

Lancaster Farming

OPINION

About The Farm Show

For many farmers, nothing could better usher in the new millennium than a trip to the Pennsylvania Farm Show in Harrisburg. Of course, the shift from a strictly-agriculture show of the past to a consumer education show of the future is noticeably in progress at this turn of the century. But farmers and agribusiness will always have a high stake in the success of the Farm Show.

First, the sheer number of entries of livestock, farm youth, horticulture, and other commodities make it a farmer's show. With record premiums of \$263,841, the Farm Show will feature more than 9,000 entries in 33 departments. This includes 589 beef cattle, 520 dairy cattle, 225 dairy goats, 149 horses, 1,700 chickens, 624 rabbits, 900 sheep, and 663 hogs. The farm families behind all these entries guarantee that the agriculture community at large will attend the show.

Secondly, the international visitors that are invited by the Pennsylvania Department of Agriculture each year provides an imperative reason for agribusiness to be represented at the show. As agriculture becomes more and more part of a worldwide economy, this feature of the Pennsylvania Farm Show becomes increasingly important.

But other needs of agribusiness must also be addressed. Since the show in recent years has been expanded to accommodate the consumer public over the first weekend of the show, the time and expense needed for agribusiness's to man their booths has become greater than it is worth. This is especially true since a larger percentage of the people now visiting the show are not potential agribusiness customers.

In future shows (hopefully as soon as next year) agribusiness must be accommodated with the opportunity to set up their booths for two or three special agriculture emphasis days held in conjunction with and at the Pennsylvania Farm Show in Harrisburg.

Items of historical significance are to be placed in a 2000 Farm Show time capsule this year. The idea is to preserve memories for future generations to view when the capsule is opened in the year 2025.

We can only hope that by the time this capsule is opened in 25 years, the Pennsylvania Farm Show has not become the Pennsylvania State Fair and the real farm show is held someplace else.



♦ FARM CALENDAR ♦

Saturday, January 8

Pennsylvania Farm Show, Farm Show Complex, Harrisburg, thru Jan. 13.

Sunday, January 9

Beyond Cheddar 2000 at the Pa. Farm Show, Family Living Center, 2 p.m.-3 p.m.

Monday, January 10

Pasture and Soil Fertility Meeting, Clarion County Extension Office, Shipperville, 7:30 p.m.
Fulton County pesticide recertification meeting, McConnellsburg High School, McConnellsburg, 7 p.m.-9 p.m.

Tuesday, January 11

Farmers' Market Association Leadership and Communication Skills Workshop, NYS Dept. of Agricultural Markets, Albany, N.Y., 10 a.m.-4 p.m.
Morrison's Cove Produce Auction meeting, Martinsburg.

FSA Production Workshop, Lebanon Valley Ag Center, 10 a.m.-3:30 p.m., also Jan. 13, 25, and Feb. 8 and 16.

Ephrata Area Young Farmers pesticide meeting, Lincoln Village Smorgasbord, Ephrata, 6:45 p.m.

Eastern Landscape/Nursery/Turf Seminar, Valley Forge Convention Center, thru Jan. 13.

Wednesday, January 12

Thursday, January 13

Mexico Vegetable Growers meeting, Mexico.

Drought Recovery Financial Series, Holiday Inn, Bethlehem, 10 a.m.-3:30 p.m.

Friday, January 14

Crop Insurance: Making It Work For You!, Cochranville Fire Hall, 9 a.m.-3 p.m.

Saturday, January 15

Dauphin County Holstein Association Annual Meeting, Old Country Buffet, Harrisburg, 10:30 a.m.

Sunday, January 16

Monday, January 17

New Holland Vegetable Day, Yoder's Restaurant, New Holland, 9:30 a.m.-3:30 p.m.

Regional Agronomy Day, Licking County Joint Vocational School, Newark, Ohio, 8:30 a.m.-3 p.m.

36th Annual Meeting of the Farm and Home Foundation of Lancaster County, Farm and Home Center, 6:30 p.m.

Vegetable Growers Roundtable Discussion, York County 4-H Center, Bair.

Internet For Ag, York County (Turn to Page A31)



Now Is The Time

By John Schwartz

Lancaster County
Agricultural Agent

To Form Ag Security Areas

If you are not currently in an Agricultural Security Area and plan of farming, you should seriously consider forming or joining an Agricultural Security Area. The Agricultural Security Area gives farmers additional protection to conduct their farming operations.

An Agricultural Security Area does not limit land use options to the farmer or place any restrictions on his deed. The area designation informs people that agriculture is the primary use of land and government is to promote agriculture by enacting ordinances that support and encourage agriculture. With the increasing populations in rural areas, township supervisors are being forced to consider ordinances that will limit the sustainability and profitability of farms.

Now is the time to work with other farmers in your township and form Agricultural Security Areas to insure the future of farming in your township.

To Develop Good Public Perception

According to Pat Wood, William J. Green and Associates, agricultural community is playing for very high stakes. Losing can lead to more onerous local ordinances, more litigation, stricter state regulations and even a statewide moratorium on new and expanded farms. A writer to the Harrisburg Patriot News recently called for stringent controls to "be a campaign issue for anyone who is re-electing a candidate from a rural district," an omen of political battles to come.

When public sentiment gets emotionally charged, even your best political friends may find it hard, if not impossible, to step forward in defense of modern agricultural methods. Farmers have the choice of two strategies: 1. Pray for the best or 2. Employ good public affairs and media practices. Most of the agricultural community is accustomed to simply raising food and keeping a low profile. But that will not work any more.

Today, you need: 1. To do the right thing and be perceived as doing the right thing. 2. To have a public and media affairs plan before you ever apply for a permit to site or expand a facility. This is as important as all of your other preparations. and 3. To know and communicate with your neighbors.

If you are not working with the community, it can work against you. There are many resources to help avoid controversy and improve community and media relations. Take advantage of them.

To Develop Trust

In a recent newsletter, Barry

Shaw, Wenger Feeds, stated a new era has begun for American agriculture. Much of the success in the future will depend on how quickly agriculture can come to terms with the food chain concept. Farmers are no longer isolated producers of a commodity.

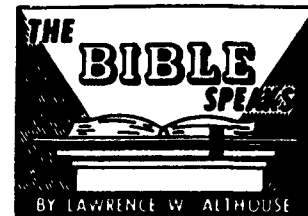
Today's standards require accountability. Farms have matured into sophisticated businesses. To compete in today's food system, alliances and partnerships are being developed. For these to be successful trust must be earned. The real leadership challenge today is winning trust, according to Shaw. Trust is built over time through shared experiences.

Trust is much easier to break than to establish. You build trust

by achieving results, always with integrity and in a manner that shows real personal regard with the people with whom you work (suppliers, employees, customers). Once trust is developed, you are better prepared to embrace the never ending series of changes that life throws at you.

Trust is the reflection of your core values. As you build alliances and partnerships with businesses and individuals, look for ones that have the same core values you have. Trust will be the binding factor that enables people to grow together successfully.

Feather Prof.'s Footnote: "On the road to success, you may be sure of one thing. There is never a crowd on the extra mile."



HOW NOT TO PRAY

January 9, 2000

Background Scripture:
Matthew 6:1-15.
Devotional Reading:
Luke 11:1-13.

Inventor Thomas A. Edison was once asked about whether all his failures to invent a workable light bulb didn't discourage him and cause him to give up. The inventor replied that he didn't think of all those efforts as 1,000 failures. He regarded them as discovering 1,000 ways *not* to make a light bulb!

Sometime, perhaps we ought to take that same attitude with our prayer lives. Before Jesus taught his disciples how to pray, he first instructed them on how *not* to pray: "And when you pray, you must *not* be like the hypocrites; for they love to stand and pray in the synagogues and at the street corners, that they may be seen by men" (Mat. 6:5). "And in praying do *not* heap up empty phrases as the Gentiles do; for they think they will be heard for their many words" (6:7).

Jesus is aware that his disciples have some negative images of what prayer is. He is telling them that, what they see accepted as prayer in their environment is not real prayer. First, he teaches them that prayer is a matter of humility, not pride. "Beware of practicing your piety before men in order to be seen by them" (6:1). The purpose of piety in general and prayer in particular is not to draw attention to ourselves. Yet, that is obviously what motivates people to give contributions (alms), so that they may win the admiration of people.

Like Hypocrites

The term hypocrites appears in verse 5: "... you must not be like the hypocrites." Until recently, I thought that when Jesus spoke of hypocrites he meant people who pretend to be what they are not. Actually, Jesus did not likely use a word in Aramaic or Greek that means what the English word hypocrite means: one who acts a false part in life. It comes from the Greek theater and means one who acts a part in a play, but not insincerely.

No, Jesus accused the Pharisees, not of deceiving others, but of deceiving themselves. Their problem was that they actually thought they were better than others because they actually believed themselves to be good and

pious. They approached prayer from an attitude of pride, not humility. What they were inside was a far cry from the image they projected in public.

Secondly, Jesus teaches his disciples that prayer is not based upon eloquence but sincerity. Once again, the disciples had some negative images which Jesus was trying to destroy: "And in praying, do not heap up empty phrases." In this instance Jesus specified the Gentiles, but I imagine there were lots of Jews who also "think they will be heard for their many words" (6:7).

Empty Phrases

This is one of the great misconceptions people have concerning prayer — that it must be done eloquently and at some great length. Many people believe that they have difficulty expressing themselves well and therefore shy away from praying in public and maybe even in private. They think of prayer as a composition of some kind, rather than a vital transaction between themselves and the Almighty. Effective prayer is not dependent upon good grammar, vocabulary or cleverness. That's why the prayer he gave them as a model, the Lord's Prayer, is so effective: it is simple, expressive and brief.

Thirdly, with the Lord's Prayer as a model, Jesus is teaching the disciples that prayer is not only getting, but giving, too. Then, as now, most people thought of prayer as essentially asking God for something, coming to him with a sanctified shopping list. But the model prayer begins with giving praise, thanksgiving and submission: "Our Father, who art in heaven, hallowed be thy name. Thy kingdom come. Thy will be done on earth as it is in heaven."

Only then does the model prayer come to what we want from God: "Give us this day our daily bread; and forgive us our debts, as we also have forgiven our debtors. And lead us not into temptation, but deliver us from evil." So long as we think of prayer only as a divine internet where we can get what we want, our prayer life will be frustrating and discouraging. God is more than a celestial pizza delivery man.

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—by—

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