

# Moyers Named Outstanding Young Farmers of 1989

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eight years, have three children, Alicia, 6; Jessica, 4; and Kile, 2. They farm 450 acres with Ralph's father, George. They raise all registered Holsteins and presently have 240 head on the farm with 110 in the milking herd. George has been on this Berks County for all those years.

Ralph is in charge of the milking herd and George does all the cropping. Crystal does all the financial records for her and Ralph's portion of the farm. He and Crystal own nearly half of the herd. They have been feeding a total mixed ration for 12 years. Herd average is 19,400 pounds of milk and butterfat at 708 pounds.

Presently the milking herd is 48 percent first-calf heifers after a dispersal sale more than a year ago sold off 50 head. All AI work is done by Sire Power.

Ralph appreciates his wife's help and support and knows how importance it is to the success of the farm. Crystal had no farm background when Ralph proposed to her and before popping the question, he asked his hopefully wife-to-be if she wanted him to find another occupation. Both are very happy now that her answer was no.

"I told him no. If he wanted to go into farming I told him I would stand beside him 100 percent," said Crystal. "I've never regretted that."

"Farming is different than any other job. There's the uncertainty," said Ralph thoughtfully and he paused, "and the uncertainty. It's the hours, too, I hate to say that, but most of all it is the uncertainty more than anything else. In other jobs you know basically how much money you'll be making each year and what your costs will be. You can't be sure of that in farming."

"I try to bring home what I'm doing on the farm," Ralph explained, "Of course Crystal always asks me what I did today when I come in. Farming is a lifestyle. It's not just a job. And I always discuss with her what I'm doing and ask her opinion. It's my name on the cows' registration papers, ut she owns them, too."

Crystal's advice to those interested in winning this award, "Try and try again". "We didn't win it the first time we tried."

Entries for the Outstanding Young Farmer Award were submitted from across the state. These couples were selected to compete in the finalists round:

Robert and Beverly Stanton of Clearville, Bedford County, operate a 500-acre dairy farm in partnership with Robert's father. They milk 85 head of Holstein cows and have been successful in lowering their costs of milk production. Improvements on the farm include a new silo, heifer barn, workshop, free-stall barn and milking parlor. They have also constructed a liquid manure pit and converted a used truck and dairy tank into a liquid manure tank-truck. They have two children, ages four and one.

Martin and Christine Yahner of Patton, Cambria County, farm with Martin's father, Gerald, and brother, Rick, on a 1,200-acre beef cattle and hog farming operation. They market 400 head of cattle and 1,000 hogs each year and sell hay as a cash crop. Martin is active in PFA and was recently elected president of the Cambria County Farmers' Association. He and his wife have also co-chaired PFA's Young Farmers and Ranchers Committee.

The Yahner's are the parents of a one-year-old daughter.

Daniel and Sherri Mains of Newville, Cumberland County, farm in partnership with Daniel's father on a 800-acre dairy and hog farm. They milk 70 Holstein cows, have a 20 sow farrow-to-finish hog operation, and market mulch hay to mushroom growers. Milk output and crop production have both improved on the farm and the mulch hay business has been steadily growing since it was started five years ago. Both Daniel and Sherri are active in a PFA advisory council.

PFA members hosted a variety of informal speakers during their 3-day session and members were offered several seminars on improving management, marketing and communication skills.

David Boldt, Editor, The Philadelphia Inquirer, addressed members at Tuesday's luncheon on the "The Two States Of Pennsylvania" and urged members to join with their urban counterparts for a stronger Pennsylvania.

"We accomplish more as a state when we work together," said Boldt. "We've lost shared values and goals. We need a greater sense of community, a sense of shared purpose."

Philadelphia is the fourth largest metropolitan area in the country, but accounts for only 20 percent of the state's population. Pennsylvania has the largest rural population of any state in the country. Boldt pointed out the disparate balance of power and asked for rural residents to understand and help Philadelphia with its problems.

"Why are they (homeless) Philadelphia's homeless?" asked Boldt. "The city spends \$45 million on shelter and food for the homeless living in Philadelphia. I know of some communities which give vagrants a bus ticket to Philadelphia."

Crack addiction and AIDS overwhelm the city. These are the problems of the nation and not only Philadelphia. However, Boldt noted that it has become politically unpopular to do anything that hints of helping Philadelphia. It is not as if the city is not paying its way. Philadelphia is heavily taxed, but it is also a careful spender.

Philadelphia spends three times more on combating AIDS than the state government. It's the same with the drug program.

Boldt urged the PFA members to help Philadelphia, not with dollars, but with their support for the campaign for the merit selection of judges in the state instead of electing judges. Merit selection would hopefully rid the city of ineffective judges.

Eckel supported Boldt request

**CAMP HILL** (Cumberland Co.) — Voting delegates at the 39th Annual Meeting of the Pennsylvania Farmers' Association (PFA) adopted comprehensive policy positions on the 1990 farm bill, nutrient management and auto insurance during their three-day convention in Hershey.

A total of 168 voting delegates representing PFA's 22,678 family members, set policies after deliberating on over 100 grassroots policy suggestions from the organization's 54 county units. Delegates adopted a policy statement for the upcoming 1990 farm bill debate which calls for less reliance on government and more on the market by allowing farmers



Ralph and Crystal Moyer, Robert and Beverly Stanton, Christine and Martin Yahner and Daniel and Sherri Mains were selected from competitors across the state as the four finalists couples in the Outstanding Young Farmer contest. The annual recognition is given to the farm couple, under the age of 30, who has demonstrated outstanding farm management.

for support from rural Pennsylvanians for urban concerns. "Urban concerns needs to be on the mind's of every Pennsylvania citizen to achieve a greater understanding between the two areas and to make Pennsylvania a better place for us all to live."

## INCREASE PROFIT WITH MARKET MASTER®

"Farmers used to believe that the only way to succeed was to break your back working in the fields from daylight to dark and then some. I'm here to tell you that's not the way to do it anymore. You can make a heck of a lot more money working at your desk. I know. I've done it," said Phil Simpson, Illinois Farm Bureau Market Master® Instructor during one of the informational sessions.

Simpson credits marketing for allowing him to survive the depression of the the early 1980s in Illinois.

By adhering to strict accounting procedures and doing a lot of marketing work behind a desk, Simpson, not only survived but thrived when 35 percent of his neighbors lost the farm.

"I've never made so much money in my life," said Simpson. "And I do it on rainy days, days when its 110 degrees outside or when 60 mph winds make it 30 degrees below. I'd much rather be sitting behind my desk on those days. And I've make more profit that way, too."

Market Master® is an in-depth marketing plan, but once the farmer works through the plan the first year, it's easy, said Simpson.

Too many farmers stop in at

their local coffee shop every morning to get the latest marketing news. This is a big mistake. Most farmers hold on to their crop waiting for the best price. That best price comes and goes and the farmer is left with his corn and most likely will sell when he has to sell to meet his bills and getting the lowest price f the season.

"First rule," said Simpson, "Don't tell your marketing plan to anyone. Someone will talk you out of it. You make your own marketing decisions."

Market Master helps the farmer make his own marketing decisions based on production costs and market history.

"You want to sell your crop in the top third of the market and you want to buy in the bottom third of the market. Anything more than that and you are just being too greedy."

"Unfortunately, for most farmers it is the other way around. Most farmers sell at tax time in January and April. Chicago (Board of Trade) knows you need to sell at that time and they are not going to pay you top dollar," said Simpson.

Simpson urges farmers to get into a marketing class to learn the ABC's of marketing. Is the first class difficult, yes, but it's worth it.

"I took the 'ABC's of Marketing' class three times before I understood it. Three times! You've got to get the basics down before you go on to anything else," said Simpson. "Quit breaking your back out in the field and get into a marketing meeting."

The market plan tells the farmer what price he needs and when he

needs to sell to get that price. These are the alternatives for selling commodities:

Store at time harvest  
Delayed price sale  
forward cash sale  
government program  
basis contract  
hedge using combination of  
cash and futures markets  
options.

"You must figure all those alternatives and select which one will give you the price you need," said Simpson. "Then do it. You SELL. This is the toughest part because you'll want to hold out for the higher price and you'll never get it. You've got to stay out of the coffee shop.."

"Plaster that marketing plan all over the house, all over the barn, in your car, in your pickup truck. Because when that commodity hits that price your mind will be on something else and you don't want to forget. You don't want to miss your price."

"Who cares if corn goes to \$3.25, because you sold at \$3.00 and made major bucks. And you know the good part. Next year, you'll only need \$2.90 because you'll have paid off all your bills this year and you won't have near the costs to cover."

"Farming is big time business and you've got to start looking at it that way," said Simpson.

Market Master® is offered through the American Farm Bureau Federation. Contact your local representative for class offerings.

## PFA Delegates Adopt Policies

to take maximum advantage of market opportunities at home and abroad without government interference.

Delegates also adopted policy calling for a statewide nutrient management plan for all farms to control disposal of excess animal waste. Policies calling for reforms to reduce auto insurance rates were also adopted.

In addition, delegates set policies calling for:

-- state incentives to encourage greater use of crop insurance.

-- recognition of aquaculture as an agricultural enterprise.

-- basing the determination of wetlands on the historical use of the land.

-- consumer education concerning the bovine somatotropin (BST) bovine growth hormone, if approved for use in dairy cows by the Food and Drug Administration.

On this issue, delegates overwhelmingly rejected a recommendation to oppose use of BST to increase milk production, if proven safe.

In other action, delegates returned PFA Vice President Guy Donaldson of Gettysburg, Adams County, to his second two-year term as PFA Vice President. Three new members were elected to PFA's 16-member State Board of Directors. They are: Curtis Kratz of Souderton, Montgomery Coun-

ty, representing members in Berks, Chester, Delaware and Montgomery counties; Marvin Snyder of Dornsife, Northumberland County, representing members in Montour, Northumberland, Snyder and Union counties; and Dale Corbin of Brookville, Jefferson County, representing members in Armstrong, Clarion, Jefferson and Elk counties.

Members re-elected to the PFA State Board are Richard Pallman of Clarks Summit, Karl Kroeck of Knoxville, C. Eugene Wingert of St. Thomas, Harold Shaulis, Jr. of Somerset, and Helen Jackson of New Galilee. All were elected to serve two-year terms.