Officials representing State government and Farm Bureau Life Insurance Company set off dynamite charges in mid-December signalling the start of a major construction project on Lansing's West Side. The $4 million Farm Bureau complex, slated for completion early in 1971, will be erected on a 48-acre site at the intersection of West Saginaw Highway and Canal Road.

State Representative Dale Warner and Insurance Commissioner Russell Van Hooser, detonated dynamite charges which exploded a few hundred feet from a crowd gathered to witness the event. Farm Bureau Life President Dave Morriek, Michigan Farm Bureau Vice President Dean Pridgion and Nile Vermillion, Executive Vice President, also helped trigger the blasts.

Heavy equipment was moved in immediately to begin excavation. Farm Bureau Life, one of four firms which comprise Farm Bureau Insurance Group, is financing the project. Michigan Farm Bureau will direct building management and maintenance.

The three-story structure will provide state headquarters for Farm Bureau and all affiliate organizations. It will feature a T-shaped design, with the longer wing running parallel to Saginaw Highway. Nearly twice as large as the organization's present headquarters near Capital City Airport, the new complex will include 114,000 square feet of office space. Company officials indicated expansion during the past 20 years has required six previous address changes in Lansing.

President Elton Smith said ground had been broken just 15 years ago for Farm Bureau's present office on North Grand River Avenue. "At that time we had 205 employees," he said. "The building seemed to be adequate for any growth in the foreseeable future; however, we apparently didn't see far enough. We have expanded our present structure twice and are now bulging at the seams."

At present, the organization employs 450 persons in the Lansing area. Smith attributed the growth to an increasing demand for member-customer services. Smith noted Farm Bureau had celebrated its golden anniversary this year. The organization was founded February 4, 1919.

"The East section of the building at 7373 West Saginaw will be occupied by Farm Bureau Insurance Group personnel. The middle and West sections will be shared by the Michigan Farm Bureau, Farm Bureau Services, Farmers Petroleum Cooperative, Michigan Agricultural Cooperative Marketing Association and Michigan Agricultural Services Association organizations, and Michigan Association of Farmer Cooperatives.

Construction contracts were awarded through Frank and Stein Associates, architects for the project. Clark construction Company, Lansing, has been designated general contractor.

**Golden Highlights From AFBF's Golden Anniversary Convention**

**DECEMBER 7 -11, 1969, WASHINGTON, D.C.**

- President Richard Nixon surprised everyone when he made an unscheduled visit to the AFBF Convention.
- Vice-President Spiro Agnew honored the AFBF members with his appearance and lively comments.
- M.F.B. President Elton Smith was re-elected to the AFBF Board of Directors.
- Michigan Farm Bureau received a three-star award at the Recognition and Awards Program.
- M.F.B. Women's chairman Maxine Topliff was a guest of Mrs. Richard Nixon at the White House.
- Michigan presented Ohio with the Horses-tail Trophy at the Ohio-Michigan breakfast.
- AFBF's 1970 Convention will be in Houston, Texas.
- State Discussion Meet winner Dave Farley earned a runner-up award at the National Discussion Meet.
- Field Operations Division Manager Charles Burkett was presented with a gold sweater - recognizing the joint state-and-county efforts to put Michigan membership goal over the top.

**ON THE INSIDE:**

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The Lengthened Shadow

As we enter a new decade we face many challenges... challenges that must of necessity determine the future of America. For too often, too many people feel that the responsibilities given the nation will be taken care of by others. A nation is not just land, a government, and a flag; it is a society made up of individuals. The kind of society depends on what kind of people constitute the nation. Their nation is as it always the lengthened shadow of their character, ideals, and ambitions. The question, "How good are the people of the country?" is answered by "How good are the people?"

This principle is found throughout nature. For instance, a piece of steel is what it is because its molecules are what they are. To change the nature of steel, it would be necessary to change the nature of the molecules. Similarly America is what it is. To change America, it would be necessary to change the nature of the molecules.

For better government in America, the people, as individuals, would have to become better citizens. To get a more moral America, the people, as individuals, would have to become more moral. To get to some new heights of ease and security, it would be necessary to change the nature of steel, as it always the lengthened shadow of its character, ideals, and ambitions.

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Farm Bureau's national con-

Abigail Smith

DOUBLE DAYLIGHT SAVING TIME

TECHNOLOGICAL DEVELOPMENTS

NATIONAL REALITY
PRESIDENT RICHARD NIXON appeared briefly before the 6,000 Farm Bureau members in Washington, D.C. to pay tribute to Farm Bureau for 50 years of outstanding contributions to American agriculture.

MFB'S PRESIDENT ... Elton Smith was one of the gold-coated presidents on stage at the AFBF's annual convention to hear President Shuman's main address.

VICE-PRESIDENT SPIRO AGNEW ... made a 10-minute speaking appearance before the AFBF convention — and used some of his "sparkling descriptive phrases" in his address.

SECRETARY OF AGRICULTURE ... Clifford Hardin (right) was featured speaker at one of the general sessions. Greeting the Secretary was Calvin (Pete) Lutz, Director-at-Large, Michigan Farm Bureau.

MICHIGAN FARM BUREAU'S ... Golden Banner was carried by MFB vice-president Dean Pridgeon in the Parade of Flags at the Organization Meeting held in Washington's famed Constitution Hall.

AFBF PRESIDENT CHARLES SHUMAN ... greeted all the dignitaries at the Convention. Secretary of Agriculture Hardin received his usual friendly welcome from Shuman and the conventioners.

DISTINGUISHED SERVICE AWARDS ... from AFBF were presented by President Shuman to retired Associated Press newsman Ovid Martin (center, seated) and A.V. Smoot, Utah farm leader. Mrs. Martin and Mrs. Smoot look on.

MICHIGAN'S CHARLES BURKETT (Field Operations Division Manager) received honors and a gold sweater at the annual Organization Conference at AFBF Annual Meeting for helping guide Michigan over the 1969 membership quota.

MORE THAN 300 MICHIGAN ... and Ohio Farm Bureau members attended their annual breakfast at the AFBF convention. President Smith had the pleasure of giving the Horsetail trophy to Ohio's President Bob Summers and Michigan accepted the Victors trophy. Two Regional Representatives (that prefer to remain unnamed) trotted around the dining room in a fabric-horse-suit.
“Woman Power” 1970 Theme

“Woman Power” is the theme of the 1970 program of work for Farm Bureau women adopted by the women's voting delegation at their recent national Farm Bureau annual meeting in Washington, D. C.

Involving and harnessing the women's political power to advantage for Farm Bureau families in the American Farm Bureau is the aim of the program. The Women's Committee is responsible for direction of this program.

Planning and recommendations for doing this include working with the women folk of the number families on analyzing and solving their problems, and also promoting action projects of particular interest to women.

Better consumer understanding of the farm business and issues of particular interest to women. Plans will be developed for their legislative leaders to meet their Michigan Congressmen while in Washington to discuss key issues before Congress and the Farm Bureau policies relative to these issues.

In addition to the Legislative Leaders, others and all Farm Bureau members are invited to be a part of the American Horticultural Society. These travelers will have conducted tours of Washington and its many historical sites and surrounding areas.

Further details will be given by Farm Bureau Women's Committee through letters and in Michigan Farm News.

HOLIDAY CAMP—APRIL 1 AND 2
Farm Bureau Women in Districts 1 and 2 are finalizing plans for the Wesley Woods Holiday Camp on April 1 and 2 at the Wesley Woods Methodist Camp near Dowling. All Farm Bureau women are invited and encouraged to bring along non-Farm Bureau members to better acquaint them with the important aspects of being a Farm Bureau Woman.

Again, further details by letter and in Michigan Farm News.

LADIES AUXILIARY, MICHIGAN HORTICULTURAL SOCIETY

Early in December, new officers of the Michigan Historical Society were elected at their annual meeting held in Grand Rapids.

Farm Bureau men head the organization and Farm Bureau women head the auxiliary.

Mrs. J. W. Erwin, South Lyon, was elected president. Mrs. James Robinette, Grand Rapids, vice-president, Mrs. John Scholten, Sparta, secretary and Mrs. H. James Fitch, Scottville, treasurer.

She says the guestlist has been dropped — and Michigan Farm Bureau Women — have their sights set on lofty areas. The year 1969 has been an outstanding one for them and by team power (coupled with the Women Power 1970) will offer something for everyone.

Happy New Year!

Christmas is over, the decorations put away, the school doors are swinging and winter is with us for a while. That blanket of snow outside the window may be hazardous, so take it easy as you drive, especially in those rural areas.

With New Year's comes new hopes, new ideas, new projects and programs, a time to look back on the year just past. One of the pleasant events of the year for me was the recent National AFBF annual meeting held in Washington, D.C. Not only was it the 50th anniversary, but just to be present and hear the President, Vice President and Secretary of Agriculture of our United States made it one of the most important of any organization worthy of the presence of these men. There were other privileges I enjoyed very much. Mrs. Nixon invited the chairmen of the State Farm Bureau Women's Committees to have coffee with her in the White House. While her children were in Old Mission school, she helped in the library there and was active in the Old Mission PTA. She is now a board member of the Traverse City Junior High PTA and helps with a 4-H club. She also sings in the church choir and teaches a Sunday school class at the Ogdenburg Methodist Church.

Miss Jane Ross was introduced to over 6,000 Farm Bureau members in attendance at the American Farm Bureau Annual Meeting in Washington, D.C. as MFB Women's Chairman at AFBF meeting.

MFB WOMEN'S CHAIRMAN WHITE HOUSE GUEST

One of the highlights of the American Farm Bureau annual meeting just held in Washington, D. C. was the opportunity for all state Farm Bureau Women's committees chairwomen to be the guests of Mrs. Richard Nixon at a tea in the White House. Michigan's own Maxine Topliff was one of these 56 farm women who were personally greeted by Mrs. Nixon in the Blue Room for a special event.

In a report of this event in the Washington Post, it was stated "although the members are both Democrat and Republican, the women consider themselves 'friends' of Mr. Nixon. National women's chairwoman Mrs. Haven Smith of Chappell, Neb., said that Mr. Nixon remarked when he appeared at the Farm Bureau convention the day previously, 'We know you and the others are,'" the report stated.

While Mrs. Nixon signed autographs at the tea table, many of the farmers' wives talked about how they are not immune to the growing cost-of-living problems.

"Accent on Agriculture" originated at the 1970 National Farm Bureau Annual meeting. It is a showcase for Farm Bureau women members' ideas, activities and programs. It is also a time to look back on the year just past. One of the highlights for me was being a delegate very much. Mrs. Jerold (Maxine) Topliff "The Hostess with the Mostest" is a fitting role for Mrs. Bruce Deni) Hooper, Old Mission Peninsula, Northwest Region Farm Bureau, Traverse City. The show has been more than just a trip to Washington. It was stated as one of four state queens to help greet state Farm Bureau leaders and other dignitaries during the conference at Constitution Hall.

The coffee cup and the checkered tablecloth are Deni's trademarks — and these two signals along with the happy conversation have made "Accent on Agriculture" a successful show in the Northwest region. Miss Jane Ross, the Michigan Farm Bureau Queen is one of the most important of any organization worthy of the presence of these men. These travelers will have conducted tours of Washington and its many historical sites and surrounding areas. They also have 12 riding horses.

This January the show will be celebrating its second birthday... having been aired every Wednesday (live) for 15 minutes on time that is donated by the Paul Bunyan network. This is a public service feature and the nine counties that make up the Northwest district chip in for incidental expenses that occur.

The show is started by a former Farm Bureau Regional Representative, John Willie of Acme, was continued by Norman Veliquette and is now carried on by present regional representative David Mead of Bendal.

Keeping the TV show going continuously for the more than 65 weeks has been more than just a "weekly must" for Deni. She and her committee thoroughly enjoy the challenge of finding new material for airing and more than that, it gives her an opportunity to use the training she has acquired in radio and television.

Other committee members are Mrs. Tom Wieland, Chacovel county; Mrs. Robert Howes, Bunbruck, Mrs. Russell Smeltzer, Benzie, Mrs. Ray Anderson, Manistee; Mrs. Louis Smith, Westfield, Mrs. Gordon Dunlap, Kalkaska and Mrs. Edwin Bednarek, Manistee.

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When making 1970 new year's resolutions, why not include something for our schools...they're falling you know. Failing to prepare the majority of our youngsters for the future, Michigan's Senate Education Subcommittee Chairman Senator James D. Gray expresses concern with the education system. "A look at Michigan's high school Class of '68 reveals that, of its 115,114 graduates, only 33,520 received some occupational preparation, and the 17,000 expected to be graduated from colleges, will enter the labor market with something saleable. The rest of the young people from the Class of '68 are dumped on the job market with nothing to sell."

"The sad part of this story is that our society and an educational system has been hoodwinking these young people into believing that the tax dollars are the best possible preparation for their life ahead."

"The frightening part is that they become adults within a few years, and they are not going to forget the 'snow job' they got in their school," he said.

A recent article on "Potential of Vocational Education" (in the National Secondary School Principals Bulletin) reports that the large proportion of students to whom school is presently boring and frustrating stems from the inability of the school to reach them. These students are not the disadvantaged, but the stable homes who can't see the relevance of school to the relevance of the work world.

The National Advisory Council on Vocational Education (ACVE) concurs with Senator Gray's evaluation in its annual report to the Department of Health, Education, and Welfare. The report states that nationally three quarters of a million students drop out of school each year and in addition many of those that do graduate still remain on the profit sharing, with a slim forecast for success.

"Education is controlled by the few parents who take the trouble to have a voice in the system."

"Our education system is 100 years out of date," said James A. Rhodes, Ohio governor, pushing for state educational reform. "We have answered the challenge of education by making it more difficult, not more relevant."

Dr. William F. Pierce, Michigan Director of the Division of Vocational Education, said, "In Michigan more than 60 per cent of our students are not continuing their education after high school, and one half of the students that do go on to college never graduate."

"This pressure is on our high schools to provide occupational training for these young men and women."

Making education meaningful to this type of student (which is the minority) is where the action in education has to be directed, and where vocational education can make its greatest contribution. It has the opportunity for making the school experience relevant for students who are presently wanting their school years.

"A review of data in one vocational study shows the value of our present vocational programs, which emphasize the need for program expansion. The study, "Potential of Vocational Education," states that vocational graduates were better off than untrained graduates. Voc-graduates experienced less unemployment, had more rapid increases in earnings, and received, on the average, higher monthly incomes. Despite higher cost of vocational training, it still yielded a higher return than other training."

"The problem is on our high schools to provide occupational training for these young men and women."

Dr. Pierce said, "Education for most students in our educational system has not been relevant because our values are all warped on how we spend our money."

He labels the misguidance of schools not teaching work skills to our youth as "intellectual snobbery."

"He said the snob appeal is centered around the myth that everyone should go to college, that if one doesn't he is a failure. He indicates that people are taking too seriously those television programs which focus on unreal successes of professional people."

Pierce said the attitude even affects government spending. For example the federal government invests $4 in the nation's universities to every $1 it distributes to vocational education programs.

"The attitude is easily detected in secondary schools, because of their usual heavy emphasis on college preparatory work."

Another point of view comes from Governor Rhodes of Ohio in his book, "Alternative To A Decadent Society," in an appeal for educational reform. He said that education is controlled by the few parents who take the trouble to have a voice in the system.

"The result is that control rests in the hands of a few academically oriented parents who only see 'good' in preparation of students to enter college." He says, "The same group of parents comprises the majority of school boards, and thus, set the policy of educating for school administrators and faculty. The same group of parents also support the helping welfare rolls that contain the victims of a one-sided educational policy."

A PROPOSAL TO HELP SCHOOLS - NEED FOR INVOLVEMENT

"To me the leading problem in education today is the need to create a demand for the kind and quality of education which is relevant to the future of today's youth," says Edward T. Brubacher in his article "Creating A Demand For Education In Rural Areas," published in the National Association of Secondary School Principals Bulletins. He suggests two areas which must be resolved to enhance the future of students:

(1) A general background commitment by the community to the educational process. He says efforts must go beyond PTA and school open houses. (2) An agreement upon the specific mission and goals of the educational system in the community. These communities have actually defined their educational goals," he said, "and these that have, only agree on generalities."

GALLUP POLL

The reason most public school systems agree in "only generalities"
CURRICULUM

SCHOOLS AND THEIR PROBLEMS

"Education has not been relevant because our values are all warped on how we spend our money."

ties" is explained in a recent Gallup opinion poll investigating adult public opinion and knowledge of public schools.

The survey reports, "the public was so uninformed about educational innovation and so lacking in objective ways of judging school achievement that little, if any, pressure is exerted by them to make improvement or is likely to be exerted until they are more knowledgeable in this area." According to the survey the public was least informed about the kind of knowledge that has to do with vocational education centers in conjunction with local school districts and community colleges can marshall the required expertise and resources for vocational education from both the public and private sector. If the revitalized vocational education program in Michigan is to succeed, there must be a correlation between students' skills and occupations needed. To assist in achieving this goal, I am proposing a vocational amendment and computer counseling system.

"This system will provide current information about students' skills and interests and will relate this data to projected needs in the state. Equally as important, this system will provide information to educators about the relevance of their occupational training efforts and will indicate directions for reforms in obsolete programs," the governor concluded.

BEGINNING A CAREER

students. For instance, most schools emphasize office type training. Thus, in many cases many girls enroll in vo-ed programs than boys. However, an exception is in the success of vocational-agricultural education courses offered in the state.

One study also reports present industrial arts programs offered are not thorough enough, and are on the junior high school level. These programs lack flexibility and fail to integrate with other courses in the curriculum.

NEW APPROACHES

Dr. Pierce, a former vocational agriculture teacher, said that this is the first time he could remember such a promising outlook for education in Michigan.

"There are some beginnings, stirrings, in legislation and education. There is more 'smoke' now than ever, but we don't have another dollar in our budget yet — we're still dissatisfied — but we have hope. Without new approaches we will continue to short change our kids," Dr. Pierce said.

New approaches are being made. In the legislature the Senate Education Subcommittee was assigned to assess occupational education in Michigan schools, and to make recommendations. The committee said in its report, "There is no question in our minds that we must make a major effort to re-align our priorities so that schools can offer everyone in Michigan a better chance for a meaningful, productive and complete life.

"We need occupational education opportunities in Michigan more than anything else. In the past the philosophy for vo-ed courses was to gear them to the needs of the community, but with the high mobility of people today and the changing demand of the labor market this report says, "a more feasible approach would be to broaden the training program so that young people are prepared to enter a variety of occupations." In the end the curriculum must meet the needs and interests of students if we are to educate them. However one school cannot afford the costs of instituting a broad vocational course. A solution to this problem, Dr. Pierce said, is to operate a regional vocational center for a group of schools.

He stressed that these centers would only be extensions of vocational programs already being conducted in the various schools. Students would spend two or three hours of the day at the center and return to continue other classes at the parent school. Transportation should be no problem. According to Dr. Pierce, students from cooperating schools should never have to travel more than 25 miles, and he added, that schools could provide transportation. Another real advantage to regional centers, he said, is the wide tax base that would be made available for financing such programs.

Instead of one district having to pay a great deal of additional millage to support a varied program, cooperation of many districts would keep costs at a minimum. The first regional vocational center in Michigan is in the Genesee Intermediate School District which now includes 21 constituent school districts and 33,000 high school students.

Dr. Pierce said, "This is an example of what we can do. How ever in most instances obstacles must be overcome before the program is accepted by school districts."

One thing that has slowed up this program, and in some cases defeated it, is the provincial attitude, "we want it IF we can have it in our town." Dr. Pierce reported that many people are voting against such programs without really knowing what the programs are. "The parents do know that the schools are not currently producing the results their children need. When we have an opportunity to show them the scope of the entire program they usually pass the necessary millage," he said.

A boost to Michigan's education system, according to Dr. Pierce, is Governor Milliken's educational reform proposal for vocational education. The Governor's proposal deal with needed administrative centers to maintain the relevancy of vocational programs to the needs of the industrial world.

The governor said, "Clearly, the impetus for a more relevant approach to preparing young people for the world of work best resides with the proposed regional education centers. The regional centers in conjunction with local school districts and community colleges can marshall the required expertise and resources for vocational education in Michigan."

"In the past the philosophy for vo-ed is in the specific training program, "We need vocational education centers. The regional approach would be to broaden the educational programs already being offered in this system will provide current information about students' skills and interests and will relate this data to projected needs in the state. Equally as important, this system will provide information to educators about the relevance of their occupational training efforts and will indicate directions for reforms in obsolete programs," the governor concluded.

Farm Bureau Policy

SCHOOL CURRICULUM

Many parents are concerned about the subjects being taught (sex education, etc), the material used in teaching and some of the suggested reading lists in our schools.

The school curriculum is primarily the responsibility of the local school board. However, parents should be interested in what is being taught and should work with local school board members in those areas to up-grades moral training in our schools: This can be done by:

- Reviewing present curriculum.
- Volunteering to serve on any review committees.
- Helping to elect the best qualified people to serve on local school boards.
NOTES FROM ALL OVER...

**Michigan YOUTH AT 4-H CONGRESS**

Gold Star Awards were presented to 44 State Farm Bureau members last week during the recognition and awards program of the American Farm Bureau Federation's golden anniversary annual meeting in Washington, D. C. Two states received five Gold Star awards, and seven states received three stars. Awards were earned in Membership, Commodity Activities and Marketing.

Several State Farm Bureaus were required to show a gain in membership over the previous year in order to qualify for the gold star recognition program. Gold stars were then awarded for achieving 1969 membership quotas, and for having an outstanding program in any of the Farm Bureau activities including natural resources, national legislative affairs, commodity activities, information, young farmer and rancher activities, Farm Bureau Women's activities, local affairs, marketing, and policy development.

In making the gold star awards for outstanding work in many Farm Bureau programs, State Farm Bureaus were classified according to membership numbers. The four classifications were: Group I - less than 5,000 members; Group II - 5,000 to 19,999 members; Group III - 20,000 to 59,999; and Group IV - 60,000 members and over.

William "Bill" Byrum has rejoined the Michigan Farm Bureau Market Development Division as Livestock Marketing Specialist. Byrum, who has conducted exploratory research projects, informational and educational activities for Farm Bureau livestock producers and will work closely with livestock industry organizations and governmental agencies.

Bill has been with the Indianapolis Stockyards Corporation where he was manager of the Bourbon-Etna Green, Indiana Branch.

In support of Michigan Farm Bureau's policy on pollution — even the United Nations General Assembly is cooperating. The U.N. will hold a conference on pollution preventive techniques in 1972, to seek means of keeping man from making his world unlivable.

The resolution was sponsored by Sweden and 53 other nations. It is the first time the assembly has dealt with pollution. The Swedish Ambassador said "the world conference should also consider problems of water salinization, uncontrolled use of pesticides and the physical and psychological effects of slum conditions on urban dwellers."

A at a recently held Second Bi-Annual Youth Forum at Eastern Michigan University, more than 125 students from 30 area high schools engaged in lively discussions on today's many national priorities.

Congressman Marvin L. Eisch, (R-Michigan, Second District) and EMU co-sponsored the conference. "There was general agreement that more intense effort is needed if the United States is to solve the multitude of domestic problems pressing in on every one." According to Congressman Eisch, "These students and other individuals can be made within our social structure. They do believe that their being members in government, that they can make useful changes within our system, despite imperfections it is still the best system devised by man," he said. Workshops on environment, education, welfare, human needs, housing and community developments were held throughout the day.

Senator Ralph T. Smith (R-Buffalo) has joined the sponsors of the Agricultural Adjustment Act of 1969 (S. 2324). (Senator Smith was appointed by Governor Ogilvie of Illinois to fill the vacancy left by Senator Elliott M. Dirksen, the first sponsor of the 1969 AAA in the Senate.) Senator Smith is the 21st sponsor of the 1969 AAA; a bill providing for the type of government farm programs for wheat, feed grain and cotton recommended by Farm Bureau.

Along with helping to curb pollution — comes a contest to Clean-Up, Paint-Up, Fix-Up your communities. Rural areas are challenged to join Michigan's "Keeping Michigan Beautiful" and "everytime and all the time is the right time" to start on these projects. Local beautification, clean-up and anti-litter groups are urged to participate. A Cleanest Town Contest is sponsored and trophies will be awarded.

George Good, until recently the Livestock Marketing Specialist for MFB Market Development Division, has accepted a position with Michigan Farm Bureau's Commodity Activities and Marketing Department. George will have management responsibilities with MSU's sheep flock and will be teaching in the Animal Husbandry Department.

The Great Lakes Vegetable Growers Annual Convention is scheduled for January 13, 14 and 15 at the Lansing Civic Center.

MICHIGAN YOUTH AT 4-H CONGRESS

John C. Vermesch, 4-H winner from Yule (left) — received the National 4-H Congress in Chicago. A special guest at the Congress was Miss Deborah Patton, Miss Teenage America. (center); R. Lea, American Oil Foundation representative, (right) donor of the trip, visited with the two teenagers.

Three 4-H members from Michigan, outstanding Young Farmers, were honored at the National 4-H Congress recently completed in Chicago. A St. Clair county youth, John Vermesch, 18, the son of Mr. and Mrs. Paul Vermesch, 1969 Emmett Rd., Yule, won the educational trip to Chicago as the guest of the American Oil Foundation, sponsor of the Petroleum Power Program is 47 states. He is a 1969 graduate of Port Huron Catholic high school and has been a member of the Brockway-4-H club for 9 years. As president of the Brockway Club, John was instrumental in developing the 4-H window displays and Spring Achievement programs. He has held his position of leader, member, the school's student council and active in his church.

Mary Jane Branchmech, 18, is the daughter of Mr. and Mrs. Floyd J. Branchmech, Farm Bureau members in Monroe county, Newport, was presented with a 5000 Educational Scholarship award by General Foods Corporation. Mary is a freshman at Marygrove College, Detroit, and plans to continue her career in dentistry. She is a former president of her 4-H club, has completed in clothing, home revue, recreation and junior leadership. The winner has been permitted with Michigan 4-H Youth Week activities and currently is with helping interest volunteers in Extension's Expanded Nutrition program.

Michigan's delegation watched the National 4-H Dress Review staged by the National 4-H Congress recently completed in Chicago. Mary is the daughter of Mr. and Mrs. Floyd Branchmech.

Some 1050 delegates attended the Congress and heard Secretary of Agriculture Clifford M. Hardin deliver a challenging address.

A Repeat Performance... or Better?

Membership Campaign managers from 50 Michigan Counties attended the American Farm Bureau's 50th Annual Meeting. These managers, upon their return to Michigan, began their important work of organizing their County topics for the drive to their 1970 membership goal. The objective this year is to have all 71 Counties make goal... something that has never happened in this state.

Michigan, with a 2,000 plus membership gain in 1969, contributed significantly to the American Farm Bureau's growth of over 60,000 Farm and ranch families, giving Farm Bureau an all time high in membership of 1,865,854.

Michigan's President Elton Smith, received (on behalf of the members of Michigan Farm Bureau) a special recognition for being one of 15 states having every county show growth in membership. So it is with this fine record of membership growth in Michigan, that volunteer workers throughout Michigan, will, in 1970, as they have called on all their member farmers and farmers employees, asking them to join Farm Bureau. By doing this, they will help strengthen all members' economic and legislative positions in our society.

These workers are all to be congratulated for their contribution to agriculture.

Join Your Farm Bureau

Now!
NEW PRESIDENT OF THE MICHIGAN — State Horticulture Society is Henry Nelson of Ionia, center, flanked by his vice presidents, J. W. Erwin of South Lyon, left, and Edwin A. Radewald Jr. of Niles.

Henry Nelson, Ionia County fruit grower and Farm Bureau member, was elected president of the Michigan State Horticulture Society at the organization's annual business meeting held early in December in Grand Rapids. Two new directors were also elected by the growers. Rodney Ball, Bailey, succeeded Carroll Chase of Comstock Park and Jerry Stanek, Traverse City, replaces Paul Scott of Northport. Both Chase and Scott completed two full terms, the maximum allowed under the Society's rules. Ball is a Muskegon Co. Farm Bureau member and Stanek, a W. Mich. Farm Bureau member.

Edwin A. Radewald Jr., Niles, an Oakland county Farm Bureau member, a first-term director, was re-elected. At the succeeding directors meeting, Nelson, who had been first vice-president, was elected second vice-president being vacated by Scott. J. W. Erwin, South Lyon, Berrien County Farm Bureau member, second vice-president, was raised to Nelson's office and Radewald was elected to be the new second vice-president.

SEVERAL POSITIVE STANDS TAKEN BY GROWERS

Michigan Fruit growers voiced several ideas geared toward solving some of the problems facing the fruit growers. The growers suggested that "non farmers who own property are getting off too easy in comparison with the taxes paid by farmers." It was suggested that a more equitable means of taxing should be an income tax which would more closely reflect a person's ability to pay. The growers statement said further that "if assessments on agricultural land are necessary, they ought to be based on the productivity of the farm rather than its potential for nonfarming purposes."

The growers also went on record and commended the Michigan Department of Agriculture for its pesticide work but suggested scientific research in this area should be continued and intensified.

Other major items that came under discussion were the California table grape boycott where the growers called it "an illegal and an unjustifiable encroachment on human rights;" migrant worker housing observed some uniform assistance in the form of exemption from property taxation. This, they said, would enable farmers to improve the quality of seasonal labor housing.

Daylight saving time also came in for its share of discussion and the orchardists said they would continue to support Eastern Standard Time all year around.

NEW IONIA COUNTY FARM BUREAU MEMBER

NANCY KAY CUTLER, 19 YEAR OLD—daughter of Mr. and Mrs. Leland Cutler, Pentwater, was crowned 1970 Michigan State Apple Queen during the 99th Michigan Horticultural Society Convention held early in December in Grand Rapids. As representative of the Michigan Apple Industry, the new queen will spend 1970 making personal appearances and touring parts of America to promote the Michigan crop. The queen contest is annually co-sponsored by the Michigan Horticultural Society and the Michigan Apple Committee.

MICHIGAN FARM BUREAU POTATO ADVISORY COMMITTEE

met December 5 in Lansing to consider possible ways that Farm Bureau could serve the marketing needs of potato producers. Committee members attending were, left to right, front row— Wilbur Smith, Erie; Chairman Edwin Estelle, Gaylord; Secretary Noel Stockman, Lansing; Melvin Johnson, Crystal Falls; back row— Keith Sackett, Stanton; Lloyd Denniston, Shelbyville; Robert Johnson, Essexville; William Brown, Copemish; and Harvey Leumberger, Saginaw.

BLUE CROSS-BLUE SHIELD HAS MANY ADVANTAGES

Working from "sun-up" to "sun-down" is about the only aspect of farming that hasn't changed drastically in the past 50 years.

Working day farmers who meet the challenge of change must not only know the latest methods of producing food but must producer habits change. This, they said, would enable farmers to improve the quality of seasonal labor housing.

Daylight saving time also came in for its share of discussion and the orchardists said they would continue to support Eastern Standard Time all year around.

Renew your membership in Farm Bureau as the organization "Looks Forward to the Future" in 1970 and make the next 50 years of farming as progressive as the past ones.

January 15th is the deadline for eligible Farm Bureau Members to qualify for Blue Cross-Blue Shield coverage.

New Michigan Apple Queen Crowned at Horticulture Show

FARM BUREAU PRaised FOR FAIR CONSUMER RELATION PRACTICES

As consumer habits change, so must producer habits change. This was the general idea expressed at the marketing conference of the American Farm Bureau Convention.

"We must always gear production to the market," said Kenneth Hood, general manager of the American Agricultural Marketing Association, in his summary of the conference.

But even with all the built in services and conveniences, the homewife is buying her food supply for less than 17 cents out of each disposable income dollar.

Congresswoman Catherine May of Washington State, addressed the conference with a warning of too much government protection for both the consumer and the producer.

"Quite frankly, I would fear too much government in the farm bargaining process," said Mrs. May. "Producer protection can be carried to the point where it is no longer protective but harmful to the producer and to the free enterprise system."

Mrs. May was lavish in her praise for the work the American Farm Bureau has done in helping to establish standards of fair practices in their dealings with agricultural producers. She expressed confidence in her organization supported by Farm Bureau, to make it unlawful for a handler to refuse to negotiate prices and other contract terms.

She emphasized the fact that her bill does not interfere with a handler's right to select his own supplier and that it simply would require handlers "to treat all bona fide bargaining associations with dignity and respect."

Michigan Apple Queen Nancy Kay Cutler.

Happy New Year

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Grape boycott termed "rank coercion" - Angell

The boycott of California table grapes was termed "a political boycott — if indeed it is a boycott at all" by Jack Angell, communications director, farm labor activities, American Farm Bureau, at the agricultural conference at the American Farm Bureau annual meeting.

Angell said that "a boycott implies some decision on the part of the consumer to accept or reject a product; but here we have a device to force the product off the market before any decision can be made at all. This is rank coercion, applied from a conception of political power that has deliberately avoided economic issues."

Earlier in his talk, Angell quoted labor leader Walter Reuther who said in Delaware, Calif., "It will see that nobody eats grapes in America; we will drive grapes off every table in America."

Angell stated that "this is a boycott by fiat in which the consumer is asked for no decision whatever."

"The largest food chain in the Chicago area announced a year ago that it was moving table grapes out of its stores because of threats to the safety of its customers and employees. This implies the real violence to the market — the muscle and compulsion that forecloses the rights of retailers to sell what consumers want to buy."

"The decision to exclude grapes from his store is not one that the retailer makes through friendly persuasion. Set in motion is a chain of compulsion that ought to thoroughly shake those forces in our nation that describe themselves as liberal."

This is a three-way compulsion that forces the food retailer to force the grower who supplies his goods to force the work force he employs to join an organization that the work force has demonstratively rejected," Angell asserted.

He addressed himself to the claim of the so-called "non-violent" boycott made by Cesar Chavez, the labor movement leader (and said in Delaware, Calif., "It will see that nobody eats grapes in America; we will drive grapes off every table in America."

"In its purest form, the boycott is a challenge that confronts us is to organize farmers for bargaining."

"Direct payment provisions, "themselves an admission that the net effect of government-managed production, pricing and marketing was to reduce the prices to farmers," have caused farmers to be dependent on Congressional appropriations for much of their income, Shuman explained.

"Consumers and taxpayers look upon these payments in the same light as they look upon welfare payments to the poverty stricken." This means that limitations on the amount paid to any one producer will be imposed and eventually ASC 'consumers' will supervise the spending of these 'welfare checks', he said.

"The only practical way of "getting unhooked" from the California vineyards — as charged — supervision and care have reduced accidents to a minimum, and Chavez has yet to present substantive evidence to the contrary."

" Farmers to market their products rather than farmers — 95 percent versus five percent," he said. "I believe that we are on the verge of developing the capacity for farmers, through their Farm Bureau member associations, to manage supply," he explained.

"Experience already driven the organization in the use of contracts, and the rapid expansion of contractual production, has proved the need for a strong organization of producers to negotiate for price and other terms of sale" with buyers, he said.

"Market power cannot be secured through revolution or resolutionary action. It comes gradually as producers gain better understanding of the market factors and develop the skills which are required to balance the price making power of the retailers," he said.

"Farmers must develop the ability to take their full share of responsibility in the price making process. In this way, the competitive market function will more effectively and there will be decreasing demands for government intervention to manage prices," he said.

In developing "market power," Shuman warned of the temptation to seek an easy way by "letting the government do it." Recent experiences in other countries has shown government marketing boards and other marketing controls to be ineffective and unsatisfactory from the farmers standpoint, he explained.

"Building market power "through voluntary membership in the marketing associations," the manager said, "will not prove more effective than any compulsory marketing arrangement," he said.

"Shuman expressed optimism for the future of agriculture, predicting that "the next few years will bring a change in direction, a change in the attitude of people toward government and new hope for farmers as they seek to produce for consumer markets rather than government storage."

"Farmers have found the solution to the problem, he said. "The challenge: confronts us is to use our resources in such a way as to capture the initiative — to take the authority for production, pricing, and marketing decisions away from the federal government and place these responsibilities in the hands of farmers."

"If farmers themselves organize in such a way as to be able to supply to the needs of the market, they will be plugged with recurring surpluses and wide price fluctuations."

"Supply management is a valid objective but government supply management has failed miserably because the politicians in charge always try to please consumers

Central Farmers Florida Phosphate Works Under Way

Charles B. Shuman, president of the American Farm Bureau Federation, said that the organization would "fight with every resource available" attempts by supporters of present government farm programs "to add farmers to the welfare rolls."

Shuman, addressing Farm Bureau members from 49 states and Puerto Rico attending the Golden Anniversary annual meeting of the nation's largest general farm organization, said that "the permanent extension or revision of the present farm program with its welfare payments would mean permanent poverty for American farmers."

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Central Farmers Florida Phosphate Works Under Way

Improvements in plant efficiency and emission control are the targets of a multi-million dollar capital improvement program now under way at the Bartow (Florida) Phosphate Works, according to R. R. Bacter, executive vice president of Central Farmers Fertilizer Co.

The 2,800-acre phosphate complex, purchased from International Minerals and Chemical Corporation in January, 1969, is operated by a wholly-owned subsidiary of Central Farmers, GF Chemicals, Inc.

The capital improvements undertaken since our acquisition of the Bartow facility were necessary not only to bring the plant's production in line with Central Farmers' phosphate and control and abate air pollution at the Bartow facility, but also to improve overall plant efficiency, quality control, and to place control engineers on the abatement equipment on the abatement of water and air pollution," Bacter stated.

A new railroad siding and the necessary equipment to unload and store anhydrous ammonia which is used in the manufacture of DAP

January 1, 1970

MICHIGAN FARM NEWS

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Reports on MAFC Annual Meeting

On November 25, 1969 the Michigan Association of Farmer Cooperatives (MAFC) held its 24th Annual Meeting and State Co-op Clinic in Lansing. The directors, managers and guests heard David Angeline of the FCS in Washington, D. C., discuss several ideas that have been used by successful cooperatives. James Shaffer from MSU outlined the changing picture of agriculture, and Edwin Hill of the St. Paul Bank for Cooperatives gave a presentation of the effect the 1969 Tax Reform Act would have on Michigan Cooperatives.

Six members of the House Commodity and Agriculture Committee attended the luncheon program. "Our State," President of Michigan Farm Bureau, presented certificates of Achievement to Jerry Peterson, Richard Simkins and Kenneth Mitchell from the Sand Creek FFA Chapter, and to Bay and Eaton County Farm Bureaus.

B. Dale Ball of the Michigan Department of Agriculture announced the role of the Farm Bureau is one of the important economic role of farmer cooperatives play in agriculture. George L. Roger, Dean of Agriculture at MSU. To close the luncheon session, Kenneth Bull presented a package of apples from the Bull Brothers orchards to the House committee and to several of the directors and managers who were present.

A Directors Session and Management School were also included in the meeting following the MAFC business portion of the Annual Meeting. Directors from 15 cooperatives participated in a panel discussion regarding operational problems. The following report is a summary of the Directors for 1970 Cooperatives.

The management leaders mentioned Richard Crable from the Michigan Department of Agriculture, who advised on trends and techniques for seeking new employees. A L Chesney, MAFC Sec.-Manager.

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MICHIGAN FARM NEWS

JANUARY 1970

Agriculture

TEN
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