

MICHIGAN FARM NEWS

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

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Focused On The Future

March 1, 1970



MICHIGAN FARM BUREAU PRESIDENT ELTON SMITH . . . (center) beamed when he tried on the snappy red and white striped "Buckeye Roaster" vest — designating Michigan as quota state. Dan Reed (right) and Charles Burkett (left) were happy to assist! Fieldmen and staff were also pleased as punch too, when the announcement was made that Michigan had made AFBF "quota". The smiling gents in the picture below are, standing

left to right, Ken Wiles, West Central; Gene Greenawalt, Southwest; Marlie Drew, Coordinator, County Farm Bureau offices; Don Ruhlig, Southeast; Kenneth Wimmer, Central; Rudy Reinbold, Saginaw Valley and Bob Driscoll, West Region. Seated, left to right, are Dave Pohl, Thumb Region; Dave Mead, Northwest; Charles Burkett, Field Operations manager; LeRoy Brady, Northeast and Hugo Kivi, Upper Peninsula.



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EDITORIAL...

The Second Fifty...

The Michigan Farm Bureau officially started its second fifty years of service to agriculture on February 4, 1970 with the objective being "Focused on the Future."

It's nice to spend time reflecting on the past and to remember the many people that devoted themselves to building this organization into the largest and most effective spokesman Michigan agriculture has. The past is now a matter for the records and shall not be forgotten, but we must set our sights on the future.

Did you ever try to coast up hill? It is possible if you have built up enough speed to carry you for a while, but you will then come to a stop—slip backward—and may end up at the bottom of the hill.

Many organizations are coasting. They are trying to live on their past accomplishments. Farm Bureau in Michigan is not coasting. It is moving ahead and upward, facing the challenges of a changing agriculture.

Farm Bureau on the state level can be no stronger than the sum total of the county units. It is in the counties that the real foundation and strength of the organization is to be found. Active leadership at the county level is of prime importance.

When a farm family joins Farm Bureau they join a county Farm Bureau which automatically makes them a member of the Michigan Farm Bureau and the American Farm Bureau. By having a combined membership it entitles a member to the programs and services of all three organizations. The county organization affords each member the opportunity to participate in all portions of the program. Each part of a county program requires active leadership if it is to carry out its functions to the organization.

The leadership of Farm Bureau in Michigan is providing bold and imaginative programs in many areas. Research is being conducted in commodity marketing areas to determine new types of services for members. Such research is needed due to farmers' rapidly shifting farm production of several commodities to large scale specialization and production of one or a limited number of commodities. This research includes the possible need, the economic feasibility and alternative methods of operations.

If an organization is to survive it must build for the future. The Young Farmer program is doing just that. It is providing a meaningful and effective way for the young farmer to participate as a part of—and not apart from—the total Farm Bureau. The discussion meet, queen contest and the statewide leadership conference are but a few of the activities offered in this program.

The Farm Bureau Women's program provides a place for all women of Farm Bureau to take part in a project or activity. Rural-urban meeting, information and understanding gatherings build for a better relationship between city and farm people.

No farmer can check the multitude of bills that are introduced in the legislative halls of our state and nation's capital. Farm Bureau, through its Legislative program, can and is doing it every day. Commission and Committee hearings are attended to make sure that the voice of the farmer is heard. Much of the strength of the legislative program lies in the active members of the county Farm Bureaus who are called on to help get people to support legislation.

No organization can survive without members. For the first time in the history of the Michigan Farm Bureau every county experienced a gain in membership in 1969.

If Farm Bureau is to remain the voice of the Michigan farmer, which I am sure that it will, it is important that we strive to continue bold, imaginative and aggressive programs. This will require that members give enthusiastic support to all matters of Farm Bureau policies for the coming year.

Carl Kentner



FARM PROGRAM OR WELFARE

Most observers of the farm scene are predicting major changes in farm policy for the 1970's. The big question is the kind of farm policy to expect and who will shape it. One thing seems quite certain—the old diehards who expect a continuation of the present program are headed for a big disappointment.

The growing demand for change is coming from many quarters—from consumers harried by high taxes and the high cost of living and from urban Congressmen looking for funds to pay for urban renewal, booming welfare rolls, air and water pollution, and increased federal aid to schools.

One of the dangers of this pentup frustration is that farmers may have to pay for the mistakes made by politicians in delaying farm legislation changes over the past 40 years.

For example, Professor Vernon W. Ruttan, University of Minnesota, addressing the annual agricultural industries forum at the University of Illinois, says that agriculture should be viewed as a "public utility" with prices adjusted in the interests of consumers to levels adequate to assure the supplies needed.

He also predicts that social and welfare goals of the farm population will be supported largely through programs applicable generally across occupational groups instead of through commodity price supports.

In other words, some farmers may be added to the general welfare rolls rather than receiving separate farm payments.

There is some basis for the professor's predictions. As long as farmers are forced by current programs to accept government payments as part of their return for production, they are on welfare.

And since farmers are a minority group, politicians will not be inclined to give any special consideration to the new welfare clients.

To some, this outlook may seem unrealistic, but consumerism is the "in thing" today and it doesn't make much difference whether it has a Republican or Democratic label.

Congressional committees are now holding hearings on farm legislation for the 1970's. The legislation coming out of these committees will be debated in the House and Senate. If the farm legislation proposed provides for a phaseout of direct government payments, establishes a fair system of price support floors related to market prices, and enables producing farmers to gear operations to the market system, Congress can justify its adoption and agriculture will avoid becoming a "public utility."

Creston J. Foster
American Farm Bureau Federation

MICHIGAN FARM NEWS

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PRESIDENT'S COLUMN

Keep It In Perspective

Working out in the field, with the good earth beneath your feet, the wind whooshing by, and the sky up there in all its bigness makes it hard to believe that nature could ever be abused and that it isn't anything else but a friend to the farmer. But it's not. Natural disasters for one, can destroy whole crops. And just the normal Michigan climate is tough enough on us farmers. There's an old saying in Michigan—if you don't like the weather, just wait a minute. It will change.

But out in the field sometimes nature is difficult to understand. And like many of the things in life, all of us need to bring things into their proper perspective before we can really work with them effectively. For instance, we farmers plan much of our work with the different weather each season brings us. The four seasons form the outline of our work plan. Of course, there's a whole lot more to farming than this, but the idea that knowledge is our best tool to do the best job really is the most effective formula to cure any ill.

Take pollution, it's hard for much of the public to get a good perspective of this problem, and consequently agriculture is being abused because of it. It's a problem of education, communication, and constructive action on everyone's part. No one individual or any one group of people is responsible, it's a problem for all mankind.

Pollution has become a social movement throughout the world. There's no doubt about it. Just read the papers, the magazines, watch television and listen to the radio of the reports of governmental and private agencies, from the college campuses to community social organizations. It's the spotlight of the times. As with most social movements a vast amount of information given is cloudy and half-truths, and untruths from the originators who never had the complete information to begin with. Subsequently bad information taken to the public shines a bad light on agriculture. In fact, many are advocating that all pesticides should be banned, because it is believed the farmer is totally irresponsible with the use of pesticides. Once more they believe that there are no controls anywhere for their use. Without regard to the farmers ability, state and federal regulations, and the enforcement thereof, the countless hours of research conducted for the public's safety, many people are irrationally advocating a complete ban on pesticides.

Farmers need to broadcast the truth about pesticides and pollution controls. The role of the farmer is to make himself heard in his community, to curb this growing misunderstanding from lack of the facts.

We need to balance the ledger.

Because of pesticides men can live. That's a fact.

Experts say, for example, that the concept of malaria eradication in those infested countries rests completely on the continued use of DDT. In many parts of the world DDT virtually saves thousands of lives each year because of its use. In Greece in 1955 they had one million malaria cases and 10,000 people died. Today, thanks to DDT the disease is almost nonexistent in that country. It is stated that in those malaria potential countries, (and that is much of the world 1.7 billion people), more than one billion folks have been protected from the disease.

Furthermore, the value of pesticides to higher crop production saves millions of lives from starvation each year.

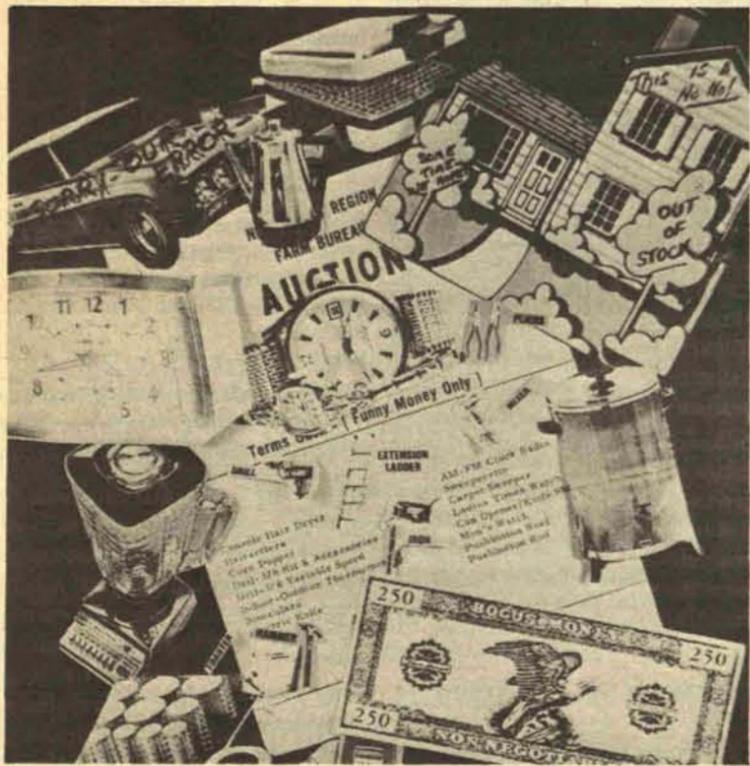
In Michigan, farmers support such combative organizations as the Michigan Department of Agriculture, the Michigan Department of Public Health, the Michigan Department of Natural Resources and the Water Resources Commission. And there's the newly dedicated Michigan State University Pesticides Research Center which provides facilities for research on pesticides in 16 departments.

This is only part of the story that so deeply needs to be told, heard and understood by the general public, so the many anti-pollution programs do more than create more problems for the man on the land and society.

— Elton R. Smith

IT'S MEMBERSHIP TIME IN MICHIGAN!

Funnee Moneee . . .



Bogus Bucks Add to Awards Parties

Each year, at membership time, Farm Bureau's Regional Representatives start loading their brief cases with bogus money (or funny money, or bogus bucks)—ready to be given out to membership workers following the annual Farm Bureau membership drives.

Bogus money — completely unofficial large size bills of various denominations with a picture of a Regional Representative in the center — is given to members for bringing in new members, renewals, for attending meetings and other incentive projects.

Many bogus money auction awards parties are scheduled. Rudy Rienbold in the Saginaw Valley Region has a victory party set up March 5 at the Country Squire Inn, Midland Plaza, at 7:30 p.m. The Northwest Region victory party will be held at the Park Place Motor Inn, Traverse City, March 7 at 12 noon. Dave Mead is the Regional Representative there.

Hugo Kivi and the counties in the Upper Peninsula will participate in an awards party March 7, 11 a.m. at the Chatham Township Hall. March 10 at 12 noon, Farm Bureau membership workers will gather at the Howell Recreation Center to attend the Central Region's victory party. Kenneth Wimmer is Regional Representative.

In the Southwest Region, Gene Greenawalt and his workers will celebrate at a victory party March 10 at 12 noon in the Van Buren County Farm Bureau building in Paw Paw. Dave Pohl, Regional Representative in the Thumb Region, has announced that a bogus money auction awards party will be held in the Sanilac County Farm Bureau building in Sandusky at 8 p.m., March 12. Membership workers will enjoy a victory celebration March 12 at 12:30 at the Hunt's Frontier City Winter Sports Center for the Southeast Region according to Don Ruhlig, Regional Representative. Up in the Northeast Region, LeRoy Brady, Jr. and his workers will celebrate at the Hillman School gymnasium at 8 p.m., March 14.

Ken Wiles, West Central Regional Representative, and workers in this area will meet March 17 at the Lincoln Township hall, north of Reed City at 1 p.m.

Refreshments will be served at all awards parties.

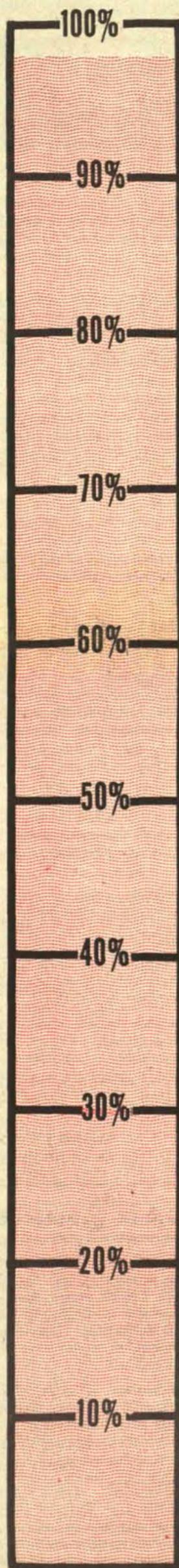
Auction awards are of many values, styles, sizes — in fact, something to fit each and every award category. There will be hair dryers, buffet skillets, travel irons, coffee makers, corn poppers, drills and many other mechanical tools, radios, clocks, carpet sweepers — in fact — you name it — you'll find it at the bogus money auction awards parties scheduled for your region.

A gain, again!

Forty-one county Farm Bureaus have reached their 1970 membership goal and are now members in good standing of the "Buckeye Roasters Club." A net gain over the 1969 membership has now been achieved. This means that Michigan has surpassed its AFBF membership quota for 1970, making it the first state in the Mid-West and the fifth in the nation to attain such success. This again proves Michigan Farm Bureau membership teams are doing a good job and that farmers are joining Farm Bureau.

With a little effort in many counties, Michigan could have every county a goal county.

1970 GOAL
55,560



98.23%

More "Buckeye Roaster" Members

Livingston	Jackson
Washtenaw	Missaukee
Ottawa	Isabella
Shiawassee	Antrim
Gladwin	Midland
Delta	Cass
Huron	Menominee
Osceola	Marq-Alger
Otsego	Baraga
Tuscola	

AT PRESIDENT'S CONFERENCE

Seventy three representatives from 34 counties met at the Annual President's Conference held early in February at Camp Kett. The conference is sponsored by the Michigan Farm Bureau Board of Directors. Plans and discussions pertinent to the future of County Farm Bureaus were a main part of the two day agenda.

Michigan Farm Bureau President, Elton Smith opened the conference as the keynote speaker. In his address he touched on the dues increase which will be effective in 1971. Smith said, "Last year we saw inflation grow at the fastest rate since immediately after World War II. I notice it in my farming operation and I am sure you and all Farm Bureau members do. Certainly in the Farm Bureau operation we feel it, too. If we are to buy supplies, carry on programs and keep competitive in wages for employees, more finances are needed. Members will recognize this need, if told the facts."

In keeping with the theme of the conference, "Focused on the Future," discussions were held on county programs. These included community groups, surfacing Young Farmer leadership, commodity survey and membership inventory, better member communications, and marketing.

A panel of the affiliate company managers previewed plans for the future of this respectful companies.

Time was given at the conference also to hold group discussions on such topics as, What help do we need as presidents of a County Farm Bureau in training of board members, program planning and working with committees.

"Buckeye Roaster" vests — bright red and white striped — were given to leaders from goal-busting counties recognizing them for their work in promoting memberships. These so-honored leaders (by virtue of wearing the vest) were relieved of all K.P. duties and were given special attentions by others attending.

Claude de St. Paer, Assistant Program Director of the American Farm Bureau Federation closed the conference speaking on the topic, "The County Farm Bureau." He said, "As a county president, you are a key in Farm Bureau. You have an important position. Remember there are others to help you — ask them — get them involved. The strength of Farm Bureau lies in an active, dedicated membership."



COUNTY FARM BUREAU LEADERS . . . attending the President's Conference at Camp Kitt recently were proud to wear the red and white striped vests given to them in recognition of their goal-making membership counties. Seated, left to right, Bud Boyd, Osceola; James Roberts, St. Joseph; Newell Dean, Kalamazoo and Steve Janicek, Shiawassee. Standing, left to right, Edwin DeWitt, Chippewa; Arthur Bailey, Kalamazoo; Harold Engel, Saginaw; Tom Kopaczewski, Arenac; Robert Verellen, Macomb and James Quisenberry, Montcalm.

MAFC Schedules Series of Clinics

The Michigan Association of Farmer Cooperatives, (MAFC), in cooperation with the Agricultural Economics Department of Michigan State University and the Michigan Department of Health, will sponsor a series of clinics and workshops for managers and directors.

A tour of the Upjohn Pharmaceutical Company will follow the Kalamazoo clinic on March 3, and on March 4 the Jackson clinic will tour the Goodyear Tire Company. The largest mushroom farm in the world will be the highlight of the Dryden clinic on March 5.

The scheduled program for March 3, 4, and 5 will include presentations on the outlook for agriculture and cooperatives; air pollution and cooperatives and its control aspect; successful ideas used by cooperatives; legislation affecting cooperatives; and the triangle of management and directors for cooperatives.

Managers and Directors will learn about financial planning for co-ops in Ubyly on March 12. This clinic is designed to acquaint cooperative leaders with the balance sheet, and if successful, will be presented in other areas.

On March 31, the new cooperative store at Pickford will be the site of the Upper Peninsula clinic.

A new "Managing for Profit" clinic is planned for Boyne City, April 1 and 2. This workshop will aid those in the cooperative with management responsibilities, and is aimed at teamwork of agribusiness firms.



1970 FARM BUREAU SERVICES, INC. BOARD OF DIRECTORS — members are seated, left to right, Eugene Roberts, vice president, Missaukee County; Elton Smith, president, Kent County and Dean Pridgeon, third member of the Executive committee, Branch County. Standing, l. to r., are Kenneth Bull, Muskegon County; John Converse, Calhoun County; A. E. Licht, Huron County; Martin Bauer, Saginaw County; Walter Frahm, Saginaw County; Loren Gettel, Huron County; R. P. Yost, Washtenaw County; David Morris, Eaton County and Harvey Leuenberger, Saginaw County.

Farm Bureau Services Expands Volume Incentive Program

Farm Bureau Services Expands
The Farm Bureau Services branch stores pilot incentive program has been pronounced a success by Don Armstrong, Manager of the Retail Division, Farm Bureau Services. The pilot program, in effect since January 1 at the Saginaw, Bay City, Pinconning, and Sterling Branches will now be available throughout all branch owned Farm Bureau Services stores.

The pilot program showed important savings were possible to

Farm Bureau members doing a minimum volume of \$5,000 in combined purchases and commodities marketed. They were able to achieve their incentive dollars according to the following scale: \$5,000 to \$15,000 at 1%; \$15,000 to \$40,000 at 1½%; \$40,000 to \$60,000 at 1¾%; and \$60,000 and up at 2%.

Farmer patrons benefit through their Farm Bureau membership by increasing total efficiency of their company, and by improving their own profit picture. Farm

Bureau Services is able to make better purchases for its patrons with the increased volume. The incentives are paid in non-transferable certificates, redeemable against the purchase of products handled by Farm Bureau Services Branch outlets.

"Through this incentive program, more savings will be available to Farm Bureau members — patrons — one more recommendation for trading at local Farm Bureau Services branch stores," said Armstrong.

Farm Leader, Fred J. Harger, Dies in Florida

Long time Michigan Farm Bureau member and friend to all farmers, Fred J. Harger, died at his Florida home February 10. The late Mr. Harger served on the Farm Bureau Board of Directors in 1926-28 and was one of the incorporators of the Central Farmers Fertilizer Company in Chicago. Michigan Farm Bureau presented a Distinguished Service To Agriculture Award to Mr. Harger in 1957 at their Annual meeting.

In recognizing Mr. Harger's many contributions to agriculture and his years of service on the board, the Award read "given for his work in Farm Bureau as a builder of men." He was also cited for his many years as manager of the Stanwood Cooperative Association and manager of the Farm Bureau Services first branch elevator and supply store in Saginaw.

In 1938 Mr. Harger was made supervisor of 10 branch elevators and 13 farm cooperatives under Farm Bureau Services management. He was also in charge of the construction of the Saginaw 48,000 ton capacity fertilizer manufacturing plant. He was named manager of the plant and staffed it.

Mr. Harger retired in August, 1952, as Director of Fertilizer Manufacturing.

Mr. Harger, who was 88 years old, had lived in Sarasota, Florida, since 1956.

MIDLAND FARM BUREAU MEMBERSHIP AND INSURANCE BUILDING DEDICATED



LOCATED IN A BOOMING Commercial-residential area on the town's East side, the Midland office represents a new concept in membership insurance operations.

Four months ago, Farm Bureau members in Midland didn't have a county office. Today, they do . . . and the telephone never stops ringing.

Members and customers in the area have been quick to take advantage of the new facility which was opened for business in mid-November last year. Mrs. Pat Hopkins, office secretary, reports more and more policyholders are stopping in to pay insurance premiums—and Farm Bureau groups within the county are using the office meeting rooms on a regular basis.

" . . . And I never dreamed we would be getting so many phone calls, so soon," she said. The facility represents a new concept in relationships between Michigan Farm Bureau and Farm Bureau Insurance Group. Unlike most County Farm Bureau offices, the Midland operation is financed by the insurance companies even though all county membership activities are conducted in or through the new office.

Located at 910 Eastlawn on

Midland's East side, the new membership and insurance office was officially dedicated at an open house held January 18. The 200-plus people in attendance included a large delegation from the Lansing Home Office, Midland's Mayor and two city councilmen.

The offices consist of three large rooms within a new "professional" building in a convenient suburban area. Two doctors share the building.

Ideas for the insurance-financing concept came from the Midland County Executive Committee. After working for several months with the local insurance agency manager and staff employees from Michigan Farm Bureau and Farm Bureau Insurance, the County Board submitted a proposal which was approved by the State Board of Directors.

Under this type of agreement, the insurance companies are required to pay all operational costs, including leasing, secretarial wages, utilities and a full employee benefits program. The

county organization pays a flat \$2 per-member fee for membership services handled through the office. Administration of the Blue Cross-Blue Shield program, membership promotion, and maintenance of County records, for example, are handled by Mrs. Hopkins, under direction of the Midland County Executive Committee.

Previously, most County Offices had been established on a different financial basis. All costs in these operations are borne by the County — and Farm Bureau Insurance Group pays for services rendered on its behalf.

The new concept of insurance-financed offices, however, offers an opportunity for counties which lack the number of members or financial budget necessary to fund a full time facility.

This was the case in Midland—and the new plan is already paying off. This year, for only the second time in 12 years, membership workers have met and exceeded their goal. At last count, the roll numbered 430.

More Midland farmers are becoming acquainted with the service their County organization can provide and member-policyholders are responding positively to the benefits of having their own service office.

Membership is growing and Farm Bureau Insurance Assistant Manager Don Greanva anticipates further expansion of member services in the near future. "We plan to recruit six additional Career Agents for this office during 1970," he said. Midland County has a tremendous growth potential, and we intend to stay on top of the need."

Eleven Michigan Congressmen Vote Inflation Control

"If the veto had not been sustained, the word would have gone abroad that this government cannot indeed control its expenditures and the battle against inflation would be lost," said Congressman Edward Hutchinson, of Michigan's 4th District, regarding the House vote to sustain the President's veto on the bill making appropriations for the Departments of Labor and Health, Education and Welfare, and the O.E.O.

Michigan Farm Bureau had urged Michigan Congressmen to uphold the veto, calling the bill "inflationary and not well planned." Farm Bureau also deplored the "pressure of lobbying paid by public funds."

The vote by Michigan's 19 Congressmen showed 11 supporting the President's action and eight in opposition.

Congressman Al Cederberg, of Michigan's 10th District, said — "This was not a vote for or against education, but a vote against inflation. We are all suffering from the effects of inflation and our schools are the prime victims. Cederberg said he felt this was the "best possible action the President and the Congress could take for the benefit of all Americans. I appreciate Farm Bureau's support for this action."

The effort to override the veto was heavily lobbied by people on public payrolls throughout the nation, many of whom spent days in Washington in an organized effort to stampede Congress.

"I have too much confidence in the electors of my District," said Congressman Garry Brown, of Michigan's 4th District, "to think that they would be gullible enough to swallow the political antics of such partisans."

Congressman Marvin Esch, of Michigan's 2nd District, says — "The vote was not a vote for or against the future of our children." The Michigan Education Association headlined the report on the vote of Michigan Congressmen as being "Yes" or "No" to education.

Since the veto was sustained in the House, the bill did not go to the Senate for a vote on the veto.

Here's the Michigan delegation's vote on overriding the President's veto. A NO vote supports the veto.

DEMOCRATS		REPUBLICANS	
John J. Conyers Jr. (Detroit)	Yes	Marvin L. Esch (Ann Arbor)	No
James G. O'Hara (Utica)	Yes	Garry Brown (Schoolcraft)	No
Charles C. Diggs Jr. (Detroit)	Yes	Edward Hutchinson (Fennville)	No
Lucien N. Nedzi (Detroit)	Yes	Gerald R. Ford (Grand Rapids)	No
William D. Ford (Taylor)	Yes	Charles E. Chamberlain (East Lansing)	No
John D. Dingwell (Detroit)	Yes	Donald W. Riegle Jr. (Flint)	No
Martha W. Griffiths (Detroit)	Yes	James Harvey (Saginaw)	No
		Guy Vander Jagt (Cadillac)	No
		Elford A. Cederberg (Bay City)	No
		Philip E. Ruppe (Houghton)	Yes
		William S. Broomfield (Royal Oak)	No
		Jack H. McDonald (Detroit)	No

Legislative Action Summary



capitol report

By
Robert
E.
Smith

The last of Farm Bureau's eight Legislative Seminars will be held in mid-March. The Seminars are attended by County Farm Bureau leaders representing the County State Affairs Committees, National Affairs Committees, Women's Legislative Chairmen, County Young Farmer Chairmen and County Presidents. The purpose is for county leaders to meet with their Legislators and discuss various issues in view of Farm Bureau policies. The attendance has been excellent from both Farm Bureau leaders and Legislators.

The Legislature faces a staggering paper workload this year. There were 4,055 bills, including various resolutions, introduced last year, most of which carry over into this session. It is estimated that 2,000 new bills will be introduced this year. In addition, there will be the usual hundreds of resolutions. The total of bills, resolutions, etc. could easily number over 6,000 this year. Some of the general areas follow:

EDUCATION AND TAXATION

The school aid act, S. 1082, is the focal point. It carries over from the fall legislative session. Little has been accomplished so far; however, as this is written, the "Spencer Plan" is receiving serious consideration as a substitute.

It will be recalled that Farm Bureau testified in favor of this program a year ago at a public hearing.

The Farm Bureau Board of Directors, meeting in Lansing on February 20, went on record as continuing to support the Spencer program. While there are various programs before the Legislature, it comes as close to Farm Bureau's approach as appears to be possible and still have a chance of passage. Many Legislators support the concept, but are fearful of the additional taxes that would be needed to pay for the property tax relief.

The program has been updated from last year and would include state aid for the building of school facilities and for debt retirement. This would be accomplished by guaranteeing each district that each mill that it raises for this purpose would yield \$30. The program provides for \$500 per pupil of state aid if the district raises ten mills for operation purposes. Any millage between 10 and 20 mills would be on the basis of a \$30,000 S.E.V. or, in other words, would guarantee a \$30 yield for each mill. The district, by vote of the electors, would have the opportunity to replace the property tax above 10 mills with up to a 2% personal income tax, in which case the state would guarantee \$150 per pupil for each 1% of income tax.

In order to finance the state's share of the cost of schools under the program, it would be necessary to raise the state personal income tax from the present 2.6% to 4%, with proportionate increases in the corporate and financial institution income taxes. It is estimated that the average farm family of four, with an assessed valuation of \$30,000, would have a property tax reduction of \$577; and if the family income were \$10,000, the income tax would be \$177, meaning a net decrease of \$400. Using state averages (24 mills operation and five mills capital outlay) it is estimated there would be a net average reduction of property taxes of 16.5 mills.

This program is based on a maximum expenditure of \$800 per pupil for operating purposes. If the Spencer substitute is adopted, it is possible that the total amount will be scaled down by the Legislature.

S. 1084 is another key bill to be considered. In its original form, it would have removed all the property tax credits, which were part of the tax reform package passed in 1967. These credits against income tax, for most farmers, mean the equivalent of three mills property tax. This bill has been modified, but would still mean a considerable cutback of tax credits for most farmers. Farm Bureau's position is that the credits should not be removed unless some reform program is adopted which will relieve property taxes.

H. 2533, which passed the House last year, providing for considerable property assessment relief if the property is zoned agricultural, is alive in the Senate. Farm Bureau will drive for some version of this legislation.

The Governor is expected to name a 20-30 man commission, which will study land use in Michigan, including property taxation policies as related to land use. Farm Bureau is recommending names to be considered for appointment.

Two school reorganization bills are being considered—both considerably different than recommended in the Governor's school reform program. One, a substitute to H. 3883, provides for the creation of a seven-member State Reorganization Committee, which would have the responsibility of developing and publishing guidelines for reorganization of K-12 districts. Provision is made for the annexation of the remaining non-K-12 districts in the state. The State committee must also submit "curriculum guidelines and basic standards to constitute a minimum comprehensive offering for each reorganized district shall have the potential to provide" to the Legislature before January 15, 1971. The Legislature would have the opportunity to reject the guidelines. Much of the reorganization planning would be left to the districts providing it met with the established guidelines.

The other reorganization bill is H. 3141 and deals with reorganization of intermediate school districts.

Farm Bureau's policy on reorganization, as adopted by the voting delegates, is that school finance reform should come first, assuring equity in the cost of education and, further, that any required reorganization should be delayed until assessment and evaluation testing provides factual information as to the quality of present education programs.

FARM LABOR

Literally dozens of bills are alive, either as carry-overs from last year or new requests. They range from amendments to the workmen's compensation law to bills increasing the minimum wage, bringing agriculture under the State Meditation Board, unemployment compensation, migrant housing regulations, etc., etc.

The House did return to committee two bills that were on the calendar—one on minimum wages and the other on farm labor contractors.

Governor Milliken has requested \$150,000 for migrant housing, to be matched with possible \$300,000 federal money. Farm Bureau is working with the Governor's office to help determine the proper approach to this problem, depending on the federal requirements. Farm Bureau policy supports matching funds to farmers to assist them in upgrading of migrant housing facilities and also the exemption of migrant housing from property taxation.

Michigan Farm Bureau has also been active on national labor legislation. This includes a trip by Michigan Farm Bureau leaders in support of the Murphy Farm Labor Bill, which is most nearly in line with Farm Bureau policy; and to oppose S. 8, the bill that would bring agriculture under the NLRB.

MASA Manager, M. J. Buschlen, also represented Farm Bureau in Washington at a meeting of the National Council of Agricultural Employers. A conference was held with U.S. Assistant Secretary of Labor Arnold Weber. Efforts were being made to modify the present highly restrictive migrant housing regulations. Other items of discussion were the adverse effect wage rates, payment for employment of youth under 16 years of age and other numerous problems that face agriculture under the Fair Labor Employment Standards Act.

AGRICULTURE

Farm Bureau's marketing bills are all alive, with others to be introduced, including H. 3332, which will require processors of fruit and vegetables to make payment within 60 days unless otherwise agreed. This has passed the House and is alive in the Senate. Other marketing bills include one to require processors to announce a price; another to permit marketing association fee deductions; another to require the filing of contracts used by fruit and vegetable buyers with the Department of Agriculture and still another bill will provide for the bonding of poultry buyers.

Other Farm Bureau-supported legislation will include the voluntary registration of feed yards used for feeding out thin female cattle over 18 months of age coming from auctions (does not affect regular livestock feeders). Another bill will permit calfhood vaccination after three months. Many bills do not yet have numbers.

Progress has been made on funding of new research for the navy bean blight and root rot, and also research on other cash crops used with beans in rotation, such as sugar beets.

Those promoting dairy legislation to lower the butterfat content from 3.5% to 3.25% have withdrawn the bill due to the opposition of Farm Bureau and the dairy industry.

Another dairy bill introduced, which has merit, would permit the manufacture of a low-fat butter spread to compete with the soft margarine spreads.

S. 1168 creates a new Potato Commission to replace the Potato Council. The new state agency is set up in a manner similar to the Bean Commission except it does not contain escape clause provisions. The assessment would be 1¢ per hundred pounds of potatoes on both growers and shippers instead of the present per acre assessment, which has been declared unconstitutional.

Farm Bureau is presently involved with new wine regulations recently promulgated that may well affect Michigan's grape industry.

Meat inspection is another must this year. The Michigan law needs to conform with federal requirements. All that is lacking is to require full inspection of the processing plants and processed meats. Slaughterhouses have been covered by full inspection for some time.

S. 1124 has been introduced to carry out Farm Bureau policies to permit inclusion of poultry meat in certain finished meat products except for pork sausage, hamburger and ground beef.

This resume is limited at best and does not cover numerous other types of legislation that involve Farm Bureau policies. Every Farm Bureau member is urged to write his Legislator in support of Farm Bureau policy on any legislation.

Notes From All Over



1970 — BOARD OF DIRECTORS — FARMER'S PETROLEUM COOPERATIVE, INC. (Left to right) — back row — Dean Pridgeon, Branch County; Harold Schutte, Arenac County; Wm. Brewer, Clare County; Wesley Prillwitz, Berrien County; Kenneth Bull, Muskegon County and Harvey Levenberger, Saginaw; (Front row) — Eugene Roberts, Missaukee County, Vice President; Carl Heisler, Calhoun County, President and David Morris, Clinton County, member of Executive Committee.



STUDENTS FROM OGEMAW HEIGHTS HIGH SCHOOL . . . West Branch-Rose City area, Ogemaw county, attended a legislative seminar with their legislative committee early in February. They met with their state representatives, Rep. George A. Prescott, (R), 102nd Dist., and Sen. Robert L. Richardson, (R), 35th Dist. Students attending were Marsha Gildner, Sue and Randy Wangler, Larry and Stanley Kartes, David Green and Mark Hennen.

Glenn Lake, president of Michigan Milk Producers Association, has been re-elected president of the National Milk Producers Federation. Lake, who has served in this post since 1960, also heads several other state and regional organizations. Michigan Farm Bureau accepted a certificate of appreciation from MMPA, for their service to agriculture, at MFB's annual meeting in November.

A grant of \$178,507 to study pesticides in the environment has been awarded to Michigan State University by the National Institute of Health. The grant is part of continued funding by NIH for MSU scientists to study the relationship of pesticides in soil, water and plants. According to Dr. Gordon E. Guyer, Director, MSU's Pesticide Research Center, the funds will be used to study "the transfer of pesticides through man's environment and the potential hazards to his well-being."

"Food For Us All" is the title of the new U. S. Agriculture Department's year book . . . available now by writing to "Food For Us All," Superintendent of Documents, Washington, D. C. 20402 and enclosing \$3.50. The book has three sections: Food From Farm To You, 93 pages covering the economics of food, from field to super market; 160 pages on Buying and Cooking Food and another 100 pages on the nutrition and planning of using food in Food and Your Life.

Secretary of Agriculture Clifford Hardin has said, regarding the book, "This yearbook has valuable information for everyone interested in good nutrition. It will help us choose foods for health and vigor. It gives shoppers hints on how to get more for their food dollars. It describes how food wholesomeness, quality and purity are safeguarded. It tells the importance of our national role in helping feed hungry nations and aiding them to develop their agriculture as a major stride towards economic development.

"In short, it provides bases, solid nutritional information needed by every consumer. What's more, I hope and believe it will be a useful gadfly to the American conscience. May it whet the appetite for every reader for action and achieving the goal of 'Food For Us All.'"

Deadlines are coming up fast for three of the 1970 Michigan Week state awards programs . . . Agricultural Development of the Year, Community Achievement of the Year and Product of the Year. Winning entries from Michigan's 16 regions must be at the Michigan Week state office by Friday, March 13. The state award will be presented during Farmers Week, March 23-27, at Michigan State University. "Come Back to Michigan" is the call this year . . . inviting all Michigan residents to issue an invitation to everyone who claims Michigan as their birthplace or home to make May 16-23 the biggest homecoming ever. Each county will be asked to name a Reunion Chairman to coordinate homecoming events within the area. "Michigan, Land of Hospitality" is again the Michigan Week theme. Robert J. Hutton, President of the Standard Federal Savings and Loan, Detroit, is General Chairman.

President Elton R. Smith represented Michigan Farm Bureau at a reception for Michigan State University President Dr. Clifton R. Wharton and Mrs. Wharton. Guests at the reception, (sponsored by the Michigan Agricultural Conference) also heard from Robert Craig, President of the Future Farmers of America; Henry Jennings, Michigan's Outstanding Young Farmer for 1969; Henry T. Nelson, president of the Michigan State Horticulture Society and Frank Merriman, MSU trustee.

In his response at the MAC gathering, Dr. Wharton noted his interest and background in agriculture and cited the contributions agriculture has made to the state.

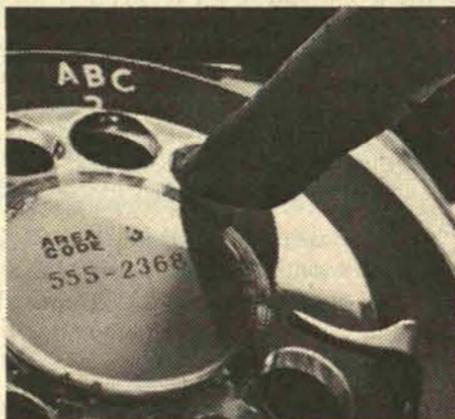
Mrs. Wharton was presented with agricultural products representative of their respective organizations.

Harold Blaylock, Vassar, has been elected president of the Michigan Agricultural Conference. The MAC is an organization of some 54 groups directly or indirectly associated with agriculture in Michigan.

Mr. Blaylock farms 240 acres and has about 80 cows in his dairy herd. He is active in Farm Bureau and in 1968 received a Distinguished Service to Agriculture Award at the annual meeting.

It's always pleasant to hear of a marriage that is 50 years young. Mr. and Mrs. Herman Howisen, long-time active Farm Bureau members from Washtenaw county, will observe their Golden Anniversary, Sunday, March 8, from 3 to 5 p.m. The reception will be held in the Washtenaw County Farm Bureau building on Saline-Ann Arbor road. The many friends of the to-be-honored couple are invited to attend and extend their good wishes to Herm and "Skeeter" Howisen.

The 1970, 6th Annual Farmers and World Affairs Conference is scheduled for March 2 and 3 at Wesley Woods Camp, near Hastings. Topic for the meeting this year is **Marketing and World Trade, As it Affects the Farmer**. Farm Bureau members and staff will participate in the conference.



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"Shoulders To The Wheel" . . .

February and March brings the maple syrup season and time to get us back in shape for the spring work that follows. March is also the time to determine who receives our Marge Karker Farm Bureau Scholarship monies for next year. The question has been asked, can anyone contribute money to this fund or does it have to be a community group? The answer is, that any individual or group who so desires may add to this fund any time. The more money we have invested in Michigan State University the more interest we will have each year to give in scholarships, so if you or your group has some money, it will always be welcome.

Your State Farm Bureau Women's Committee met recently. This is a group of capable, friendly ladies who are willing and able to help you in your counties if you just ask them to. We spent two full days listening, doing business and planning projects for our many members. Does your group have a special project need? Have your county women's chairman suggest it to your district chairman, who represents you on the state committee. We welcome any suggestions. *"The purpose of the Farm Bureau Women's Committee is to increase participation and expand the activities of women in our organization—county, state and national."* So, any way we can increase participation is a step in the direction we want to go.

Let's do more in public information and understanding this year as we have our rural-urban meetings and as we meet with other urban groups. Farm Bureau policies for 1970 read: *"There is need for better understanding of agriculture and its remarkable contributions to the growth and development of this country. The public has a great stake in a healthy, prosperous, and efficient agriculture. All Farm Bureaus should review and strengthen their relationships with other groups without compromising basic principles."* This is but a portion of the complete policy, but if we do a good job with this much, maybe we can stop some of the grumbles against the farmer. This poem by Nick Kenny, "Grumblers", can give us all a reason for doing a good job.

Have you noticed that people who grumble
at each bit of trouble or strife,

Are the ones who should really be thankful
For the good things they get out of life?

But instead of just counting their blessings
And thanking the good Lord above,
They go through life fussing and fuming
With no time out for brotherly love.

On the other hand those who have nothing,
And whose chances of fortune are dim,
Have a tolerant smile for the grumbler
And thank Heaven that they are not him.

— Mrs. Jerold (Maxine) Topliff

MRS. CARLTON BALL PASSES

Word was received in the Farm Bureau office of the death of a former State Women's Committee Chairman, Mrs. Carlton (Ruth) Ball of Albion, Calhoun county. Mrs. Ball and her family have been active Farm Bureau members for many years, all of them serving in many local and state positions. Mrs. Ball was a former teacher and county Board of Education member, was active in 4-H, her church and civic and social organizations.



WOMEN TO CONDUCT NEEDLECRAFT CONTEST

Many County Farm Bureau Women's Committees will be promoting a Sewing and/or Crafts contest during the next several months. All Farm Bureau women are invited to participate in the project. We hope it will interest many women who have not been involved in Farm Bureau women's activities previously.

Activity on the project will be at the county level. County Women's Committees or especially appointed committees will determine the details of the county contest. It could include sewing, tailoring, crocheting, knitting, embroidery, needlepoint, rug making, quilt making, as well as ceramics, and any other crafts counties wish to include.

All entries must be from a Farm Bureau member or a member of a Farm Bureau family, and should be made during the year ending in October, 1970. Counties will determine their own judges, judging standards, and prizes.

There will not be contests at the state level. Neither will there be state judging and prizes. Instead each interested county is invited to have one article of clothing for a state style review, and one item in a display, both of which will be part of the State Women's annual meeting in November, 1970.

A needlecraft contest was conducted by several County Women's Committees last year. The Sewing and Crafts contests being promoted this year by the various counties will be similar, but will include more different kinds of crafts. We hope many Farm Bureau women will be participating in this project. Contact the chairman of your County Farm Bureau Women's Committee for more details of the project in your county.

Wesley Woods Holiday Camp

Farm Bureau Women of Districts One and Two announce their plans for a Holiday Camp to be on April 1 and 2 at Wesley Woods, in Dowling, Michigan. All Farm Bureau women — and non-members also — are invited to attend this two-day meeting both for information and education, and also for sociability. We hope Farm Bureau women all over Michigan will make their plans to attend this camp, and invite their neighbors, too.

The cost of \$7.50 per person includes one overnight lodging, four meals, instruction, entertainment, and registration. Those who can attend only one day's meeting may purchase individual meals. Bring your own bedding and towels. Dress is informal, and those planning this holiday are providing for much hospitality and enjoyment for all who can attend.

Reservations should be made in advance. You may fill in the reservation blank on this page and return it by March 23 to Michigan Farm Bureau office, Attention: Helen Atwood, 4000 N. Grand River, Lansing, Michigan 48904. It is not necessary to send money with this reservation.

PROGRAM HIGHLIGHTS

The meeting begins at 10:00 a.m. on Wednesday, April 1 after attendants have registered and been served coffee and rolls. The Wednesday forenoon program will be devoted to Citizenship — projects of interest to women and how to conduct them — led by Helen Atwood, Coordinator of Women's Activities, Michigan Farm Bureau.

The Wednesday afternoon program will include a presentation by Jerry Campbell of MACMA (The Michigan Farm Bureau Marketing Association) on the Farm Labor situation in Michigan. The women also will hear an outstanding speaker on the subject of "A Quality Environment". Instruction in various crafts will be given on Wednesday afternoon.

Following dinner, a Vesper Service will be conducted by the women. Jan Vosburg of Climax will tell about his recent fascinating trip around the world as a member of the Kellogg Program. A "tasting" party will complete the evening program.

We will be honored on Thursday (April 2) forenoon to meet Mrs. Myrtle Oxender of Constantine, Michigan's Mother for 1969, who will tell of this project and her eventful year as Michigan's outstanding mother. Also part of this Thursday morning program will be a "Market Basket" presentation by Carl Kentner and Gary Kleinhenn of the Information Division, Michigan Farm Bureau.

The Thursday afternoon speaker will be Frederick Reddell, Sr. of Harbert, Michigan, who spent five weeks in the Holy Land last summer. His subject will be "An Archeological Dig". He will also show colored slides.

Reservation for Holiday Camp
at Wesley Woods, Dowling, Michigan
April 1 and 2, 1970

Name _____

Address _____

The following women will accompany me _____

Please indicate approximate time of arrival _____

Time of departure _____

Reservations are due in MFB office, Lansing, by March 23.

1970 Heritage Tour

Hawaiian Tour

Departing — August 13

Visiting 4 Islands—Oahu—Kauai—Maui
and Hawaii

Alaska Cruise / Tour

Leaves: August 13

Returns: August 28



MICHIGAN FARM BUREAU

4000 N. Grand River Ave.
Lansing, Michigan



GIFTS OF APPRECIATION — one of them an attache case — were presented to 1969 Young Farmer Chairman, Larry Karsten at a recent Young Farmer meeting. Larry was also Y.F. representative on the Farm Bureau Board of Directors. Dan Reed made the presentation.

YOUR FARM BUREAU IN ACTION



MICHIGAN FARM BUREAU'S PUBLIC AFFAIRS . . . Division personnel are the official hosts of the Legislative seminars. Dan Reed, secretary-manager of MFB, standing; Robert Smith, seated center, Legislative Counsel and Dale Sherwin, Jr. Legislative Counsel, introduce the many state legislators that attend the seminars and hold an open discussion period following each noon luncheon.



SEN. L. HARVEY LODGE, (R), DIST. 17 . . . now serving his 3rd term and Rep. James N. Callahan, (D), 83rd District, agreed that the opportunity to exchange ideas with their constituents is time well spent.



THOMAS THATCHER, CLERK OF THE HOUSE . . . Beryl Kenyon, Secretary of the Senate, Sen. Gordon Rockwell, (R), 25th District, serving his third term and F. A. McCallum Assistant to Sen. Emil Lockwood, attended the February 7 Legislative Seminar.



SEN. HAROLD W. HUNGERFORD, (R), DISTRICT 24 . . . and Rep. Richard J. Allen, (R), 88th Dist., are both serving their first terms in the Legislature.



REP. WILLIAM HAYWARD, (R), DISTRICT 68, 6TH TERM; . . . Rep. Donald E. Bishop, (R), Dist. 63, second term; Rep. Clifford H. Smart, (R), 60th Dist., 3rd term and Rep. Phillip O. Pittinger, (R), 2nd term, Dist. 58, serve on many committees in the House of Representatives.



REP. WILLIAM S. BALLENGER . . . (R), Dist. 87, (first term); Rep. Thomas L. Brown, (R), Dist. 57, (second term) and Rep. Jim Brown, (R), Dist. 59, visited with constituents from their districts at the Feb. 7 seminar.



NELLIS J. SAUNDERS, (D), DISTRICT 11, is one of six lady Representatives in the House. She is serving her first term and is on several committees.



MICHIGAN FARM BUREAU PRESIDENT ELTON SMITH . . . answers questions during the 2 discussion periods at the Presidents Conference held at Camp Kett.



FOUR "BUCKEYE ROASTERS" . . . wear their vests with pride at the Presidents Conference (left to right) Bill Boyd, Edwin DeWitt, Franklin Schwidweson and Arthur Bailey.

Freedoms Foundation Essay Contest Feb. 22 To March 23

"What I Can Do For My Country" is the theme for the third annual Freedoms Foundation Eighth Grade Essay Contest sponsored by Farm Bureau Insurance Group. The contest, open to all Michigan eighth grade level students, began February 22, George Washington's Birthday, and will end March 23.

Examining what America is, and what today's youth can do for America tomorrow, is the purpose of the essay . . . promoting action and not reaction. Last year Freedoms Foundation conferred the George Washington Honor Medal Award on Farm Bureau Insurance Group for a similar 1968 contest.

First, second and third place essayists in each participating school will receive historical parchment documents of: The Declaration of Independence; The Constitution; and an Indian Treaty ceding Mackinac Island to the British.

In last year's contest, 68 Michigan schools and 900 students participated in the contest. At this time over 180 schools will encourage their students to compete.

First place essays from each school will be forwarded by Farm Bureau Insurance Group to finalist judges: State Supreme Court Justice John R. Dethmers; Marvin L. Esch, Congressional Representative for Michigan's Second District; Guy VanderJagt, Michigan's Ninth District Congressman; and Charles E. Chamberlain, Congressman for Michigan's Sixth District.

An all expense-paid trip to Washington, D. C., for four days and three nights will be awarded the State's top essayist, the student's parents and teacher. Engraved flag sets will be presented to the top State essayists and their schools. Their essays will be forwarded to Freedoms Foundation for entry into national competition.

Any of 300 Farm Bureau Insurance Group representatives operating in 52 offices throughout Michigan can be contacted for further information.

Freedoms Foundation is a nonprofit, nonpolitical, nonsectarian, educational organization created to achieve a better understanding of the basic principles underlying the Republic and to encourage Americans to be more articulate about freedoms in today's America.

. . . STAFF CHANGES . . .



DALE A. SHERWIN

Dale A. Sherwin, Assistant Legislative Counsel and a member of Michigan Farm Bureau's Legislative staff since November 1966, has joined the American Farm Bureau Federation Legislative staff in Washington, D.C. Dale assumed his new position March 1.

Dale began his Farm Bureau career as a regional representative in the Southeast area in 1962. He has served on both the Upper and Lower Peninsula Michigan Farm Bureau Citizenship Seminar committees and been active in the PEP program (Political Educational Program).

The Sherwins and their four children live in Grand Ledge and are active in their school and the Grand Ledge Baptist Church. Mrs. Sherwin and the children will move to Washington in the near future.



CARL P. KENTNER

Carl Kentner, a long-time employee of Michigan Farm Bureau, has been named Manager of the Information Division.

Until recently, Mr. Kentner was responsible for communications and public relations. In his new position he will assume responsibility for all areas within the Information Division including Office Services and editorship of Michigan Farm News.

During his almost twenty years with Farm Bureau, Carl has held the position of county organizational director, regional representative, branch manager for Farm Bureau Services and director of the Office Services Department.

Carl, his wife, Doralee, two sons and two daughters reside in Lansing.



ROBERT DRISCOLL

Robert Driscoll, Regional Representative for the West Region, has accepted the position of Director of Broadcast Services for Michigan Farm Bureau. Bob is a native of Iowa and he and his wife and family now live in Grand Rapids.

Before joining Farm Bureau, he was Radio Farm Director for station WBCM, Bay City.

Bob is a graduate of Brown Institute of Broadcasting, Minneapolis. He was staff engineer at WLEW, Bad Axe, staff engineer, WAOP, Otsego before joining WBCM.

Bob replaces Jerry Peterson who has joined the Kansas Farm Bureau as Associate Director of Information Services.

News and Views On The Retail Food Market

FARM BUREAU WOMEN BEGIN PROJECT "MRS"

Farm Bureau Women under "Project MRS" have volunteered to collect information on food at the retail level. The efforts of the women will be coordinated by the Michigan Farm Bureau and by the American Farm Bureau Federation.

Women are naturally conscious about availability of foods and their prices, says a Farm Bureau spokesman, but probably no one has ever organized and coordinated the vast amount of shopping experience that the women have.

"BRAND AND LABEL SURVEY" IS FIRST PART

Prices are a major concern. But, price comparisons are meaningful only when products are comparable. To establish a list of comparable products, the Farm Bureau Women will first survey their local grocery stores to determine which brands and labels are available.

Branded and labeled foods are often different in form and net weight of contents in the containers. Each factor affects pricing. Assembling lists of available products under different brands and labels will make price comparisons meaningful.

RETAIL PRICE SURVEY IS SECOND

Collecting price information in many different locations will help in determining the generally accepted level of prices on certain foods. Changes in food prices over a period of time are also of concern. Widespread advertising and promotions can be evaluated with accurate price information. This is an area of special concern to agricultural commodity groups.

DIST. FARM BUREAU WOMEN TO HAVE KEY ROLE

Michigan's 13 District Farm Bureau Women's chairmen will explain the project to volunteers at the county level. Women involved in the project will be known as "price tag watchers" or popularly, "PTWs".

The price tag watchers will receive survey forms and instructions from the District Farm Bureau Women.

COOPERATION ASKED

County Farm Bureau Presidents in participating counties have endorsed the activities encompassed in Project MRS and have asked Retail Store-Managers to cooperate with the women.

MARCH 31 IS DEADLINE

The Brand and Label Survey forms are expected from the PTW's by March 31, 1970 at the Michigan Farm Bureau Office.

Store and/or Chain Name	Address	BRAND AND LABEL SURVEY FORM 11	Time Required	BRAND AND LABEL	
				Name of Price Tag Watcher	Address
City and State		City and State			
Food Product	Brands Carried By This Store	Size	Net Weights Available and Prices	Price	Price
Applesauce	1.	oz.	c	oz.	c
Packed In	2.	oz.	c	oz.	c
Glans	3.	oz.	c	oz.	c
Red Tart Cherries	1.	oz.	c	oz.	c
Canned in Tin	2.	oz.	c	oz.	c
Asparagus Cuts	1.	oz.	c	oz.	c
Canned in Tin	2.	oz.	c	oz.	c
Tomato Juice	1.	oz.	c	oz.	c
Canned in Tin	2.	oz.	c	oz.	c
Tork and Beans	1.	oz.	c	oz.	c
Canned in Tin	2.	oz.	c	oz.	c
Frozen Tart Cherries	1.	oz.	c	oz.	c
Frozen Concentrated	1.	oz.	c	oz.	c
Grape Juice	2.	oz.	c	oz.	c
Frozen Concentrated	1.	oz.	c	oz.	c
Orange Juice	2.	oz.	c	oz.	c
Frozen Potato	1.	oz.	c	oz.	c
French Fries	2.	oz.	c	oz.	c
Whole Milk	1.	Gallon	c	1/2 Gal.	c
	2.	Gallon	c	1/2 Gal.	c
2% Milk	1.	Gallon	c	1/2 Gal.	c
Skin Milk	1.	Gallon	c	1/2 Gal.	c
Butter	1.	Pound	c		
	2.	Pound	c		
Eggs Fresh	1.	Dozen Large	c	Dozen Medium	c
Grade A	1.	2 1/2 Doz. Large	c	2 1/2 Doz. Medium	c
Smoked Ham	1.	Pound	c		
	2.	Pound	c		
T-Bone Steak	1.	Pound	c		
Round Steak	1.	Pound	c		
Hamburger	1.	Pound	c		
Ground Beef	1.	Pound	c		

Farmers' Week Set for March 23-27

The 1970 Farmers' Week has been set for March 23-27 at Michigan State University, reports Professor Byron Good, chairman.

More than 20,000 farmers and rural leaders are expected to attend the event which ranks as the largest agricultural-educational activity in the nation.

Professor Good says 274 speakers and 40 University departments will present more than 200 educational programs and demonstrations.

Focusing on the theme, "Dawn of a Decade," Farmers' Week sessions will concentrate on technological developments and the social problems facing rural Michigan in the 1970s.

PARADISE?? USSR??

We'll Take America!

The Soviet Union worker's "paradise" would prove to be an expensive place for the American consumer to live.

For example — last spring American housewives in New York were paying \$2.30 for 2.2 pounds of sirloin compared to the Moscow housewife who was paying \$3.29 for the same amount. The pork chop bill was worse — \$1.10 here, \$2.94 there.

The average take home pay for the U. S. worker was \$460.09 a month — the Russians, \$119.28. The average work week for both was 40 hours.

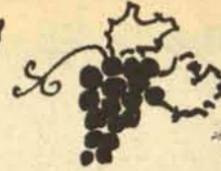
Breaking it down to the amount of time needed to earn some of these luxuries — the Russians had to work nearly 5 hours while the American worker would work 53 minutes to earn the cost of the steak.

To buy margarine — 25 minutes here, 177 minutes there; lard, 10 minutes here, the Soviet worker, 196. Common sausages, 45 minutes here, 295, there. For drowning his sorrow in Russia via the vodka route, the Russian must work 10 hours to earn the price for a liter, his American counterpart, 2 hours. Housing, subway riding, newspapers, movies — the two workers average about the same.

But, when buying clothes, furniture and other necessities, here a man would need to work 344 minutes to buy a raincoat while in Russia, it would take 5,408 minutes. To buy a washing machine the Russian needs to work for 5 weeks while the American works 53 hours for one. For an extra 4 1/2 hours, the American could buy a black and white television while the Russian must work more than 17 weeks for the same set.

One of the lower priced cars costs an American worker about 762 hours work while a similarly sized Russian made car would take 7,907 hours or nearly 4 years wages.

So cheer up — things could be worse — 'they' say.



MARKETING AND COMMODITIES

Air Waves Used To Promote

Michigan Potato growers and Michigan Flavorbest apples have joined the 'jet set'—at least as far as using the air waves to promote their products is concerned. A recent item (Can We Bridge the Communications Gap by R. T. Meister, Editor, American Fruit Grower) states: "News releases and appearances before government committees are as out of date as the Model T. Today to be effective it must be on an 'eye-to-eye ball' basis through TV or a carefully arranged public hearing designed to get maximum news coverage."

The Michigan Apple Committee 'jumped the gun' and used prime-time TV spots to sell their Michigan Flavorbest apples during February. The TV spot, done in natural color, suggested Michigan Flavorbest apples for apple pie, apple sauce, waldorf salad, cider and hot mulled cider.

Test promotions were used on several commercial spots on the Mike Douglas shows, Girl Talk, As the World Turns, and Guiding

Light and offered Mrs. Housewife the new Apple smorgasbord recipe folder.

Michigan potatoes-a-la-carte started a lively and interesting radio series that is broadcast weekly on more than 20 Michigan stations. The series presents food facts and other household information and will offer recipes and information as a free public service.

AM stations that offer the services are: WKFR, Battle Creek; WKYO, Caro; WKAR, East Lansing; WLST, Escanaba; WSHN, Fremont; WATC, Gaylord; WJCO, Jackson; WBRB, Mt. Clemens; WHAK, Rogers City; WIDS, St. Ignace and WGCL, Houghton.

Others are WSJM, St. Joseph; WMIC, Sandusky; WJOR, South Haven; WSTR, Sturgis; WKLM, Three Rivers and WLLC, Whitehall.

FM stations presenting the program include WMUZ, Detroit; WLDR, Traverse City; WVAC, Adrian; WHPR, Highland Park and WMUK, Kalamazoo.

MACMA's Feeder Pig Program Proving Successful

The Michigan Agricultural Cooperative Marketing Association (MACMA) Feeder Pig Program is now in its second year of operation.

After the MACMA Board of Directors authorized establishing a feeder pig division in January 1969, an initial membership sign-up was attained by April and operations were started. A receiving point was established in a rented barn near Lake City and equipment was purchased by MACMA. Included were scales and gates to efficiently handle 500 pigs at a time. All pigs are contracted for at a pre-determined price before the date of delivery.

The price for MACMA feeder pigs is determined by the manager of the feeder pig division and the marketing committee the week previous to sale. This pre-determined price is for a forty-pound pig with a plus or minus 15¢ per pound for each pound under or over forty pounds.

The pre-determined price is based on the market price of hogs, the hog futures market and feeder pig prices in Michigan and surrounding states.

Pigs contracted for sale are delivered by the member-grower to the receiving point every other Tuesday where they are grouped into uniform pens, vaccinated for erysipelas and then shipped to buyers. Previous to the MACMA feeder pig program, prices for feeder pigs varied greatly in the northwest part of Michigan.

With this new feeder pig program, members are receiving a stabilized return. To date, ready markets have been available for all MACMA pigs and buyers have been very well satisfied with the quality of the pigs purchased. Many buyers are placing monthly orders, some as much as three months in advance.

The operation of the feeder pig program was started primarily in the Lake City-Kalkaska area in the northwest section of Michigan. In recent months the program has been expanded to include the northeastern part of the lower peninsula.

Presently, MACMA feeder pig members produce 16,000 pigs annually and several are expanding their operations. As of March 1, 1970, over 6,000 head of high quality pigs have been marketed through MACMA with a gross sales of \$135,000.

An additional service to MACMA feeder pig members is a newsletter which is prepared and sent to all members at least once between each sale date. It includes current feeder pig quotations, futures market and slaughter market reports, as well as production and other swine industry information.

Improvement in members' breeding stock and quality of pigs produced is one of the initial objectives of the program. Assistance in herd management is offered members of the program through the division manager.

To date, the members have purchased over \$15,000 worth of breeding gilts and boars through the MACMA program. The impact of this new breeding stock in Northern Michigan is already showing an effect in the quality of pigs being produced by MACMA feeder pig members.

"The feeder pig program has made satisfactory growth in this initial year," says Feeder Pig Division Manager Larry DeVuyst. "Our objectives are being accomplished. The program is serving our members well. The goal for the coming year will be to expand the program to include a much larger segment of the feeder pig industry in Michigan."

MACMA-MASA ANNUAL MEETINGS



NOEL STUCKMAN, MANAGER, MARKET DEVELOPMENT DIVISION . . . was moderator for the panel discussion following Dr. Randall Torgerson's address at the MACMA annual meeting. Panel members were MFB President Elton Smith; Robert Braden, MACMA Manager; Dr. Randall Torgerson and Harold Hartley, Manager, Fruit and Vegetable Division, AAMA.

Fair skies, optimistic reports and an informative speaker attracted one of the largest crowds recorded to the 9th annual meeting of the Michigan Agricultural Cooperative Marketing Association and to the 4th annual Michigan Agricultural Services Association meeting.

Main luncheon speaker was Dr. Randall E. Torgerson, Assistant Professor of Agricultural Economics, University of Missouri, Columbia.

Dr. Torgerson said, "With a value product of, say, about one percent of the national product, agriculture may be a 'ward of the state' or a 'syndicate', and neither option has to be cumbersome. Whether farms are owned by their operators or by private landlords or by land trusts may be a source of convenience or inconvenience to operators but society at large will not have to make the choice for them. Whether there are family farms or 'factories in the fields' will affect productivity too little for society to object to the choices which are the farmer's own."

Dr. Torgerson continued, "You folks in Michigan Farm Bureau have the reputation for being one of the more progressive and successful bargaining farm organizations when compared to other farm groups across the United States."

He cited the structural revolutions in agriculture, comparing it to the past operations and what could be expected in the future.

One of the changes mentioned is the deterioration of farm political strength through numbers in Washington—estimating that representatives from only 31 of 435 Congressional districts represent a constituency which has 25 percent or more of their people living on farms. Farm lobby groups are finding themselves in a minority role making it imperative that they are able to work with all types of groups on different issues of mutual interest.

Mr. Braden and Mr. Buschlen both gave optimistic reports of their multi-service organizations and the goals hoped to be achieved in 1970 and the future.



M. J. BUSCHLEN, OPERATIONS MANAGER . . . Michigan Agricultural Services Association, delivered the Operations report at the MASA annual meeting.

OFFICERS ELECTED

Elton Smith was reelected president of MACMA for the coming year. All other officers and directors continue in their same positions—Kenneth Bull, vice president; Donald Barden, 3rd member, executive committee; William Wilkinson, secretary; W. R. Beatie, treasurer; and Robert Braden, manager. Board members are Dean Pridgeon, David Morris,

Harvey Leuenberger, Eugene Roberts, Walter Frahm, Calvin Lutz, Donald Hower and Paul Wicks.

A change was made in the MASA Board of Directors for 1970: Elton Smith, president; Kenneth Bull, vice president; William Wilkinson, treasurer; Robert Braden, manager; Duane Baldwin and Paul Button. Calvin Lutz is the new board member.

MULTI-FRUIT MARKETING DIVISION PROGRAM APPROVED BY DIRECTORS

Peaches, Pears and Purple Plums to be Served First

The directors of the Michigan Farm Bureau and the Michigan Agricultural Cooperative Marketing Association have approved the establishment and development of a multi-fruit marketing program. The marketing program will be operated as a new division of MACMA. The Multi-fruit division will be the seventh active division of the Farm Bureau affiliate marketing association.

The Board decision on the new marketing program came as a result of a feasibility study by the Market Development Division of the Michigan Farm Bureau. The study involved fruit grower leaders throughout the fruit production area of the state. In a questionnaire used by the Market Development Division, the growers favored by a margin of two to one a single marketing agreement for several fruits over individual commodity agreements.

The first commodities to be served by the new marketing program will be peaches, pears, and plums. Growers of these commodities were especially firm in their requests for marketing assistance. Improved marketing strategy, more market information available to growers, and advertising and promotion were named by growers as being areas for greatest improvement in marketing peaches, pears, and purple plums.

Norman Veliquette, Fruit Marketing Specialist in the Market Development Division, has been assigned responsibilities as acting manager of the new marketing program. Veliquette conducted the feasibility study and authored the report to the Board of Directors.

County Farm Bureaus in fruit producing areas have already appointed interim committees to spearhead the membership campaign for the new marketing program. President Elton Smith will appoint an interim state advisory committee to help in drafting a membership agreement for the new division, establishing preliminary policies of operation, and planning the membership drive in the counties.

The new marketing program is the first multi-fruit operation undertaken by MACMA. Present marketing divisions of the association serve, (1) processing apples, (2) grapes, (3) red tart cherries, (4) asparagus, (5) processing vegetables, and (6) feeder pigs.

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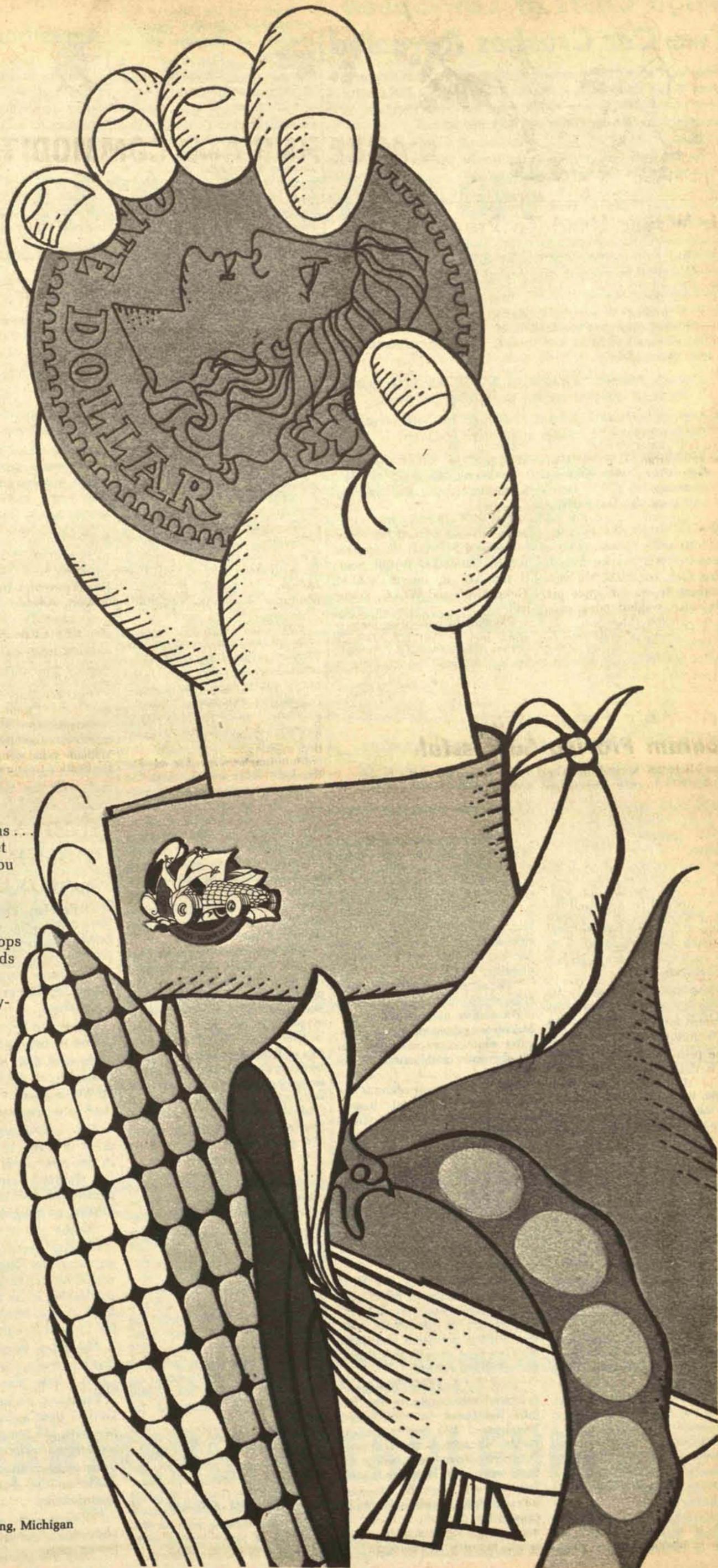
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High Costs of Low-Speed Two Car Crashes Revealed

The head of an independent highway safety research organization today disclosed to a Senate subcommittee the results of recent tests to determine repair costs for four standard 1969 automobiles in two-car crashes at very low speeds.

William Haddon, Jr., M.D., president of the Insurance Institute for Highway Safety, made the results public for inclusion in the record of the Senate antitrust and monopoly subcommittee's current investigation into auto reparability at the request of Sen. Philip A. Hart (Dem-Mich.), the subcommittee's chairman.

Haddon told the subcommittee that there is "one common denominator to all of these test results: these automobiles are far more delicate than present engineering knowhow necessitates."

Haddon's presentation took the form of a narrated film of the two-car crashes, in which four standard 1969 sedans were crashed front-into-rear and front-into-side, at 10 miles per hour, into vehicles of identical make and model. The film points out that the tests resulted in:

- Average estimated damage of \$510.15 for both vehicles in the front-into-rear crashes at 10 miles per hour;
- Average estimated damage of \$673.66 for both vehicles in the front-into-side crashes at 10 miles per hour;
- Variations in estimated damage costs of \$146.85 between the most costly and least costly of the front-into-rear crashes, and \$70.95 between the most costly and the least costly of the front-into-side crashes.

Also shown in the film are the results of low-speed single car crash tests discussed in testimony by Haddon during the subcommittee's hearings in the auto reparability investigation during October, 1969. In the film, Haddon explains the role of low-speed, high-cost auto crashes in auto-related property losses.

The use of engineering expertise already available would not only reduce expensive damage sustained in such crashes, Haddon concluded, but also would mean "the people in the automobiles would be far less likely to be damaged" in crashes.

Farm Bureau Ins. Groups
T. Buckles

"HARD" PESTICIDES REMOVED—FRUIT SPRAYING PROGRAMS

Three major moves are underway to take "hard" pesticides out of fruit spraying programs in Michigan.

The first will show up when the 1970 Fruit Spray Calendar is released to growers. "Hard" pesticides (chlorinated hydrocarbons accused of having a long residual life) have been removed from spray recommendations in all but four instances.

"We've made it a point to delete the true persistent pesticides like DDT, dieldrin, heptachlor and others," reported William W. Thompson, Michigan State University extension fruit entomologist.

"The only exceptions are distant relatives of the chlorinated hydrocarbons that must still be used because no alternatives are available."

The exceptions are Thiodan, which is still being recommended to control the peach tree borer and lesser peach tree borer on stone fruits and resistant pear psylla on pears; Perthane, which also controls pear psylla; methoxychlor dust for control of insects on blueberries, and chlordane for control of soil insects on strawberries.

Thiodan is recommended only for very limited applications to control borers in mid-June before the fruit appears.

It is also recommended very early in the season as an alternative control for pear psylla, a small locust-like insect. This chemical, which has short-term persistence, is also recommended for two minor applications during the fruiting season.

Methoxychlor dust is also not persistent. The low toxicity compound is considered to be the

safest of the chlorinated hydrocarbons.

Chlordane is recommended for strawberries only in those areas where farmers are shifting from sod to strawberry production or where they have specific soil insect problems. The recommendation calls for 10 pounds of actual chlordane per acre, which is good for the life of the strawberry planting.

"The elimination of 'hard' pesticides represents a major effort by our scientists and extension specialists to remove persistent pesticides that might otherwise endanger our environment," said Thompson.

The second major effort is the introduction of systemic insecticides wherever possible. These systemics are absorbed by the plant, and are hazardous only to insects.

"This year, for example, we have systemics to take the place of BHC primarily for aphid control on apples," noted Thompson. "This is the safest form of insect control next to the elimination of chemicals altogether."

The third phase of the MSU effort is an integrated insect control program. The idea is to reduce insecticide rates to the point that natural predators and parasites can team up with insecticides for maximum results.

"Such a program has been practiced extensively in the Pacific Northwest on mites," said Thompson. "We don't expect to be able to achieve the same success here because our insect problems are much more complex. But we will use the program whenever and wherever it is appropriate."

Thompson said that this kind of a program, based on biological

The following letter was mailed to members of the House of Representatives regarding legislative proposals on education and its financing:

To the Members of the House of Representatives:

The Michigan Farm Bureau elected Board of Directors, which is representative of the more than 55,000 Farm Bureau member families throughout the state, in session on Friday, February 20, gave careful consideration to the various legislative proposals on education and the finance of education presently pending before the House. The Board, in carrying out the policies of the Michigan Farm Bureau, as developed through a comprehensive procedure beginning with the individual member and finally adopted at a state annual meeting, points out the following:

1. The foremost issue facing education is finance reform. Property taxes for K-12 school purposes should be strictly limited.
2. The income tax should be used as one of the major sources of funds for the schools.
3. School districts should be assisted in meeting the cost of building needed facilities.
4. State funding for schools should be sufficient to provide as nearly as possible equal educational opportunities for all students.

Based on these criteria, the Spencer proposal presently under consideration by the House most nearly meets these policy goals. It provides a balanced financial structure, with a possibility, through local action, that property taxes need not rise above ten mills. It relies upon the income tax, both local and state, as the major source of revenue. It provides, for the first time, a fair formula for the funding of necessary facilities and debt retirement expenditures. It makes it possible for every child to have a more equal educational opportunity, no matter where he might live. It helps create a more equitable tax structure. It also retains a high degree of local control.

Michigan Farm Bureau does not support S. 1084, which removes the property tax credits, as this provision of the 1967 tax reform packaged does give some measure of property tax relief. We also believe that required reorganization of K-12 school districts should be delayed at least until such time as an equitable tax structure is fully operable and assessment and evaluation tests provide factual information as to quality education programs for students.

Robert E. Smith
Legislative Counsel

control, cannot be policed like an effective insecticide program. Natural predators and parasites "are only effective when they are hungry, so we can't really predict their full effectiveness," he said.

MSU has started biological control programs to thwart Dutch elm disease, the cereal leaf beetle, the alfalfa weevil, flood water mosquitoes and many others. But because it takes time to get these predator-parasite relationships established, a chemical control program must be maintained for awhile.

The establishment of the Pesticide Research Center at MSU is a major move toward an integrated, total pesticide program. There, scientists from 17 different departments will tackle all phases of pesticide research with an ultimate aim of insect control without danger to the environment.

President Shumann Endorses Agricultural Adjustment Act of 1969

Charles B. Shuman, president of the American Farm Bureau Federation, the nation's largest general farm organization, has called on Congress to enact what he called "a broad based problem to help individual farmers make needed adjustments, increase prices, expand markets, cut costs and thus provide the basis for increased net farm income."

In a statement prepared for presentation at a Senate Agriculture Committee hearing, Shuman endorsed the proposed Agricultural Adjustment Act of 1969. This legislation has been introduced by Senator Jack Miller (R., Iowa), a member of the Agriculture Committee, 19 other Senators, and 43 members of the House of Representatives.

"The Food and Agriculture Act of 1965 is a demonstrated failure," the Farm Bureau president said.

"Despite the expenditure of billions of dollars, farm problems have not been solved, and farmers have not achieved a satisfactory level of net farm income."

"A completely new approach is needed," he declared. And he added:

"New legislation should be enacted as soon as possible so that farmers can plan ahead. The hour is already late."

Shuman said the proposed Agricultural Adjustment Act of 1969 would provide for a five-year transition period during which acreage controls, base acreages, marketing quotas, processing taxes, and direct payments for wheat, feed grains, and cotton would be phased out. It would also:

— Direct the Secretary of Agriculture to retire at least 10 million acres per year under the Cropland Adjustment Program from 1971 through 1975.

— Provide non-recourse government price support loans for wheat, feed grains, cotton, and soybeans at not more than 85 percent of the previous three-year-average price, beginning with the 1971 crop year, on a permanent basis.

— Prohibit the sale of government stocks of farm commodities at less than 150 percent of the current loan rate plus carrying charges, except when sales are offset by equivalent purchases in the open market.

— Authorize the Secretary of Agriculture to offer a special transitional program to any farmer who has had average gross annual sales of farm products of not more than \$5,000 and off-farm income of not more than \$2,000 per year for husband and wife for the immediately preceding three years. Such farmers would be eligible to receive compensation for acreage allotments and base acreages surrendered to the Secretary for permanent cancellation; land retirement payments under the Cropland Adjustment Program; retraining grants; adjustment assistance; and loans under existing credit programs.

This special program for low income farmers, Shuman said, "would help farmers who do not have the resources needed for a successful farming operation to make a transition to more gainful employment." He added that it would be "entirely voluntary."

The Farm Bureau president emphasized that, under the proposed legislation, the transition to the market system would be gradual.

"Substantial payments would be made during the transition period to help farmers make needed adjustments," he said.

He said that, in contrast to existing programs, the proposed expansion of the Cropland Adjustment Program, with emphasis on whole farms, "would more economically divert surplus cropland to noncrop uses."

"The retirement of whole farms would result in the retirement of some non-land resources and eliminate the increase in per-acre yields which results when resources formerly used for 'diverted acres' are shifted to land that remains in production on the same farm," he said. Grazing would be prohibited on retired acres.

"At the end of the proposed phase-out of acreage allotments, marketing quotas, base acreages, certificates and government payments for feed grains, wheat, and cotton, each producer would be free to plan his wheat, feed grain, cotton and soybean production so as to make the best uses of his resources in the light of the market outlook. Thus, the way would be clear for farmers to earn and get higher income in the marketplace."

The Farm Bureau president told the Agriculture Committee that Congress should pass separate bills authorizing the dairy Class I base plan and extending the National Wool Act.

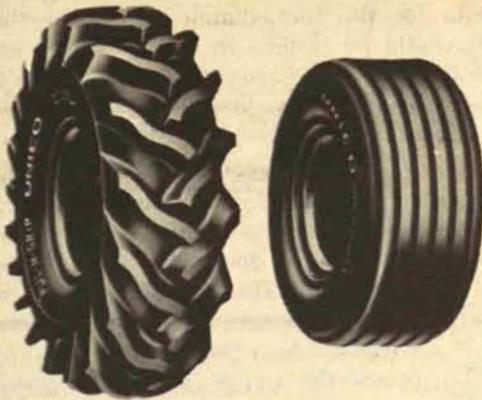
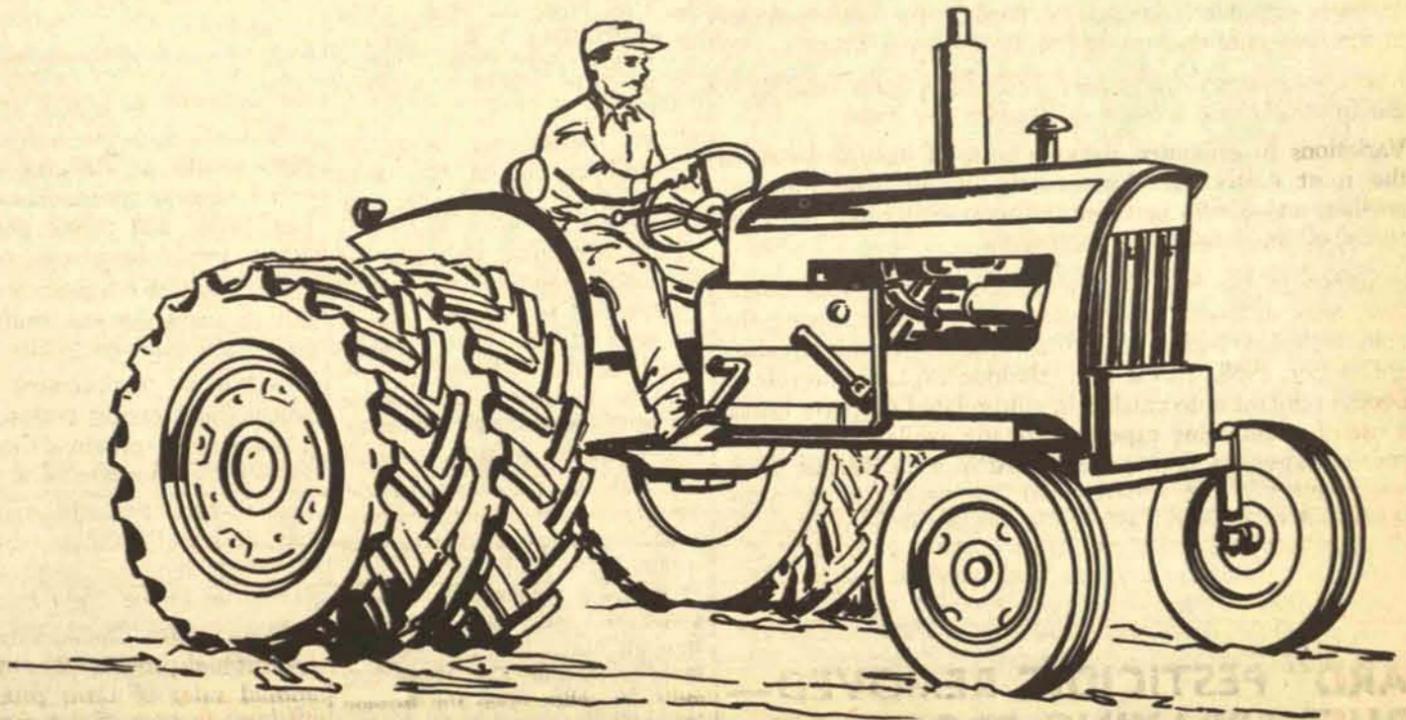
However, he said, "while we favor legislation to extend the Class I base authority and the Wool Act, we will oppose any omnibus bill which couples such legislation with unacceptable provisions for other commodities."

He also said Congress should continue to reject proposals to authorize the establishment of government reserves of farm commodities.

"Government reserves are not needed for the protection of consumers," he said.

"They are primarily a device for holding down farm prices."

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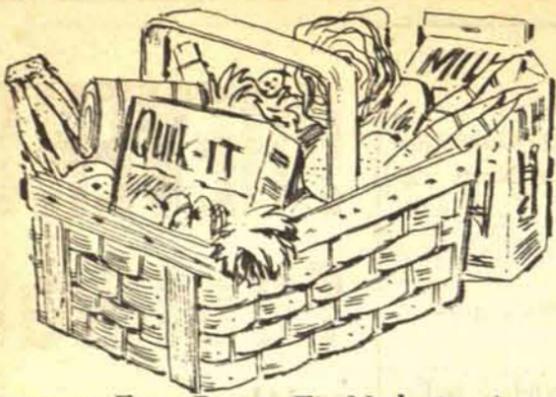
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How can Farm Bureau Tie Marketing Associations Closer Together?" is this month's discussion topic selected by the State Discussion Topic Committee.

Our answer originates from a visit with Dr. Kenneth Hood, general manager of the American Agricultural Marketing Association (AAMA), affiliated with the American Farm Bureau Federation, Chicago.

The AAMA is an association of state marketing Farm Bureau affiliates combined to build and utilize nationwide markets and to exercise progressive bargaining methods. Born in 1960, the AAMA has boomed its membership to include 39 states with marketing programs in 31 commodity areas.

In the brief span of a decade, the AAMA Farm Bureau member programs represent a quarter billion dollar business. If one were to add up all Farm Bureau marketing programs which include non-AAMA members too, the total dollar representation would be more than one billion.

"Many people are sold on the idea that Farm Bureau is not doing anything in marketing," Dr. Hood said. "Well, if there's a need, we'll be there," he said.

And for the future, "we are going to grow, because Farm Bureau is doing a better job," he added.

The great advantage of Farm Bureau is its organizational ability which makes existing marketing programs effective. Programs begin with farmers in the states within individual commodity areas. In Michigan, the state affiliate to AAMA is the Michigan Agricultural Cooperative Marketing Association (MACMA). Michigan Farm Bureau's Marketing Development Division helps tie the local marketing programs together to have the advantage of nationwide markets (through affiliation) with AAMA.

MACMA is currently marketing in six commodity areas: (1) processing apples; (2) asparagus; (3) processing grapes; (4) red tart cherries; (5) processing vegetable crops; and the newest addition, (6) feeder pigs. In addition, new program areas are being cultivated and developed. MACMA now has over 1,600 members.

To imagine the great marketing potential available, add Michigan's MACMA to 38 other states for a national hookup in markets through membership in the AAMA.

But what is the reason for the growth of Farm Bureau marketing programs? If all crops that were being raised ten years ago were already being sold by others, why should Farm Bureau members want to start another program?

Why, "Because the circumstances of 10 to 15 years ago were changing," Dr. Hood said. There were different demands that were being left unanswered, so Farm Bureau members began their own program.

He explained. Times changed. There's been a revolution on the marketing bloc in recent years. Different needs must be met. For example, food today is produced further away from the public it feeds, and with the rapid population growth there are broader markets to serve. Unlike "yesterday" advanced methods of refrigeration and dehydration let us ship great distances. Even the buyers have changed. There's growing decentralization of processors. In livestock, for example, many of the big packers that were once in Chicago have spread into the country, terminal markets are not as effective as they once were. As a result of packers moving closer to the farmer, a big increase in direct marketing began. This created a need for better marketing methods, because one farmer pitted against a large sophisticated processing organization wasn't much of a match at the bargaining table. So today there is a change in selling the farmer's product. Big nationwide supermarket chains also take effect. Their demand for food is quantity and quality with fast delivery, and often buy direct from growers. Its demand for volume makes it advantageous for farmers to join together to present a package to the chains' buying needs.

Discussion Topic

Vertical integration also began, where business hires the farmer to raise a crop, while they supply him with the operating capital—the farmer supplies the facilities and management.

In this revolution of marketing and bargaining the farmer was losing his voice in the marketing place.

And along with vertical integration on the farm, other methods of getting the commodity to market started. Contract production, contract buying on specification, more direct buying and more intervention of government, labor and labor-front organizations also entered the marketing field.

The rate of change was also increased by the free market of competition and government regulations, such as different grade requirements that must be met, quality standards for another, and on the supermarket shelves the vast variety of goods and the fast turnover of products sold reflect the constant demand of the ever growing public.

CAN F. B. TIE MARKET ASSOC. TOGETHER?

By Gary A. Kleinhenn, Director,
Education and Research

Dr. Hood said in another ten years it is predicted fifty percent of the farmers production will be geared to marketing contracts. In 15 to 20 years, more than three-fourths of our production in marketing will be governed by contracts, formal and informal.

Now from all the changes of the marketplace, there came a need, a need that came from lack of change, because many marketing associations continued to put their time and efforts into an old worn out system of doing business.

So Farm Bureau members started their own marketing programs. Michigan eggs is one example which put a lot of farmers back in business full time, Hood said.

"The change is here, that's the reality," he said.

Some 10 to 15 years ago, it was a different situation.

Farm Bureau began AAMA in 1960 because there was a need that others were not meeting. Farmers were losing out at the bargaining table.

So Farm Bureau researched the marketing areas, including the existing marketing associations of that day, for if it had been discovered that the farmers' needs were already being met, there would be no justification for Farm Bureau to duplicate services, Hood explained.

But in 1960 the need to fill the gap created by this market revolution was there. Research began with a study of the program's feasibility and later a survey of membership acceptance or rejection of the project was taken.

NEW PROGRAM PROBLEMS

Dr. Hood said, "If no one else is doing it, we do it ourselves—really though this is when the fur starts to fly."

Even though others are not working in these areas that spark new programs, they develop the idea that we are infringing on their sacred territory, however, in reality this reasoning doesn't hold water.

Farm Bureau moved in to fill a void for the farmer. One might imagine by Farm Bureau's success that a new frontier had been discovered in marketing. In a sense it had, as evidenced by its growth.

The developments that take place for new programs, according to Dr. Hood, create difficulty in tying marketing associations closer together. Contributing factors, are the differences of policies and subsequent legislative interest.

"What can you do when another organization opposes some of your basic programs like the Agricultural Adjustment Act or the governmental checkoff system?" Dr. Hood asked. Such basic disagreement makes it impossible to work together.

President Elton Smith of the Michigan Farm Bureau at the 50th Golden Anniversary Annual Meeting said, "We are confident we can meet the marketing needs of every member. We know that somebody will. Why should we wait on the sidelines while another organization, or organizations, come forward with a program that may be limited in its scope? It behooves us to find out the needs of our members and carry out effective programs."

And re-emphasizing Farm Bureau philosophy for new programs, Dr. Hood said, "If there's nothing to do, don't do it. We don't have any new religion, a wonder pill or a blueprint to solve all the problems. We're only filling voids in the unmet needs of farmers."

MARKETING RELATIONSHIP WITH OTHERS

"We are not out to wreck existing farm marketing associations," he explained. "We are out to build them, help them to grow and change while we move in to do some of the big jobs that are not now being done. When we analyze a marketing problem, we try to decide the adequacy of existing operations and the role we can play in bringing greater marketing influence and better income to farmers. In some cases, our investigations lead to organizational activity on our part, while in others we decide to work with existing organizations in marketing."

"Where we have the jump on everyone else is that we have the organization," Hood said.

Farm Bureau is not like many national organizations that claim a lot of chiefs but no indians to support their programs. Farm Bureau has roots, where the members hold the power.

The AFBF membership for example, spans 49 states and Puerto Rico and joins together 1,865,854 families into the world's largest farm organization. In fact, four out of every five farmers who belong to a farm organization belong to Farm Bureau.

But the question often arises Hood said, "Why all this competition?"—"Because it's an out and out organizational battle with others. It's a cold war that's turned hot," he said.

"It's one of the biggest economic and organizational battles in our history," Dr. Hood reported in the February issue of the Nation's Agriculture.

"We should be satisfied with nothing less than an all-member, all-county, all-state, all-AFBF, all-AAMA drive to improve the marketing of farm products through Farm Bureau efforts. With the biggest membership on record, we are in a position to do more than ever before," Dr. Hood said.

There are some that talk about mergers of co-ops, like dairy and eggs, for example. The question is, Dr. Hood said, why can't Farm Bureau do this?

"They're not our associations to begin with. It is up to them, not us," he said.

Any pulling together must be on a commodity basis for Farm Bureau, not on the association level in this instance. Dr. Hood explained that here is where many of the problems begin. In many commodity areas that need to pull together, there is a job of "organizing the unorganized."

For marketing we're in a period of growth, and really we're just starting. Our policy development process is slow, and we can't act on a moments

notice. We haven't met potential and we're not moving fast enough, he said.

But in the meantime, regarding relationships with other marketing associations, Dr. Hood stressed the need for better understanding among them all. We need to keep good relations and communications with them, he said. We must avoid misconceptions — we're not out to "wreck" them, he repeated. This type of program reduces the amount of "wrangle" on policy and legislation of Farm Bureau and others. Anything like a merger will come about only by their own efforts among themselves, he said.

MARKET COOPERATION

There are instances when other associations will ask for special help of Farm Bureau, he said. We act as agents for them with other associations on advisory boards, for special services only. It's a way to do it legally, Dr. Hood said, they hire us, so-to-speak, in agreement to bargain for prices.

"Associations legally cannot get together in bargaining. It would be in restraint of trade. However, they can through a federated agency like AAMA unite for bargaining strength," Hood said.

Another example of association cooperation is through "separate but correlated action," Dr. Hood said. Sometime it can benefit all of marketing. One way it could work is if a new law were announced that all must comply to. In this case, organizations linked to marketing could combine their efforts to circulate the necessary information to farmers. Such action would avoid duplication of efforts and save time, it was explained.

Another of the responsibilities of AAMA to promote good relations is for the continual improvement of the lines of communications with others, Dr. Hood said. "People will raise a lot of fuss if they don't know about the problems and opportunities confronting us. It's a big job to keep members informed too and is just one of the services of the federated association.

"We need a better understanding of marketing. We need to wage an aggressive campaign on basic marketing and economic education. This will equip farmers to appraise new proposals when some irresponsible marketing evangelist offers a quick, easy, painless panacea for the solution of all their marketing ills," he said.

"With the biggest membership on record, we are in a position to do more than ever before. But a big membership alone won't do it. It will take sustained personal effort, widespread patronage of our marketing programs, more adequate finance, more patience, more knowledge, and hard nosed intelligence in fighting when the chips are down," Dr. Hood said.

"Our efforts, if we succeed, will increase farm income; gear production to known markets and reduce governmental intervention in farmers' management and marketing decisions; build a more cohesive agricultural industry; assure a long, useful bright future for Farm Bureau; and leave a better world for those who follow. This is our challenge," Dr. Hood said.

DISCUSSION TOPIC SCHEDULE

The schedule of Discussion Topics selected by the State Discussion Topic Committee and published in the Michigan Farm News will appear monthly as follows:

- APRIL — Farm Labor
- MAY — School Financing (What's in the Future)
- JUNE — Farm Liability
- JULY — Aid to Dependent Children, Welfare and the Food Stamp Program
- AUGUST — How Can Inflation Be Controlled?
- SEPTEMBER — Building Codes and Planning Commissions

DISCUSSION SUMMARY

January Topic Questionnaire results on School Curriculum include 653 community groups reporting. About 307 groups feel schools are not doing an adequate job for students, 46 felt schools are doing a better job than the article presented, while 45 groups agreed explicitly with the report. The idea of regional vo-ed centers was pretty much split — 125 groups against and 147 groups were for it. Most agreed that the public should be educated by showing employment opportunities open to skilled tradesmen and the present shortage (160 groups for) while 63 groups said we should work through school boards and legislators; while many other ideas were varied. More than 450 groups agreed with the Gallup survey, 44 said no, while 116 groups were uncertain. As to the status of the school board in individual areas, 188 groups reported a qualified board with little support, another 229 reported qualified board with strong support, and 77 groups reported a weak school board with little support, and 5 groups said a weak school board with little regard for children's education with the emphasis on more salary. Other opinions varied.

(Next months' D. T. — Labor)

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