

# Analyst: Tell City People You're Saving The Planet

**ANDY ANDREWS**  
Lancaster Farming Staff  
**GRANTVILLE** (Dauphin Co.) — High-production agriculture, by its very nature, allows wildlife habitats to stay intact, according to one industry analyst.

Alex Avery, director of education and research for the Hudson Institute in Churchville, Va., pointed to the title of his speech at this week's Pennsylvania Poultry Sales and Service Conference. When speaking to city people, tell them "we're saving the planet," he said.

Literally. Avery, who spoke to about 135 poultry sales and service professionals in addition to other agri-industry representatives, said the area of North America, Central America, Brazil, and half of Europe equals the amount of wildlife habitat that's been saved by high yield, progressive, western-style agriculture.

Avery, speaking Tuesday during the first of a two-day conference at the Grantville Holiday Inn, noted that if farmers would adopt the low-input, low-yield techniques prevalent in agriculture in the 1960s, it would take an additional six

million square miles of tillable land to produce the food required by the 6 billion people in the world.

Son of Dennis Avery, also of the institute who spoke at the state crops conference in Camp Hill in early February, Alex noted that marketing the positive aspects of high-production agriculture will be increasingly necessary to stem the increasing ignorance of the nonfarm public.

"Marketing today is not about product," said Avery. "It's about image and holistic message and everything except the product."

Organic producers market not their product, but the "image, the lifestyle — not the food," Avery said.

Agriculture has to promote itself in ways other than revealing the benefits of cheap food.

In the next several decades, the world's population will soar to about 9.5 billion. Essentially, ag output will have to double — but how can it if ag doesn't adopt biotechnology and high-yield ways of thinking?

The third world will continue to become more developed and more affluent, noted the institute director of education and research. More affluent people become better educated and

choose to have fewer children. At the same time, with additional money comes changes in diet — and that diet includes high amounts of animal protein.

Asian rim countries, including Japan, have increased their demands for meats dramatic-

ally. Since the 1950s, Japan has raised demand for meat products 212 percent. Most of China is becoming more developed, more westernized, and its demand for meat products has more than doubled in the past eight years. In a country with 22

percent of the world's population, two to four billion people eat two to three times as much meat but only have seven percent of the world's arable land.

Importantly for western producers, China will be hard-

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Speakers at the Pennsylvania Poultry Sales and Service Conference, from left, Dr. Robert Elkin, professor and head of Penn State Poultry Science; Dennis McCartin, Penn State Management Development Programs and Services; Dr. Milt Madison, ag economist, USDA-FSA; Paul Hann Sr., manager of poultry business development, Purina Mills, Inc.; and Dr. Michael Elliot, director of technical services, Wenger Feeds.

# Forages For Profits

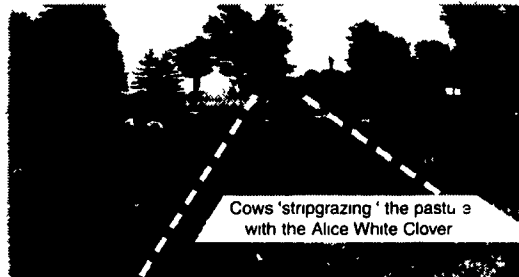
## BG-34 Perennial Ryegrass

**BARENBRUG BG-34**  
Barenbrug BG-34 A superb blend of late maturing, winter hardy diploid perennial ryegrass varieties noted for their persistence, disease resistance and high digestibility. This blend is the rage of the Netherlands for beef and dairy pasture grazing. All the ingredients of Barenbrug's BG-34 have been rated by the Netherlands government as achieving the maximum ratings in tests and trials. BG-34 is a very heavy producer under high fertility and moisture. Long leaves, short stem. Easy to mow and chop. Winter hardy. Endophyte free. BG-34 is late maturing, perfect for farms with heavy Spring wet soils. BG-34 is the best the Netherlands has to offer its cattle farmers. It's high digestibility increases milk and meat production.

Lab analysis	
BG-34 Illinois	BG-34 New York
- November 1	- June
- DM 18%	- DM 19.5%
- Protein 28.5%	- Protein 25.7%
- ADF 16.9%	- ADF 19.6%
- NDF 36.6%	- NDF 34.9%
- TDN 83.5	- TDN 73
- Nel 1.93 MCAL/kg	- Nel 1.69 MCAL/kg
- RFV 192.6	- RFV 196

Source: Dry Forage Testing Lab, Ithaca, N.Y.

## Alice White Clover



**BARENBRUG Alice White Clover**  
ALICE White Clover The grass really benefits from the Nitrogen being fixed and released by the ALICE White Clover. It is estimated that the ALICE White Clover fixes up to 200 units of Nitrogen per acre. Another remarkable thing is noted by the above photo: the strips without the ALICE White Clover do have some spots with some volunteer white clover. At those

spots the grass does not show increased production at all, and the cows don't even like it. This proves the point that improved varieties like ALICE White Clover fix much more Nitrogen than the traditional white clovers and that it is more palatable. The picture also shows that cows really love the grass with the white clover, giving a new meaning to the work 'stripgrazing'.

**Characteristics of ALICE White Clover:**  
Very palatable • High Nitrogen fixation • Good winter hardiness • Large leaves • Tall vigorous growth • Performs extremely well under grazing management

## Baridana Orchardgrass

**BARENBRUG Baridana**  
BARIDANA a late maturing winterhardy Orchardgrass with excellent grazing characteristics. BARIDANA was developed in continental Europe (Czech Republic) and it has been tested under severe conditions. It has proven to withstand severe winters, but also is capable of coping with dry and hot summers. If mixed with white clover (Alice) and or Chicory (Forage Feast, Puna) those pastures will become excellent summer producers allowing to graze or hay during dry periods in the summer. Compared to the industry's standard (Potomac) BARIDANA has several advantages: Later heading • More palatable • Higher digestible • More winterhardy • Higher yielding. BARIDANA is also very suitable for intensive grazing or cutting. Its primary use will be the Midwest and the Northeast of the United States. BARIDANA is also very suitable for hay production with yields of up to 7 tons of DM per acre. BARIDANA orchardgrass is well suited for mixed seeding with alfalfa, since it is winterhardy and late maturing. They can be planted at the same time since orchardgrass is not as aggressive in its establishment. This results in a nice combined stand and does not complicate the harvest window.

BARIDANA	CUT 1	CUT 2	CUT 3	CUT 5	TOTAL
	5419	3707	3326	2003	14454
Niva	5336	3677	3318	2040	14372
Pizza	2015	4014	3303	1846	14178
Warrior	5015	3819	3147	2190	14170
Potomac	4522	4073	3296	2145	14036
Mobite	4701	4335	3236	1689	13961
8511	4440	3842	3176	2369	13827
WX9-400	4626	3767	3371	2011	13774
Haymate	4567	3819	3386	1988	13759
Mean	4849	3895	3284	2031	14069
LSD (0.05)	1432	410	417	326	1358

(pendray Farms, Sidney, BC Canada, 1994 Forage yield in pounds/acre)

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