



OPINION

The Market You Save May Be Your Own

We applaud the efforts to promote dairy products in advertising and at public events. Certainly, the slogan "Milk does a body good," now ranks high in the minds of the cola generation.

But all the dairy promotion efforts in the world will not compensate for an inferior product. You may get a young person to start to drink milk by catchy advertising jingles that make him think he will grow big biceps or her think milk makes hair glow. But you will not keep these young drinkers of milk as customers if medicine residues, bacteria or bad taste is found in the milk carton.

That's why official programs such as the National Quality Assurance and Dairy of Distinction are important self-dairy-industry-help programs that provide a private, on-the-farm backdrop for all the public promotional efforts.

In the farm beautification program, farms that meet the local team of judges' inspection standards are designated as Dairy of Distinction farms. The team of judges always include the farm's sanitarian from the milk handler.

The quality assurance program supplies the guidelines and checklist so that dairy farmers and veterinarians can reduce potential animal drug residue violations and assure the quality of milk and meat that leaves the farm. The check list includes points under preventive health management, FDA approved drugs, farmer/veterinarian relationships, labels, proper storage and administration of drugs and treatments records. Proper on-farm testing capabilities are also covered.

The ultimate objective is to demonstrate to regulatory agencies, the public, processors and packers that the dairy industry is dedicated to producing safe and high quality milk and meat. The program involves extension educators, veterinarians, state and federal regulatory officials, milk co-ops, packers, processors, animal drug manufacturers and other animal industry organizations.

Implementing a farm beautification program gives a good impression to consumers of the source of the milk they drink. And implementing a quality assurance program on your farm will give you documentary evidence that safe drug use procedures are in effect. This documentation could help avoid potential loss of market, legal action and regulatory action resulting from inadvertent violations.

Anything that can be done on the farm to help promoters of milk to succeed should be done. The market you save may be your own.



NOW IS THE TIME
By John Schwartz
Lancaster County
Agricultural Agent

To Salute Dairy Farmers
Since 1937, America has celebrated June as Dairy Month.

As we begin the warm and hot days of summer, we are reminded of the cool refreshing taste of milk, and the All-American favorite ice cream and the many ways it may be served, such as sundaes, milk shakes, malts, cone, or dish.

In today's fast-paced world, we often forgot or take for granted the constant, abundant, and inexpensive supply of food we enjoy — including dairy products.

It is only through the efforts of dairy farmers and allied industries that Americans are able to enjoy all these dairy food products. To maintain and even increase market shares, farmers need to support promotional efforts like "June Is Dairy Month."

We need to make every month dairy month and promote our products with the same enthusiasm. Also, we need to explore ways to cooperate with other commodity groups to maximize the effectiveness of everyone's promotional dollars.

For many years, agriculture has demonstrated that by working together we achieve greater things than by working as individuals. Working with the beef producers and egg producers in promoting the use of cheese with their products is an excellent example of cooperation.

The name of the game is market share. To be competitive and profitable in the future, farmers need to do an outstanding job of target-marketing their messages to the various consumer groups.

Take advantage of the professional assistance available to you. As we begin "June Is Dairy Month" promotions, set as a goal for your family this year to become more knowledgeable about successful marketing techniques.

As you participate in planning meetings for educational meetings, request programs on marketing. Improved marketing programs will probably be the main area where farmers will see the biggest profit increases in the future.

So this month and every month of the year we toast dairy farmers with the commonwealth's official beverage — MILK.

To Dispose Of Pesticide Containers Properly

At this time of year, farmers and homeowners are faced with the problem of what to do with empty pesticide containers.

If disposed of incorrectly, these containers may be a hazard to children, pets, wildlife, and groundwater.

Empty pesticide containers should be rinsed three times with

the rinse water being dumped back into the sprayer. Holes should be punched into the containers to prevent future use. Cleaned containers may then be buried or taken to an approved landfill.

Leftover pesticides which are not being kept for future use should be emptied into the sprayer and sprayed on the field according to labeled rates. Dumping pesticides and rinse water in one location "out behind the barn" increases the chance of the chemicals leaching into the groundwater and could cause a problem with the environmental audit when you decide to sell your farm.

Pesticides which are being kept for future use should be stored in the original container with the original label. Pesticides must be kept in a dry area out of reach of children, pets, and livestock. Always read and follow label directions for the use and storage of pesticides.

To Watch Out For Farmer Tans

Warm weather is here and that healthy tan you receive from working outside could eventually turn into an unwelcome condition.

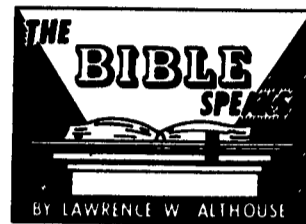
Farmers, like any other people who work outdoors, are at an increased risk for skin cancer.

The traditional and useful baseball cap is effective in shielding the eyes and forehead from the sun, but leaves other parts of the head, especially the ears, neck, and temples poorly protected.

Skin cancer strikes more than 600,000 people in the United States each year, killing approximately 8,500 of them.

To protect yourself, the National Farm Medicine Center recommends three easy steps. First, apply a sunscreen with a sun protector factor of at least 15 each morning. This allows you to stay in the sun about 15 times longer than you

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"LET'S BE REALISTIC!"
June 6, 1993

Background Scripture:
Phillippians 2:1-18.
Devotional Reading:
John 14:1-14.

I have recently finished reading John T. Alexander's biography of Catherine The Great (Oxford University Press, 1989) and was struck by the role that the sense of duty played in her era. It was so important then and is almost non-existent now. I suppose the skein of duty has been unraveling for many years, but we have certainly experienced its demise in our own time. While certainly no historian, it seems to me that it was the 60's that did in duty, humility and self-sacrifice.

I understand why this happened — at least I think I do: it was a reaction to the sense of duty carried to absurd dimensions, those who acted like wild beasts during World War II and, when challenged, responded that they were "only" doing their duty. And, in the 1950's during the Cold War and even the hot war in Korea, many rebelled against mindless obedience to duty. But it was Viet Nam in the 60's that brought the coup de grace. This was also the era of the "me-first" revolution and we were told to do whatever feels good to us, an admonition that still is much with us.

WINDS OF CHANGE
Perhaps our society was overdue to break out of some of its stifling conformity and I believe that to some degree these winds of change were necessary. But anything can be carried beyond the point where it continues to be good and constructive. We have gone too far and it is time for us to embrace once more the concepts of duty and serving others, although not necessarily in the fatalistic way as before.

The key, I believe, is whether the sense of duty and self-sacrifice is imposed upon us from outside or embraced by us within as "our own thing." Paul points us to Christ as our model: "Have this mind among yourselves, which you have in Christ Jesus, who,

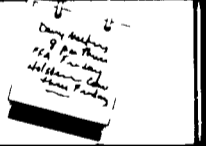
though he was in the form of God, did not count equality with God a thing to be grasped, but emptied himself, taking the form of a servant..." (2:5-7). This passage makes it clear that obedience to the cross was not something that was thrust upon Jesus by either God or man. Servanthood was something he chose willingly. That is not to say that he wanted to be a martyr, but that he did not want to back away from his mission. He had a choice — the cross was not inevitable or inescapable — and his choice was the role of a servant. Because he chose God's will, the cross became for him, not something alien, but an expression of his own desire.

HOW WE SEE IT

Once more, it is a matter of how we perceive things, in this case: servanthood. As the world sees it, the role of the servant is the role of one who is not in charge of his or her own life. To be autonomous means to be able to do what we choose to do. And there is the rub, Jesus chose to serve and so servanthood was not demeaning to him. He felt no loss of self in offering himself. In fact, we may infer that he felt truly fulfilled. Servanthood is only demeaning if imposed upon us. But if we choose it, we lose nothing and we are none the less for it. In fact, we are more.

Paul shows us how much more, rather than less, Christ was for his choice: "Therefore God has highly exalted him and bestowed on him the name that is above every name, that at the name of Jesus every knee should bow...and every tongue confess that Jesus Christ is Lord..." (2:9-11). St. Paul is not calling us to Christian servanthood to impose upon us something that we do not want, but to offer us a fulfillment that putting "me-first" can never give us. It is o.k., even necessary, to do "your own thing" when, in doing it, you are also first of all doing his thing. When they are one and the same, we experience the highest possible gain. We do not have to choose between serving others and fulfilling ourselves, for they are one and the same.

Farm Calendar



Monday, June 7

Lancaster County Beekeepers' meeting, Bob and Annette Hughes, 8 p.m.
Tulphocken Young Farmers to meet at Paul Zimmerman Farm, Farm Security and Safety, 7:45 p.m.

Tuesday, June 8

Perry County Dairy Princess Pageant, Penn Township Municipal Park, Duncannon, 7:30 p.m.
Lamb Carcass Evaluation, On Foot, Delaware Valley College Livestock Farm, 6:30 p.m.

Wednesday, June 9

Catawissa Valley Fair, Catawissa, thru June 12.
Allegheny Fruit Growers Summer Orchard Tour, Bedford/Blair/Centre counties, thru June 10.

Thursday, June 10

Ag Issues Forum, Leola Family Restaurant, 7:30 a.m.-9 a.m.
Lamb Carcass Evaluation, On Rail, Gehman's Meats, Morwood, 7 p.m.

Friday, June 11

Delmarva Chicken Festival, Cambridge, Md., thru June 12.
National Guernsey Convention, Best Western Dubuque Inn, Dubuque, Iowa, thru June 14.

Sunday, June 13

88th American Dairy Science Association, University of Maryland, College Park, thru June 16.

Monday, June 14

Flag Day
Poultry Management and Health Seminar, Kreider's Restaurant, Manheim, noon.

Tuesday, June 15

FFA Activities Week, Penn State, State College, thru June 17.

Thursday, June 17

American Milking Shorthorn Society Annual Convention, Delaware Hotel, Delaware, thru June 19.

Friday, June 18

Dauphin Co. Dairy Princess pageant, Dauphin Co. Ag Center, 8 p.m.

Cumberland Co. Dairy Princess pageant, Embers Convention Center, Carlisle, 8 p.m.

Kempton Fair, Lenhartsville, thru June 20.

Monday, June 21

Summer Begins
Eastern Forage Improvement Conference at University Park, thru June 23.

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