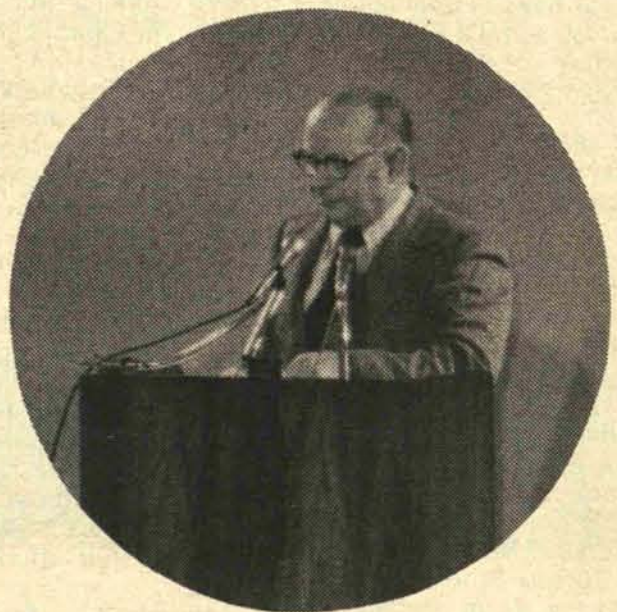




TV-2, Detroit, films one of the approximately 300 Farm Bureau members who visited 70 supermarkets in the Detroit area on April 6. The farmers talked to consumers about the effects of the meat boycott on farmers and consumers.



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.



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."

President's Column



"Courage Needed"

Consumer unrest, and the resulting meat boycott, is an excellent example of the hopeless frustration 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.

For too 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 sincere 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 lets keep the record straight. It's 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

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 of Mason, was recently awarded a \$200 Marge Karker -- Farm Bureau Scholarship, sponsored by Farm Bureau Women.

Bonnie, Ingham County Farm Bureau Queen, has been active in 4-H -- winning several leadership and achievement awards -- and also in her church where she was director of the children's choir.

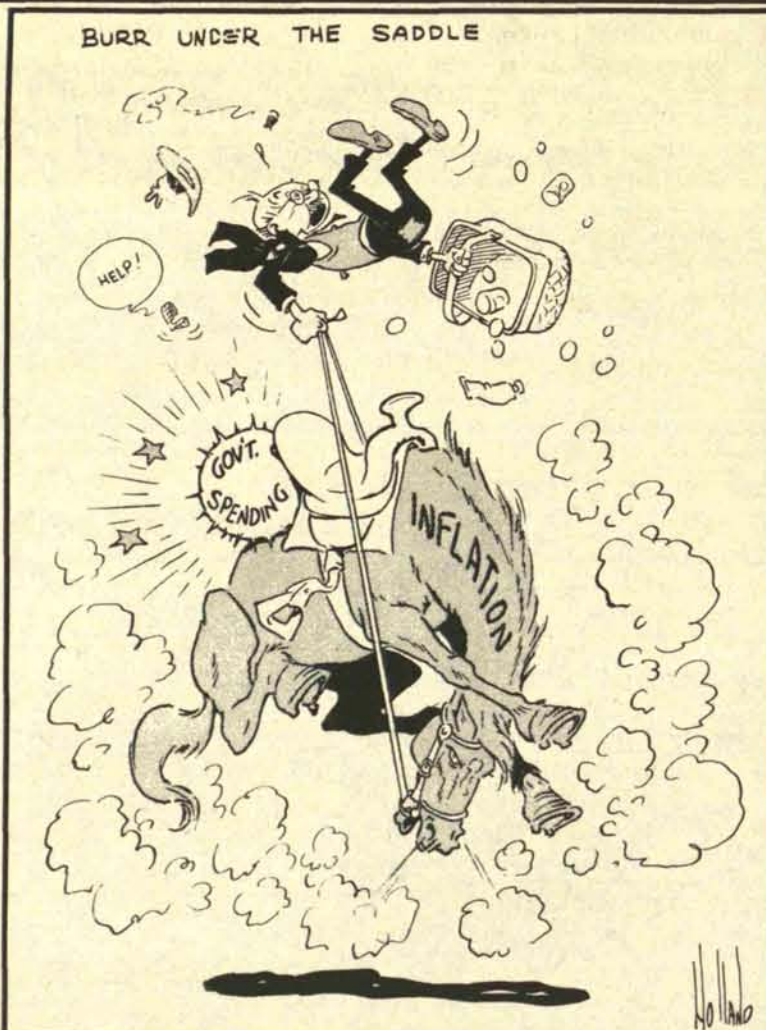
Sharing honors in the scholarship winners' circle is Kathryn Augustine, daughter of Mr. and Mrs. Clarence Augustine of Standish. The Augustines have been Farm

Bureau members in Arenac County for many years. Kathy 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 horswoman and trainer.

The Michigan Farm Bureau Women's Committee offers the Marge Karker - Farm Bureau Scholarship to Michigan State University students from Farm Bureau families each year. The students must show financial need and be majoring in agriculturally-related courses or medicine.

The Women's State Scholarship Committee recently interviewed this year's applicants for the Marge Karker - Farm Bureau Scholarship (which is a gift, not a loan) and announced their decision that the two girls would each receive \$200 toward her fall term tuition. Members of the State Scholarship Committee are: Mrs. Harold Greenhoe of Carson City; Mrs. Leon Cooper of Mesick, and Mrs. Henry Jennings of Swartz Creek.



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.

MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

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CAPITOL REPORT

Robert E. Smith

FARMLAND ASSESSMENT LEGISLATION POSSIBLE

Prospects for passage of legislation to place some limitation on the assessment of farm land appear to be good, providing farmers support the legislation.

Several bills have been introduced again this year. One bill (H.B. 4244) has received a great deal of consideration by the House Taxation Committee; after several amendments it was reported out of Committee to the floor of the House. As this is written, the bill has passed second reading, is on the floor for third reading and 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 levy on farmland. As amended by the House and put into substitute bill form, the bill is an optional method of farmland taxation and limits the assessed valuation of the land.

Any farmer wishing to use the legislation would make application. He may qualify by having 60 or more acres which have been devoted to agricultural or horticultural use for at least three of the previous five years. Those farming between five and sixty acres can also qualify, providing they have produced, through agriculture or horticulture, a gross of \$100 per acre of tillable land during three of the previous five years.

Once accepted for the program, the assessment for tax purposes would be based on the USDA Soil Conservation Service land capability classifications. For land classifications I and II, the value would be set at \$200 per acre; Class III, \$160 per acre; Class IV, \$120 per acre; Classes V, VI and VII, \$80 per acre and Class VIII, \$40 per acre. The total valuation of a farm would be made up of the various classifications found on the farm; for instance, a portion of the farm might be classified I and II and assessed at \$200, while other portions of the farm, in their proper classifications, would be assessed according to the scale. These, added together, would make up the total valuation of the farm for property tax purposes. The bill would apply only to actual

farmland, and would not apply to the house and buildings.

During the period of time that the land was under this special taxing provision, the assessor would also keep a record of the value of the property as it would ordinarily be assessed. The owner could withdraw the land from the program during any year after three years of the first five-year period. The owner would notify the assessor of his intention to withdraw; after two years the assessor would withdraw the land from such classification. When the land was withdrawn from the program there would be a five-year rollback, in which the owner would pay the difference between the taxes he had 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 a series of penalties for those who sell the land or change its use during the five-year period. If this is done during the first year, the penalty would be 24.4% of the State Equalized Valuation of the land; the second year it would be 19.4%; the third year 13.6%; the fourth year 9.8% and the fifth year 4.8%.

The Attorney General's office testified before the House Taxation Committee that, in their opinion, this approach is constitutional. Constitutionality has been one of the big problems in trying to arrive at some solution to the farmland assessment problem.

If the bill passes the House, it will then be sent to the Senate to be considered by the Senate Taxation Committee. It is possible that it might be further changed.

The bill is a temporary measure, as it specifically states that applications would not be accepted after 1976. By placing a limit on the life of the legislation, it will be possible to determine how well it works, what the costs might be and this also gives the Legislature time to work on an over-all land use plan.

Legislators and others are beginning to realize that good farmland is being forced into other uses, in many cases due to confiscatory property taxation. The purpose of the legislation is to encourage the preservation of farmland in Michigan.

SWAMP TAX REVENUES INCREASED

A few years ago Farm Bureau initiated and supported a bill which raised the swamp tax revenues to local governments to the present 20¢ per acre. This is a sharing program, in which the state pays the county a fee on lands in lieu of property taxes. These state-owned lands are found in the northern part of the Lower Peninsula and in the Upper Peninsula.

The Senate has passed S. 85, introduced by Senator Davis and co-sponsored by Senators Mack, Toepp, Richardson and Bouwsma. Farm Bureau also supports the bill. If passed in the House, the per acre revenue will be raised to 50¢ per acre, with a provision that it will automatically increase 4¢ per acre every two years for at least six years. At the end of the six-year period, the figure will be 62¢ 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 schools and the townships. Under S. 85, the county will also receive a share; schools will receive 20¢, counties 15¢ and townships 15¢. This revenue sharing amounts to more than \$1,080,000 and will be extremely important to the revenue position of many counties having stateowned swamp lands.

A NEW IDEA IN VOTER REGISTRATION

Secretary of State Richard Austin is supporting legislation, H. 4240, which provides a new idea for the registration of voters. Presently, through the use of a computer system, every driver receives a printed application from the state for his new driver's license. Under this legislation at that time, he would also receive an application to register to vote. The voting registration application would be sent in, along with the driver's license application, and processed through the computer system. The voter registration application would be sent to the

clerk of the county where the voter resides, who in turn would send the application to the proper city or township clerk. There the necessary permanent registration cards would be prepared and the voter would be sent an identification card, notifying him that he is officially registered and also specifying the precinct where he 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 voter registration to it as a service to local clerks. Whenever there was any change in the address of a licensed driver, the clerk would immediately be notified so that the necessary changes could be made in the local voter registration list.

Michigan is one of a very few states where such a program could be used. This is due to the fact that the Elections Division and the Driver Licensing Division are both within the Secretary of State's office. Michigan's efficient computer system has worked well for sending partially completed applications for both driver licensing and vehicle licenses directly to the individuals.

EXPORTS AND FURTHER GOVERNMENT REORGANIZATION

Plans are being made to establish a Michigan trade office in the Middle East (possibly in Beirut), in addition to the present Brussels sales 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 farm income. In some cases the percentage is much higher; for example, the navy bean producer must depend on export sales for as much as 30% of his 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 displayed in Tokyo food shows in 1971 and 1972; since that

time, export sales have increased considerably -- over 90,000 cases were shipped to Europe and Japan in 1972. Other exports include turkey products, honey, strawberries, hides, skins; lard, tallow and even beef.

There appears to be tremendous potential for Michigan products in the countries of the Middle East. Agriculture is now coming into its own. Presently there is a world shortage of many foodstuffs. Experts predict that only agriculture 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 self-sufficient nation it once was, and is becoming more and more dependent upon foreign countries for critical raw materials. However, America can produce the food that is badly needed in other parts of the world.

Michigan agriculture must continue to get its share of this vast market. In order to ensure this, port facilities must be improved; for instance, the Saginaw Port must be deepened so that it can accommodate larger ships now coming through the St. Lawrence Seaway. Saginaw is an important port in the exporting of farm products.

It is expected that a bill will soon be introduced which would further reorganize some departments of state government. This would include the enlargement of the Department of Commerce through transfers of the Export Section of the Marketing Division of the Department of Agriculture and the Tourism Division of the Department of Natural Resources. The purpose of the bill, it is said, is to center overseas trade activities within one department of government. Farm Bureau is most involved in this issue, concerned as to whether the interests of Michigan agricultural producers would be best served by such reorganization. The Department of Agriculture has, up to this time, and with limited resources, accomplished a great deal in assisting to expand foreign markets for Michigan farm products.



Legislators attending the March 27 Farm Bureau legislative seminar for northern and Upper Peninsula counties included: (top, left to right) Senators Robert Davis (R-Gaylord); Arthur Cartwright (D-Detroit); John Toepp (R-Cadillac); Robert Richardson (R-Saginaw). Bottom (left to right) Representatives Charles Varnum (R-Manistique); Jack Gingrass (D-Iron Mountain); George Prescott (R-Tawas City); Mark Thompson (R-Rogers City) and Dennis Cawthorne (R-Manistee). Representative Ralph Ostling (R-Roscommon) was also present, but had to leave before pictures were taken. Senators Bouwsma and Mack, and Representatives Dively, Jacobetti and Hellman were unable to be present.

National Legislative Notes

By Albert A. Almy

Members of Congress are now back in Washington following a brief Easter recess. Several issues important to agriculture have been considered by Congress since last month when this column was written. Perhaps the most important issue considered was that of mandatory price rollbacks and price controls. It is reported separately in this issue of MICHIGAN FARM NEWS. Following is a brief summary of other issues before Congress that are covered by Farm Bureau policy.

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 present federal agricultural minimum wage is \$1.30 per hour, while the Michigan minimum wage rate for agriculture is \$1.60 per hour.

The House 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.

Both H.R. 4757 and H.R. 2831 would provide special minimum wage rates to full-

time students working on farms. Under these bills, the minimum wage 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 an independent 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 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 Agricultural Labor Subcommittee of the House Committee on Education and Labor. Michigan Congressman William Ford is Chairman of 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 1970, which expires December 31.

Farm Bureau presented testimony on a new farm program to both the Senate and House Agriculture Committees. The testimony pointed out that agriculture is now receiving strong support from the marketplace, worldwide, and that we are the closest we have been for many years to a market-oriented system. However, it was noted that if the present demand situation were to change rapidly our expanding markets could become quickly over-supplied. For this reason, Farm Bureau recommended a set-aside program that could be put into operation when adjustment is needed and idled when demand is adequate to provide satisfactory prices in the marketplace.

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

Under the program Farm Bureau has recommended, government payments would be performance payments instead of income supplements. The performance payment would be based on agriculture's need for adjustment and the individual farmer's contribution to that adjustment through participation in the set-aside.

The Senate Agriculture Committee may report a 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.

FOOD STAMPS

The House Agriculture Committee has begun hearings on legislation extending authorization for operation of

the Food Stamp Program. Present authority for the program expires June 30.

A major issue in the consideration of food stamp legislation will be proposals to ban food stamps for strikers.

Farm Bureau has pointed out to the House Agriculture Committee that the availability of food stamps to strikers puts taxpayers in the position of supporting the strike. Farm Bureau recommended that authorization for the food stamp program be extended, but with the provision that workers on strike not be eligible for food stamps.

CONSUMERS PROTECTION AGENCY

Hearings have been held on a bill (S. 707) that would create an independent Consumers Protection Agency. The CPA could intervene in any formal and rulemaking proceedings of nearly all federal agencies, including U.S.D.A., for the purpose of representing consumer interests.

U.S.D.A. has replied to a survey taken last year to determine the effect similar legislation offered last year would have upon its activities. The response listed 75 formal proceedings and 156 informal activities conducted by U.S.D.A. that would be subject to CPA intervention. Other agencies such as the I.C.C. and Civil Aeronautics Board reported that if a CPA were created it could be involved in every one of their activities.

S. 707 is a very broad and extreme bill with many implications to all of agriculture. Farm Bureau opposes the establishment of any consumer agency or council having other than advisory powers.

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

When Mrs. Eula Comstock Abbey of Oakland County leaves for Denver, Colorado, for the "American Mother of the Year" competition May 7-11, she will take with her the best wishes of thousands of Michigan Farm Bureau members. Her staunchest supporters in the rooting section will be her six children, 21 grandchildren, and members of the Oakland County Farm Bureau, of which she is a member.

The 67-year old Mrs. Abbey of Lake Orion was recently named Michigan's "Mother of the Year" by the Michigan State Mothers Committee, a non-profit organization dedicated to strengthening the American family. The Abbeys were members of Farm Bureau for many years prior to Mr. Abbey's death, and Mrs. Abbey is still number one on the Oakland County membership roles.

Her beginning-of-the-alphabet name also puts her at the top of the list of the Orion-Oxford FISH Program, a voluntary organization which helps people in need. She is

Cederberg Introduces Marketing Bill



Congressman Elford Cederberg (R-Midland) has introduced H.R. 5583, the National Agricultural Marketing and Bargaining Act. The bill would provide standards for the qualification of producer associations and define the mutual obligation of handlers and producer associations to negotiate in good faith regarding agricultural products.

Congressman Cederberg was first elected to the House of Representatives in 1952 and has served continuously since that time. He serves 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-Ann Arbor) and Phil Ruppe (R-Houghton). Each of the marketing bills has been referred to the House Agriculture Committee.

frequently called to provide transportation or run errands for those who cannot get about by themselves. Other groups which have enjoyed Mrs. Abbey's services are 4-H, PTA, United Fund, Michigan Cancer Foundation, her township library and local social development center. She has also worked with brain-damaged children. Mrs. Abbey is active in her church and serves as chairman of the administrative board.

An important part of the criteria for "Mother of the Year" is the achievements of her children, and Mrs. Abbey's family includes teachers, an electrical engineer, a wife of an electrical contractor, and a son who followed in his father's footsteps at Consumers Power Company.

Mrs. Abbey will soon be leaving the 140-year old farmhouse, where she lived for the past 38 years, to move into a condominium. But although she is no longer an active farmer, she is quick to voice her opposition to food boycotts. "My sympathy is with the farmer -- I know what he goes through."

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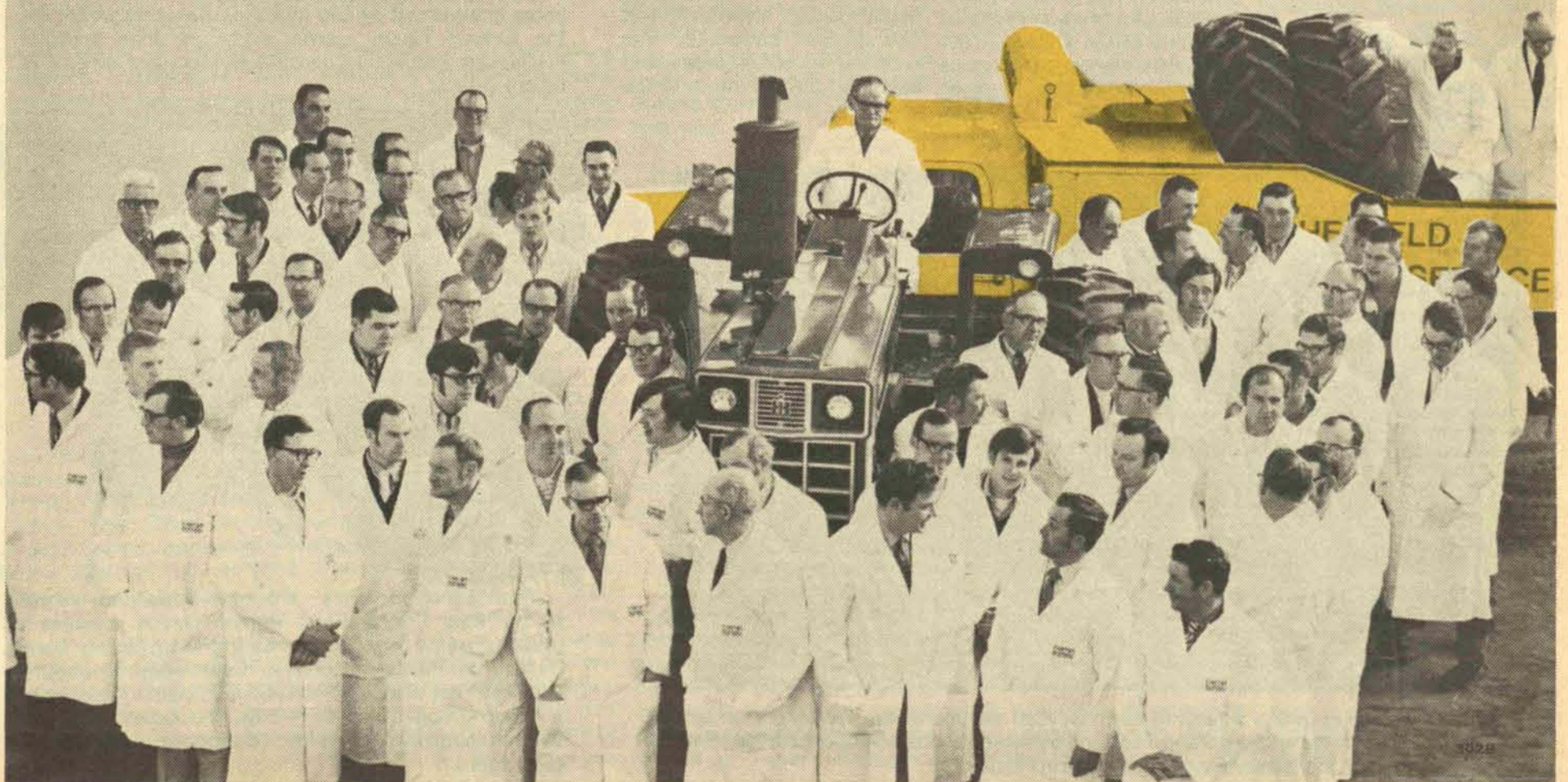
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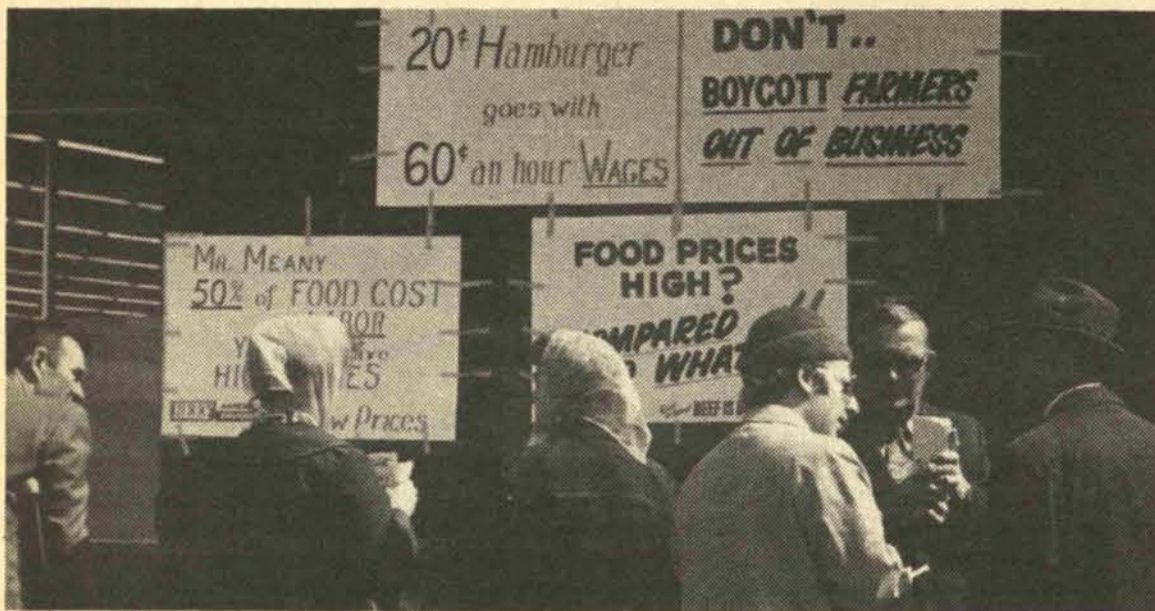
Remember to call or see the Quick Change tire men...when you can't afford to wait.

Where Your Farm Comes First

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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 Knochenmus (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 statewide including the Detroit media, said in part, "Emotional displays such as the meat boycott only attack the symptoms not the cause of inflation. It is up to each and every one of us to recognize the economic facts of life. We can't have high wages and low prices."

The evening of March 29, President Nixon announced his decision to place a ceiling on meat prices. On March 30, a

major news conference was held at Farm Bureau Center at which a statement was presented by President Smith on the organization's position on the price ceiling issue. This release received considerable play in all media -- radio, television and newspaper -- on Friday, Saturday and Sunday.

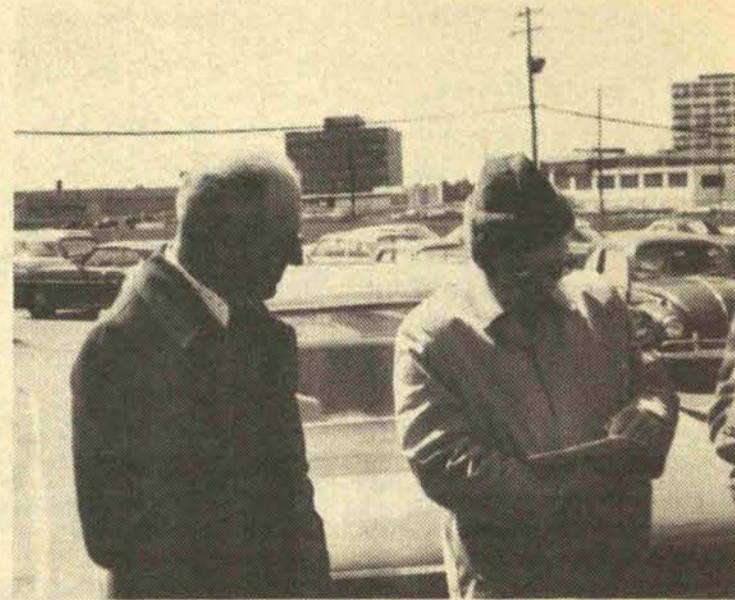
Smith placed the blame for rising prices, including food prices, on inflation and called for responsible action on the part of all public officials and organization leaders to hold the line on all prices. He said, "Current price trends reflect more than just increased demand -- they are a direct result 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.



Dean Pridgeon, vice president of Michigan Farm Bureau, being interviewed by the consumer writer for the Detroit News, Lou Mleczo. 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 Mleczo, consumer writer for the Detroit News. Laurie explained that boycotts discourage production because farmers are unsure of future prices.



Part of the group of over a thousand Farm Bureau members who converged on supermarkets 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.



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



Nine county Farm Bureau members called on 30 Congressmen at their Washington offices on April 16 to point out the serious economic impact a bill (H.R. 6168) to roll back all prices to January 10 levels would have on agriculture. Shown discussing the issue are Joa Penzien (left), Macomb County potato grower, and Congressman Jim O'Hare (D-Utica).



Shown discussing the issue of price roll back are Kalamazoo County fruit grower Don Gilmer (left), Eaton County cattle feeder Bob Harms (right), and Tripp Widder (center). Mr. Widder is Legislative Assistant to Congressman Garry Brown (R-Schoolcraft). The House later rejected the mandatory price roll back provisions of H.R. 6168.

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. The following day the Committee reversed itself by changing the rollback date for all prices to January 10, 1973 levels. The price rollback included raw agricultural products, but 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 prices even lower.

Farm Bureau vigorously opposed H.R. 6168 for three basic reasons. First, mandatory price and wage controls do not work. It is impossible to calculate either the direct cost of a bureaucracy to attempt to administer them or the cost to the economy as a result of inefficiencies, inequities and eventual black marketeering.

Second, price controls deal only with the symptoms of rising prices rather than the real cause, which is inflation. Inflation can be controlled if Congress will address itself to the real cause, which is continued deficit government spending.

Third, the mandatory price roll back would have been disastrous to agriculture. On January 10, choice beef cattle were selling in Omaha for about \$39 per cwt., but

because of rising feeder cattle prices a producer who filled his feedlot in March would need about \$44 per cwt. at markettime to break even. A price rollback to January 10 levels posed economic disaster to producers in such situations.

Members of County Farm Bureau National 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, it was believed the substitute bill would remove much of the opposition against a mandatory rollback. 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 the following morning in an effort to build opposition to H.R. 6168. A key vote came that afternoon when the House rejected by a 258-147 vote the Rules Committee recommendation that would have allowed consideration of the substitute bill. This vote effectively stopped any chances of passing a bill with price rollback provisions.

The House then approved a one-year extension of current authority for the President to impose price controls if he sees fit. 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 26.24 cents a pound for snapped asparagus was agreed to by major processors during April. The MACMA Asparagus Marketing Committee had requested the increase to cover the increased operating costs for growers this season. Last year, asparagus growers received, generally, 25 cents per pound

This year's 26.24 cent price is the base price for 90 grade score spears. Foster stated that the base price increase is in line with that of other states.

Thirteen asparagus packers operate in the state, according to Foster.

MACMA is a marketing affiliate of the Michigan Farm Bureau. MACMA's Processing Vegetable Crops Division serves producers of potatoes, pickling cucumbers, tomatoes, cabbage and peppers. MACMA Fruit Divisions also represent producers of processing apples, red tart cherries, grapes, pears and plums.

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 Themn, 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 this 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.

FPC to Exchange Stock for Cash

At a recent meeting of the Farmers Petroleum Cooperative, Inc. Board of Directors, a resolution was adopted to set up a program to revolve allocated 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 Donald R. Armstrong, vice president and general manager, "of the need to start such a program."

To speed up the revolve of the allocated Patronage Refund Certificates, the Board voted to discontinue the three percent dividend and apply this amount to the total cash set-aside for the annual certificate redemption.

Women Tell Story of Agriculture

Sixteen Farm Bureau Women's Department, Michigan Farm Bureau, P.O. Box 960, Lansing, Michigan 48904.

Current members of the Speakers' Bureau include: Mrs. Leroy (Gail) Klein, Sparta, 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 (Faye) Adam, Snover, and 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) Weidmayer, Ann Arbor, and Mrs. Roger (Barb) Trolz, Brooklyn, both of Washtenaw County; Mrs. Ralph (Marilyn) Frahm, Frankenmuth, and Mrs. Howard (Bonnie) Ebenhoeh, Chesaning, both of Saginaw County; Mrs. Harold (Jan) McMichael and Mrs. Marvin (Vivian) Lott, both of Mason in Ingham County; Mrs. Henry (Linda) Jennings, Swartz Creek, and Mrs. Donald (Sandy) Hill, Montrose, both of Genesee County.

The teams have appeared before such groups as the Marshall Rotary Club and the Kalamazoo County Rural-Urban meeting. Members who know of urban organizations which would like to schedule the "Bread and Milk" presentation may contact the

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 committeemen. 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 ASCS feed grain program. The 1973 program was designed to encourage planting of more feed grain acreage and, indirectly, more soybeans. Committee members felt the government was unfair in changing the program rules after many growers had

previously signed up under different terms. Changes in ASCS programs, which allow much of the so-called "set aside" acreage to be planted to soybeans, were also firmly opposed by the committee.

Committee members heard a soybean market report from Mr. Ralph Showerman, a grain merchandiser with the Michigan Elevator Exchange. Showerman 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 soybeans. Industry sources predict that Russia will purchase twice the 37 million bushels of soybeans they bought last fall, according to Showerman. While cautious in predicting new crop (harvest) soybean prices, Showerman quoted industry sources as saying soybeans may not go above the \$4.30 per bushel, based on Chicago future level. He did say, however, that in his opinion, soybean growers "should be doing something" toward locking in a price for a portion of their '73 soybean crop.

The Michigan Farm Bureau soybean division, the Michigan Soybean Producers, was organized in April of 1972. Fourteen County Farm Bureaus have established county soybean divisions. Each of these counties has a voting representative on the Soybean Action Committee. In 1972, Michigan produced a record 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's (MACMA) Feeder Pig Division annual membership meeting was held in Cadillac in March. Members and guests enjoyed a very informational, educational and entertaining session.

Bill Haas, MACMA Feeder Pig Division manager, reported a successful marketing year in 1972. He reported that members continue to improve the quality of their pigs, increase the demand and improve the reputation of their product. Substantial membership growth and volume of feeder pigs marketed (approximately 35% over the year 1971) was accomplished by the division in 1972.

The availability of 500-600 head of feeder pigs every other week has provided hog feeders with a reliable source of uniform high quality feeder pigs on a volume basis.

The meeting program included Don Nugent, MACMA Board member, who spoke on the "MACMA Organization." Bill Byrum, MACMA Livestock Division manager, presented a slide presentation on grades and quality differences in market hogs. Featured speaker of the evening was M.J. Buschlen, operations manager, Michigan Agricultural Services Association (MASA), who entertained the members with an enlightening talk, "It pays to do Business with Yourself."

The 1973 Feeder Pig Marketing Operations Committee was introduced. They are: Murray Turnipseed, Kalkaska, chairman; Richard Cramer, Stanwood, vice chairman; Richard Bridson, Lake City; Arden Jenkins, Kalkaska; Ken Warner, Clare; and John Palmer, Onaway.

Opportunities for increased volume and participation by additional feeder pig producers in 1973 are excellent. The feeder pig price outlook in 1973 is strong and necessarily so with increased demand and production costs.

Increased participation by feeder pig producers in the Clare-Mt. Pleasant area has resulted in the consideration of establishing an additional assembly point. Producers in the area are being surveyed to determine the interest in expanding MACMA marketing services in the area.

The MACMA Feeder Pig Division continues to expand the supply of high quality feeder pigs. Members receive a fair market price for their pigs and buyer demand continues to grow for these top quality pigs.

More information about the program can be received by contacting the MACMA office, 517-485-8121, or your local county Farm Bureau office.

Mathew Butzin Appointed Controller

The appointment of Mr. Mathew Butzin as Controller of Farm Bureau Services, Inc. effective May 1, 1973 has been announced by Max Dean, treasurer of the company.

Butzin, who has been with Farm Bureau Services since September 1969 has been manager of the Retail and Cost Accounting Departments for the last two years. A graduate of the University of Michigan, he was previously employed with Chevrolet, Inc. and Controls Company of America.



Mr. Butzin succeeds Richard W. Clemens who resigned to accept another position.

Good News for Vacationers

If you're thinking of a summer or fall vacation, here's good news for you. Michigan Farm Bureau members can now receive rates at the Beach Club Hotel at Fort Lauderdale, Florida. This offers farm families the opportunity for an 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, "supper on the grass" and an old-fashioned Florida Cracker supper (snapper fingers, pan-fried chicken, gravy, homemade biscuits, strawberry shortcake) are a few examples to tickle the gourmet's palate.

Vacationers at the Beach Club may swim in the Atlantic Ocean or in the big Olympic fresh water pool, play shuffleboard, ping pong, volleyball, or use special game equipment. They have a choice of accommodations -- hotel rooms, efficiencies with full kitchens, economical cabana

mini-rooms, or two-room apartments -- all at special low rates.

Package plans include "A Week of Fun," a "Golf Holiday," and a "Drive Around Package." The Week of Fun, for example, includes seven full dinners and breakfasts, seven night's lodging, seafood buffet, basket of fruit, Sunday brunch, summer cookouts, 3-hour boat trip and a Porpoise Aquarium Show. Cost for this package is \$125.00 for single hotel room, or \$90 per person for double hotel room.

Special side trips are also available from the Beach Club, including a day at Disney World, a day in the Bahamas, and "Fisherman'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 77.53 cents per bushel delivered. This final payment was in addition to the advance payment received at harvest time, which averaged about \$1.10 per bushel. Program cooperators, on the average, received 50 cents per bushel over harvest time prices.

During each of the last six 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.

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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 again firmed because land preparation for new spring crops continued 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 sold 18 million tons. Another source reported the Soviet Union has lined up a vast amount of ocean 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 rate of laying. On a per capita basis, egg production has been running at the lowest level in 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 the lowest on record. It is expected that total egg consumption should benefit from reduced meat buying because of the cheapness of eggs as a protein source.

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 40 percent. Poultry 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 general increase in the supply of meat and the housewife will not stay out of the market. Beef production 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 74 percent, up three points from the previous years. Not since 1952 have farm prices averaged 100 percent 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 a year ago. 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.

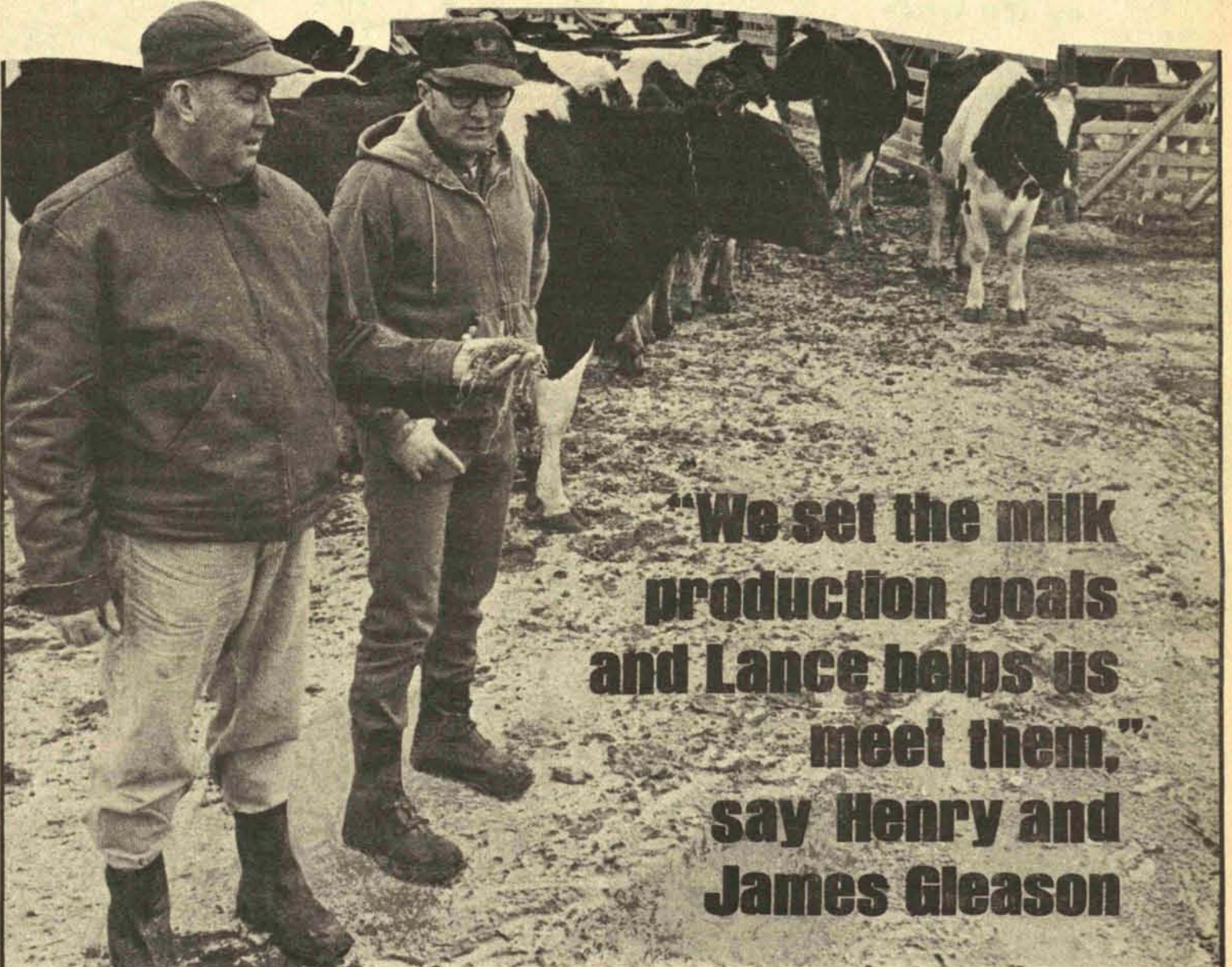
Market Opinion. With March planting intentions pointing to larger than expected increases in 1973 soybean acreage, and with the 1972 post-crop harvest survey showing increases in the corn crop, some easing in prices paid to farmers is to be expected. However, longer term statistics show planting intentions 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. So 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 later.

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 increases in purchases during the spring season. The fertilizer supply situation is still touch and go.

Farm Bureau dealers have ordered fertilizer and should be able to give most farmers a good start if they are regular customers. However, warehouses can be emptied in a hurry once fieldwork hits full swing.

Phosphate shortages and transportation jam-ups may still result in crunching shortages as the season progresses. Some farmers may



"We set the milk production goals 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. One of our cows 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 couldn'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

Where Your Farm Comes First

Farm Bureau
FARM BUREAU SERVICES, INC

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 these days -- a somewhat expendable figure. 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 non-existent in the public memory. Yet, at the same time, the public is in a position to have more voice in agricultural affairs, simply because farmers are becoming a smaller and smaller percentage of the population.

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 knick-knacks. 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 complains 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 we become. Public pressures 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 superfarmer businessman and the old-fashioned image of Hiram with a straw hat. Images change with people pressures. They are not static things and all of us -- every person, every firm, every organization and industry (yes, even agriculture) project some form of public image all of the time.

Circumstance 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 which is added to and changed by each new contact or other piece of information concerning farming and farmers.

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

Some people would like to see farmers project some form of super, shiny national image, concocted and projected to the public to show this superman on the land feeding our nation and much of the world eternally 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, hard-working, 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 help move the thinking beliefs and support of others in line with ours. We lobby, maintain contact with other organizations, broadcast our policy positions to the world; all with the goal of developing majority support for that in which we believe.

We openly solicit and expect this support in the firm knowledge that without a sound agriculture, all else fails.

Realizing that action should be taken to help bridge the gap of understanding between rural and urban citizens of this state, the voting delegates at the last Michigan Farm Bureau annual meeting passed a resolution which reads, in part, as follows:

"An ever-increasing percentage of our national population is becoming unfamiliar with agriculture, and as the pressure on our environment becomes greater, the need for agriculture to tell its story increases.

"We believe that farmers have a favorable image

with most people; however, we must redouble our efforts to create a better understanding among our nonfarm population. They must understand that as our population increases they have a stake in the farmers' ability to efficiently produce ever-increasing quantities of food and fibre.

"We, the farm people, must assume our share of this task. We can do this by participating locally with such nonfarm groups as urban, church and civic activities, political parties, service clubs and other nonfarm organizations.

"We urge County Farm Bureaus to conduct rural-urban activities, farm visits, press relations meetings and other activities which will help create understanding between farm and nonfarm people.

"We, in order to meet the challenge, urge all Farm Bureau members and our entire staff to be public relations people for agriculture in our everyday relations with nonfarmers."

This policy seems to put responsibility for good public relations on each and every Farm Bureau member. As you will recall, last month we discussed member involvement -- and public relations certainly comes under that heading.

The American Heritage Dictionary defines public relations as, "The methods and activities employed by an individual, organization, corporation or government to promote a favorable relationship with the public."

Methods and activities are the key words!

While being pleasant and friendly lays the groundwork 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 suffice 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 information 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 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 on 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.

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 with board authority over areas of domestic concern. One of the counselors was given responsibility for natural resources, including energy policy. What 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 if shortage is as critical as implied; appear to be a controlled shortage.

National Health Insurance Discussed

HEW Secretary Casper W. Weinberger recently advised the House Health Subcommittee that the administration "will shortly be presenting proposals to Congress for a new and more comprehensive approach to national health insurance (which will be) our most important health initiative." Shortly thereafter, President Nixon released a statement in which he said the Administration would seek to enact a national health insurance law in this Congress. Weinberger had been called to the hearings of the panel, headed by Rep. Paul Roger, D-Florida, to answer questions on Administration proposals to slash health budget items.

In his prepared statement, Weinberger said: "We will propose an amendment to the Social Security Act to require all state Medicaid plans to include reimbursement for free-standing clinics when they provide Medicaid-covered services."

Under the "cost sharing" (deductible) provision for Medicare that the Administration will propose, the average Medicare beneficiary who is hospitalized will pay \$189, an increase of \$105 over what he is now paying. "Such cost-sharing features are typical of private health insurance policies where their value in curbing over-utilization of services is recognized."

"We believe a more limited federal role is appropriate with respect to special financing for structural changes in the system, either by providing new facilities or demonstrating new types of delivery systems."

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. If 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 Discussion Exercise and Report Sheet May, 1973

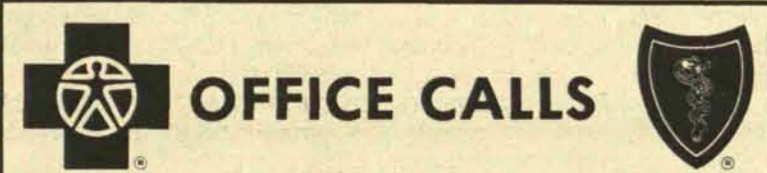
Community Farm Bureau _____ County _____
Please indicate the number of people taking part in this discussion _____

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? _____
How often should they be used? _____ What sort of stories and facts should be emphasized? _____
6. Radio programs supplied by Farm Bureau are aired approximately 400 times a week. How many of your group's members hear them regularly? _____ On what stations? _____
7. Comments: _____

AFBF Annual Meeting Dates Announced

Atlantic City, New Jersey, Plans are now being made site of the famous Board Walk for transportation to the and the Miss America Pageant, convention for Michigan but more importantly -- it's the members. Watch future issues site of the 1974 American Farm Bureau Federation of the Michigan Farm News for annual meeting. The dates of more information and that convention are January reservation procedures. 13-17.



QUESTION: We neglected to add our child during the last Blue Cross-Blue Shield reopening 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 contract 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 immediately, but according to the quarterly billing cycle. The secretary can advise you of the effective date. New dependent children should be added to the contract within 30 days from their date of birth, so there will be no interference in coverage for that dependent.

FARM BUREAU MARKET PLACE

SPECIAL RATE TO FARM BUREAU MEMBERS: 25 words for \$2.00 each edition. Additional words, 10 cents each. Figures such as 12 or \$12.50 count as one word. NON-MEMBER advertisers: 15 cents per word one edition, two or more editions, 10 cents per word. Copy deadline: 20th of the month. 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	LIVESTOCK	POULTRY	MISCELLANEOUS	MISCELLANEOUS
<p>SLIDE IN STOCK RACKS - All steel construction \$159.50. Dealerships available. Free literature. DOLLY ENTERPRISES, 219 Main, Colchester, Ill. 62326. (5-11-19p)</p> <p>NORTHLAND EQUIPMENT - Dealer for New Idea, Gehl, New Holland, Jamesway, Kewanee, Killbros, and Bush-Hog equipment. Madison Silos. On M-72 West, Traverse City, Michigan. Phone (616) 946-9437. H. J. Witkop, owner. (3-71-30p)</p> <p>CALF CREEP FEEDERS - 30 Bushel Capacity \$119.50. Dealerships available. Free literature. DOLLY ENTERPRISES, 219 Main, Colchester, Ill. 62326. (5-11-18p)</p> <p>300' GOOD USED BARN CLEANER. Chain fits Clay, Badger, Starline and others. 15 used Patz Barn Cleaner. 10 used Patz Silo Unloaders. Also new Patz Equipment. 5% simple interest 3 years. Wynsgarden Equipment, Rt. 3, Fremont, Michigan 49412. (9-41-37b)</p> <p>FARROWING STALLS - Complete \$34.50. Dealerships available. Free literature. DOLLY ENTERPRISES, 219 Main, Colchester, Illinois 62326. (5-11-15p)</p> <p>WE SELL, erect and service: Smith Silos; Silo-Matic Unloaders and Feeding Equipment; Schuler Bunk Feeding Boxes; Kasten Forage Boxes, Blowers, and Gears. LAURSEN'S INC., WEST BRANCH, MICH. 517-345-1400. (1-61-27p)</p>	<p>HEREFORD BULLS - pure bred herd sires. Ready for service. Also, registered heifers and calves. Egypt Valley Hereford Farm, 6611 Knapp St., Ada, Michigan. Phone OR 6-1090. (Kent County) (11-41-25b)</p> <p>MILKING SHORTHORNS: Young Bulls, yearlings and calves for sale. Write for tabulated pedigrees or better yet, pay us a visit. Stanley M. Powell and Family, Ingleside Farm, Route #1, Box 238, Ionia, Michigan 48846. (7-11-33b)</p> <p>HEREFORD DISPERSION - June 23. One of Michigan's oldest established herds - must sell as farm is for sale. 95 lots, including 11 bulls. Skyline Ranch, 65040 Dequindre Road, Lake Orion, Michigan 48035. Phone: 313-752-2300. (4-21-30b)</p>	<p>KLAGER'S DEKALB PROFIT PULLETS - Order your started pullets that have been raised on a proven growing program. The growing birds are inspected weekly by trained staff, vaccinated, debeaked and delivered by us in clean crates. If you keep records, you will keep KLAGER DEKALBS, KLAGER HATCHERIES, Bridgewater, Michigan. Telephones: 313 429-7087 or 313 428-3034. (11-50b)</p> <p>FOR SALE - POULTRY EQUIPMENT. Kitson Feedliner Feeder; Kitson Pit Cleaner - 10' blades; A-1 condition. Hart Water Cups; Hart saw Floor Slats; Standard Nests for 3000. Robert Schunemann, 15670 25 Mile, Washington, Mich. 48904. 313-781-4668. (5-11-35p)</p> <p>TRY CAREY'S LEGHORN PULLETS: Just once. You'll be back for more. Chicks and Started Pullets. Literature Free. CAREY FARMS, Rt. #7, MARION, OHIO 43302. (4-21-23p)</p> <p>DAY OLD OR STARTED PULLETS - The DeKalb profit pullet. Accepted by the smart poultryman for high egg production, superior egg quality, greater feed efficiency. If you keep records, you'll keep DeKalbs. Write for prices and catalog. KLAGER HATCHERIES, Bridgewater, Michigan. Telephones: Saline HAZel 9-7087, Manchester GARDen 8-3034. (11-46b)</p>	<p>"CHUCK WAGON GANG" Records. Giant package. Five new collector's longplay stereo albums. 50 great old gospel songs sung by the original group, \$9.95 postpaid. Keepsakes, 202MF, Carlsbad, Texas 76934. (2-11-28b)</p> <p>STUFF ENVELOPES. Average \$25.00 hundred. Immediate earnings. Beginner's Kit, \$1.00 (refundable). Lewcard, M392FN, Brea, CA. 92621. (2-121-15p)</p> <p>FOR SALE - USED RAILROAD TIES. Fruit growers, lake shoring - truck lots. Allen Waldvogel, Rt. 2, Manhattan, Illinois 60552. Phone: 815-487-3742. (4-51-19b)</p> <p>SPECIAL OFFER - Kodacolor Film Developed and Printed. 12 exp. cartridge or roll, \$1.98. Send for free mailer. Cavalier Color, 1265 S. 11th Street, Niles, Michigan 49120. (9-121-25p)</p> <p>CUSTOM CHERRY HARVESTING with Trunk Shaker. Quality Work. Statewide Schedule. Earl Peterson, Route 2, Shelby, Michigan 49455. Phone: (616) 861-5339. (5-21-20p)</p>	<p>ELECTRIC POWER PLANTS Ac and DC by Pincor. Tractor PTO. Portable and Stationary Engine Plants, Camper Units, Battery Chargers. Designed for Heavy Duty Motor startings. Also Electric Motors. Heavy Duty for Home, Farms or Industry. Discount priced. Decatur Electric Motor Service, Rt1, Box 281, Decatur, Michigan 49045. (5-11-48b)</p> <p>1971 DODGE 600 Series 8 ton I & M Bulk Feed Body - 1965 Chev. 60 Series 8 ton Newleader Bulk Feed Body - both fully hydraulic in good condition. Phone: 616-392-4051. (5-11-28p)</p> <p>ANY MAKE WRIST WATCH cleaned, repaired, parts included, total price \$6.95. Seven-day service. 21st year in mail order. Elgin trained experts. Send for free mailer. Hub's Service, 3855 Hopps Road, Elgin, Ill. 60120. (5-61-32p)</p> <p>FOR SALE - One #33 Peat Pot Planter by the Mechanical Transplanter Co. Excellent condition, used just three seasons. Price, \$100. James A. Lentz, 936 E. Monroe Road, St. Louis, Michigan. Phone (517) 681-3313. (5-11-30p)</p> <p>CALIFORNIA SOUVENIR GOLD DOLLAR. \$1.50: Half 75c. Indianhead Cents, V-Nickels, Barber Dimes 5 for \$1.98. Coin Catalog 25c. Edel's, Carlyle, Illinois 62231. (5-11-22p)</p>



**FOR YOUR PRIZE ANIMALS...
TERM LIFE INSURANCE**

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).

**FARM BUREAU
INSURANCE
GROUP**



Farm Bureau Mutual • Farm Bureau Life • Community Service Insurance • Community Service Acceptance