

Michigan Farm News

Michigan Farm Bureau's

ACTION

Publication

VOL. 56, NO. 6

FARM
BUREAU

JUNE, 1977

Michigan-Grown Food --Good and Good for You. . . .



— PHOTO BY MARCIA DITCHIE

AN ALL-MICHIGAN PICNIC is enjoyed by Rachaelle Belknap of Lansing. This appealing candid shot of Rachaelle, along with other eating situations, are included in television public service announcements reminding consumers that "Michigan-

grown food is good — and good for you." The PSAs were produced by the Michigan Farm Bureau, along with radio spots featuring the same message, and sent to all Michigan electronic media.

City mother demonstrates trust in food supply

"I have three active children and a hard-working husband. Their good health is vitally important to me," says Dalene Belknap of Lansing. "I feel it's my responsibility, as a wife and mother, to make sure they get the nutritious food that's necessary to keep them healthy and active. I'm confident that Michigan farm products are wholesome."

Dalene demonstrated her

faith in Michigan - grown food recently with a springtime, all-Michigan picnic in a local park with her three children. Their menu included fried chicken, potato salad, baked beans, cottage cheese, apple cider, milk and other state-grown products.

"I'm not in the least concerned about the safety of our food supply," she said. "If the federal Food and Drug Administration says it's safe -

- then I believe it is. The current furor over the banning of saccharin proves the FDA is over-cautious, if anything."

Dalene isn't the kind to lead demonstrations or carry signs on her back proclaiming "Michigan Food is Safe." But, on the strength of her convictions, she shops for her family's food in stores that feature Michigan-grown products.

"I can't understand why people patronize stores that post signs saying they don't sell Michigan beef," she said. "What would happen to their business, and our whole state's economy, if farmers decided to retaliate by going out of state to buy all the supplies and equipment they use to produce our food? I don't think they consider that; I just think they're reacting to unfounded consumer fears."

As the children happily devoured the last crumb on their paper plates and headed for the playground, Dalene said, "I think we're lucky to live in Michigan where all the delicious and nutritious makings of an entire meal are produced within our own state. This all-Michigan picnic is not only good and good for us, it also gives me an opportunity to instill in my children a sense of pride in their state."



From
the Desk
of
The
President

Hope is better companion than fear

President Franklin Delano Roosevelt, in his first inaugural address, said: "The only thing we have to fear is fear itself." How true! Fear, in itself, is a crippler. It can immobilize and cloud rational thinking and decisionmaking.

We seem to be in the grip of this crippler here in Michigan in the aftermath of the PBB tragedy. Politicians fear for their political futures. Reporters fear that their competition will report a more sensational story than they. Farmers fear that consumers will fear buying their products. And so it goes . . . each fear feeding on another.

In the agricultural industry, these fears have caused frustration and confusion. Farmers who belong to more than one agricultural organization have had their loyalties torn by differences in stands on tolerance levels and conflicting analyses of the effect of PBB on Michigan markets.

It is time to break that stranglehold of fear before it does irreparable damage to our state's agricultural industry! When the agricultural industry itself is wracked by fear -- this fear is projected to the consumer, who will begin to think that perhaps there may be a reason for it. He does not know that the actions of the agricultural industry are in response to fear of market losses and not from fear that our food supply is unsafe.

We cannot allow this to happen! Hope is a better companion than fear and we should seize upon every positive indication that Michigan agriculture will not only survive the PBB trauma -- but become better for the experience.

How can we become better? Fear, tempered into concern and coupled with positive action, can be an effective motivator. We have been shaken out of our smug complacency and have become actively involved in promoting what we produce. We've been doing that for some time through our various organizations and activities -- but not with the degree of personal involvement and enthusiasm and creativity that we see now. If we maintain this awareness of the importance of constant, rather than "reactionary" product and industry promotion, Michigan agriculture will become more viable than ever.

I hope each of you will first gain hope from the market research conducted by Dr. Paul Kindinger of our Market Development Division; build up your enthusiasm from the activities conducted by Michigan Farm Bureau, the American Dairy Association, informed city consumers and dedicated farmers (all reported in this issue) -- and then find an active role for yourself in assuring a strong Michigan agriculture.

If there was ever a time when all of agriculture needs to work together -- it is NOW! There may remain differences in opinions on appropriate legislation or market analyses -- but the cohesive knowledge that "MICHIGAN GROWN FOOD IS GOOD. . . AND GOOD FOR YOU" unites us to effectively spread that truth to others.

Elton R. Smith

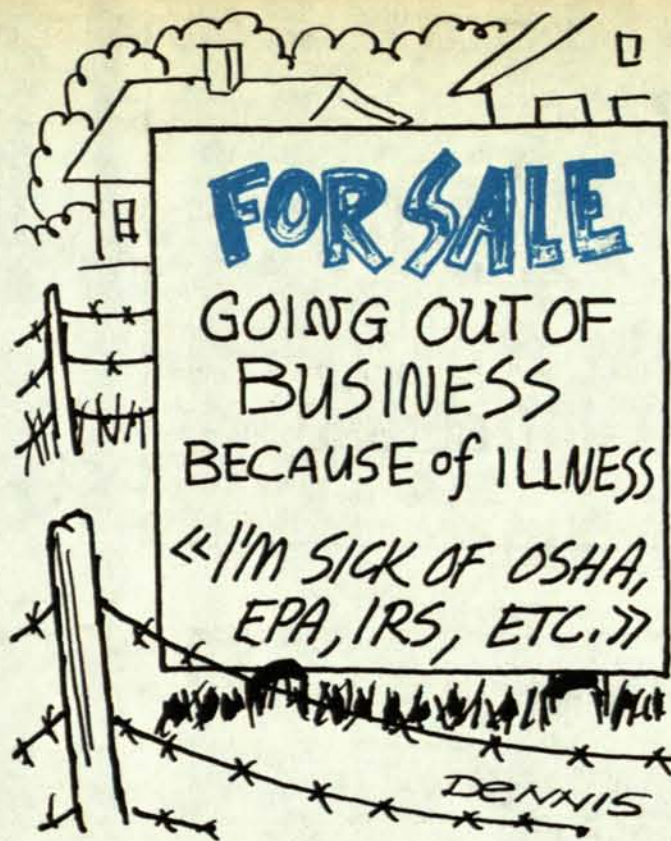
Senator Dick Allen

Atonement for "Past Sins"?

The Senate Agriculture and Consumer Affairs Committee hearings of May 11 brought out many significant facts. Indications are that as a result of those facts, substantial changes are forthcoming in PBB legislation. One change would be to test dairy animals for PBB after they are culled from herds prior to slaughter.

One proponent of this concept is Senator Richard Allen (R-Alma). Allen stated that the only way to insure that PBB is kept from the food chain is that testing be done at the marketplace, not on the farm. He said he could find only two reasons for testing on the farm.

"Those come from two arenas," Allen said. "One is those



Editorial

Another Hairbrained Farming Scheme

A new outfit which calls itself the "Exploratory Project For Economic Alternatives" -- and which operates out of the wonderland area of Washington, D.C. - claims to have discovered a new and better farming system for this country.

It is a plan in which government would move heavily into the farming business. The government would manage reserve stocks, control food exports, discourage large farms, set food prices, and subsidize smaller farming operations.

Americans with higher incomes would be taxed to assure cheap food for people with smaller incomes. This tax money, amounting to 12 to 15 billion dollars yearly, say the plan's authors, would be used to assure adequate incomes for small and medium sized farms.

By separating agriculture from the open market, farmers would become part of a government operated public utility. Agriculture would be penalized by tight government regulations and controls.

Small wonder farmers ask -- why is American agriculture, the most efficient and productive in the world, so frequently singled out for hairbrained schemes of special treatment?

One answer might be that not farmers, but the private, competitive enterprise system of this country is the target. Food, or its lack, is an emotional issue about which many people cannot think clearly.

Public fears of a food shortage can be stirred by politicians and others, to build support for socialist schemes that wouldn't otherwise be given serious thought.

We've never had a food shortage in this country, and we never will, unless we allow politicians and social planners to mess up our private enterprise - non governmental - farming system.



Much of this issue of the FARM NEWS, you will note, is devoted to restoring consumer confidence in Michigan agriculture. All of us, I'm sure, get frustrated to the point of anger at what we believe is the ridiculousness of some of the expressed consumer concerns. But if we are to do an effective job of reassuring consumers -- and we MUST -- it's important that we don't "lose our cool," that we don't pooh-pooh all of their concerns.

When reports regarding the dangers of breast-feeding first hit the headlines, all the facts I knew, all the reassurances I, myself, had written to calm the nervous consumer, lost their strength with "personal" involvement. When the health of that precious little scrap of humanity with the sparkling brown eyes, the miracle man-child who made me the ultimate S.O.G., was at stake -- I admit to some concerns myself. It took some one-to-one conversations with young mothers like Nancy Rottier and Ann Gregory (who participated in the Young Farmer press conference in March) to erase those fears.

So, whenever we're tempted to respond in anger to what we view as "way-out" consumer fears, let's remember that understanding and compassion are better for openers. We have to recognize that many consumers are "headline educated" -- and that's why they're scared. There's a big void there that farmers are challenged to fill.

MICHIGAN FARM NEWS

The Michigan FARM NEWS is published monthly, on the first day, by the Michigan Farm Bureau Information Division. Publication and Editorial offices at 7373 West Saginaw Highway, Lansing, Michigan 48909. Post Office Box 30960. Telephone, Lansing (517) 321-5661, Extension 228. Subscription price, 65 cents per year. Publication No. 345040.

Established January 13, 1923. Second-class postage paid at Lansing, Mi. and at additional mailing offices.

EDITORIAL: Donna Wilber, Editor; Marcia Ditchie, Connie Lawson, Associate Editors.

OFFICERS: Michigan Farm Bureau: President, Elton R. Smith, Caledonia, R-1; Vice President, Jack Laurie, Cass City; Administrative Director, Robert Braden, Lansing; Treasurer and Chief Financial Officer, Max D. Dean; Secretary, William S. Wilkinson.

DIRECTORS: District 1, Arthur Bailey, Schoolcraft; District 2, Lowell Eisenmann, Blissfield, R-1; District 3, Andrew Jackson, Howell, R-1; District 4, Elton R. Smith, Caledonia, R-1; District 5, William Spike, Owosso, R-3; District 6, Jack Laurie, Cass City, R-3; District 7, Robert Rider, Hart, R-1; District 8, Larry DeVuyst, Ithaca, R-4; District 9, Donald Nugent, Frankfort, R-1; District 10, Richard Wieland, Ellsworth, R-1; District 11, Franklin Schwiderson, Dafter.

DIRECTORS AT LARGE: Walter Frahm, Frankenmuth; Bruce Leipprandt, Pigeon; Michael Pridgeon, Montgomery.

WOMEN OF FARM BUREAU: Mrs. Andrew Jackson, Howell, R-4. FARM BUREAU YOUNG FARMERS: Robert Rottier, Fremont

POSTMASTER: In using form 3579, mail to: Michigan Farm News, 7373 West Saginaw Highway, Lansing, Michigan 48909.

farmers who have a claim and have cattle whose production has been hurt, even though the level of PBB is below .3 ppm. They feel that some destruction by the state may decrease their chances of collecting settlements."

Allen continued, "There also appears to be a group composed of various elements, some political and some journalistic, who want to see the blood flow. They want to see those cattle hauled off to Kalkaska and buried in a mass grave. Some sort of pagan sacrifice to the inability of the state and of certain politicians connected with the state to have solved the problem in 1973 and 1974. A sort of atonement on the part of government for our past sins."

STUDY SHOWS MICHIGAN MARKETS 'NORMAL'

"No one can state with absolute or complete certainty that PBB is or is not the major or only cause of the 'market failures' claimed by the livestock and dairy sectors in Michigan," concludes economist Dr. Paul E. Kindinger, who serves as MFB's Market Development Division director. Kindinger based his conclusions on a

"comparative market analysis" he conducted, using USDA statistics.

"It is true that actual Class I milk sales are down in Federal Milk Marketing Order No. 40, which takes in most of lower Michigan," Kindinger stated. "However, consider the fact that Michigan did not stand alone in this respect. The records indicate that Class I sales are down in 25 of the 46 Federal Order Markets in January 1977 compared to January 1976."

Comparing the two Januarys, the percentage change in Class I sales included -6.1 percent in southern Michigan, -11.6 in Louisville, and -15.4 in southern Illinois.

Comparison of the first quarters of 1976 and 1977 indicates a trend toward improvement in Class I milk utilization, Kindinger said. Total utilization during the first quarter of 1977 amounted to 1.5 percent above the same period a year ago, his study shows.

Also to be considered, he said, is the general shift in the demand for manufactured products (Class II and III) at the expense of Class I milk products, with the exception

of low fat or skim milk. He uses American cheese consumption as one example, which has grown from 5.7 pounds per capita in 1965 to nearly 9 pounds in 1976.

"What is happening in Michigan is not atypical from what is happening in other parts of the United States," Kindinger claims.

Shifting to the concerns of the livestock sector, Dr. Kindinger concluded that Michigan markets appear to be in line with similar markets regarding prices paid for choice slaughter steers.

"During the 48-month period (January 1973 through December 1976), the average differential between Michigan and Omaha for choice grade 900-1100 pound steers was 48½ cents per hundredweight," said Kindinger. "This obviously does not measure up to the one or two dollar 'normal margin' often used in conversation. There is, of course, quite a high degree of variability hidden in such an average. For instance, margins between Michigan and Omaha for the 48 month period range from a negative 64 cents per hundred to a positive \$1.73 per hundred."

In a 4-week period in March and April, there is a large degree of variability even in this short time-span, Kindinger said, with price differences ranging from a 2 cent per hundred discount to a 40 cent per hundred premium. "While these figures do not completely dispel the concept that PBB may have had an impact on Michigan livestock markets, they do raise certain doubts regarding the severity of the problem," he said.

"It is extremely difficult, even with sophisticated models or computers, to isolate a single cause-and-effect relationship in such complex markets with many pricing and demand or supply related variables," Dr. Kindinger said. "Thus, while this study has not, with certainty, proven or disproven that PBB may have had an impact on Michigan markets, I would point out that Michigan's dairy and livestock markets appear to be functioning in a 'normal' fashion."

Copies of Dr. Kindinger's analysis may be obtained by writing to the Market Development Division, Michigan Farm Bureau, P.O. Box 30960, Lansing 48909.

New PBB

Legislation Drafted

CALLS FOR LOWERING OF LEVELS TO .02 PPM

On May 18, 1977, the Senate Agriculture and Consumer Affairs Committee moved to consider the Senate Substitute for H.B. 4109.

In its present form, Senate Substitute for H.B. 4109 contains the following provisions:

1. Applies only to dairy cattle which are defined as adult cows born before January 1, 1976 and which have lactated.
2. Authorizes the testing of all herds of dairy cattle suspected of PBB contamination.
3. Lowers the PBB tolerance to .02 ppm.
4. Requires dairy cattle contaminated with more than .02 ppm of PBB in the fat of milk or milk products to be destroyed. Animals tested and found NOT to be contaminated must be branded.
5. Requires ALL DAIRY CATTLE culled for slaughter to be tested before removal from the farm. Animals with more than .02 ppm of PBB in the fat of tissue samples would be destroyed. Cattle not contaminated could be shipped to market only if certified by the Michigan Department of Agriculture.
6. Requires testing of all cattle (calves, heifers, bulls, mature cows) which have been quarantined prior to the effective date of the act before removal from the premises where located. Animals NOT contaminated with PBB must be branded.
7. Provides indemnification for all animals destroyed at their fair market value at the time of appraisal by the Michigan Department of Agriculture.
8. Appropriates funds to pay for the testing of all dairy cattle and their destruction, burial and indemnification if contaminated with more than .02 ppm PBB. A payment of up to \$40 per animal for actual losses resulting from the testing would be authorized.

The Senate substitute does represent an improvement over the House approved version of H.B. 4109 in that dairy cattle other than those with more than .02 ppm. of PBB in the milk could remain on the farm for production purposes. However, it is still not consistent with current policy as interpreted by the Michigan Farm Bureau Board of Directors.

Michigan Farm Bureau is opposed to the Senate Substitute for H.B. 4109 for the following reasons:

1. The PBB tolerance level would be lowered below the appropriate level established by FDA. There has been no conclusive scientific evidence offered to warrant such action.
2. Dairy men with no history of PBB contamination in their herds would be required to have tested all dairy cattle being culled for slaughter. This would cause unnecessary management problems and does not provide for emergency situations.
3. All animals that were previously quarantined or tested for PBB in the milk and found to be uncontaminated with PBB must be branded. These branded animals would be suspect in the marketplace and their value reduced.

Senate Substitute for H.B. 4109 is still in committee at this writing. When it is reported out of committee, it may go to the Senate floor or directly to the Appropriations Committee. From the Appropriations Committee, it will go back to the Senate and, if passed, to the House.

MFB Regional Representatives have copies of the bill which they will be sharing with members. Contacts with legislators should be made NOW.



America's dairy families prove their worth twice a day, 365 days a year.

Twice a day—in spite of blizzards, vacations and fieldwork—those cows *have* to be milked. And, faithfully, dairymen do just that to make sure the *rest* of America has enough wholesome, nutritious dairy foods...at a fair price. □ PCA has long been committed to helping the dairy business by supplying credit for buildings, equipment and improved breeding stock. □ PCA people are proud to be part of this industry and join in saluting dairy people during Dairy Month...and all year long.

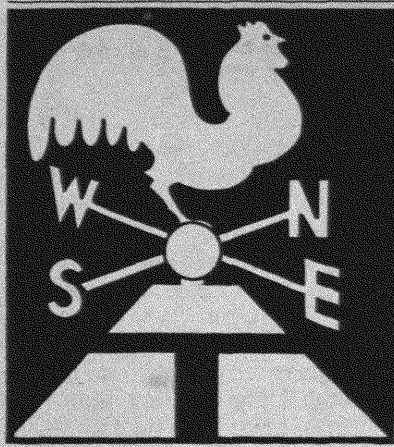


Production Credit Associations of Michigan



We're spreading the word

Farming is everybody's bread & butter



Agriculture, Consumers and YOU

BY CONNIE LAWSON

Three and one half years after the initial contamination of animal feed at the Battle Creek FBS plant, the PBB controversy continues to cast its shadow over Michigan agriculture. From the beginning, the state's affected farmers and feed suppliers have worked with Farm Bureau Services, the Michigan Department of Agriculture and the Federal Food and Drug Administration to remove contaminated herds above the FDA recommended tolerance level of .3 ppm and restore the safety of the Michigan food supply system. The cost in terms of man-hours, livestock and lost revenues has been an emotional and financial hardship on these farm families. During 1974, 1975 and 1976, over 30,000 animals

were destroyed and buried at the Kalkaska site. Now faced with the possibility of still lower tolerance levels, the foreboding shadow of PBB returns once again to threaten their livelihoods.

According to Larry K. Crandall, Battle Creek dairyman, the cost of restoring consumer confidence through adopting a tolerance level below .3 ppm has not been supported by scientific findings. Crandall told members of the Agriculture and Consumer Affairs Committee of the Michigan Senate, "I will not tolerate the destruction of any of my animals on the basis of arguments presented to date".

It is a credit to aggressive farmers like Larry Crandall that the Committee has taken

a critical look at the much-quoted Selikoff Study. In his appearance before the Committee, Crandall termed the study "a publicity stunt".

On May 14, a Senate Committee delegation travelled to New York to interview Dr. Selikoff who had refused to appear at the Senate PBB hearings. They learned that the results of the study are far from being completed.

Unfortunately, public opinion has been assaulted by widespread reports of human health dangers based on inconclusive data released by Selikoff. Furthermore, the consumer has been led to believe that every pound of meat is likely to contain PBB.

In view of current testing and surveys, it is clear that

PBB is not a threat to public health. The most recent survey made by the USDA at the request of Senators Riegle and Griffin showed that of 300 samples of hamburger, 294 were absolutely clear of the contaminant and only 6 had "trace" amounts of PBB.

The Committee is considering a Senate substitute to H.B. 4109. Introduced on May 18, the substitute proposal is, at best, only a marginal improvement over the Spaniola Bill. Provisions for mandatory on-the-farm testing and retention of animals tested below the established tolerance level are amendments supported by the Michigan Farm Bureau. However, setting PBB tolerances at .02 ppm is still far from a realistic approach to restoring consumer confidence in Michigan beef and dairy products.

DANGERS OF NEW FOOD POLITICS SHOULD BE REPORTED

By Edith Efron

(Reprinted with permission from TV Guide (Copyright symbol, Circle R) Magazine. Copyright 1977 by Triangle Publications, Inc., Radnor, Pennsylvania.)

This column may be partially described as "preventive media criticism." It is a comment on a past trend in broadcast news - and on the danger we face if that trend continues into the future.

First, the past. It has been long apparent that a movement is afoot to build up powerful state controls over the production and purchase of food - and that network news has reported that many additives and preservatives in foods and beverages may be giving us cancer, and that foods containing them have been banned. As many critics, including myself, have observed, CBS and NBC documentaries have consistently favored the bans. Never has a network prepared a documentary exposing the legal and scientific irrationality underlying the banning process - the fact that products are banned with no evidence that a single human being has ever gotten cancer from them, and that the sole grounds for such bans have been that mice and rats force-fed with ludicrous quantities of these additives have developed tumors. Nor has a network ever sought to assess the economic damage due to these bans, or the cost to individuals in freedom of choice.

In addition, for several years news and talk shows have trotted "experts" onto the screen who have complained that Americans are stuffing themselves with "junk foods" and "empty

calories" - by which they mean such "non-nutritious" fare as hot dogs, potato chips, white bread, dry cereals, cookies, candy, soda pop and other nationally popular snacks. Invariably, such "experts" clamor for laws to ban the advertising of such products, or the products themselves. Rarely are the costs of such proposals, in dollars and freedom, spelled out.

Further, the airwaves have been placed at the disposal of yet other "experts" who have complained that Americans are stuffing themselves with "overnutritious" food, such as milk, cream, butter, eggs and, above all, high-grade, marbled (fatty) beef. According to such people, if the state forced our ranchers to breed skinny cows and forced our citizens to eat leaner, tougher and more tasteless beef, this would liberate millions of tons of grain for the Third World. CBS explored this in a 60 Minutes segment.

So much for the past... now for the present. After years of such helpful publicity, the new food politics is trying to expand its legal powers.

Senator George McGovern has prepared legislation that, if passed, will inaugurate the government's power to dictate Americans' diets. The law seeks to slash the consumption of fatty foods, saturated fats, cholesterol, salt and sugar. The law would be immediately applied to the poor - i.e., to all food programs financed by the state; the non-poor would be let off with voluntary guidelines... for a while. If this law is passed, the impact on the meat, dairy, egg, sugar and thousands of other related food industries and their employees would be devastating.

"...the full manifesto of the new food politics is no innocent campaign for better nutrition. It is a massive assault, not only on America's food industry, but on reason, science, technology, industry, mass production, economic growth and free individual choice."

Meantime, out of range of network cameras - for the networks do not recognize their existence - the "New Socialists," who are described by journalist Henry Fairlie as highly influential within the Democratic Party, are calling explicitly for the destruction of the major food corporations. A new think tank is the talk of this world. It's called Exploratory Project for Economic Alternatives. According to the Socialist journal, *The Progressive* (April, 1977), one goal of this organization is "to break the hold of agribusiness over agricultural production, research and distribution, while encouraging a return to small, decentralized, multicrop farms." The old name for this innovation is: preindustrial agriculture.

The *Progressive* itself lauds the proposed breakup of the food corporations as beneficial to us and to the Third World and hails the return to "small family farms": "Corporate agriculture... is not only inefficient but grossly wasteful, for it demands ever-increasing amounts of energy for fertilizers, machines, transportation, processing and packaging... China, by emphasizing human labor... rather than energy-intensive technology, feeds 800 million people on the same number of acres used for agriculture in the United States." Yes, you read it right - China.

And now, up front, where the rubes and the reporters can see, a big P.R. production is coming up: "Food Day," on April 21, which is calculated to get nationwide broadcast attention. One ad for "Food Day" reads: "Do you know who makes the food you eat? Probably a giant multinational agribusiness corporation, not a small family farmer. Do you know what's in your food? The pesticides, preservatives, hormones, additives...? Do you know about the components of your diet, like excess fat and sugar, that can contribute to tooth decay, obesity, bowel cancer, diabetes and heart disease? Do you know why people all over the world, even right here in the United States are starving? And why the U.S. is providing less food aid than it did 10 years ago? On April 21st, we're going to take one day and talk about all these things." This ad refers to every issue I have listed.

It is only when one puts all these aspects of the new food politics together that one can fully identify its message. It is this: "America's corporate food producers and processors are making you sick, are poisoning and killing you. Their products must be increasingly regulated and banned... these companies are wasting resources and starving people at home and abroad. Our food production must be geared to the needs of the Third World... these modern scientific companies

must be broken up by force and replaced with a rural economy, powered by primitive muscle... the state must dictate the citizens' diets."

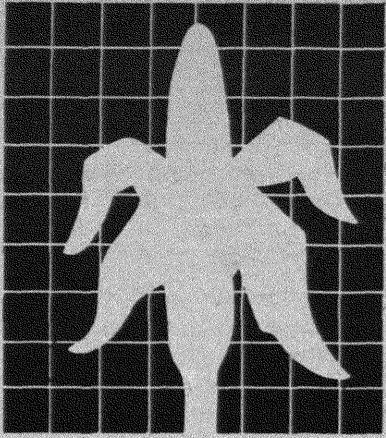
That is the full manifesto of the new food politics. It is no innocent campaign for better nutrition. It is a massive assault, not only on America's food industries, but on reason, science, technology, industry, mass production, economic growth and free individual choice. I doubt there are any responsible executives in broadcast news departments who would consciously advocate such destruction. The time has come, gentlemen, to instruct your reporters to cover this emerging ideological assault as it should be covered - from the conscious "New Socialists" and Maoists, who know what they are destroying, on down through the liberal lemmings who don't. If the reporters don't expose this movement, if they keep siphoning its propaganda into our homes, they will soon be reporting on yet another catastrophe - this time, on food shortages and famine in the U.S.

BIRD CONTROL NET KEEPS BIRDS OFF FRUIT

- Not affected by Rot, Fungus, Mold or Mildew
- Black Polypropylene Stable Many Years Outdoors
- Roll or Fold Flat to Store Each Year
- Mesh Opening 5/8x3/4

14x50... ADD \$2.00 UPS... \$13.95
14x75... ADD \$2.00 UPS... \$20.95
14x300... ADD \$3.00 UPS... \$63.00
14x500... ADD \$3.00 UPS... \$95.00

ALMAC PLASTICS
6311 Erdman Avenue
Baltimore, MD. 21205
301-485-9100



Marketing Outlook

Most fruit and vegetables survive freeze But lack of bees could cause problems



It appears that spring freezes did little major damage to the Michigan fruit and vegetable industry, although some losses were reported in the Grand Rapids and Traverse City areas.

It was estimated that about 30-35 per cent of the sweet cherries were lost statewide, and about 20-25 per cent of the sour cherries. But according to Ken Nye, horticulture specialist with the Market

Development Division of Michigan Farm Bureau, "there was an extremely heavy bud set, so we could probably afford to lose a few cherries to freezing and still have a full crop. Supplies are way down, and we are expecting a good price."

There was some damage to asparagus and grapes reported in the Grand Rapids area and southwestern Michigan. The cold wiped out

at least three out of a possible 20 asparagus pickings, and Nye estimated that between 1/3 and 1/2 of the grape crop was destroyed. "The situation for grape growers is not good," he said. "They need a good crop, and the processors need a good crop."

Nye said the freezes had little affect on apples, with some regions now pretty much past the critical stage

for tree fruits.

But a Michigan State University entomologist believes the fruit industry could have some problems this year because there may not be enough bees available to fully pollinate the crop.

Dr. Roger Hoopingartner said that poorly ripened honey in the fall and the cold, harsh winter killed about 40 per cent of all the bees in the state. "We have fewer bees in the orchards, and the colonies that are there are probably

weaker," he said. "Certainly the natural population in these areas is way down."

Dr. Hoopingartner said that while colonies are being replaced by packaged hives from the south, these bees will not be strong enough to help pollinate this year's crop.

"It's been a very poor pollination year so far," he said. But if the rest of the year is fairly normal, he added, "the bee industry will probably recover."

Beef Referendum Scheduled

Any dairy or beef producer who owned one or more head of livestock in 1976 is eligible to register and vote in the upcoming national Beef Referendum. Dates of June 6-17 for registration and July 5-15 for the referendum have been set by the USDA. Those wishing to vote on the establishment of a national uniform collection plan to fund beef research, promotion and consumer information programs, may register at their local ASCS offices.

According to USDA's Agricultural Marketing Service, the order would authorize a beef research and information program administered by a beef board of not more than 68 beef producers. These producers would be selected by the

Secretary of Agriculture from nominations submitted by producer organizations. Each state or geographic area would have representation on the board proportional to its cattle production.

The beef board could initiate a broad spectrum of projects to improve beef production, distribution, and marketing and to insure that an adequate, steady supply of beef is available to consumers. Such a program could include consumer education and information, and research on a variety of subjects such as health and nutrition, new product development, and improving production efficiency.

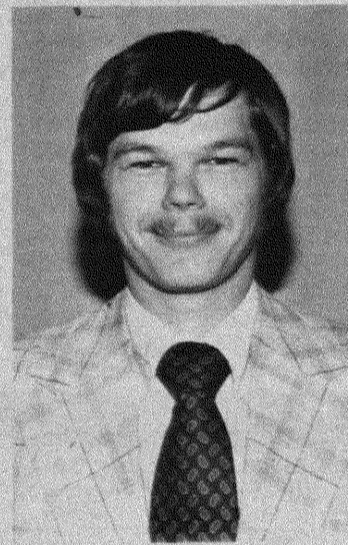
During the first three years of operation, the beef board could collect assessments of up to three-tenths of one

percent of the value of all cattle sold. After that, under the Beef Research and Information Act, the rate of assessment could be changed, but could not exceed five-tenths of one percent. Producers not wishing to participate in the program could have their assessments refunded.

Before the order could go into effect, eligible producers must register to vote in the referendum; at least 50 percent of those registered must vote, and two-thirds of them must favor the order.

Producers may vote in person or by mail. A producer wishing to vote by mail may request the county ASCS office to mail him a ballot. Ballots will be issued only to eligible cattle producers who have registered to vote.

Nye Joins Staff



Kenneth Nye, former Berrien County fruit farmer, has joined the Michigan Farm Bureau

Market Development Division as a horticulture marketing specialist.

Raised on a fruit operation in Berrien County, Nye received his B.S. degree in Horticultural Marketing from Michigan State University. He has spent the past two years in partnership with his brother on a fruit operation and was active in the Berrien County Farm Bureau Young Farmer program.

According to Dr. Paul Kindinger, director of the Market Development Division, Nye will be working with growers, processors and others associated with the fruit and vegetable industries to develop answers and programs for the marketing problems and issues now facing this sector of Michigan agriculture.

AFBF Joins Export Federation

The American Farm Bureau has joined the U.S. Meat Export Federation, Inc., and Farm Bureau president, Allan Grant, is a member of its board of directors. The new organization, chartered in early 1976, is organized to promote the sale of American beef, pork, lamb, and their by-products in other countries in cooperation with the USDA Foreign Agricultural Service.

Membership in the Meat Export Federation currently numbers 24 organizations and represents all phases of red meat production and marketing. Included are such organizations as the American Meat Institute, American National Cattlemen's Association, National Pork Producers Council, National Live Stock and Meat Board, and numerous packers and meat marketing companies and

trade associations. It is anticipated that several organizations will be joining in the near future.

The Export Federation will initially open offices in Tokyo, Japan, and in Frankfurt, Germany, in addition to its Denver home office. The overseas office will be used to intensively promote the sale of all American red meat products in the European and Japanese markets. Its efforts will be directed to assisting the meat industry and existing organizations to move products which are in excess on the American market.

In addition to expanding markets for red meats, there exists potential and growing markets in several foreign countries for such products as variety meats, livers, tongues, sweetbreads, kidneys, and tripe. Through the expansion of these markets, all segments of the industry should profit, reports Allan Grant, AFBF president.

Cherry Growers Vote YES

Michigan cherry growers voted to continue the Cherry Promotion and Development program by a margin of 709 to 163, B. Dale Ball, director of the Michigan Department of Agriculture, reports. A total of 872 valid ballots were cast in the referendum conducted by MDA.

The proposal required a favorable vote of two-thirds of the growers voting, representing at least 51

percent of the tonnage. On a tonnage basis, the vote was 86.5 yes, 13.5 no.

State law requires that the program be resubmitted to producers for a referendum vote during the fifth year of operation. The program provides for advertising and promotion, assembling and distribution of market information, and support of research and expansion of cherry markets.

Grain Marketing Seminar Set for June 29

Michigan Farm Bureau's Market Development Division will again sponsor a Grain Marketing Seminar. This year's seminar will be held at the Hilton Inn in Lansing (Near the I-96 and M-43 Interchange) on Wednesday, June 29. The event will begin at 9:30 a.m. with registration, coffee and rolls with the program beginning promptly at 10:00 a.m. The only charge will be for your luncheon ticket.

The program is designed to give grain producers a better insight into key areas affecting the way they market their crops. This year's program will emphasize such topics as:

- How President Carter's Energy Program can Change your Grain Drying Habits.
- Farm Program - How will it Affect Your Marketing Decisions?
- Figuring the Weather as Part of Your Marketing Strategy.
- Market Outlook '77
- Alternate Marketing Strategies for 1977.

Plenty of time will be allotted for questioning the experts.

Apple Market Good

Movement of apples has been very good and the market is firm to slightly higher. A number of eastern shippers are reporting rapid disappearance with an earlier clean-up than desired. Here in Michigan, CA

movement is 2-3 weeks ahead of schedule which means that most packers will be finished earlier than usual. Michigan CA Ida Reds are becoming more and more a premium apple and those left should bring top dollar this season.

CAPITOL REPORT

Robert E. Smith

SBT--POTATOES--TEENAGE DRINKING--PBB

exemption on the average industrial wage for labor.

(2) The bill would also remove Worker's Compensation and Unemployment Compensation premiums from the tax base. This coincides with Farm Bureau's policy.

(3) The bill extends a tax credit to those who, under the present law, are using the alternative gross receipts method of SBT computation.

(4) The bill also weights the profit component of the SBT tax base. It is estimated that a weighting of 1.7 would be necessary in order to restore lost revenue from other changes.

These are the main points of the bills presently being considered by the Senate Committee. There are numerous other SBT bills in both the Senate and the House. H.B. 4504, would exempt agriculture from the SBT. It should be recalled that when SBT was passed, there was an effort in the Committee to exempt agriculture. However, it did not even receive a second. Companion legislation, however, was passed for agriculture which raised the "circuit breaker" property tax rebate from \$500 to \$1,200. This has been most helpful to most farmers as a property tax relief.

Anyone having an opinion on the SBT should write his Senator or a member of the Senate Finance Committee. The Chairman is Senator Patrick McCollough, the other members are Senators Corbin, Scott, Welborn and Demaso.

POTATO LEGISLATION

The House Agriculture Committee is considering (H.B. 4490) amendments to the Potato bonding act and licensing. The law presently requires the bonding of certain dealers in order to assure payment for potatoes to the producer. H.B. 4490 would expand the law to cover anyone buying potatoes directly from the farmer. Anyone buying potatoes for cash would be exempted. There is also an exemption for smaller lots of potatoes up to 30,000 pounds per month.

The legislation provides for licensing and bonding. The present minimum bond requirements would be increased from \$2,000 to \$5,000, but not more than \$50,000. The legislation has been opposed by representatives of buyer groups. Farm Bureau supports the bill except that the bill was poorly written and requires rewriting.

TEENAGE DRINKING AGE

The Senate Commerce Committee is now holding public hearings on the issue of whether the minimum drinking age should be increased from 18 to some other

higher age. There are various proposals that would change the drinking age to 19, 20 or 21 years of age.

Farm Bureau has filled a letter with the committee members strongly supporting increasing the minimum drinking age. The resolution passed by our delegate body at the annual meeting urges that the age be raised from 18 to 22. Farm Bureau's resolution pointed out that "Alcohol-related traffic accidents involving 18 to 20 year olds having increased 170 percent between 1971 and 1975, and that the lower drinking age has brought the alcohol problem to our high schools in disastrous proportion. Not only in school sports and social events, but also in the classroom. The "trickle down" effect meaning that 18 year olds are purchasing liquor for younger teenagers which has created a serious problem. We therefore recommend legislation to raise the legal drinking age to 20." (Anyone concerned with this serious problem, should write his State Senator immediately.)

PBB LEGISLATION

(See Page 3 for latest developments.)

The Federal Department of Health, Education and Welfare has just issued a report. It makes the following points.

(1) "The subcommittee is not aware of any data that suggests overt, acute human toxicity occurred as a result of exposure to PBB".

(2) "There is no evidence to date that establishes a direct cause and effect relationship between PBB and adverse human health. The report entitled 'Human Toxicology of Polybrominated Biphenyls' (Drs. Meester and McCoy, Blodgett Memorial Medical Center), the PBB Health Survey of Michigan Residents, November 4-10, 1976 (Dr. Selikoff et al, Mt. Sinai School of Medicine), and the health survey questionnaire (Michigan Department of Public Health-MDPH) describe individuals exposed to PBB who have subsequently developed non-specific, but striking, symptomatology. It is most important to examine these individuals in a more comprehensive manner to precisely characterize health status and ascertain what role PBB, or other factors, played in the development of their symptoms.

(3) "There is no basis for extrapolating the possible health effects noted in the PBB health survey of Michigan residence November 4-10, 1976. . . . That survey . . ." is not finished, therefore, detailed and complete assessment of

the survey is not possible.

The report makes several recommendations such as prompt assessment of the Selikoff Study, recognizing that the final report has not yet been made. It also recommends a follow-up or commitment to "fund the long-term human health effects study for a length of time appropriate to the proposed objectives. Five years would seem to be the minimum period". It recommends "The establishment of coordinating focus for PBB research and points out that the Michigan incident 'represents but a minute fraction of the total quantity of PBB manufactured and shipped throughout the U.S.' The prompt 'cataloging' of current PBB stores, previous and current uses and ultimate disposal patterns to insure proper handling. . . ." It points out that "Other PBB exposed populations may exist outside Michigan that have not had to endure compounding factors peculiar to the Michigan circumstance". It says that others that may be included outside the state could include workers who ground the PBB in the formulation, other factories that produce brominated biphenyls or those who are in pursuits that utilize these kinds of compounds. It recommends that studies be made to determine if there has been exposure to people outside of Michigan.

The report points out that "Today's society lives in a chemical world and that it is 'inevitable' that additional chemical accidents can and will occur". It recommends in such instances, (1) immediate investigation; (2) evaluation of health implications; and (3)

development of effective controlling clean-up procedures.

The House Agriculture Committee is presently considering S. 108, which was passed by the Senate several weeks ago. As passed by the Senate it provides the Department of Agriculture with the authority to enter upon the premises of any farm for the purpose of testing animals in the case of some toxic contamination. The Department has had such authority for many years for diseases, but does not have the authority for chemical contamination.

Farm Bureau has supported this legislation pointing out that it is a shame that the Department of Agriculture did not have adequate authority during the PBB incident, and that in future situations that are bound to arise such as the CP issue, the Department needs such authority in the event producers are not willing to cooperate. However, Farm Bureau pointed out that the legislation should also contain provisions to provide for indemnification and any other loss that the farmer may have. For example, in the PCP issue, in eight herds, more than \$35,000 worth of milk was destroyed. Testing by the Department finally showed that there was absolutely no danger in the milk and the farmers were allowed to begin to ship milk again.

The law must provide payment for this and other situations that may occur. In the case of the PPC contamination, there is a special appropriation before the Legislature to provide for payment of the lost milk.

Growers Urged to Cooperate with MDA on X-Disease

During 1976, there was a major outbreak in Michigan peach and cherry orchards of "X-disease." This disease disrupts the conductive tissues in plants and results in the decline and death of individual trees.

The disease is transmitted by leafhoppers which feed on infected choke-cherry bushes and later inject the disease agent into healthy trees. Fortunately, the leafhoppers which transmit X-disease do not normally feed on peach or cherry trees. The spread from diseased fruit tree to healthy fruit tree is not likely, but it may happen.

Symptoms of an infected peach tree develop after about two months of normal growth or about mid-June. Leaves on infected branches curl inward and develop irregular yellow to reddish-purple spots. The leaves and fruit on diseased branches fall prematurely with only a

few leaves remaining at the shoot tips. Symptoms may appear on one or two branches at first, but after two or three years, most branches will show symptoms.

Infected cherry trees on mahaleb rootstocks decline suddenly during mid-summer while trees on mazzard rootstocks decline over a period of several years.

Identification and eradication of all chokecherry bushes near stone fruit orchards is essential for control. Chokecherry within 500 feet of the orchard should be killed first, and as many as practical should be killed beyond this distance. Brush killers offer the cheapest and most effective way of removal, but burning and mechanical methods can be used.

Maintaining a vigorous insect control program from

(Continued on Page 14)

Lansing

SINGLE BUSINESS TAX

The Senate Finance Committee has just completed a series of statewide hearings on the SBT. Farm Bureau notified the leadership in all counties as to the time and dates of each hearing, and urged that every farmer concerned with the SBT be notified of the opportunity to appear and testify. Farm Bureau also put the notice on 60 to 70 radio stations.

The hearings were basically on three bills. S.B. 372 and S.B. 373 would repeal the Single Business Tax and reinstate many of the taxes that were repealed at the time the SBT was originally passed. (Michigan Farm Bureau's official policy as adopted by the delegates favors repeal of the tax, and if that is not possible, then favors major revisions).

The other bill is S.B. 496 (H.B. 4033). It contains four basic revisions to the Single Business Tax.

(1) It would provide an alternative tax method for small and-or low profit business. This includes agriculture. The alternate tax would be computed on the basis of "gross profit" which is defined to include net profit plus compensation to the owner and partners, if any. This alternate would be available to anyone with less than \$40,000 in gross profit for each owner and partner up to five. Each owner and partner would be entitled to a \$15,000 exemption. The tax rate would be 5 percent on the remainder.

Farm Bureau has pointed out that if the tax is not repealed, this alternate would have merit, as it eliminates the labor, depreciation and interest components from the present SBT (all suggested in Farm Bureau policy) Farm Bureau has also pointed out that the exemption should be at least \$25,000 and that the tax rate should be the same as the regular Single Business Tax rate, which is presently 2.35 percent.

The \$15,000 exemption is based on the average wage paid in the manufacturing industry.

Farm Bureau points out that anyone who has the managerial ability and is willing to take the risks and make heavy investment in agriculture or other business to create jobs, should have a higher exemption. It is totally unrealistic to base the

NATIONAL NOTES

Albert A. Almy

This month's column is written to reflect Congressional events in which members of the Michigan Delegation have taken an active part to help implement the Farm Bureau position. The events reported are only a partial listing and future columns will supplement other actions of importance to Farm Bureau by Michigan Congressmen.

OSHA
In the 1976 Session of Congress, a law was enacted to exempt farms with 10 or fewer employees from OSHA requirements. The exemption was tied to an OSHA appropriations bill for fiscal year 1977 beginning October 1, 1977, and expiring September 30, 1978. The law also prohibited the issuance of citations and fines if 10 or fewer non-serious violations were discovered. Farm Bureau supported this bill.

However, on January 28, 1977, the OSHA Administrator cited a regulation which interpreted the law differently than its sponsor said was the intent of Congress. Under this regulation, only those farmers who had employed 10 or fewer employees at any one time during the 12 months prior to the date of inspection would be exempt. Farm Bureau opposed this interpretation.

Over 100 Congressmen have now sponsored legislation to make permanent the current 1 year limitations of OSHA authority passed in 1976. This new legislation has been introduced in five separate but identical bills -- H.R. 5364-5368 -- to accommodate the large number of co-sponsors. The legislation would exempt employers of 10 or fewer regular employees, require the issuance of warnings to employers of 25 or fewer regular employees for first-time violations and prohibit assessment of penalties where fewer than 10 non-serious violations are cited.

Among the co-sponsors of this legislation is Congressman Robert Traxler (D-Bay City) who represents Michigan's 8th Congressional District.

ESTATE TAX REFORM

Also enacted during the 1976 Session of Congress was the omnibus Tax Reform Act of 1976. Included in the Act were provisions to reform the Federal estate tax law. Farm Bureau was supporting a separate estate tax reform bill, but in the last minute rush for enactment of bills prior to adjournment, it was merged into the omnibus Tax Reform Act with changes.

One of the changes regarding taxation of

inherited property was opposed by Farm Bureau. Under the previous law, property inherited was taxed at the capital gains rate on the difference between its value when inherited and a date sometime in the future when sold by the heir. For example, if the property was worth \$25,000 when inherited and was sold 10 years later by the heir for \$50,000, one-half of the \$25,000 gain would be taxed against the heir.

However, the new law will tax inherited property on the difference between the value on December 31, 1976 and the value when subsequently sold by the heir. For example, assume the value of property was \$10,000 on December 31, 1976. Ten years later the property passes to an heir with an appraised value of \$25,000. Another ten years passes and the heir sells the property for \$50,000 realizing a gain of \$25,000 while in his

hands. Under the new law, the heir would be required to pay taxes on one-half of the \$40,000 gain realized between December 31, 1976 and sale by the heir 20 years later.

Farm Bureau does not believe the property appreciation tax or capital gains tax portion is equitable, and it should be deleted from the law. Legislation in the form of H.R. 2674 has been introduced by over 50 Congressmen to repeal the capital gains tax on the appreciated value of property transferred by reason of the owner's death.

Among the co-sponsors of this legislation are Michigan Congressmen Garry Brown (R-Schoolcraft), Harold Sawyer (R-Grand Rapids) and Robert Traxler (D-Bay City). The bill is pending in the House Ways and Means Committee and no hearings have been scheduled.



Washington D.C.

CONSUMER AGENCY "WRONG" SAYS AFBF

As a functioning element of the entire economy, agriculture must have concern for the possible impact through delay or interrupted availability of needed supplies, materials and equipment. Introducing artificial influences in the name of "consumer interest" will upset the free market principle of supply and demand, John Datt (Director, AFBF, Washington, D.C.) told a U.S. House sub-committee.

Datt presented the AFBF statement regarding the proposed establishment of the Agency for Consumer Protection (ACP). The two-million member organization has opposed the creation of a national consumer protection agency as introduced in its various forms since 1975.

Despite assurances that the U.S.D.A. will be exempt from direct intervention from the ACP, Datt reiterated, "We did not ask for or participate in the drafting of that exemption nor do we support it. Exemptions granted by one Congress can easily be withdrawn by another."

The position statement and Datt's remarks before the subcommittee were based upon policy adopted by the state Farm Bureau voting delegates at the 1977 Annual Meeting of the American Farm Bureau Federation:

"Government standards of quality, safety, health, and labelling have a role in the market place. However, we do not believe the government can protect every consumer in each of his transactions without infringing upon his personal freedom. We oppose the establishment of any consumer agency or council having other than advisory powers."

AFBF has termed the proposed agency to be wrong in concept -- there being no definable group which, in reality, can be called "the consumers" -- and bad in principle -- creating an agency with overwhelming authority within the terms of the bill and potentially greater powers in the areas of public and political opinion.

Women are "Natural" Lobbyists, Sister Bertels Tells Women's Rally

"Women's Role In Agriculture" was the theme of the 1977 District Farm Bureau Women's Spring Rallies. One of the most well-attended was the District 6 Rally held in Cass City, April 22, with over 300 women. The program featured Larry Ewing and Helen Atwood from Michigan Farm Bureau and Sister Thomas More Bertels, O.S.F. from Silver Lake College, Wisconsin.



Speaking to the group, Larry Ewing, Director of the MFB Information & Public Relations Division, urged the women to be committed, to participate, and be involved in Farm Bureau activities.

Keynote speaker of the rally was Sister Bertels, who also addressed the Membership Campaign Managers Banquet and the Farm Bureau Women's Annual Meeting last December during the Michigan Farm Bureau annual meeting. In her remarks she stated, "We have an obligation to preserve agriculture for those who enter it, and for those who wish to stay in it." She also stated, "If there is any area in this whole economy where we need

dedicated, committed people, it's in agriculture today. Decisions are being made for the agricultural community with very little input from agriculture."

Reiterating an ever-growing concern of agriculture, she stressed, "The biggest job before us is to change the image of a farmer in the minds of policymakers. They refuse to believe there's such a thing as a commercial farmer."

In conclusion, referring to women's role in agriculture, she stated, "Women are natural lobbyists and they have a terrific influence," and urged them to put themselves at the disposal of the organization for the common good of agriculture.



AL ALMY, MFB Legislative Counsel, talks with M. Rupert Cutler, USDA assistant secretary for conservation, research, and education, at the Farm Bureau national affairs conference in Washington, D.C., April 25-27. The conference provided state Farm Bureau staff responsible for national affairs an opportunity to meet key national leaders and coordinate activities to implement Farm Bureau policy.

Co-op Leaders Visit Congressmen

Twenty-seven Michigan Rural Electric leaders, representing ten different cooperatives, attended the National Rural Electric Cooperative Association legislative rally in Washington, D.C., May 2-4.

Legislative committee chairmen, John Keen of Wolverine Electric Cooperative and Roger Westenbroek from Top O'Michigan, divided the Michigan delegation into six groups, with each group assigned three members of Congress to visit and discuss proposed legislation.

Current issues affecting Michigan cooperatives include: the organization of the new Department of Energy,

water projects and dams, wholesale electric rate reform, energy conservation and the President's energy reform plan, Clean Air Act amendments of 1977, and nuclear legislation.

Written reports were made of each Congressional visit and, in many cases, additional information was requested by the Congressman or his aide.

The Michigan cooperatives sponsored a reception for members of the Congress and their staff. Managers and directors attending the rally expressed the value of them and their elected officials in Washington of this personal contact in helping to solve mutual problems.

Atrazine No. 1 Corn Herbicide

Three years ago Universal Cooperatives -- parent company to the cooperative movement in the U.S. -- anticipated an opportunity to play a major role in the domestic Atrazine market. Realizing that by 1976 all of the patents of Atrazine corn herbicide would expire, Universal embarked on a program to bring this number one corn herbicide to the American farmer at a more competitive price.

Plans were laid as early as 1974 to accomplish this goal. A director of agricultural-chemical development was hired along with a professional chemical-engineer to initiate direction to this program.

Purchase of technical material was arranged and the formulation contracts were executed for production of Unico Atrazine 80-WP as well as Unico Atrazine 4-L.

Practically every major cooperative in the United States participated in the project including Michigan Farm Bureau Services, Inc., Agway, Landmark, Indiana Farm Bureau, Tennessee Farmers, Southern States Cooperatives, FS Services, Cenex, Midland Cooperatives, Felco, Mississippi Farmers, Goldkist, FCX and Land O'Lakes. The Unico logo and container will be the standard product symbol for all these co-ops.

Since the fall of 1976 when Universal established a proprietary position on Atrazine, prices have plummeted to pre-1970 costs. Price savings of approximately 30 percent per lb. are reflected at wholesale and retail levels.

Historically, Atrazine has been the standard of control against all other herbicides.

Farm Bureau Life Grows

The Farm Bureau Life Insurance Company, which celebrated its 25th anniversary in 1976, reached another milestone of growth recently when the company's total life insurance in force surpassed the three-quarter billion dollar mark.

Farm Bureau Life now ranks among the top 20 percent of more than 1800 life insurance companies in the United States.

Chartered in 1951, Farm Bureau Life hit the \$250 million mark in 1967, reached \$500 million in 1973, and surpassed the \$750 million mark in early 1977.

Farm Bureau Life Company officials predict that this spectacular rate of growth will continue, and they expect to reach \$1 billion of insurance in force sometime in 1979.

The company serves the life insurance needs of 80,000 customers in Michigan.

"Unico Atrazine is produced under the most stringent quality control standards", reports Bob Moellendick, sales manager of the Plant Food Division, Farm Bureau Services, and former past president of Michigan Pesticide Association.

For example, six bags drawn at random from each pallet produced are test-weighted to make certain that five pounds of product are in each bag. The Atrazine is then physically tested as to its wetting ability, its ability to stay in suspension, its compatibility with Lasso, Sutan, and 28 percent nitrogen solution, and to make certain that the product

contains 80 percent active Atrazine per pound. Any Atrazine that does not meet these quality control standards is rejected and subject to reformulation and reprocessing.

As a further check on quality control, samples are sent from each pallet to the quality control laboratories of Universal Cooperatives at Alliance, Ohio. These samples are analyzed once again and a portion of the sample is packaged, numbered and set aside in their storage rooms.

For more information on Unico Atrazine 4-L and Unico Atrazine 80-WP, see your Farm Bureau Services dealer.

Bill Rockey Named New Department Head

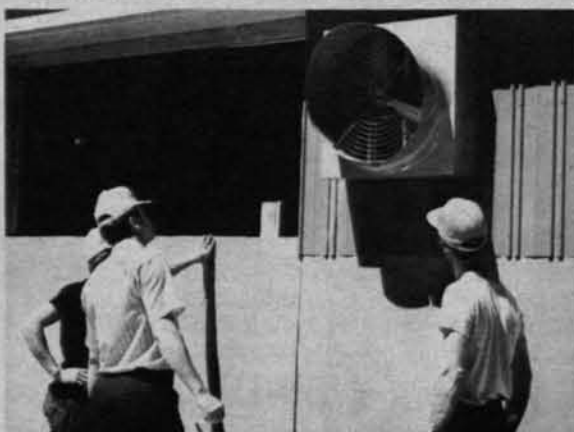


Farm Bureau Services Inc. and Farmers Petroleum Cooperative, Inc. announce the promotion of William Rockey to director of the

newly formed Department of Energy and Hardware.

The announcement was made by Vice President Ronald P. Sprinkel who said, "Mr. Rockey has a great deal of experience and practical knowledge working in both petroleum and farm hardware. This new department will improve service to dealers and put them in a much better position to assist cooperative patrons."

Rockey has been with Farm Bureau Services and Farmers Petroleum 28 years, holding positions as field salesman, store manager, district supervisor, sales promotion manager, manager of sales promotion and training, and most recently sales manager of the Petroleum Department.



Where Do You Go For Quality Hardware?

Input costs for farming are high, and getting higher. That's why so many Michigan farmers have taken their hardware business to cooperative retail outlets. The Farm Bureau people sell only durable, dependable, long-lasting hardware. To you that means value!

As a member of Universal Cooperatives, Farm Bureau Services brings you outstanding products... CO-OP and Universal. From Axes to Zinc coated watering tanks... your Farm Bureau Services dealer has a

great selection of farm hardware.

And buildings? Strength, versatility and longer service life make Farm Bureau buildings a great investment for your farm. At Farm Bureau Services, we guarantee satisfaction. You can depend on the cooperative



system. It works... for you. Ask the Farm Bureau People.

EDITORIAL

WHY IS JUNE DAIRY MONTH?

Even though June Dairy Month is 40 years old in 1977, and the month still has 30 days and it rhymes with "moon" and "croon", everything else has changed. May milk out-gushes June on a day to day comparison basis, so why is June Dairy Month?

Is it because a June Dairy Month celebration is accepted by food editors and expected by consumers? Or that dairy farmers want to remind the nation of their importance to the country's health and economic welfare?

I don't think so.

Is it a 40-year habit that's hard to break or a time for city folk to think of country people during vacation time and warm weather months?

I don't think so.

From this corner, June Dairy Month is a nationwide salute to one of America's most valuable natural resources, the dairy industry. Sure, agriculture consists of a small number of farmers producing foods and goods and fibers for millions of urban Americans. And the dairy farmer is a pacesetter in agriculture too.

Who else uses breeding and feeding techniques as ef-

ficiently to improve production quality and quantity as the American dairy farmer?

No one!

In the beginning, the 30-day National Milk Month straddled June and July. Then in 1939, the June Dairy Month celebration was put on a calendar basis and supported with a national campaign to promote greater use of dairy products.

Since 1957, the American Dairy Association has used the JDM promotion to salute the nation's dairy industry and kick off the summer selling season for milk

products. This campaign earns annual support from all facets of the dairy industry, the food chains and newspaper - magazine food editors.

The nationwide June Dairy Month program reminds consumers of the nutritional importance of dairy foods in the family diet. It also reminds city consumers of cows and country and dairy farmers.

Do your part this June. If you can't make a cow happy by taking her to lunch, at least drink a milk toast during June Dairy Month to the nation's dairy farmers and their industry.

ADA promotion shakes up summer tastes

The only market segment in which the dairy industry is losing milk sales is its most important one: Kids under 12. These youngsters account for 37 percent of total milk sales. The loss appears attributable to two things: Increased informal eating situations in which the youngster has free and unsupervised choice of beverage and sharply increased availability of soft drinks and, more immediately, powdered soft drink mixes.

Powdered soft drink mixes last year became a \$700 million business - more than \$200 million of that growth taking place within a year. Advertising already announced for major brands this year will exceed \$30 million, most of it concentrated in the summer months.

A "Big money" campaign of this sort cannot be answered only by a broad, positive campaign for milk. Direct response is needed to increase the number of occasions or the frequency of use for milk. The competition is a beverage with a variety of flavors and colors, but it is

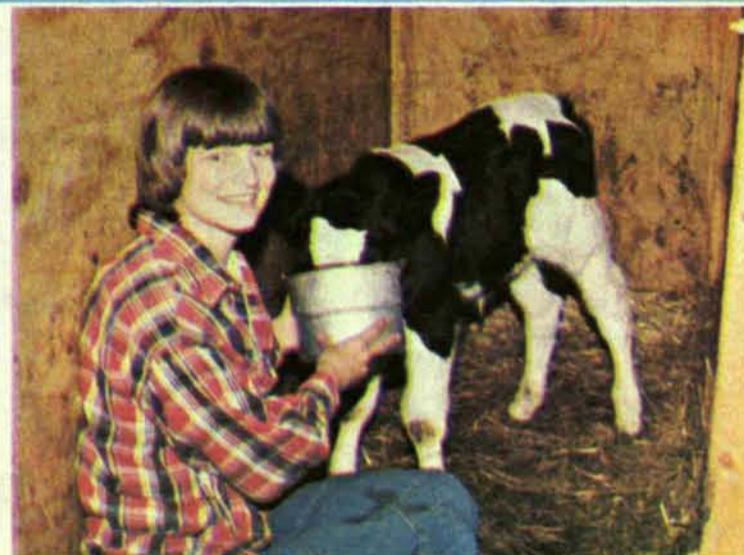
not practical to produce milk in such a variety. The obvious alternative is capitalization on the heavy promotion of the soft drink mixes. The American Dairy Association's 1977 Summer Milk promotion is, therefore, a direct, immediate-action campaign to promote the use of powdered soft drink mixes as a flavoring for milk, thus substituting milk for water as the basic mix. The effect is to capture the promotional "push" of the mixes and use it to increase the use-frequency of milk.

The primary thrust of the summer campaign is directed at the "under 12" age group. In Michigan, colorful evidence of the American Dairy Association's May-through-August sales promotion is beginning to "POP" up in supermarkets. At the dairy case, Point of Purchase displays urge kids and Moms to "Shake Up a Magic Cow". The new beverage is quick and easy to prepare: Add two teaspoons of any soft drink mix to a glass of milk and "SHAKE".

The campaign promises to

be fun and profitable for the dairy industry. According to DuWayne Ziegler of the Michigan ADA office, the soft drink manufacturers have seen the high promotional potential in the ADA's "Magic Cow". Coordinating their summer advertising with the ADA, several soft drink companies are also "starring" an animated cartoon character - using their specific brand name in the advertisement. The overall effect will be to "double" the exposure and acceptance of the trademarked Magic Cow.

Because the American Dairy Association's campaign is a non-brand promotion, Ziegler sees many possibilities for using the materials developed and distributed by the Association. The colorful displays combined with "taste tests" of the new summertime drink provide fair booth and mall display planners with eye-catching and "ready-to-go" materials. Displays, posters and product information pamphlets are available from the Michigan ADA headquarters in Lansing.



BOSSY AND BUNNY? There's no question about who gets top billing during June Dairy Month. Bunny Semans, MFB Queen, proudly promotes the dairy industry in her Clinton County community.

Queen's Column

by Bunny Semans

Hello again, and welcome to an old friend - National Dairy Month! The American Dairy Association is planning a very innovative sales promotion for this summer. They have summer-fresh and colorful materials which county Farm Bureau groups can use for mall promotions and fair displays. I hope you take advantage of their kind offer of assistance.

Michigan Agriculture Promoted on TV

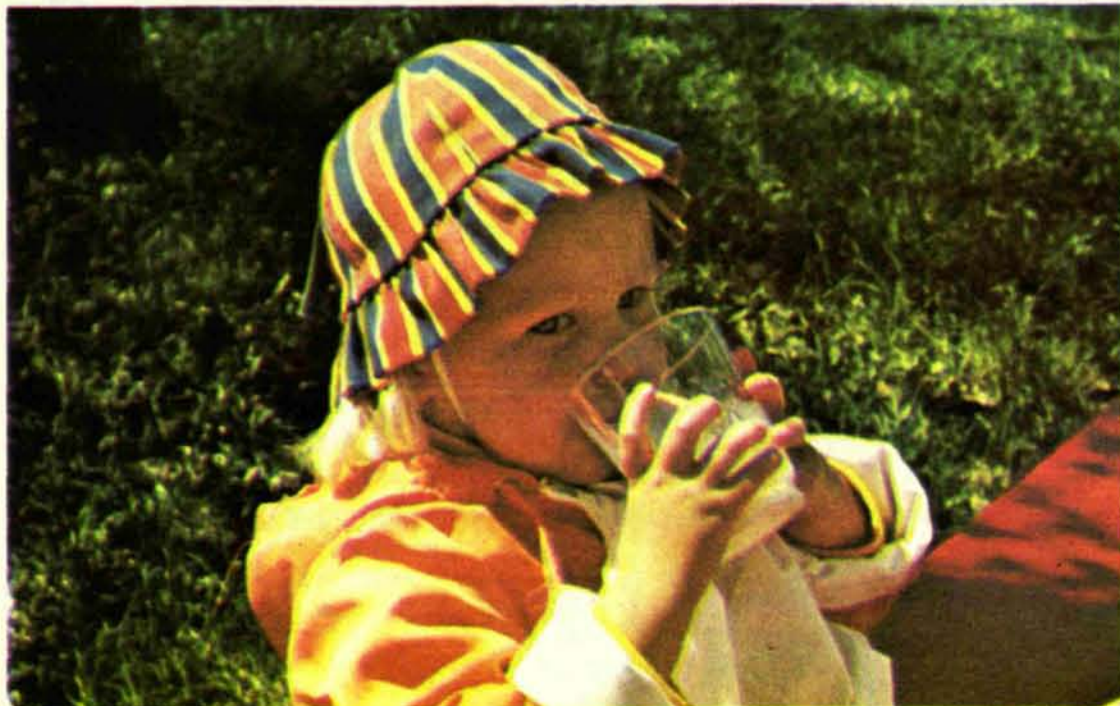
Natalie Belknap (left), along with her sister, Rachaelle (cover photo), and others "caught in the act" of eating various Michigan-grown food products, are featured in Public Service Announcements produced for television by the Michigan Farm Bureau.

Stations which were sent the "Michigan-Grown Food is Good... and Good For You" PSAs included: WJBK, Detroit; WWJ, Detroit; WXYZ, Detroit; WKBD, Detroit; WUHQ, Battle Creek; WEYI, Saginaw; WJRT, Flint; WNEM, Bay City-Saginaw; WOTV, Grand Rapids; WZZM, Grand Rapids; WKZO, Kalamazoo; WILX, Jackson; WJIM, Lansing, and WLUC, Marquette.

The Michigan Farm Bureau Information & Public Relations Division is in the process of producing a slide-tape presentation, "What's Behind the Green Door?" - a salute to Michigan's top-notch food supply system. It is my privilege to be actively involved in this presentation as narrator and also in the slides as a supermarket consumer, discussing food safety and nutrition with school children and on our dairy farm as a producer.

Bill and I are also personally involved in the promotion of Dairy Month by inviting the morning and afternoon kindergarten classes to our farm. The children get a chance to see and touch the calves, milk a cow, see the feeding process and we also have a hayride and marshmallow roast. Our dairy shipper also provides the boys and girls with hats and milk - of course! It's hard to say who enjoys this more - Bill and I or the children!

Promoting our "livelihood" is so very necessary at this time. I would strongly urge Farm Bureau members to become actively involved on a personal level and through the Women's Committee, Young Farmers and Community Groups to promote Michigan agriculture. National Dairy Month would seem to be a perfect place to start!!



Chocolate milk from a brown cow makes sense to pre-school milk drinker, Natalie Belknap. But cherry, strawberry and grape-flavored milk must come from a "Magic Cow". The ADA's new summertime refreshment developed for young consumers promises to boost summer milk sales - it's magic!



Homefront

Notes from
Community
Groups

The Cherry Knoll Community Farm Bureau Group, Benzie County, is one of many groups which make a practice of having guest speakers. From their April minutes comes this fine report, "Our April meeting was devoted to Mr. Berlin who came prepared to discuss every phase of trespassing laws that might affect agriculture. He had copies of the Recreational Trespass Act and also regulations on animals running at large. After reading and explaining each section, there were questions and discussion."

Miss Tiss Wirth was a recent guest of Beaver Creek Community Farm Bureau Group of Osceola County. Miss Wirth showed slides taken in Japan where she was a foreign exchange student last summer. The narration of her slides was very informative and educational, reports the group. She also showed many beautiful keepsakes which she brought back.

Almond Cressman, a member of the Clinton County Planning Commission, was guest speaker at a joint meeting of the Jason Center and Sleepy Hollow Community Farm Bureau Groups, Clinton County. He showed slides on urban sprawl and discussed how the Commission is attempting to determine the best use of the land.

All of the members of the Sweet Community Farm Bureau Group, Kent County, attended a "Crime Prevention Meeting" sponsored by the County Women's Committee. State Trooper Charles Brown discussed and answered questions regarding crime prevention in the rural areas. Ronald Nelson, Local Affairs Specialist for Michigan Farm Bureau, spoke of the work Michigan Farm Bureau, law enforcement officers and others are doing to reduce crime in rural areas.

Twenty - nine persons attended the pancake supper meeting of the Townline Community Farm Bureau Group, Ingham County. Accompanying the stacks of mouth watering pancakes was the ham won for membership activity and homemade maple syrup furnished by the host and hostesses Erma and George Eifert. One of the guests was supervisor Bob Smith. He spoke to the group about the Farmland and Open Space Preservation Act.

Saginaw Terminal Will Expand

New Michigan Elevator Exchange facilities will be rising from the old at Saginaw. As a major step toward improved Michigan Elevator Exchange facilities, construction contracts have now been awarded. The exchange terminal was damaged by an explosion January, 1976.

While the terminal is continuing to serve farmers, more improvements will come. The modernization contract includes additional receiving capacity, boosted from 18,500 bushels per hour with the former legs, to 37,000 bushels per hour. This will allow faster and more effective grain handling for the users of Michigan Elevator Exchange.

A 67-foot truck dumper will be added to the present 50-foot truck dump, plus two self-unloading pits.

For shipping, the exchange will add to its 25,000 bushel per hour leg, an electric scale, and the ability to do seven hopper cars per hour in rail loadouts.

The storage capacity of the repaired section is 548,000 bushels. There will be a new workhouse, headhouse and ten new tanks to replace those damaged. Manpower efficiency will be improved also. When completed in July of 1978, it will be possible to operate the new facilities with only 11 to 12 people compared to the 20 needed before.

47 Counties Over Goal

With three months remaining in the 1977 Membership Campaign for Michigan Farm Bureau, 47 county Farm Bureaus have surpassed their 1977 quota. Since the last issue of Michigan Farm News, two counties in the Southwest Region have reported goal, both in the 651-1200 member-category -- Cass County - Levi VanTuyle, chairman; and Kalamazoo County - Larry Leach and Vern Lewis, co-chairmen.

NEW EDITORS



EDITING THE MICHIGAN FARM NEWS is now the responsibility of the Information Services Department of MFB's Information & Public Relations Division. The new system was announced by Division Director, Larry R. Ewing. Editors Donna Wilber, Connie Lawson and Marcia Ditchie, who began their new responsibilities with this June issue, are shown making some editorial decisions.

A message to the farmers of Michigan: we're back!



Machinery storage buildings.



Open-front livestock buildings.



Environmental confinement buildings.

Borkholder Buildings of Nappanee, Indiana is one of the midwest's fastest-growing farm builders, with a reputation for quality and service of which we're proud.

For several years, Borkholder factory-engineered buildings were available in Michigan through a partnership arrangement with another firm that built and serviced our products in your state. Recently, this relationship was ended—and for a short time Borkholder Buildings were not available in Michigan.

Now we're back—with our own direct sales and service organization to serve Michigan agriculture. We're looking forward to renewing our fine relationship with old customers—and the opportunity to gain new friends and customers in the Wolverine State.

If you're in the market for a new farm building today, you won't have to settle for less than the quality and economy of a genuine Borkholder Building. Why not call or write me today?

Cordially,



Freeman Borkholder

Freemon Borkholder
President

... every building for every farm

Borkholder Buildings offers a wide range of quality farm buildings at moderate cost—with the assurance of painstaking follow-up and service. Components such as trusses and wall panels are designed and manufactured in our own factory to exacting standards—and your building will be erected by our own factory-trained building crew. Your Borkholder Building will be designed specifically to fit your needs—and can be completely equipped with livestock handling systems for dairy, beef, hogs, poultry or special enterprises.

BORKHOLDER BUILDINGS
P. O. Box 32
Nappanee, Indiana 46550
Telephone: (219) 773-3144

Send to: BORKHOLDER BUILDINGS MFN-01

Yes, I'd like to know more about Borkholder Buildings for:

Dairy Cattle Beef Cattle Swine

General Purpose Other _____

Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Check if student

Essay winner

Craig Taatjes, a 13-year-old eighth grader from Hudsonville Jr. High, has been selected statewide winner of Farm Bureau Insurance Group's 1977 America & Me essay contest.

Craig, the son of Mr. and Mrs. Denis Taatjes of Hudsonville in Ottawa County, will receive a \$500 savings bond, the top prize in the contest.

His essay, which survived three levels of judging, was selected the best out of 6,200 entries from more than 330 Michigan schools.

The final selection was made by a panel of notable judges, headed by Gov. William Milliken. Other members of the statewide judging team were Secretary of State Richard Austin, Congressman M. Robert Carr, State Senator Earl Nelson, Michigan State University President Clifton Wharton, Jr., and University of Michigan President Robben Fleming.

"My teacher encouraged me to enter," Craig said. "I started thinking about why I liked America and I spent two or three days putting my thoughts together."

In his essay, Craig explains the obligations he feels as an American.

"If I am to be ready to do something great, I must be educated," he wrote. "I must know the ways of liberty, for I must help to be responsible for the next generation's freedom . . . I will be the one who helps to keep America the land of the free."

The second place winner in the state is Kathy Beaver, an eighth grader at Kalkaska Middle School in Kalkaska, who will receive \$250 in savings bonds.

In a unique entry, Kathy wrote of a conversation between herself and America over a CB radio: "My handle, good buddies, is America. I am many states and magnificent sights. I am justice. I am freedom. I am

homeland to many . . . My handle is America."

Third place was won by Susan McBride, a student from Muir Jr. High in Milford. She wins a \$100 bond for her entry, which points out that famous Americans aren't found only in history books and Who's Who.

"We never think about ordinary people like you and me who are famous in our own way," she wrote. "I accept responsibility. I learn in school and I contribute to my family. I am a famous American."



Craig Taatjes

"America--Land of the Free"

By Craig Taatjes

The very mention of the word "America" sends feelings of pride surging throughout my body. I am proud to be an American, proud to be counted among the privileged who are able to live in this great land.

What am I proud of in America? Even though America possesses many qualities deserving of pride, the one quality that I consider greatest is liberty. Liberty is the essence, the life-blood of America. Take away America's freedom and you no longer have America.

America did not stumble upon her freedom by chance, nor was it obtained easily. America was forced to do battle for her freedom, and battle she did. And when the smoke had cleared from the last cannon shots, and the sound of guns sank and faded away into nothingness, America had won her freedom.

America now had earned her freedom. In order to preserve America's freedom our founding fathers wrote a document outlining the principles of liberty, and how our government ought to be run in order to

preserve that liberty. Even today, this document called the Constitution, is the basis of our system of government and courts.

All of this sometimes seems far off to me. All of these things were done by great people. Surely such works are unachievable by me, just a small voice in the crowd.

Then I stop and think. None of the men who did these things was any different from me, really. No one can say what I will someday do. Someday, I may do things greater than the things that men like George Washington, Thomas Jefferson, and others did.

If I am to be ready to do something great, I must be educated. I must know the ways of liberty, for I must help to be responsible for the next generation's freedom.

The flame of liberty must never die. Kindled by our undying devotion to its principles, it must be stoked to new and greater heights. It will stand over the entire world, as a beacon of strength and hope. I will be one who helps to keep America the land of the free.

CLIP & SAVE

To assist Farm Bureau members in making contacts with their state and national legislators, this directory is printed, courtesy of the Gongwer News Service. Clipped and folded in thirds, it will form a handy directory which you can keep for reference. Some changes have been made, especially in committee assignments, since this pamphlet was printed. Later this summer, these changes will be printed in the FARM NEWS so you can update your directory.

EDUCATION: McCollough, Keith, Barcia, Elliott, Holcomb, McNeely, Montgomery, Spaniola, T. Stopczynski, Vaughn, Geake, Geerlings, Gilmer, Kennedy, Law and Mowat.

ELECTIONS: Sheridan, Evans, Dutko, Griffin, R. Hood, Sietsema, V. Smith, Defebaugh, Gast, Geake, Kennedy and Prescott.

HOUSE POLICY: Forbes, Hertel, Bennett, Burkhalter, Collins, Cushingberry, Mathieu, Binsfeld, Busch, Defebaugh and Engler.

INSURANCE: McNeely, Bennett, DiNello, Dutko, Edwards, Gerald, Maynard, Ogonowski, V. Smith, Angel, Busch, Engler, Mueller and Welborn.

JUDICIARY: Rosenbaum, Vaughn, Bullard, Clodfelter, Cushingberry, DiNello, Gerald, Hertel, Legel, Bryant, Busch, Campbell, Fessler, Nash and Stevens.

LABOR: Elliott, Conroy, Dutko, Hertel, R. Hood, Legel, Mathieu, Montgomery, Scott, Fredricks, Gilmer, Holmes, Siljander, Stevens and Varnum.

LIQUOR CONTROL: S. Stopczynski, T. Stopczynski, Harrison, Maynard, Ogonowski, Wilson, Armbruster, Mittan, Ostling, Prescott and Welborn.

MARINE AFFAIRS: T. Stopczynski, Holcomb, Evans, Rocca, S. Stopczynski, Binsfeld, Fredricks and Holmes.

MENTAL HEALTH: Hollister, Trim, Bennane, T. Brown, Harrison, Scott, Wilson, Binsfeld, Defebaugh, Geake and Varnum.

MILITARY AND VETERANS' AFFAIRS: Harrison, Gerald, Dodak, Sietsema, Powell, Varnum and Welborn.

PUBLIC HEALTH: R. Hood, Monsma, Collins, Cushingberry, Hollister, McCollough, Vaughn, Binsfeld, Brotherton, Geake and Kennedy.

PUBLIC SAFETY: Sietsema, Legel, Conroy, Ferguson, T. Stopczynski, Fessler, Hoffman, Mueller and Nash.

PUBLIC UTILITIES: Hasper, Sheridan, Anderson, Gingrass, McNeely, Geerlings, Mowat, R. Smith and Van Singel.

ROADS AND BRIDGES: Bennett, Spaniola, T. Brown, Ferguson, Keith, Maynard, Rocca, S. Stopczynski, Armbruster, Buth, Law, Mueller and Siljander.

SENIOR CITIZENS AND RETIREMENT: Scott, Clodfelter, M. Brown, Burkhalter, Hertel, McCollough, Angel, Conlin and Fessler.

SOCIAL SERVICES AND YOUTH CARE: Ferguson, Spaniola, Burkhalter, Conroy, Gerald, Hollister, Padden, Ryan, Armbruster, Engler, Mowat, Mueller, Siljander.

STATE AFFAIRS: Kelsey, Mathieu, Griffin, Holcomb, Legel, McNeely, Ogonowski, Porter, S. Stopczynski, Mittan, Mueller, Nash, Siljander and R. Smith.

TAXATION: Montgomery, V. Smith, T. Brown, Bullard, Cushingberry, Gerald, Jondahl, Mathieu, Scott, Trim, Brotherton, Buth, Gast, Hoffman, R. Smith, Stevens and Van Singel.

TOURIST INDUSTRY RELATIONS: Ogonowski, Rocca, Edwards, Harrison, Holcomb, V. Smith, Binsfeld, Conlin, Fredricks and Mittan.

TOWNS AND COUNTIES: T. Brown, M. Brown, Bennane, Dodak, Spaniola, Trim, Gast, McNamee, Powell and Prescott.

URBAN AFFAIRS: Ryan, Harrison, Bennane, M. Brown, Collins, Evans, Jondahl, Monsma, Padden, Brotherton, Bryant, Campbell, Conlin and R. Smith.

JOINT COMMITTEES

ADMINISTRATIVE RULES: Sens. Hertel, Mack and Allen. Reps. Anderson, Elliott, Hertel, Bryant and Hoffman.

LEGISLATIVE COUNCIL: Sens. Faust, Hart, Cartwright, O'Brien, Snyder, Davis, DeGrow and Zollar. Reps. Forbes, Kelsey, McNeely, Montgomery, Symons, Cawthorne, Buth and Mowat.

MICHIGAN MEMBERS OF THE 95th CONGRESS

SENATE

Griffin, Robert P. (R- Traverse City)
Riegler, Donald W. Jr., (D-Flint)

U.S. HOUSE OF REPRESENTATIVES

- Blanchard, James J.18th District..... (D-Pleasant Ridge)
- Bonior, David E.12th District..... (D-Mt. Clemens)
- Brodhead, William M.17th District..... (D-Detroit)
- Broomfield, William S.19th District..... (R-Birmingham)
- Brown, Garry..... 3rd District..... (R-Schoolcraft)
- Carr, M. Robert..... 6th District..... (D-East Lansing)
- Cedarberg, Elford A.10th District..... (R-Midland)
- Conyers, John J. 1st District..... (D-Detroit)
- Diggs, Charles C. Jr.13th District..... (D-Detroit)
- Dingell, John D.16th District..... (D-Dearborn)
- Ford, William D.15th District..... (D-Taylor)
- Kildee, Dale E. 7th District..... (D-Flint)
- Nedzi, Lucien N.14th District..... (D-Detroit)
- Pursell, Carl D. 2nd District..... (R-Plymouth)
- Sawyer, Harold S. 5th District..... (R-Rockford)
- Stockman, David..... 4th District..... (R-St. Joseph)
- Traxler, J. Robert..... 8th District..... (D-Bay City)
- Ruppe, Philip E.11th District..... (R-Houghton)
- Vander Jagt, Guy A. 9th District..... (R-Cadillac)



Information Pertinent to Legislative and State Department Activities Since 1906

916 Michigan National Tower Lansing, MI 48933 (517) 489-4327

MICHIGAN GOVERNMENT DIRECTORY

79th Legislature — 1977-78

STATE OFFICERS

- Governor.....William G. Milliken
- Lieutenant Governor.....James J. Damman
- Secretary of State.....Richard H. Austin
- Attorney General.....Frank J. Kelley
- Treasurer.....Allison Green
- Auditor General.....Albert Lee

SENATE

22 Democrats, 13 Republicans, 3 Vacancies*
Lt. Gov. James J. Damman (R), President
Billie S. Farnum, Secretary

TELEPHONE
AC: 517
State Prefix: 373-

30	R	Allen, Richard J., Alma	2420
8	R	Bishop, Donald E., Rochester	1758
3	D	Brown, Basil W., Highland Park	7748
18	R	Bursley, Gilbert E., Ann Arbor	2406
23	R	Byker, Gary, Hudsonville	6920
5	D	Cartwright, Arthur, Detroit	7918
15	D	Cooper, Daniel S., Oak Park	7946
25	D	Corbin, Gary G., Clio	1636
37	R	Davis, Robert W., Gaylord	1725
		—Minority Leader	
28	R	DeGrow, Alvin J., Pigeon	7708
20	R	DeMaso, Harry A., Battle Creek	3447
33	D	Derezinski, Anthony A., Muskegon	1635
11	D	DeSana, James, Wyandotte	7800
13	D	Faust, William, Westland	7350
		—Majority Leader	
7	D	Faxon, Jack, Detroit	7888
1	D	Fitzgerald, William B., Detroit	7346
9	D	Guastello, Thomas, Sterling Heights	0851

New Manager Sees Growth for Member-to-Member Program

General Manager, Noel Stuckman, recently announced the appointment of Mark A. Girardin as the Manager of the Direct Marketing Division. In assessing Girardin's potential impact on the Division's activity Stuckman says, "I feel confident that Mark will put his demonstrated energy and abilities

into an expanded and successful promotion of Michigan products through the Member-to-Member program".

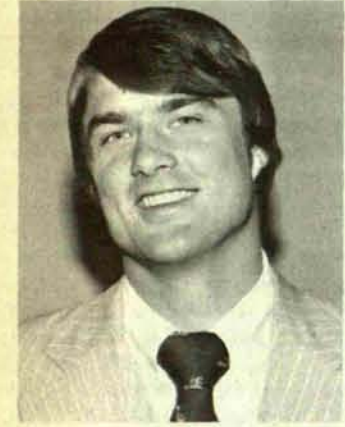
Mark, who has served as a MACMA fruit and vegetable area representative since March 1976, made noteworthy contributions to the record-breaking 1976 MACMA membership growth. Working on the MACMA Apple Sales Desk during the 76-77 marketing and bargaining season, Mark gained experience and established working relationships with many Michigan growers and processors. He was previously employed by Farm Bureau Services following his graduation from Olivet College in 1975.

"Direct Marketing is a relatively young program with tremendous potential in other states", says Girardin.

"Here in Michigan, I am looking ahead to expanding product possibilities in line with seasonal demand and member interest".

Officially organized in July 1973, the growth of the MACMA "Member to Member" program is reflected in the variety of products it now makes available, including fresh asparagus, frozen fruits and apple concentrate from Michigan; Florida fresh citrus, orange concentrate, grapefruit concentrate and peanuts; Wisconsin cheese and popcorn from Indiana.

The Direct Marketing management position was previously held by Robert Gregory who has resigned to become involved in a farming operation in Leelanau County. Bob and his wife, Dianne, will continue to be actively involved in local Farm Bureau activities.



Mark Girardin

Egg Business Sold

Elton R. Smith, president of Farm Bureau Services, Inc. and Donald R. Armstrong, executive vice president, recently announced the Board of Directors' approval of the sale of assets of the Egg Products Department of the Egg Marketing Division to C & S Foods, Inc., with principal owners being Clyde I. Springer and Jerry D. Craner.

Farm Bureau Services, Inc. originally became involved in Egg Marketing in 1958. At that time, the egg industry was made up of many hundreds of flock owners with the average flock size of 800 to 1,000 birds. Today the flock owners number only a few, as compared to 1958, with the average flock size now in excess of 30,000 birds, and with the largest being over 200,000 birds.

Prior to this sale, the Shell Egg Department was sold to Herbruck Egg Sales Cor-

poration. Harry W. Herbruck, Jr., its president, and his family, operate a 215,000 bird poultry operation near Saranac in Ionia County.

"With the advent of the large integrated producers who have done an outstanding job of developing their own marketing programs, such as the Herbruck operations, the need for Farm Bureau Services, Inc. to aid in marketing of Michigan produced eggs and egg products has greatly diminished," reported Armstrong.

Grapes Down

1977 grape crop could be way down from last year's record. The northwest could be off by 1/3 due to poor weather and lack of water. Eastern growers are reported heavy freeze damage in New York, Pennsylvania and here in Michigan.

CLIP & SAVE

To assist Farm Bureau members in making contacts with their state and national legislators, this directory is printed, courtesy of the Gongwer News Service. Clipped and folded in thirds, it will form a handy directory which you can keep for

reference. Some changes have been made, especially in committee assignments, since this pamphlet was printed. Later this summer, these changes will be printed in the FARM NEWS so you can update your directory.

34	D	Hart, Jerome T., Saginaw	1760
2	D	Hertel, John C., Harper Woods	7820
4	D	Holmes, David S., Jr., Detroit	0990
16	D	Huffman, Bill S., Madison Heights	2523
17	D	Kammer, Kerry K., Pontiac	2417
38	D	Mack, Joseph S., Ironwood	7840
10	D	McCollough, Patrick H., Dearborn	6820
24	D	Nelson, Earl E., Lansing	1734
6	D	O'Brien, Michael J., Detroit	0994
32	D	Otterbacher, John R., Grand Rapids	1801
12	D	Plawewki, David A., Dearborn Heights	3543
26	D	Snyder, Joseph M., St. Clair Shores	7315
36	R	Toepp, John F., Cadillac	3760
31	R	VanderLaan, Robert, Kentwood	0797
21	R	Welborn, John A., Kalamazoo	0793
35	R	Young, Robert D., Saginaw	2413
19	R	Ziegler, Hal W., Jackson	2426
22	R	Zollar, Charles O., Benton Harbor	7340

*VACANCIES:

14th District _____
 27th District _____
 29th District _____

HOUSE OF REPRESENTATIVES

68 Democrats, 42 Republicans
 Bobby D. Crim (D), Speaker
 T. Thomas Thatcher, Clerk

28	D	Anderson, Thomas J., Southgate	0855
49	R	Angel, Dan, Marshall	0830
84	R	Armbruster, Loren S., Caro	1766
101	D	Barcia, James A., Bay City	0158
1	D	Bennane, Michael J., Detroit	1705
34	D	Bennett, John, Detroit	1773
104	R	Binsfeld, Connie, Maple City	1789
64	R	Brotherton, Wilbur V., Farmington	1793
46	D	Brown, Mary C., Kalamazoo	1785
37	D	Brown, Thomas H., Westland	1706
13	R	Bryant, William R., Grosse Pointe	0154
53	D	Bullard, Perry, Ann Arbor	2577
78	D	Burkhalter, Larry, Lapeer	1800
100	R	Busch, J. Michael, Saginaw	1797
90	R	Buth, Martin D., Rockford	0218
68	R	Campbell, David, Clawson	1783
98	R	Cawthorne, Dennis O., Muskegon	0825
		-Minority Leader	
81	D	Clodfelter, Mark, Flint	7515
21	D	Collins, Barbara-Rose, Detroit	2616
23	R	Conlin, Michael H., Jackson	1775
79	D	Conroy, Joseph, Flint	0142
102	R	Cramton, Louis K., Midland	1791
82	D	Crim, Bobby D., Davison	3944
		-Speaker	
4	D	Cushingberry, George Jr., Detroit	2276
65	R	Defebaugh, James E., Birmingham	1788
95	R	DeStigter, Melvin, Allendale	0838
73	D	DiNello, Gilbert J., East Detroit	0476
86	D	Dodak, Lewis N., Montrose	0837
25	D	Dutko, Dennis M., Warren	1772
9	D	Edwards, George H., Detroit	0144
8	D	Elliott, Dasy, Detroit	2617
89	R	Engler, John M., Mt. Pleasant	0834
75	D	Evans, David H., Mt. Clemens	0159
20	D	Ferguson, Rosetta, Detroit	1778
24	R	Fessler, Richard D., Union Lake	1799
67	D	Forbes, Joseph, Oak Park	0478
54	R	Fredricks, Edgar J., Holland	0836
43	R	Gast, Harry Jr., St. Joseph	1796
35	R	Geake, R. Robert, Northville	1707
97	R	Geerlings, Edgar A., Muskegon	3436

66	D	Geralds, Monte R., Madison Heights	0615
55	R	Gilmer, Donald, Augusta	1787
109	D	Gingrass, Jack L., Iron Mountain	0156
72	D	Goemaere, Warren N., Roseville	0854
50	D	Griffin, Michael J., Jackson	1795
62	D	Harrison, Charlie J. Jr., Pontiac	0475
96	D	Hasper, Gerrit C., Muskegon	2646
110	D	Hellman, Russell R., Dollar Bay	0850
12	D	Hertel, Dennis M., Detroit	1983
77	R	Hoffman, Quincy P., Applegate	0835
58	D	Holcomb, Thomas, Lansing	1770
57	D	Hollister, David C., Lansing	0826
26	R	Holmes, Kirby, Utica	1747
6	D	Hood, Morris Jr., Detroit	3815
7	D	Hood, Raymond W., Detroit	1782
108	D	Jacobetti, Dominic J., Negaunee	0498
59	D	Jondahl, H. Lynn, East Lansing	1786
76	R	Jowett, William L., Port Huron	1790
39	D	Kehres, Raymond C., Monroe	2576
33	D	Keith, William R., Garden City	0849
70	D	Kelsey, John T., Warren	0820
45	R	Kennedy, Bela E., Bangor	0839
91	R	Kok, Peter, Grand Rapids	0840
61	R	Larsen, Melvin L., Pontiac	1798
36	R	Law, Robert C., Livonia	3816
2	D	Legel, Jack E., Detroit	6990
38	D	Mahalak, Edward E., Romulus	2575
92	D	Mathieu, Thomas C., Grand Rapids	0822
74	D	Maynard, John M., St. Clair Shores	0113
31	D	McCollough, Lucille H., Dearborn	0847
63	R	McNamee, Ruth B., Birmingham	0824
16	D	McNeely, Matthew, Detroit	0823
44	R	Mittan, Ray C., Benton Harbor	1403
93	D	Monsma, Stephen V., Grand Rapids	2668
5	D	Montgomery, George, Detroit	0587
40	R	Mowat, John S. Jr., Adrian	0828
83	R	Mueller, Charles L., Linden	1780
56	R	Nash, Ernest W., Dimondale	0853
3	D	Ogonowski, Casmer P., Detroit	0845
85	D	O'Neill, James E. Jr., Saginaw	0152
103	R	Ostling, Ralph, Roscommon	0829
22	D	Owen, Gary M., Ypsilanti	1771
27	D	Padden, Jeffrey D., Wyandotte	0140
41	D	Porter, Paul, Quincy	1794
88	R	Powell, Stanley M., Ionia	0842
105	R	Prescott, George A., Tawas City	3817
71	D	Rocca, Sal, Sterling Heights	7768
48	D	Rosenbaum, Paul A., Battle Creek	0555
14	D	Ryan, William A., Detroit	1776
80	D	Scott, Harold J., Flint	1777
51	R	Sharpe, Thomas G., Howell	1784
29	D	Sheridan, Alfred A., Taylor	0852
94	D	Sietsema, Jelt, Grand Rapids	0846
42	R	Siljander, Mark D., Three Rivers	0832
52	R	Smith, Roy, Ypsilanti	1792
10	D	Smith, Virgil C. Jr., Detroit	0106
87	D	Spaniola, Francis R., Corunna	0841
106	R	Stevens, E. Dan, Atlanta	0833
19	D	Stopczynski, Stephen, Detroit	2277
11	D	Stopczynski, Thaddeus C., Detroit	2275
30	D	Symons, Joyce, Allen Park	0843
60	D	Trim, Claude A., Davisburg	0827
99	R	Van Singel, Donald, Grant	7317
107	R	Varnum, Charles H., Manistique	2629
18	D	Vaughn, Jackie III, Detroit	0844
47	R	Welborn, Robert A., Kalamazoo	1774
17	D	Wierzbicki, Frank V., Detroit	0589
69	D	Wilson, Dana, Hazel Park	3818
15	D	Young, Joseph F., Detroit	1008
32	D	Young, Richard A., Dearborn Heights	0857

SENATE COMMITTEES

First-named is Chairman; second is Vice-Chairman. Democrats are in Regular Type; Republicans are in *Italic Type*.

AGRICULTURE AND CONSUMER AFFAIRS: Hertel, Otterbacher, DeSana, Allen and Young.

APPROPRIATIONS: Hart, Huffman, DeSana, Guastello, Holmes, Kammer, Nelson, Snyder, Bursley, Toepp and Zollar.

COLLEGES AND UNIVERSITIES: Corbin, Otterbacher, Faxon, Bursley and Byker.

COMMERCE: Cooper, McCollough, Fitzgerald, Bishop and Young.

CONSERVATION: Mack, Brown, Hertel, DeMaso and VanderLaan.

CORPORATIONS AND ECONOMIC DEVELOPMENT: Derzinski, O'Brien, Faust, Bishop and Ziegler.

EDUCATION: Faxon, DeSana, Faust, Allen and Byker.

FINANCE: McCollough, Corbin, O'Brien, DeMaso and Welborn.

HEALTH, SOCIAL SERVICES AND RETIREMENT: Otterbacher, Faxon, Cartwright, Bursley and DeGrow.

HIGHWAYS AND TRANSPORTATION: Fitzgerald, Plawewki, Cartwright, DeGrow and DeMaso.

JUDICIARY: Brown, Derzinski, McCollough, Bishop and Ziegler.

LABOR: Plawewki, Corbin, Faxon, DeGrow and Welborn.

MUNICIPALITIES AND ELECTIONS: Corbin, Kammer, Hertel, Welborn and Young.

SENATE BUSINESS: O'Brien, Cooper, Faust, Davis and VanderLaan.

STATE AFFAIRS: Cartwright, O'Brien, Mack, Byker and VanderLaan.

TOURIST INDUSTRY RELATIONS: O'Brien, Kammer, Plawewki, Allen and Byker.

VETERANS' AFFAIRS: Kammer, Otterbacher, O'Brien, Byker and Ziegler.

HOUSE COMMITTEES

First named is Chairman; second is Vice-Chairman; Democrats are in Regular Type; Republicans are in *Italic Type*.

AGRICULTURE: Porter, Dodak, T. Brown, Spaniola, Trim, Hoffman, Kennedy, Powell and Van Singel.

APPROPRIATIONS: Jacobetti, Kehres, Goemaere, Hellman, M. Hood, Mahalak, O'Neill, Owen, Symons, Wierzbicki, J. Young, R. Young, Cramton, DeStigter, Jowett, Kok, Larsen and Sharpe.

CITY GOVERNMENT: Griffin, Bennane, M. Brown, Sietsema, Campbell, Gilmer and Law.

CIVIL RIGHTS: Bullard, Ferguson, M. Brown, Clodfelter, Hollister, Monsma, Padden, Brotherton, Bryant, Fredricks and Holmes.

COLLEGES AND UNIVERSITIES: Vaughn, Wilson, Barcia, Bullard, Elliott, Hasper, McCollough, Angel, Gilmer, McNamee and Varnum.

CONSERVATION, ENVIRONMENT AND RECREATION: Anderson, Rocca, Barcia, Gingrass, Griffin, R. Hood, Porter, Sietsema, Armbruster, Gast, Mittan, Ostling and Van Singel.

CONSTITUTIONAL REVISION AND WOMEN'S RIGHTS: Collins, Elliott, Barcia, Jondahl, Vaughn, Law, McNamee and Powell.

CONSUMERS: Jondahl, Burkhalter, Clodfelter, DiNello, Gingrass, Hasper, Hertel, Rocca, Fessler, Gilmer, McNamee, Prescott and Siljander.

CORPORATIONS AND FINANCE: Edwards, Dutko, Anderson, Griffin, Keith, Sheridan, Wilson, Conlin, Defebaugh, Geerlings and Ostling.

CORRECTIONS: Padden, Cushingberry, Barcia, Evans, V. Smith, Busch, Nash and Ostling.

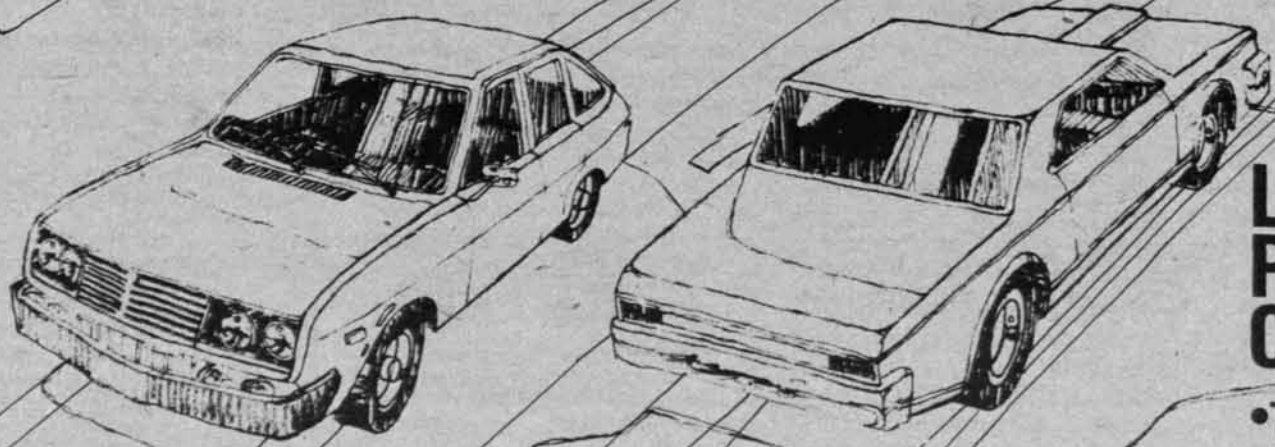
DRAINAGE: Maynard, Dodak, Porter, Armbruster and Holmes.

ECONOMIC DEVELOPMENT: Gingrass, DiNello, Anderson, Burkhalter, Conroy, Monsma, Ryan, Scott, T. Stopczynski, Angel, Buth, Campbell, Engler, Geerlings and Welborn.



**WE'RE BIG
IN
PASSENGER
CAR TIRES
TOO!**

**BUT OUR
PRICES ARE
SMALL!**



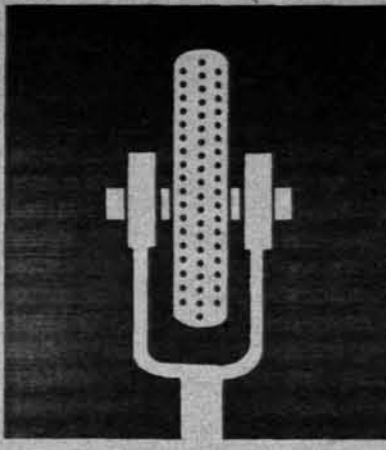
**LOW LOW
PRICES ON
CO-OP TIRES**

- TRACTOR TIRES
- IMPLEMENT TIRES
- TRUCK TIRES

**ASK YOUR FARMERS
PETROLEUM DEALER**

**Farmers
Bureau**
FARMERS PETROLEUM

INTERVIEW



Will MFB be party in PBB suits?

(Editor's Note: There have been recent news articles stating that the Michigan Farm Bureau has been named as a party in some PBB lawsuits. In response to the many questions that have been raised concerning the effect of this action on the organization and its members, General Counsel Bill Wilkinson was interviewed by MFB Broadcast Manager Jim Bernstein. Here are excerpts of that interview.)

Bernstein: The primary question needing an answer is whether the plaintiffs can recover any losses from the Michigan Farm Bureau, its members, affiliates, stockholders, and policyholders?

Wilkinson: Last year, we advised in a letter that from a legal standpoint, any attempts to recover any losses from Michigan Farm Bureau and its affiliates not associated with the PBB contamination issue would not be successful. This opinion includes members, stockholders, and policyholders. From our standpoint, this situation has not changed, although the plaintiffs have brought or are attempting to bring the Farm Bureau companies into the suits.

I think it's fair to say that, in the case of the Farm Bureau companies, there has been no unsavory behavior on the part of members or stockholders. Only where there has been profiteering are the stockholders held responsible. No stockholders or members have profited from any kind of actions on the part of the corporation and I feel that the general rule would prevail in our case.

Bernstein: Are there exceptions to this general rule?

Wilkinson: Exceptions to this rule are made if it can be shown, for example, that the corporation is just a shell, or that the assets and all of the control are really in the hands of the parent corporation, or that the parent manipulated the affiliate so much that it caused injury to the third party.

This factual situation does not exist in the case of the Michigan Farm Bureau and Farm Bureau Services. They act as two separate entities.

Profits from Farm Bureau Services do not flow to Michigan Farm Bureau. The policies and programs of the two companies are determined by separate boards of directors and administered by different management teams. These issues will be the subject of the argument in these cases at some point in the future when Michigan Farm Bureau gets its "day in court."

Bernstein: Perhaps an explanation of the situation to date would be in order here.

Wilkinson: In most of the lawsuits filed by attorneys Paul Greer and Gary Schenk, motions have been filed with the courts requesting permission to amend the complaints to include the Michigan Farm Bureau and the other affiliated companies. The motions in those cases before Judge Peterson were recently argued before him. He granted the motions concerning the Michigan Farm Bureau, but denied all the ones pertaining to the other affiliates.

We, of course, agree with the decision denying the inclusion of the affiliate companies, but also feel the Michigan Farm Bureau should have been excluded. At the appropriate time, we will have the opportunity to file motions to dismiss, and we expect to win our arguments to remove Michigan Farm Bureau from the suits at such time.

Four new PBB suits have been filed in Bay, Arenac, and Barry counties in which Michigan Farm Bureau and its affiliates have been named. We will be filing a motion to dismiss in these cases as well.

Bernstein: Have the parent companies of the Michigan Chemical Company been involved at all?

Wilkinson: They were involved from the start, having been brought in as defendants initially. The relationship between Michigan Chemical and its parent, Northwest Industries, is much more closely tied than that of Michigan Farm Bureau and Farm Bureau Services. That being the case, a motion asking that they be dismissed from the suit was denied by the judge.

Farm Wife Challenges Writer

News media which have taken an editorial stand on the PBB issue are receptive to airing the "other side." Michigan Farm Bureau has discovered through experience. Responses to editorials have been made to several media, including Channels 2 and 7 in Detroit, the Lou Gordon editorial on Channel 50, and the Detroit Free Press. Other media have indicated a willingness to provide time and space to views of local farmers.

If members hear or read editorials to which they would like to respond, they should not hesitate to do so. One of

the keys to insuring use of the response is: KEEP IT BRIEF, TO THE POINT AND RATIONAL.

Emily Brook, Clinton County Farm Bureau member, took exception to the misinformation contained in a Letter to the Editor of the LANSING STATE JOURNAL. Her response was printed in the "Your Opinion" column of the newspaper:

The letter in your column of April 20 prompts a reply from me, a dairy farm wife. Dorothy Robinson -- where did you unearth such radical non-

information? There are statements in your letter that make me think you were writing not on fact, but imagination. Heart attacks have been gaining in number, true. But sedentary living and overeating, without sufficient exercise, has been recognized as a leading cause, not PBB. The first diagnosed coronary thrombosis, which is one form of heart disease, was in 1922. Certainly there were problems earlier, though, or doctors back in the 1600s and 1700s wouldn't have studied that organ so intensively -- and why should digitalis have been introduced as a drug to treat heart problems if no one had the problem?

Michigan agriculture has been under pressure for quite some time, partly due to the unfortunate PBB episode, but mostly because people attract attention or make headlines with half-truths and inferences, based on rumor or imagination, not on scientific fact. If you had troubled yourself to seek out farmers that had the highest levels of PBB on their farms and interviewed them, you might have realized that although they had many problems (mostly directly related to income) they did not have the many "related health problems" alleged by others, possibly some of whom are trying to make a gain at the expense of others.

In the future, Ms. Robinson, if you must criticize agriculture, please get the facts first, and may I remind you of a quote from a bumper sticker: "If you want to criticize farmers, don't talk with your mouth full."

EMILY BROOK

Farmers Testify



RHONDA GOWELL, an Oceana County veterinarian and farm wife, testifies before the Senate Agriculture and Consumer Affairs committee hearing on PBB tolerance levels at Mt. Pleasant on May 9. Dr. Gowell was one of several Farm Bureau members who made their views known to the committee.

Isabella Promotes Agriculture



ENJOYING THE MICHIGAN WEEK SMORGASBORD, sponsored annually by the Isabella County Farm Bureau Women, were MFB Queen Bunny Semans and her son, Joel; Mr. and Mrs. Andy Jackson, MFB board members, and 1977 MFB Outstanding Young Farm Woman, Linda Bloss. Mrs. Jackson, state Women's Committee chairman, addressed the 350 persons attending the event May 17 in Mt. Pleasant, on the subject of "Food for the World."

Blue Cross
Blue Shield

of Michigan

Office Calls

Question:

I have not filed a Master Medical Claim since last year. Will I have to pay another deductible this year?

Answer:

Due to the implementation of a calendar year benefit, beginning January 1, 1977, most people who file a claim for services received in 1976 will not have to pay an additional deductible amount. If the initial date of the bill or receipt follows the end of a benefit year begun in 1975, the benefit period would continue until December 31, 1977 with only one deductible amount applied.

Because of the new calendar year approach, the benefit period is being extended to pick-up expenses incurred in 1976 beyond the end of a previous benefit year. Claims may be filed at any time, but it is recommended that the initial claim filed, cover at least the deductible of \$100 for one member on the contract or \$200 for expenses incurred by two or more members on the contract. Claim forms are available from any Blue Cross Blue Shield County Farm Bureau Office.

X-Disease

(Continued from Page 6)

June to harvest with insecticides effective against leafhoppers will also lessen the spread of the disease. The last method of control is the removal of infected trees. In older orchards with many infected trees, treatments with antibiotics may be practical. Registration of effective antibiotics has been requested.

Growers are requested to cooperate with the Michigan Department of Agriculture as MDA personnel will be marking chokecherry and diseased peach trees this summer.

Community Groups Get Involved in Land Use Dispute

In several past issues, Michigan Farm News has featured an article dealing with some facet of the land use issue. This month: an in-depth look at what county Farm Bureau community groups are doing about the pending construction of I-69 through prime agricultural land in Eaton County.

The northeast corner of Eaton County has some of the best prime agricultural land in the state. Unfortunately, the route favored by the Michigan Department of Highways and Transportation for the I-69 extension from Charlotte to the I-496 interchange west of Lansing cuts through the richest soil in the county. When the extension plans were first made public in 1969, three routes were proposed.

Contrary to the opinion of some, members of several Eaton County Farm Bureau community groups are not opposing the construction of the highway extension. Rather, they are questioning why the route which would cause the loss of the most farmland has been chosen.

"We feel that the route I-69 takes to Lansing should cost the least for the state taxpayers, be the shortest so that less energy is consumed by vehicles traveling on it and use up the least amount of prime agricultural land," says Carl Forell of the Miers Community Group. "None of the three routes really satisfy all of these criteria, but one besides the route favored by the state Highway Department comes close."

This is the route which goes from Charlotte to Lansing following the Grand Trunk Western Rail line.

Linden Burton, a member of the Group 13 Community Group and also the Eaton County Farm Bureau Board of Directors, says that it's not just those farmers who are in the right-of-way of the state-favored route that are questioning the rationale of this construction plan.

"Only about five per cent of the total group protesting the state route are actually in its path," Burton points out. "There are hundreds of people who do not think that the state's plan is the best all throughout Eaton County, including many urban residents. It just so happens that about two-thirds of this group are Farm Bureau members."

"We're all fighting for the same thing," Burton continues. "We're not trying to kill the road, as some want to believe. We're just questioning whether it's going to be built in the right place."

The state estimated in 1969, when the three routes were first proposed, that the favored route would cause the displacement of about 1,000

acres of farmland, Forell says.

"We feel that this figure would be more like 16,000 acres put out of agricultural production," Forell says. "The 1,000 acre figure would mean about \$500,000 lost to the state's agricultural economy each year. Even if we half our estimate to 8,000 acres, this amount would reduce the amount of revenue brought in to the state's economy by about \$2.5 million a year. Those figures alone should be justification enough for the state Highway Department to consider another route."

The third route originally proposed by the state would incorporate a part of present M-78 to Lansing. The state Highway Department has said that this route is not practical because it would cost \$13 million for the connection to I-69. The alternate routes activists have developed a plan wherein this cost could be made up in taxpayer-savings within less than seven years. The plan would call for a 255 foot right of way, instead of the 570 feet the state insists is essential for the kind of highway it wants to construct.

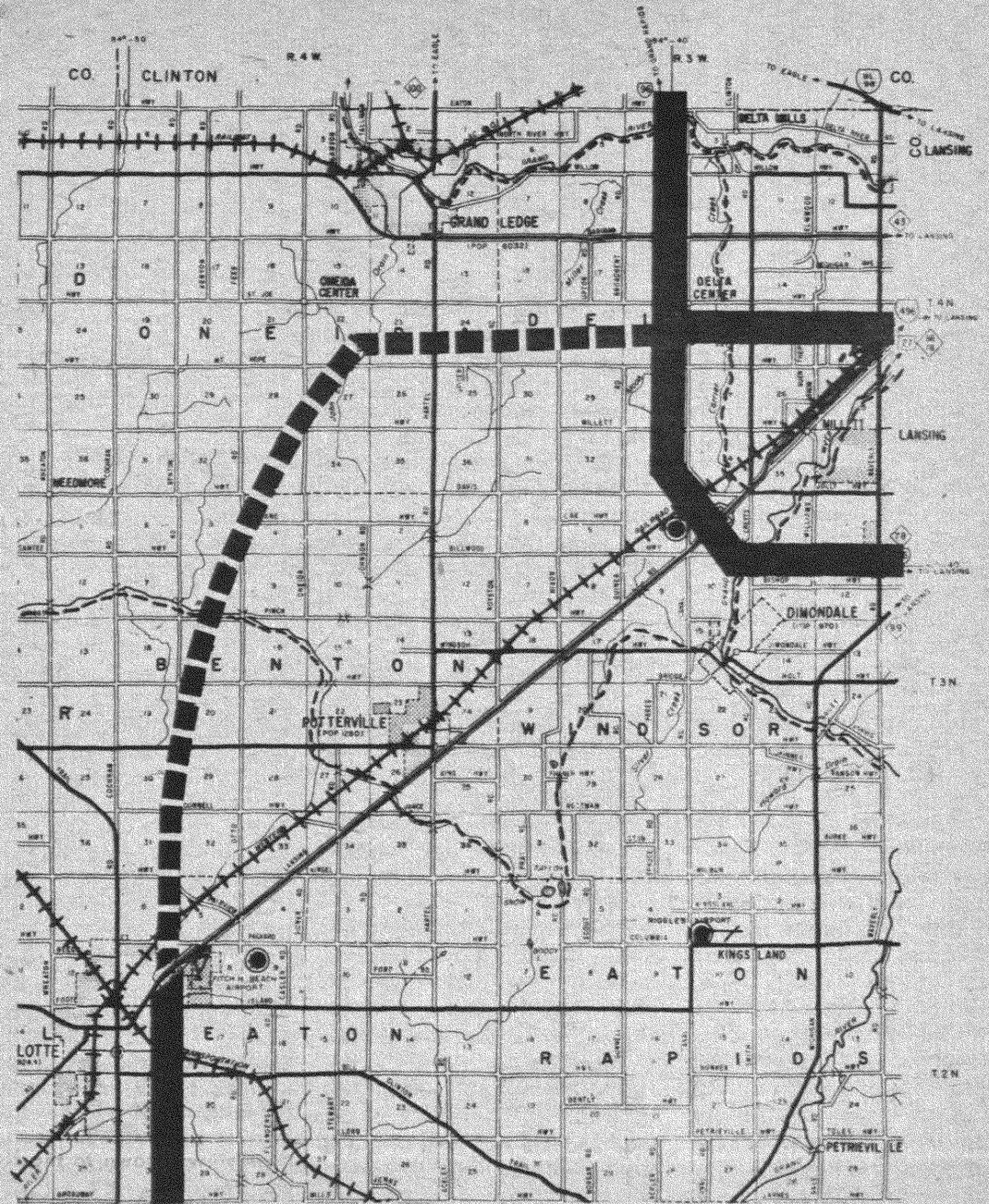
Because of the great interest by Farm Bureau members in the I-69 controversy, the Eaton County Farm Bureau held a special session on February 2, 1977. A resolution which calls for Governor William Milliken to request that the Michigan Environmental Review Board review the impact of the state-favored route on the state's economy.

Ken Ritchie, Eaton County Farm Bureau president, said that there was a nearly unanimous vote among the county's board of directors to pass the resolution.

"The resolution also calls for a letter-writing campaign to the Eaton County Planning Board," Ritchie explains. "At first, the resolution was tabled because we did not know that the issue represented the sentiments of enough county Farm Bureau members. We soon found out that there are many members who are greatly concerned about the loss of the farmland and the reasons why the state Highway Department wants to use the route they have chosen."

Ritchie points out that the state route would cause the division of farms so that they could not be farmed efficiently. The resulting sale of small parcels of land along the right-of-way would quickly cause urban congestion, Forell says.

Ritchie also wonders what the state has planned to improve existing roads that would feed into I-69 so that they would be able to handle the increased volume of traffic that the new highway could bring. To Ritchie's



PROPOSED CIRCULATION SYSTEM

- FREEWAY (EXISTING)
- SCENIC DRIVE
- RAILROAD
- AIRPORT
- FREEWAY CORRIDOR (PROPOSED)

knowledge, no such plans exist.

Many governmental units have also requested that Milliken ask for a review of the state-favored route.

"Everyone is waiting for the Eaton County Board of Commissioners to make some sort of recommendation," Ritchie says. The Eaton County Road Commission is for the state route, but they have to consider the list of groups that are asking that a review of the state-favored route be conducted."

Meanwhile, the Eaton County community groups are continuing to work for additional support of the review proposal. Forell is editor of a newsletter on the I-69 issue that goes to Farm Bureau members and others concerned with the construction of the state-favored route. The purpose of the newsletter is to keep these people as up-to-date as is possible through this means.

Another means of communication is a telephone network information system, much like the Michigan Farm Bureau's Minuteman system of alerting Farm Bureau members of last-minute developments on issues critical to the state's agriculture.

"We have about 150 people hooked into this system, where one person calls others, who then pass the word along, Forell explains. "With this arrangement, we can get 25 people to testify at any last-minute hearing the Eaton County Road Commission might hold to make sure they hear our side of the story," he added.

The Mier and Group 13 Community Groups have also prepared and paid for radio advertisements encouraging others to call for a review of the proposed route for I-69. These spots were aired by WCER in Charlotte early this year.

Other Eaton County Farm Bureau community groups involved in contesting the state route are the Strange Pioneers, and Thornapple Farms.

At press time, there is no indication of what action the Eaton County Board of Commissioners might take. Should they recommend that the Michigan Environmental Review Board study the state-favored route, this most likely will also be recommended by the Tri-County Regional Planning Commission and other agencies which previously have not called for such an action.

"It's anyone's guess as to what will be done after the review has been made," Ritchie says. "One thing for sure is that the Eaton County Farm Bureau Community Groups will continue to work to see that the route finally chosen is one that causes the loss of the least amount of prime agricultural land."

No-Fault: Boon? Or Boondoggle?

After three years in operation, the Michigan No-Fault auto insurance law has received mixed reviews. Michigan Insurance Commissioner Thomas C. Jones recently told the Michigan House of Representatives insurance committee that he thinks "No-Fault's performance has substantially fulfilled its promises." But on the other hand, provisions of the statute have been assailed by lawyers, Michigan consumers, and by the insurance industry itself.

What has emerged is a confusing picture of No-Fault for the average insured. Is the system working? Or should it be modified or scrapped entirely, as various self-interest groups maintain? Can it be blamed for rising automobile insurance premiums? Is it even constitutional?

The answers you may get to any of the above questions, and countless others, are as varied as the self-interest groups raising them. While it's not possible to address all these various questions, nor to respond from the different points of view raised, we can make some generalizations based on our No-Fault experience here in the Farm Bureau Insurance Group. The following is the first of three articles which will hopefully put No-Fault automobile insurance in clearer perspective for members of the Farm Bureau family.

WHY NO-FAULT?

Michigan's No-Fault auto insurance law became effective October 1, 1973. Similar legislation has been enacted in approximately one-half of the States; however, Michigan's version of the No-Fault system is one of the broadest in the Nation.

Our law has two basic purposes: 1) To assure that persons injured in auto accidents are compensated . . . quickly and equitably . . . for resulting medical costs and lost income and 2) To reduce application of the tort liability law (fault) system which, traditionally, has operated too slowly and compensated only about half of the accident victims for their economic loss. It had also proved to be quite costly in terms of legal expenses and payment of so-called pain and suffering claims.

WHAT IS IT?

All drivers in Michigan are now required by law to have the three "Mandatory" No-Fault insurance coverages (or provide alternate security). These coverages are Personal Protection Insurance, Property Protection Insurance and Residual Liability.

Personal Protection

Insurance coverage, which is paid to the accident victim by his own insurance company, includes the following provisions:

- Unlimited medical and rehabilitation benefits
- \$1,000 funeral and burial expense benefits
- Lost income benefits, up to a maximum of \$1,285 per month (currently), for three years. This is subject to an annual cost-of-living adjustment

- Up to \$20.00 per day, for a maximum of three years, for cost of "lost services"

- Lost income and funeral benefits are paid to the insured's dependents in case of death

- Personal Protection coverage applies to accidents occurring throughout the United States, its territories and possessions and Canada. It covers you and your family while riding in any car and as pedestrians.

Property Protection Insurance, provides insurance for damage to property of others (except moving vehicles), regardless of fault:

- Coverage is provided up to a \$1,000,000 maximum

- Property Protection does not apply to accidents occurring outside the state of Michigan

- Vehicles are excluded from coverage unless parked in a reasonable manner

Residual Liability Insurance, provides liability protection for the insured under the following circumstances:

- In accidents occurring outside of Michigan

- In accidents involving death, serious impairment of body function or permanent, serious disfigurement

- When actual economic losses sustained in an accident exceed the benefits available in the other person's policy.

All insurance companies also make available several "optional" coverages as a part of the No-Fault insurance policy. These include:

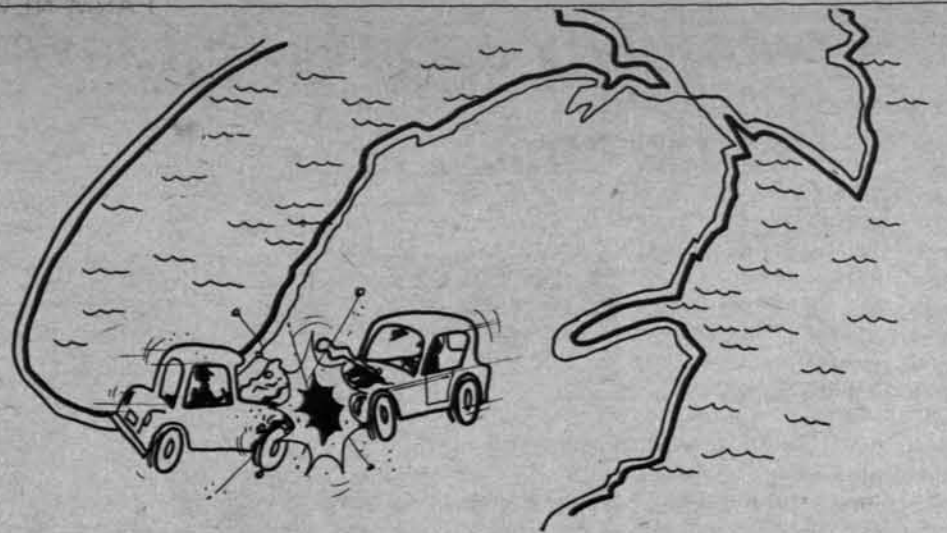
Collision Insurance is available in three forms.

- Regular - Pays for damage to your vehicle, regardless of who is at fault - but YOU pay the deductible amount. By agreeing to pay the deductible (\$50, 100 or more) you reduce your insurance cost.

- Broadened - Pays for damage to your vehicle, INCLUDING your deductible amount, if another driver is at fault. If you were at fault, you pay the deductible.

- Limited - Pays for damage to your vehicle ONLY if another driver is at fault.

- SPECIAL NOTE:



RESIDUAL LIABILITY

(Michigan's No-Fault law eliminated liability of the at-fault driver for property damage. This represents one of the more controversial and often misunderstood aspects of the law. Before No-Fault, the driver causing the accident was held responsible for property damage he caused. Today each driver is responsible for damage to his own vehicle, regardless of who caused the accident - except in cases where a reasonable parked vehicle is struck by another vehicle.)

Other "Optional" coverages are: Comprehensive, which pays for damage to your car from causes other than collision or upset; Uninsured Motorist, which pays what you would be legally entitled to collect for injury liability from an uninsured driver; and Road Service which pays for aid when your car is disabled.

SPECIAL PROVISIONS OF NO-FAULT
Motorists from other States and their passengers have No-Fault coverage for a Michigan accident if the vehicle's insurer has certified compliance with Michigan law. Also, coverage is provided when an outstate motorist is struck as a pedestrian by a Michigan car or injured while riding in a Michigan car -- if the Michigan car is insured under No-Fault.

Motorcycles are excluded from No-Fault coverage because the unusual exposure of cyclists to injury would make the cost of No-Fault benefits prohibitive. So, a motorcycle operator remains subject to the liability law if at fault, for injury or damage, and is required to have liability insurance or other security. However, a cyclist does receive no-fault benefits if injured by a motor vehicle.

You can't sue or be sued because of a motor vehicle accident in Michigan except in two circumstances: 1) To recover income losses which exceed No-Fault benefits or 2) for pain and suffering damages if an accident caused "death, serious impairment of body function, or permanent serious disfigurement."

HOW MUCH DOES IT COST?

No-Fault has proven to be most effective in providing full medical care and

rehabilitation services to the injured. More people are receiving more money to compensate for their economic losses.

The cost, however, is high. Some savings have resulted from the reduction of lawsuits and pain and suffering damage claims - but not enough to offset skyrocketing inflation in medical care and automobile repair costs. For example, just seven of the No-Fault losses Farm Bureau property-casualty companies experienced in 1976 will collectively cost \$1.5 million. Of these, one claim is reserved for an exposure of \$600,000.

You can help contain the costs of No-Fault by practicing safety whenever and wherever you're driving. Further, you have the opportunity to reduce the amount of insurance premiums you pay by choosing from a wide range of deductible programs which are available through all insurance companies in Michigan.

THE LEGAL STATUS OF NO-FAULT

Here in Michigan, our No-Fault law is still under a cloud of uncertainty. A lawsuit contesting its constitutionality is awaiting a decision by the State Supreme Court.

Lawyers who specialize in injury liability cases are disputing No-Fault's limitations on the right to sue, and there is widespread objection to the law's elimination of at-fault payment for vehicle damage. Circuit and Appeals Court decisions have upheld the limitations on the right to sue, and ruled against No-Fault's removal of property damage liability. There are contradictory court opinions on some other aspects of the law. Now the picture has reached the final stage of development - the judgement of the State Supreme Court - which may or may not further alter it. In our next issue, we'll focus more sharply on some of these controversial areas.

Phosphates: Hero or Villain?

There's proposed legislation in Michigan to ban the use of phosphates in detergents. Phosphate is an important component of today's high efficiency, heavy-duty, granular laundry detergents. It's also a nutrient, found in every living cell and needed by all forms of life.

Phosphate is used extensively in agricultural fertilizers, food products, and other materials. Because it is a nutrient, it may contribute to the over-fertilization of lakes and ponds, causing the excessive growth of algae and other water plants.

No one is against clean water, so on the surface at least, it may be assumed that bills proposed to ban phosphate detergents would pass with relative ease and little opposition. But some groups, including the Michigan Task Force for Clean Water, are asking whether the legislation really does anything to further the ultimate objective of getting phosphates out of sewage-where it is NOT needed - and

onto the land where it IS needed.

The legislation, as proposed, would ban phosphate detergents for home laundry, but allow its use in hospitals, nursing homes, slaughter houses, food processing plants, grocery stores, meat markets, dairies, restaurants, commercial laundries, etc. - unless there is further banning by Department of Natural Resources rules.

The Department of Agriculture supports the bills, but agriculture is exempted.

The Department of Health supports the bills, but health care facilities are exempted.

The Department of Natural Resources supports the bills but is proceeding, against the advice of the Michigan Water Resources Commission, to further restrict phosphorus in household detergents by rule. The W.R.C., by resolution adopted in September, 1976, warned that there are significant consumer

(Continued on Page 17)

"... And Renew the Face of the Earth..."

In an effort to restore an ancient tradition of blessing the seeds, St. Paul Church in Owosso held their first Liturgy for a Bountiful Harvest, Monday, April 25 during a special mass.

Planned for all people who have an interest in their source of food and fibre, the Interdenominational service evolved from an old tradition of preparing the land for spring planting and bringing people together for one purpose - to pray for a bountiful harvest.

Maurine Gilna, a Shiawassee County Farm Bureau member, coordinated the project and stated that the tradition was an inspiration because the area is a rural community concerned about agriculture. A follow-up is being planned in the fall when a Harvest Mass will be held on a farm in the county.



Worshippers present seeds for blessing during the Liturgy for a Bountiful Harvest at St. Paul Church of Owosso. The traditional religious service was coordinated by Shiawassee County Farm Bureau member, Maurine Gilna.

Phosphates: Hero or Villain? (Continued from Page 16)

problems and costs associated with the use of phosphate - free powdered detergents, and that, therefore, the question should be submitted to the legislative process.

At this time, Michigan Farm Bureau does not have a policy stand on banning of phosphate detergents. However, such a ban would, indeed, effect every farm household accustomed to using the heavy - duty phosphate detergents for laundry, especially those which have hard well water. The Indiana Farm Bureau (Indiana and New York are the only two states which have such a ban) adopted a resolution at its last annual meeting supporting a repeal of the phosphate ban in Indiana.

Studies in these ban areas indicate that homemakers double - wash, up to 20 percent, and double-rinse, up to 50 percent, trying to recapture phosphate detergent performance. This means more water used, more gas and electricity consumed, greater hydraulic load on the sewage system and greater sewage handling costs.

It's the contention of the Michigan Task Force for Clean Water that legislating phosphates out of laundry detergents is ecologically unsound, because unless all plant nutrients from every source are removed at the sewage plant, excessive lake algae growth will continue.

Members of the Task Force believe that the practical and cheapest answer is upgraded sewage treatment, where all plant nutrients, including phosphorus, are removed at a single point - economically.

Today consumers have a free choice, because stores are amply stocked with both

phosphate and non-phosphate home detergents. If they believe phosphates get clothes cleaner, they can buy phosphates. If they believe non-phosphates improve water quality, they can buy non - phosphates.

The fact that, should the legislation pass, they will no longer have that free choice,

has not yet caused much vocal consumer concern. The reason for this could be lack of experience in doing the family laundry without phosphate detergents, or failure to recall the B.C. (Before Cheer) days. It's another one of those "Be careful what you ask for - you might get it" issues.

Festivals Promote Michigan Ag Products



Enjoying the festivities at the 37th annual Vermontville Maple Syrup Festival held in Vermontville April 30-May 1 are Ida Perrin, Lansing, and Florence Frayer, Grand Ledge.

The Maple Syrup Festival was the first of many commodity festivals to be held during the summer throughout the state.

UPCOMING COMMODITY FESTIVALS

National Asparagus Festival	Hart	June 10-11
National Blueberry Festival	South Haven	July 1-4
National Cherry Festival	Traverse City	July 6-12
Strawberry Festival	Chassel	July 8-9
Sugar Festival	Sebewaing	July 8-9
Auburn Corn Festival	Auburn	July 15-17
Farmers Festival	Pigeon	July 23-25
Munger Potato Festival	Munger	July 28-31
Michigan Honey Festival	Chesaning	Sept. 7-10
Potato Festival	Edmore	Sept. 9-11
Grape Festival +	Paw Paw	Sept. 15-18

+ tentative date

It's Fair Time!

FAIR	LOCATION	DATE
Alcona County	Harrisville	Aug. 9-14
Alger County	Chatham	Aug. 11-14
Allegan County	Allegan	Sept. 9-17
Alpena County	Alpena	Aug. 22-28
Arenac County	Standish	Aug. 9-13
Armada	Armada	Aug. 16-21
Baraga County	Pelkie	Aug. 5-6
Barry County	Hastings	July 17-23
Bay County	Bay City	Aug. 1-6
Berlin Fair	Marne	July 17-23
Berrien County	Berrien Springs	Aug. 12-20
Branch County	Coldwater	Aug. 8-13
Calhoun County	Marshall	Aug. 14-20
Cass County	Cassopolis	Aug. 8-13
Chelsea Community	Chelsea	Aug. 23-27
Chippewa County	Kinross	Sept. 1-5
Chippewa County	Stalwart	Sept. 8-10
Clare County	Harrison	July 31-Aug. 6
Clinton County	St. Johns	Aug. 15-17
Croswell	Croswell	July 18-23
Dickinson County	Norway	Sept. 2-5
Eastern Mich. Fair	Imlay City	Aug. 29-Sept. 5
Eaton County	Charlotte	July 24-30
Emmet County	Petoskey	Aug. 22-27
Fowlerville	Fowlerville	July 18-23
Genesee County	Mt. Morris	Aug. 23-28
Gladwin County	Gladwin	July 25-30
Gogebic County	Ironwood	Aug. 11-14
Gratiot County	Ithaca	June 22-26
Gratiot County	Alma	Aug. 1-6
Youth Fair		
Hillsdale County	Hillsdale	Sept. 25-Oct. 1
Houghton 4-H Fair	Hancock	Aug. 26-28
Hudsonville	Hudsonville	Aug. 22-27
Huron County	Bad Axe	Aug. 7-13
Ingham County	Mason	Aug. 1-6
Ionia Free Fair	Ionia	Aug. 5-14
Iosco County	Hale	July 27-30
Iron County	Iron River	Aug. 25-28
Isabella County	Mt. Pleasant	Aug. 21-27
Jackson County	Jackson	Aug. 7-13
Kalamazoo County	Kalamazoo	Aug. 22-27
Kalkaska County	Kalkaska	Aug. 18-21
Kent County	Lowell	Aug. 15-20
Lake Odessa	Lake Odessa	June 29-July 4
Lenawee County	Adrian	Aug. 21-28
Luce County	Newberry	Aug. 25-27
Mackinac County	Allenville	Aug. 26-28
Manchester Community Fair	Manchester	Aug. 16-20
Manistee County	Onekama	Aug. 31-Sept. 5
Marion Farm Exhibit Assn.	Marion	July 5-9
Marquette County	Marquette	Sept. 22-24
MICHIGAN STATE FAIR	Detroit	Aug. 26-Sept. 5
Mecosta County	Big Rapids	July 11-16
Menominee County	Stephenson	July 30-31
Midland County	Midland	Aug. 14-20
Missaukee-Falmouth	Falmouth	Aug. 9-11
Monroe County	Monroe	Aug. 8-13
Montcalm County	Greenville	July 18-23
Montmorency County	Atlanta	Aug. 17-20
Newaygo County	Fremont	Aug. 16-20
Northern Dist. Fair	Cadillac	Aug. 15-20
Northern Mich. Fair	Cheboygan	Aug. 13-20
Northernwestern Mich. Fair	Traverse City	Aug. 29-Sept. 3
Oakland County	Davisburg	Aug. 1-6
Oceana County	Hart	Sept. 1-5
Ontonagon County	Greenland	Aug. 26-28
Osceola County	Evart	Aug. 9-13
Oscoda County	Mio	Aug. 12-13
Otsego County	Gaylord	Aug. 7-13
Ottawa County	Holland	July 25-30
Presque Isle County	Posen	Sept. 9-11
Ravenna Homecoming & 4-H Fair	Ravenna	July 26-30
Saginaw County	Saginaw	Sept. 10-17
Saline Comm. Fair	Saline	Sept. 6-10
Sanilac County	Sandusky	Aug. 8-13
Shiawassee County	Corunna	Aug. 7-13
Sparta Area Fair	Sparta	July 5-10
St. Clair County	Goodells	Aug. 9-13
St. Joseph County	Centreville	Sept. 19-24
Tuscola County	Caro	Aug. 1-6
U.P. STATE FAIR	Escanaba	Aug. 16-21
Van Buren Youth Fair	Hartford	July 23-30
Vassar Fair	Vassar	July 10-16
Washtenaw County	Saline	Aug. 1-6
Wayland Community Fair	Wayland	Aug. 19-20
Wayne County	Belleville	Aug. 15-20
Western Mich. Fair Assn.	Ludington	Aug. 8-13

"The signs are clear: fossil energy, especially petroleum, is becoming progressively more scarce. Energy conservation is a national necessity. Our food and agricultural system can and must participate in a concerted national energy conservation effort," said Deputy Secretary of Agricultural, John White.

Mr. White told a recent news conference that the food system uses a little over 16 percent of the Nation's energy resources, including all phases from production down to home preparation and consumption. Forestry and fiber processing use another 5 percent of the total he said. Farm production takes less than 3 percent of the total, but it is "a critical 3 percent."

ENERGY



"Coupled with on-farm conservation, we need to continue to have priority for essential users. I know the President shares our concern, too, that the cost of food to consumers not suffer inflationary impact through increased energy costs. An increase of 13 percent in energy costs across the food system would result in a 1 percent increase in average consumer food cost. Obviously, energy cost impacts must be kept at a minimum in our food system," Mr. White said.

"Our energy purpose for this department is to encourage agriculture and food system energy users to save more energy, in order to assure that essential users will have priority for basic energy needs. Our immediate and long-range research efforts will be directed towards:

1. More efficient utilization of our diminishing fossil energy resources and

2. Application of alternate energy sources, including solar and other constant and renewable resources, and utilization of the agricultural biomass and natural production system involving such techniques as biological nitrogen fixation," said Mr. White.

Some \$26.9 million have been involved in current commitments to research and energy conservation, energy substitution and other agricultural aspects of energy utilization. Also, private industries are spending millions of dollars for energy research.

WHEAT STRAW ENERGY

After studying such back-up-fuel supply possibilities as municipal refuse, sewage sludge, solar energy, wind energy, and animal manure, Kansas State University scientists recently concluded that wheat straw was the most promising alternative. The study was conducted to explore possible new energy sources for a town whose municipal plant has experienced nagging interruptions of gas service in recent years and whose back-up-fuel supply - oil - not only is expensive, but also likely to be in short supply in the near future.

On the basis of actual field tests the last two

DISCUSSION

TOPIC

by **KEN WILES**
Manager Member Relations

summers, K-state scientists said it appeared feasible to collect wheat straw within a radius of 40 miles at a cost of \$25.00 to \$30.00 a ton which would be competitive with low-sulfur, high BTU coal costing about \$35.00 a ton.

Doctor N. Dean Eckhoff, head of the Kansas State University Department of Nuclear Engineering, is confident that future furnaces-boilers can be fueled entirely with plant material, but such equipment is not presently available for a plant as large as Pratt would require.

Partly for this reason, the engineers recommend a system where 80 percent of the BTU's will be provided by coal and 20 percent of the BTU's by straw. This could be done with existing steam turbines and generators at a cost of about \$5 million for a furnace-boiler type system.

From an energy standpoint using wheat straw "would be very desirable" Eckhoff said. "For each unit of energy used to harvest, collect, and transport the wheat straw there would be a return of 19 units of thermal energy released. The energy value of wheat straw is 50 times the energy needed to provide the soil with the nutrient value of wheat straw," he added.

AND

ENVIRONMENTAL IMPACT

Emissions of sulfur and nitrogen oxides would be "insignificant" and the straw, a renewable resource, would substitute for coal, which would be more expensive, and less available, in the future.

The impact on the farms also would be minimal. The engineers are recommending that no more than a third of the wheat straw be removed from a field (about 0.3 tons a acre) to minimize soil and wind erosion. This straw would contain about 4 pounds of nitrogen (which would be released back to the atmosphere and which could be replaced in the soil at a cost of about 66 cents an acre), a pound of phosphate, and 13½ pounds of potash. All the potash and all but a small amount of phosphate would remain in the ash at the furnace and could be returned to the land.

The engineers anticipate that wheat straw would be collected soon after harvest and would be baled, or compressed in one of several ways and stored at the edge of the fields. They said farmers would need to be compensated for the straw, and probably for storage of that straw.

Among problems on which they see the need for research: loss of energy potential through weathering, development of new wheat varieties with greater straw yields, investigations to determine how much straw could safely be removed from fields, new methods for compressing straw, and methods for using waste heat in the condenser water.

"In the future," Eckhoff said, "I can see furnace-boiler systems being fueled totally with biomass materials - not only with wheat straw, but also with grain sorghum stover, which can run to 17 tons to an acre, and with cottonwood trees and other biomass materials which can be grown on marginal land."

PLANT ENERGY

The solution to the energy crisis is partially in plants according to the Nobel Prize Winner, Dr. Melvin Calvin. Calvin says that plants can be used in meeting the crisis in three ways.

First, wood chips and other plant matter which are not always used now, can be fermented to alcohol. By the early 1980's, Brazilians plan to be running their cars on 20 percent alcohol, produced by fermentation of sugar cane.

Secondly, there are 3,000 to 4,000 species of

FUEL



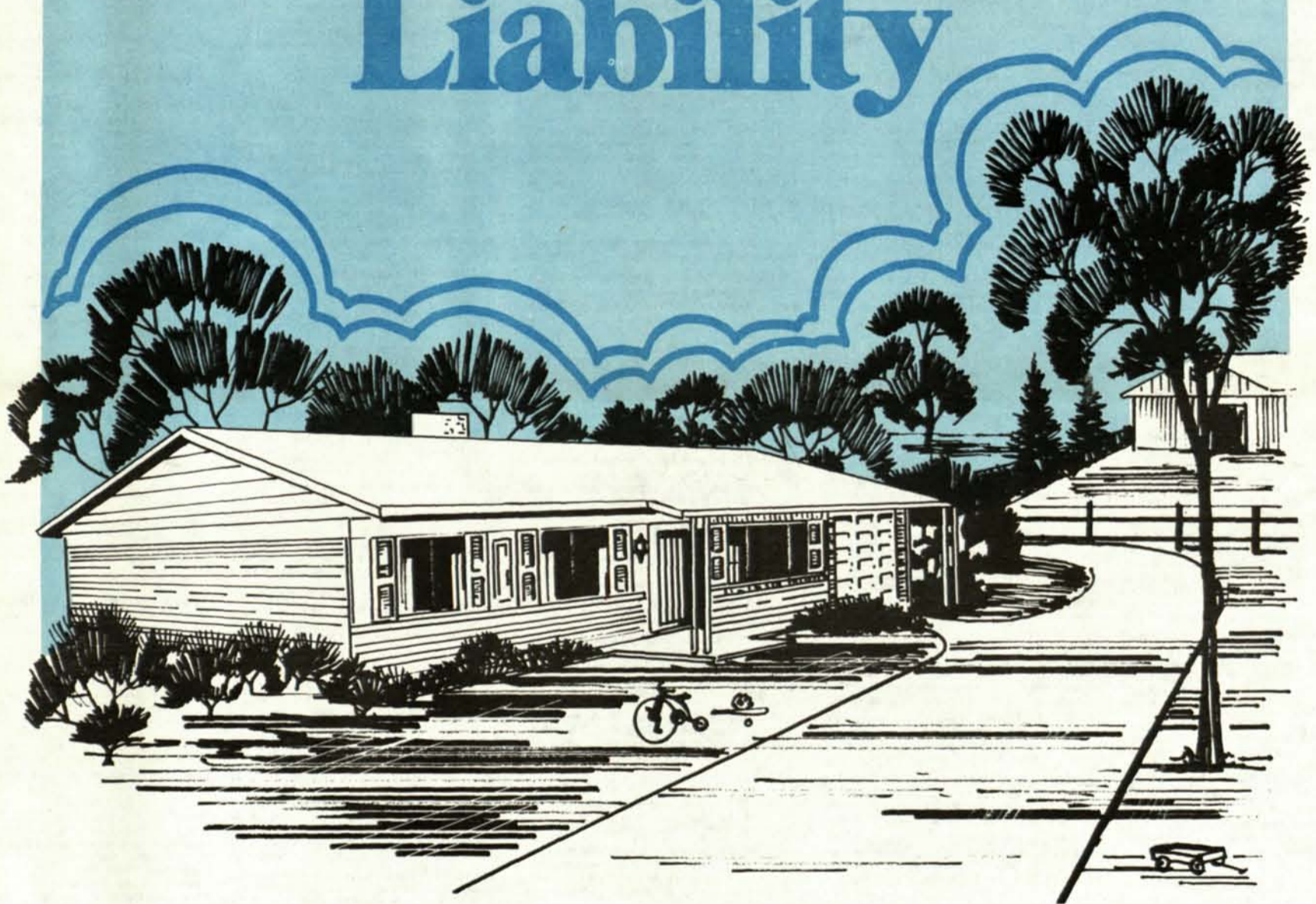
plants which can be grown in the United States and which yield hydrocarbon similar to oil without a great deal of processing. Although some of the plants could be grown in Michigan, the best area would be in the southwest. Cactus-like plants yielding hydrocarbons could be grown on otherwise useless land there.

Thirdly, the processes of photosynthesis themselves, would be excellent conversion processes for solar energy. Instead of using the sunlight to generate electricity which then must be stored, a means can be devised to use sunlight to break water down to oxygen and hydrogen. The hydrogen can be stored safely and much the way one would burn methane or any other oil-derived gas.

CHALLENGE

Previous generations of Americans have faced major challenges - settling the frontier, industrialization, war, depression. This generation is discovering that it faces a challenge that is equally great - the energy crisis. Meeting this challenge will undoubtedly require sacrifice, hard work, skill and imagination on the part of the American people. It's a challenge that's exciting.

Your Biggest Family Liability



For families buying their homes, it is probably their mortgage. Mortgage Cancellation Insurance will remove the burden of mortgage payments from a family that loses its wage earner. Mortgage Cancellation Insurance makes sense. It is the best way to protect a family and a family's future against their largest liability. A number of Mortgage

Cancellation plans are available through your Farm Bureau Insurance agent.

Couldn't a Mortgage Cancellation plan be an important answer to the future of your family? Call your local Farm Bureau Insurance agent . . . the person who can answer your insurance questions.

**MORTGAGE CANCELLATION
INSURANCE... ANOTHER
PROVEN INSURANCE PROGRAM
...FROM FARM BUREAU LIFE.**

**FARM BUREAU
INSURANCE
GROUP**



FARM BUREAU MUTUAL • FARM BUREAU LIFE • COMMUNITY SERVICE INSURANCE