

# RURAL LIVING



## Country Comes to Town

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# RURAL LIVING

## FARM NEWS

A publication  
of the  
Michigan  
Farm Bureau



APRIL 1984  
VOL. 63 NO. 4

### THE COVER

A hands-on exhibit of baby chicks elicited gentle treatment from the boys and girls at the Genesee Valley Mall farm days exhibit.

Photo by Marcia Ditchie

## In this issue:

### Country Comes to Town

Mall shows sponsored by county Farm Bureaus bring "down on the farm" experiences to urban shoppers.

10

### Marketing Savvy for the 80s

Smarter marketing...not longer hours pays the bills for AgriCom subscribers.

12

### MFB Young Farmers Boost AgriPac Fund by \$1,600

14

### Gourmet Criticism Prompts Bean Soup Recipe Contest

Michigan cooks are invited to counter criticism of Michigan bean soup with their home-tested recipes.

21

## COLUMNS

- |                             |                                    |
|-----------------------------|------------------------------------|
| Rural Route - page 4        | Rural Exchange - page 19           |
| Country Ledger - page 5     | Farm Bureau Market Place - page 20 |
| Legislative Review - page 6 | Agrinomic Update - page 24         |
| Front and Center - page 15  | Discussion Topic - page 26         |

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## Involvement is the Best Policy



In meetings with county leaders, Elton Smith is encouraging farmer involvement in developing the 1985 farm bill.

At the recent AgriCom marketing seminar, USDA economist Jeffrey Idleman pulled no punches when he laid out the history of farm programs and issued some words of warning about the 1985 farm bill. While not all the producers at the seminar liked what he had to say, there was no doubt that he provided them with food for thought, and we'd all do well to seriously consider some of the challenges he presented. (See article on page 13.)

First, he warned that there will be much "outside" interest in the drafting of a new farm bill. It won't be just farm organizations and commodity groups that will be providing direction to the bill writers. Consumer groups, processors, industry, agribusinesses and the powerful Office of Management and Budget will also have input in the decision-making process that will set the future direction of American agriculture.

This means that the farmer's voice could easily be lost in the din of all those other voices, especially if the pattern Idleman has seen in his years of working with farm groups continues.

"Probably less than 5% of the farmers really get involved," he said. "Most simply react to whatever the policy is by either getting in a program or not, but most of them don't write their congressmen, don't go to meetings, don't take an active role."

Farmers are already a minority and if only 5% of that minority get involved in influencing legislation that impacts on their future, certainly they'll have little control over their own destinies.

Idleman challenged the farmers to put aside their short-term concerns and concentrate on long-range goals for their industry.

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**Probably less than 5% of the farmers really get involved. Most simply react to whatever the policy is by either getting in a program or not. Most of them don't write their congressmen, don't go to meetings, don't take an active role.**

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"Everybody wants survival, everybody wants to pay this month's bills, everybody wants to be in business next year. That's understandable but you have to ask yourselves — what's the responsible way to do that? How will it work out in the long run?" Farmers are going to have to make some choices and then make those decisions known with a strong, united voice, he said.

I am convinced that if farmers are provided with pertinent, non-nonsense, hard economic facts, they will reach the decision that

will be the best policy path to assure a sound agriculture and improved net farm income.

Your board of directors, at its February meeting, called for a task force to provide Farm Bureau members with information regarding the 1985 farm bill so they can make knowledgeable decisions on what our position should be. This educational campaign will include a summer series of meetings throughout the state. Be watching for these opportunities to participate.

I urge you to rise to the challenge of increasing that 5% involvement figure the USDA economist estimates actively works to shape its destiny. Get involved in the learning process, make your choices and let your decisions be known during policy development. Then, once our position on the 1985 farm bill is adopted, stand up and be counted in support of that policy.

Many aggressive, self-serving interests outside of production agriculture are anxious to make decisions for us, speak for us, and mold our futures to their benefit. They're counting on the apathy of farmers to allow them to reach that goal. Your active involvement will keep the future of agriculture in the hands of farmers — where it belongs.

*Elton R. Smith*

President  
Michigan Farm Bureau

# Farmers Must Keep Pace With a Changing World

By Clay Maxwell, President  
Gladwin County Farm Bureau

Winter has always been a good time to take a look at the past year and make plans for the new one. This being an election year, and with the strides being made in technology, we are sure of one thing — *change*. How we react, adjust or take advantage of these changes will not only affect our lifestyle and pocketbook, but our society.

With radios, TVs, scanners, satellites and computers, we are changing from an industrial to an information based society. But let's not get alarmed. We're not all going to be computer programmers. For all the "high tech" jobs we'll still need "high touch" people.

What do I mean? Let's take banking for example. Yes, we'll have more automated tellers, print-outs, etc., but we'll still need and demand the bank that knows our first name and lets us sit down and talk over our personal needs and goals.

Two other changes come to mind as we think about the future. One is that our economy is not local or even national any more, but global. Another is the north-south shift in population. It is real. We'll try to slow or stop this trend but it will continue. The three areas with the largest growth are Florida, Texas and California.

A trip to these areas is most interesting as you can readily see the changes being made in response to the growth and needs of the new population. It's almost like visiting another nation.

You might be thinking, "Pretty heavy stuff for a county Farm Bureau to be thinking about." Maybe, but I think we'd better plan for or help make the changes in the future or we'll be continually making the "react"

type decisions, always a step behind the change. That's why FB and its basic purpose has been and will continue to be valid — farmers getting together, talking, discussing and debating problems and challenges that face them, formulating a course of action and pursuing that action. The bottom line of our organization is making it better for the farmer, whether it be economically, socially or politically. If we as an organization don't work toward progress in these areas, then we serve no useful purpose.

These goals are not completely selfish because as we make strides in these areas, we make a better place for all to live. Volunteers and involved members are the very framework and structure of our organization; without them nothing or very little would be accomplished. There cannot be enough said for those who give their time and effort to help us obtain our goals.

It was once said, "Sometimes the grass looks greener on the other side because they take better care of it." Using FB to make things a little "greener" for all of us is what it's all about.

Remember — it's happening because of you!



## WASHINGTON

**1985 Farm Bill** — Testifying before the House Agriculture Committee, an FB spokesperson mapped the way for profits in the marketplace through modifications of farm legislation that would tie loan rates to market prices. Iowa FB President Dean Kleckner, also an AFBF board member, emphasized FB's strong support for future farm programs that will contribute to reduced federal spending thereby reducing interest rates, bring exchange rates into line and boost export sales.

**Field Sanitation Proposed Rule** — OSHA has published a proposed regulation to amend 29 CFR, Part 1928, Standards for Agriculture, by adding a new Part 1928.110, "Field Sanitation." The proposed regulation appears in the March 1 *Federal Register*.

The field sanitation standard would require certain ag employers to provide toilets, potable water and handwashing facilities for farm employees engaged in hand labor in open fields. Farming operations with 10 or fewer such employees, or that require hand labor of short duration (under three hours), or that require hand labor inside of permanent structures would be exempt from coverage.

The public is invited to comment on all relevant issues, including the need for the standard, until April 17.

OSHA estimates that 766,000 hired farm workers on about 67,000 farms would be covered by the proposed rule and states

that approximately 53% are employed in California and Florida.

**Tax Deduction for Health Insurance Premiums** — Legislation has been introduced in the U.S. Senate which would provide a tax deduction for one half of a self-employed person's health insurance premiums. The legislation, S. 2353, is sponsored by Iowa Sen. Grassley. Identical legislation was introduced by Ohio Rep. Del Latta last summer and now has 46 co-sponsors in the House.

## LANSING

**Senate Reorganization** — Control of the Senate since the special elections has changed from the Democrats to the Republicans. The chairpersons and thus control of the 15 committees and subcommittees have changed. The powerful Senate Appropriations Committee is now headed by Sen. Harry Gast of Berrien County, a former farmer. Sens. DeGrow, Gast and Mack are now members of the Agricultural Appropriations Subcommittee.

The Agriculture and Forestry Committee is now headed by Sen. Nick Smith, a farmer from Hillsdale County. The other members are Sens. DeMaso, H. Cropsey, Barcia and Irwin.

**State Budget** — The 1984-85 budget is the main issue before the Legislature. Gov. Blanchard recommended a "zero growth" general fund budget of \$5.383 billion, which is actually less than the 1983-84 budget. The total budget, including all the earmarked funds, will total about \$12.36 billion.

The governor's budget recommends increases in K-12 school aid (\$109 million), higher education (\$71 million) and community colleges (\$14.6 million).

He projects that welfare costs will drop \$94 million and Medicaid costs will remain the same. Interest costs will be down \$26 million due to Michigan's partial recovery and improved credit rating. It is also expected that the number of state employees will drop another 1,200 or more. If the budget is adopted as recommended, the governor will support a cut in the income tax rate to 5.35% in October, three months prior to the next regular cut. This will cut state revenues by \$130 million.

The Senate Republican majority, however, has reported from committee a bill to cut the income tax rate back to 4.6% and further the general fund budget limit to \$5.297 billion. The proposal would also eliminate the .25% tax rate which was intended to be used to eliminate the state deficit. This program will reduce state revenues by \$529 million.

**Agriculture Budget** — The budget recommendation for the MDA is up by about 3.8%, most of which will be used for updating and modernizing office systems, sick leave costs and retirement costs. Some serious cuts would be made in various programs. Gypsy moth control would be cut by \$50,000, the animal diagnostic center by \$40,000 and other important programs would be either cut or left unchanged.

The major problem is the number of positions that would be permitted. Under a retirement incentive program, the department will lose 37 highly-competent employees. The hiring freeze will only allow replacement of five or six of those positions. Funding for

agriculture has suffered during the last three or four years because Michigan was headed toward bankruptcy.

FB has learned that some new food processing plants have indicated a willingness to locate in Michigan. If they can be assured of adequate and fair inspection, they are willing to pay half the cost. However, MDA does not have the funding to match the proposals — another deterrent to agricultural economic development!

FB staff has been working with the agriculture subcommittees on appropriations in both Houses. Good progress has been made. In the House, the proposed cuts for the Animal Health Diagnostic Center and gypsy moth control will be restored in the 1984-85 budget. Fair premiums will also increase 35%. In the Senate, committee supplementals for this year have been approved for the gypsy moth program and matching funds for fruit and vegetable inspection have been approved. The horse industry will also receive additional funding.

While these actions are helpful, and legislators deserve commendation for supporting agriculture, the MDA still has a ways to go to regain an efficient operation for animal and plant disease control, milk, fruit and vegetable and other necessary inspection programs, agricultural fair premiums, FFA and horse industry programs, to name only a few.

**Ethanol Production** — Some oil companies are doing their best to discredit all fuel containing alcohol by confusing the public. This is being done through an intensive media campaign and in the Legislature. It is true that some service stations, mostly in the De-

*(continued on page 8)*

## Legislative Seminars Reinforce FB's Grassroots Reputation



Rep. Keith Muxlow (R-78th District) and Gerald Keinath of Sanilac County talk about agricultural issues at the Thumb legislative seminar.

The grassroots concept that Farm Bureau is based on is well respected in the halls of the Michigan and U.S. capitols.

Legislators and congressmen respect FB's policy and lobbyists because they are aware that they represent the views of active farmers. Each year FB sponsors state and national legislative seminars to reinforce that awareness.

In the last two months, over 625 members have traveled to Lansing to share a meal and FB's philosophy with state legislators at regional seminars.

Prior to the luncheon, the FB leaders met with MFB legislative counsels Robert E. Smith and Ronald Nelson.

"There really is strength in numbers," Smith told the leaders. "Often when we talk with legislators they ask how Farm Bureau is doing. It's a very good feeling to be able to say that we've had 16 consecutive years of membership growth. That's impressive — many other organizations are declining in membership and struggling to remain viable."

Besides stressing the importance of membership numbers and keeping in contact with legislators, Smith and Nelson

reviewed issues important to farmers that were being considered in the Legislature. They also explained the influence that FB has because of its grassroots structure.

"A few years ago a senator from the Detroit area tried to get a bill passed that would have removed agriculture's sales tax exemption," Smith said. "We put out a call to members and over 700 came to a public hearing in Lansing. Several of those farmers testified and the bill was sent back to committee where it was killed.

"That former senator is now a lobbyist. Not long ago he told that story at a committee meeting, explaining that he learned his lesson and never again attempted to beat Farm Bureau on an ag-related issue."

The sales tax exemption is again being questioned along with all tax credits and exemptions in a series of House bills. Although the committee reviewing the bills never expects them to get to the House floor, they are committed to examining the justification for each credit and exemption. Smith and Nelson stressed the importance of keeping agriculture's exclusions.

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## Lansing Review

(continued from page 7)

troit area, were mixing methanol in the gasoline instead of ethanol because it is much cheaper.

Methanol, known as wood alcohol, can be harmful to engines and is not recommended by any of the auto companies.

Ethanol is produced from corn and has proven to be a superior high octane fuel. Michigan is the largest user of it. It is made from the starch in corn. All of the food value — vitamins, minerals and protein — remains in the corn gluten feed which has 22% to 28% protein, much of which is exported. If produced in a stainless steel system, it is also an excellent high protein food for humans.

This new market for farm products is now using nearly 200 million bushels of corn, the equivalent of our sales to Russia. The USDA has estimated that without ethanol production the price of corn would be 25 cents per bushel lower!

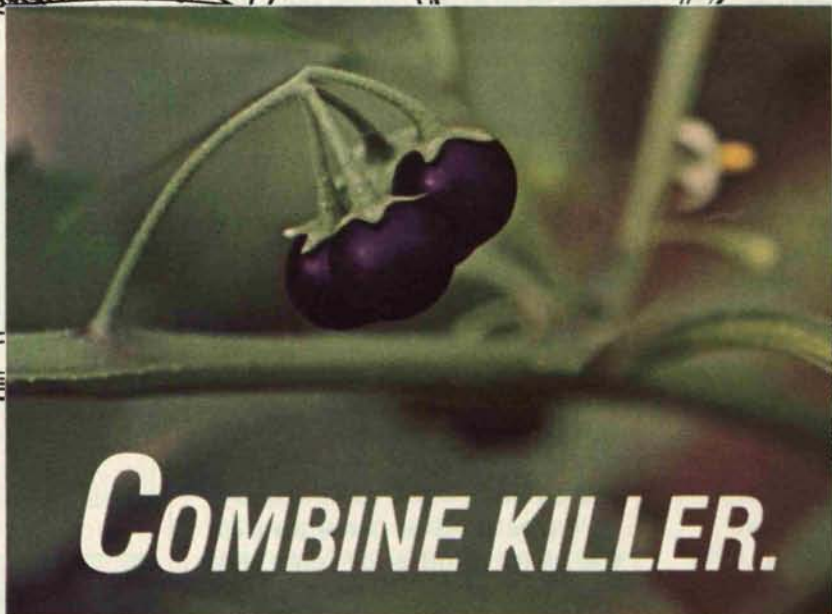
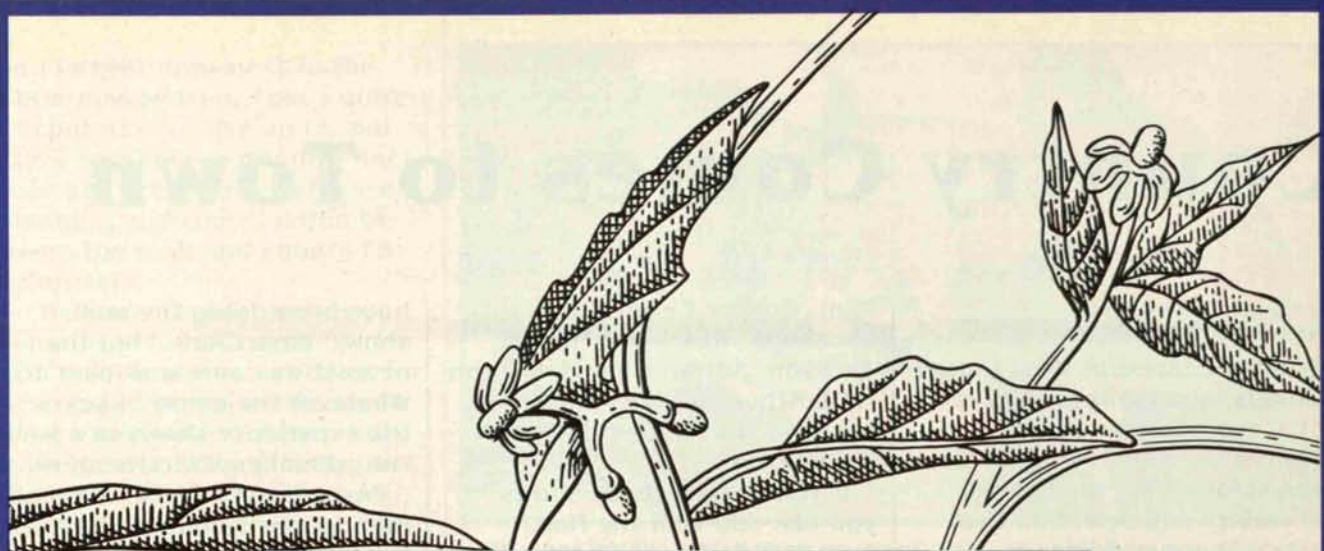
Ethanol in gasoline also cuts harmful air pollution emissions 20% to 30%. It also can totally replace lead and benzene in gasoline which are known health hazards. Benzene is also a known cancer-causing chemical.

As the production of fuel from farm products increases, the dependence on foreign oil will continue to decrease. Oil imports are again threatened due to the wars in the Middle East.

There are two bills in the Legislature concerning alcohol in fuel. H.B. 4471 would require labeling at the gas pump. FB supports labeling but strongly opposed the wording which was designed to make ethanol appear to be dangerous. This turned out to be a major battle but was won due to excellent

(continued on page 30)





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# Country Comes to Town

By Connie Turbin

Want the latest in West Coast fashions, a personal computer or backpacking supplies? Chances are you'll head for the nearest shopping mall to get the variety and selection that today's shopper demands.

But if you're looking for a "down on the farm" experience, you'll head for the outskirts of town and the nearest farm, right? Maybe not, because it's a good bet that in a shopping mall near you the country comes to the city at least once a year for a weekend of demonstrations, exhibits and information about life "down on the farm."

From February through April of this year many county Farm Bureaus are sponsoring these public relations events at 10 Michigan malls. Farm days shows have already been held at the Fashion Square Mall in Saginaw, Genesee Valley Mall in

Flint, Copper Country Mall in Escanaba, Westwood Mall in Jackson, Adrian Mall, Muskegon Mall, Arborland Mall in Ann Arbor, and the Maple Hill Mall in Kalamazoo.

If you missed those shows, you can still visit the North Kent Mall in Grand Rapids, April 12-14, or the Port Huron Mall, April 27.

In many areas of the state, farm days mall shows are timed to the traditional fall harvest season or Thanksgiving holiday, but spring or fall, you can bet that the organizers and planners of the shows will be FB volunteers.

David Clark of the Midland County FB and committee members from the Bay, Tuscola, Huron, Saginaw and Gratiot County FBs, have just completed their 1984 mall display.

"We've tried to come up with the exact number of years that the Saginaw Valley counties

have been doing the mall show," says Clark, "but the nearest we came was 'over 10.'" Whatever the count in years, the experience shows in a well-run, visually attractive show.

According to Clark, the mall management and retailers rate the farm days show as the sec-



"More hands-on and demonstration exhibits make the farm days experience more enjoyable for the (mall) visitors and a more successful show," says Ellen Gahagan, marketing director for the Genesee Valley Mall in Flint.



ond largest draw next to the Christmas season. That's quite a reputation to live up to, but Clark says their continued success has been due to advance planning and coordination between the mall and county FB volunteers.

"We have already met as a committee to critique this year's show and to set dates for next year," he says. "We won't meet again until October, but from then on it's a meeting-a-month for all the county coordinators and numerous phone calls and contacts. Things really get going a couple of weeks before the show dates to finalize details and to publicize the show," he says.

"Cooperation from the mall management has been just tremendous," says Pat Sill, coordinator of the five-county mall show at the Genesee Valley Mall. "They provide us with display boards, tables and skirting, lettered signs for each booth and they help to promote the show dates through their advertising program."

"Country Comes to the Valley" has a standing show date at the Genesee Valley Mall for the last weekend in February. The participating counties — Genesee, Lapeer, Oakland, Shiawassee and Sanilac — also bring in exhibitors from other agricultural and commodity organizations to be part of the show.

Michigan's diversified agriculture and national production standing in several commodities provide mall show planners in every region of the state a wide range of farm products to promote. Commodity displays include livestock, corn, edible beans, sugar beets, fruits and vegetables, dairy products, landscape and flowering plants, forestry and horses.

The business of farming gets a showing, too, with demonstrations of computers and computer software programs used



Whether it's for a mall show or county fair, ag exhibitors are advised to "keep it country" when developing an exhibit for the non-farm public.

for farm management, marketing and recordkeeping. Farm machinery displays, both old and new, get a lot of attention from the non-farmer.

"We use these one-on-one opportunities to explain that while life on the farm is getting easier, requiring less physical labor and fewer hours than in the past, it's not all easy street," says Clark. "We try to make the show visitors aware of the economic and farm management facets of modern farming, and the kinds of decisions today's farmer makes on an almost daily basis."

Volunteers and mall managers agree that the small animal exhibits are the most popular with young and old.

"For a lot of the kids who come through the mall, the exhibit is their first opportunity to see live farm animals," says Sill. "They are allowed to touch the animals. It's funny to watch their reaction when the animals respond to the attention by licking their outstretched hand or bleat or moo unexpectedly. Their eyes absolutely bug out."

Ellen Gahagan, director of marketing for the Genesee Valley Mall, says she has seen continued improvement in the quality of the show over the

years. "More exhibits and more hands-on and demonstration exhibits make the farm days experience more enjoyable for the visitors and a more successful show.

"People look forward to the event," she says. "We begin to get calls in early February from people in the area wanting to confirm the dates and hours of the show here at the Genesee Valley Mall."

### Keep It Country

"Because mall retailers showcase the slick, the new, the modern, farm days exhibitors can offer an effective contrast through the use of country and rural images," says Jim Phillips, president of a Lansing-based firm specializing in marketing and advertising promotions.

Whether it's for a mall show or county fair exhibit, Phillips advises ag exhibitors to "keep it country" when developing an exhibit for the non-farm public.

"Lambs to hold, a tractor cab to climb in, hides or raw wool to touch and handle are very effective ways to draw people into your exhibit," he says. Another pointer for a successful display is to deliver a single message in three or four words which convey a feeling or a mood, or identify a desired action or reaction from the viewer.

# Marketing Savvy for the 80s

## Smarter Marketing . . . Not Longer Hours Pays the Bills for MFB AgriCom Subscribers

By Donna Wilber  
and Cathy J. Kirvan

"Farming is nice, the family farm is beautiful, it gives you quality of life — but it doesn't necessarily pay the bills."

That's the conclusion of Saginaw County cash crop farmer John Wilson. Like a lot of other farmers, Wilson felt the impact of a weakening farm economy and knows what "tightening up the old belt" really means. He's made some tough decisions in the past couple years — selling some of his land, getting out of the livestock business, renting and leasing some farm equipment instead of owning it.

He still loves farming "even though it's not as much fun as it was a few years ago" and he has placed a higher priority on sharpening his business management skills.

"I can actually make more money on the telephone and with my computer, gathering information and doing a better job of marketing, than I could if I spent more time out there running the tractor," he said.

Helping Wilson do a better job of marketing is AgriCom, Michigan Farm Bureau's computerized information system.

Launched as a pilot program in October 1981 with 25 "AgriCom Pioneers," it now serves 132 subscribers with a variety of packages designed to meet their information needs.

"The more information I have available, the better decisions I can make, and AgriCom is a good tool," said Wilson, who has been "on line" since last September.

AgriCom subscribers get more for their money than just the information and advice. Educational seminars to help sharpen marketing skills and teach new applications for on-farm computers are also part of the AgriCom package. The most recent seminar was held Feb. 15-16 in Battle Creek. Wilson believes this part of the AgriCom service is valuable.

"Anything that provides me with more information and allows me to pick somebody's brain is valuable.

"Everyone is at different levels and so you may already know some of the things presented at the seminars, but sometimes that one little bit of information, or the way somebody presents it, all of a sudden makes it click! You just kind of thirst for that.

"With any of these seminars, I think, there's just as much benefit from meeting with other people and getting a different outlook. A lot of the people at these seminars are a little more aware of what's going on, a little more aggressive, a little more forward-thinking than the guys down at the coffee shop," Wilson said.

### It Makes You Want to Know What the Market is Doing

One of those forward-thinking people is Mark Smuts, a cash crop and beef farmer from Charlotte in Eaton County. He gives AgriCom's advice and training credit for helping to make his family's operation successful.



**"I can actually make more money on the telephone and with my computer, gathering information and doing a better job of marketing than I could if I spent more time . . . running the tractor," says John Wilson, Saginaw County farmer and AgriCom subscriber.**

Mark and his wife Jeaneen started farming 225 acres of cash crops in 1974 with Jeaneen's parents, Ralph and Betty Letson. Just 10 years later they farm 1,800 acres and have 65 head of beef cattle.

"That's a lot of growth in not too many years and there were some growing pains that went along with it," Mark said.

"AgriCom has been an integral part of our operation since we became Pioneers in 1981. It has increased our profitability by many, many thousands of dollars."

When they first subscribed to AgriCom, Mark said, it made them stay in contact with the market; now they want to stay in contact on a timely basis. "We're formulating our marketing strategy for more than just

one or two days ahead of time. We formulate that a year at a time now, according to what the market has done.

Mark and Jeaneen are both involved in marketing decisions, and Jeaneen takes care of the farm books on their computer. In 1983 those books showed an excellent year. "We marketed over 70,000 bushels of corn for about \$1.50 more than what the market was the year before," Mark said. "If we hadn't had AgriCom we wouldn't have done nearly that well."

### Women in Marketing

Traditionally, both pre- and post-computer age, women have played the vital role of farm business bookkeeper. With these skills as a launching pad, many women are now entering the information age with enthusiasm, eager to adapt those skills to the challenges involved in making crucial marketing decisions. That was evident at the AgriCom marketing seminar.

One of those attending was Carol Hawkins, a city girl turned farmer, who with her husband

*(continued on page 28)*



**By continually improving her skills and understanding of the markets, Carol Hawkins is getting more involved in marketing decisions for the cash crops grown on the Hawkins' 2,400-acre farm in Ingham County.**

## Farmers Will Pay — Now or Later, USDA Ag Economist Warns

The day of reckoning for farm programs is coming and producers are going to have to pay the price — either now or later, according to Jeffrey Idelman of the U.S. Department of Agriculture. Speaking at the AgriCom marketing seminar Feb. 15, the ag economist warned that special commodity interest groups winning battles in Congress now may well "lose the war."

Idelman said that the potential of increased farm program expenditures, rising from \$20 billion in 1983 to \$30 to \$40 billion in the next few years, will bring a public reaction.

"That's when the non-farm public is going to turn around and say, 'Enough already! We think farmers are nice and we love our food, but it's clearly enough.'"

"When farmers win the battles in the lobbying pits of Congress and get their preferential legislation and their commodity is looking good, someone is going to be up there with a shovel, throwing the dirt right in on top of them. It's going to come to the point that they're going to pay the price. They can pay it now or they can pay the price later," he said.

"I think the 1985 farm bill is going to get a lot of outside interest. A lot of people are going to want to run agriculture. Farmers need to take the lead in accountability. They need to develop a consensus. They need to say 'these deficits are crazy; they hurt us more than anyone else.' Because when farmers say 'pay us more from the U.S. treasury, but also reduce the deficit,' it just doesn't fit." Idelman said.

"When American farm policy started back in the 1930s, the original announcement reminded me of our PIK program: 'It's only a temporary program.'"

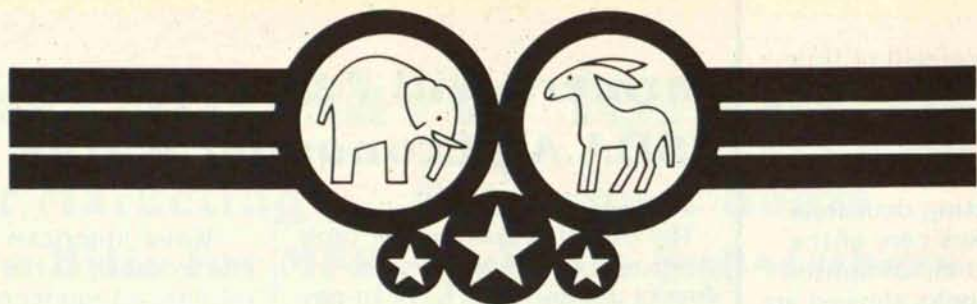


**USDA economist Jeffrey Idelman warned that special interest commodity groups winning battles in Congress now may well "lose the war." He spoke on the economic forecast at the AgriCom Marketing Seminar, Feb. 15-16 in Battle Creek.**

We've been working on 'temporary programs' since 1930," he said. "The concept of using production or acreage controls, of paying farmers incentives to lay aside land and try to work supply and demand was, at least in theory, somewhat valid because we were not major participants in world markets.

"But in the 1970s, new realities came about. The world came to us and said, 'we want more food and we're willing to buy your food.' U.S. agriculture responded to a very real, very

*(continued on page 28)*



## MFB Young Farmers Boost AgriPac Fund by \$1,600

By Marcia Ditchie

Going once, going twice, going three times, sold!

That cry echoed across the room over 30 times during the AgriPac auction held in conjunction with the Young Farmer Leader Conference in early March in Lansing.

Among the items auctioned for "bogus bucks" — \$100 for every \$1 — were Michigan-grown apples, potatoes, kidney beans and dried cherries, toy tractors and combines, stuffed animals, crafts and jackets. But the item receiving the highest

bid was the services of a "farm management consultant," otherwise known as Vic Verchereau, manager of MFB's Young Farmer Department. A young couple from Ogemaw County paid \$13,000 in bogus bucks for eight hours work from this "consultant."

Auctioneer Ken Mitchell of Adrian brought in donations totaling over \$1,600 during the auction, which will be used to help support the campaigns of candidates designated as "Friends of Agriculture" by the MFB AgriPac Committee in the 1984 elections.

The auction was a highlight of the annual three-day meeting for the organization's young farmers. The theme, "The Time is Now," was interwoven throughout the conference as speakers addressed agriculture's challenges now and in the future and the leadership opportunities offered young farmers to meet those challenges.

Classes included partnerships, estate planning, marketing through hedging, the agricultural outlook for 1984 and beyond, and Young Farmer program development.

"The caliber of the young farmers attending this conference was outstanding," said

Mark Smuts, chairperson of the MFB Young Farmer Committee, which organized the conference. "Each one came with a definite commitment to participate in the program.



**Auctioneer Ken Mitchell of Adrian brought in donations of over \$1,600 during the AgriPac auction. The funds will be used to support the campaigns of political candidates designated as "Friends of Agriculture."**

"Participants gained a great deal of knowledge and left the conference with the feeling that they could go back home and develop a strong county program," he said.

Smuts said the committee was pleased to see so many new, young faces at the conference. Three-fourths of those attending had not attended a previous conference. Their average age was 24.2 years.



**Young farmers Bradley & Deborah Kartes of Ogemaw County bid \$13,000 in Bogus Bucks for the "farm management consulting" services of Vic Verchereau, manager of the MFB Young Farmer Department.**

**MFB President Elton R. Smith and Michigan Farm Radio Network Farm Director Robert Driscoll were honored** during Farmers' Week at MSU for their contributions to agriculture. Smith received the Distinguished Alumnus award for his leadership in dairy production, animal health, farm credit and trade development, as an agricultural spokesperson and for service to MSU. Driscoll, who was named an Honorary Alumnus, was recognized for his service to Michigan farmers through daily broadcasts concerning issues, markets, cultural practices and research developed by MSU.

**Women from the Michigan Legislature, government agencies, MSU and state associations** were guests of the MFB Women's Committee for an Ag Day celebration breakfast in Lansing, March 20. Theme of the event was "The Food Chain — A Human Chain," with an audio-visual presentation taking the guests for visits to the farms of the three executive committee members — Faye Adam, Diane Horning and Vivian Lott. The FB Women illustrated how public policy decisions impact on their businesses and how the agricultural industry contributes to the state's economy. Several county FB Women's Committees throughout the state also sponsored agricultural understanding projects during National Ag Week, March 16-22.

**William White, Cass County FB member, has been re-elected chairperson of the Michigan Family Farm Development Authority**, a program to help beginning farmers whose net worth is less than \$250,000 with loans for land and improvements. Also re-elected was Elmer Simon, attorney and member of the Frankenmuth Bank & Trust, as vice chairperson. Both White and Simon were elected to their positions during the authority's first organizational meeting in November 1982. Since the authority began its loan program in 1983, applications for loans have totaled more than \$3 million.

**More than 11 million layers, broilers, breeders, turkeys, guinea fowl and other birds have been destroyed since the avian influenza was detected** in flocks in Pennsylvania and then spread to flocks in Maryland, Virginia and New Jersey. The MDA, in cooperation with MSU, is currently monitoring the interstate movement of poultry to prevent an outbreak in this state. Michigan poultry producers are being urged to watch their flocks for symptoms of the disease and, if found, to contact the MDA's Animal Health Division, 517-373-1077; MSU's Animal Science Department poultry extension, 517-355-8408; or diagnostic lab, 517-353-1683; their county Extension office, or local veterinarian.

**The dates for the MSU College of Veterinary Medicine's 1984 Vetavisit** exhibition and open house at the Veterinary Clinical Center are April 13-14. Attractions will include animal nutrition, sheep handling and horse harnessing demonstrations. Information on career opportunities in veterinary medicine and animal technology programs will also be available. The exhibition will be open from 12 noon to 6 p.m. April 13, and from 9 a.m. to 2 p.m. April 14.

**Osceola County FB member Peter Bontekoe has been named one of four National Outstanding Young Farmers by the U.S. Jaycees.** Bontekoe, who is a MSU graduate, grows hay and corn, has 140 dairy cows and 200 young cattle. Nominees for the Jaycee's national award are judged on the basis of their progress in agriculture, the extent of their soil and water conservation practices, and their contributions to their community, state and nation.

**Several FB members are among those receiving gubernatorial appointments or reappointments to state commissions and committees:** Michigan Bean Commission — Eric Bailey, St. Louis; Bill Renn, Pigeon; and James Ostrowski, St. Johns. Michigan Cherry Committee — George Kelly, Traverse City; David Amon, Williamsburg; Daniel Babinec, Shelby; and William Woodman, Paw Paw. Michigan Dairywomen's Market Program Committee — Gerald Surbrook, Rives Junction; Harold Ward, Romeo; and Harold Bahrman, Skandia. Michigan Onion Committee — Robert Pike, Belding; Jerry Plaisier, Grant, and Howard Huffman, Homer. Michigan Plum Committee — Dale Nye, St. Joseph, and Kenneth Bull, Kent City. Michigan Soybean Committee — Roger Roslund, Ithaca, and William Kissane, St. Johns. All appointments and reappointments are subject to Senate confirmation.



## What's in it for Me?

### **Farm Bureau Programs, Services and Benefits Give Farm and Rural Families Many Reasons to Belong**

We're all looking for ways to get ahead and stay ahead. Whether you're a farmer who wants to "hold the line" on home and farm expenses, or a non-farm neighbor who needs the security of group health, auto or life insurance, a Farm Bureau membership is a savings investment that starts to work for you right away.

FB economic benefits and services range from discount and group purchase savings on furnishings and appliances for the home, health services, quality food products and vehicle purchase to personal or farm vehicle maintenance products such as tires and batteries, computerized marketing information and insurance programs. Make the most of your membership by taking advantage of this broad range of member benefits and services.

For farmers or retired farmowners, the benefits of FB's grassroots policy action in the Legislature and the U.S. Congress return the cost of membership many times over.

Thanks to 16 years of consecutive membership growth and the involvement of farm people throughout Michigan and the United States, your voice, the "voice of agriculture," is heard by key decision-makers. The influence of that united voice has been instrumental in the enactment of major pieces of legislation which save many dollars each year for all of agriculture.

Examples of these savings are the changes in the inheritance tax laws, right to farm legislation, Family Farm Development Act loan program, P.A. 116 farmland preservation program, and a variety of tax exemptions and credits specifically for agriculture.

*(continued on next page)*



What's in it for you? If you're using your FB membership to your best advantage, you're getting high quality products and services that save you money on your home and farm purchases, a representative voice in the forums where agricultural policy is shaped, and opportunities for community involvement and personal growth through FB's leader development and educational programs.

What's in it for others? An FB membership can offer these same advantages to your friends, relatives and neighbors. Tell them about your reasons for belonging and share with them the list of membership benefits and services below.

The membership form on the following page can be used for quick and convenient new member application. Please return the completed form along with a check or money order for membership dues to your county Farm Bureau secretary.

### **Service to Member Programs**

Save the cost of membership time after time with these dollar saving Farm Bureau service-to-member programs. Get more detailed information on any of these programs from your county FB secretary and then sign up a member today!

### **MFB Buyer's Service**

The Family Saver Quick Quote system is a service designed to help save hundreds of dollars on major purchases for your home and family. 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 affordable cost. As an FB member, you and your family may be eligible to join one of seven participating Health Maintenance Organizations in the state. HMOs offer complete health services, including general practice and specialist physicians. 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 buyers 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 cost of just 1% over dealer cost through a regional, authorized dealer.

### **Farm Bureau Insurance**

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

### **Accidental Death and Dismemberment Insurance**

No one expects accidents to happen at their home or 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.

### **Safemark Tires and Batteries**

FB members can save substantial amounts 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.

### **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.

### **Direct Marketing Program**

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

**Pull out this section and share it with your friends and neighbors. They can begin saving with the benefits and services available through Farm Bureau by completing the membership form on the following page.**

# MEMBERSHIP APPLICATION

\_\_\_\_\_ County

**Name** \_\_\_\_\_  
LAST FIRST MIDDLE

**Address** \_\_\_\_\_  
STREET/ROAD, RR, BOX, P.O. BOX APT.

\_\_\_\_\_ CITY STATE ZIP

**Phone** \_\_\_\_\_  
AREA CODE

## MEMBERSHIP CLASSIFICATION

- (1) Regular (Farming)
- (2) Associate Individual
- (3) Associate Business Non-Farming
- (4) Associate Business Farming

## FARMER STATUS (Regular Members Only)

- (1) Owner
- (2) Operator
- (3) Retired Owner/Operator
- (4) Other Eligible Individual

## MEMBERSHIP DUES

\$45 per year with the following exceptions:

Berrien County — \$47  
 Shiawassee County — \$50

## COMMODITIES PRODUCED

(Classification 1 or 4 — Please indicate the amount of animals or crops raised.)

### ANIMALS

\_\_\_\_\_ Milk Cows  
 \_\_\_\_\_ Beef Cattle  
 \_\_\_\_\_ Swine  
 \_\_\_\_\_ Laying Hens  
 \_\_\_\_\_ Other:  
 \_\_\_\_\_

### CROPS

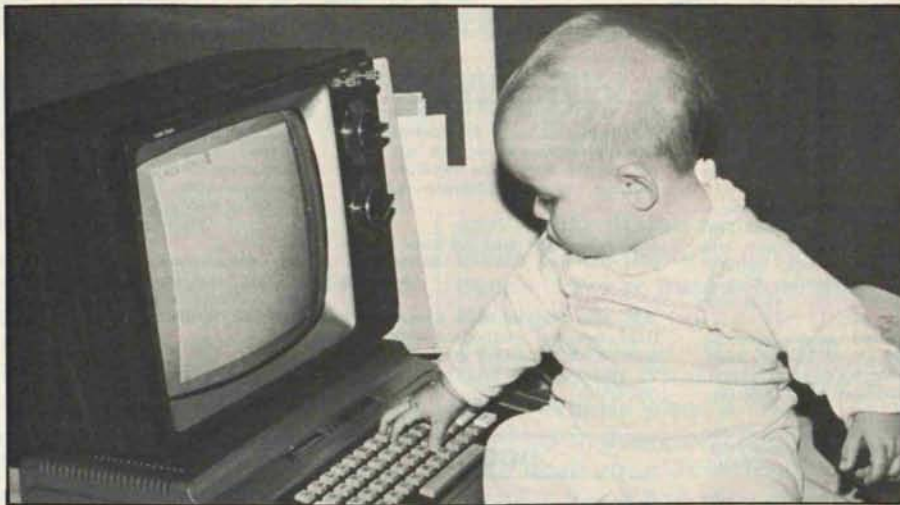
\_\_\_\_\_ Corn  
 \_\_\_\_\_ Dry Beans  
 \_\_\_\_\_ Hay  
 \_\_\_\_\_ Soybeans  
 \_\_\_\_\_ Sugar Beets  
 \_\_\_\_\_ Wheat  
 \_\_\_\_\_ Small Grains  
 \_\_\_\_\_ Forest Products  
 \_\_\_\_\_ Fruit  
 \_\_\_\_\_ Vegetables  
 \_\_\_\_\_ Fallow  
 \_\_\_\_\_ Other:  
 \_\_\_\_\_

No Commodities

**Applicant's Signature** \_\_\_\_\_

## Contact your county Farm Bureau secretary at the number below:

Alcona	517-736-8220	Hillsdale	517-437-2458	Monroe	313-269-3275
Allegan	616-673-6651	Huron	517-269-9911	Montcalm	517-831-4094
Alpena	517-727-3047	Ingham	517-676-5578	Montmorency	517-742-4030
Antrim	616-588-6074	Ionia	616-527-3960	Muskegon	616-744-1116
Arenac	517-654-3270	Iosco	517-257-4270	Newaygo	616-924-0545
Barry	616-945-3443	Iron Range	906-542-9083	N.W. Michigan	616-947-2941
Bay	517-684-2772	Isabella	517-772-0996	Oakland	313-853-4088
Benzie	616-352-4940	Jackson	517-784-9166	Oceana	616-861-5855
Berrien	616-473-4791	Kalamazoo	616-342-0212	Ogemaw	517-345-3317
Branch	517-279-8091	Kalkaska	616-369-2776	Osceola	616-832-9093
Calhoun	616-781-2849	Kent	616-784-1092	Otsego	616-546-3879
Cass	616-445-3849	Lapeer	313-664-4551	Ottawa	616-895-4381
Charlevoix	616-547-6662	Lenawee	517-265-5255	Presque Isle	517-733-8238
Cheboygan	616-627-9220	Livingston	517-546-4920	Saginaw	517-792-9687
Chippewa	906-478-4680	Mac-Luce	906-477-6183	St. Clair	313-384-6910
Clare	517-386-7448	Macomb	313-781-4241	St. Joseph	616-467-6308
Clinton	517-224-3255	Manistee	616-889-4472	Sanilac	313-648-2800
Copper Country	906-353-6906	Mason	616-843-8138	Shiawassee	517-725-5174
Eaton	517-543-5565	Mecosta	616-796-7782	Tuscola	517-673-4155
Emmet	616-347-7252	Menominee	906-753-6639	Van Buren	616-657-5561
Genesee	313-732-3770	Midland	517-631-6222	Washtenaw	313-663-3141
Gladwin	517-435-9353	Missaukee	616-825-2892	Wayne	313-729-0799
Gratiot	517-875-4626			Wexford	616-775-0126
Hiawathaland	906-446-3508				



**RURAL RASCALS** — You're never too young to learn is the attitude of Jackie Folkema, seven-month-old daughter of Fred & Faye Folkema of Newaygo County. She was checking the markets during the AgriCom Marketing Seminar, Feb. 15-16 in Battle Creek.

## Farmers' Input Needed in Developing 1985 Farm Bill

As everyone knows, 1984 is a political year. Certainly we will probably hear more than we want to about the fall elections. But along with the campaigning, another issue will be discussed that will be very important to the entire farming community — the 1985 farm bill.

The direction the next farm bill takes will affect cash crop farmers, livestock producers and dairymen. It is important that the decisions made take into account the long-term future of agriculture, and not just short-term solutions.

One of the most important areas to be considered will be

the role of government. Should it be that of setting a floor on prices and controlling production, or should it be one of freeing agriculture to compete in the world markets, and enabling farmers access and fair competition in those markets?

Farm Bureau will be working hard for a 1985 farm bill that will be market-oriented and allow agriculture to be productive and efficient. It is important that we make our ideas known to those in Congress in this election year. The outcome of the 1985 farm bill may affect us more than the outcome of the 1984 election.

*Duane Tirrell, Charlotte Eaton County*

## I Think That I Shall Never See a Poem as Lovely as a Tree

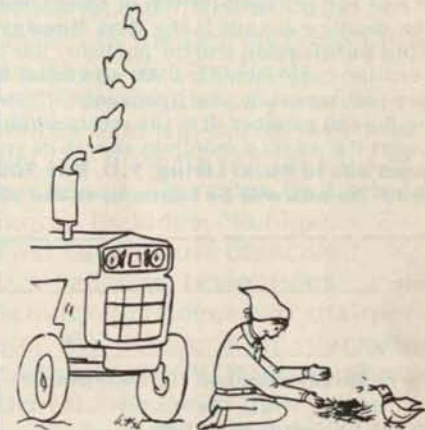
Each year we see more of our local landscape changing due to the removal of the magnificent trees which line our area roads.

As a member of the Farm Bureau organization I don't feel we emphasize the importance of these trees and the vital role they play in the stability of our ecological program.

I don't know about other counties but in ours we can go for miles on many of our roads and not see any type of roadside vegetation. This is due to the needless slaughter which has and is still taking place of  
*(continued on page 28)*

## FARMETTE

*By Andrea Hofmeister  
Tuscola County*



*"I know you're angry, but consider the alternatives."*

## FARMERS OF THE WEEK

The Farmer of the Week program, co-sponsored by Farm Bureau Insurance Group and the Michigan Farm Radio Network, honors farmers for their contributions to the community and the ag industry. Four farmers were honored in February 1984:

**Feb. 6 — Robert L. Smith, 54,** of Homer operates a 750-acre dairy and cash crop farm. He serves as an elder in his church, has been a Homer community school board member for 10 years and a Calhoun County FB member

for 30 years, and he served on the township board of trustees.

**Feb. 13 — John Garrison, 42,** has a 900-acre cash crop and beef operation near Onsted. A member of the Lenawee County Agricultural Council, Garrison serves as a township trustee and is a member of the Lenawee County FB board and the local ASCS board.

**Feb. 20 — Edward Marshall, 55,** a beef, grain and hog farmer from Concord, farms 1,000 acres in partnership with his son. Marshall is president of

the local fire board, and a member of the Albion Elevator Co. board, Calhoun County FB and the Cattle Feeders Assn. He is a past member of the Homer school board.

**Feb. 27 — Randy Simmon, 29,** operates a 200-acre hog farm near Fowler. He is on the Clinton County FB board, is a member of Holy Trinity Catholic Church, is president of the Holy Name Society and is active in the Fowler Knights of Columbus.

# FARM BUREAU MARKET PLACE

## LIVESTOCK

**SHEEP. C & S Curtis.** Registered Suffolks and Registered Southdowns. Helping small flock owners and 4-H'ers our special interest. 204 N. Williams, Stockbridge, Mich. 517-851-7043 — 517-851-8017. (7-12t-22p)

**Paint Horses** — Weanlings, yearlings, bred mares. Lawerance Baumunk, Big Rapids, Mich. 616-796-2346. (9-10t-12p)

**Duroc and Yorkshire Boars.** Ready for service. Delivery available. Mark Palmreuter, Vassar, Phone 517-823-3745. (3-5t-13p-ts)

**Fast growing Cornish Cross.** Over 20 varieties popular and fancy chicks. Bantams, ducks, goslings, turkeys, guineas, Pharaoh Quail. Pictured Brochure — 25¢. Cackle Hatchery, Box 529JJ, Lebanon, MO 65536. (1-8t-28b-ts)

**Rare, fancy, exotic and old fashioned** bantams, chicks, ducklings, turkeys, guineas, geese. Pictured brochure free. Country Hatchery, Wewoka, Oklahoma 74884. (1-6t-20p-ts)

## LIVESTOCK

**Corriedale Sheep** breeding stock. Blue ribbon fleeces. Phone 313-429-7874. (3-12t-8p)

**Let us put you in the winner circle** — Outstanding 4-H & FFA club lambs, also registered Suffolk, Hampshire and Southdown breeding stock. Sandra, Susan & Michael Jr. Fleming, Almont, Mich. Phone 313-798-3775. (4-2t-30p)

**Quality Registered Angus** breeding stock, reasonably priced. Delivery available. **Border Angus Farms**, Sturgis, Mich. 616-651-8353 evenings. (3-6t-16p)

**Springing Holstein Heifers.** Phone Byron Waddell, Charlotte, 517-543-3415. (4-2t-8p)

## 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. Plummer Supply, 616-792-2215. (3-3t-27p)

## FARM EQUIPMENT

**Farrowing Stalls** — All steel \$179.20. Includes feeder-waterer, top rail, rump rail. Weighs 196#. Free literature. Starr National, 219 Main, Colchester, IL 62326. (4-24p-ts)

**Concrete stave silo for sale** — best offer. Novi area. Call 313-349-0565. (4-2t-11p)

**J.D. 530 Tractor wide front** with 2 front mounted cultivators with bean puller frame. No heavy work. A-1 shape. \$2,400.00. Phone Frankmuth, 517-652-6612. (4-22p)

## DOGS

**Collie, Border Collie, Sheltie** (Miniature Collie) registered puppies, studs. Baird Farm, Lowell, 616-897-9462. (2-3t-13p)

**Registered Australian Shepherd pups.** Good workers and super family dogs. Blue merle and black and white. Zielland Farms, Port Austin, Phone 517-874-4616. (4-21p)

## MISCELLANEOUS

**Unattached? Pen Pals Nationwide.** Country Lovin' Singles. Details free. Box 593RL, Appleton, Wisconsin 54912. (1-5t-14p-ts)

**Wanted to Buy:** Milk cans for shipping milk and horse collars, any amount. Can easily be sent through the mail. I pay postage. John Spezia, Leonard, Mich. 48038. Phone 313-628-4147. (4-29p)

**Crop Insurance** — Now is the time to protect your investment. Bruce Pless, 145 W. Grand River, Williamston, Mich. Phone 517-655-4309 or after hours 517-655-4308. (4-20p)

**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. (11-6t-21p-ts)

**Auctioneer Vaughn "Joe" Lewis.** 3310 Paragon Road, Tipton, Mich. 49287. Phone 517-431-2571. Purebred livestock, farm machinery, estate, and antique auctions. (2-10t-18p)

## MISCELLANEOUS

**Watkins Products,** quality since 1868. Dealers wanted: make 25% or more. Customers wanted. For free catalog and sale-flyer, write: 2140 Utley Rd., Flint, MI 48504 or phone: 313-395-2085. (3-3t-29p)

**Why die without a will?** Two legal "Will Forms" and easy instructions. Only \$4... Order Today! **Guaranteed!** TY-Company, Box 1054-MF, Pryor, OK 74362. (3-6t-22p-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. Verona Ct., St. Joseph, Mich. 49085. Phone 616-983-7551. (12-7t-33p-ts)

**Berry Plants — Raspberries,** strawberries, blueberries, currants, gooseberries, others. Free catalog. Makielski Berry Nursery, 7130 Platt Road, Dept. RL, Ypsilanti, MI 48197. Phone 313-434-3673. (4-6t-22p)

## REAL ESTATE

**89½ acre fruit farm on blacktop.** Southwest Michigan. 65 acres apples. 9 acres cherries, 7 acre woodlot, open ground. Four bedroom home, packing house, new 44x88 pole barn. Other storage buildings, machinery available. Phone owner 616-674-8234. (4-35p)

**Smoky Mountain Riverside home** for rent daily in Townsend, Tennessee. Pictures on request. Carl Morgan, 409 Lambert Lane, Maryville, Tenn. 37801. Phone 1-615-982-1667. (4-3t-23p-ts)

## FOR HOMEMAKERS

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

**Cabbage Patch-Like Dolls!** Make your own! Complete instructions, patterns, Birth certificate. \$2.50. Hamiltons, Box 652-131, New Ulm, Minn. 56073. (4-20p-ts)

## 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 ads 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. It is the responsibility of the advertiser to re-insert the ad on a month-by-month or year-by-year basis.

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

Name \_\_\_\_\_

Address \_\_\_\_\_

Farm Bureau member  Non-member

Run the following ad in the \_\_\_\_\_ issue(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Words \_\_\_\_\_ Insertions \_\_\_\_\_ Total Due \_\_\_\_\_

It all adds up to  
**MONEY IN YOUR POCKET**  
**SERVICE**  
to Member  
**PROGRAMS**

 **Farm Bureau**

# Gourmet Criticism Prompts Bean Soup Recipe Contest



By Donna Wilber

Convincing members of Michigan's congressional delegation of the wisdom of Farm Bureau's position on current issues will be the major mission of the 100 state and county legislative leaders participating in the 1984 Washington Legislative Seminar. But while they're in the nation's capital, April 3-6, many of them are likely to take a brief recess from their assigned responsibilities to see if a certain French food critic really knows what he's talking about.

Bean producers in the group, especially, are expected to arrange their schedules to include a stop for lunch in the Senate dining room, where the menu states that "Whatever uncertainties may exist in the Senate of the United States, one thing is sure: Bean soup is on the menu . . . everyday."

Michigan citizens have always been proud that the bean soup served daily in both the Senate

and House dining rooms is made from Michigan navy beans. They're proud, too, that Michigan is the only state that has a product printed on the Senate menu. That pride took a blow recently when a French food critic described their Michigan bean soup as "friendly, but bland." Not a bad rating, perhaps; French food critics are tough to please. But not good enough for two of the state's boosters — the Michigan Bean Commission and the AAA *Michigan Living* magazine.

They are conducting a contest to select the state's best bean soup recipe, with the winner of the contest going to Washington, D.C., to prepare the soup for Michigan's congressional delegation. They're certain the ratings of that prestigious group for the prize-

winning recipe will be higher than that given by the French food critic.

If, after sampling Michigan's famed Senate bean soup, the Farm Bureau legislative leaders tend to agree with the French food critic, they may decide to enter their own favorite recipe in the contest. According to Michigan Bean Commission Executive Secretary Jim Byrum, the contest rules are simple:

- The recipe must have Michigan navy beans and other readily available ingredients, and serve four to eight persons. No alcohol may be used.

- The entrant must be a Michigan resident; AAA and Bean Commission employees are not eligible.

- The ingredients and cooking instructions (with no abbreviations) must be typed or neatly printed and mailed to: Michigan Bean Commission, P.O. Box 22037AAA, Lansing, Mich. 48909. The recipes must be received by May 1.

- All recipes submitted become the property of AAA and the Bean Commission.

From the recipes submitted, the Bean Commission will select the top five, based on flavor, texture, presentation, eye appeal and use of Michigan products. The five finalists will receive a crockpot, a 20-pound bag of navy beans, a flight bag and family season tickets to Boblo Island. They will also be invited to the Detroit Press Club on May 17 for the finals.

The distinguished panel of judges who will decide which of the five finalists will take his or her bean soup recipe to Washington includes: Michigan's First Lady, Paula Blanchard; U.S. Sen. Carl Levin; Hans Schuler, president and chairperson, Win Schuler's Inc.; Jack McCarthy, WXYZ-TV; Molly Abraham, *Detroit Free Press*; Nancy Kennedy, *Ford Times*; Evelyn Cairns, Mellus Newspapers; Andrea Wojack and Sandy Silfven, *Detroit News*.

Will the winner's recipe replace the one now used for the "friendly, but bland" bean soup served in the Senate dining room? Not necessarily, says Byrum, but he hopes the contest will spur enough public interest so at least all Michigan restaurants will use Michigan navy beans in their bean soup. Using any other kind just shouldn't happen, he believes.

*Zee soup  
ez friendly  
but eet ez  
so bland!*



# Commitment to Agriculture Exemplified by DSA Recipients

**MSU College of Agriculture and Natural Resources Honors Four FB Members for Outstanding Contributions to Michigan Ag**

Excellence in business and industry is measured by profit, productivity, innovation and efficiency, but excellence in service demands that these characteristics of success be added: sensitivity and commitment. This pattern for excellence is exemplified by the recipients of the 1984 Distinguished Service to Agriculture awards recently presented by MSU's College of Agriculture and Natural Resources.

The award winners, Claudine Jackson of Livingston County, Edward and Carl Mantey of Tuscola County and Gerald Surbrook of Jackson County, were honored during the President's Luncheon at Farmers' Week, Thursday, March 22.

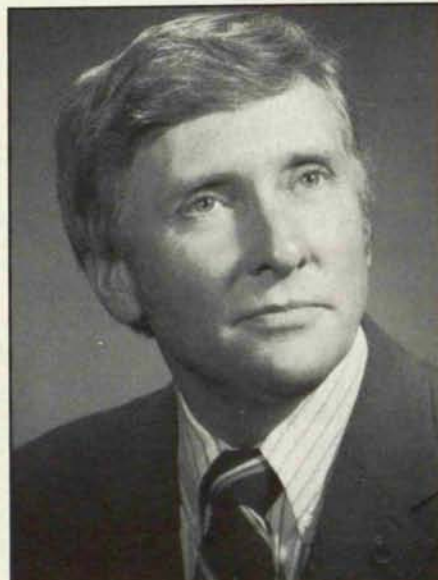
The presentation marked the 30th year that the awards have been given. Among past award winners have been agricultural leaders Elton Smith, Glenn Lake, Jack Barnes and Wallace and Laura Heiser. Outstanding leaders from agribusiness, finance, government and publishing have also received the honor.

From whatever arena of influence they are selected, the overriding criterion is the individual's contribution to Michigan agriculture.

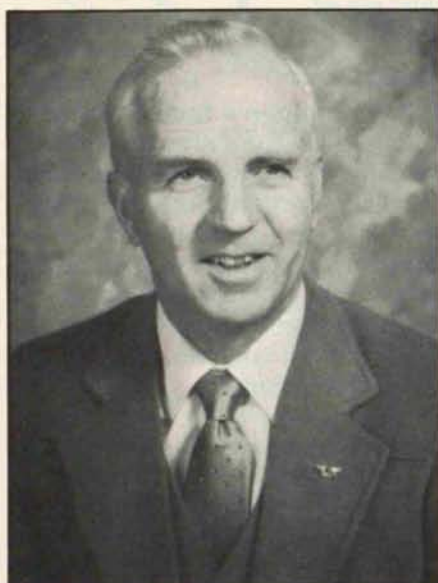
Recognition of their positive impact in whatever forum they enter is an integral part of the selection process. Candidates for the award are nominated by Cooperative Extension field personnel with support from community and agricultural groups.



**CLAUDINE JACKSON**



**GERALD SURBROOK**



**EDWARD MANTEY**



**CARL MANTEY**

## **CLAUDINE JACKSON**

Pride in a family farm heritage that spans over a century in Livingston County is the taproot of success for 1984 ANR "Distinguished Service to Agriculture" winner Claudine Jackson, and her husband, Andrew. Until just a few years ago, the 720-acre centennial farm boasted a herd of registered Holsteins bearing the prefix Heritage Acres. Currently, the Jacksons raise dairy replacement heifers and cash crops.

Their success encompasses not only a profitable farming business, but extends into a larger arena by sharing agricultural views with the non-farm community. Through work with church, community and farm organizations, the couple strives to create a better understanding of the issues in agriculture which affect farmers and the general public.

Both Claudine and Andrew have been extensively involved in county, state and national Farm Bureau activities. Each has served on the MFB board and as delegates to the AFBF annual meeting. Claudine served as chairperson of the MFB Women for three years. As a member of the MFB Speakers' Bureau from 1970 to 1978, she presented programs to over 1,000 people in Michigan and other states.

By her example and involvement in the FB Women's programs, she has challenged others to improve the quality of life for farm families and rural communities.

Claudine's concerns for safety and health, education, agricultural public relations and responsible government have been demonstrated throughout her years of service to Michigan agriculture. She has served as vice president of the Michigan

CROP board, is a member of the MSU Family Living Council, the Michigan Council of Churches Family Farms Concerns Coalition, the Rural Health Council of Michigan, Associated Country Women of the World and numerous other agricultural and consumer organizations.

Her testimony has been heard at legislative and USDA hearings on daylight savings time, produce boycotts, PBB and family farm policy issues. In some cases, she was an official spokesperson for an agricultural group, but more often she accepted personal responsibilities to present the farmer's viewpoint. She is mindful of her mother's admonition to "remember you are a farmer and that you come from the farm."

With pride in agriculture and an untiring commitment to the many organizations that have claimed her talents, Claudine Jackson has exemplified what one person can do to make it happen in agriculture!

## **GERALD SURBROOK**

Farm organizations have always played an important role in Gerald Surbrook's career as a dairyman. It was a 4-H dairy project with two Holstein heifer calves that got him started in 1950, when he was just 10 years old. When the heifers calved in 1952, Gerald and his brother, John, began their dairy "partnership." During the 10 years of that partnership, the brothers increased the herd and acreage.

After 1962, when John's interest in the partnership was purchased, Surbrook Farms in Jackson County continued its growth to the present 507 acres and 69 registered and grade Holsteins. In 1980, a new partnership was formed with Gerald's son Rick, and a foster son, Rick Carrier.

During those years of growth and expansion, Gerald earned

the reputation as an outstanding dairyman and as a willing volunteer to various agricultural and community organizations.

He has served in all offices of the 4-H and FFA, returning to those organizations the leadership talents they fostered when he was young. His most recent positions are on the Michigan Milk Producers Association board and the Jackson County Economic Development Board.

His past record of service reads like a directory of county and state agricultural associations. It includes key leadership positions in the Michigan Association of Farmer Cooperatives, Michigan Animal Breeders Cooperative, Michigan Professional Dairyman's Association, Jackson County Soil Conservation District Board, Cooperative Extension Service Advisory Board, the Governor's Task Force for Agriculture and Michigan Farm Bureau.

He has demonstrated that he is willing to go the extra mile to support the agricultural industry, cooperatives, conservation and youth programs and his community, but Gerald credits his wife Barbara and his parents for the support and encouragement to accept these leadership challenges. Without their help, he says, he could not have accepted the opportunities to serve.

Thanks to his own dedication to the industry and to the support of his family, Gerald Surbrook continues to give effective leadership in the agricultural community and to provide the personal commitment necessary to keep Michigan agriculture moving forward.

## **CARL & ED MANTEY**

Carl and Ed Mantey farm together with their families on

*(continued on page 29)*

# Agricultural Options



**Trading in commodity options, which will be available in October of this year, offers farmers the first new marketing alternative in many years.**

Trading in commodity options will soon be available to agricultural producers. This is the first really new marketing alternative available to farmers in many years. However, options must be understood before they can be used as an important risk management tool by producers.

This month's Agrinomic Update is the first of a three-part series to help Michigan farmers become more familiar with options trading.

## Understanding Agricultural Options

Agricultural options have been around U.S. commodity exchanges for more than 120 years, but they have been banned since 1936 on domestic agricultural commodities. This ban is now being lifted by Congress, which will permit the Commodities Futures Trading Commission (CFTC) to develop a three-year pilot program for trading agricultural options.

The ban is being lifted due to better CFTC regulatory activities and a successful history of options trading for common stocks and treasury bonds. Regulations on trading of domestic agricultural options are still being formulated by the CFTC, but they should be available by Oct. 1, 1984, through approved exchanges.

Both the Chicago Mercantile Exchange and the Chicago Board of Trade are planning to write options on two commodities each, probably corn, soybeans, live hogs and live cattle.

## A New Tool for Risk Management

Options trading (hedging) is similar to futures trading (hedging), with several important differences. Simply stated, an option is an agreement between two parties which gives one party the *right*, but not the *obligation*, to buy or sell a futures contract.

The term "right" indicates a very important difference between futures and options. With futures, an obligation is created for both the buyer and seller. Options are binding on the seller only. The options buyer may exercise his/her option, or abandon it, or even sell it before it expires.

Think of options as they are used in land sales. For example: Your neighbor has 100 acres of land to sell for \$1,500 per acre. You want to buy, but you need another six months before you can give the seller a definite answer. To reserve the land and fix the price, you pay your

neighbor \$15 per acre now for a six month option on the land.

The option gives you the *right*, but not the *obligation*, to buy the 100 acres at \$1,500 per acre at any time during the next six months. If you don't exercise your option, it expires. If so, your neighbor, who keeps the \$15 per acre regardless of your decision, is no longer obligated to sell you the land.

Agricultural options will work in a similar manner. For a fee called a premium, an option gives you the right, but not the obligation, to sell or buy a futures contract at a set price during a certain time period.

In other words, options should be thought of as price protection for which you would pay a premium, much as you would for life, home or auto insurance.

In using options, you can set a minimum selling price or maximum buying price without eliminating the chance to sell higher or buy lower.

This benefit is the second important difference between options and futures. A futures hedge guarantees a crop price, but if prices change, you are still locked into the contract price. On the other hand, an option guarantees you the right to a price, but if prices change, you can let the option expire,



forfeit the premium, and buy or sell at the better price.

For example, if options were available today, you might decide to hedge one-third of your yet-to-be-planted soybean crop by purchasing an option. If your expected production is 15,000 bushels, you might buy an option on a January 1985 futures contract at, say \$7.00 per bushel for 5,000 bushels. The premium cost of this option would be around 50 cents per bushel, or \$2,500.

If the price of soybeans fell to \$6.00, you would be protected because you had purchased the right to sell at \$7.00, and thus realize 50 cents per bushel more than if you had not hedged.

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**Simply stated, an option is an agreement between two parties which gives one party the right, but not the obligation, to buy or sell a futures contract.**

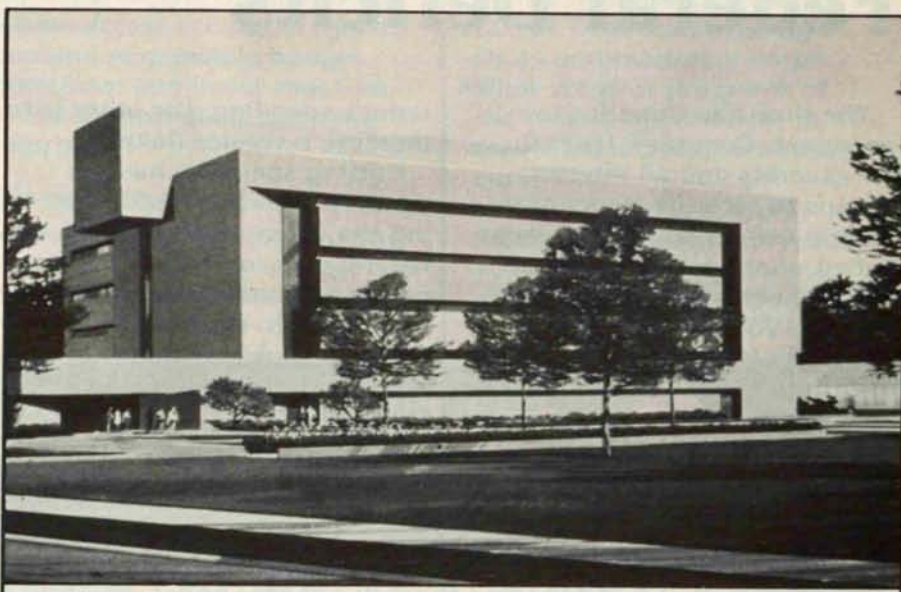
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If the price went to \$10.00, you could walk away from your option, forfeit your 50 cents per bushel premium and sell your crop at \$10.00 for a \$2.50 gain over the hedged price.

The third important difference between options and futures are margin calls. Many producers dislike using futures because of margin calls. But with options, your only expense is the premium you pay to secure your option.

Next month's Agronomic Update will explore the terminology of options and explain how agricultural producers could use options.

## **New Crops and Soil Science Facility Will Boost Research Effectiveness**



**The \$29 million Plant and Soil Sciences Building being constructed at MSU will house the horticulture and crop and soil sciences departments, which are now scattered in five locations. The facility is scheduled for completion in the fall of 1986.**

Construction of a \$29 million Plant and Soil Sciences Building at Michigan State University will enable scientists to keep pace with accelerating plant and soil research. Groundbreaking ceremonies for the facility on March 7 marked the culmination of 19 years of planning and development.

"This (facility) is absolutely essential to our national standing as a center for crop research and teaching," said Dale Harpstead, chairperson of the Department of Crops and Soil Sciences. "It will enable us to step into 20th century research."

According to John Kelly, chairperson of the Department of Horticulture, "the modern laboratories will enable the university to be competitive with industrial research and help set the pace for new plant hybrids and cultural management for agriculture." In addition, the plan for centralization of the two departments will enable the university to provide a higher level of undergraduate teaching and be more attractive

to graduate students and talented researchers, Kelly said.

Major teaching and research units for horticulture and crops and soil science have been housed in various facilities on campus for more than 50 years.

"One of the best things about the facility will be the communication it will enable between professors who are working on parallel research," said Raymond Kunze, associate chairperson of the Department of Crop and Soil Science.

Most undergraduate courses will be conducted on the first and second floors with accelerated research laboratories located on the upper three floors, away from general traffic patterns. Students will find related disciplines grouped on the same floors.

The building will also provide other modern facilities such as a completely computerized greenhouse, a plant therapy room, plant conservatory and a 230-seat lecture hall.

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

# Federal Deficits

The time has come for the president, Congress, federal bureaucrats and all interest groups to face the issue of the federal deficit. With the current deficit of almost \$200 billion, many experts predict a recession in 1985 or 1986. Only a major tax increase or deep cuts in expenditures will help to avoid this.

Finding the proper means to reduce the deficits will be a central economic issue facing farmers and the rest of the nation in 1984.

The fundamental question is: What are the consequences of operating with a budget deficit? Deficits are just a symptom of a serious flaw in our government: the alarming growth rate of federal spending.

If such deficit-financed spending continues, the economy will be less productive. High levels of government intervention, individual spending and saving decisions, and general uncertainty in the business community about Congress' irresponsible tax and spending budget actions will contribute to this lower productivity.

There are just two ways to reduce federal deficits: one is to

reduce spending; the other is to increase revenues (taxes).

Cutting spending has the positive impact of both lowering the deficit and reducing the federal government's influence on the national economy. From an economic standpoint, this is the only choice. It is the spending side of the federal budget ledger where the problem lies, not the revenue side.

The federal spending machine has grown tremendously in the last 15 years. Even small annual increases in spending result in expenditures. In the last two years, so-called federal spending "cuts" have actually been modest reductions in scheduled spending increases.

If we are to control federal spending, it must first be frozen and then reduced. To do this, Congress must look at the major source of massive budget deficits: the uncontrolled growth of federal entitlement programs — including farm programs.

Entitlement programs are that group of federal programs that guarantee a wide variety of benefits to the program beneficiaries, depending on their eligibility. Social Security (the

largest entitlement program), Medicare, food stamps and farm programs are some of the major entitlement programs.

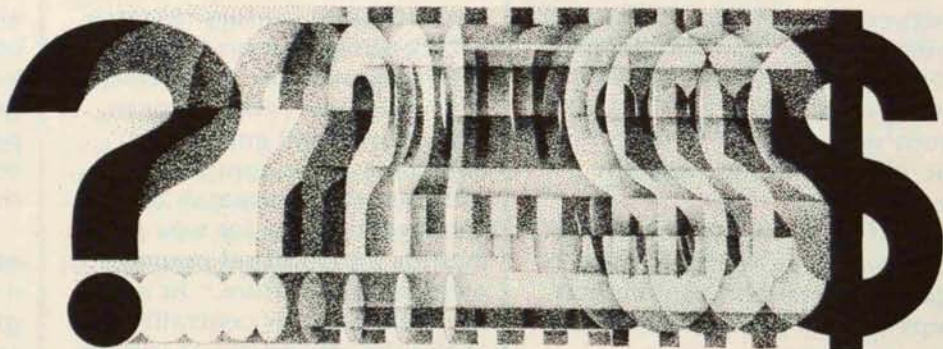
The size and growth of these programs have overburdened the private economy, and the increase in taxes has severely reduced the economic incentives to work, save, invest and take care of ourselves. Public spending generally favors present consumption rather than capital investment for long-term economic growth. Without that growth, farmers and others will not enjoy economic freedom and higher living standards.

It is easy to see why the federal deficit is an important concern of farmers. The cost of federal farm programs has risen from \$4 billion in 1977 to \$21 billion in 1983. Continuation of this cost is considered unacceptable. Farmers must be aware of this political fact and expect farm program expenditures to be fully examined in the debate over the 1985 farm bill. Continuation of expensive federal farm programs is contradictory to FB's plea for reduced federal spending.

The federal deficit issue could play a major role in the debate

**The fundamental question is:**

**What are the consequences of operating with a budget deficit?**



over the 1985 farm bill by providing Congress the opportunity to reduce expensive federal farm program spending and turn agriculture toward more market-oriented programs. Reduced federal spending would also help to get interest rates down and keep production costs from escalating.

Despite the fact that a reduction in federal spending is the only economically viable choice to deal with the problem of deficits, we will undoubtedly see members of Congress try to talk us into supporting new taxes to pay for expanded spending. But history tells us that raising taxes will not eliminate deficits, it will only lead to higher spending.

Political reality assures us that Congress will be unwilling to curtail expenditures for entitlement programs (especially in an election year), which leaves them only one alternative to reduce the deficit: increase revenues (taxes), which will further erode incentives to work, save and invest.

While congressional leaders insist that we have made the maximum amount of cuts possible from federal expenditures, and must now turn to additional tax revenues to tackle the deficit, a group of top business executives has found otherwise.

The Grace Commission, created by President Reagan, is a privately funded team of 161 top business executives who took a look at federal spending and said that the deficit can be virtually wiped out by the year 2000 "without raising taxes, without weakening America's needed defense build up, and without harming in any way necessary social welfare programs." Their report includes more than 2,000 specific recommendations that they believe would save \$300 billion over three years.

The federal deficit issue will remain a central economic

issue throughout 1984. Eliminating a deficit through reduced spending will remain a top ag priority. FB families and voters across the nation must demand responsible budget decisions, and insist that Congress support solid spending reform.

#### Discussion Questions

- Can our country continue to function with huge budget deficits?

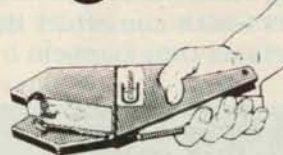
- What steps should be taken to eliminate the federal deficit?
- Should we eliminate the deficit through increased taxes? Reduced spending? Or a combination of both?
- What areas or programs of the federal government do you feel could stand expenditure cuts?
- In 1983, expenditures for federal farm programs reached \$21 billion. Is this an acceptable level?

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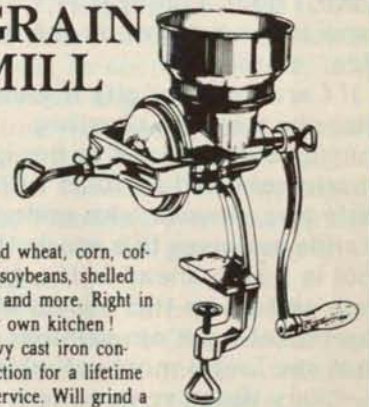
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## Rural Exchange

(continued from page 19)

the once mighty Oak, Beech, Maple, Hickory and Walnut trees.

Hopefully, our organization will come forward in favor of stopping the unnecessary slaughter of one of Michigan's most admired natural resources.

Tom Cox, Vandalia  
Cass County

## AgriCom

(continued from page 13)

Sidney operates a 2,400-acre farm in Ingham County, specializing in corn, soybeans and wheat.

"My husband does most of the marketing, but when he's gone, I do it. I enjoy it — especially when I'm on the upside," Carol said.

If Carol told her city friends that she was into charting, they'd probably look at her in puzzlement and perhaps with a little awe. Anyone who understands and uses this marketing tool is a step ahead in the markets and it was this aspect of the recent AgriCom seminar that she found most valuable.

"Every time I've gone to a seminar, I gain a little more knowledge, things I've missed before. At this last seminar, it was understanding charting more. I feel more comfortable with it now," she said.

Carol and Sidney have two children, both seniors at MSU. Their daughter is enrolled in landscape architecture. "She's always liked farming and we told her she should put an ad in the paper: 'Wanted — Farmer for marriage. Please send picture of farm.'"

Their son, who would "give his eyeteeth to farm but is allergic to everything on the farm," is in mechanical engineering. He's not allergic to computers, however, and he

recently set up a program so the Hawkins can do charting on their computer.

With the knowledge Carol gained from the AgriCom seminar on charting and her son's ability in setting up a computer program to handle that tool, marketing in the Hawkins farm business could become even more profitable.

## High School Vo-Ag Courses Use AgriCom

Charting is just one of the many uses vocational agriculture teachers have found for AgriCom information. High schools in Rudyard, Caro, Sand Creek, Ithaca and Grant are using AgriCom as a tool in teaching America's next generation of farmers.

The schools are integrating computer use into their daily classroom routine, providing "hands-on" experience and exposing students to the many factors which can affect the markets as they happen.



**A computer trade show has become a regular part of AgriCom educational seminars. The trade show gives farmers the opportunity to ask computer representatives about selecting a computer and to see the expansion options for both computer hardware and software.**

Students have access to futures prices, cash prices, market analysis, financial information, weather forecasts, ag news, USDA reports, political analysis and legislative and regulatory reports.

## Advisory Committee Appointed

As an FB program, AgriCom is still a toddler subject to growing pains like any youngster. To help keep the service in line with the needs of its subscribers, MFB President Elton R. Smith has appointed an AgriCom Advisory Committee. Made up of AgriCom subscribers, the committee will assist management in continually improving the program.

Members of the new committee are: Ken Davis, cash crops, Ashley; F. D. Bloss, dairy, Swartz Creek; Keith Talladay, cattle and cash crops, Milan; Mark Smuts, cash crops and MFB board member, Charlotte; Wayne Cook, poultry and cash crops, Mason; James Laurenz, cash crops, Merrill; and Tom Betz, cattle, Springport.

For more information on AgriCom contact the MFB Commodity Activities and Research Department, P.O. Box 30960, Lansing, Mich. 48909; phone 517-323-7000, ext. 547.

## Farmers Will Pay Now or Later

(continued from page 13)

desirable stimulus called market price, market demand. There was no problem at all responding to that. The policies we had based on production controls were set aside for a point in time and we responded to the signal," he said.

Idleman said that the 1981 farm bill was written under the assumption that demand would continue, inflation would continue and prices were going to go up. "To our chagrin, we're

finding that all our assumptions got knocked into a cocked hat. We had demand fall off, we had the dollar go wild in strength. The other countries of the world finally started, in a committed way, to do the same thing we'd started a bit earlier — respond to price. The competition is committed; they're not going to back off," he warned.

The USDA spokesperson said that U.S. agriculture could probably win over the competition "if we commit ourselves to it." Tools to fight subsidized competition include providing credit, subsidy against subsidy, and contract sanctity "if we need them," he said — and no embargoes under any circumstances.

"There has to be a trade policy of the U.S. government that says an efficient agriculture will have access to world markets and when we find unfair competition, we'll take it on in the best possible way to beat it," Idleman said.

## MSU's DSA Recipients

*(continued from page 23)*

1,500 acres near Fairgrove in Tuscola County. The farm, Mantey's Pedigreed Seeds, has produced seed corn since 1921. Although the farm operation centers around production of hybrid seed corn, other acreages include sugar beets and certified seed production of soybeans and wheat.

Their parents, Fritz and Violet Mantey, started the seed business in 1921. A partnership was formed in 1944 when Fritz retired. A corporation was formed later to accommodate entry of Carl's son, Jim, and Ed's sons, Don and Bob, into the farming operation.

Today, the Mantey's pedigree seed enterprise is an outstanding example of independent hybrid seed corn production in Michigan. The move toward statewide prominence began in 1965 when Carl and Ed were active in helping several other certified seed corn producers form a new sales agency, Great Lakes Hybrids, Inc. Carl is now serving as president.

The brothers have been very active in professional seed related organizations in Michigan. They are members and past officers of the Tuscola County Certified Seed Growers Association. Both are active in the Michigan Seed Dealers Association; Carl has served this organization as secretary-treasurer. Outstanding leadership contributions have been made to the Michigan Foundation Seed Association. Beginning in 1956, Ed served for nearly 20 years on the MFSA board of directors, including two years as president. Carl is presently completing an eight year tenure on this board, the last two as secretary-treasurer. Both have contributed to the improved standards and policies for seed release of the Michigan Foundation Seed Association and Michigan State University.

The Mantey's typify the old adage, "If you want something done, ask a busy person." In addition to their leadership involvement in ag related associations, the brothers and their wives are active in church and community activities.

Carl and Dorothy are members of the Caro Development Corporation, the Caro Arts Society, the Christian Rural Hospitality Council, the Tuscola County Republican Executive Committee, the United Metho-

dist Church and the Tuscola County Farm Bureau.

The couple has been active in pledge recruitment for Caro Community Hospital, where Dorothy is a charter member of the hospital auxiliary.

A former registered nurse, she says her personal goal is to keep rural communities well represented and informed on health issues. Her commitment to this goal has been demonstrated by involvement in health training classes and health planning councils and boards.

Ed and Rose are also active supporters of Caro Community Hospital. They are members of the Tuscola County Farm Bureau, the United Methodist Church and the Michigan and International Flying Farmers. Ed has held all offices in the Michigan Flying Farmers and is on the board of directors. He also serves as secretary of the international organization.

Involvement in local government has included the Fairgrove Township Zoning Board and Planning Commission, and the Akron-Fairgrove school board.

Rose is a former trustee and chairperson of the United Methodist Church and is a member of the United Methodist Women, where she is active in various district committees.

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## Lansing Review

(continued from page 8)

work done by senators who support agriculture.

H.B. 5339 would repeal the state tax exemption for ethanol that was passed to encourage the production and use of ethanol in fuel. This is now being discussed by the House subcommittee on tax expenditures. This too will be a major battle before it is over. The public should not be misled by the effort to discredit ethanol made from a renewable source — farm-produced grains!

**K-12 School Aid** — The school aid legislation has been reported from committee. The increase is 7.4%, totaling \$2.11 billion, \$490 million of which comes from the general fund. The rest comes from earmarked funds in the school aid fund.

The formula has been changed from \$328 per student to \$300, plus \$64 per mill of tax. This is up from last year's \$59 per mill. This means that state guaranteed aid per student in a district raising 30 mills will increase from the present \$2,098 to \$2,220. Special education aid will increase about 2%.

Legislation is also expected to pass that would require 180 days of actual school. This means that any "snow days" or other days off would have to be made up.

**Ag Legislation** — Other ag legislation reported in previous *Rural Living* columns is still progressing but not ready for final action. Another new forestry bill, H.B. 5402, has been introduced to create a Forest Products Council in the DNR.

Lansing legislative topics are reviewed by Robert E. Smith, senior legislative counsel.

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