

MICHIGAN FARM BUREAU

RURAL

Living

Summer 1993





SCHOOL FINANCE REFORM NEEDS CAREFUL CONSIDERATION

The unprecedented action by the Legislature to eliminate property taxes as a source of school funding may be the right shock treatment needed to forge a consensus on education finance reform in our state.

The members of our organization still support their policy that says we should shift the burden of financing education from the traditional property tax to some other form of revenue. In light of June's defeat of Proposal A, it was clear that something needed to be done to force action on this issue.

We must now place our trust in the legislative process to complete the job of school finance reform. For better or for worse, the Legislature's action certainly focusses attention on a critical concern: if we eliminate property taxes, where are we going to find sufficient revenue to fund schools?

*Farm Bureau would be wary of efforts to generate revenue by broadening the **base** of the state sales tax. The current sales tax exemptions that apply to agriculture are designed to promote agricultural production in Michigan and make our industry competitive with other states. We will support the continued sales tax exemption status for all inputs directly related to agricultural production.*

*Current Michigan Farm Bureau policy says that a shift in school finance away from property taxes should be funded by a combination of increasing the state sales tax rate, increasing the income tax and/or increasing other taxes. **Any tax shift should be revenue neutral** in its impact on the agricultural industry.*

Although school finances and property tax relief are the centerpiece of our concern about Michigan's tax system, in a broader sense we're talking about finding a way to increase the potential for economic growth.

High property taxes have been a drag on the rural, suburban and urban economies in this state. If we have really removed that anchor, perhaps we'll finally begin accelerating economic growth to the benefit of all Michigan citizens. But if we do indeed eliminate property taxes for school finance, we must in turn carefully craft our reform efforts. We need appropriate school finance reform, but not at the expense of a new tax structure that harms our economic potential.

Jack Laurie

Jack Laurie, President
Michigan Farm Bureau

CAMPAIGN TO HELP CONSUMERS UNDERSTAND NEW LABELS

The Food and Drug Administration is launching an education campaign to help consumers understand new food labels beginning to show up on store shelves, says FDA Administrator David Kessler. The National Food Processors Association and the USDA are cosponsors of the campaign, which features brochures for consumers and guidebooks for group leaders.

John Cady, president of the Food Processors Association, said the education campaign was an important part of the new labeling program.

Cady estimated food companies will spend \$2 billion to revise the labels on tens of thousands of products. "That cost will be wasted, if con-

sumers can't understand the labels or use the new information," Cady said.

The new labels replace the existing small print with easier-to-read information. Instead of referring to grams of each nutrient, the amounts of fat, carbohydrate or protein are listed as a percentage of a typical, healthy daily diet, according to a release by United Press International.

Ellen Haas, assistant secretary of agriculture, said the new labels will enable consumers to make healthy choices, "if they understand them."

PROPERTY TAX REFORM A WAKEUP CALL FOR SCHOOL FINANCE REFORM

Legislation passed by the Michigan House and Senate would exempt all property from millage levied for local and intermediate school district operating purposes. That's good news for Michigan property owners, but the final impact on schools is less certain.

"The legislation would, in effect, reduce the property tax bills by 60 to 80 percent, depending on the mix of millage for school operating, county, township, and special assessments, etc.," explained MFB Legislative Counsel Ron Nelson. "The revenue lost to schools is estimated at over \$5.5 billion dollars, some of which can be offset with savings from cost reductions in other programs such as the Homestead Credit and Public Act 116. There are other property tax credit programs for business and industry which could bring the total savings up to \$3 billion."

There are a number of questions surrounding the legislation. The most important, is whether or not the allocated 15 mills for school operating called for in the Michigan Constitution will still be allowed. "It doesn't appear the allocated mills will be allowed any longer," Nelson said.

"There is also a significant technical/legal problem with the ability of the state to allocate funds based on the Headlee Limitation," Nelson said. "It appears the state would be limited to approximately \$3.5 billion, leaving schools with an estimated \$2 billion shortfall."

For the 1993/94 school year, it will be business as usual. Nelson said that if schools have budget problems during the coming school year, it is not the fault of the new legislation. Beginning in September of 1994, however, a substantial change in revenue sources for K-12 operating will take effect.

One ominous option from agriculture's standpoint in replacing lost revenue is the suggestion of removing exemptions from the sales tax. "If that is the avenue taken by the Legislature, it will be very controversial," Nelson concluded. "Those exemptions and credits have been fought for and won over the years based usually on the argument that the tax is disproportionate to that particular taxpayer or group of taxpayers."



Photo: Michigan Travel Bureau

Look at what's **NEW**

on your County Farm Bureau
MACMA Sale and Save

- Cran Cherry Juice Conc.
- Fajita Vegetables
- Boneless Chicken Breasts for Grilling
- New Breast of Chicken
- Microwave Entrees
- Chicken Cordon Bleu



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THIS COUPON IS VALID THROUGH SEPTEMBER 25, 1993

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MDA Toxicologist Dave Wade, MFB President Jack Laurie, and NAS Panel member Dr. William Weil, professor of Pediatrics and Human Development at MSU, respond to questions during a satellite news conference, sponsored by the Michigan Farm Radio Network.



Michigan State University Represented on NAS Children's Food Safety Panel

After a five-year study, the long-awaited National Academy of Sciences (NAS) report on infant and children food safety suggests that governmental regulatory agencies need to place increased emphasis on collecting data on foods regularly eaten by children, says Dr. William Weil, professor of Pediatrics and Human Development at Michigan State University. Weil was one of 13 members who served on the NAS panel.

"There was, and is, no way that the committee could have, using the data currently available, said that the food is totally safe or unsafe for infants and children," explained Weil. "The basic problem is there aren't enough data, or testing done in terms of infants and children to make that statement.

"On the other hand, I would say that if you polled the members of the NAS panel and asked us if the food supply is safe for infants and children, we would answer unanimously, yes," he said.

According to Weil, the NAS panel felt a more thorough testing program is needed specifically for the one to five year-old category, since most infants are on a baby formula that's already under comprehensive testing procedures. It's the transition period from baby formulas/food to "regular food" that Weil said needs the most

attention, but also where parents can have the biggest impact in improving food safety.

"I think the most important thing a parent can do is the simple things we've talked about in the past — wash foods before you allow children to eat them," said Weil. "I think of all the things that probably give children the most trouble are pesticides used in and around the house, including those used in our gardens."

Weil said that unlike farmers who use pesticides on a regular basis, consumers are unfamiliar with proper chemical withdrawal times. Combined with early harvesting of homegrown produce, it means that many times residue in excess of tolerance levels is likely on homegrown produce.

"One of the best things a consumer can do in terms of pesticide use around the house — it's a simple matter — is read the product label and read it completely. Don't just read the dose, but read all the environmental concerns, the health concerns, the manufacturer's contact number, etc."

Jack Laurie, president of the Michigan Farm Bureau, said farmers support the call for improved residue data on foods commonly eaten by children.

"Farmers take very seriously their goal of providing safe and nutritious food for domestic as well as foreign consumers," he said. "We believe that consumers can rejoice in knowing that the American food supply is already the safest in the world. If additional, meaningful actions can be taken to further guarantee safety, as indicated by the Academy's report, we will support those actions," said Laurie.

Farmers increasingly are relying on non-chemical strategies to fight insects and diseases and to reduce pesticide applications, according to Laurie. "Those strategies include practices like field scouting, the use of monitoring traps and the use of predatory insects using good bugs to attack bad bugs. It's good stewardship, but it makes economic sense as well. We believe we are doing a good job, but if there are better methods, we're committed to adopting them," he said.

According to Weil, the NAS panel concluded that organically grown fruits and vegetables aren't a feasible or realistic solution either. "The NAS panel felt that the advantage of using organically grown foods was so inconsequential, that there were other problems with it, including expense, that our recommendation was that this not be considered an appropriate response to the problem," concluded Weil.

How to Handle Household Pesticides

A Guide for Consumers

Household pesticides were developed to help make our lives safer and more comfortable. They rid our homes of mice, ants, termites, flies and other pests. They eradicate destructive insects from our gardens and from cropland in rural areas.

If not properly handled, any benefit from using pesticides can be canceled out by the harm that can be done to the health and well-being of people and animals.

Pesticides are powerful. The active ingredients found in pesticides kill small lifeforms, so the products must be treated with utmost caution, especially within the confined space of a home. Extra special care should be given if children, the chronically ill or the elderly live in or near an area to be treated with a pesticide.

The following are some common sense tips to keep in mind when using household pesticides:

- If you must use pesticides, always read the label before buying or applying them. Use pesticides only for the purpose(s) listed and in the manner directed.
- Do not apply more than the specified amount. Overdoses can harm you, your children, your pets and the environment.
- Keep all pesticides away from children and pets. Store pesticides in childproofed or locked cabinets and away from heat sources and keep children and pets away from an area during a pesticide application.

- Keep pesticides away from food and dishes. If you must apply a pesticide in the kitchen, put all uncovered dishes and food in cupboards or other rooms, or cover with dish towels that are laundered immediately after use.

- Don't smoke, eat or drink while spraying pesticides. These activities only increase the likelihood of their ingestion.

- Avoid inhaling pesticides. It's best to open windows or doors during application to provide good ventilation. If a pesticide dust is being used, inexpensive and disposable dust masks are available in many places where pesticides are sold.

- Always wash your hands after handling a pesticide product.

- Do not mix different pesticide products. Mixing chemicals can be dangerous.

- Avoid spilling the contents or breaking a pesticide container. If you spill some on your skin or clothing, wash with soap and water immediately and change clothes.

- Never transfer a pesticide from its original container to another.

- Get rid of unwanted or outdated pesticides through special hazardous waste pickup days many communities sponsor, or call the closest office of the U.S. Environmental Protection Agency. Empty household pesticide containers should be well wrapped in newspaper and placed in a tightly covered container. Never

burn pesticides or their containers. Never pour pesticides down the drain.

- If you are using total release foggers ("bug bombs"), use only the amount necessary to do the job, remove children and pets from the area to be treated and never use the fogger near an ignition source. One U.S. home reportedly blew up after a fogger was used inappropriately.

- If anyone swallows a pesticide, check the label first for first-aid treatment. Call a poison control center or go to the hospital immediately, keeping the label with you. The doctors will need the information on the label to determine the right treatment. If a pet swallows a pesticide, contact your veterinarian immediately.

- To prevent further infestations, figure out how pests are entering your home and seal holes or cracks. Remove sources of food and water. Sweep up food crumbs, wipe up spills, eliminate litter, frequently disinfect garbage cans, repair leaky faucets and recycle old magazines and newspapers.

If you have questions or concerns about household pesticides or you think you have misapplied a product, call the Michigan Department of Agriculture's Pesticide and Plant Pest Management Division at (517) 373-1087. If you want to know more about which products to apply or need an interpretation of the label, call your local MSU/Cooperative Extension Agency. Disposal questions should be directed to the United States Environmental Protection Agency.

How to Wash Fruits & Vegetables

By the time fruits and vegetables reach your neighborhood store, most pesticide residues have been eliminated through the chemical breakdown that occurs over time and through rinsing and polishing.

Although most fruits and vegetables are residue-free when you buy them, for the small quantities that might remain on the skin of the produce, simple cold water washing will eliminate or significantly reduce any residue.

The following are some tips to keep in mind as you prepare fresh food for yourself and your family:

- Buy fresh fruits and vegetables from reputable grocers or directly from farmers at city markets. Familiarity with a retail food business will help you gauge the quality and consistency of their fresh food, and will make it easier to approach them with questions and concerns about their products.

- Buy only top-quality fruits and vegetables. This doesn't necessarily mean "perfect looking." Some less-than-perfect looking produce may have been grown organically (without pes-

ticides) but wholesomeness and taste will not be compromised.

- Many shoppers place fresh fruit and vegetables into plastic bags provided by grocery stores. These bags are a convenient way of protecting the produce while shopping or during the trip home. But fresh food should never be stored in closed, plastic bags because condensation that occurs may hasten ripening or cause the growth of mold. Never place washed produce back into a bag that once held unwashed food: you don't want to recontaminate clean food with micro-organisms.

- Wash all fruits and vegetables in cold water without detergent or soap. Soap residue can be difficult to remove from some foods and soap is not intended to be consumed.

- Water helps remove soil particles and other debris that may be hard to see, especially on leafy green vegetables like lettuce. Place the food in a colander and rinse well making sure to clean all sides of the produce, or fill a clean sink with clean, cool water and let the fruits and vegetables soak for a few minutes.

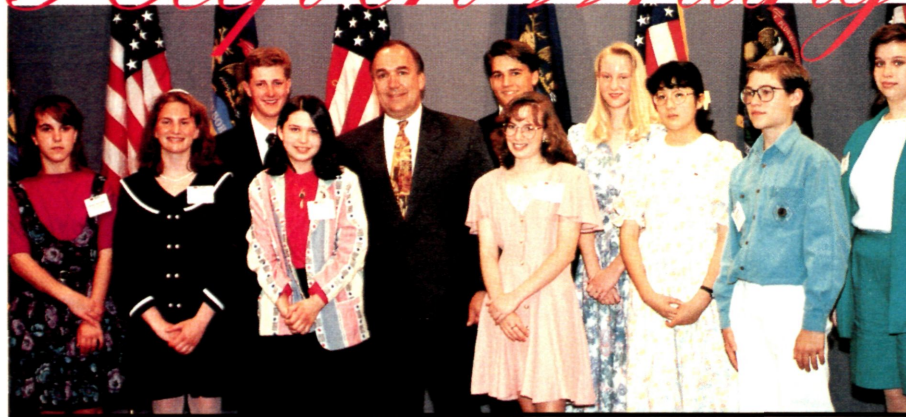
- Some fruits and vegetables, like strawberries and mushrooms, have a high water content and should only be washed just prior to eating. Store these foods away from washed produce in the refrigerator.

- Fruits and vegetables that grow below ground or just above it can pick up additional organisms and pesticides from the soils more than other kinds of produce. These include potatoes, squash, watermelon, cantaloupe, carrots, parsnips and rutabaga. While rinsing in clear, cold water, scrub the skin or rind with a firm vegetable brush. It is important to not only scrub the rind, but use a clean knife when cutting any produce so bacteria on the outside is not transported to the inside.

If you have any questions about fruits and vegetables or food safety, call the Michigan Department of Agriculture, Food Division at (517) 373-1060.

Governor to Farm Bureau Contest Winners

“Keep on Writing”



Top Ten America & Me winners with Gov. John Engler: (left to right) Abigail Schneider, Christina Wilbert, David Jessup, Carolyn Ballema, Gov. Engler, Jason Price, Rachel Kopke, Dianna Boyer, Christine Kuo, Justin Schmidt, Rebecca DeLong.

Gov. Engler had a little advice for the top ten winners of the America & Me Essay Contest when he met with them in Lansing recently: “Keep on writing and keep on communicating.” The half-hour meeting with the governor was the highlight of the day for the ten winning students, who were treated like VIPs at the state capitol on May 13.

The students, all Michigan eighth graders, were honored as the statewide winners of the 24th annual America & Me Essay Contest, sponsored by Farm Bureau Insurance.

Accompanied by parents and teachers, the top ten winners visited Secretary of State Richard Austin, were recognized from the Senate floor, and met with Sen. Debbie Stabenow, who gave them printed copies of the senate resolution honoring their achievement. At an awards banquet at the Radisson Hotel, Jack Stucko, director of Corporate Commu-

nications for Farm Bureau Insurance, served as emcee and read some moving excerpts from each of the top ten essays.

Larry Thomas, executive vice president of Farm Bureau Insurance, presented a \$1,000 savings bond and plaque to the first place winner and a \$500 savings bond and plaque to the other nine winners.

The top ten winners were:

1. Christine Kuo, Dunckel Middle School, Farmington Hills
2. Abigail Schneider, Kingsley Area Schools, Kingsley
3. Jason Price, Abbott Middle School, West Bloomfield
4. Christina Wilbert, St. Hugo of the Hills, Bloomfield Hills
5. Rebecca DeLong, Clarkston Jr. High, Clarkston
6. David Jessup, Centreville Jr. High, Centreville

”

7. Rachel Kopke, St. Thomas Aquinas School, East Lansing
8. Justin Schmidt, St. Adalbert School, Grand Rapids
9. Dianna Boyer, Power Middle School, Farmington Hills
10. Carolyn Ballema, Lowell Middle School, Lowell

Of all the mementos and honors the students received, the highlight was a half hour meeting with Gov. Engler. The governor presented each student with a congratulatory letter and told them how proud he was of their accomplishment. “I want you to know what a pleasure it was to read your essays,” Gov. Engler said. “You were the ten best out of nearly 5,000 entries from almost 500 Michigan schools. That’s an amazing achievement.”

The governor also praised their writing ability.

“One of the most important things I look for in staff members and interns is the ability to write and communicate with people,” he said. “You have a big head start in those important skills.” Gov. Engler, along with Lt. Gov. Connie Binsfield and Congressman Bob Carr, served as a finalist judge in the 1992-93 America & Me Essay Contest.

Three of the top winners’ schools were sponsored by local Farm Bureau Insurance agents: Loren Carlisle (Centreville Jr. High), Gil Glick (St. Thomas Aquinas in East Lansing), and Dale Johnson (Lowell Middle School).

All the top ten winning essays, as well as excerpts from other outstanding entries, will be compiled into a booklet and distributed to schools, the media, and to visitors at the state capitol.

Farm Bureau Insurance has been sponsoring the contest every year since 1968 to encourage Michigan youth to explore their roles in America’s future. Open to any eighth grader in the state, the contest has become a permanent part of many school’s curricula. The 25th annual contest will be introduced in Michigan schools in the fall.

1993 \$1,000 Scholar/Athlete Scholarship Winners

These 23 students are the recipients of the 1993 Scholar-Athlete Scholarship Awards, sponsored by Farm Bureau Insurance in conjunction with the Michigan High School Athletic Association (MHSAA). The recipients, who were honored at the Palace of Auburn Hills during the boys’ basketball finals on March 27, will receive \$1,000 scholarships to the institution of high learning of their choice. The scholarships honor Michigan high school seniors who excel in both academics and sports. Nearly 1,800 students applied for this year’s award. Applications for next year’s scholarships will be sent to all MHSAA-member school principals this summer. The deadline for schools to submit applications for the 1993-94 awards is Dec. 10, 1993.



This year’s winners are (from left to right)

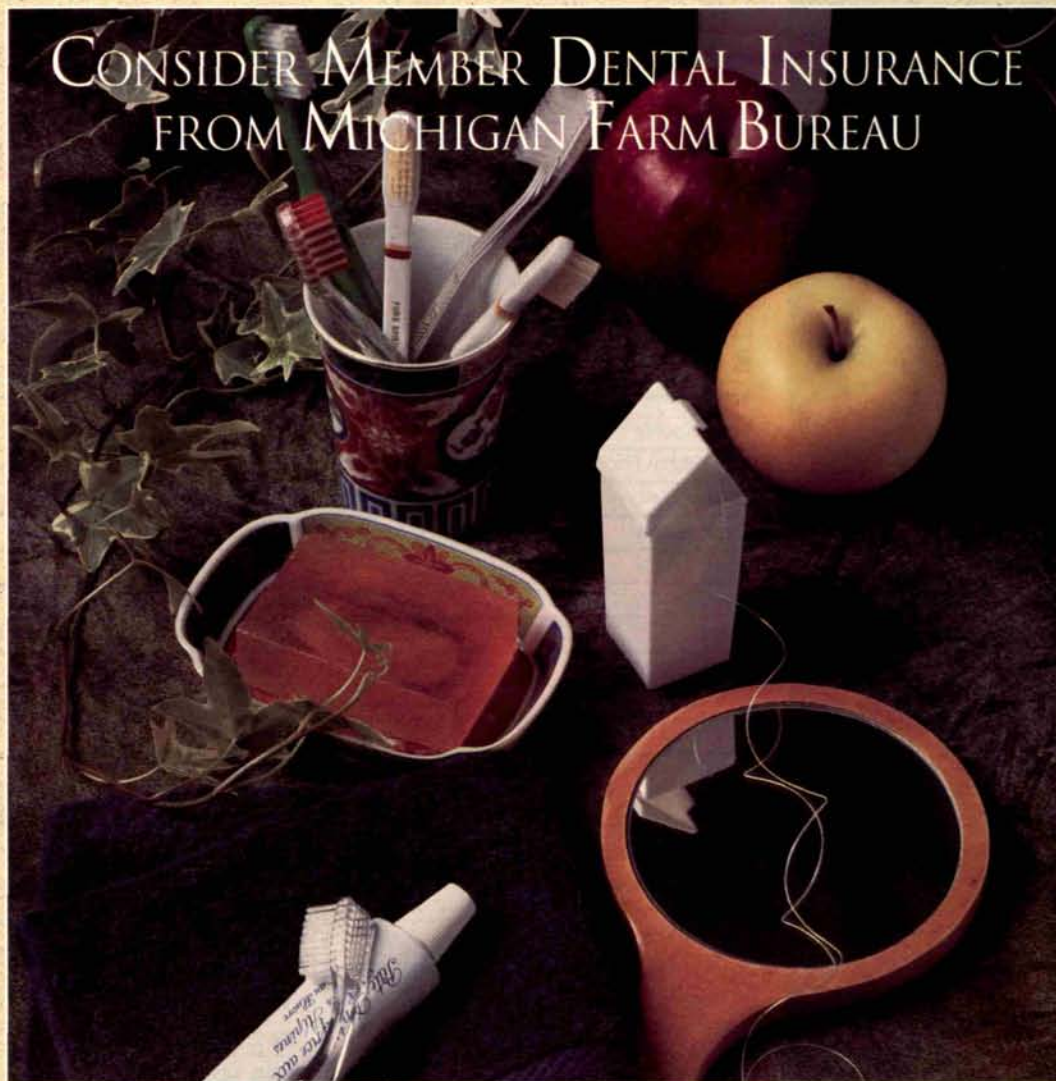
Front Row: Immanuel Ricky Turner, Grand Rapids-Central, boys’ basketball; Trevor T. Starnes, Shelby Township Eisenhower, boys’ soccer; Colleen Clemens, Saginaw-Heritage, girls’ skiing; Tracy Hoebeke, Grand Rapids-Kenowa Hills, girls’ gymnastics; Felicia Paluzzi, Grosse Pointe-North, girls’ soccer; Kevin Ackley, Hart, wrestling; and Rick Neglia, Battle Creek-Pennfield, baseball.

Second Row: Joshua Edward Wyss, Grayling, boys’ skiing; Marie Kathryn Matchett, Elk Rapids, girls’ cross country; Aaron Houlihan, Lansing Catholic Central, boys’ cross country; Karla Vander Weit, Southfield-Christian, girls’ track & field; Christa Chrovian, Bloomfield Hills-

Academy of the Sacred Heart, girls’ tennis; Catherine Laboe, Monroe-St. Mary Catholic Central, girls’ volleyball; Kelly Ann Holmes, Canton-Plymouth Canton, softball; Kristine Suzanne Arnold, Northville, girls’ golf; and Benjamin Woodside, Battle Creek-Pennfield, boys’ track & field.

Third Row: Nathan Baum, Kentwood-East Kentwood, ice hockey; Brian Patrick Hillary, Fremont, boys’ swimming & diving; Jeannette Stawski, Grand Rapids-Forest Hills Northern, girls’ basketball; Dana Van Singel, Zeeland, girls’ swimming & diving; Eric Sevensma, Rockford, boys’ golf; Trent Redman, Niles, football; and Lawrence Kon-Luen Chang, Warren-Mott, boys’ tennis.

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Michigan's Beef Cook-Off Winner Announced

Winner of the first prize at the 1993 Michigan Beef Cook-Off is Eleanor Froehlich, a resident of Rochester Hills. Her winning dish is "Oven Brisket with Mustard Cream and Herbed Parsnips." It features beef brisket cooked slowly in the oven; then sliced thin and served with a hot Chinese mustard cream and steamed herbed parsnips.

Eleanor has had an interest in creating beef recipes for several years. With the current economy, most consumers are watching their food costs now more than ever. Eleanor feels her recipe creates a great tasting meal on a tight budget.

As winner of the Michigan Beef Cook-Off, Eleanor has won \$500 and a chance to compete in the National Beef Cook-Off. Out of 50 state winners, 15 contestants will be selected to compete as finalists and will receive an expense paid trip to Cheyenne, Wyoming, Sept. 11-13, 1993. This year's top prize at the National Beef Cook-Off will be \$20,000. An additional \$19,000 in prize monies will be awarded. The National Beef Cook-Off is hosted by the American National CattleWomen, Inc., in cooperation with the Beef Industry Council and the Meat Board.

Second prize at the Michigan Beef Cook-Off was awarded to Linda Ackerman from Portage for her "Jerk Beef Caribe." Joyce Ferguson from Rochester Hills won third prize for her "Grilled Flank Steak Orange Teriyaki." Richard Rizzio from Traverse City and Valarie Wilder from Pentwater, both won honorable mentions. Valarie Wilder's recipe, "Lemon Mushroom Steak Supreme" was named the People's Choice Award.

The judges: Karen Straney, WLNS-TV6; Jean Story, Consumer Affairs Director for Felpausch Stores; and Mary Welsh, The Evergreen Grill in East Lansing, based their selections on taste, ease of preparation, appeal and appearance.

The Michigan Beef Cook-Off is sponsored by the Michigan CattleWomen, Inc., in cooperation with the Michigan Beef Industry Commission. To receive the winning recipes, send a self-addressed, stamped envelope to: Michigan Beef Industry Commission, 2145 University Park 300, Okemos, MI 48864.



MICHIGAN'S STATE FAIR

Don't Miss It!

One look at the line-up of fresh, new attractions and you'll understand why this year's State Fair theme is "The Wildest Ride Ever."

MICHIGAN COUNTY AND STATE FAIRS SCHEDULE

Alcona County Fair	Aug. 11-14	Emmet County Fair	Aug. 21-29
Alger County Fair	July 23-25	Fowlerville	July 19-25
Allegan County	Sept. 10-18	Genesee County	Aug. 16-22
Alpena County	Aug. 22-28	Gladwin County Fair	July 25-31
Antrim County	Aug. 26-28	Gogebic County Fair	Aug. 12-15
Arenac County	July 18-24	Gratiot County Fair	July 26-30
Armada	Aug. 17-22	Hillsdale County	Sept. 26-Oct. 2
Baraga County Fair	Aug. 13-15	Houghton County Fair	Aug. 26-29
Barry County	July 17-24	Hudsonville Community Fair	Aug. 23-28
Bay County Fair	Aug. 11-14	Huron Community Fair	Aug. 8-14
Berrien County	Aug. 11-21	Ingham County Fair	July 30-Aug. 7
Branch County	Aug. 8-14	Ionia Free Fair	July 30-Aug. 8
Calhoun County	Aug. 15-21	Iosco County	July 26-31
Cass County	July 18-24	Iron County Fair	Aug. 19-22
Cheboygan County Fair	July 31-Aug. 7	Isabella County Youth & Farm Fair	Aug. 6-14
Chelsea Community Fair	Aug. 24-28	Jackson County Fair	Aug. 8-14
Chippewa County Fair	Aug. 30-Sept. 6	Kalamazoo County	Aug. 23-28
Chippewa County	Sept. 9-11	Kalkaska County	Aug. 8-14
Clare County	July 31-Aug. 7	Kent County	Aug. 9-14
Clinton County	Aug. 2-5	Lake County Fair	Aug. 23-28
Crawford County Fair	July 21-25	Lake Odessa	June 29-July 4
Dickinson County Fair	Sept. 2-6	Lapeer County	Aug. 6-15
Eaton County	July 10-17	Lenawee County	Aug. 15-21

BIG CROP PUTS SQUEEZE ON ORANGE JUICE PRICES

Large crops of juice oranges in Florida and Brazil are reaping the lowest prices on record after adjustment for inflation, according to an Associated Press report.

The USDA estimated that Florida growers received an average of \$2.26 per 90-pound box of juice oranges from November 1992 through March 1993. That compared to a season average of \$6.10 last year and \$7.58 during 1987-88, the report from the Economic Research Service said.

Prices for juice oranges were lower than \$2.26 in the early 1970s. When adjusted for inflation, the five-month average through March of this year was the lowest on record, the report said. Florida and Brazil are the two largest producers

of oranges for juice. Following freezes in the 1980s that destroyed many trees, Florida producers replanted groves with more trees per acre, meaning higher production per acre and lower costs. Those groves are now coming into production but have not reached their peak output.

Orange producers in Brazil are developing the Japanese market, with two large companies investing in a terminal at the port of Toyohashi and promoting a Brazilian juice to be sold by Japanese distributors. Japan eliminated orange juice quotas in 1992. Brazil supplied about 70 percent of Japan's orange juice imports that year, according to the ERS report.

Manchester Community Fair	July 6-10
Manistee County	Sept. 1-6
Marion Farm Exhibit	June 21-26
Marquette County Fair	Sept. 9-12
Mecosta County	July 11-17
Menominee County Fair	July 22-25
Midland County	Aug. 15-21
Missaukee Falmouth Agr'l.	Aug. 2-6
Monroe County Fair	Aug. 2-7
Montcalm County 4-H Fair Assoc.	July 4-11
Montmorency County 4-H Fair	Aug. 18-21
Muskegon County Fair	July 10-17
Newaygo County	Aug. 9-14
Northern District Fair Assoc.	Aug. 16-21
Northwestern Michigan Fair	Aug. 19-25
Oakland County 4-H Fair Assoc.	Aug. 2-9
Oceana County	Aug. 25-29
Ogemaw County	Aug. 16-21
Ontonagon County	July 29-Aug. 1
Osceola County 4-H & FFA Fair	July 26-31
Oscoda County Fair	July 15-17
Otsego County Fair	Aug. 9-14

Ottawa County Fair	July 26-31
Presque Isle County	Sept. 9-12
Roscommon County Fair	Aug. 19-21
Saginaw County	Sept. 11-18
Saline Community Fair	Sept. 7-11
Sanilac County	Aug. 1-8
Schoolcraft County Fair	Aug. 6-8
Shiawassee County	Aug. 8-14
Sparta Area Fair	July 22-25
St. Clair County	Aug. 2-7
St. Joseph County	Sept. 19-25
Tuscola County Fair	July 18-25
Van Buren County	July 12-17
Vassar Fair Assoc.	July 5-11
Washtenaw County	July 26-31
Wayne County Fair	Aug. 10-14
Western Michigan	Aug. 22-28

STATE FAIRS

Michigan State	Aug. 27-Sept. 6
Upper Peninsula State Fair	Aug. 17-22

Take a look at these State Fair events running Aug. 27 through Sept. 6:

- New 20-foot "Big Picture" Video Game
- Stroh Sports Center
- Birthing Center
- For Kids: Art, Entertain, Education and Culture
- Nickelodeon's "Wild & Crazy Kids" Show
- Concerts: A Country Music Roundup. Other concert headliners include Kris Kross, Lorrie Morgan, Ska Fest, Detroit Muscle, etc.
- Ultimate Tailgate Party/Dodge Ram Truck Giveaway
- 100 Year Mounted Police Ceremony

Don't forget: Aug. 31 is Agriculture Day at the State Fair! You can enjoy it all and help support Michigan FFA Foundation programs with your advance purchase. Order before August 10 and you save 20%.

You can also designate 15% of your discounted total as a charitable contribution to the Michigan FFA Foundation. Be sure to use the specially marked mail order form, available through Michigan Farm Bureau, to designate the FFA Foundation to receive contribution. Or if you order State Fair tickets by phone (call 1-313-369-8222), mention the Michigan FFA Foundation as the recipient of the 15% contribution.

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THE NEW DODGE

HEALTH HARVEST

Health and Wellness Publication of Michigan Farm Bureau June 1992 VOL 3, No. 1

COUCH POTATOES ARISE!  COUCH POTATOES ARISE!  COUCH POTATOES ARISE!  COUCH POTATOES ARISE!

COUCH POTATOES ARISE!  COUCH POTATOES ARISE!  COUCH POTATOES ARISE!

COUCH POTATOES ARISE!  COUCH POTATOES ARISE!  COUCH POTATOES ARISE!



Exercise and Cancer - A New Prevention Frontier

Couch potatoes arise! Early evidence emerging from studies on exercise and cancer indicates that what is good for the heart may also prevent or delay the development of certain cancers. At the 1991 American Institute for Cancer Research (AICR) annual research conference in Washington, D.C., "Exercise, calories, fat and cancer" scientists from across the nation discussed studies investigating the connection between exercise and cancer.

Exercise appears to have a modest effect on the development of cancer of the colon, breast and pancreas. "It's not overwhelming, but it's significant enough that it should be counted," says Leonard Cohen, Ph.D, of the American Health Foundation in Valhalla, New York. Animals allowed to exercise freely have a breast cancer rate "in the range of 30 percent" below sedentary animals, reports Dr. Cohen. (continued next page)





Exercise and Cancer - A New Prevention Frontier

Dr. Bill Roebuck, Ph.D., of Dartmouth Medical School, has seen similar results in experiments looking at the effect of exercise on pancreatic cancer. "It's a consistent effect," he says. "We see it from experiment to experiment."

Even though these results are favorable, researchers admit that the relationship between exercise and cancer is not simple. It may not be a matter of "the more exercise the better," comments Henry J. Thompson, Ph.D., of the AMC Cancer Research Center in Lakewood, Colorado. In his studies with laboratory animals, moderate exercise appeared most effective at lowering the incidence of breast cancer. Researchers hope to eventually define an optimal level of physical activity. "We're trying to address the questions of how much is enough and what type is best," Thompson says.

Many other questions remain to be explained in this exciting, new chapter of cancer research. Some of the areas noted by the scientists include:

- Identifying the optimal intensity and type of exercise.
- Pinpointing the time in the lifespan when exercise is most beneficial.
- Understanding how diet and physical activity may interact together to influence the onset and development of cancer.

According to Dr. Cohen, there may be an important, and as yet unidentified, relationship between cancer risk, the intake of energy (the source of calories in the diet, such as fats, protein or carbohydrates) and the expenditure of energy through physical activity.

- To determine how the stress of involuntary or forced exercise may influence research findings, tests are performed on rats, usually using treadmills. Although they aren't harmful, these tests may not reflect real-life conditions. Involuntary exercise, some scientists believe, places additional stress on an animal. "The effect of exercise-induced stress may prove important," notes Dr. Cohen.

Research on voluntary exercise has been increasing in the past few years so information is now beginning to emerge.

WHAT DO THESE FINDINGS MEAN FOR HEALTH CONSCIOUS AMERICANS?

Scientists are quick to caution that specific recommendations concerning exercise and cancer cannot be made for humans just yet. Such recommendations are "still in the future," says Dr. Thompson, "We're working on that."

Until more is known about exercise and cancer risk it seems the most practical conclusion to be drawn from the research is that exercise does not preclude the need for a prudent, low fat diet. According to Dr. Thompson, "Variety and moderation remain the best advice with respect to both diet and exercise as a means for health promotion and disease prevention."

Life

"Over-the-Counter" Medications: Do They Work for



So, it's getting to be that time of the year again for you. Days are longer, birds are chirping, trees are budding and the grass is beginning to turn green once again. Oh, oh! That spells the beginning of allergy season. If you suffer from allergies, you are probably not looking forward to the many uncomfortable days and nights you may have to endure over the next several months.

However, you can do something to make allergies more bearable. There are many "over-the-counter" (OTC) medications you can buy without a prescription. This article will focus on OTC drugs available, where and when not to use these products, and when it would make good sense to seek professional help from your doctor.

Hay fever is a chronic condition marked by sneezing, nasal congestion, runny nose, and itching of the nose, palate, ears and eyes. If these are your only symptoms and they occur for a short period of time (2 months or less) and you are healthy otherwise, using OTC medications might be all you need to do.

The two major classes of OTC medications are antihistamines and decongestants. Antihistamines are the mainstay of treatment. They help relieve the sneezing, itching and runny nose. They work best if you take them on a regular basis rather than waiting until you're severely suffering. Most people tolerate antihistamines well, although 20 percent will experience drowsiness.

Hay fever sufferers might try one from each of the three antihistamine classes to see which works best. The first class is alkylamines. The second class is ethanolamines. These are readily available by brand and generic names. The newest OTC antihistamine is clemastine and offers a third class to try. Long-acting (8-to 12-hour) types give more prolonged relief and can help you get through the night. The 4-hour type begins working faster (usually within 20 minutes) and lasts a shorter time.

Do not take any of these medicines if you have glaucoma, because they can raise your eye pressure. They should not be used if you have difficulty urinating due to prostate problems. Avoid them if you have emphysema or chronic bronchitis, as they may dry the mucus in your chest and cause breathing problems. Combining them with antidepressants, tranquilizers or sleeping pills is not recommended.

Speak with your doctor before using any medications. If you become drowsy with all three classes of antihistamines or fall into the group of people who have another reason not to take these drugs, talk to your doctor about newer, non-sedating antihistamines. These drugs require a doctor's prescription.

Most antihistamine packages warn not to use them if you have asthma. They can dry the mucus in the lungs and worsen the asthma. If you wish to use these drugs and you have asthma, call your doctor first, but I believe, antihistamines can be used safely to treat nasal and eye allergies in asthmatics.

Style

ergies

Decongestants are the second type of OTC medication useful in treating nasal and eye allergies. They are available in topical forms, eye and nose drops and sprays, and oral forms. Such nose drops and sprays should be used for no more than 3 days maximum! They lead to physical addiction with rebound swelling in the nose if you try to stop them after three days. Be careful! they can raise your blood pressure even if you have normal blood pressure. Many otherwise healthy adults develop very high blood pressure due to decongestant nose sprays. Their blood pressure returns to normal when the nose sprays are discontinued.

Eye drops are safer, but inasmuch as the OTC preparations do not contain antihistamines, they are not nearly as effective as combination antihistamine/decongestant eye drops available from your doctor with a prescription.

Oral decongestants will help the nasal stuffiness and drainage, but do nothing for itching and sneezing. They can cause jittering, tremors, insomnia, fast heartbeat and rapid pulse. Those who have high blood pressure, heart problems, thyroid disease, diabetes or prostate problems should avoid them.

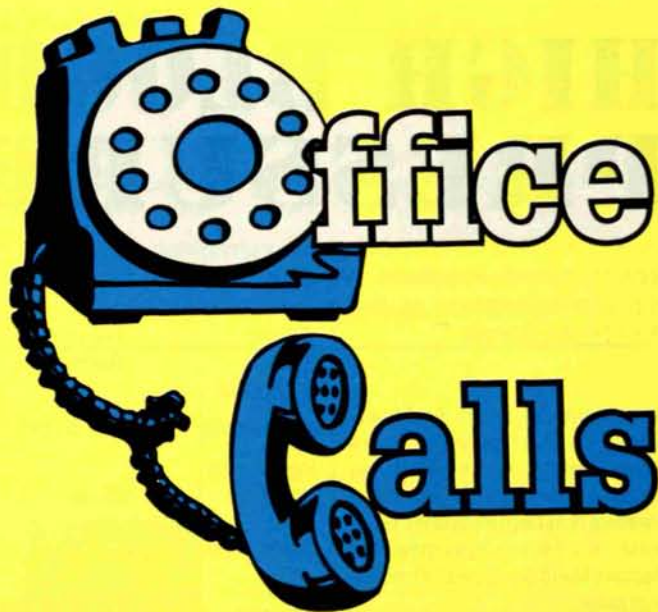
Antihistamine/decongestant combinations are uniformly the most effective OTC medications available for nasal and eye allergies. Beware of such combinations which also contain a pain reliever, such as acetaminophen or aspirin. Chronic use of these can lead to inflammation in the liver and bleeding from your stomach or intestine.

It is perfectly acceptable to treat nasal and eye allergies with OTC medications unless complications develop. These include recurrent sinus infections, ear infections, headaches, cough, wheezing or difficulty with exercise. Consultation with a physician is then indicated to determine the significance of the complication and to make recommendations for management. The physician can prescribe drugs that may provide relief not afforded by the OTC medications. Other recommendations may include referral to an allergy specialist who can frequently stop the worsening of the allergic condition and often times reverse the problems.

OTC medications are also available to treat asthma. These include epinephrine inhalers and the oral theophylline-ephedrine combinations. Asthmatics should not direct their own treatment! If OTC drugs are used inappropriately, they could lead to increased blood pressure, stroke, heart attack or convulsion. In the face of huge advancements in treating asthma, it is possible to reduce hospitalization and death rates. This is one disease where the directions by a physician and a proven treatment program could literally save your life.

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Q. Now that summer has arrived, I am concerned about my children getting sunburn. As much as I try to apply sunscreen to them on sunny days, they are bound to end up in the sun unprotected. If they get sunburn, what can I do to treat them at home?

A. According to Dr. Ronald Rhule, an Emergency Medicine physician at Sparrow Hospital, mild cases of sunburn can be treated at home with a cool bath or shower followed by the application of a topical antibiotic ointment (bacitracin) several times a day. If the child has developed small blisters, do not break them. Leaving the blisters intact may speed healing. However, if blisters open, you must seek medical care to avoid infection. Blistering is the first stage of second degree burning and indicates a more severe burn. Be sure to wrap them with clean gauze to promote healing. He also recommends using a sunscreen lotion with a sun protection factor of 15 or higher during all sun exposures.

Q. I live in a neighborhood with several flowering trees where each summer the bees seem to get worse. If I'm stung, how can I tell if I'm allergic?

A. There are several symptoms a person may experience if they are allergic to bee stings, said Dr. Clyde Flory, board certified allergist on staff at Sparrow Hospital. A person can tell if they're allergic if their eyes, lips, tongue or throat begin to swell, have generalized itching or hives, difficulty breathing, coughing, wheezing, numbness, cramping, slurred speech, anxiety, mental confusion, nausea, vomiting, or unconsciousness. Dr. Flory stresses that if a person experiences any of these symptoms after an insect sting, he or she should seek medical attention immediately. If you have an allergic type reaction be sure to talk to your allergist so it can be determined which insects you are allergic to, and if you are a candidate to receive allergy shots on a regular basis to prevent a potentially serious reaction in the future. Dr. Flory adds that if a person is allergic to certain insects and experiences the above symptoms, they are in danger of having a very serious life-threatening reaction which is preventable with proper allergy treatment.

If you have health concerns, questions, or need a physician referral, call Sparrow Hospital's NurseLine, an information and Physician Referral Service at 1-800-968-3838.

The above questions and answers are for general information purposes only. If you have symptoms or health related questions, consult our physician.

HIGH BLOOD PRESSURE

New classification stresses impact of hypertension on your risk of heart disease

As many as 50 million Americans have high blood pressure or are taking medication for high blood pressure (hypertension). High blood pressure is defined as systolic blood pressure of 140 mm Hg or greater or diastolic blood pressure of 90 mm Hg or greater.

A typical normal reading is systolic (top number) pressure of 120 mm Hg and diastolic (bottom number) pressure of 80 mm Hg.

Doctors have always recognized high blood pressure as a major risk factor for cardiovascular disease. Yet the latest report of the Joint National Committee on Detection, Evaluation and Treatment of High Blood Pressure places new emphasis on hypertension's impact on your health and what you can do to control it.

Condition

Systolic (top no.)	Diastolic (bottom no.)
Normal less than 130	less than 85
High normal 130 - 139	85 - 89
Hypertension	
Stage 1 140 - 159	90 - 99
Stage 2 160 - 170	100 - 109
Stage 3 180 - 209	110 - 119
Stage 4 210 or higher	120 or higher

The use of both systolic and diastolic readings to evaluate hypertension is emphasized. Doctors now recognize the impact of systolic blood pressure in classifying risk.

Lifestyle factors get more attention

In this report, the Joint National Committee also takes an expanded look at the growing amount of information dealing with how lifestyle behaviors help prevent and manage high blood pressure.

If you have high blood pressure, your goal is to lower your systolic level to below 140mm Hg and your diastolic level to below 90 mm Hg.

If you have high normal blood pressure, a family history of hypertension and at least one lifestyle factor that contributes to high blood pressure as you age, you're more likely to develop hypertension. To lower high blood pressure, the Joint National Committee on Detection, Evaluation and Treatment of High Blood Pressure recommends these lifestyle changes.

Lose excess pounds - If you're overweight, losing as few as 10 pounds may cause a meaningful drop in high blood

If you have high blood pressure, regular physical activity can reduce your systolic blood pressure by about 10 mm Hg.

Limit sodium - Salt (sodium chloride) doesn't always cause high blood pressure. And avoiding salt doesn't guarantee you'll prevent hypertension. But an estimated 10 percent of Americans, and half of the people with hypertension, are "sodium sensitive." If you are sodium sensitive, salt may raise your blood pressure. Cutting back may lower it.

If you have Stage 1 hypertension, limit your daily sodium intake to 2,300 milligrams by avoiding the salt shaker and salty foods. Controlling salt may also enable your doctor to reduce your blood pressure medication.

Don't smoke - Smoking cigarettes doesn't cause high blood pressure. But smoking is a major factor for cardiovascular disease. That's why everyone, especially people with high blood pressure, needs to quit smoking or never start. Smoking reduces the protection healthy lifestyle practices contribute in reducing your risk of cardiovascular disease.

A lifestyle change may be enough

For many people, losing weight, exercising regularly, and limiting alcohol and sodium are enough to lower blood pressure and keep it down.

For others, lifestyle changes may not be enough to control hypertension, but they may reduce the number and doses of medications needed to control high blood pressure.

The benefits of adopting other lifestyle changes are unproven. These include stress management and nutritional supplements such as potassium, calcium, magnesium and fish oils.

Reprinted from the May 1993 Mayo Clinic Health Letter with permission of the Mayo Foundation for Medical Education and Research, Rochester, MN 55905.

MEDICAL FOCUS

Terms are important

If your doctor tells you that you have "mild" or "moderate" hypertension, you may feel little concern. After all, "mild" doesn't sound serious. That's just the connotation doctors want to change by developing a new way to classify hypertension.

The traditional terms "mild" and "moderate" don't aptly represent the role of high blood pressure as an important risk factor for development of cardiovascular disease.

The new classification of hypertension discontinues the descriptors "mild," "moderate," "severe" and "very severe." Instead it's based on four stages of hypertension and levels for "normal" and "high normal" blood pressures.

"Stage 1" hypertension, previously termed "mild," is the most common form of high blood pressure in adults. It accounts for a large proportion of the increased illness and disability due to hypertension.

All stages of hypertension are associated with an increased risk of nonfatal and fatal heart conditions, stroke and kidney disease. The higher your blood pressure, the greater your risks.

"High-normal" blood (sometimes called the "gray zone") is included because if you have systolic or diastolic blood pressure in this range, you're more likely to develop definite high blood pressure.

You are also at higher risk for experiencing cardiovascular problems compared with people who have lower blood pressure.

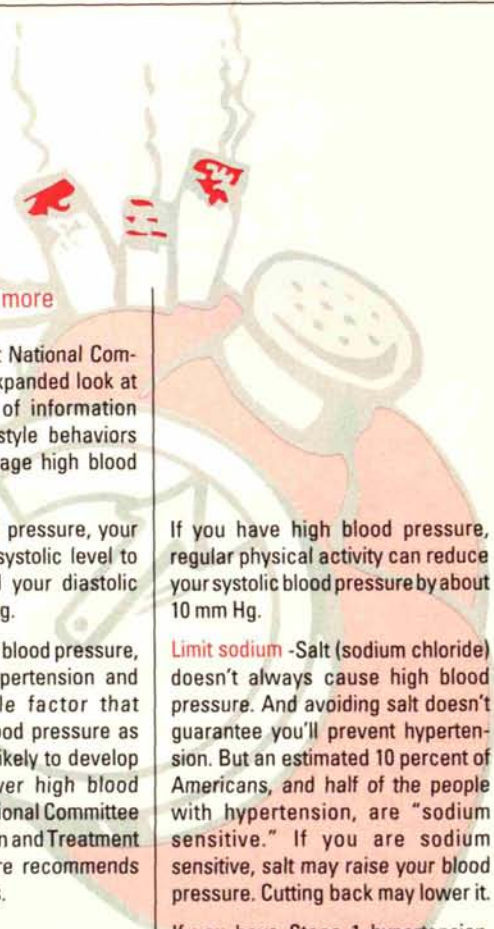
pressure. Weight loss also can help the blood pressure-lowering effects of medications.

Limit alcohol - If you have high blood pressure, limit alcohol to no more than 2 ounces of 100 proof liquor, 8 ounces of wine or 24 ounces of beer a day.

Better yet, we suggest you avoid alcohol. Alcohol may reduce your heart's pumping ability and cause resistance to our high blood pressure medication.

Exercise - Regular, moderate activity, such as 30 to 45 minutes of brisk walking three to five times a week, may help prevent and treat high blood pressure.

People who have normal blood pressure but who don't exercise and are out of shape have a 20 to 50 percent increased risk of developing hypertension compared to more active people.

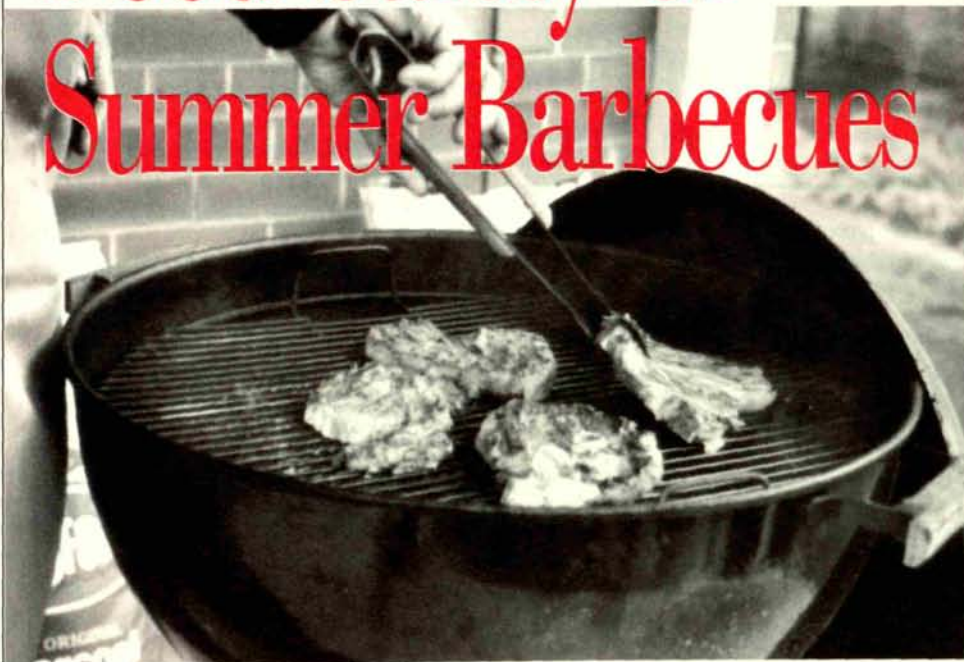


Summertime brings with it an increased risk of foodborne illness due to the proliferation of bacteria at higher air temperatures, as well as the use of alternative methods of cooking food, most notably the barbecue.

Barbecuing is an increasingly popular form of cooking in the United States. In addition to the development of more sophisticated barbecue grills, a greater variety of food is now cooked out in the open air. Barbecuing is no longer confined to hot dogs, hamburgers and steaks.

The simple rules of food safety should be applied to barbecuing to prevent any illness or discomfort that might spoil a summer meal.

Food Safety & Summer Barbecues



Get Ready

- When transporting food from the grocery store to home, or to a picnic site, keep it cold to minimize the growth of bacteria. Pack meat and other perishables in coolers containing ice or cold packs.
- Keep the cooler in the shade and avoid opening the lid too often. If you are bringing along a lot of beverages, use a separate cooler for the bottles and cans.
- Marinate meat and poultry in a glass dish in the refrigerator, not on the counter. Reserve some marinade for basting and be sure it hasn't touched raw meat. And don't reuse leftover marinade used to baste meat unless it is boiled.
- If you precook meat, grill it immediately. If it won't be grilled right away, cook it until it is done. Bacteria can proliferate in partially cooked meat and poultry.

Get Set

- The coals should be very hot before cooking food. It can take 30 minutes or longer before coals are ready, so plan your food preparation time accordingly. The coals should show a light coating of ash for optimal heat.
- Wash forks, brushes and plates that come in contact with raw products before using them to handle cooked food. If you don't, bacteria can be transferred from the raw food to the cooked.
- Keep vegetables and fruits intended for grilling separate from the raw meats. Someone may come along and take a piece before they are cooked.
- Be sure to take a fresh plate out to the grill to hold the cooked food, otherwise food you are about to eat may be contaminated by juices from raw meat.
- Take outside only the amount of food you will cook and eat. Foods should not sit at outside temperatures over two hours. If it's warmer than 85 degrees Fahrenheit, the time limit is one hour or less.

Grill

- Cook everything thoroughly. Rare or medium rare meat and poultry can harbor harmful bacteria. Fish should also be thoroughly cooked. The inside temperature of meat should register 160 degrees on a meat thermometer, and poultry should reach 180 degrees.
- Grilled food can "look" done before it is. Test for doneness by cutting into a piece of the meat or poultry to visually check. Juices should run clear and flesh should not look pink.
- Be careful not to overcook, because eating charred food may pose a health risk.
- Smoking is a grilling technique used to flavor large cuts of meat, using a slower cooking method that can take up to eight hours. Use a high quality of charcoal, piling about 50 briquets in the center. When they are ready, separate them into two piles and place a pan of water in the middle. Chips, such as mesquite or hickory, can be used for flavor. Using dry chips at the start creates a fast smoke, wet them later for sustained heat. Center the food over the water and close the lid but keep the vents open. Make sure the temperature in the smoker is maintained between 250 degrees and 300 degrees and add coals as necessary.

Finish

- Serve immediately to keep hot foods hot. And remember, don't keep food out of the refrigerator more than two hours; if it is 85 degrees or hotter, keep it out less than an hour.
- Clean the grill! Bacteria and debris can stick to a dirty grill faster than a clean one.
- Refrigerate any leftovers promptly, dividing larger quantities into small, shallow containers to speed up the cooling process.

Some reports in recent years have suggested that there may be a cancer risk related to grilling "muscle" meats like fish, beef and poultry. Food safety experts at the Michigan Department of Agriculture say "moderation" is the watchword. They say eating moderate amounts of grilled foods cooked to a safety, yet medium temperatures does not pose a problem. If you are concerned, the American Institute for Cancer Research suggests that if you grill more than several times a week, precook meat so it is not on the grill very long. Raise the level of the grill so food is farther from the heat, cook the meat until it's done, but avoid consuming charred meat, and clean the grill after each use.

If you have further questions, please call MDA's Food Division at (517) 373-1060.

Lawnmower Safety



It Depends on You!

Thousands of people - including many children - are injured each year while operating power lawnmowers. Bystanders, too, are in jeopardy from objects propelled by lawnmower blades.

The cutting blade of a rotary mower makes about 2,970 revolutions a minute - and it can pick up and project an object at a velocity of up to 216 miles per hour. So it's no surprise that most lawnmower injuries are caused by thrown objects.

Other power mower accidents result from mower malfunction, unsafe operator actions, overturns of riding mowers, and backovers.

Although mower manufacturers have engineered many safety features into their machines over the years, the human factor is still crucial to safe mowing. Whether you use a walk-behind mower, a riding mower, or a lawn tractor, remember these safety tips:

- Make sure any mower you purchase has minimum safety devices and features for operator protection.
- Know your machine. Read the operator's manual and follow the manufacturer's instructions for operation and maintenance.
- Inspect the yard before you start. Make sure the lawn is clear of sticks, stones, wire, toys, tools, or any other debris that could become a projectile. Debris might also cause you to slip or fall behind a walking mower.
- Clear the area. Don't begin to mow until family members, friends, and neighbors are clear of the area. Keep children well away while the mower is in use.
- Mow only during daylight hours or in good artificial lighting.
- Avoid operating a mower in wet conditions. Otherwise the mower may clog, leading to safety and mechanical problems. Operating an electric mower in wet conditions might cause shock.
- Fill the fuel tank outdoors with the engine cool. Doing so will allow fumes to dissipate. Never fill the fuel tank while the engine is running.

- Wear proper clothing. Heavy shoes and long pants are a must. Don't operate your mower while wearing tennis shoes or sandals.
- At startup, keep your hands and feet well away from the cutting blades. Follow the manufacturer's starting directions.
- Shut the mower off if you have to leave it. And shut it off when crossing driveways, sidewalks, or roads.

- Never pull a running mower toward yourself.
- Use extra caution on slopes. Mow across the slope with a walking mower, or up and down with a riding mower. If the slope is too steep for safety, or if you're uncertain, don't use either a walking or riding power mower. Use a hand weed whip or plant something there that doesn't require mowing.
- Don't allow riders. Never let anyone ride with you on a riding mower or lawn tractor. They are designed for one.
- Inspect your machine. If you strike something, shut the mower off, disconnect the spark plug wires, and ground the metal clip to the engine. Then make an inspection for damage and clear away any debris.
- Maintain your mower. Follow the manufacturer's maintenance instructions. If you're not the handy type, have a competent repair shop inspect your mower annually.
- Disconnect the spark plug wire before you adjust or repair your mower.
- Keep the entire mower free of grass and debris buildup.
- Store gasoline and other fuels and oils in a cool, dry place. Only purchase as much fuel as you will use in a relatively short time, and don't keep it in your home. Make sure you have an approved, properly marked safety can.
- Above all, be alert at all times while operating your power mower.

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Japanese love...

Agent Cooper & Cherry Pie



Leave it to a TV detective who loves cherry pie to break into the Japanese consumer market.

"When 'Twin Peaks' became a popular show in Japan, consumers suddenly became very aware of cherry pie," said Gary Davis, international marketing director of the Cherry Marketing Institute (CMI) in Okemos, Mich. Japan is a market he has been trying to crack for four years.

It happened virtually overnight.

"Damn. That's good cherry pie." The favorite expression of 'Twin Peaks' detective Cooper had become a saving grace for Davis.

Cherry pie soon became the centerfold of food fashion magazines and hit the dessert menus of chic, upscale restaurants.

Now, for every dollar Michigan spends getting cherries to Japan, Japan spends \$7 promoting them.

Along with 'Twin Peaks,' Davis credits the Michigan Agricultural Experiment Station (MAES) for the successful establishment of cherries in Japan.

"MSU provides information and guidance," Davis said. "Without the university as a supportive source of information and basic research, we couldn't move as rapidly as we have."

Because the Japanese demand perfection in the fruit they import, Davis said successful marketing depends on MAES scientists, such as Amy Lezzoni, who continue to work to breed better cherry varieties.

The cherry boom in Japan has been a long time coming, as Davis can well attest. Known for its ornamental cherry trees, the country had not developed a taste for the fruit as a dessert.

When Davis introduced tart Michigan cherries to Japanese consumers, the reaction was not the one he was hoping for.

"It was something like what might happen if you asked American middle school kids to eat raw fish," Davis said.

When the Japanese puckered up at the sourness of the cherries, Davis could see he had his work cut out for him.

"They were used to sweet cherries, and we had to explain to them that tart cherries were meant to be used as an ingredient," Davis said.

"They asked, 'In what?' We said 'Cherry pie.' They asked, 'What's cherry pie?'"

The marketing efforts began.

Vivid brochures were printed depicting elaborate, artistic cherry desserts. A videotape was developed in conjunction with the Michigan Department of Agriculture explaining the entire spectrum of Michigan's cherry industry, from Lake Michigan's crucial role in ideal cherry growing conditions to cherry-flavored frozen pops shaped like Disney characters.

A few initial products were developed for sale in Japan, including a cherry marzipan (almond paste), cherry chewing gum and a canned cherry juice drink.

But despite CMI's zealous efforts, progress was slow.

That was in 1989. Four years later, more than 50,000 Japanese stores sell cherry pies stuffed with Michigan tart cherries.

"We were moving in the right direction, but it would have taken another two or three years to accomplish what the 'Twin Peaks' phenomenon did for us," Davis said. "We'd been preparing the groundwork for years, but people were still a little skeptical. When 'Twin Peaks' came along, they went full steam ahead."

"Changing supply and economic conditions during recent years have allowed the industry to implement things that were suggested in the '70s," said Don Ricks, MAES agricultural economist.

In the mid-1970s, Ricks made some recommendations about the export potential of Michigan cherries. He said a continuous supply of the highest quality fruit would increase Michigan's strength in international markets.

Nearly 20 years later, the Japanese can't get enough of Michigan's type of cherry.

CMI's current goal is to ship 40 million pounds of Michigan red cherries to Asia by the year 2010. They have already begun expanding their markets into Taiwan and South Korea.

RAY PLEVA'S



A healthier lifestyle and the ailing cherry industry were on Ray Pleva's mind when he invented a new and unique sausage, made with a blend of ground meat, cherries, pecans and spices.

Pleva, owner of Pleva's Meats in Cedar, Michigan, got the idea for his first cherry blend product, Cherry Pecan Sausage, when his daughter, Cindy, was National Cherry Queen in 1987.

"We had two cherry orchards for about 40 years and we've been in the meat business for over 40 years, and never ever thought about putting the two together. If my daughter would not have been National Cherry Queen, discussing the problems the cherry growers were having at home and trying to encourage people to develop products using more cherries, I never would have thought of the idea. As she mentioned the problems, I got to thinking about everything, so we tried the sausage out and it was a success," said Pleva.

Pleva introduced his cherry sausage product on February 4, 1988, at the "Taste of Cherry" at the Park Place Hotel in Traverse City.

"Each exhibitor was asked to provide 150 servings of whatever product they made," said Pleva. "We took extra sausage and went through 750 servings."

Since the debut of Cherry Pecan Sausage in early 1988, Pleva now has 16 cherry-in-meat related products. His newest product, Plevalean, is a combination of ground beef, cherries, oat bran and spices that can be used just like regular ground beef. Plevalean is lower in fat and calories than ground beef. Adding cherries to the lean mix enabled Pleva to keep his Plevalean juicy when cooked. Plevalean is now the best selling cherry product in Pleva's store.

"You can use the burger so many different

Meat -n- Cherries

ways," said Pleva. "The biggest thing is that it takes less cooking time, even in a burger. When you get done, there isn't any grease to drain off either."

All of Pleva's cherry blend products are low in fat and cholesterol, so they are a good choice for many people who are health conscious. Some dieticians and doctors have tried Pleva's low fat and cholesterol meats and have recommended the products to their patients who have health problems. With the addition of cherries, the products are well tolerated by people with digestive problems also. The cherries also help to preserve the products so no monosodium glutamate (MSG) needs to be added to extend the shelf life of the product.

Prior to Pleva creating his cherry blend products, the laws concerning comminuted (ground) meats did not allow any additives in the meat. When Pleva had his first Cherry Pecan Sausage perfected, he sent samples to the Michigan Department of Agriculture (MDA) for testing. Once Pleva had the approval of the MDA, he was able to begin selling the new meat. The Department of Agriculture then wrote policy on the product and put it through Michigan Legislature. The new law, which will require labelling of fat content and added ingredients on the package of comminuted meats, has been passed by both houses and has been signed by the governor.

Even though many people throughout the state and parts of the country have tried Pleva's products, most have been sold directly from his store in Cedar, Michigan. Pleva's products are so popular and health conscious that he feels there is a market for his goods beyond his market.

Pleva has been selling a few of his products through MACMA's four yearly distributions. Now people in Michigan, Ohio, Indiana and Illinois will be able to buy a few of Pleva's products in IGA and Spartan Stores.

"We'll be selling Plevalean, Fresh Cherry Pecan Sausage and Smoked Cherry Pecan Sausage to Spartan and IGA stores and some food services," said Pleva.

He added that his lean cherry products would not cost much more than regular sausage and hamburger and would be comparable in price to some of the lean products already on the market.

Pleva recently returned from a trip to Japan promoting his Cherry Pecan Sausage and Plevalean. After a representative of the Japanese government tried his product, Pleva was encouraged to take a trip to Japan for a 10 day food fair. Pleva said it was very important to the Japanese that he was there to promote his

product instead of sending an employee.

"People tell you when you go over to Japan, not to expect any business at all, and now we have two companies that want to have the Plevalean and the Cherry Pecan Sausage by Christmas," said Pleva.

If all goes well for Pleva and his cherry blend products, it could also be a boost for the tart cherry industry. Pleva believes that he is helping to promote the cherry industry with his products. He also sells many cherry products in his store.

All of the cherries that Pleva has purchased so far are from Leelanau County. He hopes with his newly found markets that he will be able to make a bigger dent in the cherry industry.

"Our goal is to use up all of the cherries in Michigan and then go on from there," said Pleva.

Although people are a little hesitant the first time they try any of Pleva's cherry blend products, most take a second bite. His cherry blend meats are so popular in his area that a song was even written about Ray Pleva's Cherry Pecan Sausage.

If you would like to try some of Pleva's cherry blend meat products and they haven't reached the IGA or Spartan Store in your area, Pleva's Meats can be found in Cedar, Michigan; in Leelanau County; (616) 228-5000. Some of Pleva's products can also be ordered through MACMA's quarterly sales.



NAFTA

Farm Bureau Critical of Judge's Ruling

It could take an additional six months to assess the North American Free Trade Agreement's (NAFTA) environmental impact, delaying congressional consideration beyond the original goal of Sept. 1. The study is the result of U.S. District Court Judge Charles Richey's order that the Clinton administration analyze NAFTA's environmental impacts before submitting the proposal to Congress.

The decision was the result of a lawsuit filed by the Sierra Club, Friends of the Earth and Ralph Nader's Public Citizen, despite opposition from other environmental groups. The National Wildlife Federation (NWF) and other mainstream groups claim that NAFTA would represent an improvement for the environment, according to NWF Trade Specialist Rodrigo Prudencio. He said the status quo in Mexico is intolerable and that NAFTA would be a solution to the environmental problem, not the cause of it.

Michigan Farm Bureau President Jack Laurie sharply criticized the court ruling, saying the American Farm Bureau Federation had urged Trade Representative Mickey Kantor and the Clinton administration to "vigorously appeal" the district court decision so that Congress could move ahead toward endorsement of the free trade agreement.

"Farm Bureau shares the opinion of many congressional leaders who contend that the National Environmental Policy Act, requiring impact statements, does not apply to free-trade accords," said Laurie. "How can a country negotiate in good faith, if everything is subject to judicial review, especially when that review is based on hypothetical impacts?"

"Those groups and individuals who are trying to prevent a U.S. free trade agreement with Mexico, based on environmental objections, are doing a disservice to the people of both countries. Their logic is incomprehensible, especially if you examine the alternatives which Mexico faces. It's been proven around the world that growing economies and improved incomes are the surest means of environmental protection," Laurie said.

"With a NAFTA agreement, there is pressure on Mexico to be more environmentally active. Without an agreement, there is nothing to encourage Mexico to move in this direction. It will be a terrible irony if environmental improve-

ments are lost because of short-sighted actions by a small number of environmental activists," Laurie concluded.

The National Environmental Policy Act was passed by Congress in 1969, establishing procedures for federal agencies to consider the environmental effects of proposed actions. An environmental impact statement is a multi-stage process designed to identify and discuss all foreseeable environmental impacts for each alternative that is likely to occur. It requires alternative courses of action to mediate any adverse impact. The Clinton administration has indicated it will appeal the district court decision to the Circuit Court of Appeals.

Meanwhile, negotiations are proceeding, with both Canada and Mexico indicating they don't believe the ruling will delay ratification of the agreement. Canada released its environmental review of NAFTA last November, and its parliament has already passed enabling legislation to implement the agreement.

NAFTA is expected to increase U.S. agricultural exports by \$2 billion annually and create as many as 50,000 new U.S. jobs in the agribusiness sector. New ag export possibilities would include wheat, corn, rice, oilseeds, cotton, dairy, beef, pork, poultry, lumber, dry beans, fruits, and potatoes.

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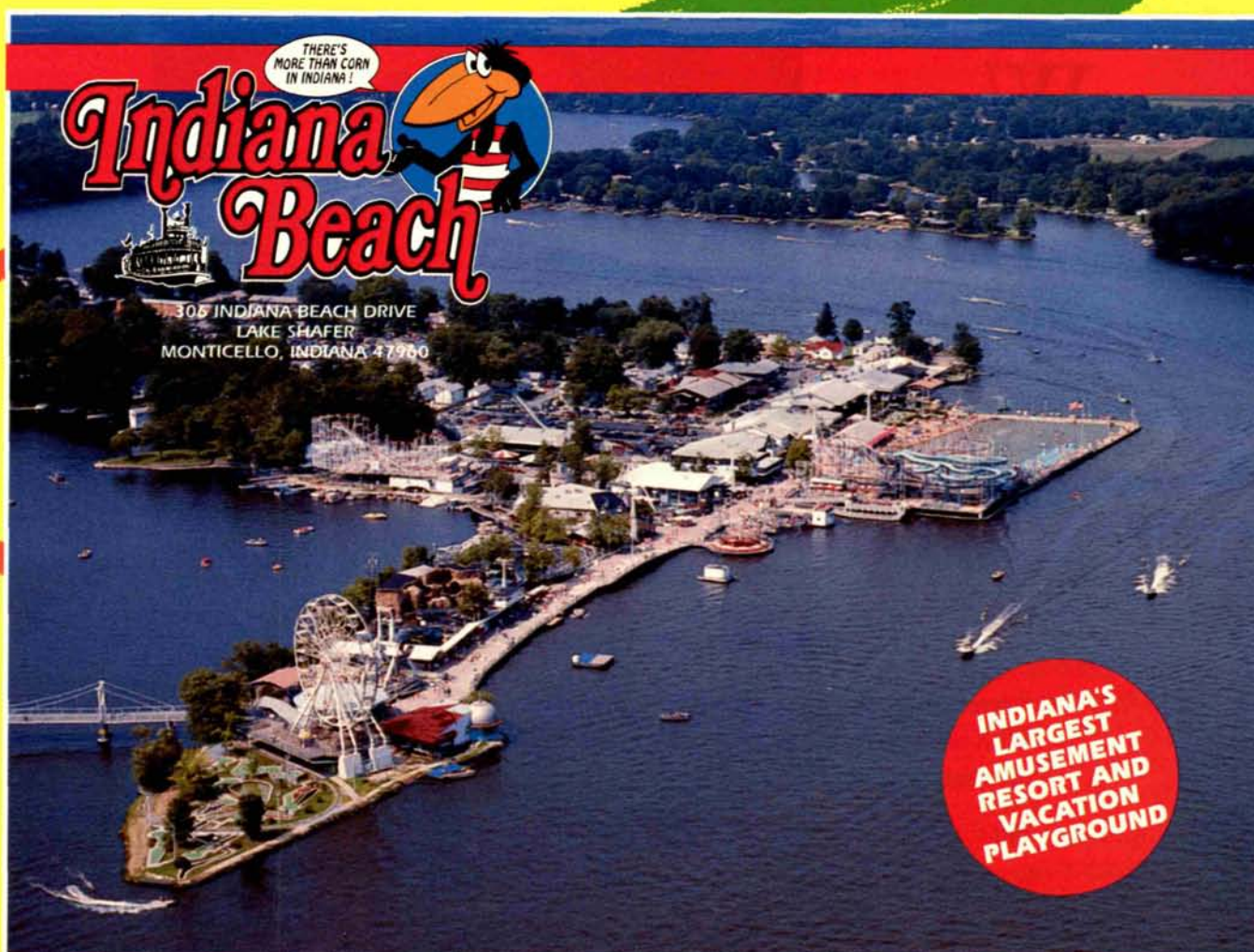
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1. Consumer's Guide to Long-Term Care Insurance, HIAA 1989

2. U.S. News & World Report, Aug. 13, 1990

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1993 FARM BUREAU ANNUAL COUNTY MEETINGS

Sixty-nine county Farm Bureau annual meetings kick off Michigan Farm Bureau's annual grass-roots policy development process, where members will discuss and vote on local, state and national policy issues. In total, nearly 1,600 policy recommendations will be sent to the state Policy Development Committee for further consideration at the MFB annual meeting. But it's not all work at the county Farm Bureau annual meetings. Great meals, awards ceremonies and guest speakers typically are part of the county activities. For more information and reservations, be sure to contact your local county Farm Bureau office.

This listing will serve as official notice of the following County Farm Bureau annual meetings.

Business to be conducted will include:

- Report of Program Activities
- Consideration of Policy Resolutions
- Election of Directors
- Consideration of By-law Amendments
- Financial Reports

1993 COUNTY FARM BUREAU ANNUAL MEETING DATES

- ALCONA: Sept. 27, 6:30 pm
- ALLEGAN: Sept. 23, 6:30 pm
- ALPENA: Oct. 21
- ANTRIM: Oct. 13, 7:00 pm
- ARENAC: Oct. 4, 7:00 pm
- BARRY: Sept. 27, 6:30 pm
- BAY: Sept. 21, 6:30 pm
- BENZIE: Oct. 11, 6:30 pm
- BERRIEN:
- BRANCH: Sept. 20, 7:00 pm
- CALHOUN:
- CASS: Oct. 4, 6:30 pm
- CHARLEVOIX: Oct. 2, 7:00 pm
- CHEBOYGAN: Oct. 5, 8:00 pm
- CHIPPEWA: Oct. 28
- CLARE: Sept. 30, 7:00 pm
- CLINTON:
- COPPER COUNTRY: Oct. 23, 7:00 pm
- EATON: Oct. 2, 7:00 pm
- EMMET: Oct. 7,
- GENESEE: Sept. 19, 1:30 pm
- GLADWIN: Sept. 14,
- GRATIOT: Sept. 16, 7:00 pm
- HIAWATHALAND: Oct. 25
- HILLSDALE: Sept. 21, 7:00 pm

- HURON: Sept. 14
- INGHAM: Sept. 25, 7:00 pm
- IONIA: Sept. 20, 6:30 pm
- IOSCO:
- IRON RANGE: Oct. 22
- ISABELLA: Sept. 23, 7:00 pm
- JACKSON: Sept. 15
- KALAMAZOO:
- KALKASKA: Sept. 28, 6:30 pm
- KENT: Sept. 30, 6:30 pm
- LAPEER:
- LENAWEE: Sept. 23, 7:00 pm
- LIVINGSTON: Oct. 5, 6:30 pm
- MAC-LUCE:
- MACOMB: Oct. 21, 7:00 pm
- MANISTEE: Aug. 14, 5:30 pm
- MASON: Sept. 27, 7:00 pm
- MECOSTA: Oct. 4, 7:30 pm
- MENOMINEE: Oct. 12, 7:30 pm
- MIDLAND: Sept. 14, 6:30 pm
- MISSAUKEE:
- MONROE: Sept. 14, 6:30 pm

- MONTCALM: Oct. 21, 6:30 pm
- MONTMORENCY: Oct. 27, 6:30 pm
- MUSKEGON: Oct. 5, 7:00 pm
- NEWAYGO: Oct. 14, 7:30 pm
- NW MICHIGAN:
- OAKLAND: Oct. 14, 6:30 pm
- OCEANA: Oct. 11, 7:00 pm
- OGEMAW: Oct. 28, 7:00 pm
- OSCEOLA: Oct. 19, 7:30 pm
- OTSEGO:
- OTTAWA: Oct. 5, 6:30 pm
- PRESQUE ISLE:
- SAGINAW: Sept. 22, 6:30 pm
- ST. CLAIR: Sept. 24, 6:30 pm
- ST. JOSEPH: Oct. 23, 6:00 pm
- SANILAC:
- SHIAWASSEE: Sept. 29, 6:00 pm
- TUSCOLA: Sept. 2
- VAN BUREN: Oct. 22, 6:00 pm
- WASHTENAW: Oct. 7, 6:30 pm
- WAYNE: Oct. 12, 6:30 pm
- WEXFORD:

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