Michigan Farm News



Landmark Growth for MFB AgriCom Program

A Publication of the Michigan Farm Bureau • July 1984

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URAL LIVING

FARM NEWS

A publication of the Michigan Farm Bureau BURAL LIVING

JULY 1984 VOL. 63 NO. 7

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THE COVER The MFB AgriCom program celebrated two years of growth and its 150th subscriber in June. Cover art by Rob Schewe

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RURAL ROUTE

Building a New Voting Majority



Students gain appreciation for the right and responsibility of voting at Citizenship Seminar.

If we could send every Farm Bureau member to MFB's Young People's Citizenship Seminar for a refresher course, we wouldn't have to be concerned about election year apathy. They would come out of that experience with a renewed appreciation for the right and responsibility of voting and couldn't wait to get involved in the political process.

That can't happen, so I struggle to find a new approach that will shake out any apathy that might exist in our membership ranks and unleash all the political power we could conceivably have. That's why I appreciate the help of Pete "87776" Simer, an inmate at Southern Michigan Prison in Jackson, who knows firsthand what it is to lose the right we take for granted (read Country Ledger on opposite page).

We think of incarceration, certainly, as a loss of freedom. But Pete Simer reminds us of something we don't often consider that nobody votes in his "town" — Jackson Prison. Hopefully his words will make every reader look at the right to vote from a different perspective and ask themselves, is it only in losing something that we really appreciate it?

In view of the traditional light voter turnout in primary elections, it would seem that few do appreciate the right to vote, or feel that casting their ballots can have an impact on the outcome. I've often heard the remark, after a general election, "I voted for the lesser of two evils," from people who played no part in deciding who the candidates would be. That truly is shirking a vital responsibility, a classic example of passing the buck and a failure to understand that the buck stops with each individual voter.

If we could send every Farm Bureau member to MFB's Young People's Citizenship Seminar, we would not have to be concerned about election year apathy.

As this is written, members of our political action arm, Agri-Pac, are reviewing the recommendations of county FB Candidate Evaluation Committees, studying the voting records and interviewing political candidates. In a few days, they will announce their decisions on which of the candidates are worthy of the "Friends of Agriculture" title and the support of AgriPac in the Aug. 7 primary election.

Many of you served on the county Candidate Evaluation Committees and I'd like you to know what a valuable service you provided. Like Pete Simer, you shared the "firsthand" experiences and knowledge others could not provide and your input was vitally important to the decision-making process of AgriPac.

Those decisions will be announced in the August issue of *Rural Living*. You can be assured that the selected "Friends of Agriculture" truly are friends of your industry and supportive of the FB policies you helped develop.

Many important decisions involving your industry will be made by the people who are elected next November, at both the state and national levels. But we can't wait until November to make sure the "Friends of Agriculture" are candidates for those decision-maker positions.

I strongly urge you to, first, make sure every eligible Farm Bureau member in your area is registered to vote and, second, to really get involved in supporting "Friends of Agriculture" in the Aug. 7 primary election.

Farm Bureau members, because they are a minority by virtue of their vocation and their good citizenship tradition, can have an impact on the outcome of the primary.

They could become a majority by saying, "Every farmer in my town votes."

Elter R. Smith

Elton R. Smith, President Michigan Farm Bureau

COUNTRY LEDGER

Nobody Votes in My Town

By Pete "87776" Simer

The vote-hawks never land in Conville, USA. Its residents, myself included, have lost their voting rights. I am convict No. 87776 in Southern Michigan Prison (population 5,300), just off I-94 at Jackson.

After a magazine editor expressed interest in how my "neighbors" felt about not being allowed to vote, I talked with nearly 300 of them — most of whom are chronic misfits who merely shrugged or otherwise indicated lack of concern. But there were some unusual responses to my question, "Did you vote when you were free?"

One came from a retired captain of a plant security team who, at age 69, is serving 3 to 10 years for felonious assault (he had shot a toe off his antagonist during an argument over a minor auto accident).

"I've been a good American," he said. "I served on juries seven times. I have donated hundreds of hours to civic activities. When it comes to voting – well sir, I have never shirked my duty." I interrupted: "Duty, rather than privilege?"

He flashed a smile. "Not rather than," he amended, "duty first, then take pride in the privilege."

And this from a 39-year-old burglar, doing 10 to 30 years as a habitual offender: "Hey, man — I ain't never voted 'cause it keeps on lookin' like no matter who gets elected president, ain't no poor folks ever gonna get nuthin' but more of nuthin' just like they been gettin' all along."

The next guy ignored my questions until I loaned him three bucks to buy a jug of spud juice - contraband, locallydistilled booze. At 42, he is serving 71/2 to 15 years for running down and mangling a pedestrian, leaving three little people with no mom. (Twice before he had been found guilty of drunk driving and merely fined.) "I never blew a turn at the ballot box," he said. "I even voted in school board elections. I'm an alcoholic, but I'm also a hardworking, honest, patriotic American. And I'm up on voting because I'm down on lousy deals like Watergate, Debategate and Scandalgates of all kinds. I know that if enough Americans attend to patriotic duty, someday we'll send a president to Washington who will fumigate."

I found a 39-year-old bandit busy at a sewing machine in the garment shop. He is doing "all day" (natural life with no provision for parole). "Sewing, huh?" I asked, idiotically.

He finished a seam, shut off the machine, rose and replied, 'Nope. I'm reaping." A chuckle or two later he responded to the voting questions. "My dad was a strict three-D man: discipline, duty and democracy. Our house was run that way. Any family crisis that could be voted on called for balloting. Me, mom and dad, one brother and three sisters all toed the three-D line. Dad believed that no democracy could survive without the other two D's and that all three D's must start and flourish in the home. So, naturally, it bothers me that part of my punishment is being unable to vote. I never had a chance to vote in a public election."

As for myself, I seem to be a fixture in the chronic misfit category. Now 72, I have served 33 years in one Conville or another - nearly all for counterfeiting and cashing bad checks. But I rarely neglected voting when free and I have high hopes of voting again (in 1988). Meanwhile, the burglar's words keep echoing to enhance my contention that, on either side of the walls of Conville, USA, it is invariably the nonvoters who are most addicted to griping. They seem unable to understand that the only shots heard 'round the political world are the wee small voices of voters at the polls.

In the end, in a strict patriotic sense, I feel that nothing is worse than losing one's right to vote in Conville, USA – except your city, town or village, where each and every registered American citizen *may* vote and "take pride in the privilege" –

And you don't.



LEGISLATIVE REVIEW



Fast Track Legislation – Fruit and vegetable growers could benefit from "fast track" legislation currently being considered by Congress. The bill, H.R. 5449, would grant quicker relief when an influx of imported products floods the domestic market. Under current law, growers must file a petition with the International Trade Commission and wait weeks or months for a decision.

The legislation is especially important to fruit and vegetable producers during peak harvest and marketing months.

Simultaneous import competition in these commodities from a foreign country, such as Canada, damages the growers' domestic markets, but by the time a petition is filed under current law and the ITC reviews the case, the harvest may be completed. Under provisions of the "fast track" legislation, growers would benefit from a faster time frame for having import cases heard and decided by the ITC.

Canadian Pork Import Duties – Proposed legislation,

H.R. 5206, would authorize the imposition of additional duties on Canadian exports of swine and pork products to the U.S. in order to offset subsidies that are allegedly provided to Canada's pork producers.

However, such unilateral action would result in retaliation against U.S. agricultural exports. Under terms of the GATT (General Agreement on Tariffs and Trade) subsidy code, the U.S. would be obligated to compensate Canada by allowing a greater quantity of some other agricultural products to offset restrictions on pork imports. FB will support any action taken by pork producers to get import relief under existing trade laws, such as countervailing duties on subsidized imports, when such subsidies are proven.

Live hogs shipped into Detroit from Canada in 1983 were 127,208, compared to 27,364 in 1981. During the first three months of 1984, there were 144,000 hogs from Canada shipped into Detroit.

Decision on Milk Pricing Rules - The U.S. Supreme Court has unanimously ruled that consumers do not have the right to challenge milk pricing rules. In an 8-0 decision, the court said Congress has approved only the USDA, milk producers and processors in the price regulation process. Allowing consumers to sue would disrupt the "complex and delicate admininistrative scheme" which controls the pricing process for milk products, the justices said.

The ruling has positive implications for the future of all agricultural marketing orders because it spells out where the authority for marketing orders lies and will give some protection against intervention by other agencies of the administration.

Agricultural Appropriations — The agriculture spending bill approved by the House Appropriations Committee for consideration in the House of Representatives provides \$35.1 billion in fiscal year 1985. Highlights of the bill include the following:

•The Agricultural Research Service will receive funding of approximately \$487.4 million, which includes research money for brucellosis eradication and avian flu.

•The Cooperative State Research Service will receive \$254.4 million in 1985. This includes funding for agricultural experiment stations, special research grants and competitive grants.

•The Extension Service budget will receive an increase to nearly \$340 million. However, the Renewable Resources Extension Act was not funded due to budget constraints.

•The Animal & Plant Health Inspection Service will receive restored funding for many miscellaneous plant and animal disease programs, including \$5.8 million for gypsy moth and \$75 million for brucellosis eradication.

•The Federal Crop Insurance Corporation's federal subsidy will be \$126 million. Administrative and operating expenses will total \$202 million.

•The Commodity Credit Corporation will be reimbursed \$8.5 billion for previous losses.

•Farmers Home Administration, the agricultural credit insurance fund which makes loans for farm operating, farm ownership, soil and water programs, flood prevention and resource conservation development, will have a loan level of \$2.9 billion. The rural development insurance fund will have a recommended loan level of \$805 million.

•The Rural Electrification and Telephone Revolving Fund will have a loan level of \$1.1 billion.

•The Soil Conservation Service program funding will total \$356.3 million.

•The Agricultural Conservation Program will be funded with \$190 million.

•P.L. 480 budget recommendations are set at a total program level of \$1.7 billion.



1984-85 Ag Department Budget - The House refused to agree to the Senate version and the issue went to a conference committee. The Senate had increased the MDA budget by \$1.5 million and reinstituted such important programs as weights and measures, funds for the Northwest Horticultural Research Farm, nursery stock inspection, PCB silo replacement, horse industry funds, etc. A provision was also included to lessen the serious impact that the personnel limitations have on MDA programs.

Grain Dealers Act / Uniform Commerical Code – S.B. 55 and 56, introduced by Sen. Nick Smith, would strengthen the Grain Dealers Act to give farmers a priority interest on their grain in case of bankruptcy or insolvency. It would also eliminate, to the degree possible, a buyer of grain from paying a lien that might be on the grain. Both bills passed the Senate a few months ago.

A substitute for S.B. 56, which would amend the Uniform Commercial Code, has been reported out of the House Agriculture Committee. FB's goal in getting the code amended is to prevent the losses many farmers, elevators and others have had when buying grain that turns out to have an unpaid lien on it and then being required to pay for the grain a second time by being forced to pay off the lien.

Following is a brief outline of the changes proposed in the present law. It has taken years of negotiations to agree on acceptable language to tighten the Grain Dealers Act and the Uniform Commercial Code. If the substitute bills pass the House, they must return to the Senate for agreement. It's likely that other changes may be made before final passage.

Some of the main provisions of substitute S.B. 56 are:

 A licensed grain dealer would not be liable to pay a second time if the grain dealer requested the seller to sign a sworn statement at the time of sale that there were no liens on the grain. The forms would be prescribed by the MDA. If the statement was false, the seller would be guilty of a felony punishable by up to three years in prison or a fine of up to \$10,000 or both. If the dealer does not obtain a sworn statement, his liability for paying any lien is limited to two years. The dealer would also be liable if he had actual knowledge that there is a lien on the produce.

•A farmer buying grain from another farmer for use in the farm operation and not for resale would be exempt from paying any lien up to \$15,000 in a calendar year unless he had knowledge that there is a lien. For purchases over \$15,000, the farmer buyer would have to keep records of the amount and type of grain purchased along with date and time of each purchase.

•The lender could be protected by notifying the buyers by registered mail that a lien is on the grain. At the time of the loan and lien, the lender could require the borrower to provide names and addresses of all grain dealers where the grain will be sold. Sales to any buyer not listed without consent of the lender is also a felony with the same penalties. However, no action will be taken against the farmer if the lien is paid. The farmer, upon delivery of the grain, is considered to have an automatic lien for 20 days following the purchase of the grain by the grain dealer. If the farmer records the lien during that time, the lien is considered to have been filed from the date of the transaction. The filing date is important in event of bankruptcy, because the court considers the liens filed first as having the first claims on the available assets.

Substitute S.B. 55 amends the present Grain Dealers Act to allow a farmer to obtain a "purchase money security interest" (PMSI). The grain dealer must, on request, provide a farmer a PMSI which gives the farmer a secured interest in the grain delivered and placed under a price later agreement (PLA). The filing of the PMSI by the farmer with the Secretary of State places the farmer in the status as a "secured creditor." Under current law, farmers are normally considered as "unsecured creditors."

The value of the PMSI is limited to a prorata share of the assets available in the event of elevator bankruptcy failure or insolvency. The bills fulfill FB policy by giving farmers a higher priority which must be considered in case of a bankruptcy.

Bankruptcy law and settlements are complex and time consuming. Creditors have various priority status. The farmer holding a PMSI would be given a priority equal to and in some cases greater than financial institutions depending on the type of security lien filed by the financial institution.

PMSIs would be available for price later agreements only. Other types of transactions (such as warehouse receipts) are presently in a secured position.

(continued on next page)

Legislative Review

(continued from previous page)

Health Care Costs - FB has strongly supported H.B. 5067-69 and H.B. 4798-4801, which would permit third party carriers (Blue Cross Blue Shield, insurance companies, HMOs, etc.) to offer "prudent purchaser arrangements" (PPAs) to those wanting a lower cost alternative health care plan. In a PPA, health care providers (doctors, hospitals, specialists, etc.) bid for the business of the group, which makes it possible to cut costs. It is a new method to create competition among providers and has been successful in the states that permit it.

The legislation passed the House in November 1983 by a large bipartisan vote. However, it has become very controversial in the Senate because of the opposition of some providers. The House-passed bills have been substituted.

At the last minute, the Senate Commerce Committee put in a provision to mandate the breakup of Blue Cross Blue Shield into two or more mutual companies. Actually it would have to be three or more because of the amendments. They would have two years to file a breakup plan to be agreed to by the Legislature. If a plan is not filed, the "Blues" would be dissolved and the assets would go to the state.

The big problem is that the plan would have to continue the present subsidies to low and moderate income senior citizens. Other companies are presently cancelling these people and the Blues are forced to pick them up. FB members and other groups including senior citizens find themselves having to pay the mandated subsidy in their premiums.

FB strongly opposes this provision because there was little opportunity for input and proper consideration. Changes in the Blues organization should be a separate issue with adequate time for proper consideration by those affected.

Underground Tanks – What was previously a five bill package mandating environmental insurance for hazardous waste operations and underground tanks has been reported to the House floor as one bill, H.B. 5105. It allows the state to collect information on the number and location of most storage tanks.

Home heating underground oil tanks of less than 1,100 gallons lost an exemption from registration, by amendment. Underground tanks for fuel and chemicals used on the farm would have to be registered by January 1986, the same as tanks used by other businesses. After consideration by the House, it will go to the Senate for further hearings.

Pesticide Controls – S.B. 730 was introduced in mid-April

The more you expect from your milk feed money, the more you're our kind of dairyman.

Whatever your plans are today – to produce more, less or about the same amount of milk as last year – one thing's for sure. You want the most possible income from the dollars you spend for feed.

And the key is choosing a milking ration that best balances any roughages and grain you may have; that fits your kind of cows – and that will produce the amount of milk you expect. A feed that will do all this most efficiently.

More and more dairymen, including some of the best in the business (like those featured here), find the answer at their Purina Dealer. Purina offers over 200 different milking rations to make sure there's one that will fit your herd. And 63 separate mill locations assure the feeds needed for your area are available.

Ask your Purina Dealer to help you select the best ration for your needs.

DHI rolling herd averages in the top 5% earned them Distinguished Dairyman of America Awards.*

A third generation dairyman, David Roth of Loysville, Pennsylvania, uses the total Purina dairy ration program – from nursing, starting and growing feeds through High Octane[®] Cow Chow[®] brand 36% concentrate. His DHI rolling and would require commercial applicators who spray pesticides on lawns, shrubs, trees, etc., to give a 24-hour notice to occupants of dwelling places within 1,000 feet of the spray area. Contrary to some reports the bill exempts "the spraying of crops or any other agricultural farming operations." No action has been taken on the bill.

Mandatory Seatbelts – S.B. 741 passed the Senate (30-7) to put this issue on the ballot in November and let the voters decide whether the use of seatbelts be made mandatory. This is the position taken by voting delegates at the MFB annual meeting. H.B. 4203, the mandatory seatbelt legislation, is in the House and stayed in committee due to lack of support. The Senate bill is now in the House.

School Aid Fund – S.B. 479, introduced by Sen. DeGrow to earmark the first 1% of the state income tax rate for deposit in the School Aid Fund, passed the Senate. This would be a net gain of about \$131 million over the current general fund allocation. If passed, problems could result. Sen. Gast, Appropriations Committee chairperson, and others warned that the budget could become more inflexible. It could also affect the state's bonding capacity.

Student Testing – S.B. 424, introduced by Sen. Nick Smith, has passed the Senate. It would set high school diploma classification for those students passing the 10th grade standardized test or a comparable test which includes math and reading skills. The diplomas of those passing would so indicate and those failing would only receive a certificate of attendance. The law would take effect in January 1987 with an ongoing review of the program.

Teacher Certification – S.B. 506 passed the Senate

(33-3) requiring a teacher competency test which sets standards of general knowledge, basic communication skills and subject area knowledge. The bill applies to new teachers seeking certification as of Jan. 1, 1987.

Other provisions would require teachers to pass the National Teacher Examination or comparable test. Elementary certification would require passing the three core exams. Those seeking secondary certification would have to pass those plus special area exams.

Non-Certified Teachers – S.B. 261, introduced by Sen. Henry, passed the Senate 34-2. It provides that non-certified, non-endorsed persons may teach a limited number of hours in some areas of science, high technology and foreign languages provided a certified teacher is not available in the area.

(continued on page 30)



David Roth, Loysville, Pennsylvania

herd average is 19,476 lbs. "I tried to increase milk production with another feed," he says, "but it didn't work – so I went back to Purina. It's a lot better feed."

Richard Muller, Washington, Illinois, who also feeds Purina High Octane brand 36% concentrate, reports a DHI rolling herd average of 19,962 lbs. "My father started feeding Purina Cow Chow about 1925 and the herd has been fed Purina since," Muller says. "We have always been satisfied with the results and felt that Purina has done more research than other companies."



Richard Muller, Washington, Illinois

Another third generation dairyman is Amold Oechsner, Jr. of Brownsville, Wisconsin. He feeds his 115 head herd both Purina High Octane brand 36% concentrate and Purina Milk Generator® brand 1056 complete ration. Oechsner, who has a DHI rolling



Arnold Oechsner, Jr., Brownsville, Wisconsin

herd average of 20,309 lbs., says he has fed Purina milking ration for more than five years because it "has given me the most milk production per cow per year."

*Recognition of dairymen who have fed Purina milking rations for over 12 months and whose DHI rolling herd averages are in the top 5% in their state for their breed.



Plan on this! **AG EXPO '84** Michigan State University July 24-25-26



Featuring Michigan's Largest Farm Supply Distributor and Marketer of Grain and Beans

AGRA LAND, INC.

When farmers visit Ag Expo '84 at MSU July 24, 25, 26, they will see first hand new feed and agronomy programs provided by Michigan's newest cooperative — Agra Land, Inc.

Agra Land, Inc., the largest distributor of farm supplies and marketer of grain and beans in Michigan, will feature Croplan and Proware Computer Programs, all to benefit the Michigan farmer.

Croplan provides farmers with the ability to preplan his fertilizer, seed and chemical needs today and recall the information in the spring for application. Other features include fertilizer formulations, production costs, expected return on investment, and record storage for three years.

Agra Land will also introduce Proware . . . where livestock producers can get the latest in Land O'Lakes livestock research and technical expertise for making sophisticated, yet practical, feeding and marketing decisions.

Other Highlights Include:

- •A New Way to Raise Orphaned Baby Pigs
- •New Products for Show Animals
- •New Dairy Products to Improve Milk Production and Butterfat
- New Milk Replacers
- •New Alfalfa Varieties
- New Soybean Seed Varieties
- •New Calf Solar Hutches
- •New Universal Livestock Equipment
- Apple Bobbing
- Country Western Music
- A Place to "Sit and Jaw"

Expo Booth Nos. 248-249, 348-349

Landmark Growth for MFB AgriCom Program

By Donna Wilber

When Jim and Rhonda Thompson subscribed to AgriCom, Michigan Farm Bureau's member-only computerized marketing information and education program, they didn't expect to become celebrities. Yet they found themselves in the limelight, interviewed by farm writers and broadcasters, and honored by the state's largest farm organization.

Why? What made this young Huron County Farm Bureau couple so different from the 149 other AgriCom subscribers? They were the big "150" and that achievement called for a celebration! It was a landmark for MFB's two-year-old "toddler" and AgriCom had not been immune to the growing pains associated with any new member program. It was a signal that yes, this was a service that members wanted and needed. It was also a service that helped fulfill one of FB's top priorities - improving the net farm income of its members.

The program, which has become known as "Michigan Agriculture's Information Connection," started as a pilot project in 1981 with 25 "AgriCom Pioneers." Based on the positive experiences of those pioneers, the program was opened to all members in 1982 and has slowly, but surely, inched its way up to the 150 subscriber landmark.

Meet the 'Celebrities'

Born and raised on a farm near Cass City, Jim Thompson grew up to be an engineer for Chrysler Corporation in Chelsea. It was there that he met Rhonda, a city girl who worked in the office at the same plant. When Chrysler ran into problems, Jim left the company and spent two years with another firm in Ann Arbor involved in the building of the Midland nuclear plant.

As he sat in his air-conditioned office, Jim's thoughts



often returned to the farm he'd left. "There were times when I would have given anything to get out there and mow the lawn for them," he remembers. The fierce independence instilled during his early years on the farm began to bridle under the multiple layers of authority associated with his job.

Now, after almost four years back on the home farm, he admits there have been a few times when that restrictive office might have been more comfortable.

"The grass is always greener until you jump the fence and then, for some reason, it turns brown over there and it's green on the other side," he said.

The transition from urban living to the rigors of farm life created some challenges for the young farm family, especially for city-raised Rhonda and their sons, Chad and Dave, now 14 and 11. Becky, 2, won't have to go through that transition; nor will the little one expected to join the family next December.

Enlisting the aid of Rhonda and their boys at 2 a.m. one winter morning soon after their move to the farm to catch a runaway calf gave Jim some concern about the wisdom of his decision to change vocations.

"Rhonda had never been around animals like that and here she comes out of the house with this great big, bulky coat and these four-buckle overshoes — to catch a calf! The kids' idea of catching a calf was running around yelling at it. About this time, I know I'm in big trouble," said Jim. In spite of all this "help," Jim finally got close enough to the calf to grab its tail. He was dragged across a field of stubble and wrapped around a tree before the family cornered the elusive animal between a fence and a building.

"Guess who jumped him! Here's Rhonda, with that bulky coat and those big boots lying on top of the calf," he said.

"I had chased that calf as long as I was going to," Rhonda recalls. "I was cold and tired and dirty. When it came at me, I just lunged and said 'here goes nothing' and down we went."

AgriCom — The Confidence-Builder

This same pioneer spirit has made entering the computer age a cinch for Rhonda. While both use the service, Rhonda is the key operator during the busy summer months on their dairy, beef and cash crop farm.

"One of the hardest things for me to adjust to when we moved to the farm was not getting that every Friday paycheck. When it came time to sell our crops, it was 'should we or shouldn't we?" — like picking eenie,



AgriCom gives you the information you really need to know and it gives it to you quickly," says Rhonda Thompson, new AgriCom subscriber.

meenie, minie, mo," said Rhonda. "We didn't have the information we needed. Our magazine rack was filled to the hilt with different marketing magazines, but you just can't read all the information in those.

"AgriCom gives you the information you really need to know and gives it to you quickly. I like that and I also like to know what's going on in Washington, D.C.," she said.

Rhonda has visions of eventually becoming the key marketer for the farm operation. "I can just see it now. Jim comes home for lunch and I tell him, 'By the way, I just sold 50,000 bushels of your corn.' I can't quite imagine him saying, 'Oh, O.K., honey.""

Jim's method of making marketing decisions is a combination of his own instincts and the AgriCom information. "I don't look at the advice and just go ahead and automatically follow it. I use it more as a guide. It's a confidence-builder that I'm making the right decisions.

"I make a decision and then check to see if the computer is backing me up. If it's not, then I start to question — why are we disagreeing here? What do they know that I don't know? Then I start analyzing the information and find out what's going on.

"There's a lot of money being lost on family farms because farmers just aren't very smart on marketing. They're really sharp on raising the crops, but when it comes to selling them, they're at everyone else's mercy," Jim said.

That's not the way it should be, the Thompsons have decided, and AgriCom is helping them become better marketers. "We're only just beginning," they said, and it's evident they've come a long way since that night of the runaway calf.



Jim uses AgriCom information and AgriVisor advice to double check and sharpen his own marketing instincts.

A Time to Celebrate, A Time to Evaluate

The Thompsons, as the 150th AgriCom subscribers, along with Michael and Diane Pridgeon of Branch County, Agri-Com's very first subscribers, were honored at a luncheon in Lansing on June 19 and received a certificate of recognition from MFB President Elton R. Smith.

"We're celebrating more than this landmark achievement for Michigan Farm Bureau's Agri-Com program," Smith said. "We're also the first state in the nation to reach this milestone. So it's very appropriate to pause at this point, review our progress, and pay tribute to some of the people who have made this achievement possible."

Also recognized at the celebration were the Michigan Farm Radio Network, *Michigan Farmer* and *Rural Living* magazines, and MFB's Broadcast Services Department for effective Agri-Com news coverage, and key dealers for their promotional efforts.

AgriCom's sales, promotion and customer support coordinator, Mike Kovacic, said the



Trade shows and educational seminars are part of the AgriCom program to show farmers what the service can do on their farms.

landmark was also a time for evaluation, "to look back at our experiences, to review how well the program has served our subscribers, and to decide how it can be improved to make it even more valuable."

That evaluation has already resulted in recent menu revisions and additions. AgriCom subscribers have various options to select from to best meet their particular information needs. Information available includes: futures markets, marketing advice and analysis, cash prices, legislative and regulatory news, commodity reports, technical indicators, state and local weather forecasts, pest management information and financial information.

"Probably the one thing that puts AgriCom a notch ahead of other computerized agricultural information services is that it does more than simply provide data and marketing advice," Kovacic said. "As part of the AgriCom package, educational seminars help sharpen the marketing skills of subscribers and provide opportunities for them to learn expanded applications for their on-farm computers."

Those subscribers who have the AgriVisor option have access to analysis and advice that has a proven track record dating back to 1974.

"The goal of the AgriVisor service is to keep farmers in the top one-third of the market and that goal has been achieved consistently since the program began," Kovacic said. "It was because of this outstanding track record that AgriVisor was selected to be the market advisor for the AgriCom system."

AgriCom will be on exhibit at several trade shows and other agricultural activities throughout the summer months, including July 24-26 during Ag Expo at Michigan State University in East Lansing.

Two-Way Communications

AgriCom is a major responsibility for MFB's Commodity Activities and Research Department — Manager Bob Craig, Mike Kovacic and Ken Nye, and their important support staff, Nancy Ristow and Pam Baughn. This group doesn't lack for feedback on their efforts to supply subscribers with the information and assistance they need. During a recent spring storm, they received eight "Help! The lightning knocked out my system!" telephone calls.

AgriCom's service also allows subscribers to communicate with their information-providers via their on-farm computers. This feedback is closely monitored and the messages received can create action ("I've been on vacation and missed some information..."), chuckles ("Working on my tan; send more sun!"), and reassurance ("We think you're eggstra special!").

But the messages that tell the AgriCom team that the frustrations, long hours and grueling miles they've invested in the new program have been worthwhile are those that read like this one:

"ThuJune 71984159210... WE LOVE AGRICOM!!!"



Short and Sincere – "We Love AgriCom" the printer spelled out at the end of an AgriCom subscriber communication. That positive message deserves one in kind from the AgriCom project team. "We love AgriCom subscribers" grin the team members Ken Nye, Bob Craig, and Pam Baughn. Not pictured are Mike Koyacic and Nancy Ristow.

State Officials Honor Winners of America & Me Essay Contest



The top 10 winners with Secretary of State Richard Austin. From left to right: Brent Penfold, Dora Wong, Roman Kuchersky, Karen Steinhaus, Patrick Adent, Mr. Austin, Patrick Gessner, Phuong Thai, Bobby Glover, Cathy Rumph, and Leah Samuel.

The top 10 winners of Farm Bureau Insurance Group's America & Me Essay Contest were treated like visiting dignitaries at the state capitol on May 23. Lt. Gov. Martha Griffiths, Secretary of State Richard Austin and Attorney General Frank Kelley participated in ceremonies honoring the eighth graders and their parents.

"You are among the best of your generation," Griffiths said. "In this country you have the right to speak out and make the most of your life. I'm glad to see so many of you have already started."

The students' essays were selected best in the state out of several thousand entries from 550 Michigan schools involved in the annual contest.

After their meeting with state officials, which included a behind-the-scenes tour of the governor's office, the students were honored at an awards banquet. MFB President Elton R. Smith presented the winners with plaques and savings bonds.

Cathy Rumph from St. Anne School in Warren won first place. She received a plaque and a \$1,000 savings bond. Her essay accompanies this article.

Second place went to Brent Penfold, a student at Petoskey Middle School. In addition to a plaque, he received a \$600 savings bond.

The remaining winners, who also received plaques and bonds, were: Dora Wong, St. Linus School, Dearborn Heights (\$500 bond); Patrick Gessner, St. Mary's School, Monroe (\$400 bond); Phuong Thai, Lee High School, Wyoming (\$300 bond); Bobby Glover, Donovan-Mayotte Catholic School, Flint (\$200 bond); Karen Steinhaus, North Christian School, Kalamazoo (\$200 bond); Roman Kuchersky, Hillel Day School, Farmington Hills (\$200 bond); Patrick Adent, Reed Middle School, Bridgman (\$200 bond); and Leah Samuel, Post Middle School, Detroit (\$200 bond).

The topic for the 1983-84 contest was "Why America Needs Me." A panel of VIP judges made up of Gov. James Blanchard, Lt. Gov. Martha Griffiths, Congressman Bob Carr, and Lansing TV and radio commentator Howard Lancour determined the final winners.

Started by FBIG in 1968, the annual America & Me Essay Contest encourages Michigan youth to explore their roles in America's future. The contest is conducted with the help of FBIG agents throughout the state who coordinate the contest in their local schools.

As sponsor of the contest, FBIG has earned 11 national awards from the Freedoms Foundation at Valley Forge.

Why America Needs Me

By Cathy Rumph, Saint Anne School, Warren

I must have at least fifty jig-saw puzzles in my basement. My favorite is a picture of some of the most important people in America. No matter how many times I try, I can never complete the picture because there are always missing pieces. One of those could be me.

When I attempt to do the puzzle, I can usually get half of it finished. Up in the corner is the president of the United States — the most important of all. He looks like a strong leader. After all, he has to be. His job is to watch over the whole country. He also helps watch over our allies. One day, America may choose me to carry out his job.

Under the president sit the brave soldiers and Marines. They fight for America and her allies. Someday, America may need me to become one of them.

In the bottom corner, I can see the farmers of America. The food we eat depends on them. When they have a bad harvest, we suffer as they do. I could be a farmer when I get older.

Above the farmers stand the priests, nuns and monks. They may be of different religions but they all have the same purpose — to spread religion and faith. I feel that without faith, America could not survive. In a couple of years, I could be a sister.

At what seems to be the top of the puzzle sit the computer programmers and engineers. They show America the way to easy and efficient lifestyles. My goal could be to become part of this group.

Off the center of the puzzle sit the professors of science. With magnifying glass and book in hand, they tell us of the kind of world we live in. They answer our wonders of today and predict our problems of tomorrow.

In the center of the puzzle are the teachers of America. They will educate the future important people to come. These people will be in full command of America some day soon. Teachers have one of the most important jobs in our society. If the time comes, I may choose to be a teacher.

I can choose to become anything I wish. Whatever I choose to be, America will still need me. One day, I will fill the role of someone in America's picture. America will be as great as the people can sketch it. I can be the finishing touch.

The U.S. Supreme Court did not "kill" P.A. 344, Michigan's Agricultural Marketing and Bargaining Law, as reported by some news media following the ruling announced June 11.The only portion of the law affected by the decision is that accredited associations will no longer represent non-members in negotiations with processors and cannot collect a fee from nonmembers. It is that part of the Michigan law that is in conflict with the federal Agricultural Fair Practices Act, the justices ruled. MACMA already represents 70% of the state's production in asparagus and processing apples, and 100% of the kraut cabbage, so processors are required to recognize the association and to negotiate in good faith. At this writing, MACMA officials had not yet received a copy of the ruling, but believe that business will continue as usual for MFB's marketing affiliate — with one exception: non-MACMA members will no longer receive the benefits of membership.

This year's State Farm Management Tour, July 11 in Gratiot County, will include stops at one dairy operation, two cash crop farms and a combination cash crop/beef cattle business. Farms to be visited beginning at 10 a.m. are the Bovee and Schaub operations, and at 1:30 p.m. the Hrabal and Chaffin farms. The tour is sponsored by the MSU Cooperative Extension Service. Details are available from the Gratiot County Extension Office, 517-875-4125.

Weldon L. Blanton of South Carolina is the new president and chief executive officer of Agra Land, Inc. Blanton, who has over 27 years of experience with agricultural coops, comes to Agra Land from FCX, Inc., a major regional cooperative serving the Carolinas. He replaces Newton Allen, under whose leadership Farm Bureau Services, Inc., was successfully reorganized into Agra Land. Allen, who joined FBS in 1980, had announced last year that he would pursue other personal interests at the completion of the company's reorganization.

The 35-acre Ag Expo exhibit area on the MSU campus will open July 24 for the annual three-day farm show sponsored by MSU's Department of Agricultural Engineering, Agricultural Experiment Station and the Cooperative Extension Service. Over 40,000 farmers and agribusiness people are expected to view commercial and educational exhibits and field demonstrations. For more information call 517-355-3477.

Prorated membership dues through August of this year mean new members can save 50% of the regular \$45 MFB dues. Effective June 1, membership workers began offering FB memberships for \$22.50. For more information, contact your county Farm Bureau office.

Over 1,200 bean soup recipes were entered in the contest sponsored by the Michigan Bean Commission and AAA. Picking the five semi-finalists out of that "mountain" was a big challenge, according to Jim Byrum, executive secretary of the commission. The winner was Roseleen Gable, Muskegon, for her "Grandma's Navy Bean Soup" recipe. She'll be taking a trip to Washington, D.C., as part of her award, to prepare her soup for members of the Michigan congressional delegation.

Recipes were received from throughout the state, with many from Michigan's Thumb and Saginaw Valley areas, center of navy bean production. Byrum said the success of the contest – beyond the most optimistic expectations of the sponsors – may lead to other promotional projects on a national basis in the future. The four runners-up in the contest were Mary Vecellio, Norway; Diana Beitler, Flat Rock; Reid Cook, Dearborn; and Patricia Anderson, Big Rapids.

Western Michigan University is offering several agricultural scholarships to eligible students. Available are six \$500 scholarships for students transferring from community colleges, and eight \$400 scholarships for incoming freshmen to the university. Students wishing to receive information on these scholarships should contact: Consumer Resources & Technology, Agriculture Department, Western Michigan University, Kalamazoo, Mich. 49008. The due date for applying for the scholarships is July 15, 1984.

Regional policy development meetings on Farm Bill '85 will be held at the Grayling Holiday Inn on Aug. 15; Amway Grand Plaza, Grand Rapids, Aug. 16; and Bavarian Inn, Frankenmuth on Aug. 17. These regional meetings will replace the statewide PD meeting usually held in Lansing during August in an effort to increase member participation in the PD process. Further details will be announced soon.

RURAL EXCHANGE

RURAL RASCALS



There's a little bit of country in every kid. During the National Cherry Festival at Traverse City, pie eating contests, cherry pit spitting and other events attract kids of all ages.

Caravan of Donations Plants Seed for the Future

Farmers in the Kent County area helped to plant a seed for the future by donating feed and equipment to the Blandford Nature Center Farm. The farm, which helps educate youngsters on the origin of the food they eat, was in dire need of feed for the animals and some pieces of farm equipment.

Kent County FB members delivered three pick-up loads of feed and equipment to the farm on June 9. Hay from the FB office property will also be donated.

The Blandford Farm is open year round, seven days a week from dawn to dusk. All first graders in the Grand Rapids school system participate in a program entitled "The Food Factory." For many visitors, it is their first opportunity to make the connection that food comes from a farm before it reaches the supermarket.

Highway Use Tax on Farm Trucks

I am writing regarding the article in *Rural Living* magazine several months ago on highway use tax for farm trucks. There seems to be some confusion in how I read the article and how the Internal Revenue Service sees it. I was of the impression that the 5,000 mile limit is in effect now and not after July 1, 1984.

I have been paying use taxes right along for several years and this article made me realize that possibly I did not need to. My truck is generally used only between our two farms (225 miles) for hauling trees from one farm to the other for better sales potential. At no time do I hire my truck out.

Is there any further information you can give me to clarify this situation?

David R. Huff, Highland Oakland County

In 1982, Congress enacted the Surface Transportation Act. This act exempts trucks with a weight of less than 33,000 pounds from the highway use tax. Trucks weighing between 33,000 and

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FARMETTE

By Andrea Hofmeister Tuscola County



"This is the latest from Mr. Paul at the fertilizer plant...."

FARMERS OF THE WEEK

The Farmer of the Week program, cosponsored 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 May 1984:

May 7 – Ramon Waltz, 46, of Mason operates a 400-acre cash crop and farrow-to-finish hog farm. He is a township trustee and township planning commission member, Ingham County Pork Producers Assn. treasurer, serves on his church's administrative board, is Ingham County Soll Conservation District vice president, and a member of the Ingham County FB and past officer on the county board.

May 14 — Maury Clayton, 68, a beef and fruit farmer from Marne, farms 300 acres in partnership with his son. He is a member and past officer in the Kent-Ottawa Horticultural Society and Kenowa Pomesters, is active in the leadership of the Marne United Methodist Church, is an Ottawa County FB member and served as treasurer of the local school system. May 21 – Jack Huber, 62, of Midland, raises over 1,000 acres of cash crops with his son. He is active in Blessed Sacrament Church, is a Bay County FB member, was a director on the local ASCS committee and is a past director on the local MMPA board.

May 28 – Carl Rydquist, 55, Cadillac, and his son have a 200-acre dairy operation on the family's centennial farm. He is township treasurer and is a member of the Wexford County ASCS Committee, MMPA, Zion Lutheran Church and Wexford County FB.



U.I

Seminar Students Learn the Lessons of Citizenship

By Marcia Ditchie

"Beyond This There Be Dragons!" Ancient cartographers placed this phrase on 15th century maps for uncharted areas because even then it was human nature to be afraid of the unknown.

Few "dragons" will be encountered, though, by the 220 high school juniors and seniors who attended the Young People's Citizenship Seminar as they eventually assume leadership positions and exercise the citizenship responsibilities that all Americans enjoy. The 21st annual seminar, which is sponsored by Michigan Farm Bureau and county Farm Bureaus throughout the state to help students learn about those responsibilities, was held June 11-15 at Albion College.

"As you leave this seminar to put into practice the leadership and citizenship qualities you've learned this week, you will be facing a lot of anxiety and fear because you haven't done it before," said Scott McKain, a former national FFA officer who gave the closing remarks at the seminar. "That's very natural. The only way you will learn how to be leaders and responsible citizens is to put into practice at home what you have learned here."

The five-day conference focused on people and governments around the world, the American free enterprise market system, our country's democratic political system and the American way of life. Throughout the week the students were provided a practical



and meaningful experience in citizenship education from world renowned speakers.

"Millions and millions of people around the world have their eyes fixed on America," said Maria Schultz, a Ukranian refugee and now an American citizen who was born in Russia and lived under Polish, German Nazi and communist forms of government.

"They dream about our country. They think about our country. Most of them know that America is the greatest country in the world," she said. "What a privilege it is to be an American!"

Throughout history, the students were told, it was the leadership, initiative and sacrifices of men and women who provided the foundation for the American way of life that is now the envy of the world. "The great heritage and privilege we have in this great nation of ours for both the opportunity to gather and to pursue our unique interests without fear is the result of industry, hard work and achievement," said Rev. Bruce Hanks, a distant relative of Abraham Lincoln. Appearing at the podium dressed as Lincoln, Hanks went back in time to share the great heritage of America in the person of the 16th president.

The Moral Foundation of Freedom

"There are some fundamental and eternal truths that the majority of Americans accept that go beyond that which is expedient," Robert H. Rowland told the students. Rowland is executive director of Enterprise Square USA, an educational facility which teaches the fundamentals of free enterprise.

Speaking on the moral foundation of freedom, Rowland said that the unalienable rights of life, liberty and the pursuit of happiness described in the Declaration of Independence go beyond manmade governments and are eternal in nature and so there is a moral foundation for the American concept of personal freedom.

"The concept here is that since there is a moral foundation, then there must be someone who sets the standards for morals and that is the religious side of our heritage," Rowland said. "It is a fundamental cornerstone in that we believe in something bigger than man and that includes our personal freedoms and property rights upon which the first ten amendments are basically built."

Students Participate in Election Process

Every student had the opportunity to participate in some phase of the American democratic political system during the seminar. They were involved in voter registration, nominating petitions, and primary and general elections, as well as political rallies and caucuses.

During the elections they learned how to use paper ballots, voting machines and computer punch cards in electing their fellow students to the positions of state senator and representative, Supreme Court justice, precinct delegate, county prosecuting attorney, sheriff, clerk, treasurer, register of deeds and drain commissioner.

Each year the seminar has an impact on the lives of most participants. For two former students, their experiences at the seminar led them to the decision to enter the world of politics.

"The seminar helped me focus on the importance of government and people's involvement in government and as a result of that, I ended up becoming more involved in local township government and ultimately to the Michigan Legislature," said State Rep. Donald Gilmer (R-48th District). "I think that the seminar was the first stepping stone to get me where I'm at today."

"Involvement in the seminar certainly had a mark on my involvement in public life," said State Sen. Mitch Irwin (D-37th District). "You're certainly made very much aware of the need and the responsibility to be involved in your community, both in and out of public life."

Since the first seminar was held in 1964, nearly 5,000 students have attended.



Each year students have the opportunity to participate in some phase of the American democratic political system during the seminar. They are involved in voter registration, nominating petitions, and primary and general elections, as well as political rallies and caucuses.



Cherry Promotions have TREE-MENDUS Consumer Appeal

By Cathy J. Kirvan

For cherry lovers, there's no better taste treat than popping a freshly picked cherry into your mouth. But no one is ever quite sure what to do with the pit. Do you discreetly remove it and place it in a napkin or just drop it on the ground? Well, if you're Herb Teichman or one of his customers at Tree-Mendus Fruit chances are that you'll spit it. That's right, spit it.

Pit spitting has been around for a long time, but 11 years ago the Tree-Mendus Fruit International Cherry Pit Spitting Contest made spitting pits an official sports event. This year's contest will be held July 7 at Tree-Mendus Fruit near Eau Claire in southwestern Michigan and is expected to draw around 1,000 people.

"We'll do anything we can to help the cherry industry and have a little fun," Herb said. "Last year we had contestants from several states and five other countries and we always get good media coverage around the world.

"If you can't join us to spit a pit," Herb said, "have a cherry pie that day and think of us!"

Self Promotion Key to Success

Herb also promotes the other fruits grown on his family's nearly 650 acres of orchards –



An international caliber cherry pit spit takes concentration as this young contestant will testify. Over 1,000 persons gather at Herb Teichman's Tree-Mendus Fruit Farm each year for the pit spitting event.

apples, peaches, plums, pears, nectarines and apricots. But his emphasis is on cherries. During a recent trip to Alaska with his mother, he found a way to promote cherries way up in the tundra near the Bering Straights.

"I went in the only store in town and looked for the fruits that we produce," Herb said. "I found four cans of cherry pie filling and bought them. "Then I told the manager that they were out and he said, 'Oh my, that's really moving' and wrote a note to order some more. I admitted that I'd bought all of them and explained that if I ever came back again, it would be because he was selling my cherries, thus enabling me to afford another trip to Alaska.

"We did the same thing in each little town we went in and then used the cans of pie filling to tip people with — the tour director, the taxi driver, the waitress. Of course when you hand them a can of cherry pie filling they don't forget you.



"It's a little bulky in the pocket to carry pie filling...but giving it away is a lot of fun!

"The same kind of thing can be done by all fruit growers," Herb said. "We would move all kinds of fruit if we'd just get off our whatever and do some self promotion and have some fun doing it."

He believes there are lots of things farmers can and should do as individuals to promote their products.

"Start by serving the products you grow to your relatives, friends and neighbors in your home. When you go to a restaurant, look around for someone who is well known. Rather than sending them a cocktail, send them a piece of cherry pie or whatever you produce. It'll be much better for them and they won't forget you."

Unlimited Potential for Ag Tourism

Herb is also a firm believer in the potential for increased tourism in Michigan because of the diversity of the state's agricultural industry.

I feel the state of Michigan could draw a lot more tourists to spend their vacation time and money here by recognizing and promoting our agricultural industry. Restaurants throughout the country that serve our fresh fruits and vegetables could be encouraged to help with the promotion by offering specials during the season. When it comes to vacations, people rate food very highly and we could easily become known as one of the finest places in the world to have a summer vacation."

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Tour buses wind their way through Teichman's Tree-Mendus Fruit orchards, but the tours and farm market sales of fruit, says Teichman, are only part of the untapped potential in agricultural tourism in Michigan.

Immigration Searches Disrupt Ag Employment Operations

Immigration searches, conducted by the Immigration and Naturalization Service (INS), on private farm property are an unresolved problem facing the Michigan agricultural industry. INS, the federal law enforcement agency whose mission is to seek out and arrest undocumented aliens, has allocated significant resources to "farm and ranch checks" that take place on the private property of agricultural employers.

Farm and ranch checks occur in the grower's fields during work hours and in farm worker housing in off-work hours. These searches on farm property can bring work to a standstill, deteriorate worker morale and violate the constitutional rights of both the farmworker and property owner. As of this writing, growers do not have either the legal obligation or the know-how to determine the immigration status of their workers.

Worker morale is affected by INS raids because, all too frequently, American farmworkers are mistaken for illegal aliens by INS agents. In the worst cases, the American workers are detained for hours pending proof of their U.S. citizenship. In addition, these farmworker detentions take place in such traditionally private places as their employer's property, in their housing units or during their work.

Clearly, these INS law enforcement activities are a problem which affect the agricultural industry in Michigan. It is another question whether they are legal.

Suit has been filed against the INS on behalf of farmworkers who are American citizens and other lawful residents who claim they were seized by INS agents. Almost half of the 33 plaintiffs in the case were

ATTENTION - ACTION REQUESTED

Michigan Farm Bureau has received many complaints from members throughout the state concerning the effects of INS farm and ranch checks on the member and his/her employees. This is an extremely important issue, especially in light of the pending immigration reform legislation in Congress.

If your farm or a friend's farm has had a "farm and ranch check" conducted by INS at any time since 1980, either at the farm labor camp or on other farm property, please contact MFB's farm labor specialist, Ron Gaskill, immediately to explain the details of the search(es). Call 517-323-7000, ext. 559, or write to Michigan Farm Bureau, P.O. Box 30960, Lansing, Mich. 48909.

Your assistance is critical if solutions are to be found to this problem.

asleep in migrant housing when an INS dawn raid put them to the proof test.

The basis of the farmworkers' case is the Fourth Amendment to the U.S. Constitution which protects all persons' "rights to be secure in their persons, houses, papers and effects against unreasonable searches and seizures...."

The grower also has Fourth Amendment rights to be free from unreasonable searches of his property. Unless INS has the consent of the property owner or housing occupant, agents cannot search outbuildings and farm labor housing without a warrant. The property owner or housing occupant has the right to see the warrant if there is one, and refuse to consent to a search if there is not one. While agents may pressure the property owner, they will likely honor a refusal in the absence of a warrant.

Warrants are issued by judges after the law enforcement agency has particularly described the place to be searched, and the persons or things to be seized.

This means that search warrants for undocumented aliens should name or describe the aliens sought, describe the particular housing units or buildings to be searched, and the time period for which the warrant is valid.

If the warrant names individuals, the property owner may want to offer to produce the named individuals rather than have INS agents disrupt the whole work force to look for the named individuals being sought.

The warrant is a significant protection of the growers' and workers' rights because it makes the INS provide specific warrant information, thus preventing spontaneous "fishing expeditions" for aliens by INS agents who just happen to be in the area where farmworkers are employed. It is always good practice for the grower to ask for the INS agent's warrant and carefully read it before agreeing to a search of his/her property.

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Farm Bill Questions and Answers

In 1985 Congress will have to write a new farm bill. The following questions and answers raise some of the issues involved as 1985 approaches.

The 1981 farm bill passed both houses of Congress by the slightest of margins after 10 months of intense struggle. If Congress fails to approve a new bill in 1985, will farm programs cease to exist?

No. Farm bills for the past 34 years have simply been amendments of the Agricultural Act of 1949, the Agricultural Adjustment Act of 1938, and the Agricultural Marketing Agreement Act of 1937.

If Congress does not produce a new law, farm programs will be operated using present basic authority.

One hears a lot about target prices, loan rates, reserves and base acreages, but what is the basic issue involved in farm programs?

It is farm income and whether this income will be received from the marketplace in a voluntary exchange of goods, from artificial market prices set by government decree, or from an income transfer system where taxes are collected from the nonagricultural sector and payments made to agricultural producers.

What do we have now?

A mixture of the three. Soybeans, hogs, cattle and poultry rely mostly on income received in the marketplace in a free exchange of goods.

Milk and tobacco prices are established by the government with consumers responding to government set prices in the marketplace and producers receiving the same price regardless of the supply/demand balance.

Feedgrains, wheat, cotton and rice receive income from the marketplace and have an income transfer system of deficiency payments and land diversion payments.

Some fruits and vegetables have marketing orders that attempt to limit sales and achieve price objectives.

Have the programs kept people in production agriculture and preserved the family farm?

No. In 1930 there were about 6.5 million farms. That declined to 5.6 million in 1950 and to 2.9 million by 1970. Current estimates of the number of farms is about 2.4 million.

An even greater change is the type of farm. The subsistencetype farm with limited sales and purchases is gone and a more business-type farm exists today.

What about the variability of income from year to year?

Agriculture is a relatively stable industry. Forces from outside agriculture, such as the inflationary monetary policies and no-growth economic policies of the 1970s, create an unstable environment for agriculture.

Rather than tinker with farm programs in attempts at economic stability for agriculture, a more productive pursuit would be to deal with government policies that destabilize the nonagricultural portion of the U.S. and world economies.

In 1930, farm exports were small compared to today. Has that muddied the farm program water? Most definitely. Buyers in the international market are interested in a consistent supply of the best quality products at the best price, as is true of purchasers everywhere. Guaranteeing a level of income to U.S. producers is of no significance to foreign buyers.

The last three or four farm bills seem to have taken some of this into account, right?

Yes. The use of the target price as an income support, and the loan rate as a price support for grains and cotton, is a good example.

An attempt has been made to keep loan rates at marketclearing levels and to use the target price as the income support by making deficiency payments when the market price is below the target price.

Has that been effective?

Yes and no. There is always great pressure to raise loan rates by policymakers who believe that governments know more about prices than markets do. With the exception of soybeans, regular loans and farmerheld reserve loans have clearly gotten out of line with market reality.

And the target price program?

Target prices have been shown to be effective in supporting income, but at a high cost. In the 1981 farm bill, Congress set target prices for 1982-85 on the assumption that costs and prices would rise rapidly and farm income could be protected at very little cost to the U.S. Treasury.

Unfortunately, Congress poorly forecasted prices and the cost of the target price program escalated sharply, leading to large government budget exposure.

What can be done to reduce this?

Three approaches can be used. One is to increase the loan rate, because the maximum budget exposure is the difference between the loan rate and the target price. This hurts U.S. agriculture in the long run as we are priced out of international markets, foreign production increases and domestic use declines in response to price increase.

The second approach is to freeze or lower the target price.

The third approach is to make the programs so unattractive that few people participate to become eligible for deficiency payments.

How do we get back to the basic issues?

We must look at the impact of farm programs on markets and on socio-politico-economics. On the market side the issues revolve around consistent supplies of quality product at a competitive price.

U.S. agriculture must be allowed to compete in international markets on a competitive basis with other exporters.

Loan rates must allow markets to clear and send signals to producers and users, both domestic and international.

Market development money must be available to assure that as incomes rise in developing countries, U.S. products are promoted.

Export credit programs are also important, but cannot suffice in the long run.

Without first dealing with the market side, there is no hope for an expanding agriculture and a growing farm income.

And the other side?

That is basically the political side of farm programs. Some people believe that income should be transferred from the rest of the economy to agriculture. Farmers are "entitled" to it. Others believe in farm programs to aid young farmers. Still others want to preserve small scale farming as a "way of life."

These programs all require cash transfers and must go through the political process. Often in the past agriculture has lost market opportunities because income transfer programs got in the way of market programs.

Where do mandatory acreage controls for crops and production quotas for dairy fit in?

These programs are an attempt to achieve "market" income via the political process. Since taxpayers may not wish to transfer income to farmers, an attempt is made to force them as consumers to pay more than a free market price for products.

History shows that these programs fail because consumption is discouraged, production is encouraged and substitute products emerge. In the past, U.S. agriculture has suffered lost production opportunities at home and abroad from these types of programs.

What impact will farm programs have on land prices?

Past programs of income stabilization and enhancement have encouraged producers and nonproducers to bid up the price of farmland. Land is a major fixed farming cost that has forced up the cost of production to make us less competitive in the international market.

If farm program benefits are increased to protect producers with higher land costs, the increased benefits force land prices higher. Land in many areas is overpriced in terms of return on investment, and any attempt to make U.S. agriculture more competitive will put downward pressure on land prices.

Where will the key pressure points be in the 1985 farm bill debate?

Pressure will come from producers who have made poor production, financing and marketing decisions in recent years and now find themselves on the verge of being forced out of farming or ranching. Pressure to control farm program costs will lead to market problems if fundamental program benefits are not changed.

Many churches and social action groups will push for help for so-called "limited-resource" producers and those interested in "organic" farming.

How about average producers and average consumers/taxpayers?

FB has traditionally represented the mainstream of producers who seek the opportunity to farm with its potential for profit and risk of loss. Few policymakers will speak for the consumer/taxpayer because politicians generally respond first to special interests organized around programs with federal benefits.

Taxpayers and consumers are highly organized against each relatively small special interest group. Benefits are concentrated and costs are dispersed.

Will cost of farm programs become a political issue?

Quite likely. Much has been made of farm programs costing \$19 billion or more in fiscal year 1983. While some of that "cost" is actually recoverable, cash outlays to producers are much greater than originally expected several years ago.

This may produce a coalition against farm programs by those generally opposed to government spending money and by those opposed to spending money on nonsocial welfare issues benefiting a relatively small number of people.

DISCUSSION TOPIC

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

Agriculture and the Information Age

When our country was established more than 200 years ago, we were basically an agrarian society. We were a country of farmers who, using mostly handpower and a little horsepower, were barely able to feed ourselves and our families.

Then came the Industrial Revolution and with it the mechanical power that enabled the American farmer to become the most efficient in the world. It was the age of mass production. Following World War II, production technology continued to advance at a rapid rate to the point where the American farmer is now able to feed himself and 78 others.

A New Age for Marketing

Now we are entering a new era in the evolution of agriculture. From the Agrarian Age to the age of mass production, we now see the coming of the Information Age. Over the next two decades, electronic computers, high speed data transmission, electronic sensing devices, home computers and portable computer terminals, base communications, ultrasonic detection technology and other related hardware will exert a tremendous influence on the daily activities of American farmers.

This futuristic jargon may sound intimidating to some, but communications and information management already play an important role in the daily activities of farmers, and the rapidly evolving developments in these areas will have great impact on the ability of American farmers to make a profit. As we enter the Information Age, we will begin to see many changes and new developments in agriculture, particularly in the area of marketing. The farmer will no longer just concentrate on producing bushels and bushels of his commodity and taking the price he can get. He will begin thinking about adding value to his product, and marketing it to make more money.

The trend is for farmers and agricultural marketing organizations to integrate forward and add value to the commodity before it is marketed. For example, the apple grower, rather than just produce bushels of apples, will also press cider, make apple pies and sell apple treats. Agriculture must market omelettes instead of milk and eggs, and ready-to-heat precooked chicken pieces instead of whole chickens. This type of forward integration into the marketplace by the farmer offers the consumer a differentiated product with more value. This kind of merchandising strategy means higher prices for the farmer.

Vertical integration will be important to the animal agriculture sector (beef, pork, poultry and fish) for a number of reasons. With the advancements in information and genetic technology, there will be an increase in the ability to design an animal to produce a specific product for a specific market, thus leading to more coordination of production and marketing. Because total meat consumption per capita has remained stable in the U.S. over the past decade, the various components of the animal agriculture sector will be competing with each other for the consumer's dollar. Those segments which are best able to add value, pinpointed to the preferences of the American consumer, will be the most successful.

Many areas of the farm sector that engage in this type of vertical integration will increase their susceptibility to price risk, consequently they will also increase their use of hedging. The use of the commodities futures market as a means of reducing price uncertainty is not new; however, with the information

> With the information literally at their fingertips, more firms, and farmers will make use of the futures market and hedging.

literally at their fingertips, more firms and farmers will make use of the futures market and the hedging process.

Informed Decision Making for Producers

Marketing is by no means the only segment of agriculture that will be affected by the Information Age. In addition to being better businessmen, farmers will be better production technicians. They will benefit from a growing array of electronic technologies that will provide more information and more analytical capabilities.

We are in the midst of an electronic revolution that sooner or later will hit agriculture in full force. Vast improvements have been made in computers in the last decade. From 1970 to 1980, computer speeds increased 100 times, the density of electronic components increased 10,000 times, and the cost of computation and memory decreased by 90%. As a result, a great abundance of information can be stored by farmers on personal computers that give them computational and analytical capability at a reasonable cost.

Farmers have been using personal computers for tasks such as recordkeeping, budgeting, accounting and tax computations. But more sophisticated techniques, well established in the business community, such as long-range planning, alternative analysis and simulation, are just beginning to affect agriculture.

A computer network linked to a farmer's television set by telephone line (e.g., MFB's AgriCom service) provides vast amounts of up-to-the-minute agricultural data on market conditions, weather, and other factors essential for decision making.

Computers will mean more informed decision making for management. The farmer will be able to consider a wide variety of variables in both long and short range planning. Forecasts of markets, economic conditions, costs and even the probability of future events occurring, can be included for several alternatives.

Potential marketing decisions can be analyzed, and the sensitivity of that decision to any variable investigated. For example, a farmer may base his decision on when to sell stored soybeans on daily information he receives on the status of the Brazilian soybean crop. Having instant access to this information could mean thousands of dollars in extra income.

As the cost of computer memory decreases, farmers will be able to store increasing amounts of information. It will someday be routine to predict crop yields on parts of fields with differing soil conditions under different levels of fertilizer and pesticide application, rainfall, etc. This type of information will enable farmers to make better choices of what to plant. More information will also allow farmers to make more effective use of manpower and financial resources, resulting in higher productivity. Computers will also enable farmers to analyze changes in potential profit.

More Innovations; More Affordable

The trend of computers becoming less expensive and more powerful will continue. By the 1990s one will be able to instruct the computer by voice, making communication much easier.

Advances now being made in optical video disks will someday turn a farmer's television into an encyclopedia of information for items such as available seed types, recommended fertilizers, animal disease symptoms, procedures and processes for plant-

(continued on next page)

Can A Computer Help You?



Right now, computers are particularly helpful for progressive, management-oriented individuals. People just like you.

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Discussion Topic

(continued from previous page)

ing and harvesting, and equipment repair and maintenance.

Plastic cards, the size of credit cards, with programmable memories, will contain information that can be easily updated. These could be used to record the current information, life history and daily production records of a cow, or they could

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record maintenance records and fuel use of machinery to evaluate efficiency and help determine whether replacement or repairs are necessary.

In the area of electronics, fiber optics, which are immune to noise and highly resistant to failure, will replace wires in many applications. Communications among people in several farm buildings will be simplified.

Sensors will be developed to detect moisture content, color and sugar level of crop samples to determine when to harvest. Torque, wheel slippage, soil color and soil water content will be used to control tractor power for optimum fuel use.

There is little doubt that agriculture is at the threshold of a new period in its evolution. But a generation of farmers trained in the technology is needed before the real impact of computer capability and other technological breakthroughs is realized. Farmers will then be better equipped than ever to face the challenges of the future.

Discussion Questions

- How will your farming operation and others like it be affected by the new wave of technology and information?
- •What are some of the ways that your farming operation is already adapting to this new era?

Immigration Searches

(continued from page 28)

Growers and farm workers also have important rights in the context of farm field searches. INS agents have entered fields without a warrant to check worker documentation after observing farmworkers in orchards or farm fields.

One American farmworker who was confronted in this manner said the agent disputed his citizenship even though he produced his driver's license and other documents upon request. Since this farmworker was not free to leave during this interrogation, his constitutional right to be "secure in his person against unreasonable seizures" was violated.

The employer/private property owner in this case has the right to bring a suit in state court for damages against INS for trespass. However, due to a recent U.S. Supreme Court decision (Oliver v. United States), the landowner's constitutional right to be free from warrantless searches of his field is not as clear as it was.

In that judgement, the court said that a posted private field located away from the home could be entered without a search warrant by federal agents looking for marijuana. The court said that under the "Open Fields Doctrine" the owner of these fields did not have a constitutional expectation of privacy and, therefore, the drug agents' actions did not amount to a search.

Whether the same result would be reached where INS agents make a warrantless entry onto a posted private orchard or field to look for workers is an unanswered question, but certainly the above precedent could easily be applied to farm fields.

Growers who wish to preserve their rights for potential legal challenge to INS field raids should ask to see a warrant and make clear to the INS agents that they do not consent to their warrantless entry onto land; then call the police. Although INS agents might proceed with the field search regardless of these actions, these steps on the grower's part would preserve his/her right for later court action.

Rural Exchange

(continued from page 17)

80,000 pounds will pay a highway use tax of between \$50 and \$1,600 per year depending on the weight of the truck.

However, the new act contains a special exemption for agricultural vehicles. The exemption provides that farm trucks will be exempt from the tax regardless of weight if driven less than 5,000 miles per year on the highways. This new act and the 5,000 miles exemption for farm trucks does not begin until July 1, 1984.

Members Continue Food Donations to Needy

Two county Farm Bureaus are continuing efforts to help feed needy people in their areas even though the program that spurred those efforts has ended. Project AIM, which collected and distributed over three million pounds of food during its 9 months of operation, was started in December 1982 to help fight the "hunger crisis" declared by Gov. Milliken.

In Alpena County, FB members recently distributed groceries and produce to 50 families in cooperation with the Salvation Army, which provided the names of needy families. Project director Sally Wong said FB members contributed grocery items, produce and money to purchase food as well as packing the boxes for distribution.

Included in the boxes were flour, sugar, rice, potatoes, onions, carrots, apples, cabbage, milk, butter, eggs, hamburger and liver. The Cooperative Extension Service provided recipes and information on how to use and store the various foodstuffs.

In Macomb County, several FB members are participating in a gleaning program this harvest season. At a board meeting this spring, directors agreed to offer the progam in cooperation with the Regional Mission Church in Detroit. Young people from the church will go into farmers' fields after the harvest is over to "glean" the remaining food. The gleanings will be given to food shelters and be used to help raise funds for the missions.

Send your news, comments or questions for Rural Exchange to: Rural Living Magazine, P.O. Box 30960, Lansing, Mich. 48909.

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Legislative Review

(continued from page 9)

Certification Process - S.B. 503, introduced by Sen. Sederburg, passed the Senate 35-1. It would create a specific teacher certificate endorsement for grades six through nine by requiring content competency and classroom experience. The state board would establish a two step certification process including a probationary period of two to five years leading to the professional certificate valid for five years with renewal every five years. Teachers of grades seven through twelve would have to have a major or minor in the subject area they teach within two years of the bill's effective date.

All these Senate passed bills now go to the House for consideration during the fall session. Teacher unions are expected to strongly oppose them.

Grape and Wine Industry Council – S.B. 773 and 774 were recently introduced by Sen. Gast. The tax on wines would be increased 1 cent (from 13.5 cents to 14.5 cents per liter for wines under 16% alcohol, and from 20 cents to 21 cents per liter for those over 16% alcohol). Winery license fees would be cut. The increased revenue would be earmarked for a Wine Industry Council revolving fund.

The bills also create a Grape and Wine Council in the Department of Commerce. The eightmember council would consist of three wine makers, a wine grape grower, the director of commerce, the director of agriculture, an MSU staff person and the chairperson of the Liquor Control Commission as an ex-officio member. The members would be appointed by the governor from lists submitted by the Michigan Wine Institute or any licensed winery.

The council would provide for: research on wine grapes and wines including planting methods, growing, insect and disease control, charting microclimates, processing, distribution, advertising, sales promotion, product development, expanding markets and information and education programs.

The council would also develop and administer financial aid programs to wine grape growers to encourage increased planting of desirable grape varieties for producing quality wines.

The bills passed the Senate and are now in the House Agriculture Committee.

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

TREE-MENDUS

(continued from page 22)

Herb said one of the keys to a successful agricultural tourism industry lies in cooperation between local businesses and communities.

"Every gas station, radio station, newspaper and person tourists come in contact with should know what's going on in the community so they can send people to the attractions," he said.

Another way Herb believes agricultural tourism can be promoted is through the state's travel information centers.

"Commodity groups could have information displays at the travel information stations and when the products are in season, give free samples," he said. "We ought to have a low wave radio broadcast along the interstate highway system so people could tune in like they get the weather report. It should include what's being harvested in Michigan, what events are going on, where the fishing is good, if the color season or deer season is going on. "Michigan is a great place and we need to tell people that. We have more water, more shoreline, more fishing, more woods, more fruit than almost any state in the country," he said. "Why go over those mountains to California when you can enjoy all this so much closer?

"My ambition has been to have a place where customers can pull off the road and forget the rest of the world."

The thousands of families that have visited Tree-Mendus Fruit to pick their own fruit fresh from the trees would testify that the Teichmans have achieved that goal.

National Cherry Festival Pit Spit for Amateurs

When it comes to pit spitting, the competition at the National Cherry Festival, July 8-14 in Traverse City, is strictly for amateurs.

"We're not ready for the international competition at Tree-Mendus Fruit," said festival director Doyle Heffron. "Our winning spit last year was about 40 feet and I'm sure that wouldn't even get you in the first round down at Herb's contest. We're considering inviting his winner up here, not to compete but as an exhibition and to build up that contest a little.

"We may not be good at spitting pits but we are good at promoting the cherry industry." he said. "The National Cherry Festival is a celebration of the harvest that has grown to serve a two-fold purpose — recognition of the cherry industry and a major tourist attraction."

Many of the 120 events held during the week of festivities center on the cherry, including the Very Cherry Luncheon, the children's cherry pie eating contest and the daily orchard tours. This year's festival will include a booth selling freshly baked cherry products, a farm market that sells nothing but items made with cherries and a souvenir stand that will only have cherry related items.

FARM BUREAU MARKET PLACE

FARM EQUIPMENT

Starr Flush Trays, Farrowing Stalls, Nursery Pens, Free literature includes weights, pricing, Some dealerships available. Starr National, 219 Main, Colchester, IL 62326, 309-776-3446. (7-24p-ts)

Hog Equipment – Del-Air Heat Exchangers. Osborne Feeders. K.G. Johnson Farrowing Crates. Chore-Time Feeding. Mix-Mill Systems. Hamilton Distributing Company. 616-751-5161. (6-12t-23p-ts)

Wanted to buy: International grain binder, McCormick-Deering riding cultivator, and milk cans for shipping milk. John Spezia, Leonard, Mich. 48038. 313-628-4147. (7-22p)

Chain Saw Files — Swedish made quality. Only \$9.88 per dozen postpaid. 5/32" or 7/32". Send check or money order Stanton Hardware. 102 N. Mill, Box 366, Stanton. Mich. 48888. (5-41-289)

Grain Dryers – Stormor Ezee-Dry, Farm Fans Automatic, Used Dryers, PTO and Automatic, Hamilton Distributing Company, 616-751-5161. (6-12t-17p-ts)

For Sale: 750 gallon Sunset bulk tank with washer. Compressor unit, two years old. Phone 616-924-2147. (7-13p)

For Sale: Jenson wood coal hot water boller, add on model 24AC. Used one season. \$975. Will deliver. Write R. Krzeminski. 10305 Charlotte, Portland. Mich. 48875. (7-22p)

For Sale: International 350 diesel tractor, \$1.200. Airhand blower for high moisture corn, \$2,400. High moisture corn over 11.000 bushels out of Harvestor silo. Phone 517:433-2289. Rosebush. (7:26p)

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, Bradley, Mich. 1-800-632-7731. (7-5t-29p)

Silo for sale: 14 x 40° concrete stave. dome top. Dolson. Phone 616-757-3552. Scottville. (7-2t-15p)

LIVESTOCK

Goats: Registered Nubian milkers, doelings, and bucklings, Also two Saaneen, and one Alpine doelings, Phone Sanford, Mich., 517-687-2496. (7-2t-17p)

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

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

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Milking Shorthorn: Young bulls, yearlings and calves for sale. Write or visit Stanley M. Powell and Family, Ingleside Farm, Route 2, 3248 Powell Hwy. Ionia. Mich. 48846. (6-6t-27p)

DOGS

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Cabbage Patch-Like Dollsl 21 inches. Make your own! Complete instructions. patterns. birth certificate. \$2.75. Hamiltons. Box 652-131. New Ulm. Minn. 56073. (7-22p-ts)

Coldwater Dill Picklesi – Can in minutesl No hot brine. Delicious. crisp. Factory secretsl Recipe \$1.00. Hamiltons. Box 652-131. New Ulm. Minn. 56073. (7-21-ts)

"Gentle Years," hair and body shampoo. used in hospitals and nursing homes, yet deep cleaning for rough hands. No bathrub ring. Ingredients include: jojoba oli, aloe vera and glycerin. 16 oz. plastic bottle only \$3.50 including postage. Available in gallon. \$16.00. For free sample send 50 cents for handling to: Advent-Age Products. Inc., Rt. 1, M-72 East, Williamsburg, Mich. 49690 or call 616-258-8326 or 616-369-2812.

(6-2t-65p)

Nowl Frozen tomato slicesi Enjoy garden fresh flavor, year roundi Complete, easy instructions. \$1.00. Hamiltons. Box 652-131. New Ulm. Minn. 56073. (7-21p)

MISCELLANEOUS

"United States Organ" – Whitney and Raymond. Cleveland. Ohio. Excellent condition. Original finish. Austin Greenhoe. Crystal. Mich. 517-235-4207. (6-21-160)

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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)

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NURSERY STOCK

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)

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

100 acres with rustic 5,000 sq. ft. home. Good tree farm. over 30,000 pines planted. Write P.O. Box 331, Millington. Mich. 48746. (5-3t-22p)

CLASSIFIED AD POLICY

Through August 1984, members pay 10¢ per word for noncommercial 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. See the announcement below for new ad rates.

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.

ATTENTION CLASSIFIED ADVERTISERS

Beginning in September 1984, classified ad rates in Rural Living magazine will change as follows:

- Members will pay 25 cents per word.
- All other advertisers will pay 50 cents per word for one insertion and 45 cents per word for two or more consecutive insertions of the same ad.
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