



OPINION

Happy Birthday, Potato Chip!

The United States Potato Board and the Snack Food Association remind us: this is the 150th birthday of the potato chip.

The chip was an invention by accident. As it goes, in 1853, in a place called the Moon Lake Hotel in Saratoga Springs, N.Y., a chef by the name of George Crum was responding to a claim from a customer at dinner that a potato was simply sliced too thickly. Apparently, Crum decided he was going to show the customer up. So he mockingly sliced a potato paper-thin, fried it, and sprinkled salt on top. "Thin enough," Crum probably jeered.

But instead of getting even, the insulting act was a stroke of marketing genius — the customer beamed with approval. Thus, the debut of the "potato chip."

We reprint this story courtesy of the Empire State Potato Growers Inc., who are gracious to send us their The Potato Newsletter, this one dated Summer 2003. According to the newsletter, Americans munch about "seven pounds of these salty snacks each year, generating more than \$6 billion in retail sales." The U.S. potato chip industry employs more than 65,000 people and utilizes more than 11 percent of the potatoes produced by U.S. farmers each year.

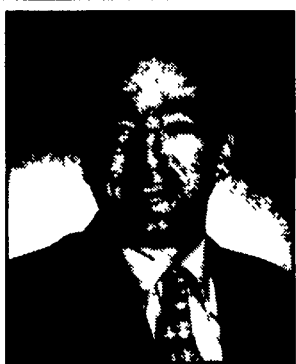
There've been many 150th birthday celebrations so far for the potato chip. Both the potato board and the Snack Food Association put on a couple of these contests:

- "Routing for Dollars" display for the birthday category. The February contest enticed potato manufacturers and retail partners to create chip displays that increased chip sales. Prize: \$10,000. Winner: Dan Charles of Husman Snack Foods Company, Cincinnati, and retailer Dave Brown of Harvest Supermarket in Greensburg, Ind. They took first with their display, which depicts a restaurant setting at the Moon Lake Hotel.

- The board-hosted Chipping Potato Seminar in Jacksonville, Fla., in March attracted more than 120 chips growers and manufacturers for a two-day educational meeting. Afterward, SNAXPO 2003 was conducted in San Francisco.

- You can complete a survey and a chance to win free chips from Snack Food Association member companies. Just go to <http://www.potatohelp.com/chips/>.

Empire State Potato Growers reminds us of the Cornell Potato Field Day on July 9. A meeting will take place at the Thompson Vegetable Crops Research Farm in Freeville, N.Y. A bus will depart at 10 a.m. for the plant-breeding program. The meeting and lunch are free. RSVP to Don Halseth, (607) 255-5460 or e-mail deh3@cornell.edu.



Now Is The Time

By Leon Ressler
Lancaster County Extension Director

Editor's note: Because of prior commitments, Leon Ressler has invited a guest columnist for Now Is The Time this week.

Mary Beth Grove
Extension Agent
Dairy/Environment
For June Dairy Month

A big "thank you" to all area dairy families for their hard work in providing clean, fresh milk for America. As most folks know, the current price farmers are receiving for their milk is the same as it was in the 1970s, but with a 2003 cost of production. Why not celebrate "June is Dairy Month" by purchasing an extra gallon of milk and another pound of cheese this weekend at the store?

Have you heard about the Lancaster Dairy Promotion Committee? This is a dynamic group of farm women and men who put in many volunteer hours with several young ladies throughout our county to promote the dairy industry and milk products. This past year, 27 young ladies traveled 5,300 miles promoting our industry at more than 200 store promotions, farm events, fairs, parades, and schools throughout Lancaster. This past weekend, a new Lancaster County Dairy Princess, Carla Martin, was crowned to repre-

sent the dairy industry in Lancaster (see story page B2). Anyone with ideas for a promotion or interested in learning more about the Dairy Promotion Committee should contact Dale Smith (717) 336-0553.

To Plant Corn — Better Late Than Never?

Have you gotten your corn planted yet? Paul Craig, Penn State regional forage agronomist, states that it is becoming increasingly risky to plant corn at this late date. Nutrient and tonnage-wise, it may still be advantageous to plant corn for silage up until July 4, unless we get an early frost. The real question is: when do we run the risk of fall frost?

With frost, corn plants die before maturing and drying down completely. The leaves are killed and the ears never mature, while the stalks stay wet, making for a real mess. Low-lying areas can be "frost pockets," so if you are still planting corn, the slopes and tops of hills may work better for late planting.

If you are still planting corn, higher populations and narrow rows have a decided advantage for late-planted corn. Craig notes you should be planting 85- to 90-day hybrids, instead of the traditionally used 110- to 120-day hybrid varieties. You should increase planting rates to 30,000-32,000 plants per acre for silage. If you have a 30-inch corn planter, why not plant at 16,000 and then double back and plant again on 16-inch rows? This will allow for a plant population of 32,000/acre.

Another consideration for late-planted corn is protection from corn borers. Corn borers are caterpillar insects that hatch from eggs laid by female moths. Typically there are two generations affecting corn in Pennsylvania. The adults of the first generation seek out late-planted corn to lay their eggs in. This second generation has the potential to significantly injure later planted corn. Producers should select hybrids with genetically enhanced protection for corn borer protection. Be sure to discuss this important consideration with your seed supplier.

After July 4, consider planting a BMR forage sorghum, which can yield upward of 15 tons per acre. Traditionally, sorghum-sudan grasses have been used in our area to hedge against drought; but, in this wet year, they may be a better alter-

native than getting nothing from your fields. The sorghums will be especially valuable if we have drought conditions in the late summer. Here's hoping for a late fall!

To Realize It's Not Too Early To Plan For Harvest

Bob Anderson, Lancaster extension agronomy agent, asserts that now is the time to plan for fall corn harvest. This may seem strange, but with the cooler temperatures, less sun than normal, and later planting dates, most growers should be thinking about harvest times before they're here.

For example, a 95-day corn hybrid requires approximately 2,200 GDD (growing degree days) to mature, so it should have been planted by June 13-20 for grain. A 105-day corn hybrid requires approximately 2,400 GDD to mature, so these hybrids should have been planted no later than June 6-13 for grain. A 115-day corn hybrid requires approximately 2,600 GDD to mature.

Most of the corn that has already been planted in Lancaster is 2-3 weeks behind schedule. To estimate harvest date, move the planting date forward that amount of time. The average GDD accumulation rate for Lancaster County is 20 per day in June, 23.5 per day in July, 21.5 per day in August, and 15 per day in September. If you take the number of days in each month since your effective planting date, multiplied by the number of GDD per day for the month and add each month's GDD together, you can estimate when the corn will be mature and ready to harvest.

Maturity for silage is approximately 150 GDD (10 days) less than grain. If our weather continues to be cool, corn harvest will be considerably later than normal and many fields may not mature for grain. In short, we may have to find a lot more silo space to take advantage of the corn that is already planted. Any additional corn planted will definitely be silo bound. So you should plan now for a lot of corn silage and not much corn grain.

Quote of the Week:
"The main difference between a farmer and a pigeon is that the pigeon can still make a deposit on a new John Deere."

— Anonymous

♦ FARM CALENDAR ♦

THE BIBLE SPEAKS

BY LAWRENCE W. ALTHOUSE

city and its temple would never be completed.

A Congruence

So, what finally turned the tide so that at last the temple was completed? As in so many human endeavors, it was a matter of the congruence of several forces and developments.

Number one was certainly the tireless force of two prime movers: the prophets Haggai and Zechariah. The writer of Ezra tells us: "Now the prophets, Haggai and Zechariah... prophesied to the Jews of Judah and Jerusalem in the name of the God of Israel. Then Zerubbabel... and Jeshua... arose and began to rebuild the house of God which is in Jerusalem; and with them were the prophets of God, helping them" (Ezra 5:1,2). These two prophets lighted a fire beneath the lay people to get the job done.

So the story of the rebuilding of the temple was one of early failures and abortive efforts, of despair and faith, of opposition and eventual victory. Why 515 BC instead of 538 BC? Apart from the fact that a great temple is not built in a day, the situation in 515 was right, whereas in 538 it had not been. It took time to overcome all the obstacles.

But underlying these 22 years of hope and frustration, of two steps forward and two steps backward, was the providence of God. As the writer says, "But the eye of their God was upon the elders of the Jews..." and it was God's "providential watchfulness," as one scholar terms it, that brought this project to final fruition.

Green Lights, Red Flags
What does this have to do with us?

AT LAST, THE VICTORY

Background Scripture: Ezra 5 through 6.

Devotional Reading: Psalms 96:1-13.

It was in 538 BC that Cyrus issued his decree permitting the Jews in exile to return to Jerusalem and rebuild their temple. That was the good news for which the Jews had waited during their captivity in Babylon. The bad news, they would learn, is that there would be all kinds of obstacles to keep them from realizing their dream — opposition from the neighboring peoples, changes in the Persian regimes, a paucity of resources in the ruined city of Jerusalem, and a lack of consistent dedication among the returned exiles.

The first attempt at rebuilding the temple was begun by the first returned exiles under Sheshbazzar. But the hostility of their neighbors and the sad state of ruined Jerusalem brought it to a halt. It is unclear just how many times the project was started and stopped, but many of the exiles must have concluded that their

We, too, find ourselves confronted with challenges to do the work of God. We build churches, establish ministries, and begin projects that are inspired by our desire to glorify God. Like the returned exiles, we begin with great enthusiasm and, like them, we encounter stops and starts, green lights and red flags, progress and defeat along the way. Like them, we need prophetic voices to stir us and revitalize our faith. It requires cooperation between different callings and sometimes between different generations if the victory is to be won.

Sometimes, as with the returned exiles, it also requires an opponent or more. Tattenai filled that bill for the Jews in Jerusalem. The governor of the province Beyond the River, Tattenai and some associates came to Jerusalem to challenge the Jews: "Who gave you a decree to build this house and to finish this structure?" This was not so much an honest question as it was a challenge and censure. He would be reporting this project to the King of Persia, Darius, so "What are the names of the men who are building this building?" (5:3,4).

This was not an idle threat, for Tattenai sent a letter of complaint to Darius, a letter that ironically, instead of hindering or stopping the project of the returned exiles, gave it the boost it needed. Darius not only told Tattenai and his associates not to hinder the Jews, but to help them. Finally, the returned exiles were able to celebrate "the dedication of this house of God with joy." (6:16).

- Saturday, June 28
- Kutztown Pa. German Festival, Fairgrounds, Kutztown, thru July 6, (888) 674-6136.
 - Windy City Antique Show, Donald E. Stephens Convention Center, Rosemont, Ill., thru June 29, Saturday 10 a.m.-6 p.m. and Sunday, 10 a.m.-5 p.m., (800) 526-2724.
 - Indiana County Lamb Classic, Indiana County Fairgrounds, (724) 459-7570.
 - Cherry Fair and Early American Craft Show, Schaefferstown, 10 a.m.-5 p.m.
 - Composting Seminar, Indian Orchard, Copes Lane, Media, 10 a.m., (610) 696-3500.
 - Farm and Home Safety Day Camp, Centre County Grange Fairgrounds, Centre Hall, (814) 355-4897.

- Sunday, June 29
- Day at the Farm, Pennwood Farms, Berlin, noon-4 p.m.
 - Pa. Governor's School for the Agricultural Sciences, University Park, thru Aug. 2, (814) 865-7521.

- Monday, June 30
- Wolf's Corner Fair, thru July 5, (814) 755-4222.
 - Northumberland County's Ag Awareness Tour, Wolfe's Crossroads Pavilion, Sunbury, 1:30 p.m., (570) 988-3950.
 - Ag and Rural Enterprises Symposium, "R" Farm, home of Roger Rohrer family, Strasburg, 5 p.m., (717) 880-0848.
 - Ag Awareness Tour, Wolfe's Crossroads Pavilion near Sunbury, 1:30 p.m., (570) 988-3950.

- Tuesday, July 1
- Connecting Local Organic Farms to Institutions Wholesale Markets, Upper Forty Farm, Cromwell, Ct., 9 a.m.-2:30 p.m., (203) 974-8473.

- Wednesday, July 2
- Transition Cow Management Workshop, Ralph Frye Farm, Latrobe, 10 a.m.-2:30 p.m., (814) 865-4700.
 - Cumberland Co-op Sheep and Wool Growers' Wool Pool, Carlisle Fairgrounds, 8 a.m.-11:30 a.m.

- Thursday, July 3
- Public Hearing Milk Marketing Board Areas 4 and 6, Room
- (Turn to Page A27)**

How To Reach Us

To address a letter to the editor:

- By fax: (717) 733-6058
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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.

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