

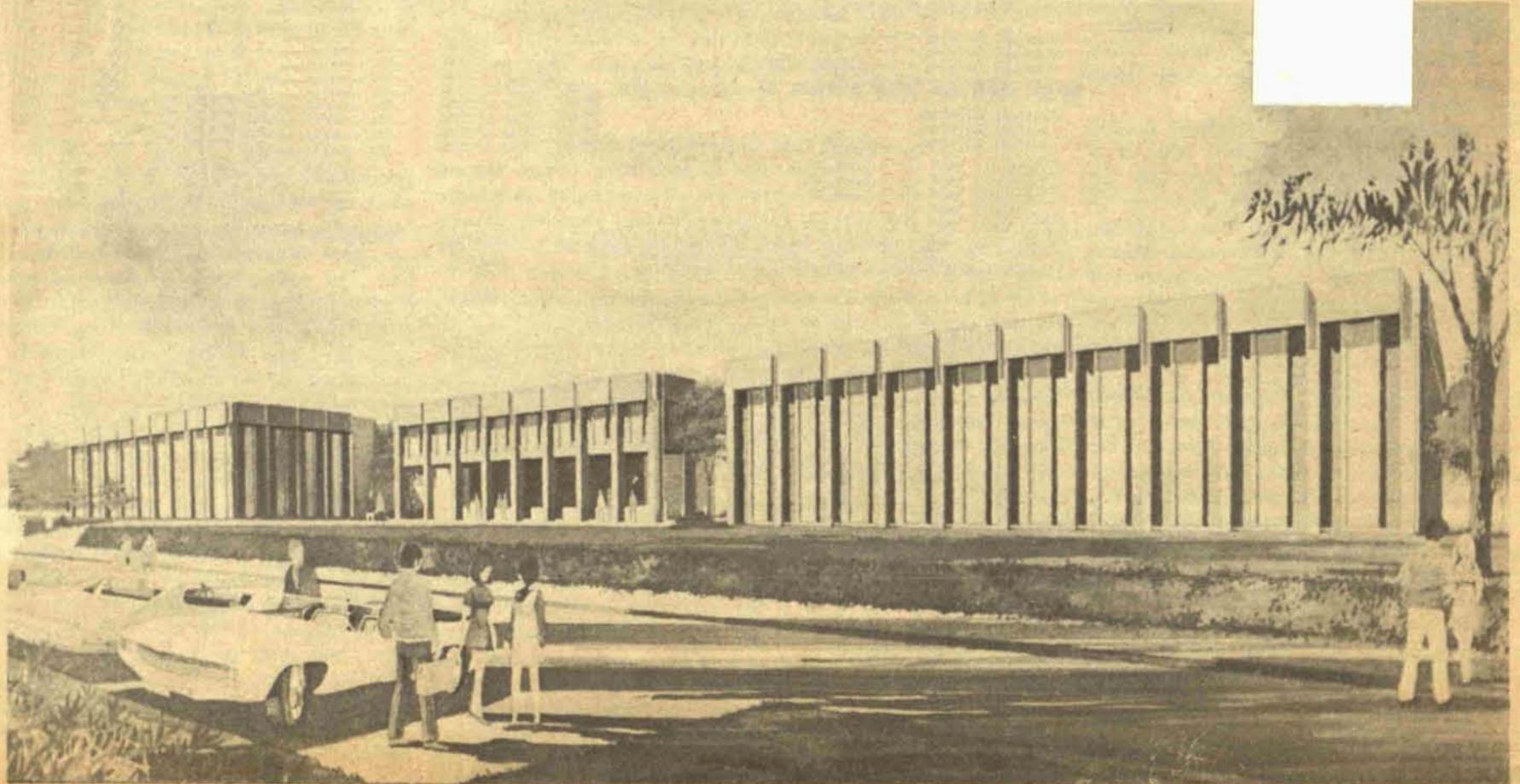
MICHIGAN FARM NEWS

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

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Focused On The Future

January 1, 1970



GROUND "BLASTING" SIGNALS START OF CONSTRUCTION

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 Russel Van Hooser, detonated dynamite charges which exploded a few hundred feet from a crowd gathered to witness the event.

Farm Bureau Life President Dave Morris, Michigan Farm Bureau Vice President Dean Pridgeon 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 or-

ganizations. 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 265

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 build-

ing 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!

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EDITORIAL...

The Lengthened Shadow

As we enter a new decade we face many challenges . . . challenges that must of necessity be met by all citizens of the nation. Too often, too many people feel that the responsibilities given the nation will be taken care of by others.

A nation is not just some land, a government, and a flag; it is a society made up of individuals. The kind of society depends on what kind of people the individuals are. Their nation is always the lengthened shadow of their character, ideals, and ambitions. The question, "How good can a nation be?" 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 because Americans are what they are. To change America, it would be necessary to change the nature of Americans.

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 a more prosperous America, the people, as individuals, would have to become more industrious and more thrifty. That is an inevitable progression.

That is why it is so useless for us to wait for some miraculous "mass" action to lift us up to new heights of ease and security.

Every nation has much the same pattern. First the individual, then the family, then the neighborhood, then the town, then the county, then the state, then the nation. Better states make better nations, etc.

Most Americans, as individuals, have usually worked hard; lived up to their contracts; tried to be decent, respectable citizens, reaching out a helping hand to their less fortunate neighbors; respected the property of others; practiced enough thrift and self-denial to acquire some property of their own; and have asked nothing of their government except maintenance of law, order, and national defense.

These individual qualities have made us what we are. To keep what we have gained, and to make more progress, we must, as individuals, maintain and intensify these qualities.

If, as individuals, we become a different kind of people, America will become a different kind of nation.

Abraham Lincoln said, "We have been the recipients of the choicest bounties of Heaven. We have been preserved these many years in peace and prosperity. We have grown in numbers, wealth, and power as no other nation has ever grown—but we have forgotten God!"

"We have forgotten the gracious hand that preserved us in peace, and multiplied and enriched, and strengthened us; and we have vainly imagined, in the deceitfulness of our hearts, that all these blessings were produced by some superior wisdom and virtue of our own.

"Intoxicated with unbroken success, we have become too self-sufficient to feel the necessity of redeeming grace, too proud to pray to the God that made us.

"It behooves us, then, to humble ourselves before the offended power, to confess our national sins, and to pray for clemency and forgiveness.

"I still have confidence that the Almighty, the Maker of the universe, will, through the instrumentality of this great and intelligent people, bring us through present difficulties as He has through all the other difficulties of our country."

President Lincoln's statement could have been given today with the same validity and force. Few concerned citizens of the country would disagree.

Evan Hale

Potato Promotion and Farm Bureau Policy

The recent defeat of the National Potato Checkoff Bill in the U. S. House of Representatives has caused supporters of the legislation to charge Farm Bureau as being opposed to the promotion of advertising of potatoes. This is not true.

Farm Bureau actively opposed the Potato Research and Promotion Act, which was passed by the Senate in October but defeated in the House of Representatives by a vote of 171 to 198 in November. Proponents of the bill, primarily the National Potato Council and a few other commodity groups that hoped the legislation would set a precedence, have since been quite vocal in their criticism of Farm Bureau opposition. A weekly produce trade publication that has a substantial number of grower subscribers openly favored the bill. That publication carries a large amount of advertising by commodity promotion groups.

Farm Bureau was the major opponent of the bill and urged Congress not to adopt this type of legislation. Farm Bureau policy firmly supports the principle of commodity promotion and advertising to increase consumer demand, therefore the primary basis for opposition to the bill was the Federal government involvement in the collection and spending of farmer dollars.

The present Farm Bureau position on the promotion of agricultural commodities is of several years standing and was developed through the sound procedure of county, state and national delegate review. The policy states "It is important that farmers promote the increased sale and consumption of farm products without duplication of effort. We support—and will continue to seek improvement of—sound, well coordinated promotion programs, including those on an industry-wide basis having adequate producer representation."

The policy goes on to state "We oppose nationwide check-off programs for the promotion of agricultural commodities when the Federal government administers, or has veto power over, the program." This position applies to all commodities and was adopted by producers of most all commodities, including potato growers.

The real issue is not the promotion of potatoes. Potatoes just happened to be the commodity where an industry group sought to get legislation patterned after the cotton check-off legislation and the wool check-off program. The cotton and wool check-off programs were designed to assist agricultural commodities to compete with non-agricultural synthetic commodities.

The purpose of the potato check-off program was to collect funds from potato growers for use to compete against other foods, such as rice, corn, wheat, sweet potatoes, and other commodities that vie for items in the consumers' diets. Establishing an effective potato advertising and promotion program would establish the need for a defensive promotion program by each of the competing commodities. This would be costly to those producers and consumers. The net effect would probably be that the advertising agencies would be sole recipient of additional business.

The program, if enacted by Congress and subsequently adopted through a producer referendum, would have been the first time that the Federal government would have become involved in the collection of money for a program where producers of one specific food commodity compete with producers of other food items. If such legislation were enacted, how many other commodities would be pressured into advertising to protect their markets against invasion by promotional programs?

Farm Bureau has supported and will continue to support sound promotion and research programs for potatoes and other agricultural commodities. However, we believe this can best be done without the involvement of the Federal government. It is currently being successfully done this way in livestock, dairy, poultry, and other commodity areas.

Noel Stuckman
Manager, Market
Development Division

MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

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PRESIDENT'S COLUMN

Who Shall Speak for Farmers...

President Richard M. Nixon, speaking to the more than 6,000 Farm Bureau members assembled in Washington, D. C. for the Golden Anniversary Annual Meeting of American Farm Bureau said: "I think there is a tendency these days to make agriculture the 'whipping boy' for many of our problems. We hear a lot of talk about farm subsidies and parity and all the rest. We hear very little talk about how it came about; that the reason that farmers have the present problems they have is because they made their investments at the request of government, and as a result of the initiative of government, in order to increase agricultural production at a certain time."

He continued: ". . . we look at the great agricultural community of this country and what do we find; only five percent actually engaged in agriculture, and of course, you know . . . that because you are only five percent that your political influence is not as great as it maybe once was. Well, let's look at it another way. As I look at that five percent of America, I find that it produces enough food to feed all of the American people and feed them well and in addition to provide the means whereby the United States can aid other countries around the world. Look at what we have done since World War II alone; \$30 billion in food distributed to other countries around the world. Some gifts, some loans, but nevertheless, provided out of our surplus. This is a magnificent achievement, an achievement again which is due to the productivity, the efficiency, the dynamism, of the American farm community. And so I say to you today that I am very proud, as the President of the United States, to recognize American agriculture for what it has achieved . . . for what it means to America. No nation can long be great without a sound, strong agricultural base."

The President summed up in a few short minutes the vital importance of our agricultural industry, but he also let us know that being only five percent of the total population that we were very weak as far as the setting of national policy is concerned. This is a fact we hate to admit, but nevertheless it is a fact.

Twenty years ago at another American Farm Bureau convention, U. S. Senator Clinton P. Anderson of New Mexico said in essence the same thing the President told us last week.

Senator Anderson said of the Senate debate on the 1949 farm bill: "Probably most active in their efforts to speak for farmers were their elected Congressmen and U. S. Senators. Although the duly-elected farm organization leaders said one thing, many of the politicians insisted that these leaders didn't speak for farmers, but instead, the politicians themselves were the real reflectors of farm thinking.

After consultation with the president of a state Farm Bureau and the Master of a state Grange, Senator Anderson said he told members of Congress what they had requested whereupon one Congressman said: "They don't represent the farmers. I represent the people of my state. They elected me to do that job, and I'm not going to let some fellow who works for a farm organization tell me what to do."

For the past 50 years Farm Bureau has claimed to be the spokesmen for the majority of all farmers belonging to any farm organization.

We have just completed a long hard exercise in the policy making processes of Farm Bureau. Those attending the Michigan FB Annual Meeting in November and the American Farm Bureau Annual Meeting in December can vouch for the authenticity of the grassroots involvement in formulating and drafting final policies to guide us, as an organization.

Charles Shuman, president of AFBF told newsmen: "Once policy has been set by the voting delegates it is not the prerogative of myself, staff or any other official of Farm Bureau to compromise on that policy. Farm Bureau policy is made by the membership. Farmers speak for themselves."

So be it!

Elton Smith

Farm Bureau's national convention celebrating the Golden Anniversary, held in Washington, D. C. this year, is reported more fully elsewhere in this issue of the Farm News. However, at least one portion of President Nixon's remarks to the thousands attending the convention should be repeated here. He said "I think there is a tendency these days to make agriculture the 'whipping boy' for many of our problems."

The President then went on to point out that many of the farm problems have resulted from many years of governmental actions. He said that agriculture, during his term, "will have a friend in the White House and a friend in the Department of Agriculture."

For the purpose of this article on state affairs, it is also possible to point out that on many issues agriculture seems to be a "whipping boy." Many writers, even though they may know better, like to point to farmers as being one reason for increasing costs of living. So-called conservationists and ecologists point to agriculture as being the cause of various forms of pollution resulting from insecticides, fertilizers, animal waste, etc. Many of these same people tend to ignore the fact that much of the pollution that may exist from insecticides comes from urban areas.

Farm labor continues to be a major problem, with some writers in the urban press presenting a completely one-sided view, often misleading the general public through omission of facts or lack of objectivity. Here again, in most cases, they know better.

Even on the issue of Double Daylight Saving Time, some newspaper writers and radio and television commentators like to point to the "farmers" as being those who have stopped "progress" as they call it. Here again, they fail to point out that most of the major cities in Michigan voted against Double Time.

On the whole taxation issue many people believe that somehow farmers get out of paying many taxes that they have to pay — and many voice this belief. The recent issue before the Legislature on the agricultural sales tax exemption is but only one of dozens of examples.

Yes, farmers are often used as a "whipping boy" but, on the other hand, we must recognize that the members of the Michigan Legislature, even though there are very few who have any agricultural background, have listened to our problems and, for the most part, have discounted much of the propaganda that has been circulated.

As a year ends and the decade of the sixties becomes history, and as a new year begins and the challenges of the seventies loom before us, it would be a good time for Farm Bureau members to write a note to their State Legislators and to their Congressmen in Washington and thank them for the consideration that they have given to Farm Bureau policies and point out that these policies are determined by a very thorough policy development procedure, beginning right at the local level.

STATE AND LOCAL ISSUES

When the 1970 session of the State Legislature begins on Wednesday, January 14 there will be many issues to face — most of them pretty much the same old issues, but with new directions. As always, what is a major issue to some areas of the state and to some segments of the agricultural economy is considered a minor issue by others. Some of the probable issues are:



capitol report

LEGISLATIVE PREVIEW

by Robert E. Smith

DOUBLE DAYLIGHT SAVING TIME

Chambers of Commerce and others are spearheading a petition drive to collect 400,000 valid signatures in order to pressure the Legislature to repeal the act exempting Michigan from the Federal mandate of Daylight Saving Time. There is plenty of money behind this drive. If they are unsuccessful, as they have been in the past in pressuring the Legislature, the issue will go on the ballot again in the 1970 elections. Radio and television stations will do as before and fail to give all the facts to the public. For instance, that the rest of the country is only catching up with Michigan, as our state has been on "fast time" for many years.

In the 1968 vote, of the 83 counties, only 16 voted for Daylight Time — 67, or more than 80%, voted NO. Five of the counties voting YES border the State of Wisconsin. It is a fact that 17 of the most populous cities voted NO, including Grand Rapids, Flint, Lansing, etc., etc. Even in the City of Detroit the vote was almost a standoff.

County Farm Bureaus can take the credit, however, for helping to win the issue by manning the challenging teams during the recount.

TAXATION

The two bills, S. 969 and S. 971, which would have removed nearly all of the agricultural sales tax exemption, have finally been sent back to the Senate Taxation Committee, which means they are dead, at least for this year.

The other two bills, S. 1092 and S. 1093, that included some provisions removing a portion of the agricultural sales tax exemption have been successfully amended to leave the law the same as it has been.

Farm Bureau is also involved in another sales tax issue, regarding the taxation of certain potato harvesting equipment. This has been hanging fire for nearly a year and has included several hearings before the Department of Revenue and is now before the Tax Appeals Board. One hearing, lasting into the second day, was held before this appellate group early in December. The Board has requested further information and the case has been carried over. This case is a precedent-setting case and may have to go into the regular courts.

The major item in taxation is involved with the whole issue of education and the means of financing education. The Governor's program limiting property taxes for school operation to not more than 16 mills, with an additional three mills for local enrichment,

as previously reported, was cut by the Senate to 12 mills, with an additional possible three mills. In each case the three mills would be worth the same amount of money per mill throughout the state.

Other proposals would limit property tax on non-residential property to 20 mills, with even higher rates on industrial and commercial property. Agricultural land for this purpose would be considered as commercial property. Such changes will require a constitutional amendment. The present fall session of the Legislature is not likely to pass any of these taxing measures. They will continue as a part of the session beginning in January.

As a practical political fact of life it is unlikely that property taxes for schools could be totally eliminated. Districts with high commercial and industrial valuations are opposed to any such move. Many other areas are opposed due to the fact that a high percentage of properties are owned by non-residents.

The Legislature would balk at passing the necessary income tax to replace the lost monies besides the additional monies that are needed. There is presently before the House a measure to increase the income tax from 2.6% to 3% on individuals, with similar increases on industry and financial institutions. It is estimated that this would increase revenues by \$173 million.

Assessment practices will be an important issue in the 1970 session. Numerous bills are already alive or will be introduced to create county assessors' offices. There are those who support assessments by state authorities.

Legislation will be introduced to eliminate part of the present power of the State Tax Commission. Presently, the Commission has the authority to issue regulations and interpretations of the law on the one hand and then sets in judgment of its own decisions when listening to appeals from taxpayers. A special type of tax court will be one of the proposals introduced to solve this obvious conflict of interest.

The legislature that narrowly passed the House last year providing for cutting zoned farm land assessments in half and with a 3 year roll-back in the case of sale on change of zoning, is alive in the Senate Taxation Committee. However, it will require a great deal of amending.

The annual assessing job is now underway by local assessors. The Farm Bureau-supported legislation passed in the 1969 session should be helpful in obtaining more realistic assessments on farm land. The law now states clearly that "zoning" must be taken into con-

sideration and also that the "existing use" must be a major factor in arriving at the assessment on property. Farm Bureau members should keep this in mind and point this out to the assessor.

EDUCATION

As indicated in the paragraphs on taxation, many of the other educational reform measures will be carried over into the 1970 session. As this is written, the Legislature is making a strong effort to pass a state school aid bill before adjournment for the Christmas Holidays. In fact, the school aid bill has become known as the "Christmas Tree Bill with-red ink tinsel."

In any event, the school aid bill will no doubt be over \$1 billion, which may be an increase of about \$125 million over this year's school aid outlay. This is at least \$35 million or more higher than Governor Milliken's recommendation.

One new item in the school aid bill that is fully in line with Farm Bureau's policy is that for the first time some monies would be made available to assist local school districts in building new facilities. This new section of the bill is based on a proposal introduced by Rep. Spencer (R-Attica) and 41 other co-sponsors. If this stays in the bill it will be a major breakthrough and can contribute toward the relief of property taxes presently used for bonding and building purposes.

One highly controversial item is in both the Senate and House versions of the state aid act — is money for non-public school aid. Farm Bureau has no position on this particular issue. It has been the type of issue that overlies everything else. There will be efforts made to put this issue on the ballot and let the voters make the final decision as to whether private schools should receive public monies.

Legislation is nearly passed to provide for a minimum school day. H. 3876 (Rep. Loren Anderson) would require that a day of school instruction must consist of six instructional hours not counting recess or lunch time. Other bills on this subject were introduced by Sen. Gray and Sen. Kuhn.

All bills dealing with reorganization of school districts and intermediate districts probably will receive attention in the coming session.

FARM LABOR

The whole area of farm labor will be the No. 1 issue as far as many farmers are concerned. It affects all farmers whether they realize it or not. Literally dozens of bills are still alive, with more that will no doubt be introduced

regarding all farm labor, including migrant problems.

Efforts will be made to bring agriculture under the State Labor Mediation Act which, in effect, provides collective bargaining and requires compulsory arbitration. Speaker of the House Ryan (D-Detroit) has spoken out in favor of this approach several times.

On the other hand, Governor Milliken's special Task Force made up of heads of the various State Departments and Agencies has said that "existing laws dealing with labor organization in industry are time consuming and tedious and could not work in agriculture." The Task Force also said the "Michigan agriculture must be allowed to remain competitive with other states." The Task Force did make 22 recommendations on farm labor. These were discussed by more than 20 Farm Bureau grower-leaders at a special meeting on farm labor held recently at Farm Bureau Center.

Workmen's compensation will be an issue, with strong efforts to liberalize it in order to cover more farm workers — not only under the medical benefits, but also under the full compensation benefits. The whole issue of workmen's compensation is also presently before the federal courts here in Michigan. The cases are based on whether any exemptions to the law can be allowed without violating the equal rights provisions of the U. S. Constitution.

Minimum wage increases will again be a major issue. These, of course, apply to all Michigan workers, including agriculture. If the minimum wage is increased it means that piece work rates will probably automatically rise. The present minimum wage in Michigan is \$1.25, but latest statistics show that farm workers employed by the hour average \$1.65. Those working on piece rates average over 50% higher.

Other legislation would provide matching state funds for farmers building or improving migrant labor housing and would also exempt such housing from property taxation. Farm Bureau policy supports both these measures in view of the fact that many migrant problems are in reality the problems of society as a whole.

Meat inspection will again be an issue, as further legislation is needed in order to comply with federal meat inspection deadlines presently expected to expire by December, 1970. It is necessary to provide for full-time inspection of the processing plant and the processed meat products. This is also a federal issue, as it is necessary to provide that meat inspected under qualifying state programs should be permitted for interstate shipment the same as federally inspected meats.

Agricultural research is another key issue — not only to continue the present research programs on a broad variety of agricultural products, but also Farm Bureau will support a new research program designed to work on the very serious problems in the bean industry created by blight and root rot. Programs set up for this purpose would also be used for further research in sugar beets, corn and other crops used in rotation by bean farmers.

In addition to issues before the Legislature, there will continue to be issues from time to time before various State Departments and Administrative Agencies. Farm Bureau often appears at hearings having to do with the regulations, rules and interpretations resulting from legislation.

Pictorial Highlights of AFBF's Golden Anniversary



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.



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.



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.



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 delegates at their recent national Farm Bureau annual meeting in Washington, D. C.

Involving and harnessing the woman power of all the 1,865,854 Farm Bureau families in the American Farm Bureau is the aim of these women's leaders. Recommendations for doing this include working with the men folks of the member 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 concern to farmers and ranchers is one of these program recom-

mendations. Others are activities related to respect for law, surfacing and solving local issues, and political education and action.

Nominated for a two-year term on the American Farm Bureau Women's Committee are Mrs. J. S. Van Wert of Hampton, Iowa, representing the midwest region, and Mrs. Chester Smith of Arapaho, Oklahoma, representing the southern region.

Also on the national women's committee are Mrs. Haven Smith of Chappell, Nebraska, chairman; Mrs. William Willkie of Widener, Arkansas, vice chairman; Mrs. James Bigelow, Chestertown, Maryland, representing the Northeast region; and Mrs. Albert Wilson, Emmett, Idaho, representing the western region.

LOCAL ISSUES

Plans are already underway for the MFB Womens' first sponsored program. March 16 through 19, 1970 has been chosen as the dates for the Legislative Seminar. The group leaving from Lansing to Washington will travel by plane. "Legislative Leaders" are to be selected by the state and county Farm Bureaus on the basis of their responsibilities in helping to carry out Farm Bureau policies. 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 Heritage group. 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 the 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 attend and 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 Schaefer, Sparta, secretary and Mrs. H. James Fitch, Scottsville, treasurer.

So — the gauntlet has been dropped — and Michigan Farm Bureau Women — have their sights set on lofty areas. The year 1969 was an outstanding one for them and by team power (coupled with 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.

With New Years' 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 past year for me was the recent AFBF convention 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 you proud to be a part of an organization worthy of the presence of these men. There were two other privileges I enjoyed very much. Mrs. Nixon invited the chairmen of the State Farm Bureau Womens Committees to have tea with her in the White House . . . 58 of us went to this tea and met our very friendly "First Lady." She is a gracious hostess, and the tea was a highlight for us.

It was my privilege too to serve as a voting delegate at the convention, having been elected to represent the women of the Midwest Region. I enjoyed being a delegate very much.

Happy New Year!
Mrs. Jerold (Maxine) Toppliff



ACTIVE HOMEMAKER HOSTS WEEKLY TV SHOW



"The Hostess with the Mostest" is an appropriate title for Mrs. Bruce 'Deni' Hooper, Old Mission Peninsula, Northwest Region Farm Bureau in Grand Traverse County.

Deni Hooper has appeared over WPBN-TV, Paul Bunyan network, Channel 7 'more times than she can remember' at 6:45 each Wednesday morning on the Northwest Regional Farm Bureau TV program, "Accent on Agriculture." Deni, a mother of five children, four boys and a girl, is active in her church, school and 4-H club, plus helps her husband, Bruce, with 110 acres of fruit. 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 was started by a former Farm Bureau Regional Representative, John Willis of Acme, was continued by Norman Veliquette and is now carried on by present regional representative David Mead of Beulah.

Keeping the TV show going continuously for the more than 85 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 from Northwestern Michigan College.

Deni Hooper is a graduate of Traverse City High School and had been active in the Flint Community Players before coming to the Traverse City area. 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 Ogdensburg Methodist Church.

The Hoopers live on Kroupa road on the Old Mission Peninsula. The TV studios from which



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 committee chairmen to be the guests of Mrs. Richard Nixon at a tea in the White House.

Michigan's own Maxine Toppliff was one of these 58 farm women who were personally greeted by Mrs. Nixon in the Blue Room for this 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 chairman Mrs. Haven Smith of Chappell, Nebraska, said that Mr. Nixon remarked when he appeared at the Farm Bureau convention the day previously, 'We know you are our friends,' and she added, 'and we certainly are.'"

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" originates is on M-72 west of Traverse City . . . a 17 mile trek across Traverse City for Deni. Deni laughingly says "We all work together on this project. I have a good committee and many of them drive farther than I do to get to the studios."

Other committee members are Mrs. Tom Wieland, Charlevoix county; Mrs. Robert Hubbell, Antrim; Mrs. Russell Smeltzer, Benzie; Mrs. Ray Anderson, Manistee; Mrs. Louis Smith, Wexford; Mrs. Gordon Dunlap, Kalkaska and Mrs. Edwin Benthem, Missaukee.

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 of Michigan . . . not only for Farm Bureau members but for others in the area as well.

QUEEN JANE ROSS AT AFBF MEETING

Michigan Farm Bureau Queen 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. by MFB President Elton Smith.

The blond, blue-eyed MSU freshman received a warm reception and was ultimately chosen as one of four state queens to help escort state FB presidents and other dignitaries during the organizational conference at Constitution Hall.

Radio and TV interviews were made during her Washington visit and will be heard on Michigan stations in the near future.

DAVID FARLEY RUNNER-UP AT AFBF MEETING

David C. Farley, Michigan Farm Bureau's Discussion Meet winner received high honors at the American Farm Bureau Annual Meeting in Washington where he was named 1st runner-up.

Twenty-one state Farm Bureaus competed on a national level.

While in Washington, Dave and his wife Susan were given the added opportunity of escorting the Michigan Flag at the AFBF organizational conference at Constitution Hall.

Michigan radio and TV stations will carry interviews David made while visiting in the nation's capitol.

DISCUSSION TOPIC

SCHOOL

By Gary A. Kleinhenn, Director, Education and Research

When making 1970 new year's resolutions, why not include something for our schools . . . they're failing you know. Failing to prepare the majority of our youngsters for the future.

Michigan's Senate Education Subcommittee Chairman Senator James D. Gray said of the state's education system, "A look at Michigan's high school Class of '68 reveals that, of its 115,114 graduates, only 33,820 who 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 its educational system has been hoodwinking these young people into believing that they were getting the best possible preparation for their life ahead.

"The frightening part is that they become adults within a few years, and they are not likely 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 students from 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 unskilled. The result — underemployment, 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 do not continue their education after high school; and one-half of the students that do go on to college never graduate.

The 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 majority) 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 wasting their school years.

A review of data in one vo-ed study shows the value of our present vocational programs, which emphasizes the need for program expansion. The study, "Potential of Vocation-Education," states that vocational graduates were better off than untrained graduates.

Vo-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.



HIGH SCHOOL DAYS

Furthermore the National Advisory Council reports the future is more than promising for trained students. Trained persons, the report said, often times make more money than many school superintendents and college presidents. (This study was conducted in three selected towns in Pennsylvania.)

Because education has been so lacking in this area it cost the taxpayer more money for post high school training programs. For example remedial training programs for adults cost as high as \$12,000 per person before being placed on a job. In addition, those unemployed and eligible for the welfare payroll will draw \$4,000 or more, per person, from the pockets of all taxpayers.

"In Michigan," Dr. Pierce said, "As many as 100,000 persons each year are enrolled in remedial programs in addition to welfare recipients."

WHY ISN'T IT RELEVANT?

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

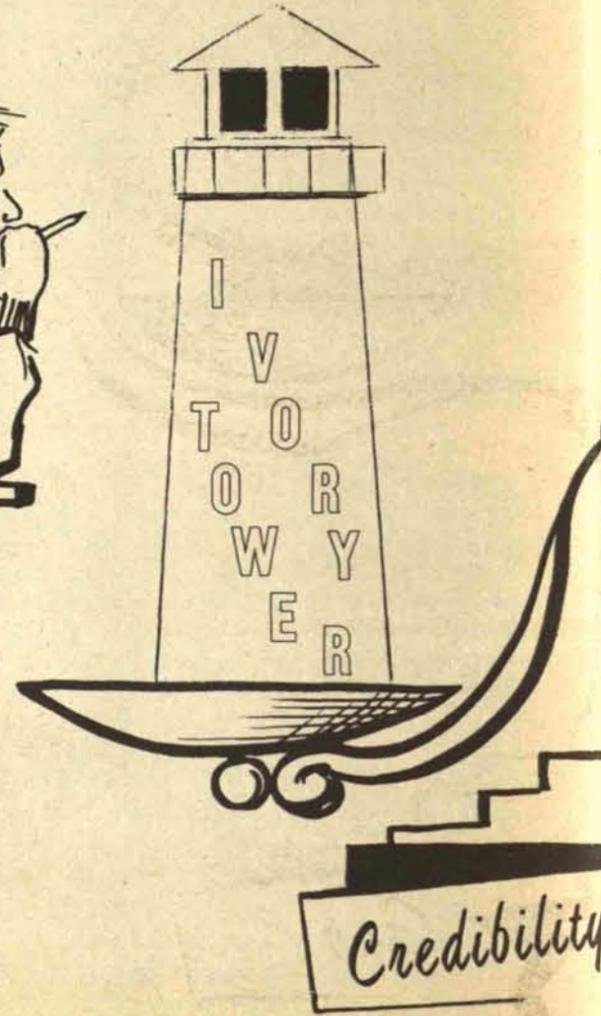
He labels the misguidance of schools not teaching work skills to our youth as "intellectual snobbery."

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 that focus on unreal successes of professional people.

Pierce said the attitude even affects government spending. For example the federal government invests \$14 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 education for school administrators and faculty. The same group of parents also support the bulging 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. Breathett in his article "Creating A Demand For Education In Rural Areas," published in the National Association of Secondary School Principals Bulletin. 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. "Few communities have actually defined their educational goals," he said, "and those that have, only agree on generalities."

GALLUP POLL

The reason most public school systems agree in "only generali-

SURVEY SUMMARY OF DISCUSSION TOPIC:

November's topic results show 635 discussion groups meeting to discuss the Farm Labor Issue: Unionization. Results of the questionnaire indicate that 421 groups believe FB's position to unionization should be to develop legislation specifically designed for agriculture to establish the rules under which agricultural workers could organize, while 113 groups oppose any and all legislation dealing with the subject. Only 25 groups voted to remove the current agricultural exemption to the N. L. R. Act. Referring to the November issue of MFN, of the five major ag proposals now in Congress — proposal number two led with 354 group votes; proposal number five received 68 votes and proposal number three balloted 59 votes. Proposals one and four took five and one votes respectively. There was an overwhelming vote of the groups to promote better relations between employee and employer to promote worker independence. Suggestions included — pay them as much as possible; profit sharing; incentives, good housing, increase benefits if able.

CURRICULUM

SCHOOLS AND THEIR PROBLEMS



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

BEGINNING A CAREER

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

"Of the 465 school districts in Michigan, 119 districts offer only one occupational training course opportunity, 93 districts offer only home economics, and another 77 districts don't offer any vo-ed training whatsoever," Dr. Pierce said. According to Dr. Pierce this leaves a total of 196 districts of the total districts in the state, which do not offer more than one occupational course.

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

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 proposals 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 marshal 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 occupational needs. To assist in achieving this goal, I am proposing a vocational assessment 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.

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 curriculum and goals of education.

CURRENT VO-ED PROGRAM: STRENGTHS AND WEAKNESSES

It is argued that the strength of vo-ed is in the specific training of marketable skills and the potential of these programs to enhance the meaningfulness of high school experiences to the large proportion of students to whom school is presently boring and frustrating.

Dr. Pierce contends that teaching students the concept of work at an early age is most beneficial in students learning good attitudes towards work. He said that it should start in the earliest grades of elementary education, in terms that children can understand, so they can better make the transition from school to full-time employment later.

"The lack of vocational education courses and inadequate equipment in secondary education also results in a failure to attract large numbers of male students," he said.

One reason being the failure of many vo-ed programs to gear themselves to the interests of male

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-

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 developing curriculum that upgrades 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...

"Gold Star Awards" were presented to 44 State Farm Bureaus 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-star awards, the first time in the history of the AFBF gold star awards that any state has won more than four.

Michigan Farm Bureau president Elton Smith accepted a three-star award from AFBF president Charles Shuman at the Tuesday night Awards and Recognition Program. Michigan's three stars were earned in Membership, Commodity Activities and Marketing.

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 designated 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 the various Farm Bureau programs, State Farm Bureaus were classified according to membership numbers. The four classifications were: Group I—under 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. In this position, he will conduct marketing exploratory research projects, informational and educational activities for Farm Bureau livestock producing members 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 sponsor a world Anti-pollution conference 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."

At a recently held Second Bi-Annual Esch 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. Esch, (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 Esch, "These students believe that vital accomplishments can be made within our social structure. They do believe that they can be effective 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-Illinois) has joined the sponsors of the Agricultural Adjustment Act of 1969 (S. 2524). (Senator Smith was appointed by Governor Ogilvie of Illinois to fill the vacancy of Senator Everett 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 an important part of our 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 with MFB's Market Development Division, has accepted a position with Michigan State University Department of Animal Husbandry. 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. VERMEESCH, 4-H WINNER FROM YALE (left) . . . received the education trip to the National 4-H Congress in Chicago. A special guest at the Congress was Miss Deborah Patton, Miss Teenage America (center). R. H. Leet, American Oil Foundation representative, (right) donor of the trip, visited with the two teenagers.

Three 4-H members from Michigan, all children of Michigan Farm Bureau members, were honored at the National 4-H Congress recently completed in Chicago.

A St. Clair county youth, John Vermeesch, 18, the son of Mr. and Mrs. Paul Vermeesch, 6566 Emmett Rd., Yale, won the educational trip to Chicago as the guest of the American Oil Foundation, sponsor of the Petroleum Power Program in 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 8 years. As president of the Brockway Club, John was instrumental in developing 4-H window displays and Spring

Achievement programs. He has been a junior leader, member of the school's student council and active in his church.

Mary Jane Brancheau, 18, is the daughter of Mr. and Mrs. Floyd J. Brancheau, Farm Bureau members in Monroe county, Newport, was presented with a \$600 Educational Scholarship award by General Foods Corporation. Mary is a freshman at Marygrove College, Detroit, and plans to follow a career in dietetics. She is a former president of her 4-H club, has completed work in clothing, dress revue, recreation and junior leadership. The winner has assisted with Michigan 4-H Youth Week activities and currently is



MARY BRANCHEAU, NORTHPORT . . . received a \$600 scholarship in the Food-Nutrition program at the 48th National 4-H Congress recently completed in Chicago. Mary is the daughter of Mr. and Mrs. Floyd Brancheau.

helping interest volunteers in Extension's Expanded Nutrition program.

Michigan's delegation watched the National 4-H Dress Revue staged by the Simplicity Pattern Co., Inc. Miss Susan Nottingham, 18, the daughter of Mr. and Mrs. Alvin Nottingham of Stockbridge, modeled her state-prize-winning ensemble in the Revue. Susan's costume was an ankle length coat of pale pink brocade and formal gown of rose-and-white bonded crepe.

Some 1650 delegates attended the Congress and heard Secretary of Agriculture Clifford M. Hardin deliver a challenging address.



MICHIGAN WINNER—Runner-up in the 1969 Young Farmers and Ranchers Discussion Contest in Washington is David Farley, 30-year-old nursery farmer from Albion, shown here receiving congratulations from U.S. Senator Robert P. Griffin. Farley's wife, Susan, watches approvingly. Farley, who raises evergreen and shade trees, began preparing for the National Farm Bureau contest last June, shortly after he learned that a Benton Harbor farmer won the national title in 1968.

GREAT LAKES VEGETABLE GROWERS TO MEET

The grape boycott issue and its effect on consumers will be aired at the Great Lakes Vegetable Growers annual convention at the Civic Center, Lansing, Mich., Jan. 13-15.

John Giumarra, Jr., of the Giumarra Vineyards Corp., Bakersfield, Calif., will speak Thursday, Jan. 15, at 9:15 a.m. on "The Growers' Rights—Our Experience with Efforts to Unionize Farm Labor." Giumarra resisted attempts by labor organizers to unionize his vineyards.

He will be followed on the program by a panel of three Michigan state senators and an AFL-CIO union organizer. The panel, representing both sides of the grape issue, will comment on its effect on consumers.

Fruit growers are also encouraged to attend these farm labor sessions.

Consumers will have their chance to speak out Wednesday at 9:30 a.m. when a panel of 10 housewives will tell growers and processors what they think of Michigan's vegetables. The free-swinging session will be moderated by George Stachwick, director of Michigan State University's extension marketing program.

The convention will begin at 9 a.m. Tuesday when the exhibit hall opens. Exhibits will include displays of the latest machines developed for specialized vegetable production and handling.

Tuesday morning will be devoted to research developments in the vegetable industry.

Another highlight of the Tuesday program will include a report from Christopher Lee, Goldsboro, Md., who was named U. S. Outstanding Young Farmer for 1968. Lee, who grows both fresh market and processing crops, will comment on his approach to vegetable production and marketing.

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 teams 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 69,000 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 achievement behind them that volunteer workers throughout Michigan, will, in January, be calling on all non-member farmers and farm 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 commended for their contribution to agriculture.

Join Your
Farm Bureau
Now!

**Ionia County Farm Bureau Member
New Horticulture Society President**



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 Bull, 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. Bull 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 elevated to the presidency 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 would 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 . . . deserves some nonfarm 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.

**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 products to feed our growing population, he must know how to compete in the market place.

Ever changing labor and tax laws, for example, require the farmer to be well informed at all times. But, it's a tough job to do it alone.

Membership in the Michigan Farm Bureau, the largest, most effective farm organization in the state, offers a wide scope of services — farm supplies — petroleum supplies and an assist in farm-labor problems.

By joining Farm Bureau you, with your fellow farmers, have real strength to speak out — in the Legislature and in Congress.

An additional advantage to Farm Bureau Membership is the opportunity for you to enroll in Blue Cross and Blue Shield — to provide you and your family the best health care plan available to group members only.

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**



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 Stuckman, Lansing; Melvin Johnson, Crystal Falls; back row — Keith Sackett, Stanton; Lloyd Denniston, Shelbyville; Robert Johnson, Essexville; William Brown, Copemish; and Harvey Leuenberger, Saginaw.

**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 housewife is buying her food supply for less than 17 cents out of each disposable income dollar.

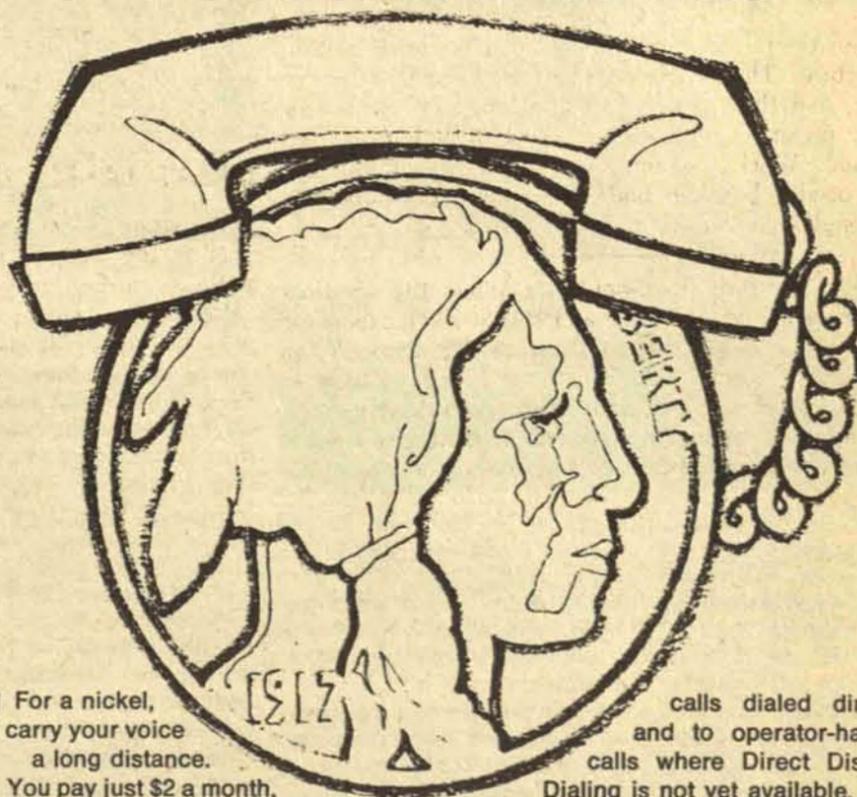
Congresswoman Catherine May of Washington State, addressed the conference with a warning of too much government protection for both the consumer and the producer.

"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 required of handlers in their dealings with agricultural producers. She expressed confidence in her Bill, 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 suppliers and that it simply would require handlers "to treat all bona-fide bargaining associations with dignity and respect."

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Happy New Year

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 horticultural 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 concentration of political power that has deliberately avoided economic issues."

Earlier in his talk, Angell quoted labor leader Walter Reuther when he said in Delano, Calif.: "We 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."

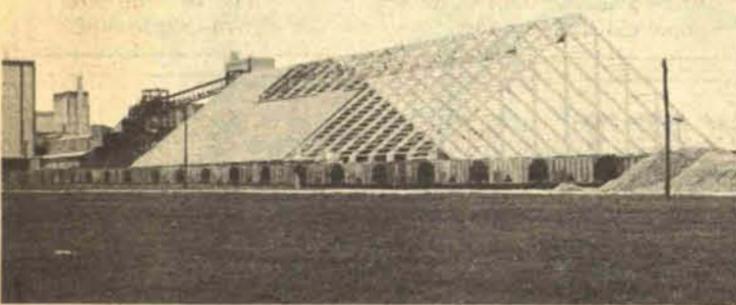
"The largest food chain in the Chicago area announced a year ago that it was moving table grapes out of its stores because of threats to the safety of its customers and employees. This implies the real violence to the market — the muscle and compulsion that forecloses the rights of retailers to sell 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: "Instead of a 'strike' as billboarded across the nation, California table grape workers have picked the crop — without interruption — for five years of the dispute. This year's crop will be in excess of last year's; instead of an affinity to join the organization of Cesar Chavez . . . less than three percent of all grape workers belong — and those were signed over to a few wineries under a union shop contract; instead of a migrant ill-paid, ill-housed work force . . . the grape work force is non-migrant and stable, and is the highest paid farm work force in North America; and instead of the casual and careless use of pesticides in 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. Proof of the cynicism of this charge is his offer of a 'moratorium' on the pesticide issue in return for a contract."

The American Farm Bureau "will work towards legislation that will protect farmers against political boycotts and strikes at harvest time and that will protect farm workers in the selection or rejection of union representation in federally-supervised secret ballot elections," Angell concluded.

Central Farmers Florida Phosphate Works Under Way



Improvements in plant efficiency, product quality control and emission control are the targets of a multi-million dollar capital improvements program now underway at the Bartow (Florida) Phosphate Works, according to R. R. Baxter, executive vice president of Central Farmers Fertilizer Company.

The 2,800-acre phosphate chemicals complex, purchased from International Minerals and Chemical Corporation in January, 1969, is operated by a wholly-owned subsidiary of Central Farmers, CF 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' needs, but also to improve overall plant efficiencies, quality control, and to place continued emphasis on the abatement of water and air pollution," Baxter stated.

A new warehouse is underway and is expected to be completed early in 1970. In addition, the existing superphosphate warehouse will be converted to DAP storage, giving the plant storage capacity for approximately one month's production.

The Bartow plant has installed a new railroad siding and the necessary equipment to unload and store anhydrous ammonia which is used in the manufacture of DAP.

President Shuman at AFBF



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 "a permanent extension or revision of the present farm program with its welfare-type payments would mean permanent poverty for American farmers."

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 'case workers' will supervise the spending of these 'welfare' checks," he said.

The only practical way of "getting unhooked" is "to phase out the government programs over a period of time and to cushion the impact on farmers during the adjustment period," the farm leader 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 that 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 on the shoulders of farmers."

"Until farmers themselves organize in such a way as to be able to adjust supplies to the needs of the market, they will be plagued 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

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 marketing associations, to manage supply," he said.

Experience already behind 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 by arbitrary or revolutionary 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 powers of the buyers."

"Farmers must develop the ability to take their full share of responsibility in the price making process. In this way, the competitive market will function 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 control devices to be ineffective and unsatisfactory from the farmers standpoint, he explained.

Building market power "through voluntary membership in the marketing association is a slow process, but it will prove more effective than any compulsory marketing arrangement," he said.

Shuman described attempts to limit access to markets for California grape growers through the grape boycott as a "serious challenge" to Farm Bureau's efforts to organize farmers for bargaining.

"Cesar Chavez and his union and church-financed farm labor organizing committee have been attempting to prevent the marketing of California grapes. False propaganda, threats of bodily injury, and other kinds of coercion have been used to intimidate retail food market managers and cause them to discontinue offering grapes in their stores."

"During the past year, many State and County Farm Bureaus have organized Freedom to Market Committees with the objective of protecting the right of farmers to market their products as long as consumers are willing to buy. The Freedom to Market program is vital to the producers of all agricultural commodities," he said.

L A Cheney 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 Angevine 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 Consumer and Agriculture Committee attended the luncheon program. Elton Smith, President of Michigan Farm Bureau, presented certificates of Achievement to Jerry Peterson, Richard Simpkins 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 publication of a new Cooperative Directory. The directory contains financial statistics and background information of the various types of cooperatives in Michigan. A fine talk concerning the important economic role of farmer cooperatives play in agriculture was given by Larry Boger, 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 Managers Session were held simultaneously following the MAFC business portion of the Annual Meeting. Directors from four cooperatives participated in a panel discussion regarding operational procedures for Boards of Directors for 1970 Cooperatives.

The Managers session featured Richard Crable from the Michigan Department of Civil Service who advised on trends and techniques for seeking new employees.

L A Cheney, MAFC
Sec.-Manager



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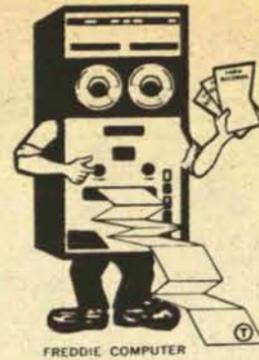
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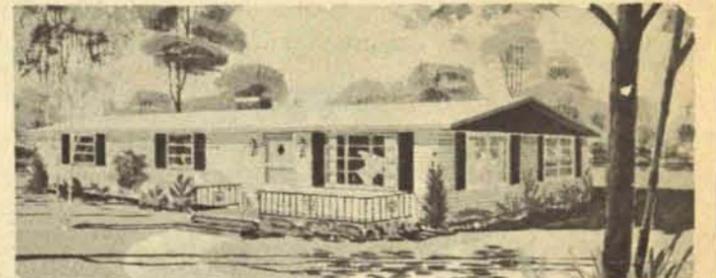
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