

# RURAL LIVING

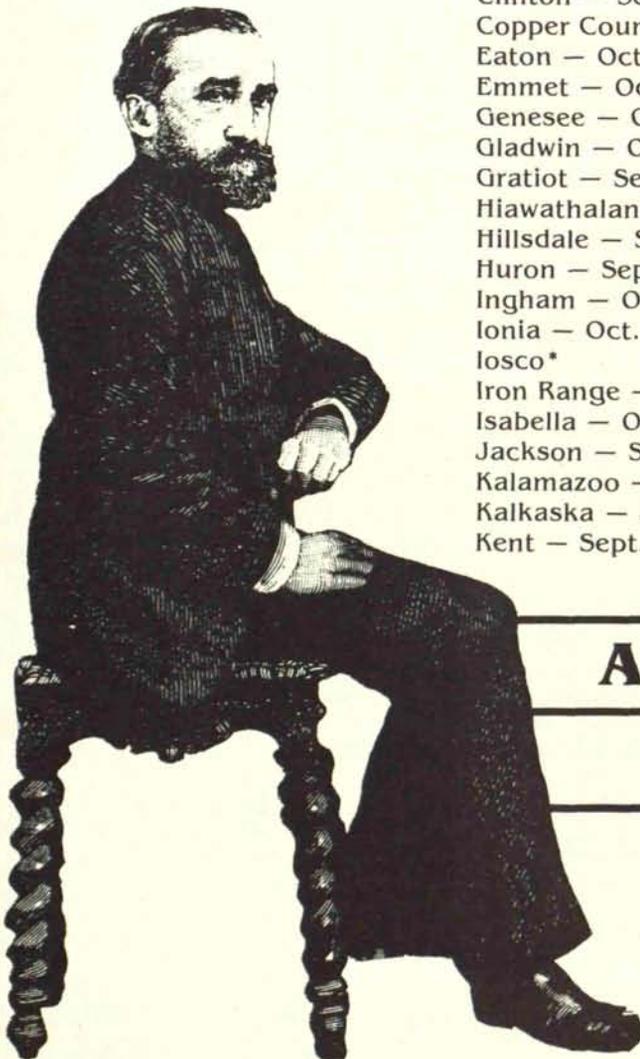


**FB Programs & Services:  
TOGETHER WE WIN!**

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# Good Ideas Get Better When They're Shared

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Alcona — Sept. 29	Lapeer — Oct. 3
Allegan — Oct. 8	Lenawee — Sept. 19
Alpena — Oct. 10	Livingston — Sept. 26
Antrim — Oct. 9	Mackinac-Luce — Oct. 15
Arenac — Oct. 14	Macomb — Oct. 10
Barry*	Manistee — Oct. 21
Bay — Aug. 25	Mason — Oct. 1
Benzie — Oct. 7	Mecosta — Oct. 7
Berrien — Nov. 1	Menominee — Oct. 9
Branch — Sept. 16	Midland — Oct. 1
Calhoun — Oct. 1	Missaukee — Oct. 1
Cass — Oct. 7	Monroe — Sept. 17
Charlevoix — Oct. 2	Montcalm — Oct. 24
Cheboygan — Oct. 15	Montmorency — Oct. 10
Chippewa — Oct. 14	Muskegon — Oct. 19
Clare — Oct. 24	Newaygo — Oct. 10
Clinton — Sept. 17	Northwest Michigan — Oct. 9
Copper Country — Oct. 10	Oakland — Oct. 3
Eaton — Oct. 5	Oceana — Oct. 21
Emmet — Oct. 14	Ogemaw — Oct. 24
Genesee — Oct. 8	Osceola — Oct. 15
Gladwin — Oct. 1	Otsego — Oct. 3
Gratiot — Sept. 6	Ottawa — Oct. 10
Hiawathaland — Oct. 8	Presque Isle — Oct. 7
Hillsdale — Sept. 11	Saginaw — Oct. 3
Huron — Sept. 26	St. Clair — Sept. 24
Ingham — Oct. 5	St. Joseph — Oct. 26
Ionia — Oct. 7	Sanilac — Sept. 7
Iosco*	Shiawassee — Oct. 12
Iron Range — Oct. 5	Tuscola — Sept. 14
Isabella — Oct. 16	Van Buren — Oct. 23 (tentative)
Jackson — Sept. 26	Washtenaw — Sept. 27
Kalamazoo — Oct. 8	Wayne — Oct. 8
Kalkaska — Sept. 6	Wexford — Oct. 8
Kent — Sept. 24	

\*Date not set at press time.

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## Attend Your County Annual Meeting

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Contact your county Farm Bureau  
secretary for more information

# RURAL LIVING

## FARM NEWS

A publication  
of the  
Michigan  
Farm Bureau



SEPTEMBER 1985  
VOL. 64 NO. 9

**THE COVER**  
Michigan Farm Bureau programs and economic services were on display for visitors to MSU's Ag Expo, July 23-25.  
Photo by Marcia Ditchie

## In this issue:

### Blue Ribbon Rural-Urban Opportunity

Michigan State Fair gives Oakland County FB volunteers a blue ribbon rural-urban opportunity

8

### Let's Hear It for Our County Secretaries!

County secretaries get awards, recognition and training at the summer secretaries' conference

11

### Delano Calls for Grassroots Contacts to Support FB's Farm Bill Proposals

AFBF President Robert Delano called on FB members in every state to contact their congressmen during the summer recess to support FB's farm bill proposals

16

### County & State Coordinators Exchange Ideas at MACMA Conference

19

## COLUMNS

- |                             |                                    |
|-----------------------------|------------------------------------|
| Rural Route — page 4        | Front & Center — page 17           |
| Country Ledger — page 5     | Agronomic Update — page 26         |
| Legislative Review — page 6 | Discussion Topic — page 28         |
| Rural Exchange — page 14    | Farm Bureau Market Place — page 31 |

**Michigan Farm News RURAL LIVING:** Michigan Farm News Rural Living is published monthly, on the first day, by the Michigan Farm Bureau Information and Public Relations Division. Publication and editorial offices at 7373 West Saginaw Highway, Lansing, Mich. 48909, Post Office Box 30960; telephone, Lansing 517-325-7000, Extension 510. **SUBSCRIPTION PRICE:** \$1.50 per year to members, included in annual dues. \$3.00 per year non-members in Michigan, \$5.00 per year non-members out of state. Publication No. 345040. Established Jan. 15, 1925 as Michigan Farm News, name changed to Michigan Farm News Rural Living Dec. 1, 1981. Third-class postage paid at Lansing, Michigan, and at additional mailing offices. **EDITORIAL:** Connie Turbin, Editor and Business Manager; Donna Wilber, Contributing Editor; Marcia Ditchie, Associate Editor; Cathy J. Kirvan, Associate Editor. **OFFICERS:** Michigan Farm Bureau: President, Elton R. Smith, Caledonia; Vice President, John Laurie, Cass City; Administrative Director, Robert Braden; Treasurer and Chief Financial Officer, Matthew Butzin; Secretary, William S. Wilkinson. **DIRECTORS:** District 1, Arthur Bailey, Schoolcraft; District 2, Lowell Eisenmann, Bilssfield; District 3, James Sayre, Belleville; District 4, Elton R. Smith, Caledonia; District 5, Albert Cook, Mason; District 6, John Laurie, Cass City; District 7, Robert Rider, Hart; District 8, Lyle LeCronier, Freeland; District 9, Donald Nugent, Frankfort; District 10, Margaret Kartes, West Branch; District 11, Bernard Doll, Dafer. **DIRECTORS AT LARGE:** Dave Conklin, Corunna; Michael Pridgeon, Montgomery; Wayne Wood, Marlette. **FARM BUREAU WOMEN:** Faye Adam, Snover. **FARM BUREAU YOUNG FARMERS:** David Lott, Mason.

## Sowing the Seeds for Annual Policy Harvest



**MFB President Smith urges FB members to attend local FB policy making sessions this fall.**

*Harvest: the act or process of gathering a crop, the time or season of such gathering, the result or consequence of any action.*

Few farmers look in the dictionary for the definition of harvest. They know what it means. But in an organizational sense, the word "harvest" has special significance to Farm Bureau. The annual harvest of grassroots farmer concerns and ideas to address those concerns is what makes our organization so unique and effective.

This is the season for Farm Bureau's annual policy harvest. Concerns and ideas will be harvested from Community Action Groups, during county, district and state policy development meetings, and at various county and state FB committee meetings. The harvest season will continue through county, state and national annual meetings and the result will be a "crop" of policies that will provide direction to Farm Bureau, at all levels, during the year ahead.

Awareness of, and appreciation for, Farm Bureau's policy development/policy execution (PD/PX) process is probably at an all-time high right now. Seeing the results of their grassroots PD/PX efforts on Farm Bill '85 — from the very birth of ideas on what kind of federal farm program would be best for agriculture to the introduction of FB's farm bill in Congress — created that awareness and appreciation.

Member involvement in the development of that particular

policy was gratifying. It continues to provide the necessary impetus for effective member involvement in the execution of that policy. Addressing the Farm Bill '85 issue has been good for our organization in terms of illustrating to members what they can accomplish through Farm Bureau.

There will not be (thankfully) a farm bill for members to get involved in writing every year. This does not mean that our 1985-86 policy harvest will be any less important. There are many challenges in the year ahead for farmers and the need for policies to address those challenges is crucial. Farm labor, water rights, animal welfare, soil conservation — these are just a few of the issues on which Farm Bureau must have strong direction for action during 1986.

While the awareness of what tremendous power the organization's grassroots PD/PX process gives to the American Farm Bureau Federation and the Michigan Farm Bureau has grown, I believe the potential of county Farm Bureaus as a moving force in their communities is not as broadly recognized as it should be. A multitude of opportunities for county FBs to take leadership in attacking local problems and making their communities better places to live and do business are just waiting to be tapped.

Farm Bureau members are not an isolated segment of society. They are citizens of their communities, concerned about their schools, their local roads and bridges, zoning, solid

waste management, the growing demand for local services and how to finance them.

In most Michigan communities, the county FB has more human resources to get things accomplished than any other organization. Because of its voluntary membership power base, it can make things happen on the local scene — if it has strong local policies to provide direction for action.

I am pleased with the continuous growth in the number of local resolutions developed by county FBs in the past few years, but certainly not satisfied that every opportunity for impact on local decisions has been tapped. Using your county FB to solve local problems does more than just solve the problems. It also enhances the image your members and the public have of your county FB as an organization that gets things done.

No other organization gives its members more opportunities for input into policy decisions than Farm Bureau. You have a right — and a responsibility — to help develop a solid policy platform that will chart a clearly-defined course for your Farm Bureau — county, state and national — in 1986. Check the dates of your county policy development meetings and county annuals and mark those on your calendars. Be there and help harvest Farm Bureau's 1986 crop of policies.

*Elton R. Smith*

**Elton R. Smith, President  
Michigan Farm Bureau**

## Ain't We Got Fun!

By Connie Turbin

Not long ago, we completed a series of membership "Speak Up" meetings. I wasn't at all of the meetings, but I suspect the one I attended wasn't much different from those held in other locations around the state. Farm Bureau — past, present and future — was pretty well discussed at those meetings. There was a lot of concern about "member involvement."

"Things have changed since the early days in Farm Bureau," members complained. The Young Farmers saw the organization as a little old fashioned and too serious. Older members bemoaned the loss of the "Farm Bureau neighboring spirit."

There is a certain amount of truth in those generalizations about Farm Bureau, but it would be too bad if they were accepted as fact. Because it just ain't so. I hope the pages of this month's *Rural Living* will help tell a balanced story about Farm Bureau people who are serious about their industry and who share good times and laughter with one another.

Oakland County Farm Bureau members open up this issue with a positive approach to the changing rural-urban population in southeast Michigan. Instead of complaining about the influx of "suburban" people, this spirited group has developed some programs and fun activities that will help make friends for agriculture.

Success sure puts a smile on your face! County secretaries who earned a spot on the membership campaign all-star team and "Blitz to Get Rich" auction dollars were smiling at the

**The Chevy S-10 awarded to Discussion Meet winner Joel Holzhausen carries the District 8 YF softball champs from Isabella Co.**



Statewide Secretaries' Conference at Schuss Mountain, July 17-18. The conference's "just for fun" activities, combined with workshops and general sessions, boosted morale and skills. The cheering starts on page 11.

Flags flying above the Farm Bureau/Agra Land tent and sunny skies over the state's largest outdoor agricultural equipment show added to the atmosphere of fun at the 1985 Ag Expo, July 23-25. A photo layout on page 13 walks you through the Farm Bureau exhibit where programs and services were displayed under the theme, "Together We Win."

Summer in Farm Bureau wouldn't be complete without at least one pig roast, a bunch of picnics and at least one red-hot Young Farmer softball game.

This summer fills the bill with the MACMA Direct Marketing conference finale and hog roast at the Northwest Michigan Horticultural Research Station. Special guests at this outdoor event were county member to member coordinators and FB direct marketing representatives from Florida, Kansas, Wisconsin, South Carolina, Nebraska, Missouri, Minnesota and Illinois. Make some of the Traverse City area tour stops with them. Photos and story on page 19.

Where District 8 Young Farmers got the energy to play six games of co-ed tournament softball on a hot July afternoon

is a question that will have older spectators pondering right into cold weather. The answer, these young farmers from Bay, Midland, Saginaw, Isabella, Gladwin and Gratiot counties, will tell you was, "It was FUN!" They're already planning the second annual District 8 Young Farmer Softball Tournament for next summer.

Umpires Becky Jeppesen and Lyle LeCronier are advising the Isabella County team to treasure that traveling trophy for this year because the competition's after them.

On the cool side, District 5 Young Farmers pulled up their summer picnic caravan alongside the shady lawns and blue waters of Lake Lansing park for a day of family fun and fellowship, Aug. 5.

Don't forget to add the Oakland County Farm Bureau "Pig Out" on Sept. 7. That brings us back to Oakland County where we started, but it goes to show that "fun and friendliness" in Farm Bureau are where you find it — you've just got to keep your attitudes on the "up" side.

I've probably missed more than a few of the "Fun-To-Do" and "Get-To-Know Ya" events that have happened or are coming up around the state. I'm sorry if I missed your county, but with all this fun in Farm Bureau, it's just hard to keep track.

## WASHINGTON

### Federal Budget for 1986 —

After six months of debate, a budget resolution was passed in the U.S. House and Senate before the Aug. 2 recess. The resolution contains no new taxes, but does not provide any freeze in COLA adjustments.

For 1986, agriculture outlays will be \$15.55 billion. The House had recommended \$15.8 and the Senate had recommended \$14.5 billion. For 1987, agriculture outlays will be \$16.3 billion, and in 1988, \$13 billion. Three year outlays for agriculture will total nearly \$45 billion. However, the House and Senate ag committees must come up with \$8 billion in spending cuts for fiscal years 1986-88 to meet the reconciliation requirements of the budget resolution.

**Farm Bill Status —** Neither the House nor Senate ag committees gave final approval to the 1985 farm bill before adjourning Aug. 2. As a result, the measure will not be ready to submit to the full House and Senate until Congress reconvenes Sept. 4.

House Agriculture Committee Chairperson Kika de la Garza said that the committee will have to pare down costs in their farm bill mark up by at least \$10 billion.

Sen. Jessie Helms, chairperson of the Senate Agriculture Committee, estimated that the Senate committee's version would cost \$53 billion over a three year period, \$18.2 billion more than the congressional budget ceiling.

**National Beef and Pork Check-Off —** AFBF Executive Director John Datt expressed concern for proposed national beef and pork promotion check-off programs in a letter to members of the Senate Agriculture Committee last month. He outlined FB's opposition to the proposal, saying that the measure does not provide for a producer referendum and that producers who do not wish to participate are unable to obtain a refund of the assessment.

The cost of the two programs to producers could be as much as \$150 million annually. Datt pointed out that the proposed national promotion program could adversely affect established state check-off programs.

**Protectionist Measures —** Agriculture would be a net loser if the U.S. imposed a 25% surcharge on countries which enjoy large trade surpluses, warned Bruce Blanton, an AFBF economist. He called a congress-

sional proposal to levy the surcharge highly protectionist and said the measure would invite retaliation.

The proposed legislation would target Japan, South Korea, Taiwan and Brazil, encouraging those countries to substitute other sources of supplies. The result could be a net reduction in purchases of U.S. farm products. Further, the U.S. could open itself to similar treatment from other countries such as the Netherlands, Egypt, the U.S.S.R. and Australia where U.S. merchandise exports were 65% greater than imports from those countries.

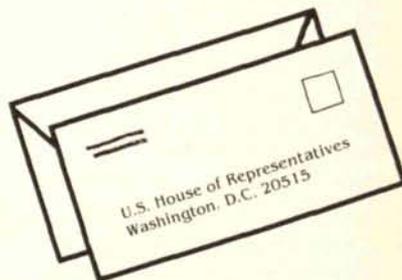
**Immigration Act Reform —** When Congress reconvenes Sept. 4, FB will seek two key amendments to S.B. 1200 (Immigration Act Reform):

- The first is a search warrant amendment which would give owners of open fields the same Fourth Amendment protections as owners of buildings. The

## Take a minute today to stop four years of mandatory controls

Congress will reconvene on Sept. 4. The next 18 days of congressional action on the Farm Bill will affect your farm for the next four years.

**Sign and mail the Farm Bill action cards at the center of this issue. See pages 16-17.**



Supreme Court ruled a few years ago that the Fourth Amendment to the U.S. Constitution did not extend to open land. Consequently, the Immigration Service has taken advantage of that ruling, invading migrant housing in search of illegal aliens. The search warrant amendment is also contained in H.R. 3080, which has been introduced in the U.S. House.

•The second amendment would provide for an optional temporary foreign worker program for producers of perishable agricultural commodities. FB is supporting the improved H-2 program which is already a part of S.B. 1200.

## LANSING

**Elevator Closings —** A Michigan grain company with two elevators has closed, leaving unpaid some farmers who have delivered grain. Some type of reorganization will probably occur, or bankruptcy might be involved. Over the years, FB has promoted and supported many changes in the grain laws that have greatly reduced farmers' risks in selling and storing grain. However, farmers must do certain things to protect themselves. Some of these include:

•On delivery, the farmer has 30 days to decide what he or she wants to do with the grain, including selling, warehouse receipt, price later agreement, etc.

•It is wise to have the elevator put your intentions on each scale ticket.

•In case of closing, a warehouse receipt guarantees that the grain is still yours. The bankruptcy courts have upheld this.

•If you choose a "price later" agreement, the elevator must either keep the grain on hand, store it elsewhere or have 80% of the value of the grain in escrow or similar protection.

•If you have a "price later" agreement, you can further protect yourself by getting a "security interest" in the grain. On your request, the dealer must provide a form to obtain a "purchase money security interest" (PMSI). The filing of this form with the secretary of state's office places the farmer in the status of a "secured creditor." Farmers are normally considered "unsecured creditors." As a "secured creditor," you would receive a prorated share of the assets in the case of bankruptcy failure or insolvency. A PMSI form provides a priority equal to, and in some cases greater than, the financial institution's, depending on the security lien filed by the financial institution. Elevators must prominently post a notice informing the farmer of this provision. This FB-supported change in the law last year is very important.

The MDA enforces the laws by audits and requiring daily "position reports" from grain buyers along with other requirements. The laws have helped to prevent many losses but farmers also have a responsibility to protect themselves to the degree possible.

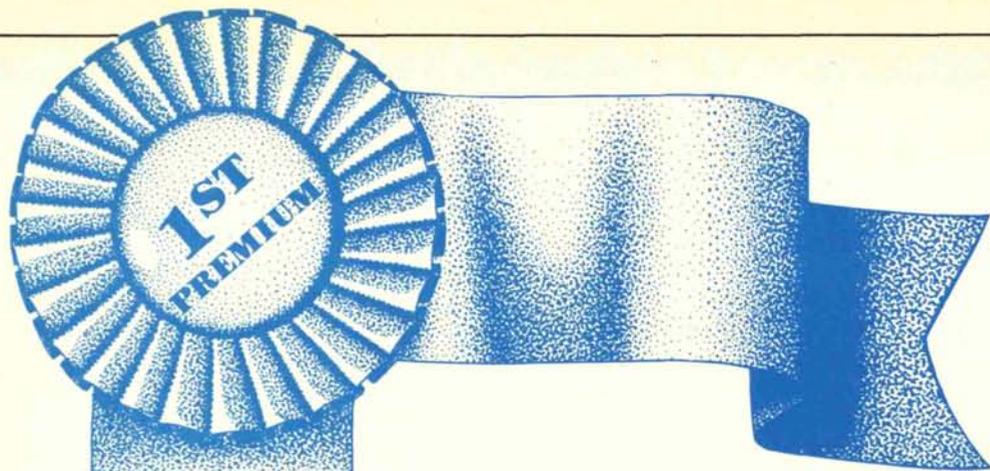
**Funding for X Disease Battle —** Sen. Harry Gast, chairperson of the Senate Appropriations Committee, included \$104,000 in the new MDA budget to remove abandoned, disease-ridden grape vineyards

as well as the common choke cherry. The importance of this to our fruit industry in Michigan cannot be overstated.

For example, abandoned vineyards and the common choke cherry carry a disease mechanism known as X disease. X disease has become the number one problem in peaches and is starting to effect sweet and tart cherries. Up to 5% of Michigan's peach orchards are already infested with this disease and if left unchecked, it could have an extreme affect on the Lake Michigan fruit growing area. This small appropriation will help head off such a disaster.

**Workers' Comp Reform —** Gov. Blanchard recently signed workers' compensation legislation that maintains the reforms made in 1982 that expired this year, streamlines the procedures used for claims (there are several thousand claims in backlog) and provides a small claims procedure. It also includes a provision on sole proprietors which clarifies the law and could be helpful to the ag industry as well as other independent workers.

**Wine Industry Council —** The purpose of S.B. 112, introduced by Sen. Gast and others and signed by the governor, is to promote Michigan wines and grapes. It sets up a seven-member council in the MDA and will be funded by the regular taxation on wine. The legislation will be useful to not only the wine industry, but also for planting and growing research, insect disease control, and marketing promotion of Michigan wines and grapes.



## Blue Oppo

*By Donna Wilber*

"It's a real funny feeling sometimes living in Oakland County," said dairy farmer L.C. Scramlin. "This county has a tremendous history in agriculture and we still have a lot of people who have roots on the farm, but the number of farms is dwindling. That trend will likely continue so we've had to evaluate what the role of the Oakland County Farm Bureau will be in the future."

Oakland County, once the site of several of the nation's most progressive farms, is now an urban area as the metropolitan population spills over city limits into the surrounding countryside. Condos pop up overnight between farms, it seems, and the sprawling city of Pontiac is a geographic barrier between the remaining prime farmland in the north and south sections of the county.

This changing environment has created special challenges for Scramlin, as president of the Oakland County FB, and members of the county board. They had a choice. They could resign themselves to the fact that urban people had taken over the area and give up their efforts to stimulate member involvement in county programs — or they could turn their challenges into opportunities.

### **Communications: A Top Priority**

They chose the latter and have turned their urbanization problem into an opportunity to share the story of agriculture — and of Farm Bureau — with non-farmers.

The Michigan State Fair, Aug. 23-Sept. 2, provided a prime target audience for this priority goal as the Oakland County FB volunteers replaced MFB staff as the organizers and coordinators of the FB exhibit in "Agriculture's Amazing Acre."

"Involvement in the State Fair is a family tradition. The whole family goes, we take two or three trailers and we're there constantly," Scramlin said. "I've

Here's a  
*Winner!*

# Ribbon Rural-Urban Opportunity for Oakland County

always felt sort of guilty that the MFB staff had to travel from Lansing to Detroit every day to handle the exhibit when we live just 35 miles away.

"We thought this would be a good project for Oakland County. We're short on people power but we knew that members from surrounding counties like to participate in this activity. We felt if we could organize and coordinate the display, this would free up the staff people who have better things to do, especially this time of year when policy development is getting kicked off."

Scramlin believes that FB's involvement in the State Fair is important and offers more opportunity for interaction with city people than county fairs.

"Many of the people we meet at county fairs are those who are pretty well tied to agriculture and are real supportive of the industry. But the people who come to the State Fair aren't that kind of people; they're really urban people. You see hundreds of people every day who have never seen a farm animal. Their image of farmers is the basic, old stereotype so we have a real education opportunity.

"I think it's good for the

farmers who participate, too. Communications is a two-way street and it's not just the farmer who is doing the educating. We learn from the city people."

Oakland County FB has used some of its financial resources to build an agricultural promotion trailer for use at urban shopping mall displays.

"It starts out as a little 4'x4' trailer, but it pops open and spreads out. It has a built-in projector and screen to show slide-tape presentations," Scramlin said. "It's a real handy unit and we're still perfecting it."

Scramlin said years of experience at mall displays have taught them not to put so much emphasis on commodities that FB takes second billing.

"People in the organization think agriculture and Farm Bureau are synonymous, but we have to remember that there are a lot of people who don't know about our organization," he said. "Many of them, for example, think Farm Bureau is a government agency. It's a shame to go to that much work promoting our various com-

modities and forget our organization."

The Oakland County FB president also believes that farmers should beware of laying too much "heavy stuff" on urban people. "You can lose people by accentuating the negative. When they get to know us, they find that we are eternal optimists. That can't help but show through even when we're talking about our problems. But we have to remember to accentuate the positive and there are lots of positive things about our industry."

## **A Salute to Insurance Agents**

There's a positive side to Oakland County FB's unique situation, too, and the county board is accentuating it.

"In a county like ours, where you have a growing insurance business and a dwindling farm population, it's easy for the county board and the insurance company to get miles apart philosophically," Scramlin said. "There's potential for animosity.

"But there's no two ways about it. The insurance people have really done a lot for our membership. The county board realized that while they do a lot for us, what we were doing for them was somewhat lacking.

"So we decided — why not have a big party where the insurance people could invite their clients and we could have a mix of regular and associate members having fun together?"

The "big party" will be a pig roast on Sept. 7. The invitation list includes all of Oakland County's 2,260 members and their families, including grandpa and grandma, for whom Bingo will be an option to the more strenuous activities. A petting zoo, a milking contest and an appearance by Ronald McDonald are just part of this family day.

"There will be opportunities to find out what Farm Bureau is and what Farm Bureau Insurance Group has to offer, but mostly it will be a fun day," Scramlin said.

During the activity, county leaders hope to surface interest in programs such as the Women's Committee, Young Farmers and local affairs. And it's one more opportunity for Oakland County to focus on its rural-urban communications priority.

Southeast Regional Representative Susan Garner sees the event as a chance for the mixed membership to get to know each other. "It will give us the opportunity to make the associate members aware that rural and urban people have many common problems, such as schools, roads and bridges, taxes and solid waste management, and that Farm Bureau addresses those problems," she said.

"We all have families and we all have moral responsibilities to our children and their futures. We have many areas in common with our urban neighbors and we should focus on those common areas rather than pointing out how different we are."



**Southeast Regional Representative Susan Garner and Oakland County FB President L.C. Scramlin envision a bright future for the county organization, despite the influx of non-farm residents to the county. "I think the (county's) role will change, but it will be a very important role," says Garner.**

Oakland County FB is footing the bill for the big event and FBIG agents are serving on committees doing much of the footwork while farmers are in their peak work season. "It's giving us a chance to work together," said Scramlin. "We think it's real important to have a good relationship and a mutual respect for each other."

### **Reaching Target an Achievement**

Despite its growing urban population, Oakland County FB made its 1985 target (gain in regular members) for the first time in several years. Scramlin credits regional representative Garner for making it happen.

"Susie should be real proud of this accomplishment," he said. "She really got on our board about their responsibilities in the drive for regular members and they're very proud that they achieved target."

Garner is proud of the Oakland County FB board, too, and visualizes a bright future for the organization.

"I really see a bright future for the Oakland County Farm Bureau 10 years down the road, even when the city moves further into the country," she said. "I think its role will change slightly, but it will be a very important role."

"It's exciting to watch the progressive attitudes of the board members. They're ready for a changing society and the computer era. They're looking at all those things and how they can be most effective."

"One of the things I admire most about Oakland County is how they're always looking for ways to help other counties. They look at whether what they're doing is benefiting a neighboring county and how they can help the rest of the region."

"It's a kind of caring, family attitude that can result in a really strong, united organization, which is what we all want," she said.



## Let's Hear It for Our County FB Secretaries!

By Cathy J. Kirvan

The image most members have of their county Farm Bureau is often the image projected by the county FB secretary.

Recognizing the important role the secretaries play, Michigan Farm Bureau has started an aggressive training program. It includes quarterly meetings held on a regional or bi-regional basis and a state-wide conference during the summer.

This year's Statewide Secretaries' Conference was held July 17-18 at Schuss Mountain. According to Scott Walter, coordinator of member records and county services for MFB, the purpose of the conference is to keep the secretaries up to date on administrative changes, refresh their memories on service to member programs, offer new learning experiences and expose them to motivational speakers.

"It also gets their batteries recharged for the year and

gives them time to share ideas with other secretaries," he said.

### 'Bogus Bucks' Offered as Membership Incentive

The important role secretaries play in the membership campaign was recognized this year with a "Blitz to Get Rich" incentive program. Secretaries were designated the "center" on the county FB membership team.

"Just like in football, the entire drive revolves around the center," Walter said. "The center is the person who helps start the drive in motion and keeps the momentum going as the team pushes closer and closer to goal."

The efforts of the county secretaries were rewarded with "yardage" for participating in a variety of activities, including attendance at regional secretaries' meetings, goal getters conference, kick-off meetings, membership committee meetings, board meetings and victory parties. Secretaries also

earned yardage for signing new members and bonus yards were awarded if the county yards reached gain, target or goal by May 31.

At the end of the incentive program, yardage was totaled and the secretaries received 10 "bogus bucks" for each yard gained. The "bogus bucks" were used to bid on over 100



Livingston County FB secretary Cleo Dutkiewicz shares practical information about using the new computerized Field Comm communication system.

items at a special auction during the statewide conference.

### Special Recognition for Top Counties

Some secretaries received additional rewards for outstanding "play" during the blitz. MFB named an all-state squad, made up of the top "center" from each region. Prior to the auction, they were presented with

"1985 MFB All-State Squad" T-shirts.

There were also "division" champions. For the contest, the FB regions were divided into two divisions, with the secretaries from the top region in each division winning a trip for two to the Sept. 14 MSU vs. Arizona State football game. They also received an MSU cap or beverage warmer.

Other highlights of the conference included updates on Blue Cross Blue Shield, Medicare, Health Maintenance Organizations, MACMA direct marketing sales, the Field Communications program, insurance procedures and MFB service to member programs. C. Leslie Charles, a motivational speaker, gave the secretaries tips on polishing their professional skills.



### ALL-STATE SQUAD

#### SOUTHWEST REGION

Mary Dick, Van Buren

#### SOUTH REGION

Ardath Gillette, Hillsdale

#### SOUTHEAST REGION

Cleo Dutkiewicz, Livingston

#### CENTRAL REGION

Marilyn Knight, Clinton

#### WEST REGION

Jeanne Flinn, Ionia

#### WEST CENTRAL REGION

Helen Witte, Newaygo

Sharon Carlson, Ottawa

### SAGINAW VALLEY REGION

Rita Eisenberger, Isabella

### THUMB REGION

Cathy Tinsey, Huron

### NORTHEAST REGION

Mary Seibert, Alcona

### NORTHWEST REGION

Bonnie Putney, Benzie

### NORTH REGION

Nancy Gabara, Presque Isle

### UPPER PENINSULA REGION

Carolyn Hesselink, Chippewa

### DIVISION CHAMPIONS

#### THUMB CONFERENCE

Deanna Sawdon, Tuscola

Marta Jacob, St. Clair

Marilyn Batkie, Sanilac

Cathy Tinsey, Huron

Pat Woodward, Lapeer

#### NORTHWEST CONFERENCE

Alida Bevans, Wexford

Bonnie Schripsema, Missaukee

Bev Iott, Kalkaska

Joyce Edge, NW Michigan

Lori Clements, Manistee

Bonnie Putney, Benzie

# AG EXPO 85

## Welcome to the Farm Bureau and Agra Land Tent!



"Together We Win" was MFB's theme at Ag Expo '85, July 23-25 at MSU. At the AgriCom booth, farmers learned they can increase their profits by subscribing to AgriCom and AgriVisor services.



Safemark tires, batteries and steel products, available only to FB members, were on display.



Agra Land's feeder pigs drew attention from all ages.



Over 1,200 people had their blood pressure taken at the MFB Women's booth.



At the FBIG booth, topics of discussion ranged from estate planning to auto and farm insurance.



Visitors were winners, too, at drawings sponsored by MFB and affiliates. Prizes included MFB and FPC hats, FB jackets, Safemark playing cards, Agra Land grain scoops, MACMA insulated cups, FBIG road atlases and FPC penetrating oil.



Farmers visiting the FPC booth could watch a demonstration of the new card-activated, 24-hour fuel dispenser.



Continuing a family tradition, third generation farmer Ned VanderPloeg, 2½ weeks old, visited Ag Expo. His parents, Laurie & William, and grandparents, Henrietta & Robert, are Kent County FB members.



Farm & Garden's Geraldine Smith interviewed expo coordinator Bill Bickert.

## Early Gain Nets Big Fish for Wexford County FB Membership Workers

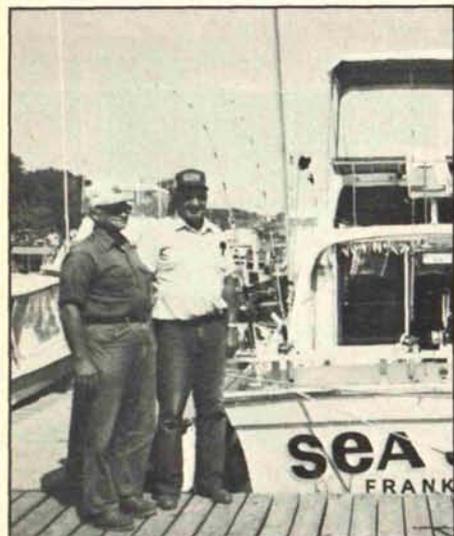
Wexford County Farm Bureau was first in the Northwest Region to net membership gain and target, so the winning team got an opportunity to net some big fish. A chartered fishing trip, offered by Northwest Conference General Manager Andrew Ferdinand, proved to be an effective membership blitz

incentive as his six teams battled for top honors.

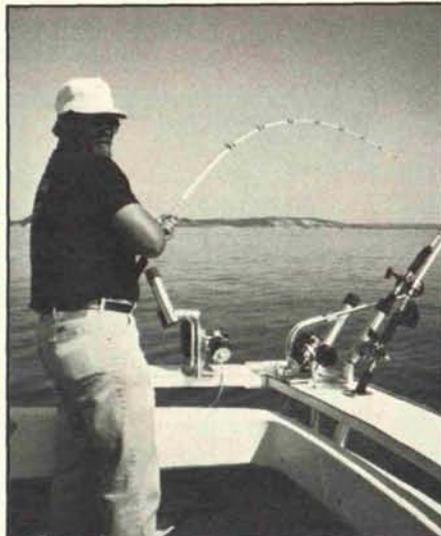
The Wexford team achieved gain and target in February (and have since gone over their membership goal due to their early start), but waited until mid-July to claim their reward. The sun was shining, the lake was calm and the fish were

biting when membership coach John Zakrajsek, along with team members Dave Crawford, Myron Bridson and Eugene Rogers boarded the Sea Joy II in Frankfort.

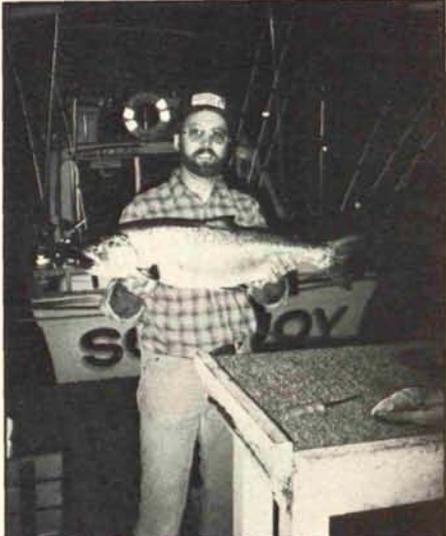
The winning combo pulled in a fine catch consisting of eight lake trout and four king salmon during the five-hour fishing trip.



Wexford County FB directors Myron Bridson and Eugene Rogers get ready to reap the rewards of their 1985 membership efforts and reap the lakes of trout and salmon.



Big lake trout and fighting salmon are no match for FBIG agent Dave Crawford. Crawford and his FB companions aboard the Sea Joy II pulled in eight lake trout and and four king salmon.



Membership chairperson John Zakrajsek is as proud of this big catch as he is of Wexford County FB's early wins in membership gain and target.



## Chippewa County FB Hosts 4-H'ers

Over 250 members of the International 4-H Youth Exchange Association and their families were treated to a farm tour and barbecue supper at the John Kronmeyer dairy farm in Pickford on July 17. The dinner was sponsored by the Chippewa County Farm Bureau.

The IFYE held its annual alumni conference at Lake Superior State College in Sault Ste. Marie.

The group included representatives from 15 countries and 30 states.

**RURAL RASCAL** — This little tyke (right) appeared on the front page of *The Huron Daily Tribune* recently. Writer/photographer Sandra Hogan reports: "As I was taking this adorable child's photo, a man walked up and said, 'Do you know whose grandson that is?' It wasn't hard to guess — with Jack Laurie (MFB vice president) standing there beaming from ear to ear. Guthrey, 1½, is a real cutie and loved posing for me." Guthrey was enjoying a milk break during a district Holstein show in the Thumb. He is the son of Doug and Tammy Laurie of Cass City.



Photo courtesy of  
The Huron Daily Tribune

### Juice Drinker Supports American Labeling

Recently I heard a discussion on the radio of the problem of imported apple juice, and Farm Bureau's plans to ask the government to label the juice as to its source. That's a good idea, but will take some time.

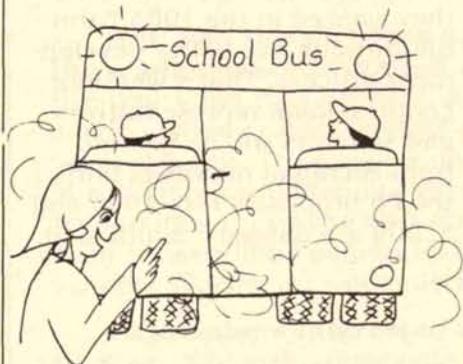
Meanwhile, why not label American grown and produced juice with big stickers of your own?

As a consumer of apple juice, I wasn't aware that some of it is imported.

Mrs. E. Buckman  
Harper Woods, Wayne County

### FARMETTE

By Andrea Hofmeister  
Tuscola County



"... there go my garden hoers, tomato pickers, jam sealers and potato diggers. Now I can get something done!"



**REAL RASCALS** — Margaret Reilly began cutting her son Jim's hair back in 1925, and at 92 years of age, still does. She lives in a wing of Jim and Mary Reilly's home in Brown City. Jim and his son, James, operate a 500-acre dairy farm in Lapeer County.

### Group Digs in to 'Real' Treat

The Hemlock Community Action Group really knows how, not only to promote, but to enjoy, our products. After our June meeting, we had a potluck luncheon and celebrated dairy month with a dessert prepared by Linda Beyersdorf that even her husband Skip couldn't finish.

Linda concocted a banana split for 14 people, using one-and-a-half gallons of ice cream, several different toppings, about eight bananas, a can of nuts and a whole can of whipped cream. She topped it all off with several red cherries.

Our FB group has members of many different ages, but when it came to a big banana split



that you had to eat with a large spoon, everyone became a kid.

So why not enjoy a "REAL" dairy treat at your next meeting and become one of us kids!

Hemlock Community Action Group, Saginaw County

*Rural Living* magazine welcomes contributions to *Rural Exchange* from FB members. Materials must be received on the first day of the month preceding month of issue. Photos will be returned if requested. Send photo contributions, announcements of county events, and/or commentary to *Rural Living*, Attn: Rural Exchange, P.O. Box 30960, Lansing, Mich. 48909.

# Delano Calls for Grassroots Contacts to Support FB's Farm Bill Proposals

AFBF President Robert Delano called on America's farmers to use the summer congressional recess, Aug. 2 through Sept. 4, to meet with elected representatives in their home districts, urging support for Farm Bureau's proposed farm program legislation.

In a nationwide teleconference Aug. 7 with the presidents of 47 state Farm Bureaus, Delano said the personal contact by constituents was necessary because members of both the House and Senate agriculture committees are considering measures that offer no hope for farmers to achieve long-term profitability.

He stressed to the state leaders that Farm Bureau's number one goal is the passage of economically-sound and reasonable farm program provisions in the 1985 farm bill that will get farmers firmly on the track to improved farm income.

"Because of Congress' failure to address real problems with real solutions, we (farmers) are now being offered such unacceptable options as mandatory production and marketing controls, a dairy program that charges farmers for the privilege of being in business and livestock check-off programs that arbitrarily take nearly \$150

million from producers' pockets without their prior approval.

"Most unacceptable of all is a budget busting farm program that would increase the sea of red ink," he said.

"These are not social calls," Delano continued. "The idea is to get understanding and commitment."

There are approximately 18 working days between the time Congress goes back in session and the scheduled expiration of current dairy law at midnight,

Sept. 30. If Congress fails to reach consensus on dairy program provisions by that expiration date, the dairy program will revert to provisions in the 1949 Food and Agriculture Act. Under that act which provides for parity to dairy farmers, the support price would jump from the current \$11.10 per cwt. to approximately \$16.25 per cwt.

"That price probably sounds good to a lot of dairy farmers," commented MFB President/AFBF Vice President Elton Smith. "But the fact is that the parity price level would break the dairy program. Dairy farmers know that parity is outmoded and that government costs for the dairy title have got to be within reasonable limits — or there will be no dairy program."

A transition to market orientation for farmers along with fiscally responsible programs for support commodities is the cornerstone of the Farm Bureau's proposed farm bill legislation. "That's what Michigan Farm Bureau members said they wanted in the 1985 Farm Bill through our policy development process. That's what our congressional representatives and senators will be hearing from Michigan members until the FB proposals H.B. 1965 and S. 908 are passed," Smith said.

## Key Areas for Farm Bill Action

- Develop understanding and a sense of urgency of implications to agriculture of Congress' consideration of mandatory production controls.
- Improve farm income through Farm Bureau farm bill within budget guidelines, particularly loan and target price provisions and the farmer-held reserve.
- Continue developing support for Farm Bureau concept to tie dairy price supports to level of federal government dairy purchases. No assessment or diversion program.
- Obtain support for Farm Bureau position in beef and pork mandatory check-off programs, including an initial referendum and refund provisions.

**Gratiot County FB member Larry DeVuyst has been appointed to the Federal Farm Credit Board** by President Reagan. He will represent the 7th district, which includes Michigan, Minnesota, Wisconsin and North Dakota. The Federal Farm Credit Board is the policy-making arm of the Federal Farm Credit Administration which supervises and coordinates the activities of the Federal Farm Credit System.

**Oct. 1 is the deadline for submitting entry forms for the 1985 MFB Star Awards program.** A packet containing the planning guides and entry forms for the 11 program areas was distributed to county FB secretaries and presidents last January. Counties will be divided into five categories based on Aug. 31, 1984 membership size and evaluated competitively with other counties in the same membership category for each program area. Program areas include commodity, Community Action Groups, direct marketing, information, local affairs, membership, policy development, policy execution, Safemark, FB Women and FB Young Farmers. To be eligible for the star awards program, a county must have a gain in membership over 1984.

**With county FB annual meetings underway, members of the 1985 MFB Policy Development Committee will soon begin their task** of reviewing proposed policy recommendations from county FBs. The 20-member committee includes (by district): Dave Corning, Kalamazoo; Brenda Heisler, Albion; Jim VanBuskirk, Carleton; Earl Benedict, Saranac; Jack Anderson, St. Johns; Robert Young, North Branch; K. Tim Bull, Kent City; Richard Leach Jr., Saginaw; Duane Evans, Frankfort; Norman Veliquette, Elk Rapids; and Cecil Veaser, Harris. Representing the FB Young Farmers are Ed Cagney, Scotts; Doug Darling, Maybee; and Gary Skinner, Ithaca. Representing FB Women are Eleanor Krafft, Frankenmuth; Kathy Kusters, Caledonia; and Jeaneen Smuts, Charlotte. At large members from the MFB board are Jack Laurie, Cass City; Jim Sayre, Belleville; and Dave Conklin, Corunna.

**Young Farmer district discussion meets are underway across the state.** The top three winners from each district contest will compete at the MFB annual meeting in December for the state title. District discussion meets have been scheduled for Dist. 1, Sept. 24; Dist. 2, Sept. 10; Dist. 3, Sept. 18; Dist. 4, Sept. 12; Dist. 5, Sept. 25; Dist. 6, Aug. 24; Dist. 7, Sept. 11; Dist. 8, Aug. 27; Dist. 9, Aug. 29; Dist. 10, Aug. 28; and Dist. 11, Sept. 15.

**The Michigan Society of Planning Officials will hold its 40th anniversary conference Oct. 3-5** at Sugar Loaf Resort in Leelanau County. Among the workshops scheduled are proposed revisions to the subdivision control act, the role of the planning commission in economic development, changing land uses in rural areas, performance zoning, protecting groundwater resources and current issues in planning and zoning law. For more information contact MSPO, P.O. Box 8099, Rochester, Mich. 48308-8099.

**The Michigan Soybean Association and the Soybean Promotion Committee of Michigan have moved their headquarters to Frankenmuth.** Keith Reinholt has been named executive director of the association and will serve as the staff coordinator of Soybean Association programs and activities in Michigan. The new address is P.O. Box 287, Frankenmuth, Mich. 48734, phone 517-652-3294.

**MSU and the Michigan Land Improvement Contractors' Association started installing a subsurface irrigation and drainage system** in early August that will be used in a five-year water management study. Researchers plan to find new ways of improving drainage and irrigation system designs and to determine the most effective management techniques for those systems. The study is divided into two phases, with the first phase including installation of a 39-acre combination subsurface irrigation and drainage system in a clay texture soil. The second phase involves a 40-acre system to be installed next summer in a lighter loamy soil. Each phase will be monitored throughout the growing season to determine the effects of variable spacing on soil moisture, water table and yield.

**FB members interested in presenting ag lessons to grade school students have until Sept. 3** to make reservations for one of two Ag in the Classroom workshops. Sponsored by the MFB Women's Committee, the workshops will be held in Lansing on Sept. 24 at the Sheraton Inn and on Sept. 25 at the Chalet Center in Gaylord. Cost of the day-long workshop is \$15 per person, which includes lunch, refreshments and resource materials. Reservations should be sent to the MFB Women's Dept. by the Sept. 3 deadline.

Michigan Farm Bureau

# AgriPac Raffle

Promoted by State and County Young Farmer Committees

## WIN

### GRAND PRIZE

Caribbean  
Cruise for Two

### FIRST PRIZE

Northern Michigan  
Weekend for Two

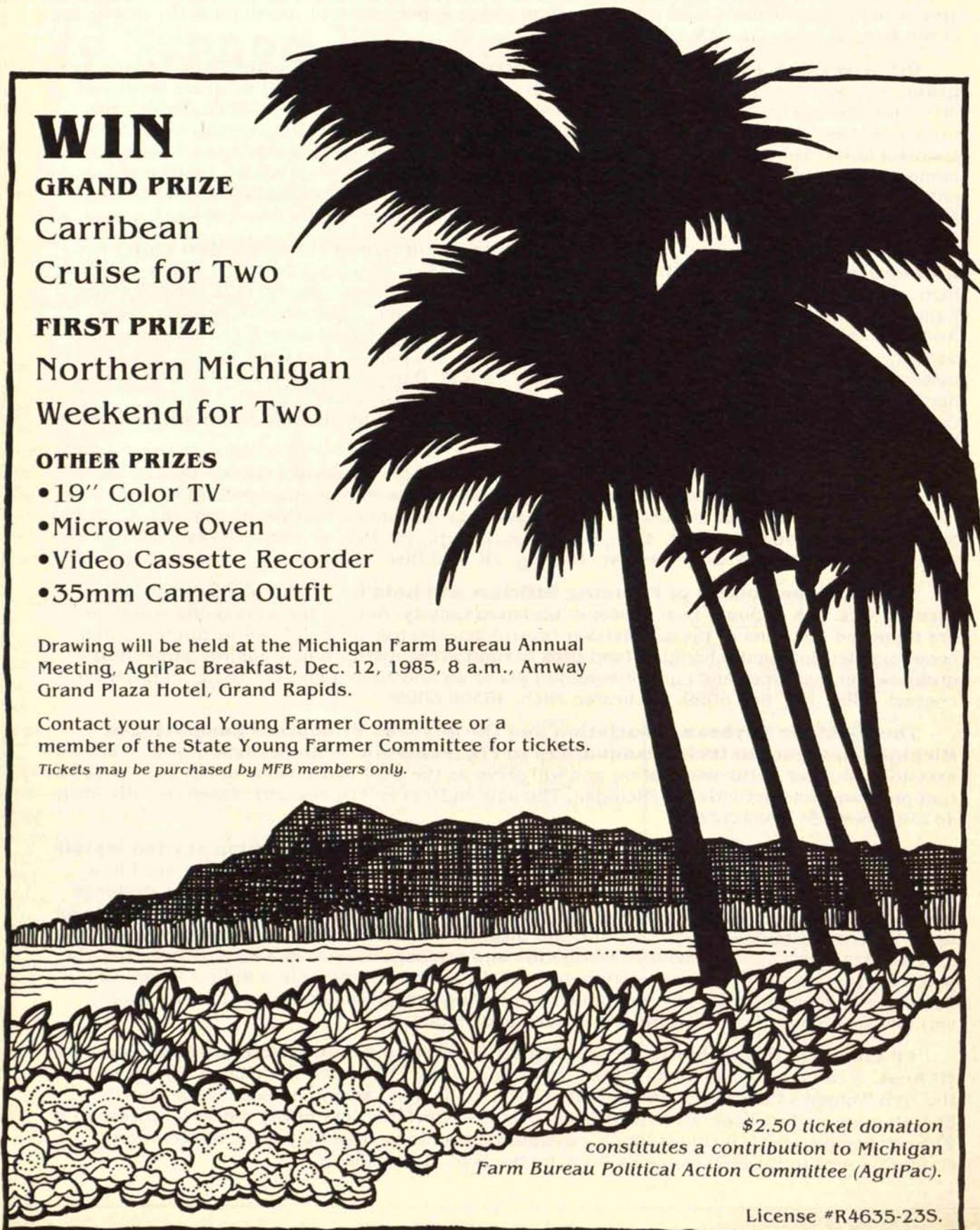
### OTHER PRIZES

- 19" Color TV
- Microwave Oven
- Video Cassette Recorder
- 35mm Camera Outfit

Drawing will be held at the Michigan Farm Bureau Annual Meeting, AgriPac Breakfast, Dec. 12, 1985, 8 a.m., Amway Grand Plaza Hotel, Grand Rapids.

Contact your local Young Farmer Committee or a member of the State Young Farmer Committee for tickets.

*Tickets may be purchased by MFB members only.*



*\$2.50 ticket donation  
constitutes a contribution to Michigan  
Farm Bureau Political Action Committee (AgriPac).*

License #R4635-23S.

# County and State Coordinators Exchange Ideas at MACMA Conference

By Cathy J. Kirvan

Offering top quality products at reasonable prices while expanding markets for their members' products is the goal of state Farm Bureau direct marketing programs. That message came through loud and clear to the 60 people, from across the state and nation, attending the MACMA Direct Marketing Conference, July 30 in Traverse City.

For the first time, the conference included both county member-to-member sale coordinators and direct marketing personnel from other state Farm Bureaus.

"This year we had the opportunity to combine the two groups and we thought it was very beneficial for both," said Sharon Moon, marketing coordinator of MACMA's Direct Marketing Division. "Our county people got a better idea of the program we run in other states and the state people got a better understanding of our overall program."

Exchanging information is the purpose of the conference, said division manager Bob Eppelheimer. "The objective is to find out if there is anything that we should be doing that we're not," he said. "Direct marketing sales are a major source of funding for many county Farm Bureau programs and activities, so we do everything possible to improve them."

Eppelheimer said getting together at the conference also gives the county people the opportunity to discuss promotion ideas and surface problems. "Many times what one county has a problem with, another county has already found a solution for."

Building morale is another goal. "There's nothing like going to a meeting with a whole group of people who are doing the same thing you are to get all psyched up on it again," Moon said.

## Four Keys to a Successful Program

Eppelheimer outlined four steps that will lead to a successful direct marketing program.

- Use of a preferred mailing list. He suggested that counties take advantage of the new preferred customer mailing list service that MACMA is offering. "I am convinced that we lose sales just because people who have bought before aren't aware of each sale."

- Divide county into sections for sales and/or delivery. He

said this has worked very well in counties where it has been tried. "Find a Farm Bureau leader in another part of the county who is willing to take orders. The more exposure you have, the more sales you'll get."

- Make the program as social as you can. He suggested serving refreshments for both the workers and customers. "I know how busy delivery time is, but it's difficult for a first time buyer to understand what is going on. During distribution, your group should try to present a good image of the organization."

- Use program as a membership tool. Counties that prepare a preferred customer mailing list for MACMA will receive a list of the non-member buyers during the next membership campaign. "People who have been



During the afternoon of the MACMA Direct Marketing Conference, participants toured Boskydel Vineyard in Leelanau County. Proprietor Bernard Rink (right) explained that the site of the vineyard, a sunny slope overlooking Lake Leelanau, affords the grapes enough heat and sunlight to reach the maturity needed to produce table wines at this latitude.

exposed to Farm Bureau through the direct marketing program make good membership prospects," he said.

### **Crop and Price Outlook for Direct Marketing Products**

Conference participants also heard crop and price outlooks on many of the products sold through the member-to-member program.

Noel Stuckman, general manager of the Michigan Agricultural Cooperative Marketing Association, updated the group on Michigan products offered in the direct marketing program. He also discussed the apple juice import situation and reported that U.S. apple producers are facing stiff competition from imports.

"Many of the best known brands of apple juice, such as Minutemaid, Tree Top and Hi-C contain little or no juice from U.S. apples," Stuckman said. "Last year, 55% of the apple juice consumed in this country was brought in from other countries, such as South Africa, Argentina, the European countries, India, Israel and about 20 others. Many of those countries subsidize production and export. It's causing some real problems.

"Michigan apple growers will harvest a record crop this year, and with the cheap imports taking our juice market, we may have some trouble in finding markets for juice apples at a reasonable price."

Stuckman assured the group that MACMA apple juice concentrate is made from all Michigan apples and cider.

The Florida Farm Bureau citrus marketing program is alive and well, reported Roy Singleton of the Florida Agricultural Marketing Association. "Despite all the problems we've had in the last four years with freezes and canker disease, this year's crop looks pretty good."



**The first stop on the afternoon tour was the packing plant of Cherry Central Co-op where cherries were being canned and frozen. After the cherry processing is completed, the plant changes over to pack plums and apples.**

He said the price of oranges would probably drop between \$1.50 and \$2.00 per box. Orange juice concentrate will also be less expensive, he said. Prices should be about the

same on grapefruit, grapefruit concentrate, tangelos and peanuts. He said pecan prices should drop between 25¢ and 50¢ per pound if Florida continues to get good rainfall.

The Wisconsin cheese offered in direct marketing sales will continue to be top quality Grade "AA" from the Lake to Lake cooperative, reported Debbie Sutton of the Wisconsin Farm Bureau Marketing Association. Conference participants were able to sample some of the new Wisconsin FB cheese products including nacho cheese sauce and hot and mild salsa.

Following the morning session, the group toured a cherry processing plant, a grape vineyard and winery, and the Northwest Michigan Horticultural Research Station where they ended the conference with a hog roast. An added treat at the hog roast was fried alligator, provided by the Florida Farm Bureau.



**Steve Trede of Illinois and Roy Singleton of Florida prepared a special treat courtesy of the Florida Farm Bureau — fried alligator.**

# Long-Term Investment



By Marcia Ditchie

Delegates to the 1984 Michigan Farm Bureau annual meeting recognized the role that education will play in the future of agriculture when they adopted the following policy statement: "The opportunities in agriculture and related businesses are unlimited, ranging from the production of food and fiber to transportation, processing, marketing, natural resources research and technology. Modern agriculture in its broadest sense requires highly trained and competent people."

Several county FBs have taken the lead in offering financial assistance to students enrolled in ag or related courses either on an individual basis or through cooperation with other ag organizations such as 4-H, which often works with limited funds.

"We suggested to the county 4-H awards committee that Oakland County Farm Bureau would offer a scholarship to reward some of the youths who have done an outstanding job if the committee would help us run the program," said L. C. Scramlin, Oakland County FB president.

"We had intended on offering two \$500 scholarships, but we had such a tremendous response with super applicants that we awarded three scholarships," Scramlin said. "There were 500 people present when Oakland County Farm Bureau made the presentation. We told the 4-H

awards committee that we would try to make the scholarships available as long as we could and we're already working on next year's scholarship program."

A \$300 scholarship is sponsored by the Van Buren County FB. Established in 1978, the scholarship can be used at any Michigan college or university.

Applicants for this scholarship must reside in Van Buren County and be from an FB family. Further criteria for the scholarship requires that the student be pursuing a degree in agriculture or ag business and plans an ag vocation.

A \$100 scholarship is sponsored by the Emmet County FB. Established in 1981, the scholarship is granted to students attending North Central Michigan College in Petoskey. Preference is given to students enrolled in an ag-related field, though that is not necessary.

The Ogemaw County Farm Bureau Scholarship Fund is a \$100 general scholarship which can be used at the college of the winner's choice. The scholarship was established in 1980. Applicants must be from a family which have been Ogemaw County FB members for five years or more and be entering at least their second year of college study.

Missaukee County Farm Bureau sponsors a \$500 scholarship which can be used at the

(continued on page 24)

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*Farm Bureau  
Scholarships  
Benefit Students  
and Agriculture's  
Future*

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# OUR DAILY BREAD

## Farm tour encourages clergy and laity to look at family farm concerns

By Marcia Ditchie

Ancient philosopher Marcus Aurelius once said, "Change, change, the constancy of change; there's nothing so constant as change." That statement was accurate for several centuries, but in the last 30 or 40 years it has not held true for agriculture, and should probably now be: change, change, the ever accelerating pace of change.

Along with the rapid rate of change in agriculture has come challenges: challenges to keep abreast of advances in science and technology, challenges to maintain an adequate and safe food supply, challenges to keep agriculture the most productive industry in the world with a smaller workforce, and the challenge of sharing agriculture's story with the other 98% of the population.

In order to address that last challenge, a Family Farm Concerns Coalition was established by the Michigan Council of Churches eight years ago to develop a better understanding of what agriculture is about and some of the concerns of the ag industry. For the last three years, the coalition has sponsored farm tours for clergy and

lay people to gain a better understanding of the issues facing farmers.

"The tour helps develop an understanding of some of the problems and concerns of family farmers," said Claudine Jackson, chairperson of the coalition's 1985 farm tour and a member of the Livingston County Farm Bureau. "We feel it is very important to involve church leadership in these tours because if they don't have an understanding and appreciation of agriculture, then we can't expect the laity to.

"This year we held the tour at a dairy farm and hog operation because we wanted the clergy to have an understanding of livestock and the role it plays in feeding people, the care that animals are given and how important that is to farmers as well as consumers, and to give them some idea of the economic investment of agriculture," Jackson said.

The first year the tour was held in Livingston County and included stops at dairy and grain farms. The second year it was held in Ottawa County with visits to fruit and swine operations and this year the tour was held July 31 in Genesee County.

"We try to be somewhere within easy travel from urban centers as it is urban people we



At the Felch hog farm, it was difficult to distinguish which was more curious — tour participants or the young hogs.

would like to have involved in these tours," Jackson said.

The Pinkston dairy farm was the first stop for the 58 participants, including ministers and lay people from the Detroit metropolitan area, Midland, Flint and west Michigan, as well as local farmers. The farm is owned by Blaine and Jeanette Pinkston and is operated in partnership with their son Garth, who fielded questions from tour participants as he walked them through the farm's operation.

Pinkston stressed the safety precautions taken to protect consumers. He told the participants that each dairy farm is subject to health and safety inspections by the MDA and explained how samples are taken by the milk hauler each day the milk is picked up for delivery to the processing plant. Tour participants were surprised when he said: "If antibiotics show up in the test samples, the whole tank of milk has to be dumped. Consumer protection is at the farmer's expense."

The second stop on the tour was at the Larry Felch hog farm. Felch, who sells feeder pigs, explained the care he gives each young pig through iron, vitamin and vaccination shots. He also told the tour participants that he has less health problems with his pigs by using a confinement system rather than allowing them to run loose.

Keynote speaker during the tour was Dr. James Anderson, dean of the MSU College of Agriculture and Natural Resources. "Science and technology has brought about a lot of changes in agriculture and will in the future," Anderson told the urban audience, "and it will not come without some cost."

He stressed three areas of major concern.

"We have a science and technology that is, for the most part, resource consuming. We need to look at resources in a mentality of stewardship and conservation where we use our resources over and over again. People on family farms have recognized that all the time, but other segments of society do not.

"Second, we need to develop a kind of technology that lends itself more to the broad range of agriculture.

"Third, technology not only has to be politically and socially acceptable, it has to be ecologically acceptable because here again, we have to be concerned about the future."

Anderson also explained why agriculture is currently experiencing economic problems.

"There are tremendous cash flow problems in agriculture and if you couple that with other factors, you can understand why agriculture is in the shape it is in," he said.

"Land prices have fallen while interest rates have risen. Consequently, there are more people moving out of agriculture. In addition, there was no way that farmers, the USDA or MDA could have anticipated the rising value of the U.S. dollar overseas, which has literally clobbered exports. The federal government needs to develop a system to stabilize the agricultural industry to allow for fluctuations in the world market.

"We're fortunate to live on the fringe of the largest single, continuous land mass in the world that has three things," said Anderson. "It has fertile soil, it

has a favorable climate and it has an adequate distribution of moisture and all of that is conducive to agricultural production. You can't export that. We've got to have some system of stabilizing world markets to export our surplus commodities."

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RL 9/85

## Future Investment

(continued from page 21)

college or university of the winner's choice. Applicants for the scholarship must be a resident of Missaukee County, from an FB family and pursuing a degree in agriculture or ag business.

Among the newest county FB scholarships is the Wexford County Farm Bureau Agricultural Scholarship Fund. Established this year, the county will be granting two \$500 ag scholarships which can be used at any Michigan college or university.

Applicants must be from an FB member family and reside in Wexford County. Priority for the scholarship will be given to juniors or seniors or a second year student in a two-year ag course.

One of the oldest FB-sponsored scholarships is the Ruth M. Day Nurse's Scholarship. Established in the late 1940s, the nursing scholarship is in honor of Ruth M. Day, who served 16 years as Jackson County FB president.

Sponsored by the Jackson County FB Women, priority for the annual \$300 scholarship is given to children of FB members. It can be used at the college or university of the applicant's choice.

This listing may not include all county FB scholarships. For further information on any of these scholarships, or to see if your county sponsors one, contact your county FB secretary.

The most well-known FB-sponsored scholarship is the Marge Karker-Farm Bureau Scholarship which was developed in 1966 in honor of Marge Karker, who served 20 years as coordinator of MFB women's ac-

tivities. Contributions to the scholarship fund are made on a voluntary basis by county women's committees, county FB boards, Community Action Groups and individuals.

The annual scholarship is given to a student from an FB family who is enrolled at Michigan State University in any of the following courses of study: ag technology, veterinary medicine, food science, food marketing, leadership training in agriculture, ag journalism, food packaging, horticulture, human medicine or teaching of vocational agriculture or human ecology.

Applications for the scholarship are available from county FB offices and the MFB Women's Department. The tentative deadline for applications for the 1986-87 school year is March 1, 1986.

The recipient of this year's scholarship is Kevin E. Evans of Litchfield who is enrolled in ag engineering. He will receive a total of \$400 to be divided among fall, winter and spring term tuition fees.

Also available to students attending Michigan State University is the Glynn McBride/Michigan Association of Farmer Cooperatives Scholarship. Established in 1983, the purpose of this scholarship is to foster interest in and encourage the development of leadership for farmer cooperatives.

Applicants for this scholarship must be a junior or senior enrolled in ag economics, animal science, horticulture or crop and soil science.

The first recipient of the scholarship was David Horny of Chesaning, a crop science and ag education major who received a \$500 scholarship. The 1985-86 scholarship recipient will be named later this year and will receive a \$1,000 scholarship for use during 1986 winter and spring terms.

## Participating Dealers

Agra Land, Inc.  
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Hart, MI 49420  
(616) 873-2158

Agra Land, Inc.  
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Agra Land, Inc.  
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Agra Land, Inc.  
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Agra Land, Inc.  
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St. Johns, MI 48879  
(517) 224-2381

Agra Land, Inc.  
144 Hall Street  
Traverse City, MI 49684  
(616) 946-5836

Boyce Feed Company  
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Brooklyn, MI 49230  
(517) 592-3266

Buchanan Co-ops, Inc.  
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Buchanan, MI 49107  
(616) 695-6823

Farmers Petroleum Cooperative, Inc.  
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Farmers Petroleum Cooperative, Inc.  
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# SUPERPOOL

For 28 years, the Michigan dairy industry operated a unique marketing system called "superpool premiums" or "over-order premiums." The premiums in the superpool fund were used to compensate producer cooperatives for the cost of providing marketwide services and to supplement the income of Michigan dairy farmers.

Over-order premiums apply only to Class I fluid milk. Using the over-order premium pricing system, a cooperative is allowed to charge its customers a price higher than the federal marketing order. In return, the buyers are guaranteed an uninterrupted supply of milk. In the over-order system, the cooperatives agree to take care of any milk surplus situations.

The pioneering philosophy of the superpool was that each farmer would share the benefits and responsibilities of selling and marketing milk. Until January 1983, the superpool also financed milk promotion and market development. However, the Michigan Dairymen's Market Program (which is financed with a 10¢/cwt. check-off), combined with the National Dairy Board's aggressive promotion and research program, now take care of this.

Over the years, some dairy co-ops were absorbed in mergers; others simply went out of business. Eventually, there were two cooperatives remaining in the superpool — the Michigan Milk Producers Association and the

Independent Cooperative Milk Producers Association. Due to some of the differences between the two cooperatives, ICMPA withdrew from the superpool in October 1982.

As the major cooperative in the Michigan milk market, MMPA was then responsible for maintaining over-order premiums and market stability. This situation continued for two years until Dec. 1, 1984, when MMPA took action to cease operation of the superpool.

Without the superpool in operation, Michigan dairy farmers lost over \$1 million per month. The marketwide service costs paid for out of the superpool had not gone away. For the most part, these fixed costs for market service were paid out of producers' funds rather than from handlers' margins and consumer purchases.

Without the superpool or some type of price-stabilizing mechanism in operation, Michigan producers faced an additional level of price uncertainty that their counterparts in other markets did not.

Ironically, it was Michigan's dairy industry that pioneered the superpool concept in 1956. The concept was so successful that many marketing organizations around the country adopted the system. Presently in the United States there are about 45 milk marketing orders with 34 operating over-order premiums.

As the pioneering state, Michigan's dairy industry has been working to reinstate the over-order pricing system through meetings with the major milk marketing cooperatives. Over the past few months, there have been many meetings between ICMPA and MMPA to resolve their differences regarding the operation of the superpool.

This cooperative effort on behalf of Michigan's dairy industry paid off on July 22 when the ICMPA board of directors conducted a vote of its membership to determine if they should get back into the superpool. The proposal was approved. The MMPA board of directors also approved participation in the new superpool. In addition, two other dairy marketing groups have decided to participate — National Farmers Organization and Southern Milk.

The reinstatement of the superpool is retroactive to June 1, 1985 and will once again benefit Michigan dairy farmers. Thanks to reinstatement of the superpool, producers will receive about 25¢/cwt. more for Class I milk. Nevertheless, Michigan dairy farmers will see very little change in their milk check. The superpool income will only soften the blow which was caused by the 50¢ drop in the dairy support price on manufacturing milk that became effective on July 1.

# Dairy Program: Who Should Pay?

By Hollis Hatfield  
Director, Dairy Department  
American Farm Bureau Federation

Who should bear the cost of the dairy program — dairy farmers or the government? This is a key issue in the farm bill debate, and unfortunately, the implications are not widely understood by most of the nation's producers.

Dairy operators are being told that the deductions under the dairy title approved by the House Agriculture Committee "... would be about 33¢/cwt." Another source says the cost would be "about 40¢ for a net cost of 8¢/cwt." The figures cited are about what dairy farmers would be assessed for the cost of CCC purchases. The diversion costs would be additional.

The pending legislation provides that dairy farmers are to pay the cost of government purchases of butter, nonfat dry milk and cheese in excess of five billion pounds milk equivalent. Purchases are now over 10 billion pounds and could exceed 11 billion pounds by Oct. 1, 1985.

Allowing for a reduction of two to three billion pounds in purchases during 1986 means that dairy farmers would have to pick up the tab for three to four billion pounds of CCC purchases. This assessment amounts to 17¢/cwt. for every billion pounds of purchases and could total 51¢ to 68¢/cwt. during the first year of the program.

The dairy proposal also provides that dairy farmers are to

pay the cost of the diversion payments to producers. Under the diversion program that ended April 1, 1985, a relatively small percentage of the producers participated. All dairy producers were assessed 50¢/cwt. on marketings. This assessment covered 92% of diversion payment costs. An assessment of 55¢/cwt. would have been required to cover all producer payments.

If another diversion program is implemented, a major effort will be made to increase participation. Also, dairy operators have learned to "play the game." Most of those who are under base will sign up, increasing slippage. If the desired cut in marketings is attained, an assessment of 80¢/cwt. would be a realistic estimate.

In summary, these two assessments to dairy farmers could range from \$1.31 to \$1.55 per cwt. in the first year of the program.

In addition to the assessments to cover the cost of CCC purchases and the diversion payment program, the House bill provides that:

- Dairy farmers are to pay the cost of a dairy herd reduction plan. This assessment could be approximately 25¢/cwt.

- Dairy farmers are to pay 3.5¢/cwt. to finance a Dairy Research Trust Fund.

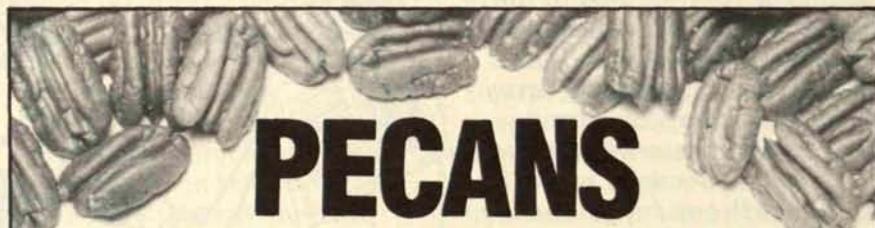
- Dairy farmers are to pay \$1.00 per head for all calves and cows sold for beef under a beef promotion program.

Farm Bureau is opposing the House Agriculture Committee version of the dairy legislation. Why?

- The voting delegates to AFBF's 1985 annual meeting stated: "We oppose any assessment of producers by the federal government as a part of any future dairy legislation."

- The "cost cutting" legislation shifts the cost of the dairy program from the government to dairy farmers. Producers would bear the financial burden.

- The dairy provisions in Farm Bureau's bill would bring supply into a reasonable balance with demand without taxing the nation's producers.



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

# Telephone Deregulation

E.T. didn't write home. . . E.T. didn't telegraph home. . . E.T. didn't send a message by carrier pigeon home. . . E.T. *phoned* home!

Probably no other invention of the last century has had such a significant impact on our lives as the telephone. For rural people, the telephone eliminated the communications gap caused by the isolation of country life. Universal phone service allowed everyone the privilege of almost instant access to friends, neighbors and loved ones.

The U.S. phone system has been regarded as the most efficient and trouble free in the world. For years it was simple and convenient. . . if you wanted a phone, you just called "Ma Bell" and ordered your service. The phone company took care of everything from the phone instrument itself to the wiring and connections. Phoning anywhere in the country was simply a matter of dialing the appropriate 11-digit number.

But recent developments have shaken the foundations of our attitudes about phone service. Suddenly, "Ma Bell" has competition. . . a bewildering array of new companies and products. For the customer, the convenience and security of dealing with just one telephone entity has been replaced by an uncertain new world of communications choices.

What happened? For years the federal government sanctioned a phone system operated as a public monopoly by AT&T. This system worked almost flawlessly. Costs were spread across the country to millions of customers to allow consistent and relatively low-cost service to all.

But the era of deregulation dawned in the 1980s. Serious questions were raised about whether a monopoly phone system, for all its advantages, was preventing the introduction of new services and products made possible by advancements in computers and communications technology.

So, through court and regulatory action, AT&T and the Bell System were broken up. The nation's phone system now consists of 22 former Bell operating companies and some 1,400 phone companies known today as the "traditional independents" because they were never part of the former Bell system. Of these traditional independents, there are also more than 200 cooperative phone companies owned by their customers.

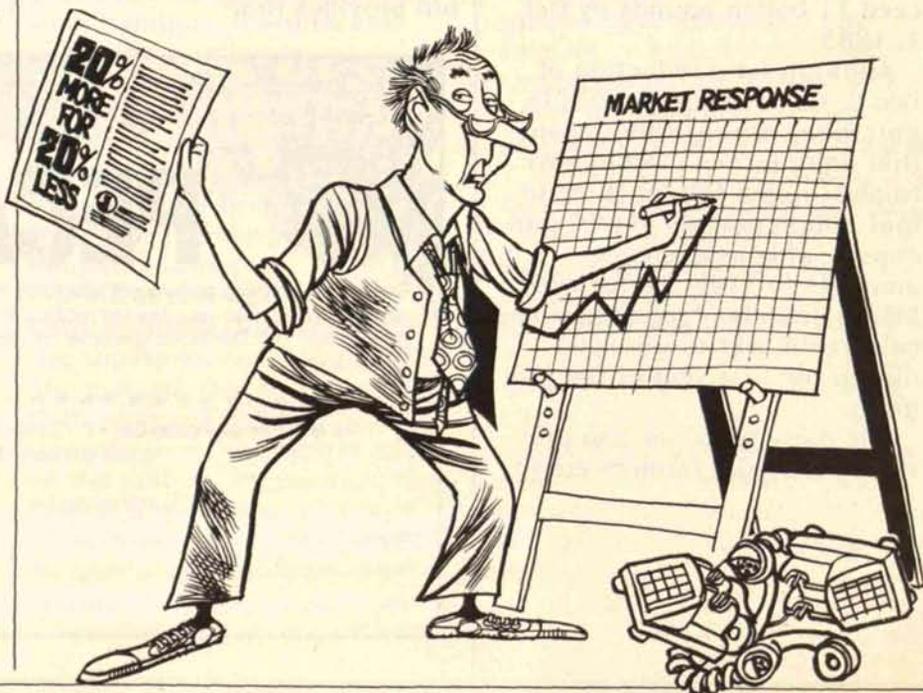
## Variety of New Services Available

Because of these changes, your telephone is more valuable

than ever before. Development from research provides phones that do more and new services are providing more convenience.

For example, in many communities your phone service can provide call waiting so you can answer a second call and put the caller on hold while you complete your original conversation. Call transfer sends your calls to where you're visiting. Speed dialing lets you dial a frequently called number using only one digit. Recording devices can give and take messages while you're away from your home or office.

Second, the changing world in which we live is constantly making your phone more useful. More and more information is available by phone. Rural people can shop by phone and avoid costly travel into town. Computers hooked into telephones provide access to marketing services such as Michigan Farm Bureau's AgriCom.



But it is clear that some customers are uncertain about how to take advantage of the new capabilities of telephones. Others are concerned about higher local rates and about reports of still further increases in the future.

It's small wonder that people are confused while we're in a period of transition. The much-discussed divestiture of the Bell operating companies from AT&T and the government's efforts to deregulate telecommunications have brought many new companies into the market (about 350 long-distance companies and hundreds of manufacturers of telecommunications equipment). The changes we face are the result of increasing competitive activity replacing monopoly. We would have had to face some of these changes even if there had been no divestiture because new technology has also encouraged more competition.

### **New System Cuts Subsidy of Local Service**

But for most customers, the heart of the matter is the question of "what you pay" for telephone service. It is true that local rates have been going up in the wake of competition. That's because competition is requiring a change in the way customers pay for the services they use. Under regulation, local service fees were kept artificially low with the difference in costs made up from subsidy in long-distance charges and other revenues.

Competition changed this and as a result telephone companies are now beginning to seek prices for each service closer to its actual cost. For example, one major company has been charging \$8.25 a month for basic service, but it costs

the company \$29.50 on average to provide that service. Competition will make it difficult to continue that kind of subsidy.

Keeping local service rates low was a deliberate policy sanctioned by regulators to achieve universal service. That policy has been highly successful as about 96% of all households in the U.S. now have at least one telephone.

Telephone companies have a goal of serving every household with affordable basic telephone service. But again, because of competition in the long-distance service business, long-distance service can no longer be used to subsidize local service to the extent it has in the past.

In fact, interstate long-distance rates have already begun to drop somewhat while local rates are rising. . . and this trend will continue.

There's an important reason that phone companies are interested in reducing the subsidy from long-distance service as much as possible. The reason is called "bypass," which simply means using other technologies to avoid or go around the public telephone network. As long as long-distance services are overpriced (because the charge for accessing the local network includes a subsidy), large volume business customers will be likely to bypass local telephone customers to use less-expensive means.

This is the precise reason the Federal Communications Commission and the telephone companies are insistent that the subsidy burden be substantially reduced from long-distance rates. So that costs will begin to be paid by the "cost-causers," the Federal Communications Commission has ordered a small monthly charge for local users. It's called a "subscriber line charge."

This \$1 monthly charge to residential and single-line business customers, effective June 1, 1985, is scheduled to rise to \$2 in June 1986. After that, the FCC will review the impact of the change on customers and on the network and then decide on future action. Multi-line business customers are paying up to \$6 a month already.

These small monthly charges for residential and single-line business customers will be offset in many cases by reduced customer costs for interstate long-distance rates as competing suppliers of long-distance service pay less for their use of the local network.

### **Customers Must Choose Long-Distance Service**

What does all this mean to rural telephone customers? When will farmers and other people who live in the country have access to these new, lower-cost long-distance services?

Over the next 18 months, each business and household in the U.S. that hasn't already done so will have to choose one long-distance company as its primary long distance carrier. For most rural customers, that choice is likely to be AT&T by default, since most other long distance carriers will not find it profitable to service rural subscribers.

However, the Michigan Public Service Commission has ruled that MCI and GTE Sprint Communications Corp. must serve the entire state within about five years. So, wherever you live you will, within that time frame, have the opportunity to choose between at least AT&T, MCI and GTE as the company to carry certain long-distance phone calls.

### **New Era of Computer- Enhanced Service**

What other changes could be in store for phone users in the

## Discussion Topic

(continued from previous page)

future? According to *USA Today*, consumers and businesses could have far more sophisticated telephone service if a complicated set of federal regulations is relaxed by the FCC. AT&T and phone companies want the FCC to ease rules

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that forced them to have separate subsidiaries in computer and telephone equipment markets. The companies claim that the regulations make it much more expensive to offer computer-enhanced phone service.

New services, according to Harry Newton, publisher of *Teleconnect*, could include a phone-computer linkup that would allow the telephone to ring at night only for important calls and store other messages. Other services could practically eliminate busy signals and allow the caller to reach you anywhere in the country by dialing a single number. And "shop by phone" capabilities would expand.

Another possibility is remote medical services which may allow doctors to screen medical information through sensing devices connected to phone lines.

Certainly, telephone service

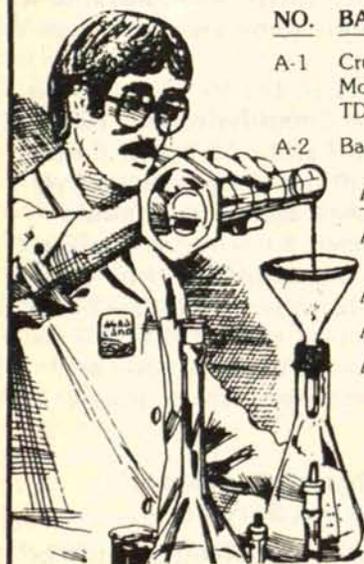
has changed dramatically in the past few years. Rural phone users are still sometimes portrayed as rubes shouting into an old crank-up phone. But, for a long time, rural people have been just as sophisticated in using communications as their city cousins. Even if the telephone revolution takes a little longer to move into the country, it still holds the promise of an exciting new era in "phoning home" or anywhere we want to call.

### Discussion Questions

- Have you had any difficulty getting telephone service installed or repaired?
- Would you be interested in utilizing new phone services and technologies?
- What kinds of phone services would be helpful to you, i.e., shop by phone, etc.?

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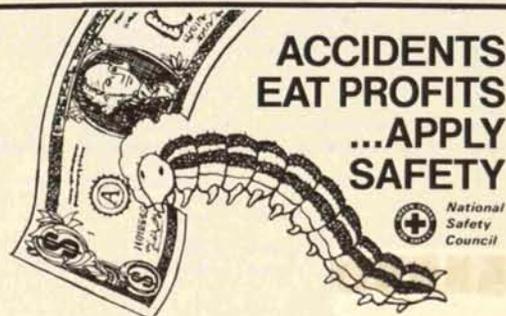
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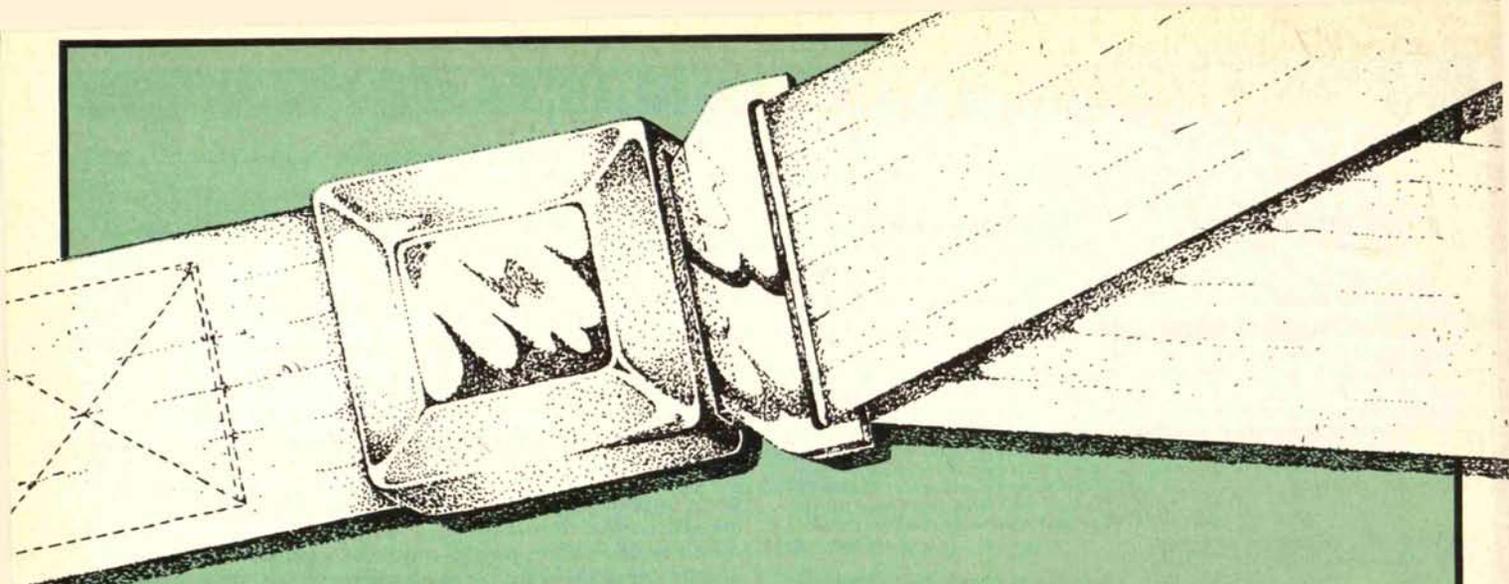
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