



OPINION

Dairy Day At Veteran's Stadium

We often second guess milk promotion programs by asking if they really do what they set out to do; that is, sell more milk and get consumers in the habit of drinking their milk. But the Middle Atlantic Milk Marketing Association's dairy day program at the Phillies/Mets baseball game last Saturday night and the corresponding educational efforts in the Philadelphia School District in March leaves no question about effectiveness.

In visits to the schools, the Phillie Phanatic ballclub mascot, delivered a message of "drink your milk" to the youngsters in 22 schools. In addition, 120,000 other children in Philadelphia's 186 elementary schools received pocket folders for their school work that carried reminders to eat breakfast and drink milk.

Because of who the Phanatic is, the children listened—and drank their milk. And for the second year of MAMMA's school district campaign, milk sales increased. In research work done by several Harvard medical professors, the MAMMA/Phanatic promotion was labeled "one of the most powerful methods for increasing school meal participation used by the Philadelphia School Food Service."

Therefore, it can be said that not only was the dairy industry served by the promotion, the youth who were "cowed" into more healthy diets were also served with an increase in overall health. It's hard to question this kind of use of check-off dollars.

Of course, the grand finale came at the ballgame when the cows were milked between home plate and the pitching mound. Year after year, the Andy Stoltzfus family from Morgantown make the effort to bring cows to the stadium so these young milk drinkers (and their parents and thousands of other baseball fans) know where milk comes from.

No questions need to be asked here. Everyone involved with the MAMMA/Phanatic milk promotion program deserves a lot of credit for their efforts that climax in Dairy Day at Veteran's Stadium.

FARM CALENDAR

Saturday, May 27
Handcapped Riders and Drivers Event of the Devon Horse Show, Devon Showgrounds, Devon.

Keystone Beef Classic, Crawford County Fairgrounds, Meadville, 5 p.m.

Quarryville Farmers' Market opens.

Sunday, May 28

Monday, May 29
Memorial Day

Lancaster Farming office closed.

Tuesday, May 30

Lancaster County Plastic Pesticide Container Recycling Program, dropoff site, Benjamin L. Landis, Strasburg, 9 a.m.-11:30 a.m., also June 27 and Aug. 29, and Sept. 21, 12:30 p.m.-3 p.m.

Lancaster County Plastic Pesticide Container Recycling Program, dropoff site, P.L. Rohrer, Smoketown, 12:30 p.m.-3 p.m., also June 27 and Aug. 29.

Clean and Green Educational Seminar, Donegal High School, 8 p.m.-10 p.m.

Wednesday, May 31

Clean and Green Educational Seminar, Conestoga Valley Middle School, 8 p.m.-10 p.m.
Twilight Fruit Growers meeting, Frecon Orchards, Boyertown, 6:30 p.m.

Thursday, June 1
Cream Ridge Twilight Fruit meet-

ing and Strawberry Breeding Showcase, Rutgers Fruit Research and Extension Center, Cream Ridge, N.J.

Clean and Green Educational Seminar, Columbia Borough High School, 8 p.m.-10 p.m.

Friday, June 2

Eastern National Junior Angus Show, State Fairgrounds, Timonium, Md.

Changing Habits In American Ag Seminar, Lake Farmpark, Kirtland, Ohio, thru June 4.

Grazing meeting, Harry Nolt dairy farm, Union County, 10 a.m.-noon.

Fulton County dairy princess pageant, McConnell Park, McConnellsburg, 6 p.m.-7 p.m.

Huntingdon County dairy princess pageant, Juniata Valley Elementary School, Alexandria, 7 p.m.

Saturday, June 3

Goat Health Seminar, Cornell University, Ithaca, N.Y.

Farm Safety Day Camp, Oregon Dairy Farm, Lititz, 8 a.m.-3 p.m.

Landis Valley Fair, Landis Valley Museum, thru June 4.

Bradford County dairy princess pageant, Harlan-Rowe Middle School, Athens, 8 p.m.

Wayne County dairy princess pageant, Belmont Fire Hall, Pleasant Mt.



Now Is The Time

By John Schwartz

Lancaster County Agricultural Agent

To Understand Reassessment Notice

By now most farmers have received their reassessment notices. However, there is some confusion on what the notices mean.

The increase in property value is not how much your taxes will be going up. Since all properties were reassessed, the total tax base in the county increased.

Based on preliminary information, this increase was six times. Thus, if your property value went up six times, your taxes will be similar to what they were. If it went up less than six times, your taxes will decrease and if they went up more than six times, your taxes will increase.

To estimate your new taxes, divide your new market value by old market value and the result by six. Then multiply this number by your 1995 taxes. The result is your estimate of 1996 taxes. Example: \$600,000 (new market value) divided by 50,000 (old market value) divided by 6 equals 12 divided by 6 = 2 times increase. Clean and Green value for this farm was \$294,800. Using the above formula, the taxes decreased. (294,800 divided by 50,000 divided by 6 equals 0.98).

Most farms I have reviewed have seen an market value increase between 12 and 15 times. With Clean and Green, the increase is 0.10 to 0.15 times. With Clean and Green, the taxes on the land have declined.

However, the taxes on your home and buildings have increased more than the decline on the land.

If you have any questions on your reassessment, contact the Lancaster County Cooperative Extension office at (717) 394-6851.

Remember, the deadline has been extended to September 1, 1995 to file for Clean and Green.

To Call Before You Dig

This past week, a backhoe dug up a gas line that caused personal injury and loss of service to several families. This should remind us to call before we dig or drill.

Tuesday, June 6

Grazing meeting, Black Run Farm, Buckhorn, Columbia Co., 7 p.m.-9 p.m.

Cambria County dairy princess pageant, Holy Name Church Hall, Ebensburg, 7 p.m.

Wednesday, June 7

Lancaster County plastic pesticide container recycling program, Gideon King, Kinzers, 12:30 p.m.-3 p.m., also Aug. 9.

Lancaster County plastic pesticide container recycling program, Moyer & Son, Inc., Honey

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The number to call at least 72 hours in advance of digging but no more than 10 days before is (800) 242-1776. This will keep you from accidentally hitting cables and pipelines and causing problems.

With summer being a major construction time around farms, you need to make this important phone call. By calling and seeing if any underground utilities have been installed could save you a lot of money.

It seems like every year we have an incident of a cable or pipeline being damaged. So do not become the next news headline. Call before you dig or drill.

To Scout For

Corn Cutworm Damage

When corn emerges, the first insect to be looking for is the black cutworm.

The cutworm larvae usually begins feeding about mid-May in Lancaster County. The black cutworm will damage plants by cutting either above or below the soil surface or by tunneling into the plant.

Soil conditions usually influence where the larvae feed. Under

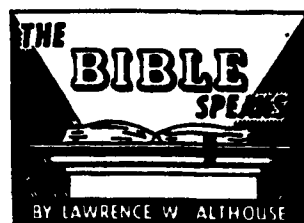
dry conditions, the feeding is normally below ground level. Under moist conditions, the feeding is usually above ground level.

The corn fields with the highest risk of damage from cutworms are those that had weeds in them within seven days of planting. The economic threshold in Pennsylvania is three percent of the plants cut off or 5 cutworms per 100 plants.

In many fields, growers attempt to control both rootworm and cutworm with a planter application of an insecticide. This will control most of the cutworms. However, scouting should not be neglected in case the planter application fails to control the cutworms.

Under dry conditions, the effectiveness of Lorsban as a rescue treatment may be improved with the use of a rotary hoe to slightly incorporate the material into the soil where the larvae is living, according to Dr. M. E. Rice, Iowa. If one of the pyrethroids insecticides such as Ambush, Asana or Pounce is used, they should not be incorporated.

Feather Prof's Footnote: "Success is a dream turned into reality."



MISSING LIFE'S BEST-OF-ALL
May 28, 1995

MISSING LIFE'S BEST-OF-ALL
May 28, 1995

Background Scripture:
I Corinthians 13
Devotional Reading:
John 15:9-17

Few New Testament chapters are more revered and remembered than I Corinthians 13.

And few biblical passages are more secretly disbelieved or ignored!

What do I mean by that? I mean that, despite what we say about love, we do not often act as if we believe Paul when he says, "If I speak in the tongues of men and of angels, but have not love, I am a noisy gong or clanging cymbal" (13:1). Without the gift of love, says Paul, none of the other gifts really count. Love is "the greatest of these" (13:3), but often we do not act that way.

Unfortunately it is very seldom that I see the gift of love in a person recognized and honored in the church. Ministers are generally not chosen because the gift of love is evident in them. Their perceived giftedness is more likely to do with their sermonic gifts of eloquence or entertainment, administrative skills or ecclesiastical connectedness. But rarely, if ever, are they selected for their love.

MOST CONSEQUENTIAL

This also applies to lay people in the churches. I have seen many lay people recognized for their gifts — financial, leadership, or prominence — but seldom for their love. Even granting that I may be overstating the case a bit, who would want to contend that love is regarded as the greatest gift in the church?

So if there is anything at all in what I have been saying why is this so? Maybe one reason is that human beings tend to overvalue the things they can see or touch. A spellbinding sermon is very visi-

ble and audible. A benevolent lay person's financial gift is also very tangible and produces tangible results. But love rarely shows up under a microscope, on a radar screen, or on a profit-and-loss statement. Often it is intangible, but we must not therefore conclude that it is inconsequential. Actually, as Paul tells us, it is the most consequential force in the world: "Love never ends."

I first preached on I Cor. 13 some 40 years ago. With my mind I believed Paul when he said "the greatest of these is love." Today, however, I know with my heart that Paul was right. Love is the greatest gift of all and without it all other gifts pale — in our lives, in our churches and in the world.

BEING AND DOING

Looking back today, I don't think I really knew then what love is. I thought that love was synonymous with feeling loving. But notice that nowhere in I Cor. 13 does Paul talk about love as a feeling. He talks about being and doing. Love is not jealous, boastful, irritable, resentful, arrogant or rude. It does not insist on its own way nor rejoice at wrong. There have been times when I have tried to have one or more of the above and love. But it doesn't work. Love is patient and kind. It rejoices in the right, bears all things, believes all things, endures all things. And it never ends.

It does not end because we do not feel loving nor because the object of our love is no longer meeting our conditions. True love — the love that Christ demonstrated for us in his life and in his death and to which he calls us — outlasts everything else.

If we really believe that, then our churches will become fellowships of self-giving rather than circles of self-congratulation, of forgiveness and reconciliation rather than of judgment and separation. Otherwise, we will be missing out on God's greatest of all gifts.

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