Terming the Michigan Senate's action to endorse a moratorium on meat as irresponsible, President Elton R. Smith at a news conference in late March, went on to say "...current price trends are a direct result of inflation. Inflation, which for the most part, has been caused by irresponsible action on the part of public officials."

This truck load of livestock caught the eye of many consumers at a major shopping center in Saginaw on April 7 where farmers talked to consumers and passed out leaflets explaining the farmers' plight in the meat boycott.

TV-2, Detroit, films one of the approximately 300 Farm Bureau members who visited 70 supermarkets in the Detroit area on April 6. The farmers talked to consumers about the effects of the meat boycott on farmers and consumers.
President's Column

"Courage Needed"

Scholarships Awarded

"Anyone want to be a patient?" By the time Bonnie Barrett entered first grade, she had asked that question thousands of times, worked her way through two doctor kits, several bags of red hot "pills" for you-name-it ills and ordered her first nurse's uniform from Sears.

Several years later, Bonnie is no longer playing nurse; she is well on her way toward being a "real" one. The Michigan Farm Bureau Women are helping her reach her goal of being a Registered Nurse with a Bachelor of Science degree from Michigan State University. Now a sophomore at MSU, the daughter of long-time Farm Bureau members, Mr. and Mrs. Frederick Barrett entered first grade, is a sophomore at Michigan State University, enrolled in Animal Technology. As a part of her placement training, she is currently working in the Small Animal Vet Clinic at the university.

Love of animals goes back a long time for Kathy, as she served as a 4-H Horse Club leader and supervised younger 4-H'ers at state events. A "pro" in the show ring, she is considered an outstanding horsewoman and trainer. The Michigan Farm Bureau Women's Committee offers the Marge Kar~er - Farm Bureau Scholarship to Michigan State University students from Farm Bureau families each year. The students must show financial need and be enrolled in agriculturally-related courses or medicine. The Michigan Farm Bureau Women's Committee recently interviewed this year's applicants for the Marge Kar~er - Farm Bureau Scholarship (which is a gift, not a loan) and announced their decision that the two girls who each receive $200 toward her fall term tuition. Members of the State Scholarship Committee are: Mrs. Harold Greenhoe of Carston City; Mrs. Leon Cooper of Mesick, and Mrs. Henry Jennings of Swartz Creek.

Consumer unrest, and the resulting meat boycott, is an excellent example of the hopelessness being felt by the American people as a result of spiraling inflation and its effect on the economy.

There is no doubt in anyone's mind that prices, all prices, have been steadily rising with increased acceleration in the past few years. Consumers have awakened to the realization which we in agriculture have known for a long time - their purchasing dollar buys less and less each month. The boycott has been one means of venting their frustrations and at the same time demanding positive action by government to reverse the trend.

In response to the hue and cry for corrective action, our elected representatives have proposed all sorts of "stop-gap" measures, such as price and wage freezes, price ceilings and price roll backs. The fact that their actions are for the most worthy of motives -- pleasing those who put them in office -- is reminiscent of ancient times when heretics were "saved" by torture and execution.

But how long will these superficial efforts to pacify the consumer hold back the inflationary economic pressures which are causing run away prices? It appears to me that the time is now, before it is too late, to attack the cause of higher prices -- government fed inflation.

For far too many years, our legislators have again and again responded to the demands of labor and other special interest groups without any regard for the final consequences.

But for many years new and costly programs have been created, without concern for the taxpayer who ultimately pays the bill.

I welcome the consumer's concern about high prices, but question whether some are actually willing to fight a systemic battle against inflation. AFL-CIO President George Meany has said that labor is "prepared to sacrifice as much as anyone else" in combating inflation. Mr. Meany also said, "There is no way union members are going to let their unions settle for a wage increase that won't even pay for their increased food bill."

Good! But let's keep the record straight; its true food prices have gone up; but union members have never before in the history of this country been able to purchase their food supply with so small a percentage of their paychecks as they are able to do today.

Rather than advocate action which could well lead to regulating agriculture into extinction, I challenge George Meany or any other labor, business or social leader to point the finger at budget-breaking Congressmen who are responsible for fanning the fires of inflation. Let's start by being more selective about shopping for fiscally responsible Congressmen who will get us the government we can afford.

As long as big government continues to increase spending, and attempts to deal with the result through economic control of wages and prices, people will continue to be frustrated about high prices and may lose faith in the soundness of government decisions.

It is time for our elected legislative leaders to face the problem which they, for the most part, have caused. This will take courage, for there are those who would rather attack the symptoms of inflation than to admit their own mistakes.

But if they are unable to muster the necessary courage to work for a cure, their attempt to remedy our economic ills by treating symptoms may, in the long run, be worse than the cure.

Elton R. Smith

Puerto Rico Tour

Arrangements are now being made for you and 148 other Farm Bureau members in the state to visit Puerto Rico the latter part of January, 1974.

This is not a tour which you could buy at a travel agency. This is an especially designed Farm Bureau tour for Farm Bureau members.

Since all arrangements are not complete at this time, a firm cost cannot be given. More details will be announced in the Michigan Farm News next month.

Elton R. Smith
Several bills have been introduced again this year. One bill was withdrawn for second reading, as it awaits action by the House when it returns after the Easter recess.

H.B. 4244 was introduced by Representative Dale Warner (R-Eaton Rapids) and 52 others, including both Democrats and Republicans. As originally introduced, the bill would have set a specific tax rate on a portion of the assessed value of farmland. If the bill passed in the regular manner, it would be assessed. The owner could withdraw the land from the program three years after its first classification. The bill would allow the owner to pay the difference between the taxes he paid on the property and the tax that would have been due had it been assessed in the regular manner.

In order to discourage speculators, land developers and others who have no intention of keeping the land in agricultural use for long periods of time, the bill provides that for those who sell the land or change its use during the five-year period, the owner would pay the difference between the taxes he paid on the property and the tax that would have been due had it been assessed in the regular manner.

One farmer wishing to use the legislation would make an application. He may qualify by having farmed the land for some time. At least six years. At the end of the six-year period, the figure could be used. This is due to the need for Michigan agriculture to be more dependent upon foreign trade.

Once accepted for the program, the assessment for tax purposes would be based on the USDA Soil Conservation Service land productivity classifications. For land classifications I and II, the value per acre would be set at $50; for Class III, $160 per acre; Class IV, $120 per acre; Classes V and VI, $80 per acre. These were the tax purposes.

A few years ago Farm Bureau initiated and supported a bill which raised the stump tax revenues to local governments to the present 20 cents per acre. This is a revenue state pays the county a fee on state-owned, tax-reverted land. The legislation would make the stump tax payable every two years for at least six years. At the end of the second year, the fee would be 62 cents per acre - more than three times the present amount.

Under the present law, the monies are handled by the Allocation Board and divided only between the counties and the townships. Under H.B. 4244, the county would also receive a portion of the proceeds to be split between the townships and county. This revenue sharing amounts to more than $1,000,000 per year from stumpage.

Michigan is one of a very few states where such a program has been authorized. In fact the Elections Division and the Driver Licensing Division are both within the Secretary of State's office. Michigan's efficient computer system has worked very well, and has been completed applications for both driver licensing and vehicle license directly to the individuals.

The Senators are extremely important to the revenue position of many counties, some being state-owned swamp lands. Under the present law, the state pays the county a fee on the stumpage every two years for at least six years. At the end of the second year, the quarter share; counties will receive the other share; schools will receive the remainder. This is due to be sent to the clerk of the county where the stumpage was cut.

The computer system now used for driver's license renewal is so accurate and efficient that it would be very simple to add stumpage registration cards to local clerks. Whenever there was any change in the address of a stumpage owner, the clerk would immediately be notified so that the necessary changes could be made in the local stumpage tax record.

The Senate has passed S 85, introduced by Senator Davis (R-Grand Rapids), Senator Mack, Toeppe, Richardson and Bouwema. Farm Bureau also supports the bill. If passed, the House, the per acre value would be raised to 50 cents per acre, with a provision that the stumpage would be collected for 40 cents per acre every two years for at least six years. At the end of the first six-year period, the figure would be 62 cents per acre - more than three times the present amount.

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EXPORTS AND FURTHER DEVELOPMENT OF THE FOREIGN REORGANIZATION

Plans are being made to establish a trade office in the Middle East (possibly in Beirut), in addition to the present Brussels office, which was established early in the year and the newly opened export trade office in Tokyo.

Overall, the export market now provides about 11% of Michigan's exports. In several cases the percentage is much higher; for example, the navy bean producer must depend on export sales for 30% of its income. Reports indicate the largest exports from Michigan were in the areas of vegetables and preparations, which include navy beans. The next largest export commodity was feed grains, followed by wheat and flour. Red tart cherries were disposed in the Port of Detroit, and in 1971 and 1972; since that time, export sales have increased considerably.

90,000 cases were shipped to Europe and Japan in 1972. Other exports include turkey broilers, sweet corn, wheat, hides, skins, land, tallow and even beef.

Saginaw appears to be tremendous potential for Michigan products in the coming year. Agriculture is now coming into its own. Presently there is a world shortage of many food products. Exports will continue to be very profitable as only that agricultural and agricultural exports can save the American dollar. They also maintain that future foreign policy will be "oil for food"; America is no longer the most powerful nation it once was, and is becoming more and more dependent upon foreign oil for its energy. Foreign trade offers a new market for critical raw materials. However, America can produce the food that is needed in other parts of the world.

Michigan agriculture must continue to get its share of the available market. If Saginaw is to continue to be improved, there must be deeper so that it can accommodate larger ships now coming through the St. Lawrence Seaway. Saginaw is an important port in the export of farm products.

It is expected that another bill will soon be introduced which will further reorganize and improve the Department of Agriculture. This would include the enlargement of the Department of Agriculture to include the Marketing Division of the Department of Agriculture and the newly opened export trade office in Tokyo.

Under the present law, the state pays the county a fee on the stumpage every two years for at least six years. At the end of the second year, the quarter share; counties will receive the other share; schools will receive the remainder. This is due to be sent to the clerk of the county where the stumpage was cut. The necessary permanent registration cards would be prepared and the stumpage would be sent to the precinct where it could vote.

The computer system now used for driver's license renewal is so accurate and efficient that it would be very simple to add stumpage registration cards to local clerks. Whenever there was any change in the address of a stumpage owner, the clerk would immediately be notified so that the necessary changes could be made in the local stumpage tax record.

Robert E. Smith
MINIMUM WAGE LEGISLATION

The House Education and Labor Committee has held hearings on bills to amend the Fair Labor Standards Act with respect to minimum wage and maximum hour requirements. All of the bills include provisions that would raise the agricultural minimum wage in steps over a three to four year span. The current federal agricultural minimum wage is $1.30 per hour, while the Michigan minimum wage rate for agriculture is $1.60 per hour.

The bills that have been introduced, H.R. 4757 and H.R. 2831, would raise the agricultural minimum wage to $1.90 and $1.80 per hour respectively. Neither of the bills would provide overtime provisions or extend coverage of the Fair Labor Standards Act to farm workers.

H.R. 4757 and H.R. 2831 would provide special minimum wage rates to full-time students working on farms. Under these bills, the permissible wage rate for full-time students would be 85% and 80%, respectively, of the regular rate, but not less than 1.30 per hour. H.R. 4757 would generally require the full minimum wage to be paid to new workers who are 16 or 17 years of age. H.R. 2831 provides that new 16 and 17 year old workers be paid a minimum wage at 80% of the regular rate, but not less than $1.30 per hour for the first six months of employment of such workers.

A minimum wage bill could go to the House floor sometime in May.

FARM LABOR RELATIONS

Several farm labor bills have been introduced in the House. The bills offer various approaches to provide rules for settling farm management-labor disputes. One of the bills, H.R. 4011, provides for the establishment of an Agricultural Labor Relations Board, with its own staff and regional offices. Another of the bills, H.R. 4408, would eliminate the agricultural exemption in the National Labor Relations Act. This would bring agriculture under the NLRA and make the National Labor Relations Board responsible for administering agricultural labor disputes.

Farm Bureau supports administration of farm labor relations by an independent Agricultural Labor Relations Board. The number of cases received by the NLRB has doubled in the last 20 years. In 1972, the total elapsed time between filing an unfair labor practice charge and the issuance of a proposed decision was 199 days. Such a delay in resolving farm labor disputes would be damaging to farmers and workers alike because of the perishable nature of farm commodities.

All of the farm labor bills have been referred to the regular House Agriculture Committee. The Senate Agriculture and Labor Subcommittee held hearings on this important Subcommittee, Public hearings will be held on the farm labor bills.

FARM PROGRAM

Both the Senate and House Agriculture Committees have held public hearings on possible farm program legislation to replace the present Agricultural Act of 1960, which expires December 31.

Farm Bureau presented testimony to the Senate program to both the Senate and House Agriculture Committees. Farm Bureau pointed out that agriculture is now receiving strong support from the marketplace, worldwide, and that we in the clover have been for many years a market-oriented sector of the economy. Farm Bureau also pointed out that if the present demand situation were to change rapidly our expanding market could become quickly over-supplied. For this reason, Farm Bureau opposes the set-aside program that could be put into operation when adjustment is needed and did all they could to provide satisfactory prices in the marketplace.

Farm Bureau also recommended that the set-aside program be shifted to a cropland payment program rather than continuing the current system of base acreages and base allotments. By taking out a portion of the base acres of cropland instead of a percentage of historic base acreage, farmers would be free to adjust to changing conditions in a market-oriented agricultural market.

Under the program Farm Bureau has recommended, government payments would be made to producers of cropland instead of income supplements. The performance payments would be made on the basis of agriculture's need for adjustment and the individual family's capacity to adjust through participation in the set-aside.

Senate Agriculture Committee hearings on the farm program bill sometime this month. With an urban-dominated Congress and the public concern about food prices, consideration of a new farm program is expected to spark lively debate.

FB Member is Michigan's "Mother of the Year"

When Mrs. Eula Comstock Abbey of Oakland County was recently chosen Michigan's "Mother of the Year" by the American Mother of the Year Foundation, Mrs. Abbey was first elected to the House of Representatives in 1952 and has served continuously since that time. She served as ranking minority member on the House Appropriations Committee.

Congressman Cederberg is the fourth member of Michigan's Congressional delegation to sponsor the National Marketing and Bargaining Act in the 93rd Congress. Others include Gerald Ford (R-Grand Rapids), Marvin Esch (R-Arbor) and Phil Ruppe (R-Houghton). Each of the marketing bills has been referred to the House Agriculture Committee.

Cederberg introduces Marketing Bill

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Congressman Cederberg (R-Midland) has introduced H.R. 5563, the National Marketing and Bargaining Bill. The bill would provide standards for the qualification of producers and processors, raise the mutual obligation of handlers and producers, among other good things for agricultural products.

Mrs. Abbey will soon be leaving the 140-year-old farmhouse where she lived for the past 36 years to move into a condominium. But although she is no longer an active farmer, she is quick to express her opposition to food boycotts. "My sympathy is with the farmer - I know what he goes through."
Now, the biggest farm tire line-up in Michigan

Unico and Co-op have joined together to bring Michigan’s farmer the widest possible choice of tires. From a plow tail wheel tire, to a dune buggy tire, to tires for your truck and tractor, Farmers Petroleum can now offer them all.

Choose from one of 3 rear tractor tires including the new 30° cleat angle tread. There are 10 other farm tires to fit all jobs. You have a choice of 14 truck tires including the popular XBT and RG Super Trac. There’s the new steel belted radial for the ultimate in passenger car tires plus 11 other popular models.

It’s all at your Farmers Petroleum dealer where his Quick Change tire men are ready with fast efficient on farm tire service, too.

Remember to call or see the Quick Change tire men... when you can’t afford to wait.
Farmers React to Meat Boycott

South Dakota and Michigan Farm Bureau members teamed up in a unique farmer-to-consumer public relations project to combat the misinformation aired by consumer groups in Michigan during the week-long meat boycott. Shown in front of a Detroit supermarket are South Dakota Farm Bureau President Henry Knochennus (extreme right) and Michigan farmers and their wives telling the farmers' side of the story.

Farm Bureau's Farmer-to-Consumer public relations project to combat the meat boycott resulted in seven consecutive days of newspaper, radio and television reports on the activities of the organization's members. The news media and the general public were extremely receptive to the farmer's side of the story, as evidenced by the widespread use of news releases and the response of consumers in personal contacts.

On March 29, a major statement and news release was released to all media in the state. The statement was given by MFB President Elton Smith relative to the meat boycott and the threat of price ceilings. The release which received considerable play in all media -- radio, television and newspaper -- on Friday, Saturday and Sunday, placed the blame for rising prices, including food prices, on inflation and called for responsible action on the part of all public officials and organization leaders to hold the line on all prices. He said, "Current price trends reflect more than just increased demand -- they are a direct result of inflation. Inflation which, for the most part, has been caused by irresponsible actions on the part of our elected public officials. The relationship of rising government spending, an increasing national debt, a rapidly growing money supply and irresponsible wage demands to rising prices, should be obvious by now."

The week of April 1, a major effort was planned and carried out in reference to the meat boycott. A news conference was held at the Detroit Press Club. Attendance at the news conference included the three major Detroit television stations, five major Detroit radio stations, the Detroit News, the Detroit Free Press, United Press International and Associated Press (both national wire services), Time Magazine, News Week, and the Wall Street Journal.

Excellent coverage was received in the Detroit area and there was some national coverage as a result of the Detroit news conference. Following the press conference, many Farm Bureau members fanned out to Detroit area supermarkets to pass out literature and visit with consumers to try to correct the misunderstanding they have regarding the cause and effect of food prices. A special information flyer was prepared for the event. Nine members of the South Dakota Farm Bureau arrived in Detroit and joined Michigan Farm Bureau members in the action program.

On Friday, Michigan farmers followed the same action in Lansing, Grand Rapids, Flint, Saginaw, Traverse City, Sault Ste. Marie and Escanaba. Major radio, television and newspaper coverage was received in these areas and extended through much of the weekend.

Part of the group of over a thousand Farm Bureau members who converged on super-markets across the state on April 6 and 7 to hand out literature as a public relations effort to inform consumers of the farmers' view of the boycott of meat.

Dean Pridgeon, vice president of Michigan Farm Bureau, being interviewed by the consumer writer for the Detroit News, Lou Mleczko. At an earlier news conference, Pridgeon denounced the meat boycott as adding fuel to a destructive emotional fire.

Tom Benson (left), Clinton County livestock producer, looks on as Bob Kissane, president, Clinton County Farm Bureau, is interviewed by TV-6, Lansing, about the price of meat and the farmer's problem.

Jack Laurie (right), district director for District 6, being interviewed by Lou Mleczko, consumer writer for the Detroit News. Laurie explained that boycotts discourage production because farmers are unsure of future prices.

A pause that refreshes -- a drink of apple juice served by the Kent County Farm Bureau Queen provides a pleasant break for shoppers at the Kent County Farm Bureau Women's successful Commodity Promotion Display at the Woodland Mall, Grand Rapids. Assisted by a life-size model of a dairy cow, the ladies promoted various commodities and invited shoppers to sign up for farm tours.
Mandatory Price Rollback Bill Defeated

Recent attempts by Congress to pass legislation extending the Economic Stabilization Act as a tool to impose mandatory price rollbacks and controls upon the economy posed serious problems to agriculture.

Early last month, the House Banking and Currency Committee voted to include a provision in H.R. 6168 that would roll back prices to May 1, 1972 levels for the 1972-1973 crop year. The Committee reversed itself by changing the rollback date for all years to January 10, 1973 levels. The price rollback included raw agricultural products, and the bill did not apply to wages. The bill also contained a provision requiring the President to develop a plan, within 60 days after enactment, to push the economy to break even. A date rather than January 10 was cleared by the Rules Committee and scheduled for House consideration on April 16. Farm BureauNational Affairs Committees put forth a major effort to contact their Congressmen in opposition to H.R. 6168. Farm Bureau Commodity Committees and many other members also contacted their Congressmen.

The bill was scheduled to be considered by the House on April 12 but members of the Rules Committee refused to clear it for floor debate. Heavy opposition by farmers was cited as a major reason for the Rules Committee action. However, the Banking and Currency Committee presented a plan to offer a substitute bill that would use March 16 as the price rollback date rather than January 10. Since prices on March 16 were generally higher than January 10 levels, the substitute bill would remove much of the opposition against a mandated date. H.R. 6168 was cleared by the Rules Committee and scheduled for House consideration on April 16.

Farm Bureau National Affairs Committees again made extensive contacts with their Congressmen to express opposition to any measures that would roll back prices and expand the application of price controls. Nine County Farm Bureau members travelled to Washington on April 15 and contacted 30 Congressmen in an effort to build opposition to H.R. 6168. A key vote came after the House rejected by a 258-147 vote the Rules Committee approved a one-year extension of current authority for the President to impose price controls if he could prove an economic disaster. This extension was approved by a 293-114 vote.

On March 20, the Senate approved a price control bill similar to the House-passed bill. The differences have been resolved by House and Senate conferees and the compromise bill will probably receive final approval before May 1.

Asparagus Producers to Receive Increase

Asparagus producers will receive a 1.25 cent per pound increase in price from major buyers this year according to Harry Foster, manager of the Michigan Agricultural Cooperative Marketing Association (MACMA). Asparagus Division, a price of 26.25 cents a pound was negotiated with asparagus growers was agreed to by major processors during April. The MACMA Asparagus Marketing Committee has requested the increase to cover the increased operating costs for growers this season. Last year, asparagus growers received, generally, 25 cents per pound.

Charlevoix to Attempt Dairy Commodity Division

At the meeting of the Charlevoix County Farm Bureau Board, specific attention was given to the formation of a Dairy Division. Francis Themm, representative from District 10 on the Michigan Farm Bureau Dairy Advisory Committee, presented the general concept of Commodity Divisions to the Board at their February meeting. The decision to organize a County Dairy Division makes Charlevoix the first county Farm Bureau in the state to attempt the Dairy Commodity Division approach. The members of each county’s Dairy Commodity Division will consist of all Farm Bureau members identified as dairy producers in their respective counties. The formation of a Commodity Division allows Farm Bureau members to concern themselves with specific commodity issues within the framework of the Farm Bureau structure.

Woman Tell Story of Agriculture

At a recent meeting of the Farmers Petroleum Cooperative, Inc. Board of Directors, a resolution was adopted to set up a program to allocate Patronage Refund Certificates beginning this year.

It is proposed that the first year’s call would amount to over $153,000 or the amount that was issued the first and second years -- 1958 and 1959. In subsequent years, the reclamation would be for at least one year’s issue, hopefully more.

"The Board has been concerned for sometime," reports David R. Armstrong, vice president and general manager, "for the need to start such a program.

To speed up the reclamation of the allocated Patronage Refund Certificates, the Board voted to establish a threemember division. The three percent dividend and apply this amount to the total cash set-aside for the annual certificate redemption.

Women's Department, Michigan Farm Bureau, P.O. Box 960, Lansing, Michigan 48906.

Current members of the Speakers' Bureau include: Mrs. Leroy (Gail) Klein, Women's Department, Ann Arbor, and Mrs. Russell (Evelyn) Cooper, Kent City, both of Kent County; Mrs. Paul (Sue) Wing, Bellevue, Barry County, and Mrs. Robert (Mary) Hiscock, Battle Creek, Calhoun County; Mrs. Wayne (Diane) Wood, Marlette, both of Sanilac County; Mrs. Andrew (Claudine) Jackson and Mrs. Joseph (Janet) Miesle, both of Howell in Livingston County.

Also, Mrs. Dale (Mary) Weidner, Ann Arbor, and Mrs. Roger (Barb) Trolz, Brooklyn, both of Washtenaw County; Mrs. Ralph (Marlyn) Frahn, Frankfort, and Mrs. Howard (Bonnie) Ebenhoeh, Chesaning, both of Saginaw County; Mrs. Harold (Jan) McMichael and Mrs. Marvin (Vivian) Lott, both of Mason in Mason County; Mrs. Andrew (Linda) Jennings, Swartz Creek, and Mrs. Donald (Sandy) Hill, Montrose, both of Genesee County.

FPC to Exchange Stock for Cash

Sixteen Farm Bureau Women in various parts of Michigan have designated "Speakers for Agriculture" and are busy telling their story to non-farm groups. Their presentation, "Bread and Milk," which features visual aids and invites audience participation, has been well-received by urban groups.

The 16 women, who work in teams of two, are part of the Farm Bureau Women’s Speakers’ Bureau. Their goal is to gain a better understanding by urban people of food production and food prices. Speakers’ Bureau participants attended a workshop at Farm Bureau Center in February, followed by individual training sessions with each team. They are continuously provided with up-to-date statistics and pertinent information to keep them well-informed.

The teams have appeared before such groups as the Marshall Rotary Club and the Kalamazoo County Rural Women. Also, women from the university have knowledge of urban organizations which would like to schedule the "Bread and Milk" presentation.

Women can contact the Department, Michigan Farm Bureau, P.O. Box 960, Lansing, Michigan 48906.

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Soybean Action Committee Action

Marketing, wages, prices and set aside - Michigan Farm Bureau's Soybean Action Committee discussed these and other topics when they met recently in Lansing. At that time, consideration was given to state and national issues affecting soybean growers. The meeting was held prior to a national meeting of state Farm Bureau soybean division representatives.

Discussion of proposed roll back in the prices received for raw agricultural production sparked a uniform reaction from the committee members. They expressed unanimous opinion that to roll back raw agricultural prices without a corresponding roll back in wages and the prices paid by farmers for all production inputs would not be acceptable.

Concern was expressed over the handling of the 1973 ASCF feed grain program. The 1973 program was designed to encourage planting of more feed grain acreage and, in direct, more soybeans. Committee members felt the government was unfair in changes of program as many growers had previously signed up under different terms. Changes in ASCF programs, which allow much of the so-called "set aside" acreage to be planted soybeans, have been also firmly opposed by the committee.

Committee members heard a soybean market report from Mr. Ralph Showmer, a grain merchandiser with the Michigan Elevator Exchange. Showmer expressed the opinion that soybean markets should continue strong throughout the year. Harvest prices should be good he said, due to the strong foreign demand for soybean industry sources predict that Russia will purchase twice the 32 million bushels of soybeans they sold last year according to Showmer. While cautious in predicting new crop (1973) prices, Showmer quoted industry sources as saying soybeans may not go above the $4.30 per bushel, based on Chicago future level. He did say, however, in his opinion, soybean growers should be doing something toward locking in a price for a portion of their 1973 soybean crop.

The Michigan Farm Bureau soybean division, the Michigan Soybean Producers, was organized April 1 of 1972. The 14 County Farm Bureaus in Michigan have established county soybean divisions. Each of these counties has a voting representative on the Soybean Action Committee. In 1972, Michigan producers marketed 16 million bushel soybean crop on approximately 600 thousand acres. Michigan soybean farmers planting intentions for 1973 are 660 thousand acres.

Feeder Pig Division Grows

The Michigan Agricultural Cooperative Marketing Association (MACMA) Feeder Pig Division Annual membership meeting was held in Cadillac March. Members reported the success of the Retreat and Cost Accounting Divisions for the last two years. A graduate of the University of Michigan, he was previously employed with Chevrolet, Inc. and Continental Controls Company in industry.

If you're thinking of a fall vacation, here's some good news for you. Michigan Farm Bureau members can now receive a special rate at the Beach Club Hotel at Fort Lauderdale, Florida. This offers farm members a more economical holiday in Florida. If you're a lover of good food, the various package plans offered by the Beach Club will be especially pleasing. A seafood jamboree, cookouts on the beach, "grilling of old Florida" and an "old-fashioned Florida Cracker supper" are a few examples of the many delicacies of farm members. Volleyball, tennis, a leisurely walk along the beach, or a 3-hour boat trip are also available from the Beach Club, including a day at Disney World, a day in the Everglades, or "Fishingerman's World," an opportunity to fish the blue Atlantic or the vast Everglades. For a colorful brochure, listing rates and describing the various package plans, write to the Information Division, Michigan Farm Bureau, P.O. Box 960, Lansing, Michigan 48904.

Highest Payment Ever to Wheat Producers

Michigan wheat producers who consigned 1972 crop wheat to the Farm Bureau Wheat Marketing Program recently received the highest final payment in the six-year history of the program. During April, these producers received a final payment check of $7.53 per bushel. This final payment was in addition to the advances received over harvest time, which averaged about $1.10 per bushel. Program cooperators received 50 cents per bushel over harvest time prices.

During the last five years the Farm Bureau Wheat Marketing Program has been in existence, cooperating farmers have made more money through the program than they would have made had they sold their wheat at harvest time. Popularity of the program is increasing -- 1972 saw farmers place the highest percentage of the Michigan wheat crop in the program than in any year during the six years the program has operated.

Wheat producers will have the opportunity to consign their wheat to the program again this year. A farmer's decision to place wheat in the program is made at the time he delivers wheat to a participating cooperative elevator. He may elect to consign all, a portion, or none of his 73 crop wheat to the program.

The wheat program is handled jointly between Farm Bureau and participating cooperative elevators. For information concerning the program, producers may contact their county Farm Bureau secretary or the Market Development Division, Michigan Farm Bureau, P.O. Box 960, Lansing, Michigan 48904.
MARKET REPORT
By Greg Sheffield
Manager
FBS, Marketing Services

Reports in April predicted Russia probably will require less grain in the next crop year from outside sources. This dampens buying enthusiasm for grain and soybean contracts. But buying is firm, according to reports, because land preparation for new spring crops continues to lag behind a year ago. Now the USDA expects the Soviet Union to buy sizeable quantities of grain in the world market in the season starting July 1. Purchases may be around 14 million tons, or approximately 50% of the 1972 purchases of 28 million tons, of which the United States supplied 56% by volume. Another source reported the Soviet Union has lined up a vast amount of tonnage for continued large movement of farm commodities. Russia has already started placing orders for Canadian wheat and barley. Peruvians have resumed fishing for anchovies, but only about one-half of the fish expected were landed by the middle of April.

Egg Consumption. Laying flocks have been declining for several months, but egg production has not declined due to the high hatch rate. On a per capita basis, egg production has been running at a reduced level for many years. According to the Commodity Research Bureau, it is about seven percent less than a year ago. Egg consumption has lagged. A per capita consumption of 315 eggs in 1972 is 192 million tons. It is expected that total egg consumption should benefit from reduced feed costs. Egg prices were highly expected were landed by the middle of April.

Meat Boycott. Feedstuffs, a weekly newspaper, reported that a spot check by the National Association of Retail Grocers in early April showed red meat sales were down about 43% from the same period last year. Beef and fish sales were up substantially. Generally, feed men feel it is too early to predict what the effects of boycotts and price ceilings will have on feed costs. Most feel there will be a great increase in the cost of supplies. The supply of meat and the housewife will not stay out of the market. Sales of meat and beef in the United States is projected by the USDA’s Economic Research Service to rise to 126.7 pounds per person by 1980. That would compare with only 114 pounds per person in 1970.

Farm Prices. Price averages in percent of parity for 1972 were 174% a year ago. 100% of parity. A 10% point increase occurred in the index of prices received by Michigan farmers through March 15 of this year. The index rose to 146 percent of the 1967 average. Sharp increases in prices were received for eggs, cattle and hogs, onions, potatoes and soybeans. This was 30 points higher than the index for 1971. Prices received for beef cattle, hogs and soybeans established new record highs in March. Hog prices advanced $4.70 per cwt. during the month ending March 15 to $39.60 per cwt. Beef cattle prices rose $4.80 per cwt. to $40.10. Calf prices were up $7.40 per cwt. to $62.40 per cwt. Soybean prices advanced $50 per bushel during the month to average $5.90 per bushel. Potato prices rose $1.75 per cwt. to $6.20. Eggs went up 10.7 cents per dozen to 44.1 cents. Prices received for most other items also rose during the month.

Market Opinion. With March planting intentions pointing to larger than expected increases in 1973 soybean acreage, and with the 1972 post-crop harvest survey showing increases in the corn crop, some easing in prices paid to farmers is to be expected. However, longer term statistics show planting intentions for 1973 corn will only be adequate. Also, that there will be a less than expected increase in the number of cattle on feed lots and fewer hogs kept on the farm for breeding purposes. With corn and livestock both down, long term radical decreases in prices for farmers don’t seem likely. Consumers may not like higher food prices, but they must eat. On balance, some near-term price depreciation not get all the fertilizer they followed by stronger markets would like. It looks like this will be a year of shortages of supplies. Farmers are using agricultural supplies but there their Farm Bureau cooperative is much evidence that the supply system more than ever, cooperative system is working. This is evidenced by large for farmers better than other increases in purchases during supply sources. Farmers the spring season. The few already seen at coop stores are timber supply situation is still now showing up seeking to touch and go.

Farm Bureau dealers have and dealers are faced with ordered fertilizer and should allocation problems. Farmers be able to give most farmers a who book with Farm Bureau good start if they are regular Services are saving $50 to $75 customers. However, per ton on feeds. Non-coop warehouses can be emptied in a hurry once fieldwork hits full extremely high prices and are swing.

Phosphate shortages and agreements. The cooperative transportation jam-ups may system has proved its worth to farmers will still result in crunching farmers this year during the shortages as the season greatest feed-price crisis in progresses. Some farmers may history.

"We set the aim production and Lance helps us meet them," say Henry and James Gleason

Henry Gleason and his son Jim operate a 900 acre farm near Three Rivers, Michigan. They also maintain a herd of 325 registered Holsteins. Henry and Jim set some pretty demanding production goals for their 150 cow milking herd, and they count on Lance Copeland, their local Farm Bureau Feeds Specialist, to help them meet those goals.

"With Lance’s help," says Jim, "we were able to average 16,000 lbs. of milk and 632 lbs. of butterfat per cow last year. Our farm was even ranked "tops in county" with a production of 24,000 lbs. of milk and 899 lbs. of butterfat. Since 1968 we’ve gotten Lance involved in helping us set production goals, and each year he’s followed through by recommending a feed ration that keeps our cows healthy and productive."

Henry and James Gleason find that they get something more than just quality feeds when they buy from their local Farm Bureau Dealer. Prompt service and expert advice have played a big part in their decision to feed Farm Bureau Feeds exclusively. "Right now, we’re feeding a combination of LPS and a 64% protein supplement with either shelled corn, haylage or corn silage," says Jim, "and we’re not convinced we can’t be more pleased with the results."

Like thousands of other Michigan farmers, the Gleasons have found that they can count on Farm Bureau Services to deliver both the product and advice they need. Why not get the same thing for yourself and your farm? Call your local Farm Bureau Dealer or Affiliate. He’s in business to make your job easier and your farm more profitable.
"Public Relations for Agriculture"

Our Responsibility

Discussion Topic

by KEN WILES

Director Member Relations

Abraham Lincoln declared, "He who molds public opinion gains more power over the people than he who makes the laws." Public opinion is like putty. It is capable of being shaped and molded by the impact of ideas developed in the mind of a person or a group which aims at control of public decision. We are forever under the brunt of planned campaigns to make us think and act as certain people want us to do. In many cases, we readily fall into the design set for us.

Modern tools for shaping public opinion match the spectacular developments of our age. Today, any person with money or influence enough can enter the homes of millions of Americans without even opening the door. He is seen and heard. He can tell his story insistently and repeatedly.

The day of political soap boxes, and the orator haranguing a crowd in the park is nearly gone. The politician's, or the "axe-grinder's," audience sits placidly at home, sipping its favorite beverage while having its thoughts cut to a planned pattern by advertisers or speakers for some vested interest.

Mr. and Mrs. Public may snap off their radio or TV set, pick up their favorite newspaper or magazine, and continue the process of having their minds shaped to fit the views of those who "speak with authority." The media of modern communications are powerful in setting the course of public attitude. They can mold the destiny of a nation to suit the purposes of whomever controls them.

A lot of people appear to view the farmer as not so important because his prices are caused by the food people buy. This has been brought on, to a large extent, by the change in relationship of the average citizen to the farm in recent times. The change has created a communication gap between the agricultural industry and the consumer. Knowledge of the farm and farming problems has grown dim or nonexistent in the public memory. Yet, at the same time, the public is in a position to have more voice in understanding the principles and theories of our industry, and the consumer. How products are grown is largely unknown. Consumer--the public--is in a position to have more voice in understanding the principles and theories of our industry, and the consumer. The public can mold the destiny of a nation to suit the purposes of whomever controls them.

The average citizen today is an urban-dweller. He is losing his awareness of the source from whence he gets his food. There is the well-stocked supermarket with shelves overflowing with food and knicknacks. There it was yesterday, and there it will be tomorrow -- as natural and as sure as can be.

He reads in the paper about farmers getting subsidy payments and complaints of the increasing price of food (although he spends a smaller percentage of his take-home pay for food than ever before). Knowing little about what is good or bad for agriculture, he voices his opinion, and because his voice represents a vast majority, is able to influence the destiny of agriculture. There is danger in that for the farmer.

The more people there are in the world, the more public relations are caused by people in numbers. More people mean less privacy. For farmers, more people mean more non-farmers to feed and deal with; more need to improve farm public relations.

What is the current public "image" of the farmer? Many feel that it is blurred somewhere between the superman farmer businessman and the old-fashioned farmer. With the advent of images change in the minds of urban people. They are not static things and all of us -- every person, every farm, every organization and industry (yes, even agriculture) project some form of public image all of the time.

Circumstances and actions can change this image. Farmers in wartime were national heroes because their fantastic production with reduced manpower was hailed as a national achievement. Farmers in good times of surplus are less than heroes, and in fact may become easy targets for social reformers.

The image of agriculture which anyone holds in his mind is something built there over a period of time and added to by each new action he hears about, or contact or other piece of information concerning farming and farmers.

It is a highly significant individual thing, and it is built largely from individual, personal contacts.

Some people would like to see farmers projected as a form of super self-made image, concocted and projected to the public to show this superman on the land feeding our nation and much of the world internally vigilant in protecting and improving the soil and forests, caring for garden, field and animal. But such an image is far from the truth and there is danger ahead for farmers when people begin thinking of agriculture as a monolithic super-business instead of being made up of worried, hardworking, family-raising, debt-contracting individuals -- much like everyone else.

Farmers can be out-voted at every turn. It is absolutely essential that those who do not farm continue to understand and support those who do.

One of the primary jobs of Farm Bureau and Farm Bureau members is to influence people -- favorably. We go through the difficult and costly tasks of informing ourselves on public issues, on understanding the principles and theories of our system of government, of supporting the American pattern of individual initiative with its awards for success and penalties for failure, for just one reason; to better equip ourselves to explain and sell that which we as farmers believe to those around us.

We develop and execute policy as steps to he1p meet the challenge, urge all Farm Bureau members and organizations! broadcast our policy positions to the public. We work for public relations, sociability is not enough. Publicity is one form of public relations, but getting news or feature stories on the air and in newspapers is important, does not sur5ice for a good and complete program.

Lobbying and legislative representatives are also an important public relations tool, but only a tool.

Advertising is not public relations. Rather, it is a sales tool. Important as it may be in creating a public image, it is costly and often ineffective.

Since World War II, the generally accepted meaning of propaganda is slanted or biased in nature and should not be used in trying to build a good public image.

Each Farm Bureau member can and should be a public relations agent. One of the best ways to do this is to be informed and able to discuss in intelligently current issues and the effect they have on agriculture.

One of the most effective and immediate methods of public relations for agriculture is to expose city people and their families and leaders to farm life. This can be done in a variety of ways -- through farm-city exchange days, inviting school children for a day to the farm; farmer-meets consumer fair exhibits, by local farmers appearing on radio and television broadcasts; and through the newly formed Farm Bureau Women's speakers bureau.

One thing is certain, our world is getting smaller. A door for better understanding between producers and consumers is needed, be it food, automobiles, refrigerators, clothing, or toothpaste. We are of one world; we dress alike, we act alike, but our occupations are different -- so we must have understanding among all.
MAY 1, 1973 MICHIGAN FARM NEWS PAGE 11

Topic Summary

The March Discussion Topic dealt with the "Energy Crisis." From the tabulation of the report sheets, it would appear that there is concern about a shortage of farm fuels. Many expressed the thought that we must meet the energy crisis challenge with the strong spirit which has characterized our nation.

1. What can individuals do to help conserve energy supplies? Take pollution controls off cars; be conservative -- use less lights; walk or ride a bicycle; insulate house; small cars with small engines; dress warmer and turn furnace down.

2. Do you agree with the Administration's action which suspended oil import quotas through April 30 and set higher limits for imports of crude oil through 1973? Yes: 91.5% No: 8.5%

3. What preparations do you suggest farmers make to assure themselves an adequate supply of energy needs for their farming operations? Buy early; standby generators; buy a team of horses; increase storage supply; have contracts with suppliers; take Geritol.

4. What is the present situation with your fuel and electric supplies? Sufficient; adequate but getting serious; expensive.

5. Are the suppliers of the energy you use attempting to help you be prepared if a fuel shortage occurs? Majority of replies indicated that suppliers were assisting.

6. Earlier this year, President Nixon appointed three presidential counselors outside the areas of domestic concern. One of the counselors was given responsibility for natural resources, including energy policy. Who is this person's name? Earl Butz

7. Comments: Anti-pollution devices on cars use too much gas; when prices get up, they'll find the oil; must be a happy medium somewhere; add grain alcohol to gasoline; wonder what is shortage is as critical as implied; appear to be a controlled shortage.

OFFICE CALLS

QUESTION: We neglected to add our child during the last Blue Cross-Blue Shield renewal period. Will I have to wait until next year to obtain coverage for him?

ANSWER: Farm Bureau members may add new dependent children to their contracts by means of a simple procedure. Contact the county Farm Bureau secretary, she will provide the forms needed to add the child. The child will not be added to the contract until seventy-two hours after billing cycle. The secretary can advise you of the effective date. New dependent children should be added to the contract with the earliest date of their birth, so there will be no interference in coverage for that dependent.

NAFTA-MARKET PLACE

SPECIAL RATE TO FARM BUREAU MEMBERS: 25 words for $2.00 each edition. Additional words, 10 cents each. Figures such as 12 or $12.50 count as one word. NON-MEMBER advertisers: 15 cents per word one edition, two or more editions, 10 cents per word. Copy deadline: 20th of the month. Mail classified ads to Michigan Farm News, P. O. Box 960, Lansing, MI 48904. Publisher reserves right to reject any advertising copy submitted.

FARM EQUIPMENT

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PIED BONDS -- A good breed. Ready for service. Also registered herefords and clydes. King Valleyoment Farms. 405 Knopp St., Ada, Michigan. Phone (432) 622-2000. (5-126)

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MILKING SHORTHORN: Young Bulls. 18 months old. With excellent pedigrees and better yet, top in a test. Stanley M. Powell and Family, Ingleside. Bridgewater, Michigan. Phone (517) 681-3313. (5-126)

HERDFORD DISCOUNT -- June 23. One of the largest discounters of top quality Herfford sires and dams as far as far out. 65 bids, including 11 per cent. Johnson Farm, 3280 Kingsway Road. Lake Grove, Michigan 48050. Phone: (517) 732-6000. (5-126)

POULTRY


FARM BUREAU MEMORIAL DAY

SILVER SHADOW -- 220 LAYERS. Available as good and old started pullets. This year, 'rose up to the grade list with more marketable eggs. Call or write De Wits Zealand Hatchery. Box 198. Michigan 49401. Phone (517) 732-4800. (5-18-56)

COMMUNITY FARM BUREAU DISCUSSION Exercise and Report Sheet

May, 1973

Please indicate the number of people taking part in this discussion.

TOPIC: Public Relations for Agriculture

1. Please indicate what you think the current public image of the farmer is? Good Bad

2. List local projects or events of public interest which have involved farmers of your area.

3. Have the projects or events listed above been helpful in producing a positive farm image? A negative image?

4. What financial support should Farm Bureau members give to a program to create a favorable public attitude toward agriculture?

5. How much use should farmers make of newspapers, radio, and TV to acquaint the public with the facts about agriculture?

6. How often should they be used? What sort of stories and facts should be emphasized?

AFLB Annual Meeting Dates Announced

Atlantic City, New Jersey, Plans are now being made site of the famous Board Walk and the Miss America Pageant for transportation to the convention. But more importantly -- it's the site of the 1974 American members. Watch future issues Farm Bureau Federation News for official announcement of the dates of that convention are January more information and reservation procedures.

DISCUSSION TOPIC REPORT SHEET

The Discussion Topic and Report Sheet for the discussion topic on the opposite page is furnished for use of community group members who may wish to review it prior to their group meetings. It used by a Community Group, in lieu of report sheet furnished the Discussion Leader, please forward answers with minutes to Program Development Division, Michigan Farm Bureau. If used by individuals, please forward answers to Information Division, Michigan Farm Bureau, P.O. Box 960, Lansing, Michigan 48904 on or before June 1, 1973.

COMMUNITY FARM BUREAU

Please indicate the number of people taking part in this discussion.

SPECIAL OFFER: Kodakette Film Developed and Printed. 12 exp. coated card stock, $1.00. Send for free trial. Kodakette. 3803 Madison Avenue. Detroit, Michigan 48214. (5-18-56)


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ELECTRIC POWER PLANT 5 and 10 kw. (10 kw. is 2 kw. Generator). Inverter Start. 10 kw. is AC DC. Franklin Furnace, Ohio 45629. (5-18-56)

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A prize animal means a lot to you. You've put a great deal of time and money into its development. It may be a moneymaker. Doesn't it make sense to protect that investment?

WHAT ANIMALS CAN BE INSURED?

Cattle, horses, swine, sheep, goats and dogs can be protected by term life insurance. Farm Bureau Insurance facilities offer protection for most types of animals if not through Livestock Mortality, then by another protection policy.

WHAT IS THE PROTECTION?

Basically, a Livestock Mortality Policy insures your prize animal against loss by death... from natural causes, illness, disease or accident, including fire and lightning. The Livestock Mortality Policy also protects against death by necessary destruction.

HOW MUCH DOES IT COST?

Like term life insurance for humans, coverage is rated differently for each type of animal, its age, and its hazard exposures. The minimum policy cost is $10 per year... ($5 for 4-H Club and FFA Chapter members).