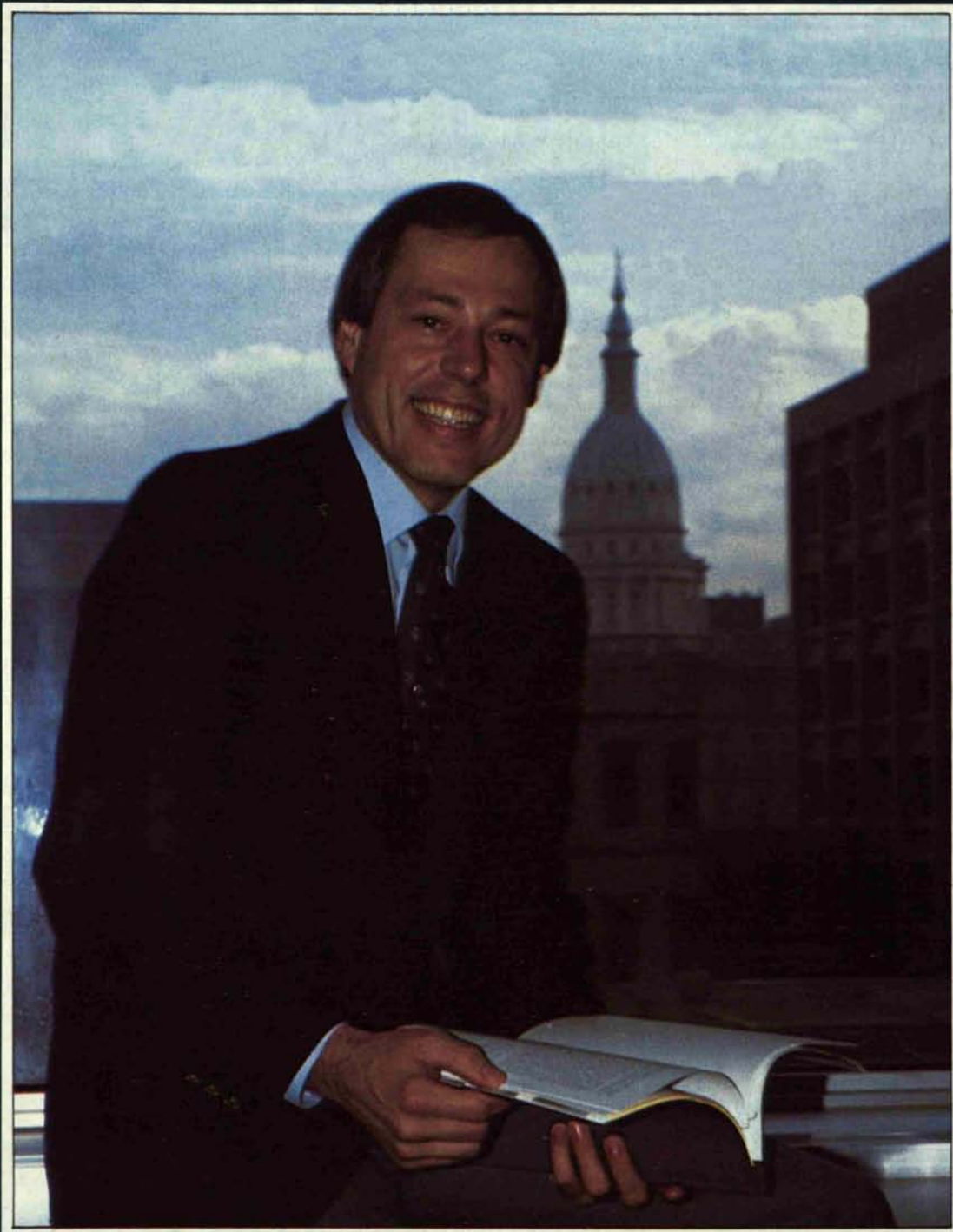


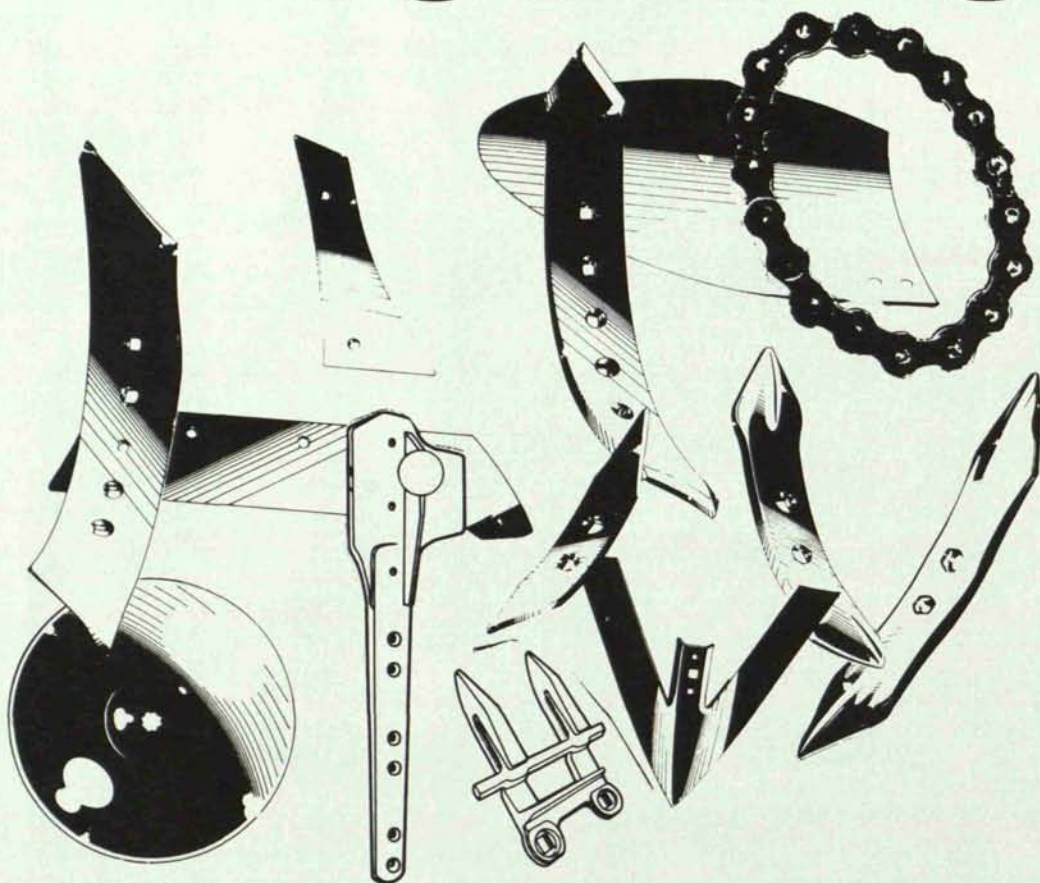
RURAL LIVING



**MDA Director Paul Kindinger:
Evangelist for Agriculture**



SAFEMARK STEEL **TOUGH!** **TOUGHER!** **TOUGHEST!**



Top Quality

Strong
Self Sharpening
Made Accurately

- Better Wearability
- Better Soil Penetration
- Uniform Fit

Dealer Service

Farm Neighbor
Salesman

- Local Access
- Service Around-the-Clock
- Knows Your Needs

Top Warrantee

Simple

- No Hastle
- Locally Adjusted

ORDER NOW!

Sale ends Dec. 26.

Contact your local **Safemark** Vendor
or your county Farm Bureau office

A Savings through Michigan Farm Bureau Group Purchasing, Inc.

RURAL LIVING

FARM NEWS

A publication
of the
Michigan
Farm Bureau

Michigan Farm News
RURAL LIVING



MDA Director Paul Kindinger:
Evangelist for Agriculture

A Publication of the Michigan Farm Bureau • December 1983

DECEMBER 1983
VOL. 62 NO. 12

THE COVER

An enthusiastic spokesperson, Kindinger hopes to boost agriculture's expansion opportunities in the Blanchard administration. Photo by Marcia Ditchie

In this issue:

MDA Director Paul Kindinger: Evangelist for Agriculture

Dr. Paul Kindinger is optimistic about the growth prospects for agriculture.

8

A Brighter Future for Michigan's Food Industry?

Yes! say government and food industry representatives. They met Nov. 14 to discuss promotion and expansion opportunities for this target industry.

12

Goal Getter Teams Focus on Farmer Member Gains

Farmer to farmer membership promotion takes a priority in the 1984 membership campaign.

14

America At Work

A major collection of art, depicting America's grassroots working people, is on permanent display at the Grand Plaza Hotel, site of the 1983 MFB annual meeting.

19

COLUMNS

- | | |
|-----------------------------|------------------------------------|
| Rural Route - page 4 | Rural Exchange - page 17 |
| Country Ledger - page 5 | Farm Bureau Market Place - page 18 |
| Legislative Review - page 6 | Discussion Topic - page 20 |
| Front and Center - page 16 | Agrinomic Update - page 22 |

Michigan Farm News RURAL LIVING (ISSN 0026-2161): Michigan Farm News Rural Living is published monthly, on the first day, by the Michigan Farm Bureau Information and Public Relations Division. Publication and editorial offices at 7373 West Saginaw Highway, Lansing, Mich. 48909. Post Office Box 30960: telephone, Lansing 517-325-7000. Extension 508. **SUBSCRIPTION PRICE:** \$1.50 per year to members, included in annual dues. \$5.00 per year non-members in Michigan, \$5.00 per year non-members out of state. Publication No. 345040. Established Jan. 15, 1923 as Michigan Farm News, name changed to Michigan Farm News Rural Living Dec. 1, 1981. Third-class postage paid at Lansing, Michigan and at additional mailing offices. **EDITORIAL:** Connie Turbin, Editor; Marcia Ditchie, Associate Editor and Business Manager; Donna Wilber, Contributing Editor; Cathy J. Kirvan, Associate Editor. **OFFICERS:** Michigan Farm Bureau: President, Elton R. Smith, Caledonia; 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; District 3, James Sayre, Belleville; District 4, Elton R. Smith, Caledonia; District 5, Albert Cook, Mason; District 6, Jack Laurie, Cass City; District 7, Robert Rider, Hart; District 8, Lyle LeCronler, Freeland; District 9, Donald Nugent, Frankfort; District 10, Margaret Kartes, West Branch; District 11, Bernard Doll, Dafer. **DIRECTORS AT LARGE:** Dave Conklin, Corunna; Michael Pridgeon, Montgomery; Robert Rottler, Fremont. **FARM BUREAU WOMEN:** Faye Adam, Snover. **FARM BUREAU YOUNG FARMERS:** Mark Smuts, Charlotte. **POSTMASTER:** In using form 3579, mail to: Michigan Farm News Rural Living, P.O. Box 30960, 7373 West Saginaw Highway, Lansing, Mich. 48909.

There's No Substitute for People Power



Over 1,100 policy recommendations were reviewed by the 20-member MFB Policy Development Committee.

We are, at this moment, at the peak of our annual "harvest" season, the harvesting of grassroots farmer concerns and the gleaning of ideas for addressing those concerns. This harvest moved throughout the state at county annual meetings and will continue through our Michigan Farm Bureau annual meeting in Grand Rapids and the AFBF national convention in Florida next month.

When this annual harvest is completed, what we will have to show for our labors are thousands of printed words in neat little policy packages. Granted, they are important words because they chart the course for our county, state and national organizations during the year ahead. But, even though they are powerful words, they have — on the own — no power to make things happen.

The power to make it happen must come from individual farmer members who take every possible opportunity to use those words to influence decision-makers. Without that follow-through, policy development is an exercise in futility. It would be like having a blueprint for a new barn, but no workers to build it.

Frankly, I'm concerned about what appears to be a growing apathy regarding the member dedication and discipline necessary for effective policy execution. An example is legislation that was introduced through the efforts of AFBF

which would allow for a deduction of one-half the cost of health insurance costs for farmers.

This is an economic issue that affects the wallet of every farmer. I'm sure if we took a poll today of farmer concerns, health care costs would be near the top of the list. Yet few of them, at least in Michigan, have persuaded their congressmen to support that legislation.

There is no organization that invests the human and financial resources that Farm Bureau does to develop policy that reflects the thinking of its membership.

There is no other organization that invests the human and financial resources that Farm Bureau does to develop policy that reflects the thinking of its membership. Our PD/PX system has written an enviable record of legislative successes since the organization was born in 1919. And the reason for that success has been the willingness of members to "stand up and be counted" in support of Farm Bureau policy.

Continual success can breed apathy and I think we need to be aware of that danger. Our state and national organizations have the best lobbyists

available, but their effectiveness can be undermined by member inaction. Imagine their powerless feeling and frustration when they visit a congressman and say, "This is what Farm Bureau members believe," and the congressman responds, "But I haven't heard from one of them."

I truly believe that most Farm Bureau members recognize the power of their organization to accomplish things they could not do on their own. But too many have forgotten the source of that power. "Let Farm Bureau do it" may be a vote of confidence, but it can also be an excuse.

Our theme for this year is "Farm Bureau — It's Happening Because of YOU." Think about that. . . . The best forward-thinking, constructive, problem-solving creativity of farmers is being invested in developing policies for our organization. Let's vow now to invest an equal amount of effort in executing them.

Elton R. Smith

President
Michigan Farm Bureau

Would You Be Convicted?

By Robert Delano, President
American Farm Bureau

The street-front church sign held this eye-catching question: "If you were accused of being a Christian, would you be convicted?"

The question is a sober reminder of the time when Christians were heretical outlaws subject to mob law and death by stoning or worse. The followers of Christ in those hard times survived in their faith through clandestine gatherings and by identifying each other through carefully shielded sketches of the sign of the fish in the dust of the streets.

It is easy to be a Christian now . . . perhaps too easy.

We forget how other people in other times, including Christ Himself, paid for our heritage of Christian freedom and how in many countries of the world this freedom remains suppressed or denied.

A Question for Today

There is a real temptation to address a similar question to each of us in Farm Bureau: "If you were 'accused' of being an active Farm Bureau member, could you be convicted?"

What "evidence" could be used? When were you last seen at a county Farm Bureau meeting, or in the company of known Farm Bureau people planning some action? When have you last taken part in policy discussions? Is there a record of your personal service on a committee, or other evidence that you (me, all of us)

are active in advancing the Farm Bureau cause?

How long has it been (if ever) since you personally worked to recruit a neighbor or solicited someone to support a Farm Bureau position? Have you worked lately to advance a Young Farmer and Rancher program or with Farm Bureau Women for the good of all agriculture? Are you active in Farm Bureau efforts toward political education, policy development or policy execution?

Few Worthwhile Things Come Easy

For most of us it is easy to be a Farm Bureau member now . . . perhaps too easy.

There was a time when joining a Farm Bureau group and being considered a member was much more difficult and far more demanding.

Farm Bureau is unique — nobody had ever built one before. The early members gave much of themselves in deciding what needed to be done and in shaping and reshaping their organization to meet those needs.

I would suggest that this shaping remains a continuous process requiring your direct involvement. It is so easy to forget that paying dues is just the first step toward true membership which requires much more than money from each of us. We must not forget that the most important Farm Bureau work is done by us personally — in the communities and counties in which we live.

Too seldom does neighbor call on neighbor in retelling the need for farmers and ranchers to organize. We pay our dues when the annual notice comes in the mail and read the publications that help us keep up with Farm Bureau happenings. Perhaps we attend the county annual picnic and stop in at the office a time or two during the year.

You Are Farm Bureau

Farm Bureau's growth in size and importance is both a blessing and a handicap. In the minds of some members, Farm Bureau exists only in the state capital or in Washington, and there, only in the work of staff. For these members, the issues of water rights, zoning, tax cuts or spending control are the tasks of others — when quite the reverse should be true.

For many years, T.C. Petersen, then director of program development for the American Farm Bureau Federation, asked county leadership this hard question: "Could you 'sell' Farm Bureau based only on what your county does?"

"Involvement and More" — the theme for the coming annual meeting of the American Farm Bureau Federation — spells it out. You are Farm Bureau.

How well the organization does now and in the future depends on you.

To repeat: If you were "accused" of being an active Farm Bureau member, could you — on the evidence of your personal involvement — logically be convicted? It is a question all of us need to ask ourselves over and over again.

WASHINGTON

Miscellaneous Tariff Bills

— AFBF Vice President/MFB President Elton Smith was prepared to give testimony before the House subcommittee on trade, Nov. 14, regarding six miscellaneous tariff bills.

However, witnesses were not called in the hearing, and the FB testimony will be entered into the hearing record as written comment. A summary of the comment appears below:

•H.R. 2711 — Apple Juice Imports: FB is keenly interested in the passage of this bill. It was introduced by Congressman VanderJagt and has 47 co-sponsors. The bill would impose a duty of 1/10 of 1 cent per gallon on apple and pear juice imports in order to place subsidized Argentine apple juice imports in a dutiable category and enable apple growers or their processing cooperatives to file a countervailing duty petition without incurring the tremendous expense of proving "injury" to the domestic apple industry.

Over the past seven years, the quantity of apple juice imported into the U.S. has grown from 34.38 million gallons (single strength equivalent) in 1976 to 103.76 million gallons in 1982. Foreign apple juice is imported in concentrated form for reconstitution in this country. This represents the equivalent of more than 30 million bushels of apples, a figure greater than the average annual production of Michigan and Pennsylvania combined.

•H.R. 4255 — Duty Reduction on Imported Fresh Asparagus, and H.R. 2776 — Duty Reduction on Imported Gut for Sutures: FB opposes these bills

since they unilaterally reduce duty rates on products entered into the U.S. without obtaining a counter concession from trading partners. FB believes that any reduction in duties should be done in the trade negotiating process rather than through unilateral action without any trade benefit in return for the reduction.

•H.R. 4296 — Orange Juice: FB supports establishing clearer definition of the intended duties on concentrated and not concentrated orange juice in order to counteract the practice of avoiding proper duty on concentrated juices.

•H.R. 3795 — Wine Tariff Adjustments: FB contends that adjustments in wine duties are proper subjects for future multilateral trade negotiations. If the U.S. were to take unilateral action to raise the duty on wine imports, the EEC would have an excuse to eliminate the zero-duty bindings on U.S. soybeans and corn gluten negotiated in the Toyko round of trade negotiations.

•H.R. 3727 — Sugar: FB opposes this bill, which would prohibit the president from imposing import quotas on sugar and repeal existing quotas. If enacted into law, this bill would destroy the domestic sugar program. Farmers are having a most difficult time staying in business. This bill would further reduce farm incomes and would drive many farmers out of business.

Dairy Legislation — House-Senate conferees met Nov. 14 to begin resolving differences between their respective versions of recently adopted bills on farm price supports and other provisions of dairy and tobacco programs. One area where differences exist involves how to limit the impact of a large cow

cull on the beef and pork industries.

Following conference committee agreement, the legislation will be sent to the White House. The price support legislation, passed by the House, is what AFBF President Robert Delano called "a string of defeats for dairy farmers and almost everybody else." Delano said reductions in production of milk provided under the bill will be "... temporary, token reductions for a period of 15 months during which culling of cows could be disruptive to cattlemen primarily engaged in beef production."

Social Security — The Social Security Administration has announced that for 1984 the amount of income subject to Social Security taxes will be \$37,800. For employers and employees the 1984 tax rate will be 7%; however, employees will get a .3% credit resulting in an effective rate of 6.7%, the same rate as the employees contribution in 1983.

Self employed individuals will begin paying a 14% self employment tax rate. This rate is equal to the combined rate for employers and employees. In 1984, self employed individuals will be able to take a credit of 2.7% of self employment income to help offset the increase in the self employment taxes due.

LANSING

State Income Tax — Michigan's income tax will automatically drop ¼% on Jan. 1, 1984 from 6.35% to 6.1%. This represents a 35% reduction of the 38% increase enacted last

March. The tax will continue to decrease to 5.1% in 1986. If at that time unemployment drops below 9%, the rate will drop to 4.6%.

Michigan is turning around and has averted near bankruptcy. The short term bond rating has gone from the worst in the nation to one of the best. Schools will be receiving increased state aid this year which will relieve further pressure on local property tax.

Welfare Workfare — Legislation is expected to pass after a bipartisan group of legislators worked out a compromise during the summer recess. Instead of spending \$43 million on welfare increases, the money — along with federal matching funds of \$20.5 million — will be used for a variety of programs. It will provide work for about 8,500 welfare recipients; another 200,000 would receive job training.

About \$10 million will be used for "workfare." All able-bodied persons on welfare, with some exceptions, will be required to work or lose their benefits for three months. Another part of the program will hire about 7,000 on welfare in minimum wage community jobs at \$13.1 million.

One million dollars would be used to subsidize wages for training purposes for six months for 1,000 jobs for welfare people hired by private employers. Two million dollars will create 500 welfare jobs in state parks in the Michigan Conservation Corps.

A total of \$38 million will go to home heating and weatherization programs.

Three Old Laws Repealed (H.B. 4992) — One sets standards for Buckwheat flour, another prohibits the use of
(continued on page 24)

Winning Season for Michigan's Farm Best



"Michigan Food Products on Parade" was the billing for a promotion throughout the football season at Michigan State University sponsored by Michigan agricultural groups in cooperation with MSU. The traditional pregame lunch in the stadium press box was upgraded to a pregame feast of Michigan foods for members of the media and guests of MSU President Cecil Mackey.

Replacing the previous years' generic fare of hot dogs and potato chips, this year's menus showcased a different meat product each week, including ham, turkey, beef, pork and sausage, complemented by a host of Michigan's farm best fruit and vegetable products.

The buffet style meals, prepared by MSU Union Food Services, fed some 600 persons each Saturday, prompting comments that MSU's press box had the finest food service in the country. MSU Athletic Director Doug Weaver calls it "the best promotion of its kind at any

college or university anywhere."

A line up for one Saturday lunch included steamship rounds of beef served on onion buns, navy bean soup, asparagus soup, pumpkin nut bread, relish tray, cherry and blueberry pie, cherry apple drink, coffee and soda.

In addition to the buffet meal, apples and soybean snacks were provided at the sports writers' tables, and two concession areas and the buffet line remained open throughout the game to serve the media.

With the cooperation of Mrs. Mackey, a serving table was also placed in the president's box. Guests, which on occasion include the governor, corporate presidents and university donors, were also served some of Michigan's farm best products.

The highly successful promotion came about through the work of Jim Byrum, executive secretary of the Michigan Bean Commission, and Dick Stuecken, president of the MSU Agriculture and Natural Resources Alumni Association. They met with MSU officials from the Athletic Department, the Sports Information Department and Union Food Services to devise a promotion that would benefit both the university and Michigan agriculture. They also coordinated the participation of many Michigan commodity groups representing producers of apples, asparagus, beans, beef, celery, cherries, dairy products, onions, plums, pork and potatoes.

Their efforts resulted in the popular prefootball feasts, which have had a positive impact both from the standpoint of the university's relations and in exposing and promoting Michigan agricultural products to the media.

Evangelist for Agriculture

By Donna Wilber

Paul Kindinger is, by his own admission, an evangelist. His pulpit is an office in downtown Lansing, easy walking distance to the state capitol. His call to the altar is for followers to "see it, feel it, believe it, get excited about it and share it."

The "it" is Michigan agriculture and the evangelist's message is that the industry's potential is virtually unlimited if only the people involved will spread the gospel.

It's almost impossible to spend five minutes with the new director of the Michigan Department of Agriculture without being effected by his evangelistic spirit. When he talks about his favorite topic, there's fire in his eyes, commitment in his voice, conviction in his words.

Even his six-foot-plus frame, kept in condition by four to five mile daily runs, seems poised for action, ready to spring at every

opportunity to convert a non-believer, a skeptic, a backslider, a fence-straddler to become an involved, committed devotee of the agricultural industry.

When Michigan's traditional number one industry — auto manufacturing — took a dive in the late 1970s and early 1980s, agriculture, already broadly recognized as the state's one stable industry, grabbed the

ball and took off toward the goal line. Paul Kindinger was there leading the charge.

During an unprecedented Governor's Conference on Agriculture and the subsequent Governor's Conference on the Horse Industry, he was there coordinating, motivating and preaching over and over again the story of agriculture's potential. More recently, he's been involved with the food processing and forestry committees, working with the governor's staff to develop recommendations for his jobs and economic development package.



The main reason Kindinger sought and accepted the position of director of agriculture was because he thinks it will help him reach his goal of making agriculture a better industry.

"Somebody once said, 'evangelism starts at home,' and I want to see if I can be an evangelist, in the best sense of the word, for the industry that I've grown up with."

It was his total commitment to this goal that made him risk a secure position as assistant director of MSU's Cooperative Extension Service to take on one with very little security.

What Are His Chances?

Kindinger was not the governor's choice for MDA director and through his Agriculture Commission appointments in January, Gov. Blanchard could write the script for one of the shortest tenures on record for that position. The director is optimistic that won't happen. "I really think my chances (of keeping the position) are quite good. There was a lot of speculation and hype, at one point, but this job is one that requires certain qualifications and I think I have those qualifications," he said.

"I was hired by the commission and I report to the commission, but I'm still part of the executive branch of government and that means that I also work for and with the governor. I'm going to do that to the best of my ability.

"I know the governor is very concerned about agriculture itself and bringing this department into the mainstream of state government. He's concerned about having a person who is a strong advocate for the industry in this position, someone he can trust and rely on.

"I think I can make the commission feel comfortable that I'm the person for the job and one that the governor can rely on to be a very strong and aggressive spokesperson for the agricultural industry, one who can give him good advice and direction and help formulate his plans and carry them out.

"Things seem to be working out very well at this point, and I'm optimistic," he said.

Can He Please Them All?

Satisfying the Agriculture Commission, the governor and the ag community is a big challenge for any director, but Kindinger thinks he can handle it.

"When you look at all the different perspectives, there are a lot more similarities than there are differences," he said.

"Economic development, marketing, preserving the soil and water bases so vital to agriculture, keeping restrictive regulations to a minimum — these are all concerns shared by everyone involved. What we've got to do is focus on the similarities.

"The governor is saying that he wants agriculture to be one of the lead industries in his revitalization program. The legislative support seems to be there, from all sectors and both parties in both houses, and I think that's just tremendous.

"Put all these factors together and I think we've got a lot of good things going for us.

"My challenge now is to point out that while agriculture may be the second largest industry and a big part of Michigan's economy, this department and a lot of other parts of agriculture do have some desperate needs in terms of finances, people and programs to help make that impact even greater."

Over and Over and Over Again

"We just have to stand up and tell our story over and over and over again, but we can't just say we have needs and wants. We've got to base them on sound analysis, show what the impacts are on our programs and people if we don't get proper funding and support," he said.

I want to see if I can be an evangelist, in the best sense of the word, for the industry that I've grown up with.

"I'm not so concerned that people understand all the nitty gritty and how hard we all sweat and toil. I am concerned that people understand that in order to keep those supermarket shelves stocked with clean, wholesome food, to be able to sell our products overseas and even domestically, we must have some kind of monitoring system, support for marketing programs, and intelligent, involved people to make that happen.

"Here we are being touted as one of the most important industries in the state, yet we have less than four-tenths of one percent of the state's budget going to support this department — and pending legislation that could cripple some of our inspection programs. We're putting all that analysis together now. The next job is to

be really innovative, aggressive and highly visible.

"I'm going to be the strongest advocate that I know of for agriculture within the confines of state government. I figure that's part of what they hired me for — to speak out loudly and clearly about the needs and desires of the agricultural community. We need a clear understanding that we're really operating this department so that farmers can sell their products and that the consumers can be assured that the products are going to be there.

"I'm looking forward to the opportunity to talk about agriculture, but my efforts need to be multiplied through farm organizations and others. We need to have our governor talking about agriculture, we need our state legislators talking about agriculture, we need our congressional delegation talking about agriculture. The more people we can get talking about agriculture in a knowledgeable way, the better off we're going to be."



Promoting the state's diverse agriculture will continue to be part of the department's public information program. "We need a clear understanding that we're really operating this department so that farmers can sell their products and consumers can be assured that the products are going to be there," Kindinger said.



Farm organizations and their spokespersons, such as MFB President Elton R. Smith, play an important role in Kindinger's evangelistic plan. "I'm looking forward to the opportunity to talk about agriculture, but my efforts need to be multiplied through farm organizations and others," Kindinger said.

Will the Commission System Survive?

The circumstances under which Kindinger's predecessor left office raised some questions about the viability of the commission system. Gov. Blanchard was severely criticized by members of the ag community for what they considered were pressure tactics to remove Director Dean Pridgeon and replace him with "his own man." But Kindinger believes that, despite those unfortunate circumstances, the commission system will survive.

"I believe in the commission system, but I think that whoever is in this role is very naive if they don't also believe they're going to be working very closely with the governor," he said.

"My approach with the commission, to make sure that it survives, is going to be one of developing a very open, honest, forthright relationship with them. I'm also going to do that with the governor, the employees of this department, and just in general.

"I'm going to continually challenge the commission to think about this department and its programs and needs, to think about the industry they're representing and the policies they're setting. I want them to think not only about what's ongoing, but what ought to be. I want them to know almost as much about this department and its operation as I do — maybe more in some cases. But I want to make sure the governor also knows.

"Maybe I'm being awfully naive, but I believe that when you have people involved, feel-

ing they're truly part of what's going on — not just putting a rubber stamp on something — but part of the development of that something, there's a lot more attachment to it and a lot more support for it.

"My approach will be a combination of working with the governor, the commission and the Legislature, as well as trying to maintain visibility out in the industry by keeping people informed about what's going on.

"I think, in the long run, it will make the system work."

Who Is This Guy?

Can a man with a Ph.D. behind his name really be the "simple country boy" he claims to be? Those who have seen him pick up his guitar or five-string banjo and put on a "little

Waylon and Willie" or tinker with his three Model A's (one of which he bought for \$100 when he was 12 years old) don't have any problem believing he is. Kindinger believes he is, at least in his philosophy.

"I still try to keep a lot of simple concepts in mind. I'm a great believer in the Golden Rule. I haven't found a principle in life or management or anything else that works any better than that," he said.

With Kindinger's multitude of experiences, one might expect he would identify the Governor's Conference on Agriculture or a trip abroad to promote Michigan farm products as a high point in his career. Not so. . . .

"I'm one of the luckiest individuals alive! I've had the opportunity to grow up on a farm, have a good education and

great job experiences. But the most important thing to me is that I've gotten to know a lot of people — a lot of really neat people! How many people are that lucky? I have friends all over the world and to me, that's so exciting! If there has been a highlight of my career, it's been getting to know those people."

This same enthusiasm about people extends to his feeling about his new job.

"I'm just really looking forward to getting a lot of people excited and turned on about agriculture. I've grown up with it, I believe in it, I get excited by the prospect of what it is and what it can be. If I can help other people get turned on about something that's so vital and so exciting, I'll feel I've accomplished quite a bit.

"I'm a great believer in people."

He Likes People and They Like Him



Smiles and congratulations greeted the new director at a reception, sponsored by old friends at Michigan Farm Bureau, Nov. 3. "I'm one of the luckiest people alive," Kindinger said. "I've had the opportunity to grow up on a farm, have a good education and great job experiences. But the most important thing . . . I've gotten to know a lot of really neat people!"

A Brighter Future for Michigan's Food Industry?

Yes! Yes! Yes! Yes!

For the producers and processors of Michigan's agricultural products, the Conference on the Food Industry took an important public step toward establishing an environment of cooperation among the groups that can make it happen in the state's number one stable industry — agriculture.

Sponsored by the Senate and House Committees on Agriculture, the conference brought together a group of 300 representing government and the agricultural industry in Lansing, Nov. 14. Rep. Debbie Stabenow served as general conference chairperson.



The successful "Say Yes! to Michigan" campaign is being expanded to promote Michigan's agricultural industry. Gov. Blanchard unveiled a development plan for growth in the agricultural sector at the Conference on the Food Industry, Nov. 14 in Lansing.

The afternoon and evening program focused on economic opportunities, financing, legislation, and future growth. With the emphasis on expanded opportunities for agriculture in this state's economic revitalization efforts, Gov. James Blanchard unveiled the outline of a strategic plan for development of the state's agricultural and food processing industry.

The action program, in summary, includes:

- New promotion activities on behalf of Michigan commodities and processed products.

- Expand the existing "Say Yes to Michigan Food Products" promotional campaign to include print and television advertising.

- Increase international promotion of Michigan food products.

- Enhance the ability of Michigan's overseas business offices (in Brussels and Tokyo) to increase export opportunities for Michigan food processors and farmers.

- Development of a Food Industry Institute at Michigan

State University, as a partner for the state's efforts to encourage entrepreneurial initiative and new product development (e.g., there were 3,367 new food products in 1982-83).

- Making "agribusiness" research and development projects eligible for grants from the state research fund (presently only available on robotics and high technology projects).

- Coordination of promotion of Michigan food products with the state's tourism and recreation sectors, including "pick-your-own" fruit and vegetable operations, wine tours and tastings, festivals and county fairs.

- Join with Michigan commodity producers to further promote and market their products around the world. (Michigan is presently 17th in export of farm products.)

- Special emphasis on coordinating, through our congressional delegation and the governor's Washington office, Michigan's work with foreign embassies to expand exports.

- Continuing support for the Cooperative Extension Service and Agricultural Experiment Station, as reflected in increased budget appropriations for the current year.

- Recognize the unique contribution to food product marketing by the school of packaging at MSU.

- Provide new innovative financial assistance to industry entrepreneurs through the new Michigan Strategic Fund.

- Prepare recommendations on how Michigan can best develop an in-state ethanol alcohol production capacity.

- Support efforts to establish a conducive regulatory environment for development of energy cogeneration facilities. (For example, this would cut the cost of producing ethanol alcohol from farm products.)

- Encourage new financing mechanisms for investment in and developing food processing businesses. (This could include soybean processing, livestock slaughtering and processing, cheese, forest products, etc.)

- Encourage the State Board of Education to support training programs in food technology.

- Use of federal Job Training Partnership Act funds to allow expansion of the Rural Venture Project in the western Upper Peninsula.

- Assign a permanent, full-time food processing expert in the Commerce Department to work exclusively on industry retention, expansion and location.

- Action to resolve concerns with environmental regulations.

- Establish centralized "entry point" for the food industry's input on future policy development.

- The Michigan Business Ombudsman, appointed Nov. 10, will immediately focus on the special needs of Michigan food processors.

- Urge the U.S. secretary of

agriculture to restore the invaluable statistical crop reporting by the federal government.

The governor also pointed out the need for a good transportation system (roads, bridges, rail, water, etc.) for movement of production inputs to the farm and transporting farm products to markets.

In the afternoon program, four concurrent workshops were open to attendees. Workshop topics included financing and expansion of businesses in Michigan, marketing Michigan agricultural products, oppor-



**NOEL STUCKMAN
MACMA**



**RON PRENTICE
MICHIGAN FRUIT CANNERS**

tunities for expansion in Michigan agribusiness, and the controversial P.A. 344, marketing and bargaining legislation.

P.A. 344: 10 Years After

The latter was among the most lively as a strong representation of fruit and vegetable growers in the audience gave ample evidence of the broad based support for the act among producers.

Noel Stuckman of the Michigan Agricultural Cooperative Marketing Association, the accredited bargaining unit representing growers in price negotiations for processed product, and Ron Prentice, of the Michigan Fruit Canners, re-trenched their policy positions. Stuckman reiterated that the law had repeatedly met the test of litigation that has been ongoing since the enabling legislation went into effect in 1972.

In the most recent test of the law's constitutionality, Stuckman reported that the Michigan Supreme Court unanimously ruled that the act is constitutional and stated in its ruling: "Whatever economic advantage plaintiff processors enjoyed prior to the act and lost because of it, was not so much the result of astute investment of labor or capital as it was the sheer nature of agricultural marketing and the processors' superior position of power in the chain necessary to bring a commodity to the consumer. To the extent bargaining power is equalized, the assumptions of economic theory are validated and the operation of a free market is enhanced. Nothing in the act inhibits more producers or processors from entering the market. Nothing in the act dictates the price at which agricultural products must be sold or how producers or processors should conduct their business,

(continued on page 25)

Goal Getter Teams Focus on Farmer-Member Gains

Regional teams of membership campaign managers, county Farm Bureau presidents and affiliate company personnel met Nov. 22 at five locations in the lower peninsula to kick-off Michigan Farm Bureau's state-wide membership drive. It was the second year for the unique approach to campaign coordination and planning.

In the day long session, county membership teams reviewed the services and programs available to Farm Bureau members, the advocacy role of the organization in achieving economic and legislative goals set by the members, and the opportunities for leadership development in Farm Bureau.

A highlight of the day's activities included a telephone message from American Farm Bureau President Robert Delano. Delano, who met county leaders Nov. 29 and 30 at the MFB annual meeting in Grand Rapids, reminded the regional campaign teams to take pride in their organization and its 16 years of consecutive membership growth.

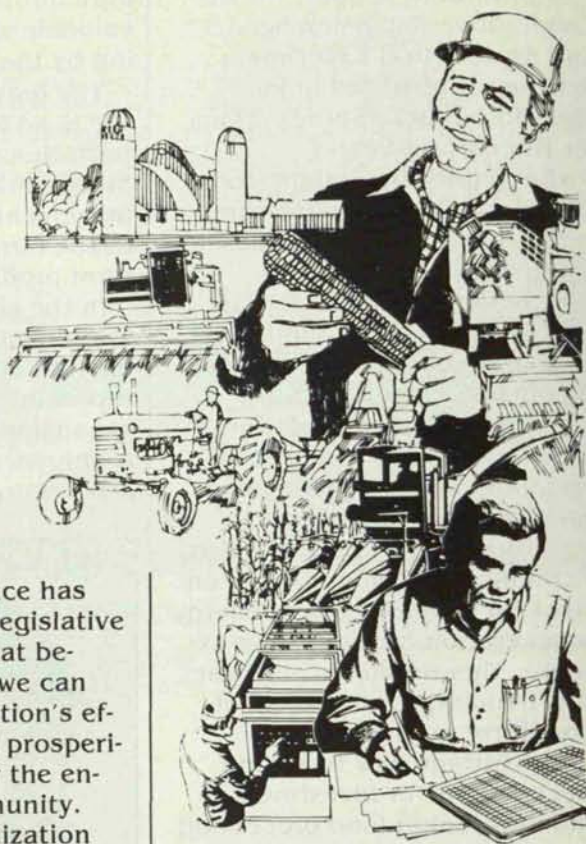
"There is significance in our annual membership campaign beyond the ever increasing number of members," he told the groups. "Because of your efforts as a membership worker, campaign manager, county president or employee, our

leadership and influence has been instrumental in legislative successes. I believe that because of your efforts, we can maintain our organization's effectiveness in seeking prosperity and opportunity for the entire agricultural community.

"Pride in your organization will encourage others to join you as a Farm Bureau member! Consider the strengths and successes of your county, state and national Farm Bureau — then share this positive story with every potential Farm Bureau member. Invite them to join your Farm Bureau."

Pride in the three-million-member American Farm Bureau and the 81,368 all time high Michigan Farm Bureau membership in 1983 — a gain of nearly 3,000 member families, has been well earned by farmer volunteers and affiliate company personnel in the membership campaign. The 1984 membership goal calls for a gain of 2,500 member families with an emphasis on an increase in farmer members.

"Our commitment — our goal — in this year's campaign is to intensify our efforts to identify every farm family in our 69 organized county Farm Bureaus and to invite those families to join Farm Bureau," says Vic Verchereau, MFB's statewide membership campaign coordinator.



He reports that county Farm Bureaus are conducting an informal countywide agricultural survey to determine the number of farming families in their communities.

According to Verchereau, nuts and bolts planning of the campaign is the responsibility of the county's appointed membership campaign manager. "We have provided an outline and suggested timetable for the campaign, but campaign managers are encouraged to develop their own specific incentives and goal getting activities in their county. We recognize that nothing is more effective in membership growth than farmers talking with farmers about their mutual economic and philosophical goals and the role that Farm Bureau plays in achieving those goals."

Save the cost of membership time after time with these dollar saving Farm Bureau service-to-member programs. Brief descriptions of these programs and benefits appear below.

If you wish to obtain more detailed information on any of these services, contact your county Farm Bureau, or complete the information request form below and mail it to: Service-to-Member Programs, Michigan Farm Bureau, P.O. Box 30960, Lansing, Mich. 48909.

MFB Buyer's Service

The Family Saver Quick Quote system is a service designed to help save hundreds of dollars on major purchases. By subscribing to the Family Saver program, you will be entitled to a quotation and buyers' network which will provide you with high quality home merchandise for savings from 20% to 60%.

AgriCom

This innovative communication system using computer technology gives you convenient access to the latest information and advice for profitable decision making in your marketing program.

Blue Cross Blue Shield

MFB has three group health care plans designed to meet the health insurance needs of member families at an affordable cost. FB has been providing health insurance for members for over 30 years.

New Car and Truck Pricing and Purchasing Program

Subscribers to this system receive a complete listing of the automobile's base sticker cost, cost of all options charged to the dealership, and the suggested mark-up, thus providing the buyer with the opportunity to know when they have reached the bottom line with the auto dealer.

Subscribers also have the option to purchase the car or truck at an average of just 1% over dealer cost through a regional, authorized dealer.

Farm Bureau Insurance

FBIG offers a variety of insurance coverages at a discounted rate for FB members. Mutual Auto, Member Life insurance, Farmowners insurance and Agricultural Workers' Compensation and Safety Group are extremely competitive and are designed to meet the needs of the rural families in Michigan.

Accidental Death and Dismemberment Insurance

No one expects accidents to happen on their farm, but when they do FB offers an Accidental Death and Dismemberment benefit to those families. The insurance, which excludes auto accident injury or death, is offered free as a membership benefit.

Guaranteed Arrest Bond Certificate

This exclusive member benefit guarantees bail for any FB member arrested for specific

violations of motor vehicle or traffic law ordinances.

Nu Vision Optical

For many years, Nu Vision has been providing discounts to FB member families who wish to take advantage of savings of 20% on a complete pair of glasses, frames or a pair of lenses or half pair of lenses. Hard and soft contact lenses are also available at substantial savings.

Safemark Tires and Batteries

FB members can save substantial sums of money on purchases of top quality tires and batteries for cars, trucks and farm equipment. Products are available to FB members only and are sold under the Safemark brand.

Direct Marketing Program

FB members have the unique opportunity to purchase fruits, vegetables and other specially selected agricultural products from the Michigan Agricultural Cooperative Marketing Association. The products are of superior quality with your satisfaction guaranteed by MACMA or your money back.

Power Transmission Products

FB members can receive substantial discounts on power transmission products, conveyor components, electrical motors, hydraulic components, gears, chains, belts, sprockets and more through McKay Industries located, in Galesburg, Grand Rapids and Muskegon.

MEMBER BENEFITS/SERVICES INFORMATION REQUEST FORM

Please send me information on the following MFB service-to-member programs:

- | | | |
|---|---|--|
| <input type="checkbox"/> MFB Buyer's Service | <input type="checkbox"/> Farm Bureau Insurance | <input type="checkbox"/> Guaranteed Arrest Bond |
| <input type="checkbox"/> AgriCom | <input type="checkbox"/> Accidental Death and Dismemberment Insurance | <input type="checkbox"/> Safemark Tires/Batteries |
| <input type="checkbox"/> Blue Cross Blue Shield | <input type="checkbox"/> NuVision Optical | <input type="checkbox"/> Direct Marketing Program |
| <input type="checkbox"/> New Car/Truck Purchasing | | <input type="checkbox"/> Power Transmission Products |

Name _____ Address _____

County _____

Agra Land, Inc. Positioned for Growth and Expanded Services

Agra Land, Inc., a new regional agricultural cooperative, has been formed from the reorganized Farm Bureau Services, Inc. The company held its first annual meeting Monday, Nov. 28 in Lansing. During the four-hour meeting, the new company name was introduced with a video/slide presentation. The delegates approved the new articles of incorporation and bylaws, and elected a new 11-member board of directors.

"Starting over with a new company name and a new identity will benefit the growth of Agra Land, Inc.," reported Newton Allen, chief executive officer. The new name is very significant in that all of the people that we represent are associated directly with agribusiness or the land, which this great state has been blessed with," Allen said. "Our target audience is strictly agriculture and we are here to fill members' essential needs and to help make them efficient agricultural producers. The logo's official colors are brown and green, symbolic of earth and vegetation.

"Since the filing for reorganization in October 1982, there has been a groundswell of member support," Allen said. Member cooperatives invested equity in Agra Land to reinforce their commitment to the future of the new agricultural cooperative. In addition, member cooperatives voted their shares to elect nine members to the Agra Land board of directors.

Interest in the survival of the regional cooperative in Michigan was also expressed by Land O'Lakes of Arden Hills, Minnesota, which had sales exceeding \$3 billion last year. Land O'Lakes subsequently invested in the new organization and received one seat on the board of directors of Agra Land, Inc.

"Agra Land will introduce selected Land O'Lakes programs and services that are beneficial to Michigan farmers which is more efficient than a company developing its own. The first new products will be Land O'Lakes dairy and swine feeds manufactured at the Agra Land Battle Creek Feed Plant. They will be offered in the very near future," Allen said.

Farm Bureau Insurance Group has shown their overwhelming support and conviction that a regional cooperative is needed in Michigan to benefit the farmers. They have shown their support by investing equity and appointing one member to the new board of directors.

Agra Land, Inc. will continue to operate 12 service centers, three grain and bean terminals, a feed manufacturing plant, a fertilizer manufacturing plant, and a distribution center.

Effective immediately, the new organization will have a new phone number to accompany the new name — 517-321-3220. Staff members may be reached at this new number or through the former telephone number in Lansing.



RURAL EXCHANGE

FARMETTE

By Andrea Hofmeister
Tuscola County Farm Bureau



"It's just what you requested — a four-wheel drive, with hydrostate transmission, air, AM-FM, C.B., tinted windows. . ."

Sharing All Through the Season

I loved the idea of sharing "memories."

Christmas is special in our house. To prepare our children for Jesus' birthday, we hang our stockings early and each Advent Sunday morning there is a

small gift inside. We light the Advent candle at breakfast and then go on to church.

When we harvest our tree, my husband, John, fills the bucket on the tractor with straw, and we all pile on and go to the woods for a "real" (as the kids say) tree. After we make our choice; the top is cut out for a tree. The rest is used for mantel trimmings and a 10 ft. wreath to hang on the barn door. The trunk is dipped and used for fence posts.

Our neighbors each bake their specialty for giving on Christmas Eve. There is a special sharing in the gift and the neighborhood bond behind it.

Each year our boys receive an ornament for the tree with the date and their name on it. By the time they marry, they will each have quite a collection! No, my tree won't be bare, I collect crocheted snow flakes, bells or balls and hand blown icicles.

This year will really be special. Last July we adopted two more sons. Our petition should be final in November. We're taking all four boys (!!!?)

to see my sister and her husband in Albuquerque for a New Mexico Christmas!

Blessed holidays to you.

John & Barb VanderMeulen
Todd, 11½, Drew, 9
Bruce, 3, & Michael, 2



Warm Wishes During A Chilly Season!



Young Matthew Collier is the fourth son of Allegan dairy farmers Earl & Sue Collier.

FARMERS OF THE WEEK

The Farmer of the Week program, co-sponsored by Farm Bureau Insurance Group and the Michigan Farm Radio Network, honors Michigan farmers for their contributions to the community and the agriculture industry. Five farmers were honored in October 1983:

Oct. 3 — Hugh White, 59, operates a 220-acre dairy farm near Battle Creek. He serves on the Battle Creek Livestock Exchange board; is a member and past president of the Calhoun County Farm Bureau; serves on the Emmett Township board; and is a member of the DHIA, the Soil Conservation District, the Orange, and the West Side Ag Club. He has been a county delegate to the MFB annual meeting for 10 years.

Oct. 10 — Morris Evans, 58, a dairy and beef farmer from Beaverton, farms 300 acres and milks 90 Holstein cows in partnership with his son. Evans is in his 20th year as township treasurer; is

chairperson of the advisory board of the Beaverton United Methodist Church; is a member of the Gladwin County Farm Bureau and has been a county FB director for six years; and is a past Little League coach.

Oct. 17 — Jim Van Buskirk, 40, is a dairy farmer from Carleton who farms 200 acres and has 150 registered Jersey cattle. He is president of the Monroe County DHIA and a state DHIA delegate; is a director on the State Jersey Association; is chairperson of the State Jersey Sale; serves on the Michigan State Fair Dairy Committee; spent six years on the county ASCS Committee and was ASCS president; is a 4-H dairy leader; is a member of the Monroe County Farm Bureau, serving as vice president for two years and on the board of directors for six years; and served on the 1982 state FB Membership Committee.

Oct. 24 — Paul Jefts, 29, is a dairy farmer from Big Rapids. Jefts, who milks 45 Holstein cows, serves on the Mecosta County Agricultural Council; is a member of the Colfax Township Fire Department; serves on the credit committee of the Stanwood Farmers Co-op; is vice president of the Mecosta County Farm Bureau; is an officer in the Mecosta Young Farmers and was runner-up in the state Young Farmer Discussion Meet competition in 1982; is Mecosta County's 1983 Distinguished Young Farmer candidate; and is a past member of the ASCS board.

Oct. 31 — Alvin Butler, 34, a dairy and cash crop farmer from Nashville, farms 400 acres and manages a herd of 85 cattle. Butler is president of the Barry County Holstein Association; vice president of the Barry County Farm Bureau; and a member of the Michigan Milk Producers Association. He and his wife were named 1982 Outstanding Young Dairy Couple by the MMPA.

FARM BUREAU MARKET PLACE

FARM EQUIPMENT

Badger Northland equipment for sale: lagoon agitators and tanks, roller mills, ear corn mills, bale choppers, etc. Also, we rent manure tanks and agitators. (12-27p)

Wanted: 6 cylinder Hercules motor for a model 55 John Deere combine. Wilbur Nixon, 9850 South 29 Mile Road, Cadillac, Mich. 49601. (12-22-22p)

Wanted: Maple syrup equipment. 4x12 or larger wood fired evaporator, and a 1,000 gallon or larger sap storage tank. Robert Nelson, 4381 W. Oregon Road Lapeer, Mich. 48446. Phone 313-664-6091 (12-32p)

For Sale: Van Dale 12-inch feed bunk auger, 100 feet long with motor. Harold Hoffmaster and Sons, Hopkins, Mich. Phone 616-793-4371. (11-22-25p-b)

For Sale — M.F. 260 forage chopper with electric controls. Has 2 row corn head, 2 row adjustable corn snapper head and Windrow pickup. Used very little. Will trade for H.M.S. corn. (11-22-35p)

Ideal Christmas Gifts! New "Farm Power," "Farm Inventions" and "Farm Animals in the Making of America." Three beautiful collectors volumes with over 600 rare engravings and photos of steam engines, gas-oil tractors, gas engines, threshing machines, hay machines, horses, cattle, etc., with complete descriptions and information. Color section, 392 pages, quality soft covers. Special \$25.85 value, all three volumes \$19.95 postpaid. Diamond Farm Book Publishers, Dept. MFN, Box 537, Alexandria Bay, NY 13607. (11-22-71p-ts)

New Tractor Books! "Allis Chalmers Catalog" covers classic tractors and machinery of all kinds. 80-illustrated pages. \$7.95. "Oliver an Advertising History," 1929-1940, 36 pages, tractors machinery. \$4.95. "Case Power Farming Machinery 1922," 112 pages, many photos, full line tractors, machinery. \$8.95. "Case Machinery," hundreds of illustrations of tractors and equipment, descriptions, parts, beautiful classic reprint, 112 pages. \$9.95. "McCormick-Deering Tractor Power," 31 illustrated pages, specifications. \$4.95. "Massey-Harris Co. (1929)," Wallis tractors, 64 pages. \$5.95. "Advance-Rumley Power Farming Machinery," 100 pages. \$7.95. Special Complete above collectors classic library, quality softcover books, \$45.95 postpaid. Diamond Farm Book Publishers, Dept. MFN, Box 537, Alexandria Bay, NY 13607. (11-22-105p-ts)

Ideal Christmas Gifts! New! John Deere Tractor and Machinery. "John Deere Tractors 1918-1976," 75 illustrations and charts listing serial numbers, 54 pages, \$7.95. "Power Farming With Greater Profits," John Deere's 100th anniversary, hundreds photos of tractors, implements, specifications, 112 pages, \$9.45. "John Deere Advertising Book," 36 pages, \$4.95. "John Deere General Purpose," 35 pages, \$4.95. Above are softcovers. "Farm Tractors in Color," (8-John Deere) 118 true color photos, 183 pages, quality hard cover, \$11.95. Special Complete above library, 5 books for \$39.25 value for \$32.65 postpaid. Diamond Farm Book Publishers, Dept MFN, Box 537, Alexandria Bay, NY 13607. 613-475-1771. (11-22-96p-ts)

Wanted to buy: International PTO corn-binder, Case Model Q silo filler, milkcans for shipping milk. John Spezia, Leonard, Mich. 48038. Phone 313-628-4147. (12-22p)

FARM EQUIPMENT

New! "American Gasoline Engines Since 1872" by Charles Wendel. Most comprehensive book on stationary engines available. Cross reference (company to engine). All known manufacturers. 2,100 illustrations, patent office references and numbers on hundreds of components. 2,100 illustrations, 584 large pages, hard leatherette cover, \$35.95 postpaid. Diamond Farm Book Publishers, Dept. MFN, Box 537, Alexandria Bay, NY 13607. Phone 613-475-1771 (11-22-58p-ts)

LIVESTOCK

Corriedale sheep breeding stock. 313-429-7874. (1-12-5p)

Sheep. C & S Curtis. Reg. Suffolks and Reg. Southdowns. Helping small flock owners and 4-H'ers our special interest. 204 N. Williams, Stockbridge, Mich. 517-851-7043 — 517-851-8017. (7-12-22p)

Faint Horses — Weanlings, yearlings, bred mares. Laverance Baumunk, Big Rapids, Mich. 1-616-796-2346. (9-10-12p)

Morgan horses, mares and colts. Phone 313-727-7679. (8-6-7p)

Wanted: Holstein springing heifers or fresh young cows R/W or B/W registered or grade. Must be good quality and priced reasonable. Phone 517-423-5831. (12-22-22p)

MISCELLANEOUS

Wanted to buy: common barn pigeons. \$1.00 each. Phone 616-453-1970. Grand Rapids, Mich. (12-13p)

CEDAR fence posts, any size. Rustic round rail sections. Log homes. Rapid River Rustic Cedar Log Homes and Fencing, Rt. 3, Ensign, Rapid River, Mich. 49878. 1-906-474-6427. (2-11-27b)

Sensational musical greeting cards! A truly unique gift. Many occasions available. Send for free catalog. Atlantic Gifts, 12555 Biscayne Blvd., Suite 809-Z, Miami, FL 33181. (11-32-25p-ts)

Satellite antenna dealers needed — no experience required — dealer cost for complete unit as low as \$747.00 — retail \$1,395.00 — call today! 303-636-0640. (11-62-21p-ts)

We specialize in handling independent probate estates of all sizes through the mail. Computer assistance helps us help personal representatives. Probate Court supervision can be avoided and you, as representative, can remain in control. Call collect — 616-861-2185 — between 9 a.m. and 5 p.m. (7-6-48p-ts)

LEE Jeans. Factory outlet work clothes, shoes. Bargains on new shirts (low as \$5.95), jackets, boots, gloves, coveralls. Send \$1 for catalog. SARA GLOVE CO., 16 Cherry Ave., Dept. C-95, Waterbury, CT 06704. (8-51-33b-ts)

Farm Computer Systems: Does cash-flow, depreciation, grain, livestock and equipment management and more — \$1,995. Complete Computer Center, Blanchard, 517-561-2689. (10-32-19p)

Extra Income — Mail Order Agent — Offer 20,000 items of major needs by catalog and monthly flyers to farmers in counties around you. P.O. Box 4050, K.C., MO 64101. (12-28p-ts)

MISCELLANEOUS

Christmas Gifts! "Super Quilter 11," challenges for the advanced quilter by Carla Hassel, step-by-step series of challenges with instructions, 208 pages, hundreds of diagrams, 20 pages color, spiral binding, \$14.45. "Diary of the Farmer's Wife," 195 pages, \$3.95. "Country Girl," 124 pages, \$4.95. "Flea Market Price Guide," hundreds of photographs, descriptions, thousands price listings, 272 pages, \$7.95. "Wallace Homestead Price Guide to Antiques and Pattern Glass," 656 pages, 16 page color section, \$11.95. "American Country Antiques," price guide, 600 photos, 165 pages, \$9.95. Above are quality softcovers. Shipped postage paid. Diamond Farm Book Publishers, Dept. MFN, Box 537, Alexandria Bay, NY 13607. Phone 613-475-1771. (11-22-99p-ts)

Why Die Without a Will? Two legal "will forms" and easy instructions. Only \$4. . . . Order Today! Guaranteed! TY-Company, Box 752-MF, Pryor, OK 74362. (8-6-22p-ts)

"See Through People 50 Ways" Stop deceivers! 50 protections! \$1. Newlife, Box 684-SQ, Boulder City, Nevada 89005. (9-6-16p-ts)

Never buy another light bulb. Lite-Savers increase lifetime of light bulbs 100 times. Micro-chips attach to base of any standard bulb. Govt. approved. Send \$17.95 for 6; \$33.00 for 12; include 50 cents postage & handling to: Blue Chip Energy Products, 324-C East Balboa Blvd., Newport Beach, CA 92661. (12-22-49p-ts)

Extra Income. Addressing labels. Easier than addressing envelopes. Free details. Send two stamps: LISTS, Box 90028-RR, East Point, GA 30364. (12-32-20p-ts)

Make an extra \$200 a month part-time one hour a week from your kitchen table. More if you wish. No experience, education requirements. Major U.S. Corporation. For application, send \$1.00 and a LSASE to: Tobac, Route 1, Box 514, Carpenter, Mississippi 39050. (11-32-42b-ts)

Mail Delivery Flip-Up Signal: No more of those unnecessary trips to your mailbox. Flips up automatically when mail carrier delivers your mail, then can be seen from your house window. Not plastic. Last for years. Try one and you would never be without. Only \$3.95 + 85 cents postage and handling or 3 for \$12.00 — postpaid. Money refunded including postage if not completely satisfied upon return within 60 days. You cannot lose, only gain. Many satisfied customers. Order today. Home Product Sales, 1171 Sandcreek Hwy., Adrian, Mich. 49221. (12-32-87p)

Deluxe mini-matic film strip projector and cassette system. All in one carrying case — nice for a mall presentation for those "Down on the Farm Days." \$180.00. Excellent condition. Used only three times. Call Maxson's 616-924-0229. (12-32-38p)

Save \$400: Cookware, extra heavy 19 piece stainless steel sold through income demonstration at \$595. Now available direct only \$189.95. Only 100 sets from bankruptcy. Order now to avoid disappointment. 100% refund if returned within 10 days unused in original condition. Send check, money order Visa or Mastercard number and expiration date. Yankee Trader, 4600 Stein Road, Ann Arbor, Mich. 48105. \$1 for brochure. (7-6-65p-ts)

FOR HOMEMAKERS

Lose weight forever! 20 lbs. monthly! No diet pills! No starvation! Enjoy losing! Even when all else has failed! New weight control tape! Use the power of the subconscious mind! Stay trim forever! This cassette tape will change your life! Only \$12.50. Hamiltons, Box 652-131, New Ulm, Minn. 56073. (12-48p-ts)

Recipes! Coupons! Cooking Delight Magazine, Cookeville, TN 38502-2727. \$3/year. (4-10-10p-ts)

Pecans! Quart each halves, pieces, meal, 3 qt. sampler, \$12.95. Postpaid. Canecreek Farm, Dept.-MF, Cookeville, TN 38502. (7-12-16p-ts)

NURSERY STOCK

Tree Source. Quality hybrid poplar stock for commercial energy plantations, home heating, fast growing shade trees, wind breaks, Consulting and custom tree planting services. 303 S. Veronica Ct., St. Joseph, Mich. 49085. Phone 616-983-7551. (12-7-33p-ts)

REAL ESTATE

'Equestrian Center' horse lovers this combination is hard to beat. Lovely new home and new barn on 10 acres, older home, shop and barn. \$82,000, \$50,000, \$11,000. Respectively. P.L. Frisbey & Associates, Inc., U.S. 31 South, Alanson, Mich. 49706. Phone 616-347-4656 (12-32-56p-ts)

Blueberry Farm — Excellent producing stage. 20 acres of blueberries and 10 acres of other. Home, barn, large tool pole bldg., packing shed, tractor, drag, sprayer, rotillator and all needed equipment to run the farming business! Blueberry Harvester available. Irrigation equipment, pond and pipe, 4 inch well. Fantastic U-Pick operation and clientele! Members of Michigan Blueberry Growers Market! Must be seen to appreciate! Come and look us over. 616-924-0229. Fremont — Newaygo County. Mike & Barb Maxson. (12-32-74p)

Classified Ad Policy

Members pay 10¢ per word for non-commercial ads and 15¢ per word for ads which promote a commercial business other than agriculture. All other advertisers pay 20¢ per word for one insertion and 15¢ per word for two or more consecutive insertions.

The deadline for advertisements is the **first Monday of the month preceding publication** and the publisher has the right to reject any advertising copy submitted. **All ads must be pre-paid** and may be pre-paid up to one year in advance. Please indicate if you are a Farm Bureau member.

Send ads to Rural Living, P.O. Box 30960, Lansing, Mich. 48909. No ads will be taken over the phone.



America At Work



(Editor's Note: Delegates and guests attending the 64th annual meeting of the Michigan Farm Bureau at the Grand Plaza Hotel, Nov. 29 - Dec. 2, will have the opportunity to see and experience a major collection of paintings saluting the "grassroots" people of America. The work, which took three years to complete, is now on permanent exhibit in the Grand Plaza Tower, the newest structure in the downtown Grand Rapids hotel.)

By Connie Turbin

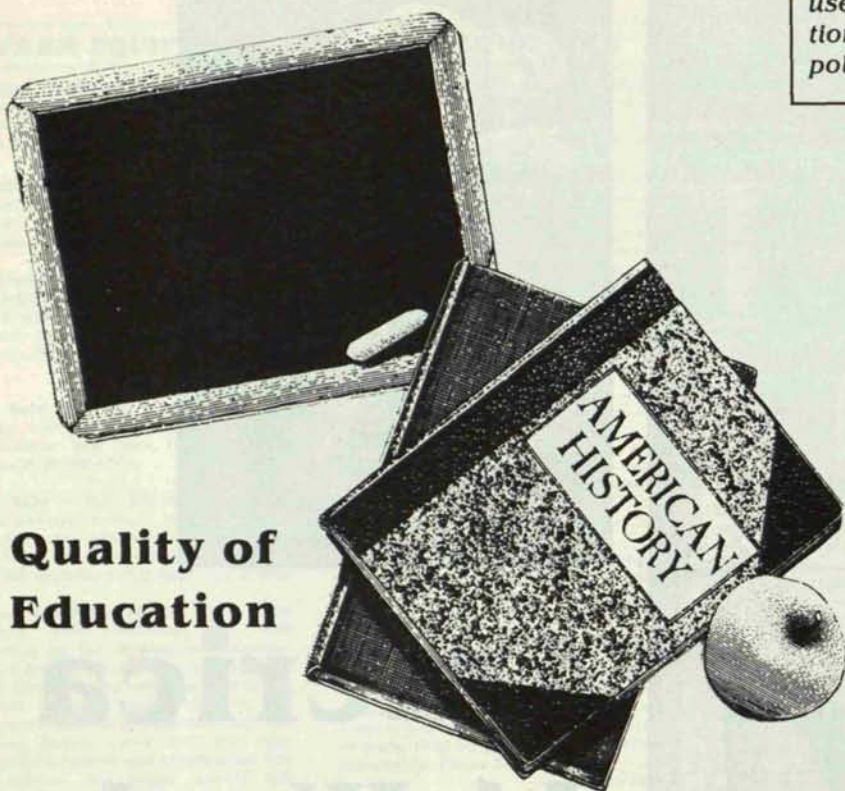
We use our backs, our brains and commit our personal resources to it, but how many of us have considered the dignity that work gives our daily lives? Grand Rapids artist Paul Collins has thought about it and his collection of 25 oil paintings, entitled, "America at Work," celebrates the initiative, the resourcefulness and the dignity of working people.

The collection, commissioned by Amway Corporation and now on permanent display at the Grand Plaza Hotel, portrays

such diverse occupations as farmer, doctor, mother, farrier, actor, foundry worker and priest. The paintings are realistic representations of the subjects and their work. Collins feels his style is "comfortable" and that it is especially appropriate to these works.

"I wanted (the paintings) to be authentic and to touch and relate to as many people as possible. Anyone can relate to art when they see something that they can empathize with and working people can empathize with those paintings. I
(continued on page 26)

The Discussion Topic is used by Community Action Groups for monthly policy discussions.



Quality of Education

"Our nation is at risk" is the admonishing opening statement of the much talked about report presented last April to Secretary of Education Terrel H. Bell and President Ronald Reagan by the National Commission on Excellence in Education.

Warning that our schools "are being eroded by a rising tide of mediocrity," and that "we have, in effect, been committing an act of unthinking, unilateral educational disarmament," the commission painted a bleak picture of the educational performance that exists in our country today.

During its 18-month study, the commission heard from well over 100 witnesses, received 40 commissioned papers, conducted six public hearings on a nationwide scale, held a number of full and subcommittee meetings, and heard from hundreds of Americans by letter and telephone.

Out of all the testimony received by the commission, it was found that there are indeed many good things happening in American education. There are pockets of educational programs around the country that can truly be called "excellent," and there is some excellent teaching being done. Many school systems were already taking actions to turn the corner on problems such as declining test scores, general achievement levels, student discipline and curriculum reform.

But the testimony also made it very clear that if America is to remain pre-eminent in commerce, industry, science and technological innovation, and if American prosperity and security is to survive, a wide sweep of educational reform and firm commitment to excellence in education must be made.

Indicators of the risk, documented in testimony received by the commission, are frightening:

- Some 23 million American adults are functionally illiterate by the simplest tests of every day reading, writing and comprehension.

- About 13% of all 17 year olds in the United States can be considered functionally illiterate. Functional illiteracy among minority youth may run as high as 40%.

- Average achievement of high school students on most standardized tests is now lower than 26 years ago, when Sputnik was launched.

- Business and military leaders complain that they are required to spend millions of

If American prosperity and security is to survive, a wide sweep of educational reform and firm commitment to excellence in education must be made.

dollars on costly remedial education and training programs in such basic skills as reading, writing, spelling and computation. The Department of Navy

reported to the commission that one-quarter of its recent recruits cannot read at the ninth grade level, the minimum needed simply to understand written safety instructions.

•Between 1975 and 1980, remedial mathematics courses in public four year colleges increased by 72% and now constitute one-quarter of all mathematics courses taught in those institutions.

•International comparisons of student achievement, completed a decade ago, reveal that on 19 academic tests, American students were never first or second, and, in comparison with other industrialized nations, were last seven times.

Improvement in educational achievement from one generation to the next can no longer be assumed in America. This sobering conclusion was noted in the report: "Each generation of Americans has outstripped its parents in education, in literacy and in economic attainment. For the first time in the history of our country, the educational skills of one generation will not surpass, will not equal, will not even approach, those of their parents."

It is important, however, to recognize that the average citizen today is afforded better educational opportunities and has been exposed to a broader range of mathematics, literature and science. The positive impact of this on our country cannot be overstated. Nevertheless, the individual graduates of our schools and colleges may not be receiving as well rounded an education as the average graduate of 25 or 35 years ago, when a much smaller proportion of our population completed high school and college. The negative impact of this on our population also cannot be overstated.

How we managed to squander the gains in education inspired by the challenge of Sputnik 26 years ago is not as important as how we can put an end to this disturbing decline in educational performance. The commission addresses four important aspects of the educational process: content, standards and expectations, time and teaching, as areas to be designated for educational reform.

physical and health education, work experience outside the school, remedial English and mathematics, and personal service and development courses, such as training for adulthood and marriage.

Expectations are defined in terms of the level of knowledge, abilities and skills high school and college graduates should possess. These expectations are expressed to students by

How we managed to squander the gains in education inspired by the challenge of Sputnik 26 years ago is not as important as how we can put an end to this disturbing decline in educational performance.

Content is defined as the very stuff of education, the curriculum. The commission concluded that secondary school curricula have been homogenized, diluted, and diffused to the point that they no longer have a central purpose. In effect, it is a cafeteria-style curriculum in which the appetizers and desserts can easily be mistaken for the main courses.

Students have migrated from vocational and college preparatory programs to "general track" courses in large numbers. The proportion of students taking a general program of study has increased from 12% in 1964 to 42% in 1979. Twenty-five percent of the credits earned by general track high school students are in

grades, graduation requirements, examinations, college admissions requirements and difficulty of text. The commission found notable deficiencies in each of these areas. One of the more glaring symptoms is the rise that has occurred in grade point averages in secondary schools as standardized test scores have declined.

In regards to time, the commission found that compared to other nations, American students spend much less time on schoolwork; time spent in the classroom and on homework is often used ineffectively; and schools are not doing enough to help students develop either

(continued on page 30)

Higher Grain Price Forecasts Boost 1983 Farm Income Estimates

The forecast of net farm income in 1983 has been estimated at \$25.8 billion and raised to \$26.6 billion in 1984. Realized net farm income estimates in the corresponding periods are \$31.1 billion and \$29.6 billion.

Delays in the marketing of the 1983 crop until 1984 for tax reasons, and higher than previously forecast crop prices throughout 1984 are behind the adjustments in farm income. Tempering the rise in income forecast is a reduction in cash receipts from cattle through mid-1984. Drought and dairy cow slaughter will combine to boost beef supplies. Lower receipts from hogs in the first half of 1984 than a year ago will also temper farm income advances.

The pressure of farmers selling at harvest has hammered corn and soybean prices. Improving soil moisture conditions has pressured wheat prices in addition to weaker corn and soybean prices. The price pressure should be short-lived though — we expect corn and soybean prices will post new highs before the first of the year.

Corn prices at the farm gate in the fourth quarter and the first, second and third quarters of next year are forecast at \$3.42, \$3.33, \$3.15 and \$3.31. Quarterly 1983/84 soybean prices are forecast at \$9.02, \$8.40, \$7.83 and \$7.96.

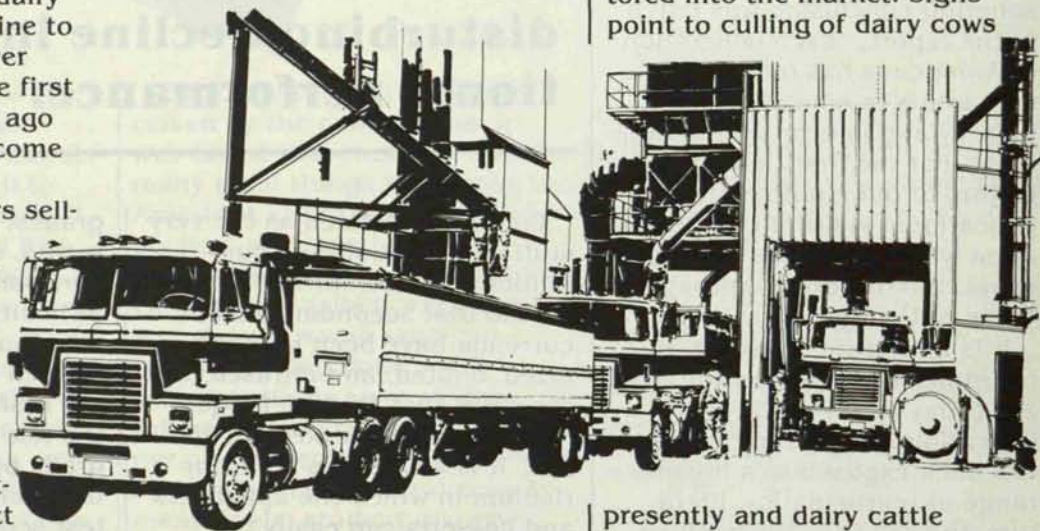
In the aggregate, more farmers will sell crops in 1984, and use the proceeds to retire debt, than will sell now and use the

cash to buy farm machinery for investment tax credit or other production inputs to boost expenses this year.

With corn prices exceeding the 1981 and 1982 crop trigger levels of \$3.15 and \$3.25 per bushel, all those farmers who report sales of grain put under CCC loan when the contracts mature must claim it as income. Farmers who report Farmer Owned Reserve loans or other CCC loans as income when the funds are received are in the minority. And even if the

livestock sector. Hog prices will hit bottom in early November and fluctuate between \$40 and \$46 throughout the remainder of 1983. We continue to expect cash hogs at the seven markets to hit \$60 by late 1984 or early 1985.

Beef prices, on the other hand, will remain depressed and fluctuate in a narrow range for the next several months and then we believe that they will turn bullish the second quarter of 1984. Legislation affecting the dairy industry has been factored into the market. Signs point to culling of dairy cows



farmer uses this latter method, the difference between the sale value of Farmer Owned Reserve corn and the \$3.15 or \$3.25 must be reported as taxable income. So farmers will tend to hold 1983 crops not yet marketed until the first of the year. Cash receipts from crops have been boosted as a result of this and the volumes of feedgrains and soybeans being weighted by higher prices.

Strength in grain prices will be offset by weak prices in the

presently and dairy cattle slaughter will continue to be significant in 1984.

In the fourth quarter we expect increases in non-fed and cow slaughter will more than offset declines in fed slaughter. Fed steer prices will fall as a result, which will add even further pressure to feeder steer prices. With feed costs sharply higher, feeder cattle prices have already declined significantly. Our price forecasts of utility cow prices in the fourth quarter and the first and second quarter of next year stand at about \$39.00, \$37.50 and \$38.50.

U.S. and Canadian Growers Evaluate Trends in Fruit, Vegetable Industry

Drought in 1983 and reduced plantings of vegetables this year, a result of persistently low grower prices, contributed to reduced inventories of processed vegetables and brought predictions of higher prices to growers in 1984 at a recent conference of growers.

Trends in the vegetable processing industry, some favorable and others discouraging, were reviewed for North American vegetable growers from 10 states and Canada, attending the Farm Bureau-sponsored conference, Oct. 31 — Nov. 2 in Chicago.

A large and growing market; reasonable price levels; abundant, high quality vegetable products; availability of high capacity, high technology processing plants; and plenty of skilled labor were listed as favorable factors by Dr. Leon Garoyan, agricultural economics professor emeritus from the University of California.

He also had some discouraging words for the growers who produce for the large vegetable processing industry in North America, including declining per capita consumption, low net returns, rising cannery costs, excess industry capacity, worldwide recession, declining rate of population growth, high capital costs and the potential for increased competition from other regions and countries.

Garoyan said acquisition of processing firms by conglomerates, a trend that has been going on since 1970, is a major problem for producers, particularly in localities affected by the closing of unprofitable plants.

That trend has led to acquisition of some processing plants

by cooperatives or, in some cases, by individual large growers. Garoyan said implications for bargaining associations of these industry trends include limitation of their influence on demand variables; and limited opportunity for impact on prices and on total supplies. He said the best opportunities for grower bargaining associations lie in information exchange for members, being instruments of legislative strength from which to gain improved and administrative measures, getting better standards and grading adjustments and combating predatory trading practices that are damaging to their industry.

New roles for bargaining groups foreseen by the California professor included product supply and distribution coordination, spokespersonship and development of more effective systems for exchange of information among members.

Another speaker, Dr. Larry Hamm of Michigan State University, told the growers that food distribution patterns are changing as a result of population shifts, rising standards of living, new technology and dietary and lifestyle changes.

On the second day of the conference, sessions involving processor representatives and growers dealt with processor perspectives and negotiating of contracts. Noel Stuckman, general manager of Michigan Agricultural Cooperative Marketing Association, an affiliate of Michigan Farm Bureau, spoke on building a strong bargaining organization.

Growers from both the United States and Canada could identify with remarks by Hank Vander Pol, director of the Ontario Vegetable Growers Marketing Board, on the impact of subsidized imports, which he said, "impact on the volume of a nation's international trade and cause unfair market influences on people with legitimate costs and limited opportunities for retaliation."

At a dinner meeting, Duncan Allen, Ontario, Canada's deputy minister of agriculture and food, told the group that he favored and would work toward free and open borders between the two countries and toward minimizing the amount of government interference on trade.

"The same trends in diet, lifestyle and economy exist in Canada as are being experienced in the United States," Allen said. "Markets for fresh fruits and vegetables are rising sharply while canned goods demand is waning," he said.

Coordinator of the meeting was Dr. Bill Farrington, director of the AFBF horticulture department, who moderated the final session involving state Farm Bureau marketing representatives in assessing marketing prospects for vegetables in 1984.

"Processors are going to be under the gun this year to increase grower prices and improve contract terms if they are to get the acreage of vegetables they need for processing," Farrington said.

He added that increased prices to growers would have little impact on consumer food prices since raw product prices account for such a small portion of retail values.



The Complete Granule

It's the number one swine feed additive that's now totally granulated. Featured in Swine Starter feeds by Farm Bureau Services. Locked into each AUREO S•P 250[®] granule are AUREOMYCIN[®] chlortetracycline, sulfamethazine and penicillin. That means faster gains, better feed efficiency, more disease protection and improved control of sulfamethazine carryover. Don't settle for second best. Get Swine Starter feeds by Farm Bureau Services. Now with new totally granulated AUREO S•P 250. The Complete Granule.

See your Farm Bureau Services dealer today for details.

Warmest of Holiday Wishes



Legislative Review

(continued from page 7)

oleo or butter substitutes and the third regulates imitation cream.

This bill is a good example of many agricultural bills that are introduced each year at the request of the MDA to repeal laws protecting producers of those commodities. This appears to be a serious issue. However, in this case, the laws that go back to 1891, 1903 and 1961, are no longer needed as more recent laws have either pre-empted them, or the same or better protection is provided by more recent legislation.

Agricultural Commodities

Act — S.B. 505 is another bill requested by the MDA. It would update P.A. 232, which permits producers of agricultural products to form commissions, committees, etc., for promotion and research of their commodities. FB has been involved in preparing several amendments to help clarify the act.

Community Convention and Tourism Marketing Act (S.B. 269)

— It would appear that this bill would not effect agriculture, however, it permits "assessment districts" for a marketing program for tourism. The assessment would be a "room charge." FB's concern is on the definition of "transient facility" and whether it would apply to seasonal worker housing.

Seat Belts — H.B. 4203,

requiring the use of seat belts, was defeated in the House on Oct. 12; however, it will be considered again on Dec. 6. Over 100 groups have strongly supported the legislation, including police and safety organizations, health groups, insurance and auto companies and school groups.

FFA Alumni — Where Are You?

Since the founding of the Future Farmers of America in 1928, millions of farm kids have participated in FFA. Now, National FFA President Jan Eberly wants to know who you are and where you're living.

Except for those now active in the Alumni Association, there's no record of former FFA members. To keep FFA strong, in local chapters as well as at the state and national levels, it's important to identify past FFA'ers, Eberly says. Incidentally, Eberly promises that the information will only be used by FFA.

So, if you're an alumnus, take a minute to fill out the coupon below and send it in. Thanks.

Mail to: FFA
P.O. Box 5117
Madison, Wisconsin 53705

YES, I am a past member of the FFA!

Name _____

Address _____

City _____

State _____ Zip _____

Brighter Future

(continued from page 13)

except when it comes time to deal with each other. Thus the act operates to free the market forces of supply and demand to overcome the artificial price-setting power otherwise vested in processors."

Prentice, reading from a policy position paper of the Michigan Fruit Canners, stated their "opposition in entirety" to P.A. 344. The law, he said, "serves no purpose and should be repealed." However, he continued, if the law is not repealed, specific changes in the act should be made.

The proposed changes include reordering of the Marketing and Bargaining Board to include two members representing fruit and vegetable growers, two members to represent food handlers for processing or sale and one representative of a financial services agency, preferably one serving both the credit and finance needs of growers and processors.

The position paper further calls for cooperatives and independently held processors to bargain on the same terms, eliminating the "advantage" of cooperatives in the bargaining process; to delete references in the act to quantity of product; to delete requirements for compulsory arbitration; and to eliminate the "closed shop" concept of association accreditation.

In his remarks, Prentice qualified the position of the organization by acknowledging minority opinions among the processor groups.

Not satisfied with the unanimous decision of the Michigan Supreme Court, Michigan Fruit Canners, along with multinational processing interests, are seeking a U.S. Supreme Court

decision on the state's marketing and bargaining law. Their arguments challenging the constitutionality of the act, will be filed in a legal brief on Dec. 1. The state of Michigan, as appellants in the litigation, will file arguments no later than Dec. 31, 1983.

A "talk back" session following the workshops gave attendees the chance to question the leaders of five major government agencies on inter-agency efforts and development plans for the agricultural and food processing industry. Seated on the panel were Ronald O. Skoog, director, Department of Natural Resources; Ralph Gerson, director, Department of Commerce; Betty Howe, director, Department of Licensing and Regulation; Dr. Paul Kindinger, director, Department

of Agriculture; Rep. Lewis Dodak, chairperson, House Subcommittee on Agriculture; and Sen. Mitch Irwin, chairperson of the Senate Subcommittee on Appropriations. The panel moderator was Dr. Gordon Guyer, director, MSU Cooperative Extension Service.

The conference gave the many Farm Bureau leaders in attendance the opportunity to meet and hear key decision makers in state government. Key staff and legislators present at the conference included Sen. James Barcia, chairperson of the Senate Agriculture Committee, and the new director of Management and Budget, Robert Naftaly. Rep. Donald Koivisto, chairperson of the House Agriculture and Forestry Committee, was unable to attend.

Michigan's Farm Best on Parade



The "Say Yes! to Michigan's Farm Best" theme got a national kick-off when a 36-foot harvest cornucopia float joined the one-and-a-half mile long Thanksgiving Day parade down Detroit's Woodward Avenue. The annual parade draws nearly 500,000 people and is televised by the CBS television network.

Oakland County Farm Bureau President L. C. Scramlin and members of his family rode on the float, representing farm families from all over the state.

America at Work

(continued from page 19)

couldn't have done that through abstract or avant garde."

Collins says he is not a "studio artist" and prefers having his paintings displayed in public places. The idea that art only belongs in a museum or gallery is not only stuffy, he says, it is boring.

"In most hotels, the paintings are very elegant. The people (in the paintings) are dressed very elegantly," Collins says. "In these paintings, the people are dressed in blue jeans and working clothes. Most people walking through that hotel are able

to relate to the paintings. Those people could be their aunts and uncles or someone in their family."

In fact, the men and women in the "America at Work" series are sons or daughters, husbands or wives. The paintings are of specific people that Collins has met in Western Michigan or in his travels throughout the United States.

Paul Homrich, subject of "The Farmer" portrait, has been farming most of his life in Kent County. Dave DeYoung, "The Farrier," lives and works in Zeeland. The "Gandy Dancer," Bill Dibble, lives in Ludington and works for Grand Trunk Railroad.

Getting beneath the surface to discover the real individual is crucial to portrait painting, says the 46-year-old, self-taught artist. "It takes three to four weeks to really establish a relationship with someone before I ever begin to paint," he says.

Getting acquainted isn't always easy and Collins laughs recalling that the 81-year-old Paul Homrich threatened to throw him off his farm and demanded to see identification or he would call the police. Even after Collins had won Homrich's confidence, it was difficult to convince him that he was the "right guy" for the painting. "He kept trying to point me to his neighbor — a younger man with a new tractor and a big farming operation. It took me a while to explain why he was important and why I wanted to paint him."

One Machine, and only One will Do!

the
"WHIZZER"



speedy
seed
cleaning
at **500
bushels
per hour
and
MORE!**

actually
outcleans
machines
costing
**10 TIMES
MORE!**

super-speed
grain,
seed and
bean cleaner
with air
separation

for all commodities.



REBEL
INDUSTRIES, INC.

5700 WEST BROADWAY
CRYSTAL, MINNESOTA 55428
U.S.A.
(800) 328-8348 • (612) 536-8224

MID-SOUTH TRACTOR PARTS, INC.

Rt. 2, Box 316-M12, Sikeston, MO 63801

CALL TOLL FREE

Out of State: 1-800-325-7070

Missouri Res.: 1-800-392-0929

"For good used parts at low prices."

GREAT SAUSAGE RECIPES

227 page illustrated book explains sausage making plus home curing and smoking of meat, fowl and fish. Over 100 recipes. We now have Low Salt Seasonings. Free equipment and supply catalog has more information.

The SAUSAGEMAKER

177-56 Military Road

Buffalo, N.Y. 14207

LIQUID PLASTIC (NOT SOLD IN STORES)



Polyurethane that applies like paint forms a skin so tough it won't crack, chip or peel. Cuts painting costs covers and

protects like a shield of unbreakable glass.

WATERPROOF IN 30 MINUTES

Adheres to practically anything. Stops leaks. Ideal for concrete, aluminum, wood, masonry, canvas, any metal. Clear any major color. Just specify. We pay all shipping costs. Order NAVAL 5.

Ship as follows: () Qts. at \$8.95 each. () Gal. at \$25.95. () 5 Gals. at \$20 per gal.

Name _____

Address _____

City _____ State _____ Zip _____

Rosedale Chemical Co., Dept. AW-83
P.O. Box 3042, Rosedale, Kan. 66103

Homrich has been farming in western Michigan for more than 50 years. He was raised in Alpine Township on his father's farm, and later he and his wife, Christina, raised dairy cattle and farmed oats, wheat and hay in Marne, Michigan.

According to Collins, "Paul Homrich looked like his tractor. Both the tractor and he had aged, weathered and worked together for so many years they had taken on each other's characteristics and appearance."

For the artist, Homrich represents what is taken too much for granted in our society . . . the contributions of agriculture and the bridges of progress built by the older generation.

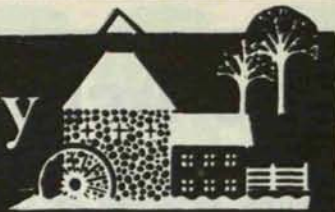
The series, says Collins, is more than pretty pictures. "We have a tendency to make heroes out of people who are larger than life — celluloid and too often negative role models — and forget about the people who go to work everyday to make the whole thing work. Without them, the grandest dreams are just so much dust.

"What I'm trying to do in my paintings is make people aware that individuals are critical to whatever progress is made. I want to keep the thought in front of all of us that no matter how advanced our technology . . . or how great our country . . . it's all really about thousands of everyday people and entrepreneurs."

Paul Collins is a native of west Michigan. He was born in Muskegon and raised Ada and Grand Rapids. His early paintings were of trains, still lifes, and farm scenes. Collins has lived and painted in West Africa and among various American Indian tribes around the country. His work, including the recent "America at Work" series, has been exhibited from Washington, D.C., and New York to Nairobi, Moscow and Paris.

Town & Country

MAIL ORDER SHOPPING



Helpful products for farm & home

SHOP BY MAIL FROM THE CONVENIENCE OF YOUR HOME



SAUSAGE KIT

Enjoy the fun and economy of making your own fresh sausages! Here is the kit you have been looking for. Sausage stuffer attaches easily for making patties, sausage, etc. Custom honed cutter and knife provide excellent grinding and chopping. Order now and we'll include a 40-page recipe book featuring do-it-yourself sausage making ideas.

ORDER PRODUCT # 770
Only \$44.25 plus \$4.00 ship. & handling

LOCKER ORGANIZER

Organize your locker at school, work or the club. All metal, portable, free standing shelf system organizes! Easy to assemble, no tools required. Bright red finish. This is a great gift idea!

ORDER PRODUCT # 320
Only \$15.95 plus \$2.50 ship. & handling



BAG SEALER

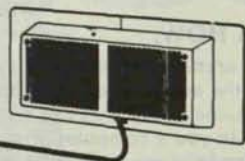
Just a simple squeeze and you can seal all household plastic bags airtight! Great for leftovers, trash bags, workshop, kitchen, garbage and more. Complete with 60 clips, and refills are always available.

ORDER PRODUCT # 217
Only \$9.95 plus \$1.50 ship. & handling. Refill clips - 240 package
Only \$3.99 plus .50 ship. & handling

REGISTER BOOSTER FAN

Here is a low cost, convenient way to eliminate "chilly rooms" in the winter. Booster fan replaces wall register and helps pull warm air to hard to heat rooms through heat ducts. Easy to install. Plugs into regular wall outlet for power and there is a special heat sensor that turns the fan on and off automatically.

ORDER PRODUCT # 339
Only \$44.00 plus \$1.50 ship. & handling.



MONEY BACK — SATISFACTION GUARANTEED

ORDER FORM

Make checks payable to
TOWN & COUNTRY MARKETPLACE

Qty.	Description	Amount

MERCHANDISE	
SHIPPING	
TOTAL	\$

Min. Residents add 8% sales tax.

NAME _____ ADDRESS _____
CITY _____ STATE _____ ZIP _____

Exp. Date _____

MasterCard Visa

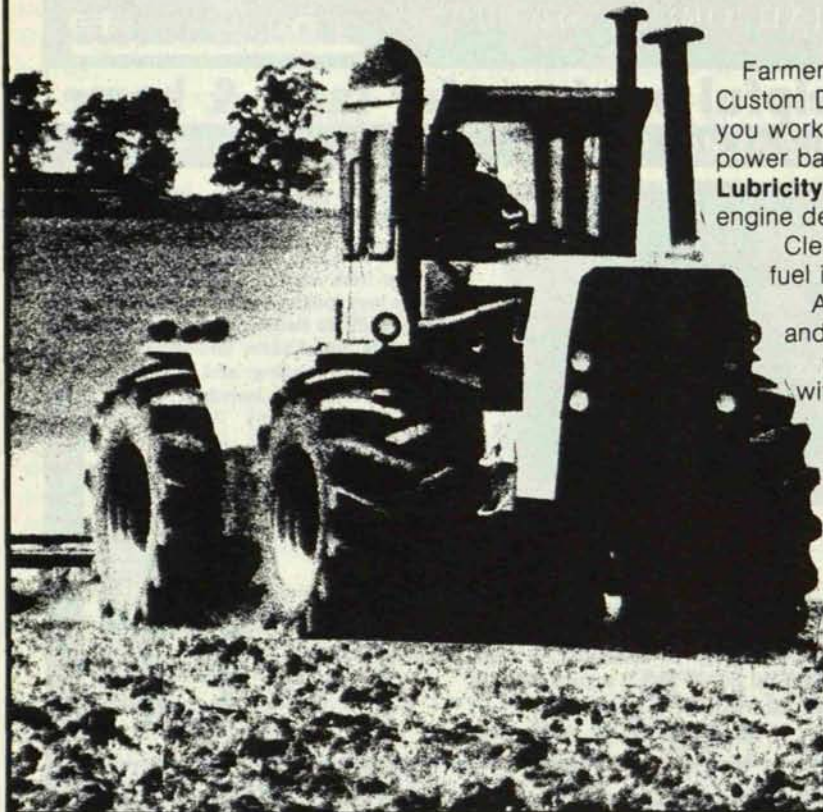
TOWN & COUNTRY Marketplace
RURAL LIVING



2202

P.O. Box 477, Excelsior, MN 55331

The Acre-Maker . . . Custom Diesel Fuel



Farmers Petroleum developed it . . . power-balanced Custom Diesel Fuel. This premium product will help you work more acres per gallon. Custom Diesel is power balanced with a **High Cetane** rating, **High Lubricity** to protect the injection system, and less engine deposits for less engine wear.

Clean-burning, power-balanced Custom Diesel fuel is a Farmers Petroleum **exclusive**.

Ask us today about Custom Diesel fuel and our convenient delivery program.

Call toll-free within 517 dial 1-800-322-2611 within 313 or 616 dial 1-800-292-2639

FARMERS PETROLEUM COOPERATIVE

BUY YOUR NEXT CAR AT 1% OVER FACTORY INVOICE

Save hundreds of dollars on a new American car or truck!

Sav-On Cars is furnishing Farm Bureau members important car-cost information which will save you substantial time and money when shopping for your next car.

HERE'S HOW:

- Select as many cars or trucks as you are seriously considering. Fill in the appropriate information on the coupon below.
- Within one business day of receiving your request we will return to you a computer printout personalized for the specific model(s) you have selected. This Car-Option Printout will show you the wholesale and retail cost for the base model and for each and every option available on that particular model.
- You pick the options YOU want, at home, without being pressured. Then, at the bottom of your Car-Option Printout you will find a simple form to fill out which will help you calculate the final dealer invoice cost, including any mandatory charges.
- Use this price to negotiate your best deal with your local dealer, OR, if we list a participating factory-authorized dealer in your general area, you can buy the car from him at an average of just 1% over dealer invoice.

Sav-On Cars with Your Farm Bureau

Please send me a price and options printout for each model listed below.

Model Year	Make	Model	Style IMPORTANT
Example 1984	BUICK	LESABRE LIMITED	4-DOOR SEDAN
1 st car			
2 nd car			
3 rd car			

PRICES: \$9 for 1 car, \$17 for 2 cars, \$24 for 3 cars.

Please Print

Name _____

Address _____

City _____

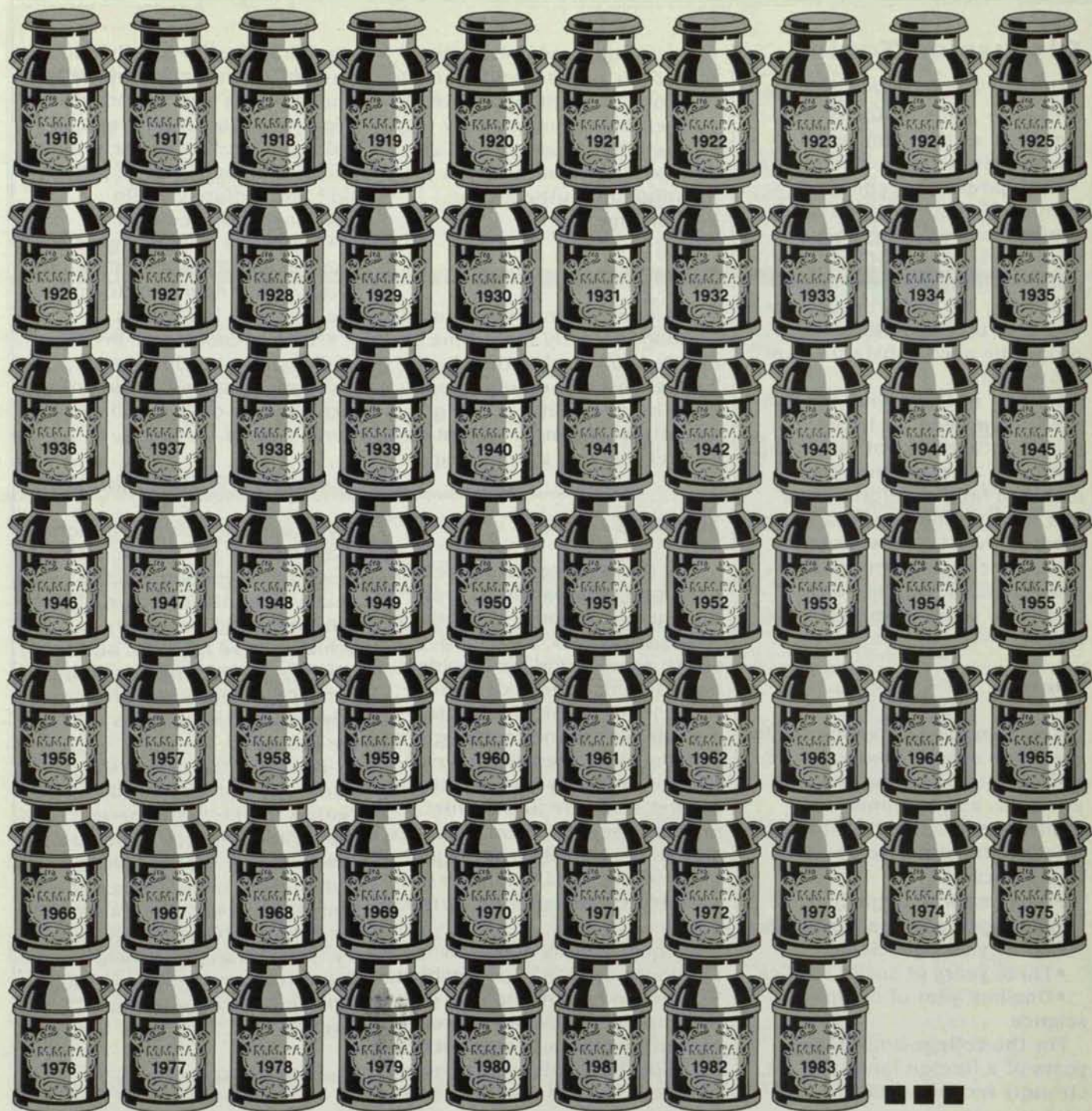
State _____ Zip _____

Here is my: Check Mastercard or Visa

Card # _____ Expiration Date _____

Farm Bureau Membership # _____

Mail with payment to: Sav-On Cars
26711 Northwestern Hwy., Suite 336
Southfield, Michigan 48034
Phone 313-356-7711



If you want to market milk, join the dairy farmers who have always marketed the most.

All along, there's been one leader in Michigan dairy farming. MMPA. No other organization in the state involved in milk marketing can offer our range of services. Add it up. Pricing Leadership, Guaranteed Market, Guaranteed Pay, Quality Testing, Butterfat Testing, Milking Management Program, Information

and Public Relations, Political Action and affiliation with organizations that represent you on a regional and national basis. There's much more, including a retirement program.

MMPA is the strongest voice for the Michigan dairy farming community, heard loud and clear in

Lansing and Washington. What it comes down to is, there is simply no better way for you to market your milk. For information, call (313) 354-9780.

**NO ONE CARES MORE.
NO ONE DOES MORE.**

MICHIGAN MILK PRODUCERS ASSOCIATION

Discussion Topic

(continued from page 21)

the study skills required to use time well or the willingness to spend more time on schoolwork.

In regards to teaching, the commission concluded that the professional working life of teachers is unacceptable; that not enough qualified students are being attracted to teaching; and that teacher preparation programs need substantial improvement.

In light of these findings and the urgent need for improvement, both immediate and long term, the commission recommends a host of reforms that can be acted on now and implemented over the next several years. The recommendations refer to public, private and parochial schools and colleges alike.

Content

The commission recommends that high school graduation requirements be strengthened and that, as a minimum, all students seeking a diploma be required to complete the five new basics:

- Four years of English
- Three years of mathematics
- Three years of science
- Three years of social studies
- One-half year of computer science

For the college-bound, two years of a foreign language are strongly recommended.

Standards and Expectations

The commission recommends that schools, colleges and universities adopt more rigorous and measurable standards, and higher expectations, for academic performance and student conduct, and that four

year colleges and universities raise their requirements for admission. This will help students do their best educationally with challenging materials and an environment that supports learning and authentic accomplishment.

Time

The commission recommends that significantly more time be devoted to learning the new basics. This will require more effective use of the existing school day, a longer school day, or a lengthened school year.

Teaching

The commission recommends:

- Persons preparing to teach be required to meet high educational standards, to demonstrate an aptitude for teaching, and to demonstrate competence in academic discipline.

- Salaries for the teaching profession be increased. It should be professionally competitive, market sensitive and performance based. Superior teachers should be rewarded, average ones encouraged, and poor ones either improved or terminated.

- School boards adopt an 11-month contract for teachers. This would ensure time for curriculum and professional development, programs for students with special needs, and a more adequate level of teacher compensation.

- School boards, administrators and teachers cooperate to develop career ladders for teachers that distinguish among the beginning instructor, the experienced teacher and the master teacher.

- Substantial non-school personnel resources be employed to help solve the immediate problem of the shortage of mathematics and science

teachers. Qualified individuals include recent graduates with mathematics and science degrees, graduate students and industrial and retired scientists could, with appropriate preparation, immediately begin teaching in these fields.

- Incentives, such as grants and loans, be made available to attract outstanding students to the teaching profession.

- Master teachers be involved in designing teacher preparation programs and in supervising teachers during their probationary years.

Leadership & Fiscal Support

The commission recommends that citizens across the nation hold educators and elected officials responsible for providing the leadership necessary to achieve these reforms, and that citizens provide the fiscal support and stability required to bring about the reforms that are proposed.

"History," the commission warns, "is not kind to idlers." A central theme that emerged throughout the commission's hearings was that people are firm in their belief that education is the major foundation for the future strength of this country. The commissioners are confident that the American public will see this commitment through.

Discussion Questions

- What are your views on the commission's report?
- How do you feel about each of the commission's five recommendations?
- Are you satisfied with the quality of education received in your local school district?

Michigan Farm Bureau Buyer's Service Program Now It's Guaranteed!

What is the Buyer's Service?

The Michigan Farm Bureau Buyer's Service is a program designed to help save you hundreds of dollars on major purchases that you may make in the coming years. Farm Bureau has contracted with The Family Saver Co. to provide this service.

The Family Saver can be your purchasing agency by eliminating much of the middleman's high mark-up and pass these savings on to you. No pressure to buy, only our help in saving you money.

How can we do this?

Very simple. We order merchandise direct from the factory or distributor and ship it directly to you or to a warehouse near where you live. We do not have the high cost of inventory, or large warehouse and showrooms, sales commissions, etc. As your purchasing agent to help you save money, we also have some retailers who are interested in increasing their volume and thus giving them larger buying discounts by brokering their product through our great purchasing power.

What does it cost?

The Buyer's Service, at a cost of only \$25 for the first year and \$15 thereafter annually, allows you to get unlimited pricing information via a toll free number. This program compares favorably with ones costing up to \$795 annually.

Satisfaction is Guaranteed!

Use the Family Saver for one full year. If at the end of the year you find you could not save at least \$25.00 in quick quotes, we will refund your \$25.00 fee!



Most major brands available at discounts up to 60%!

Appliances

Freezers
Dishwashers
Washers and dryers
Refrigerators
Ranges
Small appliances
Microwave ovens

Electronic Equipment

Stereos
Scanners
Televisions

Miscellaneous

Furniture
Carpeting
Box springs and mattresses

Photography equipment
Lawn and garden equipment
Power tools
Lamps
Fireplaces
Wood furnaces
Luggage
Watches
Musical equipment
Lawn furniture

Sporting Goods

Archery equipment
Hunting equipment
Pool and game tables
Rods and reels

All merchandise is brand new and carries full factory warranties with nationwide local service.

Michigan Farm Bureau Buyer's Service Enrollment Form

Please complete and mail along with your check or money order in the amount of \$25.00 to:

Michigan Farm Bureau
Member Service Department
P.O. Box 30960
Lansing, MI 48909

Date _____

Membership Number _____

Farm Bureau Membership Name
(as shown on membership card)

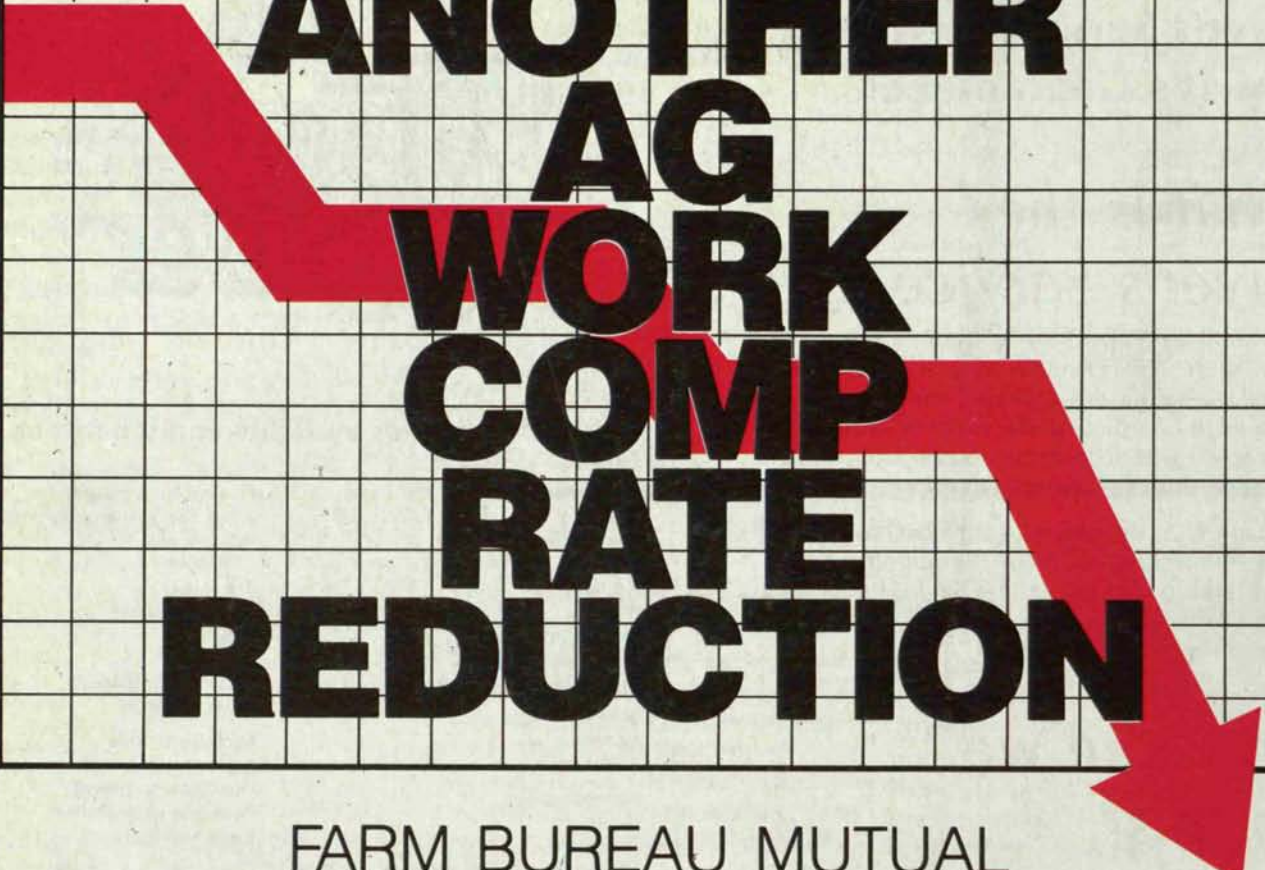
Address _____

City _____

State and Zip _____

Telephone No. (_____) _____

Amount Enclosed \$ _____ (check or money order)



ANOTHER AG WORK COMP RATE REDUCTION

FARM BUREAU MUTUAL LOWERS RATES FOR 1984

Michigan farmers will pay less for agricultural workers compensation insurance in 1984. Effective Jan. 1, Farm Bureau Mutual Insurance Company of Michigan will reduce its ag work comp rates for the fourth time in less than two and a half years.

Although the amount of the rate reduction may vary depending on individual farm situations, most ag work comp policyholders will experience a cut in base rates.

Farm Bureau Mutual has long been a leader in holding down ag work comp costs for Michigan farmers. We're Michigan's largest

farm insurer and one of the leading providers of ag work comp insurance.

When it comes to protecting Michigan farms and holding down costs for you, we don't play follow the leader. We're right out front with the affordable coverages you need.

Your local Farm Bureau Insurance agent can tell you more. Call today.

**FARM BUREAU
INSURANCE
GROUP**

FARM BUREAU MUTUAL • FARM BUREAU LIFE • FARM BUREAU GENERAL • FB ANNUITY



Making your future a little more predictable

Michigan Farm Bureau
Rural Living Magazine
P.O. Box 30960
7373 W. Saginaw Hwy.
Lansing, Michigan 48909

Non-Profit Organization
U.S. POSTAGE

PAID

Lansing, Michigan
Permit No. 37