

# Cowboy Humorist Ready To Bring Smiles To Chamber Ag Banquet

LANCASTER (Lancaster Co.) — The author of "Cowboy Spirit" is ready to generate smiles among the attendees of the 24th Annual Lancaster Chamber of Commerce and Industry's Agriculture-Industry Banquet here Tuesday, Nov. 21, at the Lancaster Host Resort.

Rick Haines, "Cowboy Spirit" author and the emcee for the Agriculture-Industry Banquet, has had a good amount of practice at bringing smiles to audiences.

According to Haines, Cowboy Spirit is a "Jeff Foxworthy look at ranching," including complete cartoon illustration. The book has been a hit, prompting the publication of a sequel, due out in mid-November. As Haines puts it, "Cowboy Spirit" is as politically incorrect as it comes and for people of all ages."

But Haines has also entertained audiences, particularly those audiences with an agricultural interest, as a farm broadcaster from Montana. Haines



**Rick Haines, "Cowboy Spirit" author.**

currently uses his multifaceted background in agriculture to guide the programming for the Northern Ag Network, a five-state, 320,000-square-mile network coverage area. As agriculture director, he oversees the production of 165 radio and 10 television programs each week.

Haines is president of the National Association of Farm Broadcasters for the year 2000.

For Haines, humor plays an important role toward the success of agriculture. "Even in the darkest times of agriculture, attitude is everything. Therefore, humor keeps you laughing; it keeps you on your toes. And a smile is the only thing that can never be repossessed."

As a proponent for agriculture and, in particular, agricultural land preservation, Haines believes it doesn't matter what a person's background is in relation to farming in order for agriculture to provide experience and successful commitment to the future. In order to relate the importance of farm land, industry needs to take its message regarding agriculture to the people not acquainted with it on a regular basis, whether it be through presentations, magazine articles, television, radio, or whatever mediums are at hand "to promote that farms do exist for a reason. That groceries don't come from the back of the store. That some-

body worked very hard to produce that food."

Haines' roots remain deep in agriculture as a FFA alumni member and promoter of the ag industry through scholastic ag functions, judging contests, and regional ag events. As a proud supporter of FFA, Haines believes agriculture's future relies upon teaching and exciting generations to come about the importance of agriculture. However, the key is to include everyone from all backgrounds, not just those from an agricultural background.

"And FFA does that," said Haines. "FFA expands horizons and allows understanding among members by providing exposure, leadership, communication, and competition."

Haines has acknowledged Bruce Vincent, the keynote speaker for the evening, as one of the most objective persons he has ever met. As fellow residents of Montana and supporters of land preservation, Haines and Vincent have crossed paths over the years.

Vincent, a Montana logger turned pro-business activist, will bring laughter, tears, experience, and solutions to Lancaster County. Vincent can relate his life to everyone's life, according to Haines. "Vincent's message is a story of tribulation. A story of joy. A story that will tug at your heartstrings as he talks to each individual and provides great motivation for everybody. And it doesn't matter what you do for a living."

More than 750 people are expected to attend the banquet.

Banquet reception begins at 5 p.m. with dinner following at 6:30 p.m. Tickets are still available at \$40 each or \$400 for a table of 10. All proceeds support the agricultural services program at the Lancaster Chamber.

For more information, contact Brent Landis, ag services coordinator, at (717) 397-3531, ext. 34, or e-mail blandis@lcci.com. To register online, go to [www.lancaster-chamber.com](http://www.lancaster-chamber.com) and click on the "Calendar of Events" or e-News article. The deadline for registration for tables is Oct. 30 and for tickets is Nov. 7.

**Registration Form  
24th Annual  
Agriculture-  
Industry Banquet  
Registration  
Due:  
October 30, 2000  
for tables  
November 7, 2000  
for tickets.**

You may register on-line at [www.lancaster-chamber.com](http://www.lancaster-chamber.com) Access the Calendar of Events - Ag-Industry Banquet

Name of the Business/Organization/Individual: \_\_\_\_\_

Contact person: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_ Fax: \_\_\_\_\_

\_\_\_\_\_ E-mail: \_\_\_\_\_

\_\_\_\_ YES! I would like to be a Table Sponsor: \$400

\_\_\_\_ YES! I would like \_\_\_\_ Individual Tickets at \$40 each, ( \_\_\_\_ x \$40 = \$ \_\_\_\_\_ )

Total Amount Due: \$ \_\_\_\_\_ Payable to: Lancaster Chamber-Ag Banquet

Please complete and return this form to:

Brent Landis, Agricultural Services Coordinator

The Lancaster Chamber of Commerce & Industry

100 South Queen Street, P.O. Box 1558, Lancaster, PA 17608

Fax: (717) 293-3159, Phone: (717) 397-3531, ext. 34 or E-mail: [blandis@lcci.com](mailto:blandis@lcci.com)

## Penn State Report Analyzes Federal Milk Pricing Legislation

UNIVERSITY PARK (Centre Co.) — Federal plans to phase out dairy price support programs may be premature and could harm the American dairy industry, states a recent report from researchers in Penn State's College of Agricultural Sciences.

In "An Economic Analysis of Federal Order Reform: Implications for Pennsylvania and the Northeast," Ken Bailey, associate professor of dairy marketing and policy, and James Dunn, professor of agricultural economics, use economic forecasting models to analyze the implications of the USDA reforms of federal milk pricing. These reforms, instituted in January, take a national approach to pricing milk. The study also looked at the effects of ending the dairy price support program, a federal program that has provided stability to farm-gate milk prices since its inception in the 1950s.

Bailey says this study clearly shows that the new class prices

in the final rule are much more dependent on the price of dairy commodities than the formulas used prior to order reform. Under the new system, there is a direct linkage between changes in cash market prices for cheese, butter, nonfat dry milk and whey, and component prices for butterfat, protein, and other solids.

These component prices in turn drive the prices for Class I (fluid), II (yogurt and ice cream), III (cheese), and IV (butter and nonfat dry) milk. This study shows that if the dairy price support program is eliminated, the wholesale price of nonfat dry milk will decline by more than 13 cents per pound annually. That, in turn, would lower all other class prices, and hence farm prices for milk.

"We analyzed federal policy at the national level, and then brought it down to the Northeast and specifically to Pennsylvania," Bailey said. "If they're

going to change something in Washington, I want to show what it will do to Pennsylvania dairy farmers and their milk checks. Our study shows that, because of new formulas for milk pricing, farmers are more dependent on the price support program than we thought they were. For example, if we end the price support program and prices for nonfat dry milk fall, it drops all the other dairy product prices. That has a direct impact on Pennsylvania milk checks."

The price that farmers receive is an average of the prices of the four classes of milk. Every month, market administrators calculate this average for 11 regions of the country, and that becomes the basis for the farm price.

"Pricing is complicated because milk is a perishable product that is used for so many different things," Bailey explained. "That complexity did not go away with order reform. As

economists, we developed a model to tell us what would happen with the changes implemented under federal order reform."

Federal milk price supports were implemented in the 1950s to stabilize milk and dairy prices. Under the original system, dairy producers paid a per-hundredweight (100 pounds of milk) assessment and received support when the market price dropped. But dairy farmers chafed under the assessments during the more prosperous 1990s, and began pushing for an end to the program.

Then in 1996, USDA started to overhaul the milk pricing system. Order reform took effect on Jan. 1, 2000.

"We never thought we would need the price support program for cheese," Bailey said. "But twice this year, the price of block cheese has fallen below the price guaranteed by the support program. As a result, the Class III price fell to a 20-year low. Our

study shows that the new definition of the Class III price is about 20 to 56 cents less per hundredweight than the old one."

The USDA earlier this year held hearings on the Class III and IV prices. They can use this information as they decide whether or not to change the formula for Class III milk.

Bailey says the study shows lower Class III prices were offset by higher prices for Class I, II, and IV milk. "This is objective, credible information that we put out for dairy farmers' use when they talk to their dairy cooperatives or state legislators," Bailey said. "We're trying to make this report available to everyone, so that when Congress or the USDA is looking at changing the current system, the farmers have a report that shows what these changes mean to them."

Dairy producers and farmers can read the report at Bailey's Dairy Outlook Website at <http://www.aers.psu.edu/dairyoutlook/>.