



Editor's Note: We first heard this humorist give this speech at the ADA-DC Annual Meeting in Syracuse, N.Y. but Walt Buescher of Pipe Forge, Tennessee has spoken at Pennsylvania a good many times too. He always gives farm and agri-business groups the same message, a message that he calls "Hometown Economics," but which can best be described with the words, "cut back or sell."

Since retirement from Allis-Chalmers, Buescher has lived in the Smoky Mountains of Tennessee where he operates a sales promotion firm called Grass Roots Communications. For the last 10 years, he has filled speaking dates for Ford New Holland all over the United States. So, here's Part 3 of 7 Parts.

Last time we discussed why our exports have gone to pot... strong dollar, worldwide recession, four presidential embargos in a row.

As if that isn't bad enough, we

have lost domestic markets too. U.S. NEWS & WORLD REPORT says we're not eating the way we used to. On a per capita basis, in the last 15 years, we have begun to eat less bread, potatoes and sugar. We have cut back on pork and beef. We have cut back on dairy products and eggs. The increases in poultry, fruit and vegetables doesn't begin to make up the difference. OK, multiply that loss by 238 million people and that would make a whale of a difference on the streets of Lancaster, Pennsylvania too, wouldn't it?

What happened to our domestic markets? Who clobbered us? First, I say it was price. And you're going to say, "Hey, the USA farmer produces food for the smallest percentage of disposable income of any farmer in the world." You're right. 14%. In the USSR, it's 34%, Japan 23%, England 19%, India 59% and China 60%. Why then do I say "price"?

When our women folks go down the supermarket aisle, they see the price of peas, bread, head lettuce, milk and pork chops on a daily basis, don't they? They only buy furniture twice in their lifetime...when they get married and when the kids leave home, so they don't remember what the price of furniture was last time.

But they remember the price of peas and pork chops from yesterday, don't they? When those prices go up, it gets to them. And then they get to the checkout counter and those narrow minded grocers won't take her Visa card... they insist on cash. The only place in town that insists on cash. And here his gal is trying to save up for a TV set for the bathroom so she has to cut back somewhere. She cuts back on food purchases.

Then we all resist change. Do you remember when the officials of Iowa Beef got in hot water because they worked with the Mafia to get boxed beef into New York City? The supermarkets and labor unions resisted change. They didn't want less expensive, nutritious boxed beef in New York City.

The WALL STREET JOURNAL reported that Honolulu dairy farmers are screaming because there's milk coming in from Santa Barbara. Well, if a dairy farmer 10 miles out of Honolulu can't compete with someone 1,500 miles and 5 days away, he had better come

back to Penn State for a short course. Right?

In my book, the third and most important reason for the decline of food purchases per capita in this country is the jolly boys and jolly girls who pass themselves off as nutrition experts.

Jimmy Carter's Assistant Secretary of Agriculture, Carole Foreman told the world that beef causes heart trouble and pork causes cancer. We're told that fish is full of mercury. Sugar causes hypertension. Fruits and vegetables are acidic... toxic... more toxicity in a tomato than in Three Mile Island. Hot coffee and tea release radon gas. Dairy products, bread and potatoes make us fat we're told and obesity is deadly. They tell us to get off of our fatty acids. That doesn't leave much, does it? Whatever it leaves, the farmers poison with pesticides so USA citizens should not eat, drink or breathe. Thus saith the nutritionist!

George Burns is 90+ years old. He smokes 15 cigars a day, drinks two martinis and avoids fiber in his

diet. He has outlived every nutrition expert in the country. When George was asked what his doctor thought about his diet, he replied, "My doctor died 27 years ago."

To me, this is all a little nutty. Our neighbor Buford Barnes has a grandson in Parchment school...third grade. A psychology PhD came out from UT and said, "I would like to test the perception of the students in this class. If the USA is bordered on the north by Canada, on the east by the Atlantic, on the south by the Gulf of Mexico and Mexico and on the west by the Pacific, how old am I?"

Silence. Then Junior popped up with, "Mister, you're 44." "That's right," the professor proclaimed. "With the clues I gave you, how could you tell that I was 44?"

Junior said, "I got a brother Joe at home who is half nuts...he's 22."

We've got a whole yard full of these liberal activists. There are the "big is bad...small is beautiful" people. The zero growth

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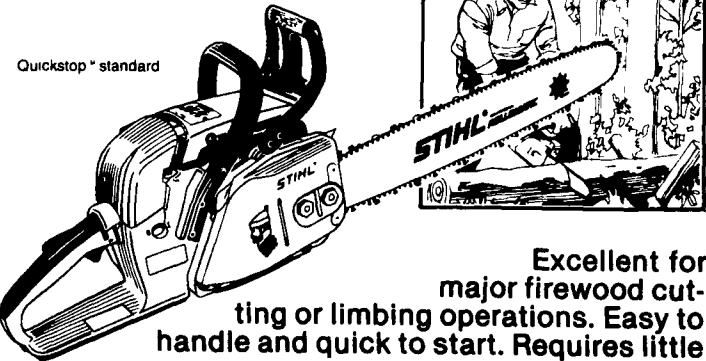
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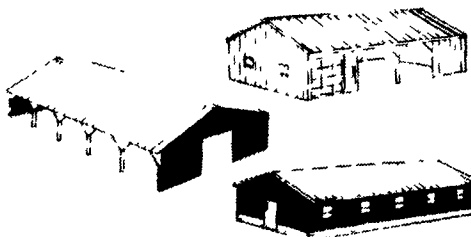
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