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EDITORIAL

Our Strength Comes from People

CLARK L. BRODY
Executive Vice-President of Michigan Farm Bureau
In Charge of Public Affairs

I have recently been reviewing the activities of the Michigan Farm Bureau during the closing years of the 1920's and the early 1930's to assemble material for writing a history of the Farm Bureau in Michigan.

Middle-aged and older people can well remember that this was a period of business failures, closed banks, and acute agricultural distress.

Suicides in the business world were not uncommon. One of the jokes current at that time was that hotel clerks would ask guests registering for rooms whether they wanted them for sleeping or jumping.

Studying the records of those earlier days reminds me of the struggle to keep the Michigan Farm Bureau from being numbered with the thousands of business organizations in other walks of life that died during the world-wide depression from 1929 to 1933.

Many of these were much stronger financially and more firmly established than the Michigan Farm Bureau at the beginning of the collapse of our national economy in 1929. So it was not an excess of material resources that enabled the Michigan Farm Bureau to survive the adversities of twenty-five years ago.

The Michigan Farm Bureau is carrying on a quarter century later long after many more substantial firms have been forgotten, because devoted farm men and women have put their money, efforts and hearts into it.

The Farm Bureau in Michigan has endured because for more than a third of a century farm families have worked and sacrificed for a cause in which they believe strongly.

This is why the magnitude and influence of the Michigan Farm Bureau program in the 1950's is far beyond anything that could have been imagined in 1930.

The present 67,027 Farm Bureau member families with their 1,582 Community Farm Bureaus would have been considered a dream twenty-five years ago.

As I scan the pages of the minute books, annual reports, and issues of the Michigan Farm News that have not seen daylight for many years, I appreciate more than ever the qualities in Michigan farm people that have carried the Michigan Farm Bureau onward through the vicissitudes and changes of more than three decades.

This continues to be exemplified in an admirable manner in the voluntary renewals of membership by mail and by the many thousands of volunteer teams who have annually worked steadfastly without expense allowance or remuneration to interest their neighbors in Farm Bureau membership.

In the 1956 roll-call they have enrolled more members than were signed a year ago, in spite of the cost-price squeeze and low net farm income. This is a notable accomplishment.

With our farm family membership, this means that well toward 200,000 men, women, and young people are looking to the Michigan Farm Bureau with hope and confidence.

Through the Michigan Farm Bureau they are dedicating their efforts and their resources to finding the answers to the many perplexing farm problems facing the farmer in 1956.

What is more, they are contributing their influence to the perpetuation of private enterprise and individual opportunity. They have made themselves an essential part of the American Farm Bureau Federation, one of the strongest forces in the nation today for the preservation of the human freedom for which our Republic stands.

We cannot leave a nobler heritage for future generations.



BLAQUE KNIRK, Michigan Farm Bureau vice-president, told Farm Bureau Young People at Clear Lake Camp in June that our leaders are very much in favor of an active and growing organization of Young People in Farm Bureau. They will soon have major responsibilities in the Farm Bureau organization.

Leaders of young people in Farm Bureau in this picture are, left to right: Verla Janke, Berrien county, state queen; J.F.B.; Victor Engelhardt, Huron, state king; J.F.B.; Margaret Linebaugh, camp director; Barbara Foster, state president; Mr. Knirk, Mrs. Knirk, John Kelso, Otsego, state camp committee; Ray DeWitt, Michigan Farm Bureau representative, Central region.

Our Vanishing Water Supply

"Our Vanishing Water Supply—How to Make it Work for us" was the theme of the third Land and Water Conference sponsored by the American Farm Bureau at Chicago, June 25-26.

Nineteen state Farm Bureaus stressed the importance of the people in communities and states taking a hand in dealing with ground water problems and the legislation that is needed.

Michigan was represented by Holly Hubbell and George Dunn of the Legislature, and by Gleason Halliwell, director, and Dan Reed, assistant legislative counsel of the Michigan Farm Bureau.

President Charles B. Shuman stated the three basic areas of

work on land and water problems:

- 1.—Research to learn the facts.
- 2.—Legislation to make it possible to do something about problems.
- 3.—Action at local, state and national levels.

Emphasis on local participation in development of our resources also was stressed by Ervin L. Peterson, assistant secretary for Federal-States Relations, U.S. Dept. of Agriculture.

Public law 565, the small watershed act, is a good example of proper federal-state relations, Peterson said.

"This is not a federal public works program. It provides for locally-sponsored projects to

come up through state governments with request for participation by the federal government. The project is not imposed on the people—the people themselves propose the projects—ones that they have studied and that are in their own interests and good for their community.

Herold E. Thomas, staff geologist, Groundwater Branch Geological Survey, U. S. Department of Interior, Salt Lake City, cited three factors to be considered in ground water legislation. These were:

1. Any legislation suggested by individuals or groups should be scrutinized by the lawmaker to make certain that it is for the public welfare rather than pri-

marily for some special interest.

2. The right to use water is recognized as a property right and legislation proposing to regulate such use must be in accord with the constitutional provision that a person shall not be deprived of his property without due process of law.
3. The occurrence and movement of water are governed by a complete set of natural laws, and it is desirable that legislation should be in accord, or at least not in conflict, with these natural laws.

George Wilson, chairman, AFBF Land and Water Use Committee, emphasized that land has no value without water and that water rights must be considered the same as property rights.

Benson Speaks at Constantine Aug. 28



Ezra T. Benson, Secretary of the U. S. Department of Agriculture, will speak Tuesday afternoon, August 28 at the third annual Michigan State Plowing Contest and Soil Conservation Days program, Aug. 27-28. Mr. Benson often uses such occasions to make a speech of national importance. This farm program at Constantine has attracted up to 7,000 people in the past.

Mr. Benson will be introduced by Clark L. Brody, executive vice-president in charge of public affairs for the Michigan Farm Bureau. A reception for Mr. Benson will be held at noon, with luncheon to be served by the Women's Committee of St. Joseph County Farm Bureau.

FEAR FEDERAL LAW FOR

Forced Check-offs To Promote Sales

DAN E. REED
Assistant Legislative Counsel

New plans for forced national check-off payments to promotional funds are being considered by several commodity groups.

Many farm leaders feel that such check-offs would severely injure the present voluntary programs being carried on by commodity industries and would actually result in more benefit to the advertising industry than to farmers.

Three separate groups are now developing plans for check-off financing of meat promotion: National Beef Council, National Swine Council, National Livestock Promotion Board.

Such programs undoubtedly would injure voluntary industry programs such as are now being carried on by the industry-wide National Livestock and Meat Board.

It is estimated that about \$50 million per year is used for promotional advertising by meat packers and another \$50 million by retailers.

It is believed that a check-off, enforced by federal law, might discourage much of this voluntary promotion.

Other groups now considering mandatory programs include the National Cotton Council and the National Turkey Producers Federation.

President Charles B. Shuman of the American Farm Bureau is

asking that the proposed mandatory check-offs be given consideration in the development of Farm Bureau recommendations and resolutions. He suggests that the following questions be considered:

- (1) What is the objective of a commodity promotional program?
 - (a) Is it to increase consumption of the commodity?
 - (b) Is it to increase the price?
 - (c) Is it to relieve market glut?
 - (d) Is it to improve quality?
 - (e) Is it to obtain a higher percentage of the consumer's dollar?
 - (f) Is it to shift consumption from one class of food to another or from one class of meat to another?
 - (g) Is it to shift the cost of advertising from processors and retailers to producers?
- (2) What is the probable long-time effect of proposed commodity promotional programs?
- (3) Would a mandatory check-off be constitutional?

A resolution adopted by the American Farm Bureau convention at Chicago last December states:

"We believe that expansion of demand for agricultural products can be accomplished in part by the development of well-coordinated, aggressive, industry-wide promotional programs financed on a voluntary basis."

Genesee Members Are Hosts to City Boys

Genesee County Farm Bureau for the second year is sponsoring placement of boys from the Flint Youth Bureau on members' farms for a week in July or August. The boys try to make themselves useful and have a good time and so do their farmer hosts. Generally, the boys have lost one or both parents. The idea came from a member of Genesee County Farm Bureau and was adopted by the board of directors.

Farm Bureau Fertilizer for Fall Season

Farm Bureau Services fertilizer plants at Kalamazoo and Saginaw are busy making thousands of tons of high analysis Farm Bureau plant foods for the fall season, according to F. J. Buschlen, manager of the fertilizer sales department.

Both plants are making granulated fertilizer, with three exceptions, which are pulverized. This is the list of analyses:

*0-10-30	4-12-24
0-25-25	4-16-16
0-40-20	5-20-20
*3-18-9	6-24-12
*3-12-12	10-10-10

*Pulverized fertilizer.

The new analysis is 0-40-20 for the fall of 1956. It is a 2 to 1 ratio fertilizer for heavy soils where the farmers intend to:

- (1) Top dress existing stands of alfalfa, which can be done as late as December. The amount to use is determined by a soil test and recommendation by the county agr. agent.
- (2) Where alfalfa will be sown this fall—seeded in the wheat, or without a nurse crop in August or September.

Wisconsin Has Battle Over Use of Water

A conference of farm, municipal, industrial, university and other state groups to review Wisconsin water problems will be called soon by the Wisconsin Farm Bureau.

Its action follows a state supreme court 5-2 decision in June overruling ordinances of the town of Empire aimed at restricting the water the city of Fond du Lac can take from land it has bought in the township.

The court refused a Farm Bu-

Rural-Urban Chicken Barbecue August 14

Livingston County Junior Farm Bureau announces its annual Rural-Urban Chicken Barbecue August 14 at 7:30 p.m. at the Edward A. Fritch farm at Lake Chemung. About 600 attend every year. Tickets are \$1.50 each and may be had from the Livingston County Farm Bureau office at Fowlerville, or Junior FB president, Miss Margaret Millet, Fowlerville R-1.

Best Height for Lawn Grasses

Maintain lawn grasses such as Kentucky bluegrass and red fescue at one and a half to two inches high in open sunny areas. Keep red fescue and rough bluegrass in the shade at two to two and a half inches. You can mow Merion bluegrass to three-quarters of an inch.

Legislature Has Livestock Bond Bill

Would Bond All Dealers in Livestock to Assure Payment to Producers; Call Hearing at Lansing, Aug. 9

STANLEY M. POWELL
Legislative Counsel for Michigan Farm Bureau

After Governor Williams had been presented with a petition signed by a majority of the Senators and Representatives, he gave the legislature permission to consider, during the current special session, a bill regarding bonding livestock dealers.

On the same day when the lawmakers received the message from the Governor allowing them to take up this matter during the special session, Representative George Gillespie of Gaines, Chairman of the House Agriculture Committee, introduced House Bill 16. This is a revised version of H. 358 which was passed by the House by a vote of 92 to 3 during the 1955 session.

This new bill provides for licensing and bonding of all livestock dealers, stockyards, and auctions. Butchers, packers, and processors would be brought under its provisions. They and dealers are exempt from the present law.

The amount of bonds required would be brought more nearly in line with the volume of business involved. Today no stockyard or auction has to give a bond for more than \$15,000, even though its average weekly business may be far greater than that amount.

The provision in the proposed bill relative to the size of the bond required reads as follows:

"The amount of the bond shall be equal to the amount of the gross business conducted during the average week of the previous licensing year by the applicant, but in no case less than \$1,500: Provided, however, that if the average gross weekly business conducted by the applicant during the previous licensing year was greater than \$15,000, the bond shall be increased above \$15,000, at the rate of \$1,000 for each \$5,000 or part thereof above \$15,000, on the average gross weekly business conducted during the previous year."

The bill would stiffen the present law by authorizing the Director of Agriculture to withhold or revoke the license of any applicant or dealer who has failed to pay in full for any amounts due on livestock purchased.

The detailed provisions of the new bill being sponsored by Representative Gillespie and several of his colleagues were worked out in a conference between representatives of the livestock auctions, the Michigan Department of Agriculture, Michigan State University, and the Michigan Farm Bureau.

Representative Gillespie, in his capacity as chairman of the House Committee on Agriculture, has announced that a hearing on the new bill will be held at 10:00 a.m. on Thursday, August 9, which is the date on which the legislature will convene at the end of its current recess.

Whether or not the lawmakers will be in session long enough to permit consideration and passage of this bill by both the House and Senate remains to be seen.

Farm Bureau members might

Congress Enacts Trip Lease Bill

Congress has just approved Trip Lease Bill S-898.

Farmers have quite a stake in this Farm Bureau promoted bill. In effect, it informs the Interstate Commerce Commission that it may not suspend the right of a trucker of agricultural products to pick up a load for the return trip.

This reduces farm marketing transportation costs.

Certain shipping interests prevailed on the Interstate Commerce Commission to forbid trip leasing. The Farm Bureau helped delay the order until it became apparent the ICC would not drop it. The Farm Bureau then joined with others in asking Congress to enact legislation to permit trip leasing.

The battle is not over. The Interstate Commerce Commission and shipping interests opposed to trip leasing will probably ask President Eisenhower to veto the bill.

The American Farm Bureau and state Farm Bureaus are asking the President to sign the bill. C. L. Brody, vice-president in charge of public affairs for the

Quaking Aspen

One of Michigan's most important trees from the standpoint of forestry and game is the quaking aspen or "popple." The tree, valuable in wood pulp manufacture and as deer food, has the most extensive range of any tree in North America.

Buy Farm Bureau feed.

Farm Bureau on Income Tax Cut

The American Farm Bureau contends that if and when an income tax cut is feasible, it should be accomplished by lowering the rates, and particularly in the lower brackets.

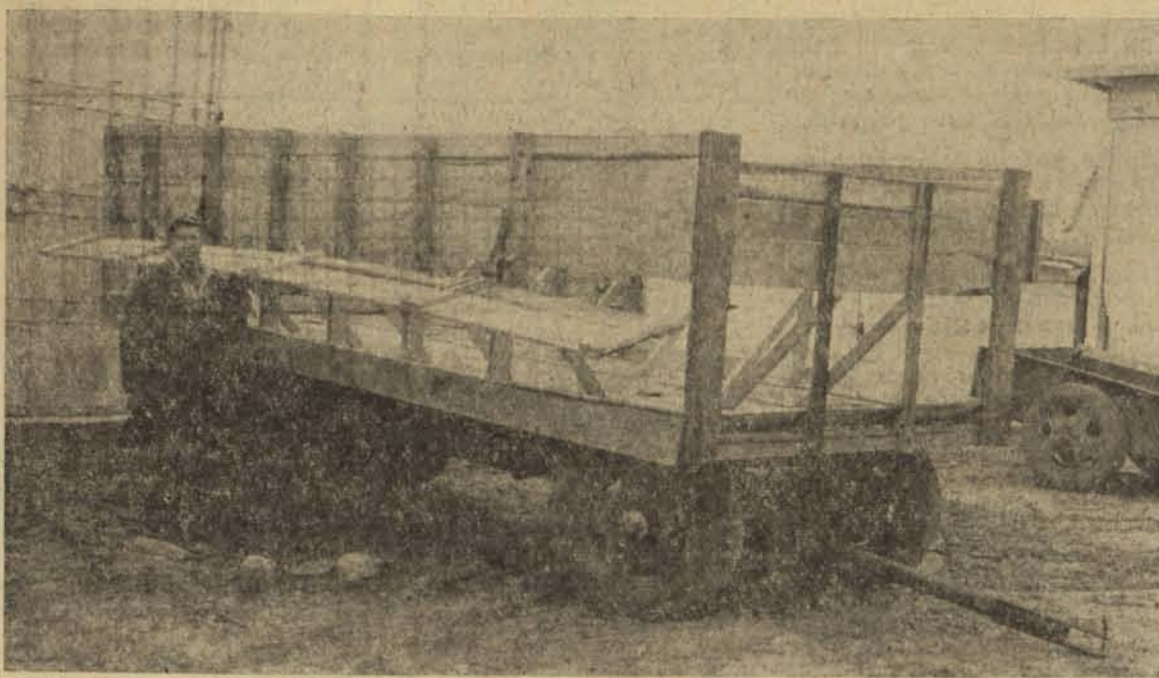
This, rather than by methods that would take substantial numbers off the tax rolls.

All self-supporting persons should make a direct contribution to the support of government, the Farm Bureau said.

68,243 This Edition

This is the number of copies of the Michigan Farm News mailed to subscribers August 1.

Harry Webb Makes Triple Use of Silos and Pastures



HARRY WEBB, Van Buren county dairyman, and self-feeding wagon he made to handle chopped hay from the field.

KEATS VINING
Agr'l News Writer

Harry Webb, dairy farmer of Paw Paw R-2 and member of the Van Buren County Farm Bureau, makes a triple use of his silos and his pasture fields. The result is that his herd of 30 Brown Swiss cows get a variety of fresh roughage foods.

Mr. Webb gets the triple use of silos by filling them with different kinds of silage.

He puts up grass silage in early summer and starts feeding it out during the summer months, particularly during the time his pastures might be short due to dry weather. He likes to feed all his grass silage so there will be no spoilage.

Late in August he starts filling the two silos with corn and begins feeding it at once.

Mr. Webb likes to sow alfalfa seed the middle of August. He sows with a bushel of oats to the acre, both as a nurse and cover crop.

The oats grow quickly. By the end of October there is a good growth and possibly heading out. About that time he cuts the oats with a direct field chopper and puts them in the silo. The oats go into the silo where corn has been fed out.

Putting the oat silage on top of the corn lessens the pressure on the oat silage, which has a juicy consistency. It also prevents a seepage of juices.

If there are too many oats for the silo, Mr. Webb turns his Brown Swiss cows in the field for pasture. Some years the oats are pastured early in the fall. Harry figures he can get four tons of oat silage per acre.

He likes rye for pasture. It is sown after corn, broadcast on the ground and then disced in. It generally doesn't make enough fall growth for pasture but is in good shape in early spring.

The cows are turned on the rye early and pasture it until the land is plowed for oats.

This spring the field of rye was away from the buildings making it impossible to get the cows there for pasture.

So Harry took the rye to the cows. On a wagon running gear he built a self-feeding rack $6\frac{1}{2}$ by 18 feet. It was built of basswood lumber cut from the farm woodlot.

The wagon has hinged sides that can be lowered when being filled and raised for the cattle to feed from.

The wagon was hauled to the rye field and filled with a direct chopper, then hauled home to feed lot.

Mr. Webb owns 200 acres and rents 80 acres more and does all his own work.

Double Screen Process for Fertilizers

M. J. Buschlen, manager of the fertilizer sales dept for Farm Bureau Services, has announced installation of the double screen process in the manufacture of all granulated fertilizers at the Kalamazoo and Saginaw plants for the fall season.

The double screen process provides a finished granulated fertilizer with a very close range in the size of the pellets for the following improvements:

- 1—Removes all dust.
- 2—Removes larger granules which gave some trouble in planters.
- 3—Enables farmer to distribute fertilizer more evenly in the row.

Up to now, the granulated fertilizer manufacturing process has employed one screen. It removed the very large particles of fertilizer. All else went through the screen for bagging, including the very fine material.

With the double screen process, this happens:

The first screen passes all granulated fertilizer except the granules too large for good drilling. These are sent to the hammer mill for pulverizing and go back to the granulating drum and then return for screening and bagging.

The second screen removes all very fine granules and fertilizer dust. They go back to the granulating drums to be built up to proper sizes.

August Good Month for Testing Soils

August is a good time to get soil samples tested at your nearest laboratory. It could mean money saved in some instances in the choice of fertilizer, according to Kermit Washburn, Van Buren county agricultural agent.

A soil test is valuable for a field now in sod and which will go into row crops next year, says James A. Porter, extension soils specialist at Michigan State University.

The test will show how much lime and fertilizer will be needed and provide plenty of time to order and apply it.

Farmers can pick up a supply of Farm Bureau Services soil test sample bags from any Farm Bureau Services dealer. Each bag provides a place to identify the soil sample with the sample number, field, and other information.

Fifty-two County Soil Testing Laboratories and the Soils Dept of Michigan State University at East Lansing are ready to make soil tests for you.

Michigan Has Most Water-Covered Land

Michigan has four times as much water-covered land as any other state and, contains more than 11,000 lakes and 38,000 miles of streams. At any point in the state, one is never more than six miles from a lake or stream.

Dairyland Picnic-Fair August 16

A varied day long program featuring a butter scoring contest; judging of livestock in all classes and breeds, and the usual afternoon of entertainment will be featured events at the annual Dairyland Picnic-Fair at Carson City's park Thursday, August 16.

Announcement of the 1956 event was made by Fred Walker, secretary-manager of Dairyland Cooperative Creamery Co. of Carson City and Greenville, which has sponsored the free program continuously for 31 years.

Livestock Show. In addition to judging of all breeds of dairy and beef cattle in all classes, there will be swine judging and a separate, concurrent show for Guernseys. It will be sponsored by the Montcalm County Guernsey Breeders' Ass'n. Ribbons and cash premiums will be offered in all livestock events.

The butter judging contest will be open to men and women of all ages, with suitable prizes for the ones most nearly correct in determining the proper grade of several samples. A kiddie pet parade will be another morning feature.

Folks will open picnic baskets at noon. There will be a two-hour show starting at 1:15. It is open to the public.

Hog Prices

A Michigan State farm economist estimates a fall high of \$14 to \$15 per hundredweight for hogs.

Mail Coupon For Free Soil Test Bags

Mail the coupon below for free Farm Bureau Services Soil Sample Test Bags. You'll need: 1 bag for each flat field, 5 bags for each rolling field. Have your fields soil-tested at your County Soil Test Laboratory and apply fertilizer on basis of need for the crop.

FARM BUREAU SERVICES, Inc. Fertilizer Dept. P.O. Box 960, Lansing, Mich.

Please send _____ Soil Sample Bags.
Name _____
Street No. & RFD _____
Post Office _____

IF YOU PRODUCE EGGS

Cents Saved Can Mean Hundreds of Dollars

Bob Addy, manager of Farm Bureau's feed department, says that's just about how lowering the feed cost per dozen eggs stacks up for the Michigan egg producer.

If you, as an egg man with 1,000 hens on 60% production, can save yourself one cent on every dozen eggs laid by your hens, you'll be putting \$180. in your pocket at the end of a year.

Mr. Addy backs up his figures with the results of a feeding test just completed by the Product Research Department of the Indiana Farm Bureau.

Indiana Farm Bureau's Laying Mash, made with our Poultry

Supplement 34%, went on test against three other popular brands.

Farm Bureau won hands down! The hens fed with Farm Bureau Laying Mash had the highest laying percentage in addition to the lowest feed cost per dozen eggs.

Farm Bureau's feed saved 9/10 of a cent per dozen of eggs over the next nearest brand and 6 6/10 cents over the last place brand.

An egg producer, feeding a mash made with Farm Bureau Poultry Supplement 34%, would have saved from \$163.80 to \$1,175.00 on the production of 1,000 layers, as compared to the other laying mashes on test.

and trouble if they can present the information on the card to the hospital clerk on admission.

Michigan's Quiet But Firm Tax Law

Property owners in Michigan should not be lulled into a sense of false security when non-payment of taxes fails to churn up a fast legal storm.

Michigan land ownership is governed by a "quiet but firm" tax law. The law works like this: If you fail to pay taxes, either by skipping one year's payment or by continued forgetfulness, the county will place your tax on sale, three years after the tax delinquency occurs.

Purchasers may afterward use this tax as a wedge toward acquiring title to the land. Probably you will be notified that your taxes are due, but neither state nor local officials are responsible for an owner's failure to pay his taxes. Each owner must take care of this himself.

Basic Needs To Succeed In Dairying

In order to make a reasonable return for his labor in the dairy business these days a farmer must have:

- 1—Cows that produce at least 10,000 pounds of milk each.
- 2—High quality roughage that must be fed liberally.
- 3—A return of at least \$350 in milk sales per cow per year.
- 4—At least \$1,500 income per \$1,000 invested in equipment.
- 5—More than 200,000 pounds of milk sales per farm worker per year.

These were the conclusions of a committee of specialists at Michigan State University who studied the present dairy situation.

The specialists found that when a farmer is not making a reasonable return for his labor in dairying, he may be weak in any one or all of the points they listed.

More than one man has overestimated his capacity when he is looking for trouble.

Blue Cross Urges Duplicate Cards

Blue Cross suggests that everyone in the family carry in bill folder or purse a card with the essential information from the family Blue Cross-Blue Shield card. This is: Name of the subscriber, the effective date and the group, service and contract number.

In the event of accident or illness requiring hospital treatment while away from home, members of the family will be saved time

Flint Milk Dealers in Price War

A severe price war has turned the Flint milk market topsy-turvy. Housewives have been buying milk at prices as low as 19c for a half gallon as distributors sell at below-cost prices.

While consumers are enjoying the low priced milk, distributors and eventually dairy farmers stand to lose thousands of dollars.

A meeting of retailers, distributors, and dairy farmers is planned to try to iron out the problem of returning milk to a fair price.

Farm Bureau supported two bills in the regular 1956 session of the Michigan Legislature which would have regulated so-called "loss leader" merchandising. Both bills died in committee.

Farm spokesmen say that nobody really gains in a price war. The retailer loses profits, the distributors lose customers, wagon drivers lose commissions, farmers take a lower price.

When milk goes back to a normal price, there is usually a falling off in consumption as the consumer reacts to the higher price. Even the consumer makes no gain in the long run.

A Surprise

More motor vehicles are used in the distribution of milk than any other commodity.

Sow Lawn Seed This Month

Best time to sow lawn seed is Aug. 15 to Sept. 1 in the southern half of the lower peninsula, and Aug. 10-25 in the northern part of the lower peninsula and the upper peninsula.

Livermore Director of Farm Credit Board

Glenn C. Livermore of Romeo R-2 has been appointed a director of the Farm Credit Board for the 7th District at St. Paul, Minnesota. Mr. Livermore is president of the Macomb County Farm Bureau.

Try to convince a school boy that summer vacation days are longer than winter school days.



for A Bumper Crop of High Yield, Quality Wheat



plant dependable Michigan Certified Seed

It pays... because Michigan Certified Wheat Seed assures you

- HIGH GERMINATION
- UNIFORM QUALITY
- VARIETAL PURITY
- FREEDOM FROM WEED SEED

Ask your local elevator or seed dealer about these recommended wheat varieties for 1956.

Soft White GENESSEE CORNELL 595 YORKWIN
Soft Red SENECA



If you want BIGGER EGG PROFITS feed Farm Bureau MERMASH

POULTRYMEN have taken to Mermash. They have found that Farm Bureau Mermash provides all the ingredients a laying mash should have. The records of these egg-men prove that Mermash gives them "more hen left." Mermash with its M.V.P. content produces more eggs at less cost per dozen.

IT CAN DO THE SAME for your flock. Start feeding Farm Bureau Mermash and give your birds the help they need. Back it up with sound management practices and watch your feed cost per dozen eggs drop. Mermash is made in farmer owned plants... for farmers' profits.



See your local Farm Bureau Dealer or Co-op Ass'n for Farm Bureau "Open Formula" Feeds

You, the Farm Bureau Member, are the one who is building our organization so that it can serve you better. Keep it up.

FARM BUREAU SERVICES, Inc. FEED DEPT.

Certified SEED WHEAT

With certified seed wheat from the Farm Bureau, you are assured of the best quality seed for the highest yield per acre. We recommend certified seed from these varieties.

GENESEEE—White CORNELL 595—White
YORKWIN—White SENECA—Red

Order now from your Farm Bureau Dealer

FARM BUREAU SERVICES, INC.
SEED DEPARTMENT
221 N. Cedar St. Lansing 4, Michigan

Doing A Better Job of Marketing Products

Community Farm Bureau Discussion Topic for August

Background Material for Program in August by 1582 Community Farm Bureau Discussion Groups

DONALD D. KINSEY
Coordinator of Education and Research, MFB

When the modern age of invention began to get up steam, an American writer said, "The man who can invent a better mousetrap will find the world beating a path to his door."

Mousetraps may seem rather out of focus here. But the general idea is good.

Give people those things that make life worth while, and they will reward you by buying your product.

It might seem that "inventing this better mousetrap" in agriculture is no easy chore. Certainly, it takes a lot of "know how." But remember, the farmer has lots of people who are trained to give him help and counsel, and some farmers have made it pay well. They have produced and marketed wisely to gain larger returns.

The most natural question arising here is, "What can the farmer do to make marketing pay better?" The economists have worked a long time on that. So have the men in marketing research. And Michigan has developed a farm marketing program to try to do something about it.

As a result of increasing appropriations by the Legislature—with Farm Bureau pushing for them—a crew of Michigan State University extension marketing specialists are at work to help the farmer sell more Michigan farm products. They can do much to improve our marketing program. But the cooperation of the farmer and his own efforts at self-help can do even more.

What Can the Farmer Do to Improve Marketing? We will take this up under a number of headings:

1. Shifting production to meet changes in market demand.
2. Knowing how to get and preserve quality products.
3. Planning for the proper timing of sales.
4. Producing varieties wanted by the consumer.
5. Working together to strengthen the marketing operation.
6. Working for needed legislation.
7. Controlling disease, and the use of chemicals.
8. Advertising and promotion of farm products.
9. Taking advantage of the new Extension Marketing Services.

1. Marketing starts with the farm, really. Farm production habits affect prices. Perhaps the oldest rule in the book of business is the one which calls for shifting production to meet changes in demand. It's still a sound rule. And the farmer can apply it.

We may easily get in a rut and go on producing a commodity in quantities that cannot be sold.

And it may be costing us more than we can get in return.

Quite a number of farmers who have studied their production and marketing program have sought the advice of extension specialists, and have made an increase in their profits. Solving our problems means that we must choose the program that brings

the best results. If dairy will not pay, for example, perhaps some other commodity will do better within the market area.

2. Next, the farmer may increase his profits by knowing how to develop and maintain a quality product for the market. This is a broad area.

It would include the ability to judge livestock and poultry for prime market condition. The farmer must know how to get them in this condition quickly and with the least cost in work and expense. He loses when he overfeeds—both in costs and in the price he gets on the market. Consumers do not want excess fat.

In dairy, it involves a proper sanitation and refrigeration program. It requires clean equipment and low bacterial count, so the consumer gets sweet and healthful milk. It involves a disease-free herd for these reasons, too. The farm itself must produce a large enough volume to support such a sanitation and quality program if it is to stay in business and pay.

In fruits and vegetables, it involves proper grading and storage. We can say the same thing of grain, too. The farmer may need to ask for laws to protect his product from harmful blending and mixing—putting top grade wheat or potatoes, for example, in with poor or damaged goods. In grains, certainly it means control of weevils and disease-carrying rodents.

Better grading increases sales, gains customer favor, avoids loss and waste, and brings a higher price in the long run.

3. Our third point is that the farmer can plan his production to hit the market at the peak demand period, in many cases. He can adjust hatching, farrowing and calving schedules. He can refrigerate turkeys, broilers, fruits and vegetables for later sale and avoid a low price on a glutted market. Such a program will require reliable market demand information.

4. The farmer can grow the varieties that are more in demand by the consumers. He may breed the newer meat-type hogs, cattle and poultry. He may gain information on better varieties of fruits and vegetables.

Research on better varieties for the consumer market is in progress. The farmer needs to keep up to this research. He needs to change with it. Extension specialists can help him here.

5. Farmers may work together cooperatively to gain advantages in processing and marketing. By doing so they will be able to:

- (a) Pool production; (b) control the supply to some extent; (c) reduce unit costs of processing; (d) spread the flow of the product to market. All these things help bring a higher average price and mean savings to the farmer.

Farmers should develop their



BULK FEED DELIVERY UNIT of the Holland Cooperative Company is shown making delivery of Farm Bureau HI-N-R-G Broiler Mash to the Leon Scholten farm near Holland. A 20 ft. auger raises feed for 4,000 caponettes to the bins. The seven ton capacity truck has three compartments to permit delivery of different feeds. Louis Van Huis, manager at Holland, says bulk delivery saves time and money for the farmer. He doesn't have to handle bags or even be there when the delivery is made. The cost of bags is eliminated.

own independent bargaining associations, too, to work for favorable prices on the market, basing their decisions on sound market information.

Proper utilization of products helps on price also. With milk, only a fraction can be used as a fluid food item. So the manufacturing of cheese, butter, dried milk and canned milk helps to spread the marketing of the product. Without these operations the fluid milk market price would drop to a disastrous figure.

6. Farmers can work together to obtain legislation to prevent unsound market speculation in farm products. Such speculation happened, for example, with Michigan onions this past year. It frequently undermines the market price for the grower.

Another legislative field where farmers can take action is on the matter of the bonding of livestock buyers. The law allows a buyer to take out a bond of not more than \$15,000. Yet buyers may pass out checks for as much as \$100,000 in a day.

When checks bounce, the farmers lose—as they did recently in the Jackson area. Checks have bounced this way before. So farmer teamwork is needed to put a proper protective law through the Legislature.

7. Farmers can carry through a proper disease control in crops and livestock. Not only does the farmer lose heavily as a result of disease, but the consumer gets a damaged product, as well.

Control of blights, insect damage, Bang's Disease, etc. costs money—but pays. The fruit and

ing, location, proper conditioning of products and seasonal changes.

5. To provide homemakers with information that will help them prepare tastier and more nutritious meals at lower cost by using Michigan farm products.

6. To provide information to aid retailers in Michigan to sell Michigan farm products more effectively.

Michigan's Marketing Program Has Gone to Work. In order to make proper decisions as to where and when to sell his products, the farmer needs broad and accurate reports on market conditions.

The Michigan program is striving to give improved and expanded market news by locality throughout the year. As our markets spread over different population centers, prices are often better in one place than another. The "central market" quotation is not always a good standard of the best price within reach.

Sometimes farmers sell to truckers directly. If they knew where the best market price was being offered, they might do better by taking their own products to it.

The extension specialists are helping to develop better packaging. Packages need to be made in sizes that will be convenient to take home and use. They need to be attractive and colorful. They need to be built so as to protect the quality and condition of the product.

When the farmer knows the consumer demand and makes the necessary changes, he gets more money for his product.

Another helpful service that Extension provides is to aid farmers in planning and adjusting their total farm program. This is often done as part of the Farm and Home Development service.

The whole farm and family problem is studied. If changes are needed to bring about a paying operation, the family and the extension specialist plan them out together.

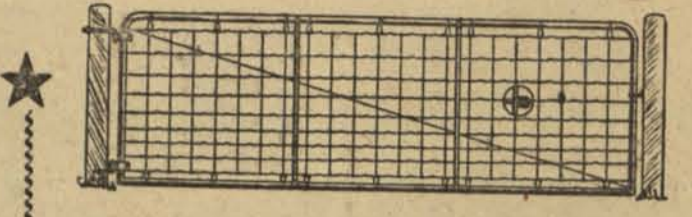
It has been the American tradition for farmers and marketing people to work out their own decisions, not to have someone else hand them a "cut-and-dried" program. But to make such decisions they will need the best available information. The Michigan Marketing program through Michigan State University is striving to fill this bill more adequately each year.

The established aims of this program are:

1. To win a larger share of Michigan's vast food market for Michigan farm products.
2. To increase the consumption of Michigan farm products in the national market.
3. To provide information that will assist the farmer in adjusting his production to present and future consumer demands.
4. To aid the farmer with information that will give him a basis for taking advantage of the market demand in terms of timing, location, proper conditioning of products and seasonal changes.

Dairy State
There are 864,000 dairy cows on 101,000 Michigan farms that produce nearly six billion pounds of milk each year.

Safe Water
A quicker and cheaper way to find out whether water supplies are safe has been discovered at M.S.U.



NEED A NEW GATE?

The UNICO tubular steel gate is rigid, durable and sagless—all parts are completely galvanized to assure long years of troublefree service. This gate comes complete with wood post fittings.

FOR FENCING NEEDS. COME TO FARM BUREAU Sold by Farm Bureau Dealers

MORE BARGAIN BARBED WIRE



Save on Imported Barb Wire! With carload purchasing, your Farm Bureau can make these foreign barbs available at most attractive prices. They meet or excel domestic specifications.

HEAVY, 4 point is 12½ gauge, heavily zinc-coated for long service. Full-size, sharp-pointed barbs wrapped around both wires. A real buy!

MOTTO, 4 point is our new, imported, lighter (15½ gauge) barb wire. It's a good buy because (1) It has twice the rust free life of standard barb (2) It is made of special high-tensile steel for added strength; (3) It stays tight because of its reverse twist design.

OTHER ITEMS YOU MAY NEED

- UNICO FIELD FENCE.
- Studded "T" Fence Posts.
- GALVANIZED STEEL SHEETS.
- Unico Electric Fence Posts.
- Unico Smooth Roll Roofing.

SEE YOUR FARM BUREAU DEALER and SAVE MONEY!

FARM BUREAU SERVICES, INC. Lansing, Michigan

Would You Like Young Man from Abroad?

Would you like to learn more about a foreign land through one of its people? Would you like to make a real contribution to international understanding and world peace? If you would, now is the time to make application for a Young Farmer Trainee for 1957.

The Young Farmer Trainee program is a project of the American Farm Bureau Federation through which participating members have an opportunity to take a young farmer from a foreign land into their home for a farming season.

The trainees who apply and are selected for this program are qualified as follows:

They are single young men from 20 to 30 years of age. They can come from 63 different countries of the world. They are farmers or plan to become farmers. They apply for this program through their government or farm organization in cooperation with agencies of our government overseas. They have U. S. Government security clearance before they are accepted for the program. They are expected to speak some English.

The time schedule for the 1957 Trainee Program is that all trainees will be arriving on their farms approximately February 1. They will continue on their farm until the first week of November. Trainees are to live with their sponsors as a part of the farm family. The sponsor pays a total of \$70 per month; \$50 of this goes to the trainee to cover his personal expenses; the balance of \$20 per month is paid to the Farm Bureau to help cover the cost of operating the program.

If you are interested in this program and the securing of a young man from a foreign coun-

try, contact your County Farm Bureau Office, or Farm Bureau Regional Representative.

Or, you may get information by filling in the coupon below and use a U. S. postcard to mail it to us:

Michigan Farm Bureau Membership Dep't P.O. Box 960, Lansing, Mich. Please send further information on Young Farmer Trainee Program:

Name _____

Street address & RFD _____

Postoffice _____

Farm Bureau Calls on Newspaper Editors

During the past three months, John Lacey, director of press and radio relations for the American Farm Bureau, has been calling upon editors and editorial writers of daily newspapers in five states. Mr. Lacey reports that the Farm Bureau program must continue to be sound and in the public interest to maintain the great prestige that it enjoys today among newspapermen.

No one is more prompt than are the newspapers in recognizing soundness and integrity of individuals, organizations and programs.

Mr. Lacey will be calling upon editors of daily newspapers in Michigan the week of July 30. He will be accompanied by Einar E. Ungren, editor of the Michigan Farm News.

Wet Grain

Don't store wet grain. Think before combining. Get a moisture test at the local elevator first; suggest M.S.U. specialists.

THERE'S NO BETTER GASOLINE THAN



UNICO PREMIUM and CO-OP REGULAR

THERE'S NO BETTER GAS than Farmers Petroleum Cooperative's Unico Premium—an Ethyl gasoline. It has the highest octane rating. Smooth, knock-free performance with Ethyl in all high compression motors. More power always because pre-ignition trouble and waste is eliminated by a great, new phosphate additive.

CO-OP REGULAR GASOLINE is specially blended for farming operations in Michigan. The octane rating is at the top for regular gasolines. You'll like it!

OTHER FPC PRODUCTS FOR YOU: Co-op Diesel and Heating Fuels, Unico Motor Oils, Greases, Tires, Batteries, Spark Plugs.



WILL BE DELIVERED TO YOUR FARM

By your Co-op Bulk Plant and by Farmers Petroleum Cooperative County Distribution Agents

Farmers Petroleum Cooperative, Inc.



HOW ABOUT IT NEIGHBOR? THIS IS NO TIME TO STAND ALONE!

To 112 Members,--Thank You:

Because you acted on this advertisement in our April and June editions, we have 112 more families as members of the Farm Bureau.

You took the membership application printed in this advertisement and invited a farm family to join Farm Bureau,—perhaps for the same reasons you did. Most people become members of Farm Bureau because SOMEONE invited them. Thank you, again.

Membership Department—Michigan Farm Bureau