

MICHIGAN FARM NEWS

THE **ACTION** PUBLICATION OF THE MICHIGAN FARM BUREAU

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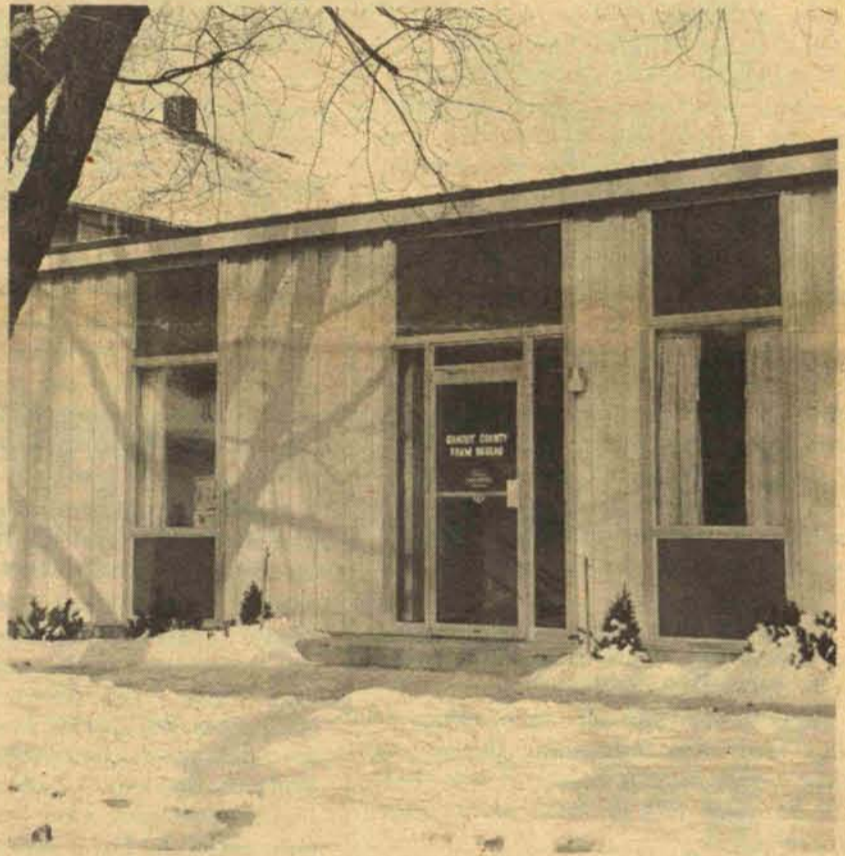


IONIA — this new County Farm Bureau office building of brick, with a mansard roof, is located just south of Ionia on M-66. The offices are panelled and carpeted and serve both

Farm Bureau Insurance and the county Farm Bureau. The insurance area can be divided by folding partitions. There is a full basement for group meetings.



SAGINAW — where a drive-in window is a feature of the Farm Bureau Credit Union side of this modern building which houses the county Farm Bureau, Credit Union and Farm Bureau Insurance Group. Air-conditioned and panelled, the building contains a full basement and kitchen. It will be occupied in early February.



GRATIOT — this 48 by 50 foot air-conditioned, all-steel building contains conference rooms and two office areas, one for the Gratiot County Farm Bureau — the other for the Federal Land Bank. One block from downtown Ithaca, the site was purchased from the city. More than 500 persons visited recently during an Open House.

NEW COUNTY FARM BUREAU OFFICES

BRIGHT NEW OFFICES—owned by county Farm Bureaus, dot Michigan. Presently, 23 counties own their own "homes" with several more in the process of building. Most recent of the group are Ionia, Gratiot and Saginaw, with Kent county looking to a new office sometime in spring. The Ingham county Farm Bureau—which now owns its own office, is planning an improved one to be completed soon. Shortly, the Macomb Farm Bureau will enter a new rented building.

OWNED OR RENTED—county Farm Bureau offices are farm-service headquarters. Of the 71 county Farm Bureaus in Michigan, 35 now maintain offices, with related agricultural services often found in the same building or nearby. Immediate "neighbors" include Farmer's Petroleum, Farm Bureau Insurance Group, Farm Bureau Services, and such farm-related groups as Federal Land Bank, P.C.A. Farm Bureau credit Union, Soil Conservation Service and ASCS.

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Editorial

GETTING SET FOR POLITICAL YEAR

One of the best reasons to sign up new Farm Bureau members is the fact that 1968 is an election year and the cry of the politician is heard over the land.

A strong, growing, county, state and national Farm Bureau membership is the best evidence farmers can offer to show they understand that minorities which stick together remain effective.

Politicians of both parties cannot ignore the implications of 49,624 new Farm Bureau families gained in recent months, bringing an all-time high of 1,753,532 families into the American Farm Bureau Federation. *Such growth is sure to attract the attention and respect of most politicians.*

And the political signs are everywhere — although it is early enough in the season that not everyone recognizes them. Unfortunately, many farmers remain unpolitically oriented, with the very nature of farm work tending to keep them out of touch of the political mainstream.

What are some of the more obvious early political signs? *Wouldn't it be fair to list such things as the "resignation" of Defense Secretary Robert McNamara and his replacement by the President with a person much more acceptable to both sides of Congress — and to the voters?*

Political maneuvers which farmers can expect in the months ahead would appear to include: much more talk, and perhaps some constructive action, to gain a settlement in Viet Nam, and to simmer down, or settle this costly and unpopular war before election time this Fall.

Farmers can expect: much more talk and perhaps minor action, to curb non-defense spending and to check inflation. We can expect the President to continue to push for a 10 per cent income tax surcharge, *more as political evidence of an attempt at fiscal responsibility — than in the true hope of balancing an impossibly unbalanced federal budget.*

Farmers can expect: some form of announcement from the Secretary of Agriculture and USDA officials of a scheme to bolster shattered wheat and feed-grain prices, prior to the election.

Farm Bureau members can expect to hear much more from farm organizations with small, or "secret" membership and not-so-secret ambitions. Alert to the political opportunities of an election year, and anticipating the rise of farm prices which usually occurs at this time, there will be much talk of "withholding" and price bargaining.

Unfortunately, not every Farm Bureau member and fewer politicians fully realize that four out of every five farmers who belong to any general farm organization, belong to Farm Bureau. *The one farmer remaining, has his voice split between the Grange, the Farmers Union — and in some parts of the country — by the NFO.*

And if this divided voice happens to be saying what the politicians like to hear, who can really blame them for paying attention, even if common sense tells them that they are not truly hearing the voice of organized agriculture?

Now, right now, is the time for Farm Bureau members to become truly involved in programs of political education and participation.

Now is the time for Farm Bureau members to become fully active in the political party of their choice, giving freely of time, money and manpower — to make that party and its candidates responsive to their thinking.

Now, BEFORE the election, is the time to be heard effectively, the best time within the next four years.

Now is the time for farmers to work at the job of securing "candidate commitment" to Farm Bureau policy BEFORE that candidate becomes a full-fledged legislator.

Now, right now, is the time for all good Farm Bureau members to come to the aid of their political party.

M. W.



A PERSONAL WORD FROM...

Farm Bureau Women

A committee of Farm Bureau women has just completed a study of ways to involve all Farm Bureau women in the activities or projects of the county Womens Committee. The Study Committee presented its recommendations to the Michigan Farm Bureau Women's committee when we met early in January.

These recommendations include the request that each county Farm Bureau Women's committee evaluate itself this year, to study any problems they may have, and to carry out projects and activities that will help make their county Farm Bureau an effective organization.

The Women's district chairman, vice-chairman, some study committee members and staff had a training session in January, so they can meet with your county Women's committee as needed, to help with the evaluation of your activities, and assist in finding ways to make improvements so your activities involve more Farm Bureau women.

Another recommendation from the study committee is that we make a real effort to increase our attendance at the Women's spring district meetings.

Now just a little on a "sticky" subject, would you believe candy? The Farm Bureau women in the counties adjacent to Lansing have made candy from Michigan grown products. Sugar, eggs, honey, potatoes, mint, grapes, maple syrup, cherries, apples, beans, nuts, milk, cream and butter are most of the commodities we used. You wonder why? Well, it's this way . . . one box (150 little trays inside) was sent to California, after the Michigan Agricultural Conference asked the Farm Bureau women to make this as a gift of the Michigan legislature to the California legislature.

California raises a variety of commodities as does Michigan, so this was a little challenge. The other box went to Washington, D. C. to be used at a reception for the Congressmen, held on the opening day of Congress. Each state was asked to contribute something for this reception. This box goes as a gift of the Michigan Farm Bureau, made by the Farm Bureau women. It was work, but it was "sticky" fun too.

Mrs. Jerold (Maxine) Topliff

MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

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President's Column

URBAN SPRAWL

How fast is land changing from "rural" to "urban" in Michigan?

How much land has gone into highway expansion and out of rural use, or is this a problem in Michigan?

Are there any specific examples of communities in Michigan working together to save an area of particular beauty?

These are questions which came in a letter the other day from a Farm Bureau member, one of the many farm people in Michigan vitally interested in what is happening to farm land.

How we use our land today and how we plan to use it in the future presents us with a real challenge, not only from the fact that we must have good agricultural land in order to produce the needed food and fiber for our nation but also in order that we can continue to provide the open spaces or "green areas" around our growing metropolitan areas.

It's pretty hard to see any possibilities for avoiding the increased use of good farm land for such things as our super-highways, but there do appear to be some solutions taking form across the country to combat some of the other problems associated with "urban sprawl", this rapid spreading out of our cities.

Of course, one of the biggest problems for farmers and one that has caused many farms to be taken out of agriculture much sooner than they should, is the problem of extremely high taxes on lands immediately surrounding our larger towns and cities.

It is the opinion of Michigan Farm Bureau members that everyone, both on farms and in cities, has a vital interest in agriculture and in open spaces around our towns and cities.

At least 14 states have taken steps to solve this problem in one way or another and we in Michigan Farm Bureau feel that it is time we took such a step here.

New Jersey, for example, has what they call their "Farm Land Assessment Act" which requires that qualified farm land be assessed on the basis of its productive value in agriculture, rather than its speculative or market value. Land "qualifies" as long as it is at least five acres in size and has been used for agriculture for the past two years, with at least \$500 in sales of farm products.

At our national convention in December, we discussed this law with Chuck Fields, executive secretary of the New Jersey Farm Bureau.

"We've had this program for three years now," he said. "We have about 8,000 commercial farming units left in the state of New Jersey, and I personally know of hundreds of farms that would have been sold in the last two or three years if it had not been for this program."

One of the objections often voiced to legislation like this is that it keeps land from being developed into residential, commercial or industrial areas when really this is where it should go. Fields pointed out this was not a problem.

"It will not stop — and we don't want it to stop — agricultural land being developed for other uses. We have to allow the normal growth of these things. But this law does let the property owner himself decide when he wants to sell, rather than being forced to sell to pay his taxes," Fields said.

One of the realities we have to face in getting something like this through the Legislature, is to remember that there is no reason farmers should get by without paying taxes. If the land use changes to a more productive use to the landowner, then the tax should be paid.

The New Jersey plan, for example, includes what they call a tax "roll-back." When the land use changes, the difference between what tax was actually paid on the land during the last three years and the tax that would have been charged if it had not been under the farm land provision, would become due. Most farmers who live in areas where high taxes on the urban fringe have become a problem, would be happy to settle for this. *Several states already have.*

Elton Smith

Roll-Call Goal Nears in State

By: Larry Ewing
 Manager, Field Services Division

Michigan Farm Bureau will make a membership gain this year. As of mid-January, with over 50,000 members, we're 92% of goal. We have more renewals than last year, and are doing well on new members. We'll beat Ohio.

Six counties — Baraga, Muskegon, Charlevoix, Montmorency, Benzie and Saginaw have already exceeded their goal. Counties that have increased members over last year are Antrim, Cheboygan, Chippewa, Clare and Otsego. Many other counties are within 10 memberships of making an increase.

Currently, the Ohio Farm Bureau membership is about 36,000. While this figure is considerably behind ours, the Ohio Group has not officially launched its membership drive.

This contest is one we in Michigan want to win. It should be pointed out that the real winner of the contest is the farmer in Ohio or Michigan. By having a larger and more effective organization, he will be able to actively tackle the problems facing him.

At the first official Victory Party of the year, Elmer Rusch of Saginaw County was asked to explain the success. He said "We had lots of help from people who WORKED. We made calls on prospects and called on members to urge them to renew their membership".

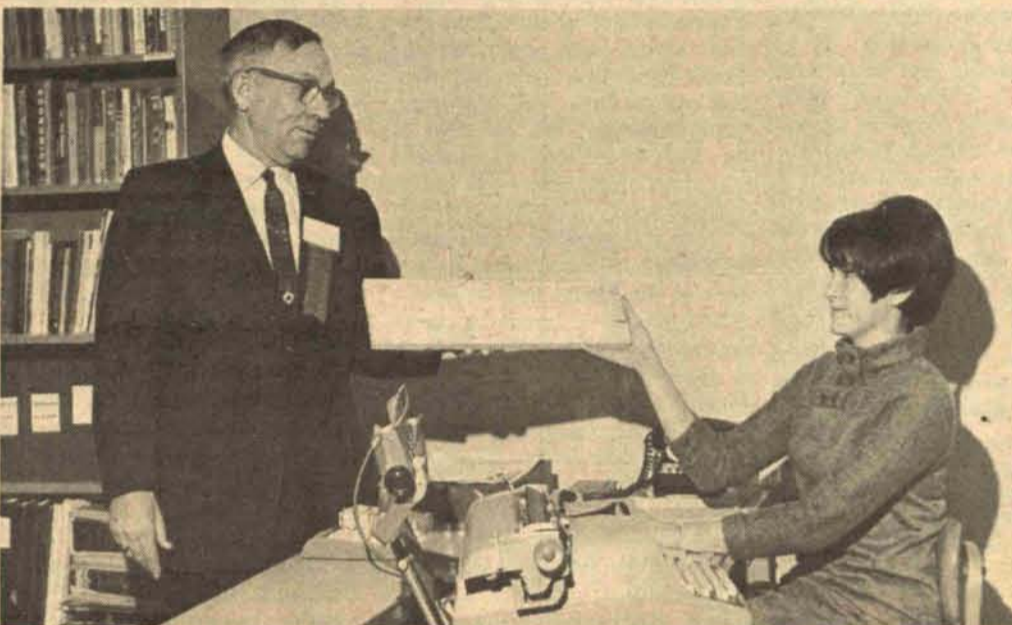
The truth of this statement is the 122 new members signed in Saginaw and a cancellation of less than 4 per cent. People were asked to join and they did!

Farmers are seeing the value of Farm Bureau when they are contacted this year. Have you contacted any non-member and asked him to join with you? It takes time and effort on your part. Is it worth it? Is it worth having an organized farm voice speak for you in the legislative halls in this county? Is it worth having an organized approach to marketing? Is it worth having an organization to obtain services and fringe benefits? What's the future of agriculture worth to you?

A few calls on your neighbors encouraging them to belong to your Farm Bureau is a small investment to protect that future. Will you help your county and Michigan make a membership increase this year?



"CONGRATULATIONS MR. CHAIRMAN!" Saginaw Farm Bureau president Rudolph Reinbold (right) congratulates Membership Chairman Elmer Rusch on the success of his committee. The biggest Farm Bureau in Michigan, Saginaw, reached its goal of 2,273 about noon on January 19; so they held their "Victory" party the same evening.



UNUSUAL APPLICATION — is this membership agreement, written by District 7 Director, Ken Bull, when he ran out of the conventional kind during Muskegon county's Roll-Call drive. The "solid pine" agreement helped the county become No. 2 in the state to reach goal. Receiving the unusual application is Mrs. Pat Reynolds of the MFB member-records section.



When those large medical bills crop up...

... you'll be able to handle them if you're protected by Blue Cross and Blue Shield. And the best way to get the most Blue Cross and Blue Shield protection at the lowest cost is to join through your Farm Bureau group. Because your Farm Bureau group has made wise use of benefits, Blue Cross and Blue Shield can offer the best coverage at lower rates than previously possible for most Farm Bureau members.

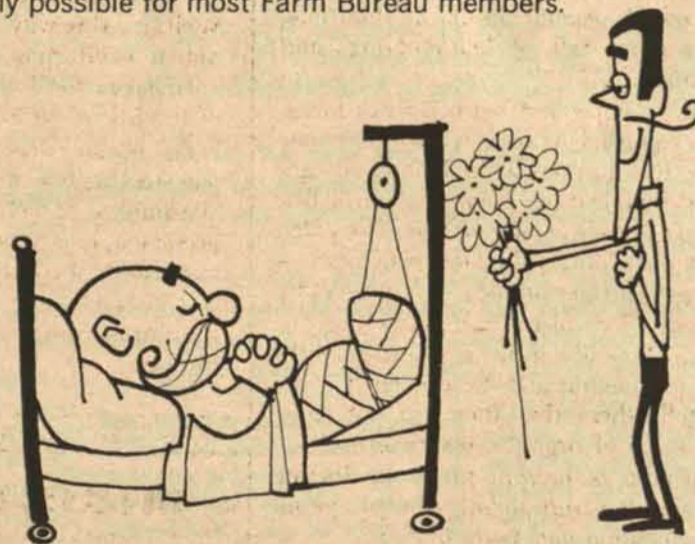
What kind of benefits? Well...

Blue Cross pays your hospital bill with no dollar limit . . . for up to a full year of care. The average Blue Cross payment for hospital care is about \$40 a day. But your hospital bill could be higher than average; if it is, you're covered, nevertheless...including in-hospital drugs and laboratory services.

On the other side of the coin, Blue Shield pays realistic fees for surgery—up to \$450 and more if your case requires special consideration. Blue Shield covers expensive X-rays with no limit as to number. These, plus laboratory services, are covered even when you're not in the hospital.

You certainly wouldn't gamble with your crops, your buildings or livestock; so why gamble with even more precious stakes—your family's health?

When you consider that Blue Cross and Blue Shield return



95 cents in benefits for every dollar received, you can be sure that you're getting the greatest value for your money.

The deadline for enrolling in Blue Cross and Blue Shield is March 15. For more information, contact your Farm Bureau County Secretary.

Busy Time For Public Affairs

By: Robert Smith
MFB Legislative Counsel

These are especially busy days for members of the Public Affairs Division of the Michigan Farm Bureau. Now is the time when those policies developed and approved by the membership must be placed into effect.

On those matters requiring legislation, sponsors must be found for potential bills, and this work done before a deadline date.

Meanwhile, Farm Bureau has been working at many levels. For example, it is not generally known that Farm Bureau is represented on an advisory council to the State Department of Education. This council is made up of people representing many different kinds of organizational interests. It is at these meetings that many important decisions are made, such as those affecting state-aid, school reorganization, and special education programs (among many) are discussed and direction given to the Department.

Just how important is this entire area can be seen by figures showing that over half of the state budget goes to education. This figure tends to grow rapidly each year, and presently about 529 million dollars are spent for education in Michigan. Add to this \$109 million, which goes to the Teacher's retirement fund. This does not include higher education, but only kindergarten through 12th grade.

How should schools be financed? This question is more pertinent these days in view of the "Thomas Report" — over 500 pages long and only recently released. It is the result of a \$200,000 appropriation made by the legislature for an in-depth study of Michigan education.

Currently, there is a great deal of discussion concerning new state-aid programs, probably to be introduced in the 1969 legislature.

GROUP TO EXAMINE MEAT MARKETS

Another in the popular series of Livestock Marketing Tours has been arranged by the Market Development Division of the Michigan Farm Bureau — according to Noel Stuckman, Division Manager.

The dates of February 27-28-29 have been set for the tour which will cover almost 1,000 miles and besides one important stop in Michigan, will visit points of marketing interest in the states of Illinois and Wisconsin.

Purpose of the tour, according to Wm. Byrum, livestock specialist with the Division, will be to allow Michigan producers to see where the marketing-action is, and "to do so as part of a group of Michigan farmers with the same basic interests".

Byrum points out that the tour involves a wide range of meat-marketing experiences, including visits to a major meat packer, in Madison, Wisconsin — headquarters of a quality meat program, and the meat counters of one of the larger chain retailers.

The somewhat misunderstood area of livestock futures will be dealt with during one session with the National Livestock Producers in Chicago.

The group will make two stops in Chicago during the three-day tour, and one evening will be left open for a "night on the town".

The first Chicago visit will include a stop at the Interstate Livestock Producers at the Chicago stockyards, with the tour moving on to Madison, Wisconsin, the next morning. They will return

Seminar Schedule

A series of Legislative Seminars will be held in mid-February and early March, by the Public Affairs division of the Michigan Farm Bureau.

The schedule calls for eight meetings held on the basis of Farm Bureau regions and with all members of each county's State Affairs committees expected to attend along with members of county Executive committees and other county Farm Bureau leaders.

All Seminars will be held at the YWCA in Lansing, located near the Capitol and each begins at 10:00 a.m. . . . (coffee and rolls at 9:30) and conclude with group attendance in the Capitol at sessions of the House and Senate.

At a noon-time luncheon, members of the legislature are guests of their constituents, and it is during these sessions and the Capitol tour later, that county leaders become better acquainted with those who represent them in Lansing.

All Seminars begin with an outline of Farm Bureau legislative programs and include a progress report. Future legislation is often discussed and action-programs outlined.

Attendance at the Seminar is considered a duty of all members of State and National Affairs committees.

Seminar dates by regions include: February 13, Saginaw Valley; February 14, Northeast, Northwest and Upper Peninsula; February 20, West; February 21, Thumb; February 27, Southwest; March 6, Central; March 12, West Central and March 13, Southeast.

"FREEDOM TOUR" FLIES TO SHRINES

Michigan Farm Bureau's Freedom Conference has a new look this year. In years past we have been content to talk about democracy and government; this year members of the conference will be able to see how our government operates.

The 1968 Freedom Conference will be a classroom on wings. It will be operated as a part of the annual Women's Heritage tour of Washington, D.C. Leaving Detroit's Metro airport on the afternoon of March 11, the conference will visit Washington for three days, returning to Metro on the afternoon of March 14.

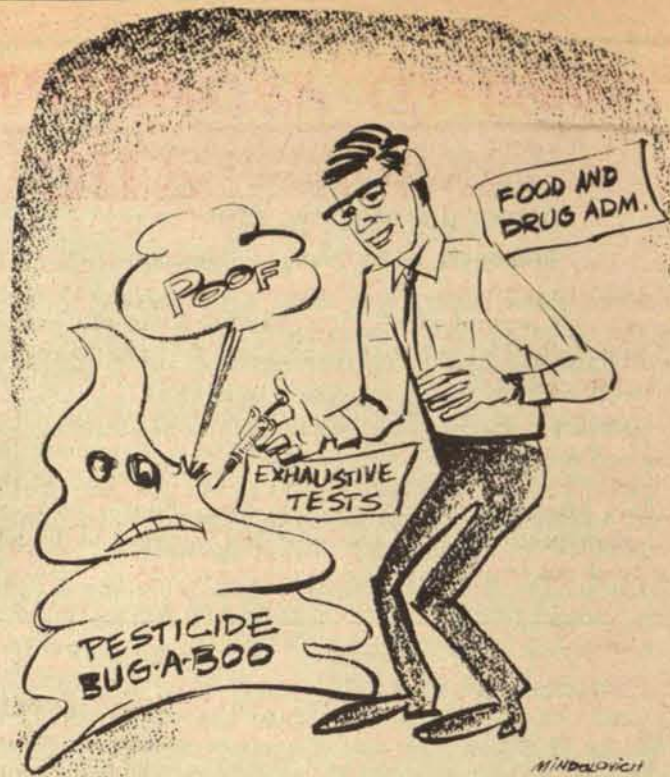
In addition to seeing the operation of the Congress and some of its committees, there will be an opportunity to visit many of the National shrines of this country.

One of the highlights of the Conference will be a conducted tour of the offices and laboratories of the Federal Bureau of Investigation. Here conference members will have an opportunity to see how the nation's safety from fifth columnists is assured.

Shrines which are on the agenda include the historic capitol and its surrounding buildings. Available for visits will be the national archives building where most of the historic documents of the American republic are on display.

Then too, there are such places as the Lincoln and Jefferson Memorials, the tomb of the unknown soldiers, the grave of President Kennedy, and the Smithsonian Institution.

One of the most visited shrines will be Mount Vernon, home of George and Martha Washington. Here, one gets the feeling that the owners are simply away from home for a few hours. The beautiful old home on the bluffs above the Potomac is so well preserved and so well furnished that one gets the feeling of living in the 18th century with the Washingtons.



FARMERS ARE PLEASSED — with a recent, significant report from the Food and Drug Administration which states "There is every reason to believe the American food supply is free from harmful pesticide residues, and has been for some time." The reassuring evidence included testing of 49,000 food samples by FDA. This story, of how American has one of the world's most wholesome food supplies, must be told and re-told by farmers.

Legal Notices!

NOTICE OF ANNUAL MEETING

COMMUNITY SERVICE INSURANCE COMPANY

The annual meeting of the stockholders of Community Service Insurance Company of Michigan, a corporation, will be held at its Home Office, 4000 North Grand River Avenue, Lansing, Michigan, on Monday, February 26, 1968, beginning at 1:30 p.m., for the following purposes:

1. To receive reports from officers and management.
2. To elect directors.
3. To consider such other matters as may properly come before the meeting.

Attest:
N. L. VERMILLION
Secretary

February 1, 1968
KENNETH BULL
President

Policyholders may obtain a copy of the Annual Report from any County Farm Bureau Office or from the Home Office in Lansing.

NOTICE OF ANNUAL MEETING

FARM BUREAU LIFE INSURANCE COMPANY OF MICHIGAN

The annual meeting of the stockholders of Farm Bureau Life Insurance Company of Michigan, a corporation, will be held at its Home Office, 4000 North Grand River Avenue, Lansing, Michigan, on Tuesday, February 27, 1968, beginning at 1:30 p.m., for the following purposes:

1. To receive reports from officers and management.
2. To elect directors.
3. To consider such other matters as may properly come before the meeting.

Attest:
N. L. VERMILLION
Secretary

February 1, 1968
DAVID MORRIS
President

Policyholders may obtain a copy of the Annual Report from any County Farm Bureau Office or from the Home Office in Lansing.

NOTICE OF ANNUAL MEETING

FARM BUREAU MUTUAL INSURANCE COMPANY OF MICHIGAN

The annual meeting of the policyholders of Farm Bureau Mutual Insurance Company of Michigan, a corporation, will be held at its Home Office, 4000 North Grand River Avenue, Lansing, Michigan, on Wednesday, February 28, 1968, beginning at 1:30 p.m., for the following purposes:

1. To receive reports from officers and management.
2. To elect directors.
3. To consider such other matters as may properly come before the meeting.

Attest:
N. L. VERMILLION
Secretary

February 1, 1968
KENNETH BULL
President

Policyholders may obtain a copy of the Annual Report from any County Farm Bureau Office or from the Home Office in Lansing.

FREE
LARGE BLACK SWEET CHERRY TREE
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STRAWBERRY OR RASPBERRY PLANTS.
ENCLOSE THIS ADVERTISEMENT WITH YOUR ORDER.
FREE COMPLETE PRICE LISTS ON REQUEST.
FRUIT HAVEN NURSERY, KALEVA, MICH. 49645

TOWARD MORE MONEY FROM MICHIGAN PORK

By: Wm. Byrum
Market Development Division

Almost two million hogs were slaughtered in Michigan in 1965, the most recent year-end figure available. This amounted to just over 1.3 percent of all hogs slaughtered in the United States, and falls far below the amount of pork Michigan residents buy and eat.

Michigan pork needs are growing much faster than is the Michigan hog industry, and it is predicted will require the importation of 50,000 feeder pigs per year by 1980. At the same time, Michigan farmers are exporting about 40 percent of their corn production to nearby states, where it is largely used to feed out hogs!

How can Michigan swine producers regain more of this available pork market? A lot of ideas are being examined, with much discussion about such things as quality pork, selling on carcass-values rather than on the basis of live-weight, and a "complete marketing plan" to coordinate the efforts of producers, feed companies, marketing exchanges, packers and retailers, to shape the produce to needs of the market.

The quality of pork is one of the most emphasized topics among

producers and packers today. Low quality pork, often called P.S.E. (pale soft exudative) appears very pale colored, and watery, lacking the firmness and eye appeal necessary in a quality product.

Some research work indicates P.S.E. pork to be less tender and juicy with 3 to 5% greater loss in processing due to loss in tissue fluids. The research indicates pork quality traits are highly heritable and that by applying selection pressure, quality can be improved.

The term "quality" deserves clarification, and refers to the amount of firmness of the lean, degree of marbling (intramuscular fat), color of the lean, and texture (firmness or coarseness of the fibers in the lean).

"Meatiness" refers to the amount of external finish on a carcass or cut and the general dimension of red meat in the various area of a carcass such as loin-eye area, lumbar-lean area and total dimension of the ham.

One of the big tasks confronting producers, animal breeders and packers is proper communication with the consumer. There must be a common language in this area with all parties emphasizing the highly heritable economic traits from the producers' standpoint and then the one big item of production, satisfying the consumer with a juicy, tender, tasty cut of pork.

Grade and yield selling is a big topic these days and has every right to be, since 20% of all hogs are marketed by this method in Iowa alone. Grade and yield marketing has many good points which include paying the producer on the actual yield of the hog, therefore rewarding the producer for the "right kind" of hog, but at the same time protecting the packer from the very wasteful kind. Carcass data is available to the producer, hence he has a basis for selecting herd sires and replacement gilts.

Big question marks concern carcass purchasing on the rail, including who is to represent the producer in grading of the carcasses and how the base price is to be determined, so that the producer is properly paid or docked, depending on the kind he produces. Often the animals are moved great distances and a large amount of shrink results, raising the question of where the liveweight should be measured.

The possibility of a complete production-marketing program deserves consideration for the future. A possible program looks like this: a central coordination center manages a production testing program for the sow herd and operates a herd boar directory for the producers of available boars that meet standards established by the organization.

A feed service is involved in the "package" and offers a ration program involving feedstuffs, balancing rations, and a complete premix offering. The feed service also manages the herd health program and offers advice on building and purchasing.

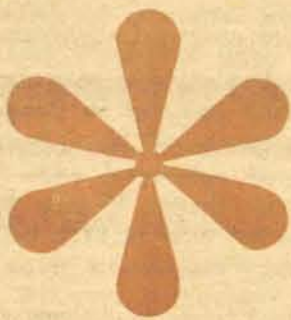
From the marketing standpoint, the coordination center manages the movement of feeder pigs and organizes and sorts the supply of market hogs to the packer. This also involves representing the producer, if selling on the rail.

There are many new areas of interest that have a place in an expanded hog market, such as the futures trading service, increased specialization in finishing, feeder pig production, and many new ideas in marketing for increased profit. Production testing, carcass educational programs and retail promotional campaigns on a pilot basis may play a big role.

The need to breed, feed and constructively market a quality hog is the order of the future. A joint cooperative effort should be a means to offer a larger number of lean, quality, meat-type hogs for more profit and consumer satisfaction.

If you took \$1,000 and invested in 6% interest-bearing, 15-year debentures, you would find, at maturity, that you had received \$900 in interest and you still had your original \$1,000 investment, or a total of \$1,900.00.

Your interest is computed annually and if you reinvested this amount each year, at the same rate, your original investment of \$1,000 would be worth more than \$2,200.00 at the end of 15 years and your reinvested interest would still be growing. In other words, you would more than double your initial investment. Many families use this means to provide for future expenditures such as a college fund for the children.



INVESTMENT OPPORTUNITY FOR ALL FARMERS AND THE PUBLIC

As part of a long-term expansion program, and to better serve Michigan farmers with high-quality *made-in-Michigan* feed products, Farm Bureau Services, Inc., announces the spring-time, 1968 construction of the state's most up-to-date feed milling and formulating center.

This million-dollar plant will be financed by public sale of 6% interest-bearing, 15-year maturity Farm Bureau Services, Inc. debentures, now offered. Interest will be paid from purchase date annually on September 1.

Advantages of this sound investment opportunity (*backed by Farm Bureau organizational know-how*)—include the solid satisfaction of helping build another much-needed cooperative production and service center for Michigan farmers. Mail this coupon.



Architect's Rendering of Southwest Michigan Feed Plant

Farm Bureau Services Debentures are Available in Multiples of \$100.00

For a copy of the prospectus and a call by a registered salesman, complete and mail to:

FARM BUREAU SERVICES, INC.
Securities Promotion Department
P. O. Box 960, Lansing, Michigan

NAME: _____

ROAD: _____ R.F.D. # _____

CITY: _____ PHONE: _____

NO OBLIGATION



FARM BUREAU
Services
INC.

4000 N. GRAND RIVER

LANSING, MICHIGAN

* This advertisement is neither an offer to sell nor a solicitation to buy any of these securities. The offering is made only by the prospectus.

Exciting Jet Trip to Washington!



Selected Legislative Leaders — about 35 of them, will again be invited to represent Michigan farmers and Farm Bureau, in Washington as a featured part of the annual Air Tour, March 11-14.

Sponsored by Farm Bureau Women, the tour includes both men and women and will have two sections — the Legislative Leaders, and the group which will be visiting Washington to see first-hand the many freedom shrines of our country, and to see our government at work.

Legislative Leaders will take part in a number of special activities exclusive to them, including a breakfast planned with the Republican delegation from Michigan to Congress and a noon luncheon with the Democrat delegation.

Omitted from these activities, the "Freedom Tour" group will spend time instead in guided tours, including a visit to Ford's Theatre where Abraham Lincoln was shot and the house across the street where he died. A highlight of the touring will be an afternoon spent in the FBI offices, as well as visits to the Archives building, the National Gallery of Art, and Smithsonian Institute. For more details of the "Freedom Tour" — see page 4.

On separate occasions, both groups will be guests of the American Farm Bureau Federation in their Washington offices and benefit from briefings concerning legislation of concern.

Working independently, both groups will spend considerable time in the Capital building where they may attend scheduled public hearings and attend sessions of Congress. Needed House and Senate gallery passes will be arranged.

Although both hotel and sightseeing costs have risen, it has been possible for Farm Bureau Women to arrange the three-day excursion at the low price of \$112. per person. This includes round-trip air fare from Detroit, three nights in the famed Willard Hotel in Washington (near the White House) group breakfast, lunch and sightseeing on the first day. The coupon will bring an itemized itinerary, or may be used to reserve a seat on the jet plane.

FARM BUREAU WOMEN

working, not waiting.....



"RETIRING" — off the Michigan Farm Bureau board, are (from left) Robert Zeeb, Mrs. Maurine Scramlin and Raymond Launstein. They were honored recently, and shared a cake baked by state Women's Chairman, Maxine Topliff. Not present were former board members Francis Finch, and Frank Smith, Jr.

The Women's district vice chairmen make up the State's Women's State Program Planning committee. Those who met with the Women's Committee on January 9 and 10 include Mrs. Alice Burandt, Mrs. Wilma Olney, Mrs. Lottie Koppelman, Mrs. Leora Smith, Mrs. Maud Bristol, and Mrs. Martha Baker. Mrs. Florence Carpenter serves as chairman of the Program Planning committee.

BUSY SESSION

Many other important items of business were discussed at this State Women's committee meeting. Mrs. Francis (Ann) Campau of Ada, Chairman of District 4 women, was selected to serve one year as the third member of the state women's executive committee.

Announcement was made of a state-wide Safety workshop for County Farm Bureau Women's safety chairmen and others interested in safety, to be at Central Michigan University in Mount Pleasant on February 28. This workshop will emphasize fire prevention in the home and on the farm. It is to give those who work on safety some workable projects in which their County Farm Bureau women can participate.

Mrs. Margaret Kartes of Ogemaw County was elected to serve as chairman of the Women's State Safety Committee. She replaces Mrs. Lou DeMatio of West Branch who has served so effectively as chairman of this committee for several years. Under Mrs. DeMatio's leadership, Farm Bureau women won special recognition from the Farm Bureau Insurance companies last November at the annual meeting for their excellent promotion, sale and publicity of the slow moving vehicle emblems. This distinctive plaque hangs in the lobby of Farm Bureau Center in Lansing.

ing with County Farm Bureau board of directors in county programs

Attending this State Farm Bureau Women's Committee meeting were Mrs. Maxine Topliff, chairman; Mrs. Florence Carpenter, vice chairman; Mrs. Vida Morehouse, Mrs. Dorothy Kramer, Mrs. Mary Edith Anderson, Mrs. Ann Campau, Mrs. Jeannette Babbitt, Mrs. Marie Swindlehurst, Mrs. Dorothy Hendricks, Mrs. Margaret Kartes, Mrs. Doris Wieland, Mrs. Hattie Lockhart, all district women's chairman; Mrs. Margaret Welke and Mrs. Grace Greenhoe, district vice chairman.

keeping in step with modern agriculture

Farm Bureau women's leaders in Michigan has accepted the challenge of change and are making plans to program their activities to keep step with modern agriculture. The decision was made by the State Women's Committee at their regular meeting in January.

This committee adopted recommendations to the county women's committees for their program of work for 1968. Action projects they suggest include the following:

- (1) Carry out recommendations of a state committees studying Farm Bureau Women's activities in Michigan
- (2) Associated Country Women of the World activities
- (3) Political Education and Action projects
- (4) Implementing Farm Bureau policies for 1968 and work-

WOMEN'S WASHINGTON AIR TOUR

March 11-14, 1968

Send me a day-by-day schedule:

Reserve _____ places on the Air Tour. Enclosed is check for _____ (\$112. per person, make checks payable to the Michigan Farm Bureau).

Name: _____

Address: _____

County: _____

Telephone: _____

Return by February 26, to: Information Division
Michigan Farm Bureau, Box 960,
Lansing, Michigan 48904

IN MEMORIAM

Mrs. Loa D. Whitfield, head of extension family living programs since 1965, died December 24 at her home in Okemos. On sick leave since major surgery last summer, Mrs. Whitfield was a victim of cancer. She was 57.

Mrs. Whitfield worked closely with Farm Bureau Women in a number of important projects, among them plans for the coming ACWW Triennial Conference, to be held in East Lansing, on the campus of Michigan State University, September 3-14, 1968.

A native of Nebraska, she began her extension career in her home state in 1940. After service in Maryland and FES, she was a home economics consultant for the Ford Foundation in Pakistan from 1952-54. Upon her return from foreign assignment she became extension specialist in consumer marketing for the Ohio Extension Service. From 1955-64 she was state leader of extension home economics programs at Ohio State.

Mrs. Whitfield came to Michigan three years ago as a leader of special programs in the U.P. In February 1965, she was named to head family living education, succeeding Miriam J. Kelley who joined the MSU Nigeria Project.

Funeral services for Mrs. Whitfield were held in East Lansing December 27 with burial in Plattsmouth, Nebraska. She is survived by her husband, her father, a sister and two step-children.

HOLIDAY CAMP!

The "Holiday Camp" for Farm Bureau women in the counties of districts one and two is scheduled for Wednesday and Thursday, March 27 and 28 at Wesley Woods Camp, which is located near Dowling, Michigan.

Farm Bureau women from all counties as well as non-members, are especially invited to participate in this holiday camp.

The "camp" program committee is planning an interesting and valuable program. Plan to mark these dates on your calendar.

More details and an enrollment blank will be included in next month's issues of the FARM NEWS.

Women's Scholarship Gift

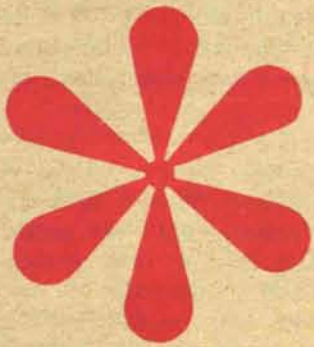
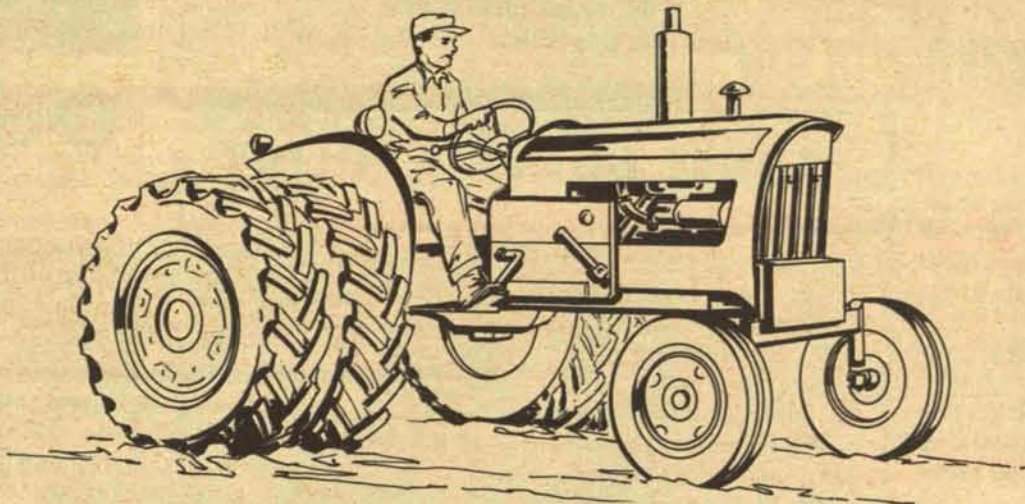
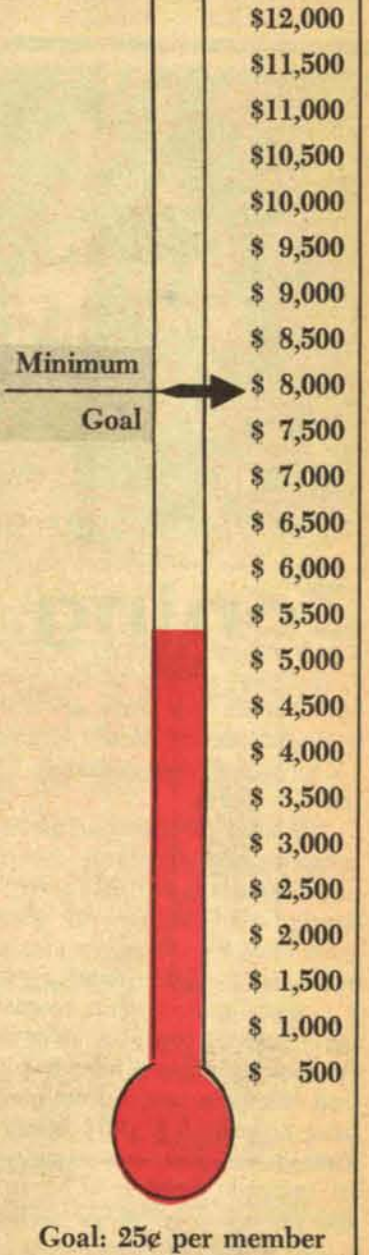
The Women's Scholarship Committee reports \$5400.00 received to date in the Marge Karker-Farm Bureau Scholarship. Applications are now being received for students attending Michigan State University for a tuition scholarship to be given for the 1968-69 year.

Student requirements include: a member of a Farm Bureau family; must be prepared to show financial need; must be enrolled at Michigan State University in any of the following areas of education: field of Agriculture or related fields of Food Science, Food Marketing, Leadership training in agriculture, or Journalism as related to agriculture, Food packaging, Horticulture, Veterinary medicine, Medical Technology, Nursing, or the field of teaching.

The Scholarship will be a gift, not a loan.

Students interested in this scholarship may contact Helen Atwood, Coordinator of Women's Activities, at the Michigan Farm Bureau office, 4000 North Grand River Ave., Lansing, Michigan 48904. Completed applications should be returned to this office by March 15.

FARM BUREAU SCHOLARSHIP THERMOMETER



Get in the Field Early with EASY-ON...EASY-OFF DUAL WHEELS!!

THE SALE IS ON . . .
PUL-N-GRIP TRACTOR TIRES,
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AND ALL OTHER FARM TIRES!

Your Farmers Petroleum man can show you the easy way to have dual wheels . . . in a matter of minutes you can snap the wheel on when you need it . . . snap it off when you don't.

Get On-the-Farm Service!

This means that after you buy the tires, we'll deliver them and even mount them on your tractor, if you so desire! Do it now before the big rush starts and save money.

Full Field Hazard Guarantee!

Yes, with Unico tires you get a full guarantee against field hazards, and WE PUT IT IN WRITING!



FARMERS PETROLEUM

4000 N. GRAND RIVER

LANSING, MICHIGAN

DEAR EDITOR..

January 1968

I am now in Mahalapye which is twelve miles north of the tropic of Capricorn. I am the Young Farmer Advisor of Botswana. I will be here until August 22nd.

I stopped in Uganda and Kenya on my way here and was in Gaborone for three weeks, which is the capital of Botswana. I have a house and a house boy from Malawi.

Botswana is a semi arid desert land, the main crop is sorgham, maize, and beef cattle. The cattle are five to six years old before being sold. The people's wealth is determined by the number of cattle which they own. Cattle are not given any grain, only the pasture on the desert.

Most of the people own cattle and have a cattle "post." The people live in a village for four months of the year, then on the farm land for another six months, and on the cattle post for the remaining two months. At the cattle post, there is a hut and water; and someone is always there.

We have had rain here just once this season. After the rain the people move from the village to the land and start plowing with oxen. Some of the people have tractors to use but most people use oxen. Land is free if you are a member of the tribe. Water is the main problem, and lack of farming skills is an additional problem.

My main job is to set up the organization. At the present, I am in an office three fourths of the time.

Lyle Murphy

(former Ionia county farmer and member of Farm Bureau's State Young Farmer committee).

Ask your local Farmers Petroleum man about our big oil and grease sale!

THE CHANGING ROLE OF LOCAL GOVERNMENT



DISCUSSION TOPIC

By: Steve Van Slyke
Director, Education and Research



Zoning...

The new edition of the World Almanac includes news that there are now 81,253 units of local government in the United States. This is a decrease of approximately 10,000 units in the last five years.

Although the number of units of local government are decreasing, and many of their activities are being taken over by state governments and the federal government—be it good or bad—there remains a great and growing need for good local government.

County government, township officials, village trustees, town councils—these units have new and important roles to play. Among these, and taking a more prominent position, is the area of planning and zoning. Every day, the United States is converting about 11,000 acres of valuable farm land to urban uses—some 300 farms are going under the bulldozer daily.

Proponents of community planning and zoning programs say that with this much change, there must be some planning involved in order to avoid trouble in the future. If such plans are going to be done, farmers had better be involved in making them.

There have been problems attached with planning and zoning programs of the past, and there has been a great deal of effort to avoid the teeth that are necessary to make planning and zoning work; however, many feel that it is about the only possible way to protect and encourage good community development.

As one farm writer put it, "The question is what KIND of zoning ordinance to have, rather than SHOULD we have it."

Farmers and landowners in and near larger urban centers have already felt the effect of planning and zoning, or at least, are aware of some of the possible values or dangers it can have to them. Realistically, some of these landowners recognize that the most profitable and final crop which can be cultivated on their land is building sites.

Because of the fact that a land sale at some point in the future—for some non-agricultural use—could bring some beautiful capital gains, landowners should watch very carefully to see that zoning restrictions don't lock the gate too tightly. Nothing about zoning should be designed to be completely rigid. If a farmer wants to be rezoned at a later time, he should be able to get the rezoning, unless it would subject the area to unreasonable costs and destroy value of neighboring properties. Some good planning and zoning programs are reviewed on a regular basis.

Any plans, whether for a farm operation or area-wide land use, should have good long-range goals. Several have been suggested for planning-zoning:

1. Improving the tax base.
2. Preserving recreation lands.
3. Keeping the area beautiful.
4. Encouraging tourism and industry.
5. Preventing conflicting uses of land.
6. Giving each acre its best possible use.

Like any law, zoning restricts people. The idea is to make it work only to keep people from being destructive or offensive to others.

FARM BUREAU POLICY

We believe that the maintenance of strong, independent, and responsible state and local government is imperative to the preservation of self-government and individual freedoms.

Public functions should be performed by the qualified unit of government closest to the people without coercion by administrative agencies of the federal government.

We favor the assumption of responsibility by state and local units of government for the exercise of their appropriate functions. We urge State and County Farm Bureaus to study the modernization of local government and take an active role in making their local governments effective.

Sewer Line Battle!

Last month's "Discussion Topic" dealt with problems of high taxation on farm lands near urban centers and some of the special assessments placed on farmers for such things as sewer lines, water mains, storm drains, etc.

A Circuit Court injunction reported on January 9 by the Grand Rapids Press, is an effort by a farm couple to stop the installation of a proposed sanitary sewer on their farm.

In the suit filed by the farm couple, they charged that a sanitary sewer is being planned to be built on their farm, without their consent, and will bring with it an installation assessment of \$36,734.00 against them.

They contend that the sewer was originally intended to cross their property to a high school adjacent to their farm. A change in plans now call for it to dead end on their property, they say.

They also contend that the proposed sewer will be of no benefit to them, since they have no plans for plotting and developing their land.

A local farm voice!

Farmers and Farm Bureau have always been stalwart defenders of the principles of local government. They have said the best government was that one close at hand, under the watchful eye of the taxpayer-voter.

Today, this principle has eroded to the point that many citizens of this country no longer feel a keen interest in the function of government at ANY level. Most voters appear to be apathetic, in all points concerning government with the possible exception of taxes.

Included under the definition of "local government" are many different groups—including everything from the county courthouse to mosquito-control and hospital districts.

Even though the actual number of local governmental units is decreasing, the cost of operating them is on the increase. Alarmed by the lack of funds, many local officials are turning more and more to state and federal treasuries for help, and many times by doing so, they have given up some of the duties and responsibilities which really should be done at the local level.

Any discussion of problems of local government would not be complete without a thorough review of the chief source of funds, the property tax. Nationally, this provides more than \$58 out of every \$100 raised by local governments.

As the economy of our nation has changed from a predominantly agricultural society to one where the vast majority of citizens live in cities, with many owning no real property, any tax method taking no account of income is an unfair tax.

Dumps...

The township dump has gone the way of just about every other area of authority once vested in township government.

A new state law, passed in 1965, gave control of all dumps in Michigan to the state health department. Regulations issued by the department in recent months have gradually clamped down, adding stronger and stronger requirements until many smaller units of government, including townships, villages and some small cities, have found it difficult to meet them.

As a result, many of them have taken a good look at their dump operations, with some of them being closed completely.

Some townships have combined their dumps with those of a neighboring township and the two or more units working together have been able to maintain an operation acceptable to the Health Department regulations.

At best, this has resulted in an added inconvenience to many citizens, having to haul longer distances, and to others, the dump is just no longer available.

Of course, in some cases, the closing of a particular dump was a desirable result in order to eliminate some of the many problems involved in the operation of poorly managed or uncontrolled dumps.

One of the big problems to farmers is not the fact that he no longer has a convenient dump site because most farm have a place or two where this can be done. The problem for farmers is that non-farmers with no place to dump things, all too often use the roadside, fence-rows, or even the edge of a corn-field.

This public defiance of new dumping laws will probably decline as new methods of handling wastes are developed and put into effect, but for the present, littering along roadsides and in rural areas remains a serious problem.

Public Act 87, enacted in 1965, forbids disposing of any refuse at any place except a disposing area licensed by either a local health officer or the state Department of Health. It does not prohibit a farmer from disposing of his own refuse on his own property, as long as it does not create a nuisance or hazard to health.

The Department of Public Health, acting under the law, has issued regulations governing the licensing and operation of public dumps, both by units of government or private operators.

About the only practical approach under the regulations is the sanitary landfill. Open dumps are expressly forbidden except for special cases.

The sanitary landfill is also an expensive operation. Requirements are that it have an attendant on duty at any time the site is open and that the site can be adequately closed when no attendant is on duty to supervise unloading. Refuse must be spread and compacted into layers of less than two feet and must be covered daily by at least six inches of "suitable material", with a final cover at least two feet thick to be placed over the entire area within one week.

Under present regulations, no burning is permitted at all, however, there is a bill pending in the Legislature which would void this regulation in townships with under 50,000 population.

ANNUAL MEETING AWARDS



COMMUNITY GROUP AWARD, given to Ottawa County for outstanding performance in the area of Community Farm Bureau Groups, was accepted by Mrs. Hilbert Halleman, chairman of the Ottawa County Community Group Committee, and Arthur Lucas, county president.



ACHIEVEMENT IN YOUNG FARMER activities brought awards to two county Farm Bureaus. Wexford (left), represented by Robert Benson, past president, and Larry Luther, chairman of the Young Farmer Committee, received the award because their young farmers became involved in the total Farm Bureau program. Ingham County, represented by Harold McMichael, chairman of the Young Farmer Committee, and Stanley Fay, past county president, did an outstanding job in developing and implementing the Young Farmer Program.



BIG BUSINESS—BIG INVESTMENT

This giant 7½-ton Ford 8000 tractor, with its 401-cubic-inch diesel engine, is symbolic of the massive power needed in today's modern farming. Big power calls for big investment, and the kind of accurate farm records vital to good farm management. That's where Farm Bureau's new Farm Records Service fits in . . .

IT MAKES AVAILABLE:

- Income Tax Reports
- Credit Summaries
- Management Records
- Enterprise Accounting
- Personal Income and Expense Records.

Enrollment for 1968 is now underway. For more details, contact your county Farm Bureau office, or write: Market Development Division, Michigan Farm Bureau, Box 960, Lansing, Michigan 48904

FARM BUREAU MARKET PLACE

SPECIAL RATE TO FARM BUREAU MEMBERS: 25 words for \$2.00 each edition. Additional words, 10 cents each. Figures such as 12 or \$12.50 count as one word. NON-MEMBER advertisers: 15 cents per word one edition, two or more editions, 10 cents per word. Copy deadline: 20th of the month.

8 FARM EQUIPMENT

FABROWING STALLS—Complete—\$24.95. Dealership available. Free Literature. Dolly Enterprises, 219 Main, Colchester, Illinois 62326. (11-tf-15b) 8

FOR SALE: International H Tractor; J. D. 2 Bottom Plow; J. D. Power Cultivator; J. D. Corn Planter on rubber; Grain Drill, Hay Rake—4 bars; Hay Wagon on rubber 7'x14'; Grain Elevator Cardinal; 1 ton Chain Hoist; Cement Mixer—portable on rubber. Write: Kass, 13510 Horning, Brooklyn, Michigan (2-1t-45b)

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14 FOR SALE

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FOR SALE: OLD STYLE SLEIGH BELLS. Write or call: Alfred Jensen, Little Falls, Minnesota 56345. (1-tf-15b) 14

FARM PROPERTY

ARKANSAS: LIVESTOCK FARMS, ranches, land. Reasonable prices. Year round grazing, mild winters. Free lists, photos. FARM AND RANCH LAND COMPANY, Box 383MFN, Fort Smith, Arkansas 72901. (1-4t-25p)

160 ACRE STOCK FARM NEAR GLADWIN, MICHIGAN on Little Sugar River. Large, four bedroom, 1½ bath brick and aluminum home. Two large barns, four silos with automatic feed, 1,000 bushel steel grain bin, flowing well, artificial lake, etc. \$80,000—\$25,00 down. Write Spartan Realtors for details. G-3145 Flushing Road, Flint, Michigan 48504. (2-1t-53p) 10

FOR SALE: CLARKSVILLE—143 acres, 20 miles east of Grand Rapids. Clay loam, 2 family house, 2 barns, silo, room for 50 head feeder cattle. 20 acres alfalfa, about 100 acres workable, 20 acres timber, flowing well. \$27,500 terms—will consider trade. Edward Tanis, Route #1, Jenison, Michigan (Ottawa County) (2-tf-45b)

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HEREFORD BULLS—pure bred herd sires. Ready for service. Also, registered heifers and calves. Egypt Valley Hereford Farm, 6611 Knapp St., Ada, Michigan. Phone OR 6-1090. (Kent County) (11-tf-25b) 20

22 NURSERY STOCK

HARDY MUMS. 20 varieties \$3 prepaid. Free catalog of 500 varieties. Huff's Gardens, Burlington, Kansas 66939. (1-3t-16b) 24

22 NURSERY STOCK

BEAUTIFY YOUR GARDEN with plants and trees from "Michigan's Fastest Growing Nursery". Strawberry plants, fruit trees, brambles, asparagus crowns. Send for a free price list. Fruit Haven Nursery, Kaleva, Michigan 49645. (2-12t-30p)

600 ASSORTED SWEET ONION PLANTS with free planting guide \$3.00 postpaid. TOPCO, "home of the sweet onion," Farmersville, Texas 75031. (1-4t-20b) 24

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26 POULTRY

DAY OLD OR STARTED PULLETS—The DeKalb profit pullet. Accepted by the smart poultryman for high egg production, superior egg quality, greater feed efficiency. If you keep records, you'll keep DeKalbs. Write for prices and catalog. KLAGER HATCHERIES, Bridgewater, Michigan. Telephones: Saline HAZEL 9-7087, Manchester Garden 8-3034 (Washtenaw County) (tf-46b) 26

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34 WANTED

AGENTS — Farmers, dealers. Make extra money in spare time! Sell farm equipment. Some territory open. Write: Ottawa-Hitch, FN321, Holland, Michigan 49423. (2-3t-20b) 34

WANTED: Large used poultry house in good condition. Must be moveable in sections. About 30' x 250'. Fruit Haven Nursery, Kaleva, Michigan 49645. (Manistee County) (2-2t-25p)

36 MISCELLANEOUS

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 Departing—March 2—June 15—August 3—
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 Visiting 4 Islands—Oahu—Kauai—Maui
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 Box 960, Lansing, Michigan 48904

EGGS "A Clouded Picture"

There are few smiles today among Michigan's egg producers, caught as they are between higher costs and depressed prices. For almost the entire past year, egg prices have ranged within a few cents of actual cost of production. In typical years, lower summer prices have been followed by some months of fall and winter strengthening — not true at the present.

Helping cloud the picture has been chain stores and independent companies entering large scale egg production for a variety of reasons. In no other agricultural commodity, unless it would be the broiler business, has vertical integration made such inroads.

Michigan farmers formed the Egg Marketing Division of Farm Bureau Services in 1959 to give the professional egg producer a substantial market for a quality product. For a status report, the FARM NEWS questioned Clyde Springer, Manager of the Egg Marketing operation. The questions — and his replies, follow.

Doesn't it seem strange to you that a farmer's organization — the Michigan Farm Bureau, through its Farm Bureau Service affiliate — should itself engage in vertical integration in the production of eggs?

Not at all, since through this method we have secured far greater price-bargaining power for Michigan egg producers. We have retained and increased the share of Michigan egg market for Michigan producers, and Farm Bureau Services has provided a much more desirable form of integration — owned and operated by the farmers themselves, and with the welfare of farmers as the primary interest.

You imply that Michigan egg producers were losing out . . . in what way?

We simply weren't producing enough eggs to meet our needs, and other states were stepping in to capture our egg markets. It looked like we were going to have to take drastic steps to regain and expand production, and backed by Farm Bureau — the most influential farm organization in the state, we knew we could do it. We chose our own form of integration, built around an unusually high quality product, the "Fresh Fancy Quality" egg.

What kind of market research did you do — to make sure that this was the right way to go?

Enough time has gone by so that many of our newer Farm Bureau members may not know that the Michigan Farm Bureau did the original research, and working closely with Michigan State University poultry specialists, actually designed the egg-marketing program now in operation. The original research work was done by the Market Development Division of the Michigan Farm Bureau — which later turned the project over to Farm Bureau Services, to operate as a relatively complex, long-term business enterprise.

What did the Farm Bureau research show?

It showed that two requirements were prime — and that they must be met if a larger share of the Michigan egg market were to be gained, and retained, by Michigan farmers. First, high quality eggs were necessary. Second, that this high quality — and BRAND NAME product had to be backed by an effective marketing program. It was clear from the start that individual producers could not do this job alone.

When we talk about a quality product — what do you mean?

We mean an egg that meets the rigid requirements that allow it to be placed in a "Fresh, Fancy Quality AA Grade" carton. It means that each lot of eggs must be inspected by a full-time resident USDA inspector in each Farm Bureau Services plant, and backed by a program of quality control extending from the producer's farm through the retail store. It means supervision and inspection throughout the supply line.

What about the eggs produced within the program, but which for one reason or another fall under these standards?

A lower price is paid to producers whose eggs fail to come up to these standards . . . and this quality of egg has a corresponding lower price in the market-place. Merchandising emphasis is placed (at retail store level) on the quality difference between the USDA Fresh Fancy egg and the more common-place A-Grade eggs.

Earlier, you said that this high-quality egg must be backed by an effective marketing program — how has this been done?

Retail outlets recognize the need to sell only top quality eggs. They have had considerable experience with consumer reaction to anything less, and have been searching for just the type of product Farm Bureau Services offered. As a result, several chain grocery stores and both cooperative and conventional wholesalers have turned to Farm Bureau Services for an assured volume of high quality eggs. We have built a reputation that attracts them.

Would you name some of these stores?

They include Meijer Markets ("Thrifty Acres") Polly's Master Markets, Spartan Stores and the Great A & P Tea Company. To show how much contacts develop — Farm Bureau Services dealt with the Spartan Stores general office in Grand Rapids. Then, contacts were made with individual Spartan Stores to explain the egg marketing program only if this was requested by the general office.

Farm Bureau Services did not negotiate with individual stores to replace some independent, local, egg producer's business, rather we dealt with an egg merchandising program that has state-wide distribution with independent retailers.

How many egg producers do you have on this quality program?

At the moment there are ninety independent producers on the Services program. They supply all of the eggs marketed by Farm Bureau Services and account for

PRICE BARGAINING POWER FOR MICH. EGG PRODUCERS

about 17 per cent of all eggs produced in the state. They own their facilities — with an average flock size around the 10,000 bird mark.

Besides quality supervision and market-outlets, what are some other advantages these producers gain?

They are guided toward sound health, sanitation and management practices, and quickly realize that management ability has a direct bearing on their income. We make use of an efficient transportation system and extensive advertising and promotion campaigns. By working together, we gain a substantial marketing volume which has increased steadily as profitable outlets are gained.

What are some of the "strings" placed on producers in the egg marketing program?

For one thing, they are required to market all eggs produced — or a specific minimum number of cases through Farm Bureau Services. Also — specific practices dealing with feeding, frequency of egg gathering, refrigeration and flock separation are required. Those who wish to share a portion of the production risk, may enter into an egg production participating agreement with Farm Bureau Services.

What are some of the conditions imposed on Farm Bureau Services by such agreement?

Services agrees to receive and market all of the eggs, make all transportation arrangements including farm pick-up, supply all packing cases and packing materials, pay for eggs on the basis of quoted prices established by Farm Bureau Services within 10 days after receipt, and provide competent and trained field services personnel.

Price is the key — and we know that egg prices have been down . . . How does this depressed market price affect your operation?

I said that our egg account for 17 per cent of the total eggs produced in the state — and it becomes obvious that prices paid to producers on our program must be based on supply-demand relationships involving the other 83 per cent . . . this, plus our relationships to the dominating New York market.

Supermarket studies show that eggs contribute nearly 2 per cent of gross store sales and a corresponding share of the profit. Our eggs must compete with over 7,000 items in the modern store. Further, good business methods dictate our sales and merchandising practices with buyers, but always with the farmer's interests in mind.

We've been real proud that even as the total egg price picture has been depressed, Farm Bureau Services has squeezed its own operating costs to a new all-time efficiency record. We have charts to show that the "difference" between the price we pay for eggs (per dozen) and the price we sell them for, is at an all-time low.



CLYDE SPRINGER — (right) Manager of the Egg Marketing Division, Farm Bureau Services, makes a point with the editor, in the question and answer interview printed on this page.

More Community Groups

Elton R. Smith, President of the Michigan Farm Bureau reaffirmed the voice of the voting delegates during his annual address when he said "effective membership participation is essential for total Farm Bureau action, and that members are offered a better opportunity to guide and support their Farm Bureau when they participate in Community Farm Bureau Groups". The Michigan Farm Bureau Board of Directors is giving priority to this important part of our organization.

A plan has been developed to organize new Community Farm Bureau Groups and will be presented to County Farm Bureau Board of Directors during January and February. The plan involves the use of a "County Community Group Organizer".

An organizer is a person or couple who has the responsibility of organizing new Community Farm Bureau Groups. The Michigan Farm Bureau will sponsor a state-wide workshop for Group Organizers in late February. By adopting this plan County Community Groups Committees would have more time to work on improving existing groups.

Health Security

Today, over 70 percent of eligible Farm Bureau families in Michigan have Blue Cross and Blue Shield coverage and, in coming months, that number may increase.

Blue Cross and Blue Shield coverage is available to Farm Bureau members at special group rates, and a program has been devised in the best interests of farmers.

A good health care protection program is basic to family security. You cannot use the Farmers' Almanac to forecast future medical care needs, but Blue Cross and Blue Shield is the best way to defend yourself and your family against catastrophe.

Could your family carry on if you became seriously ill? It would be difficult, but knowing that medical costs were covered would ease the burden, and assure you of the means to pay for the best hospital-medical-surgical services.

Go ahead and experiment with crops; but don't experiment with your family's health; choose the safest, most popular kind of health care protection there is — Blue Cross and Blue Shield.

Have you thought about your senior years? Farm Bureau has. A special Blue Cross and Blue Shield coverage goes into effect when you reach age 63.

Coverage can be transferred from one Blue Cross and Blue Shield Plan area to another or on a County to County basis. And, no deposit is needed in participating hospitals (nearly all of Michigan's general hospitals).

Your local county Farm Bureau secretary will assist you with Blue Cross and Blue Shield enrollment. You have a choice of comprehensive or \$50 deductible; ward or semi-private accommodations; and one of four income classifications (A, B, C, D).

Remember the deadline for enrolling or making changes in your contract if you are now enrolled, is MARCH 15. Act now to insure your health care future.

Farm Bureau Services NEW *Plan-A-Yield* Program Can Give You Higher Yields with Less Cost and Labor!



Here Are Your Row Starter Production Costs

In-Season Delivery—Cash

| Yield | Fertilizer | Bulk | Bagged |
|------------------|-------------------|-----------------|-----------------|
| 100 bu. per acre | 110 lbs. per acre | \$5.44 per acre | \$5.72 per acre |
| 150 " " " | 150 " " " | 7.43 " " | 7.80 " " |
| 200 " " " | 200 " " " | 9.90 " " | 10.40 " " |

ORDER EARLY AND SAVE!

Pre-Season Delivery Discounts—Cash

| Yield | Fertilizer | Bulk | Bagged |
|------------------|-------------------|-----------------|-----------------|
| 100 bu. per acre | 110 lbs. per acre | \$5.00 per acre | \$5.28 per acre |
| 150 " " " | 150 " " " | 6.83 " " | 7.20 " " |
| 200 " " " | 200 " " " | 9.10 " " | 9.50 " " |

The *Plan-A-Yield* program can help any farmer who wants to get a more profitable yield. It doesn't matter if you're a corn grower presently getting 80 bushels or 150 bushels per acre, under ordinary conditions our program can help you increase your yield and increase your net income by lowering your cost of production. This plant food program is tailor-made for each farmer, farm, field, crop and yield. The *Plan-A-Yield* program gives you recommendations on rates, methods and time of fertilizer application; specific fertilizer carriers; type of hybrid; plant population and planting patterns; and controls for weeds and soil insects. As the plants develop there will be tissue tests to determine nutrient levels. At harvest time you'll have total cost per acre, gross and net income, cost per bushel and most important, your income comparison with your present program.



This Is A Complete Program from Soil Test to Harvest

Our trained specialists assist you from beginning to end so that you get more profit with less labor. Produced in Saginaw and Kalamazoo, our fertilizer is quality controlled throughout its manufacturing process, to assure you of getting the most from your money. See your local dealer for details or send a post card and our specialists will show you the whole program.

If you want bulk blend fertilizer at a low price per ton contact our outlets at Remus, Coldwater and Marcellus.

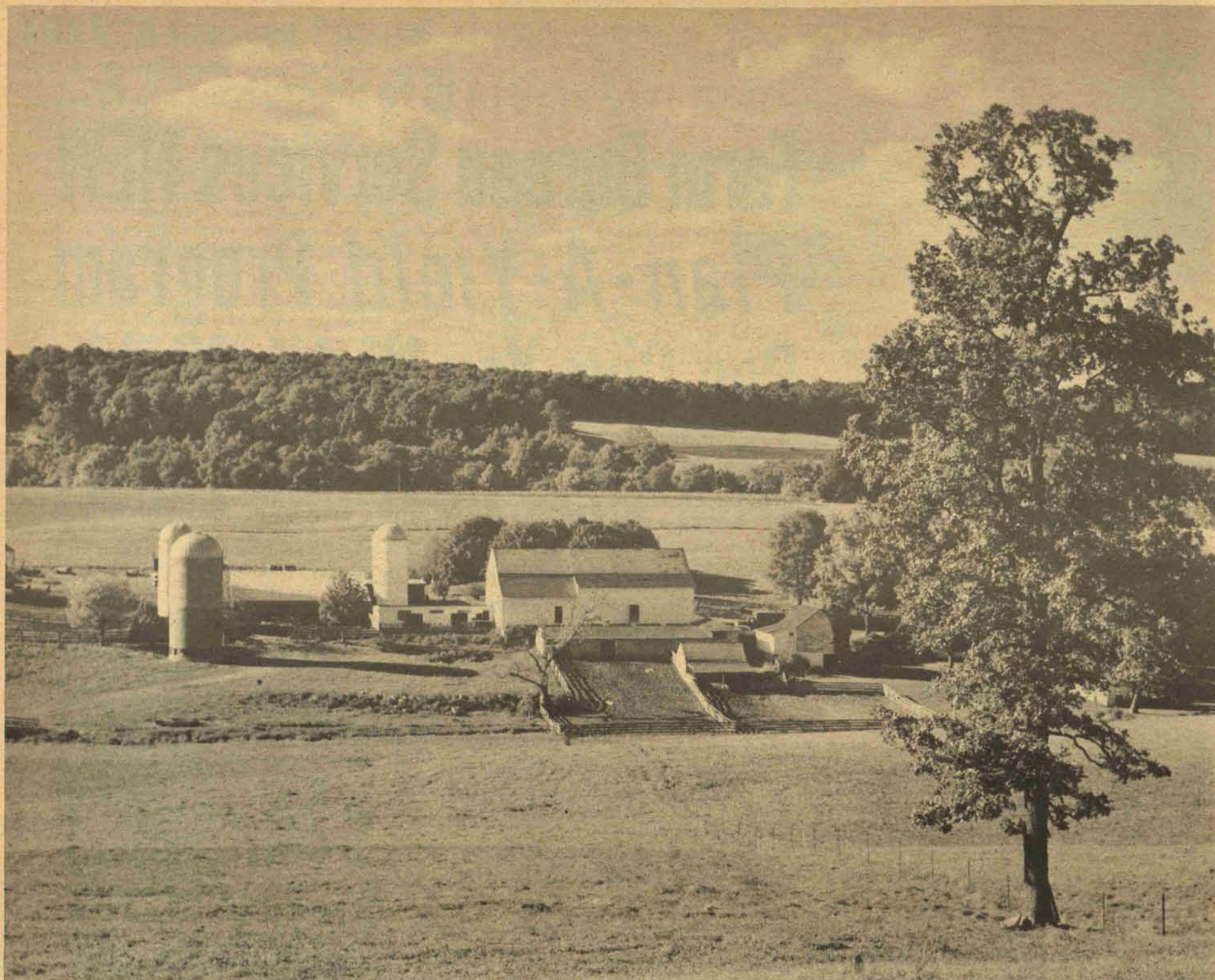
*Special Corn Starter Fertilizer now has 2% zinc guaranteed.



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TOMORROW... *EVEN BETTER* PROTECTION WITH AGROPLAN

A Total Farm Insurance Program . . .

. . . is a necessity for today's complex commercial operations, large and small. Today, hazards exist which a farmer cannot protect himself against financially. Tomorrow, AGROPLAN will meet this need.

Through Study and Research . . .

. . . Farm Bureau Insurance specialists are re-evaluating the future needs of Michigan farmers. Personal farmer interviews are being utilized to develop a total modern farm protection program.

Providing New Coverages . . .

. . . for modern farmers . . . like livestock mortality, business interruption and a personal umbrella program. And worries about crippling financial loss through transport accident and possible liability will be eliminated by AGROPLAN. Farm Bureau Insurance Group was built by the farming community and remains Michigan's largest farm coverage writer. So, the leader *should* pioneer the most completely modern farm insurance program possible. And we are.

FARM BUREAU
INSURANCE
GROUP

Farm Bureau Mutual - Farm Bureau Life - Community Service, LANSING

