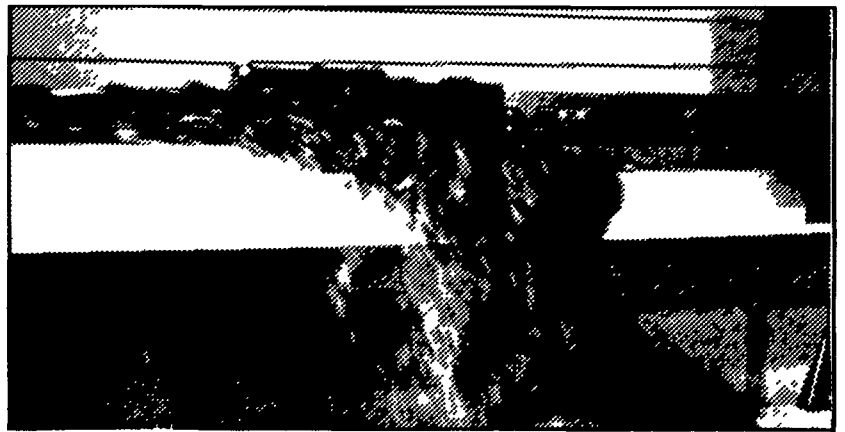
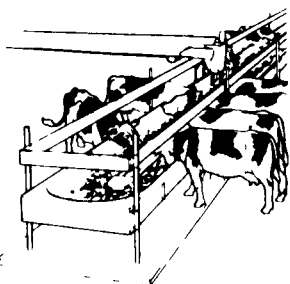


Model 262  
Conveyor

## Patz CATTLE FEEDERS

Chain and flites for simplicity and economy

Model 400 feeder fits straight line bunks up to 200 ft. long... move all types of feed smoothly around bunk without sifting or separating.



## Patz BELT FEEDER

For fast, reliable, feeding plus... easy maintenance and low investment.

- High Volume
- Simplicity Plus
- Continuous-drive Plow
- Installs Quickly
- Mounts Left or Right Side, or Ceiling
- One Motor — No Reversing Switches

# Patz

## 101 FEEDER AND CONVEYOR

Check these features:

- Feed is distributed along the bunk from above by a feeder with a tapered bottom.
- Can be used inside or outside.
- Chain and flites move at 91' per minute delivering up to 44 bushels of feed to the bunk each minute.

- Can elevate, feed and convey with optionals.
- To fit your requirements, the 101 can feed in one or two directions; convey and feed in one or two directions; or just convey.

Feature for feature that's why farmers are selecting the Patz Model 101 feeder and conveyor

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