

# Lancaster Farming

## OPINION

### McMilk

Hoard's Dairyman recently reported that McDonald's Restaurants will offer more Happy Meals milk in Sacramento, Calif., home of a state that is simply overproducing milk.

Dairy promotional organizations are working to push milk in the fast-food chains and franchises. A release at this time last year from the "Got Milk?" Milk Mustache Campaign revealed that restaurant-goers want milk if it's promoted more in restaurants.

Interesting note: Did you know that a salesman named Raymond Albert Kroc started McDonald's Restaurants? Kroc became an exclusive distributor of a five-spindled milkshake maker called the "Multimixer." The first McDonald's opened in Des Plaines, Ill., in 1955 with the milkshake maker.

How about that! McDonald's has been selling dairy products since day one! But why no flavored milk at McDonald's? They have a lowfat white milk item, according to their Website, in addition to several dairy freezer products.

We spoke with Ross Wladis, communications manager with McDonald's East Division out of Philadelphia, on Tuesday this week. Wladis noted there could be a chocolate milk option in the restaurants "potentially by the end of the year," he said — all depending on the evaluation process conducted at Oakbrook, Ill.

Right now, McDonald's customers can order 1 percent milk; milk shakes in chocolate, vanilla, and strawberry; and customers can even order a "Finding Nemo" (based on the Disney film) raspberry milkshake. Of course, there is always the cheese on the burgers, and they offer ice cream cones.

McDonald's offers a single-carton 1 percent white milk item on their menus. Some (not all, because they are franchise stores) include milk with their trademarked Kids Happy Meals.

But why not flavored milk, a hot item in many schools? Why not at least chocolate milk, a favorite of many, or vanilla and strawberry? With their market clout, surely McDonald's could push up demand for the product by offering a lot more variety than that, especially to children. After all, when you make an impression on children, results can be long lasting.

When we phoned, McDonald's marketing employees were undergoing extensive training at several meetings. Maybe they are working on these kinds of strategies. It will be fascinating to see what McDonald's (and other restaurants) intend to do in these interesting dairy times. After all, McDonald's claims to be the "world's leading food service retailer with more than 30,000 restaurants in 118 countries serving 46 million customers each day," according to their Website.

We suggest to them: offer flavored milk and boost demand! Boosting demand for wholesome milk is sure to improve these dismal at-the-farm prices.

**FARM CALENDAR**

Saturday, June 7  
Small Fruit Production Workshop, Cornell Orchards, Ithaca, N.Y., (607) 687-4020.  
Earl Township Farmland Preser-

vation Trust Picnic (June 14 raindate), Amos Huyard's Farm, Earl Twp.  
Log to Lumber Workshop, Bab-

**(Turn to Page A31)**

**FARM FORUM**

**Editor:**

The editorial, "What Will Slots Do To/For Pa?", in the May 31 edition of the Lancaster Farming contains some incorrect information, most importantly the assertion that "critics point out: What about the inevitable gambling debts and bankruptcy court that having slots will entail?"

There is not a shred of evidence for this assertion; indeed, what evidence there is is exactly to the contrary! See, for example, Delaware's and West Virginia's experiences with slot machines at their race tracks. The incidence of gambling problems is well under one percent in both states.

Secondly, you entirely overlook the fact that this state has promoted its lottery system for

**(Turn to Page A30)**

**How To Reach Us**  
To address a letter to the editor:  
• By fax: (717) 733-6058  
• By regular mail:  
Editor, Lancaster Farming  
P.O. Box 609, 1 E. Main St.  
Ephrata, PA 17522  
• By e-mail:  
farming@lancasterfarming.com  
Please note: Include your full name, return address, and phone number on the letter. Lancaster Farming reserves the right to edit the letter to fit and is not responsible for returning unsolicited mail.

**LANCASTER FARMING EDITORIAL DEADLINES**  
Section B: Tuesday noon  
Section C&D: Tuesday noon  
Section A: Thursday noon  
Special Sections: Two weeks on Friday before publication date.  
Booklets: One month on Friday before publication date.

**Now Is The Time**  
By Leon Ressler  
Lancaster County Extension Director

**To Evaluate Options For Late Corn Planting**  
The continuing wet weather has delayed the completion of corn planting for many Pennsylvania corn producers. With the prospects of mid-June or later planting for many fields this year, corn growers should think carefully about several management decisions. Dr. Greg Roth, extension corn specialist, shares the following thoughts.

In many areas it is appropriate to consider switching to a shorter season maturity hybrid. Full-season hybrids planted late will likely not mature and will result in a late harvest and lower test weight grain. Generally, by mid-June we need to be thinking about using hybrids that are about 10 days or more earlier than the full-season hybrids planted in that area.

For Lancaster County, where 115- to 120-day hybrids are adapted, you need to be considering 105- to 110-day hybrids. In central Pennsylvania, 95-day hybrids are more appropriate. For specific recommendations, consult your seed dealer or visit Penn State's Website at <http://cornandsoybeans.psu.edu/GDDhybrids.html>.

**THE BIBLE SPEAKS**  
BY LAWRENCE W. ALTHOUSE

**THE GREAT SHOUT**

**Background Scripture:** Ezra 3 through 4.  
**Devotional Reading:** Psalms 100:1-5.  
Although we speak of The Return of the Jews from their Babylonian Exile, there appear to be actually four different returns to Jerusalem.

The first of these was under the decree of Cyrus the Great in approximately 538 BC under the leadership of Sheshbazzar, who commenced the rebuilding of the temple, but was eventually forced to halt it because of opposition from various local peoples.

The second return was some years later during the reign of Darius I (521-485 BC) under the leadership of Zerubbabel and Jeshua. Encouraged by the prophets Haggai and Zechariah, they completed the temple despite local opposition.

A third return during the reign of Artaxerxes I (464-423), under the leadership of Nehemiah, is responsible for the rebuilding of the walls of Jerusalem.

During the reign of Artaxerxes II (404-358), the fourth return was under the leadership of Ezra.

Conventional thinking is that slightly longer season hybrids can be planted for silage, but sometimes these can result in immature, low grain corn silages at harvest. This year, low quality corn silage is something we should try to avoid, given the lower quality hay crop forages that are being produced on many farms.

Although no one likes to plant in wetter-than-desired conditions, we have reached that point in the growing season where we need to make compromises and get the crop in the ground. Place a priority on planting and keep other preplant tillage and fertilizer applications to a minimum. Many growers like to no-till double-crop corn following hay, but this year some may want to reconsider this practice given the later potential planting dates and increased potential for soil compaction from harvesting hay crops under wet soil conditions. Consider tilling the soil or leaving the field in hay under these conditions.

As we progress toward late June and early July, think about switching to other crops. For grain, soybeans are the most popular option. For silage, consider sorghum-sudangrass, forage sorghum, or soybeans. These crops can produce reasonable silage yields with good quality and lower risk than corn, especially on soils with lower yield potentials.

On the bright side, it is still possible to produce good silage and grain yields with June-planted corn in many areas, provided we get adequate moisture and sunshine. We certainly have a good start in the moisture department.

**To Understand The Crop Insurance Implications Of Late Planting**

The significant delay in planting corn and soybean crops this year has implications for crop insurance coverage. Gene Gantz, risk management specialist with the USDA, points out that the crop insurance program has established normal planting deadlines of June 10 for corn and June 20 for soybeans. Insured producers who do not get their crops planted by these dates have two choices.

First, they can continue to plant

for an additional 25 days, and the crop insurance protection will decline 1 percent each day after the normal deadline. A second alternative available is to apply for a prevented planting payment provided they do not plant a crop on the acreage this year (for other than conservation).

If you elect to continue planting after the normal deadline, keep a record by calendar date of the acreage planted on each farm. Otherwise coverage will be reduced on all acreage according to the last date that all planting was completed.

If you decide to apply for a prevented planting payment, contact your insurance agent immediately for complete details. Keep in mind that basic prevented planting coverage is 60 percent of the amount of protection on timely planted acreage. Also, be sure to report the prevented planting acreage for each farm on your acreage report, which must be filed with your insurance agent by July 15 (list the acreage separately for each intended crop that you were prevented from planting).

**To Update Your West Nile Virus Vaccinations For Your Horses**

West Nile Virus (WNV) got an early start again this year. An American crow collected on April 28 in Philadelphia tested positive for the virus. With the wet weather creating ideal conditions for mosquitoes, it is important to vaccinate your horses to protect them from this disease.

The vaccine manufacturer recommends that horses that were vaccinated in 2002 receive a spring booster, and suggests considering another booster just before peak transmission season, which is expected in September. According to Fort Dodge Laboratories, unvaccinated horses should be given two initial doses in early spring, followed by a booster just before peak season. The vaccine is available only through veterinarians.

**Quote of The Week:**  
"The ultimate leader is one who is willing to develop people to the point that they eventually surpass him or her in knowledge and ability."

— Freed A. Manske

**The First Step**  
Chapters 3 and 4 of the Book of Ezra are set during the second return under the leadership of Jeshua and Zerubbabel. Their first step is to build an altar where they can worship God and offer sacrifices. The reason that they do this first is so that they may seek God's help in protecting them from the hostility of the various peoples who live in the area.

The locals are not pleased with the return of the Jews to Jerusalem. So the returned Jews begin their traditional worship with burnt offerings morning and evening, the feast of the booths, "the offerings at the new moon and at all the appointed feasts of the Lord," including the freewill offerings.

Having begun once again the traditional worship of God, they hire builders and artisans to lay the foundations of the new temple to arise on the same location as the destroyed temple of Solomon. At last, the returned exiles gather at the temple site to celebrate the laying of the foundations. In this celebration, however, we note two distinct reactions: "And all the people shouted with a great shout, when they praised the Lord, because the foundation of the house of the Lord was laid. But many of the priests and Levites and heads of fathers' houses, old men who had seen the first house, wept with a loud voice... though many shouted for joy..." (3:11,12).

The younger exiles celebrated the beginning of the new temple, while the older generation mourned the destruction of the old temple. There were present that day some who could remember the temple that had been destroyed 66 years ago.

**The Old And New**  
Religious life is always an uneasy

combination of both the old and new. It is well and necessary to retain one's spiritual heritage, but it is also imperative to respond to the realities of the present and the challenges of the future.

When I went to my first full-time parish, it was a rural community that was fast becoming suburban. Within a few weeks, I was told "This is a small family church and we aim to keep it that way." There were others who were equally committed to what this church should become. The challenge was for this congregation to retain its heritage and meet the changes of the present and future. Today, more than three decades later, it seems they have done just that.

Like the returned exiles, Christians are constantly rebuilding on the foundations of our heritage. The style of our worship and congregational life are constantly changing as culture changes. Many congregations hold worship services in both traditional and contemporary styles. In any congregation there are those who remember fondly the way things used to be and those who think mainly in terms of how things should be today. We need both. As Christians, we can never live wholly in the past, the present, or the future.

The author of Ezra tells us: "the people could not distinguish the sound of the joyful shout from the sound of the people's weeping, for the people shouted with a great shout, and the sound was heard afar." (3:13). That is the way heritage and future must blend in every congregation — one great shout!

**Lancaster Farming**  
An Award-Winning Farm Newspaper

- PDA Friend of Agriculture Award, 2003
- Keystone Awards 1993, 1995
- PACD Media Award 1996
- Recognized for photo excellence throughout the years by the Northeast Farm Communicators
- PennAg Industries 1992
- Berks Ag-Business Council 2000

**Lancaster Farming**  
Established 1955  
Published Every Saturday  
Ephrata Review Building  
1 E. Main St.  
Ephrata, PA 17522  
—by—  
**Lancaster Farming, Inc.**  
A Steinman Enterprise  
William J. Burgess General Manager  
Andy Andrews, Editor  
Copyright 2003 by Lancaster Farming