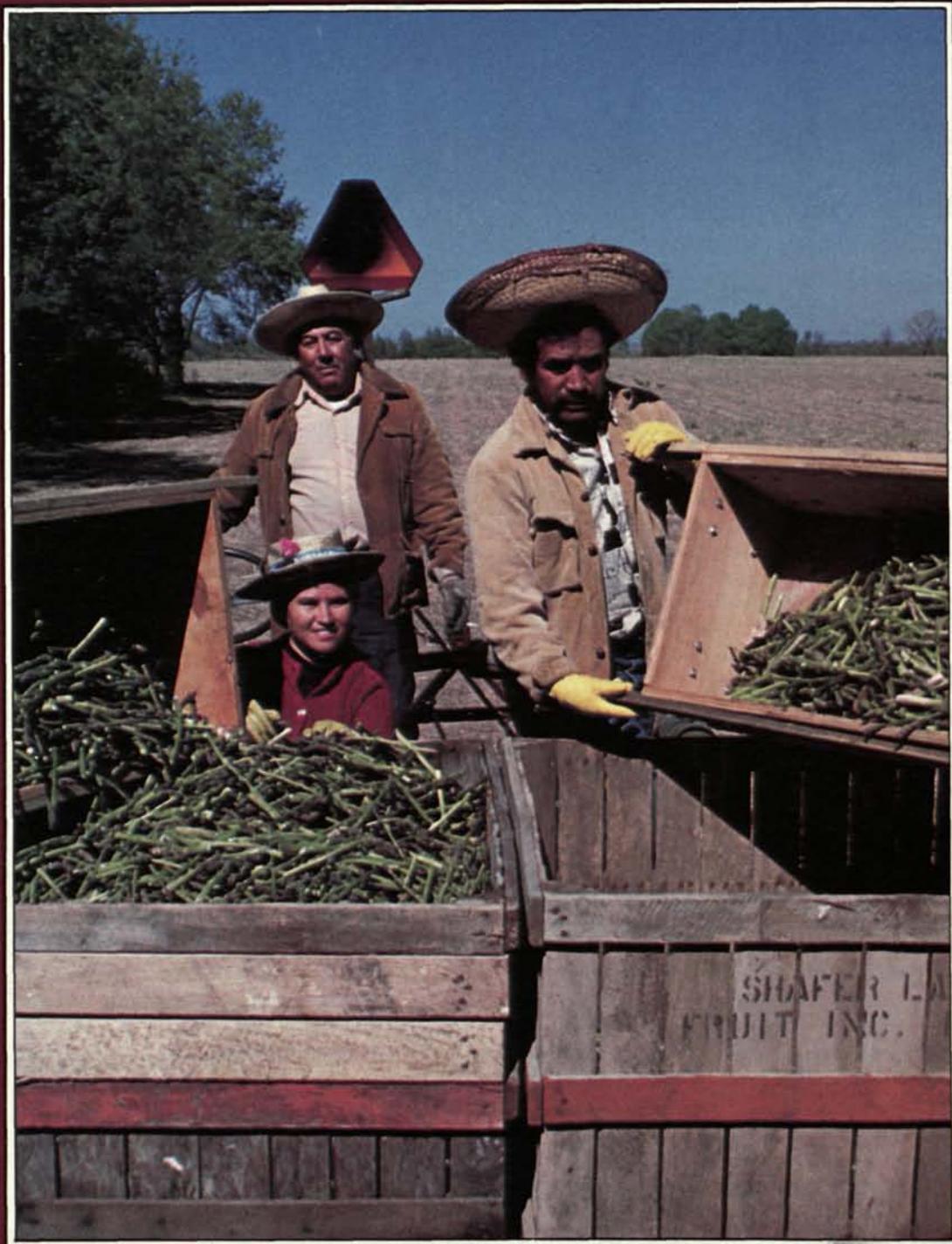


RURAL LIVING



Farm Labor Issues Raise Grower Concerns

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



What is the Buyer's Service?

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

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

How can we do this?

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

What does it cost?

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

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- Thomasville Bedroom Suite — Savings: \$421.00
- St. Johns Furniture — Savings: \$580.00
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- Amana Refrigerator — Savings: \$157.00
- Homelite Chainsaw — Savings: \$75.00
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- Dresser Brass Headboard — Savings: \$192.00
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- Whirlpool Washer — Savings: \$94.00
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- Zenith Television — Savings: \$135.00
- Bassett Occasional Tables — Savings: \$631.00

Michigan Farm Bureau Buyer's Service Enrollment Form

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

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

Date _____

Membership Number _____

Farm Bureau Membership Name
(as shown on membership card)

Address _____

City _____

State and Zip _____

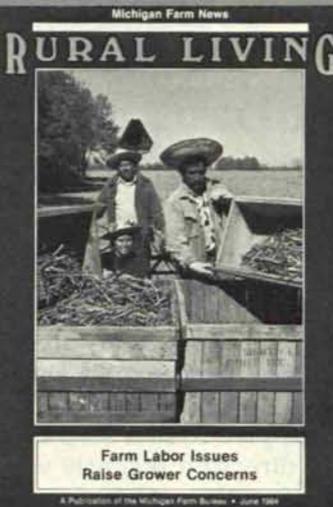
Telephone No. (_____) _____

Amount Enclosed \$ _____ (check or money order)

RURAL LIVING

FARM NEWS

A publication
of the
Michigan
Farm Bureau



JUNE 1984
VOL. 63 NO. 6

THE COVER

Michigan farmers employ migrant labor to harvest over 20 fruit and vegetable crops from May through November. Photo by Marcia Ditchie

In this issue:

Farm Labor Issues Raise Grower Concerns

Early season efforts by farmworker organizers coupled with new federal migrant labor laws has Michigan ag employers concerned about potential problems on their fruit and vegetable operations.

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Packaging That Country Feeling

In the heart of northern Michigan's cherry country, orchard grower David Amon and his family are offering tourists an on-farm attraction that both entertains and informs.

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Agriculture Pulling Together



The 1985 farm bill debate has all the potential of dividing agriculture, pitting commodity group against commodity group, farm organization against farm organization, producer segment against agribusiness.

We have a choice: accept the "help" Congress decides to give us . . . or develop a united front like they've never seen before

This division that traditionally occurs during the drafting of farm programs gives Congress all the excuse it needs to shrug its collective shoulders, publicly bemoan the fact that agriculture can't come up with a united front, and go ahead and write the kind of legislation congressmen believe will benefit them politically, with little regard to the ultimate impact on the industry. That's been going on for several decades now and is not likely to change.

We have a choice: accept the "help" that Congress decides to give us under the guise of putting agriculture back on the

road to economic well-being, or develop a united front like they've never seen before and give them a squeaky wheel they simply cannot ignore.

I think we took a step in the latter direction recently when representatives of 30 farm organizations, commodity associations and ag-related agencies accepted MFB's invitation and met at Farm Bureau Center in Lansing to discuss farm bill '85, the common concerns we share and the differences in opinions on how to address those concerns. It was a good meeting with open, productive discussion. While there was certainly not a consensus of opinion on what future agricultural policy should be, at least we were together in the recognition that our industry must provide aggressive, knowledgeable input into the drafting of a new farm bill.

I was especially pleased by the participation of farm leaders representing non-farm program commodities such as livestock and vegetables. It would be easy for them to say, "Why should we care? We're not involved." Their attendance showed their recognition that they are involved.

The farm bill debate is about our profession, no matter whether our specialty is dairy, wheat, feedgrains, livestock, sugar, fruits and vegetables,

whatever. In addition to the interdependency of the various commodities, we need to be aware that growing public concern about the cost of not just the farm program but other ag budget items as well, could impact on the future of marketing orders, agricultural research and conservation — just to mention a few.

Farm Bureau and other agricultural organizations that adopt policies have been accused of being too rigid and unwilling to make compromises when the need for a united front arises. Without that commitment to policies adopted by members, we would be totally ineffective with no direction and no political clout. By starting the farm bill '85 dialogue now, and continuing it in the months ahead, the policies adopted by the various organizations may come more closely together so it will be easier to meld into a united front.

Solving the complicated problems of agriculture requires and deserves the best thinking of those involved in our industry. By working together, we can produce that best thinking.

Elton R. Smith

President
Michigan Farm Bureau

Pride in their industry and their way of life. That's the special something that characterizes farm people, but until recent years it has been a very personal attitude, shared with family, friends and business associates. Today, sharing that pride and opening the doors to what's really happening down on the farm is more than just good public relations; it's good business.

And letting people in on what's beyond the farm gate is essential to influencing public opinion on some very serious issues affecting agriculture.

For example, public opinion is an important factor in how agricultural employers will be regulated in their employment practices. A public uninformed about how farm workers are paid and treated during their seasonal employment can lead to misconceptions and public support for greater regulation, lost funding for agriculture, or unionizing efforts through consumer boycotts.

Sharon Steffens, Kent County fruit grower and information director for the Kent County Farm Bureau, recognizes the power of public opinion. Through her involvement on commissions and committees she has groomed herself as an effective and active spokesperson for agriculture. Steffens went "public" last month when she heard an erroneous report of migrant worker wages released by the Farm Labor Organizing Committee to a local television station.

Sensitive to the influence and importance of public opinion, she set about gathering and presenting documented facts about the higher wages paid to seasonal workers in Michigan. Steffens, like many other agricultural employers, is concerned that an urban public

P-R-I-D-E in Production



with little contact with the farming community can be easily swayed by inaccurate and incomplete information about what's really happening "down on the farm." Read about how she responded to this "public opinion" challenge in the article on page 10. The article also includes tips for agricultural employers who hire seasonal labor.

Pride in production was the key behind a decision by two Michigan dairy families to start "home dairy" operations in their communities. The Van Gunsts of Oceana County and the Gallaghers of Grand

Traverse County were convinced that requests for their farm fresh milk products indicated a "back to basics" consumer market in their areas.

The venture has proven successful for these two farm families and a handful of "home dairy" operators around the state. Read about this micro-marketing approach to serving consumer preferences on page 13.

David Amon loves farming and he loves people, so opening the farm gates to the family's 400-acre orchard was a natural and successful step for this producer. Amon Orchards opens its doors to thousands of people each year from May through October for tours of the orchards and the farm market.

According to Amon, the venture into the "tourism" aspect of his agricultural enterprise combines entertainment and information for the thousands of visitors to the Traverse City area, dubbed the "Cherry Capital of the World." Apparently, the combination is a hit with the non-farm public looking for the chance to "bring back a little taste of farm life" from their vacations. Read about how Amon has turned this agricultural sideline into one of the top tourists attractions in the Traverse City area. The article begins on page 19.

The editors of *Rural Living* are proud to bring you these stories of farm people and farming enterprises each month. We hope you find these articles interesting and informative. Whatever your comments, we'd like to hear from you.

*Connie Turbin, Donna Wilber
Marcia Ditchie & Cathy J. Kirvan
Rural Living Editors*

WASHINGTON

Budget Freeze Plan Defeated — An FB-backed deficit reduction plan that would have imposed a one-year freeze on most discretionary federal spending was defeated by the Senate last month.

The plan, proposed by Sens. Nancy Kassebaum (R-Kan.), Charles Grassley (R-Iowa) and Joseph Biden (D-Del.), would have cut federal deficits by more than \$200 billion over the next three fiscal years.

The plan would have provided for a one-year freeze on cost of living allotments (COLAs) for entitlement programs in 1985, a freeze on doctor and hospital reimbursements for government medical costs, and a freeze in discretionary federal spending. (Discretionary spending is that which is appropriated every year; it does not include programs like Social Security, which are automatically funded.)

What sunk the plan was opposition from leadership of both parties and the administration. Republican leaders feared the freeze would cut military spending by too much, \$50 billion less than the president requested and \$35 billion less than the Republican-backed compromise.

Democrats opposed the cuts in domestic spending proposed in the budget freeze plan. However, more Democrats than Republicans backed the plan.

Health Insurance Deduction — A proposal (H.R. 3487) to allow farmers and other self-employed persons to deduct one-half of their health insurance premiums on federal income tax returns has received co-sponsor support from 11 Michigan congressmen. They

are Reps. Carl Pursell, Donald Albosta, David Bonior, Robert Davis, Dale Kildee, Mark Siljander, Robert Traxler, Guy VanderJagt, Howard Wolpe, Harold Sawyer and Robert Carr.

Carr, a Lansing Democrat, has also introduced a bill to allow a 100% health insurance deduction for the self-employed.

MFB staff credits the increase in co-sponsors to the effective work of FB legislative leaders during this year's Washington Legislative Seminar.

PACA Amendment — The U.S. Senate has approved legislation amending the Perishable Agricultural Commodities Act (PACA). It adds a statutory trust provision that requires buyers to maintain enough assets to cover their obligations to sellers. In a bankruptcy, it ensures that proceeds from the sales of commodities are first used to pay debts owed to sellers.

The legislation is designed to stop an industry trend in which producers/sellers of fruit and vegetables are paid later and later for their commodities, despite current law that requires payment within 10 days. The USDA reports the rise in slow pay, no pay situations costs farmers \$60 to \$70 million a year.

USDA Listening Session — Despite enactment of 76 pieces of farm program legislation since 1933, U.S. agriculture still lacks an economically sound, long-term, market-oriented farm program that protects farmers from price disaster without giving false signals to the marketplace. That message came from Elton Smith, MFB president and AFBF vice president, at a USDA listening session in Chicago, April 18.

Smith told USDA Secretary John Block and others that while Congress has been pass-

ing farm bills since 1933 to stabilize prices and save the family farm, the number of farmers has gone steadily downward. He also pointed out that since 1929, the number of federal employees working to "save" farmers has increased five fold.

Calling adjustments to the 1981 farm bill characteristic of "election year political tinkering," Smith said we can be grateful that they did not adjust loan rates or mandate extension of the farmer-held reserve.

Explaining FB's market-oriented policy for 1985 farm legislation, Smith said keys to that legislation should be loan rates at world competitive levels, elimination of the farmer-held reserve for wheat and feed grains, and a production control mechanism that will be triggered when carryover stocks reach unworkable levels.

He called for flexibility in the new program to be in place when the current program expires at the end of the 1985 crop year to allow for adjustments as conditions change. He also listed restraint in federal spending, including spending on federal farm programs, as a number one priority among FB members.

LANSING

General Fund Budget/Tax Rollback — The Legislature returned from its Easter recess on May 1. The major issues between now and the mid-June summer recess will be the final passage of the 1984-85 general fund budget totaling not more than the \$5.383 million limit set by the governor, and the continuing controversy of how much and when the state income tax rate should be rolled back. The issue is in a conference committee.

This is important because a Wall Street study is still critical of the state's shaky financial condition. Investors are being warned to be wary of state backed bonds in over 100 school districts. The state fiscal situation affects every local unit of government.

Michigan Youth Corps — H.B. 4110, which would re-establish the Michigan Youth Corps program for a second year, is before the Senate. It would be funded at \$17.9 million with about \$8 million coming from the general fund and the remaining \$9.9 million from the 1982-83 local requirement reserve. Most of the money, \$15.9 million, would be allocated to local government projects. If the legislation is passed by May 20, there would be two weeks for applications.

Many local governmental units ran successful youth work programs last year. The Youth Corps worked on ditch banks, fairgrounds, school and park property, soil conservation projects and other useful work. Many unions oppose the program claiming that it takes jobs from their members and that the jobs only pay minimum wage. The fact is that many of the young people got experience and ended up getting permanent jobs.

Department of Ag Budget — The Senate Appropriations Subcommittee on Agriculture is recommending to the full committee a \$1.5 million increase over the House passed version. This will make it possible to reinstate the weights and measures program for both those scales used in stores and the heavy duty scales used in farm elevators, livestock sales barns, processing plants, etc.



GRASSROOTS COMMUNICATIONS — The Jackson County Farm Bureau board recently sponsored a breakfast meeting and farm tour for Rep. Michael Griffin (D-50th District), in an effort to improve communications. At the Dave Zakrzewski farm (above), Griffin viewed no-till farming. He also visited Dave & Sandy Iott's vegetable farm.

It also includes \$131,700 for development of the Northwest Michigan Horticulture Research Station and funds the enforcement of the new law requiring inspection of gas stations and reinstates the inspection of retail nursery stock. The increase, if finally approved, will also help relieve some of the problems resulting from loss of positions important to other agricultural programs.

County Fairgrounds — S.B. 443 has passed the Senate. It would continue to exempt fairgrounds from property taxation. Facilities may be rented during the year, but any profit must be used for repair, renovation and conducting the fair.

Solid Waste Disposal — S.B. 542 has been introduced to carry out the joint announcement last month by Sen. Connie Binsfeld and Rep. Michael Griffin to put a \$350 million bond issue on the November ballot. The purpose is to replace landfills with 30 to 40 incinerators, 100 recycling centers, 80 waste transfer centers and 110 to 200 composting facilities. Presently 85% of the 9.5 million tons a

year of trash and garbage go into landfills. Farmers and others object to landfills for various reasons, including contamination of groundwater. Many cases have gone to court. At its April 12 meeting, the FB board unanimously supported putting the proposal on the fall ballot for voter decision.

The Senate Natural Resources and Environmental Affairs Committee held four public hearings on S.B. 542 during the latter part of May in Grand Rapids, Jackson, Traverse City and Marquette.

Gov. Blanchard has announced a plan to boost solid waste recycling. \$187,000 is included in his budget to work with local governments, businesses and others to operate resource recovery projects and promote a "Buy Recycled" program.

H.B. 4365, which would amend the Solid Waste Management Act, has been referred to a subcommittee after several months of controversy. One issue was a provision that would reverse the court decisions requiring the state to pay local governments for the cost of landfills. The courts ruled that the Headlee Amendment to
(continued on next page)

Legislative Review

(continued from previous page)

the constitution requires state payment to local units.

School Standards — The Senate Appropriations K-12 Subcommittee approved \$45 million to be used to help schools to voluntarily adopt recommended educational standards which include: six 50-minute periods a day plus graduation requirements of four years of English; three years each of mathematics, science, and social studies; two years of either, or combination of, foreign language, fine or performing arts; vocational education or practical arts education; one year of health or physical education; and a half year of computer education.

The subcommittee also added \$13 million more for transportation and \$12 million for gifted

and talented programs. The Senate subcommittee recommendations add about \$80 million to the House approved K-12 appropriation. The new total would be \$1.643 billion. More money will come from school earmarked sales tax revenues with less money from the general fund.

P.A. 344 — Michigan's Marketing and Bargaining Act for fruit and vegetables is still before the U.S. Supreme Court. Oral arguments have been heard and a decision is expected by July. The Michigan Supreme Court declared the law constitutional by a unanimous vote. However, the processors in their effort to deny farmers the right to voluntarily have marketing-bargaining programs appealed the case to the U.S. Supreme Court.

The special Michigan House subcommittee has completed

its study of the act. Several producers of a variety of fruits and vegetables appeared before the committee to strongly support the law in its present form.

Forest Advisory Council — H.B. 5402 would create a Forest Advisory Council in the DNR to replace the previous Forest Industry Task Force. FB supports it.

Property Tax Rebates — The Department of Treasury reports that the total for all tax relief programs is about \$656 million. This includes the home-stead tax credit or "circuit breaker" program and the agricultural P.A. 116 land preservation program. P.A. 116 for 1982 was about \$56 million to those who have signed up for the program.

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

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

And the key is choosing a milking ration that best balances any roughages and grain you may have; that fits your kind of cows — and that will produce the amount of milk you expect. A

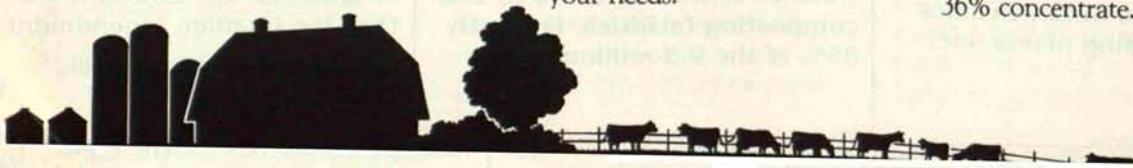
feed that will do all this most efficiently.

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

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

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

A third generation dairyman, David Roth of Loysville, Pennsylvania, uses the total Purina dairy ration program — from nursing, starting and growing feeds through High Octane® Cow Chow® brand 36% concentrate. His DHI rolling



Reapportionment — Rep. Donald Van Singel, House Republican floor leader, has announced that a law suit challenging the legality of the 1983 legislative reapportionment will be filed. It is expected that some local government will be the plaintive in the case. The details of the case have not been announced. The legislation was passed very quickly without much opportunity for local government input.

The attorney general ruled that the new House districts took effect on April 1, thereby resulting in many citizens being represented by those they did not elect. The present law provides that reapportionment does not take affect until the next election. This will be true as far as the Senate is concerned. The case will be highly technical in nature.

Irrigation Districts — H.B. 5298 (Rep. Gnodtke) would amend a 1967 law to provide that an irrigation district could be created in any county which could use water from the Great Lakes. The present law as passed in 1967 allowed such irrigation districts only in counties of less than 400,000 population. FB strongly supported the original law in 1967. In order to qualify, irrigation districts can only be used when the water can "reasonably be expected to benefit agricultural crops or other agricultural operations."

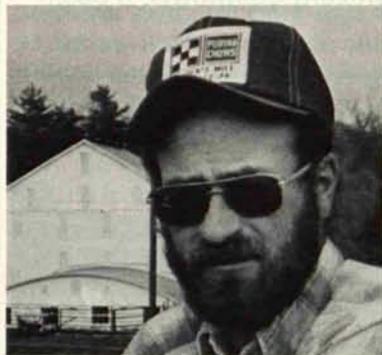
Bureaucratic Efficiency — The effort to modernize and eliminate duplication is making progress. The object is to cut red tape to the degree possible. For example, 268 forms have

been eliminated. This adds up to nearly 100,000 fewer pages of paperwork a year. Many obsolete and burdensome rules have been altered or eliminated and more than 700 more are recommended for elimination. The Department of Management and Budget is compiling an inventory of all state activities that unnecessarily duplicate the private business sector.

This results from the passage of H.B. 4634.

H.B. 4348 and 4349 have passed the House to require the state to pay the legal and other costs of a state action against small businesses or certain individuals if the action by the state is "frivolous" with no reasonable legal or factual basis.

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



David Roth, Loysville, Pennsylvania

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

Richard Muller, Washington, Illinois, who also feeds Purina High Octane brand 36% concentrate, reports a DHI rolling herd average of 19,962 lbs. "My father started feeding Purina Cow Chow about 1925 and the herd

has been fed Purina since," Muller says. "We have always been satisfied with the results and felt that Purina has done more research than other companies."



Richard Muller, Washington, Illinois

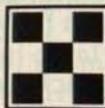
Another third generation dairyman is Arnold Oechsner, Jr. of Brownsville, Wisconsin. He feeds his 115 head herd both Purina High Octane brand 36% concentrate and Purina Milk Generator® brand 1056 complete ration. Oechsner, who has a DHI rolling



Arnold Oechsner, Jr., Brownsville, Wisconsin

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

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



Farm Labor Issues Raise Grower Concerns

By Donna Wilber and
Connie Turbin

A cool head, understanding of and compliance with the laws, and a willingness to counter emotional public reaction with straight facts — that's what will be needed during the potentially long, hot summer ahead for agricultural employers, according to two west Michigan fruit and vegetable growers.

Sharon Steffens, Grand Rapids, and Robert DeBruyn Jr., Zeeland, are producers experienced in managing the human resources involved in farm labor, and both share that expertise through service on commissions and committees.

The Steffens operation, a family partnership specializing in apples and pickling cucumbers, employs between 25 and 35 farm workers. Steffens represents employers on the Michigan Agricultural Labor Commission and also represents the commission on the Interagency Migrant Services Committee.

DeBruyn has vegetable farms and packing operations in several locations in Michigan and other states and uses many migrant and local workers. He serves on the labor advisory committees of both MFB and AFBF.

New and still pending laws dealing with farm labor, an anticipated large influx of migrants to Michigan, and the

possibility of farm worker union organization efforts in the state add up to a lot of challenges for ag labor employers this year.

"I think one challenge to each individual grower — and to the industry as a whole — is to make sure we have 'all our ducks in order,' that we have done everything we're required to do by law to the best of our ability," said Steffens. "Those who aren't sure they understand what they should be doing (to be in compliance) should definitely seek the information they need."

Steffens, who serves as information director for the Kent County Farm Bureau, is sensitive to the public perception of farm labor issues and the potential damage misinformation can do, not only to the image of agriculture, but also to efforts currently underway to address some of the problems.

Quick Response Counters Inaccuracies

Observance of National Farm Worker Week (April 30-May 6), spearheaded in the Grand Rapids area by the Farm Labor Organizing Committee (FLOC),



Demonstrations supporting farm worker organizing efforts such as this one held in Lansing last year are small, but frequently gain media attention. Sharon Steffens, Kent County fruit grower and county FB information director, urges farm people to respond quickly to inaccurate media reports. Be prepared to offer documented facts to the news person, she advises.

provided recruiters with a forum, through the news media, to promote the Campbell/Libby boycott. A lead story on a local television station focused on the farm worker's wage of "less than \$2 an hour." Steffens called the station immediately to protest the misinformation and arrangements were made for her to be interviewed for a follow-up newscast.

Using information from Farm Bureau and the latest statistics from the Michigan Crop Reporting Service, she told viewers that the average rate for farm workers in Michigan in 1983 was \$4.03, not "less than \$2 an hour." The average rate for the North Central region, which includes Michigan, is \$4.37, and the national all-hired labor rate for 1982 was \$3.96 per hour and \$5.91 for piece rate, she reported during the interview.

"None of these figures include the cost of housing, utilities, Workers' Compensation, unemployment, the employer's contribution to Social Security or any other benefits," Steffens said. "FLOC's figure of \$1.96 an hour is used in their literature. When the Interagency Migrant Services Committee questioned a FLOC spokesperson, he admitted it was a 1976 figure from an Ohio study. That puts a whole different perspective on it."

Steffens shared the "real facts," plus a suggestion that reporters request documentation whenever they use information furnished by any group, with all the news media in the Grand Rapids area.

As a result of her TV appearance, Steffens was contacted by a grape grower who is also a teacher, expressing her concern regarding the Grand Rapids Education Association's newsletter article on the plight of farm workers.

"The article uses the material from FLOC's brochure which

tells about the wages being \$1.96 an hour, how the wells are contaminated with pesticides, police harassment, etc.," Steffens said. "There are a lot of farmers' spouses who are teachers and members of the education association. I think they need to be monitoring education organizations and do all they can to correct any misconceptions."

Steffens is also concerned about the impact misinformation will have on a Kent County program to rehabilitate migrant housing.

"We've been working over the past year on a program to provide loans to farmers, at 3% interest, with the growers matching the amount that is loaned. If a grower takes the \$5,000 loan maximum, he would have to match that with another \$5,000, for rehabilitation of migrant housing — not for new construction. It can be used for such things as wiring, roofing, wall replacements, windows and flooring, basic things that have been deteriorating over the years. Migrant housing gets very rough use, so upkeep is a real problem.

"The program is right at the final stages of approval. Then, along come crazy statistics like farm workers getting only \$1.96 an hour, which could jeopardize the whole thing. There are those who say, why should we lend those growers any money at 3% if that's all they're paying those workers? Frankly, we're concerned," she said.

Public Needs Education on Farm Worker Status

DeBruyn, too, is concerned about the impact of compassionate, but uninformed, groups of people who respond to the "plight of the downtrodden farm worker" with no thought of checking the documentation of their plight.

"Something that has to torment every churchgoing farmer

is the great amount of support the very churches we attend and support are giving to all kinds of radical farm labor activities," DeBruyn said. "I think we need to realize how rapidly we can move out of the context of farm labor into the context of 'economic justice.'

"Somehow, as growers, we're going to have to figure out how to deal with this. There are no easy answers. It's where a lot of money is coming from; it's where a lot of political support is coming from, so I think we have an obligation to educate people to try to keep our funds from being used to hit us over the head.

"There are some things that urban people just don't understand about farm work. They view it as difficult, unrewarding, something to be looked down upon. What they don't realize is that farmers aren't asking farm laborers to do anything that they and their families don't do," he said.

Serving on the state and national labor advisory committees for Farm Bureau takes time from DeBruyn's already hectic schedule, but he calls that service "one of the things I need to do."

"The American Farm Bureau is making some real moves toward taking the initiative in the farm labor issue nationwide that, in my opinion, we've really needed and which should be encouraged."

The solution to challenges facing ag employers, according to DeBruyn, "is not going to be cheap and it's not going to be fast, but somehow we've got to seize the initiative on a lot of these issues instead of only yelling when we're stomped upon. It's just terribly important to any of us who hire farm labor, not just migrant labor, but any farm labor."

Following his first meeting of the AFBF Labor Advisory Com-

mittee. DeBruyn listed field sanitation standards, illegal alien regulations and migrant housing as some of the front burner issues this year.

Farmers Must Keep Up to Date on Labor Laws

While farm worker unionization plans for Michigan are uncertain at this time, both Steffens and DeBruyn believe agricultural employers need to be well-informed on their rights as property owners, the rights of their workers and the rights of organizers. DeBruyn already has what he calls "lots of scars" from organizing efforts at his south Texas farm.

"We've had some experience in keeping organizers out of the fields where people are working and that seems to be a fairly common right. They can stand in the roads because that's public property. But they've also become pretty adept down there at finding out where there are old rights-of-way that have not been formally quit-claimed back to the owners. They've used those and they've used the irrigation ditch rights of way," he said.

"There are some limits to what they can do in the fields, but housing is much touchier. I've always had a hard time accepting that even though it's my housing they have the right to come onto my property to talk to the workers. Of course, the workers have some rights because it's their home, whether I own it or not."

State Agency Helps Migrants and Growers

There are common sense steps the agricultural employer can take to reduce the possibility that labor problems will complicate his farm operation this season, advises Manny Gonzales of the Michigan Department of Social Services Migrant Services Office.

Perhaps the key factor to workers and their families, Gonzales said, is assurance from the grower that they have employment, housing if it is provided by the employer, and an agreement on the approximate beginning date.

The department utilizes a series of migrant bulletins to inform workers of the labor, housing and social services resources in the state prior to the migrant labor season.

Basically the bulletins encourage the workers to pre-plan for employment by contacting the growers to determine the terms of employment. Early indications this year are that more growers are getting calls in advance of the season. In addition, Gonzales said, they are seeing an increase in the practice of sending one family ahead which represents a group of workers to determine that work and housing will be available for the rest of the group.

Gonzales estimated that approximately 75% to 80% of the migrant farm labor in the state is pre-arranged, based on a survey conducted in 1981, and he said that state agency resources are able to handle the human and economic services situations created by the 20% or so who have not.

"Services in the state (Michigan) are, across the board, better than in our border states of Ohio and Indiana, and far above most or all states in the nation with the possible exception of California," Gonzales said. "In Michigan, we have been more conscientious in the fair treatment of workers, i.e. higher wages, higher piece rates, better housing and working conditions, resources and services. In fact, the situation in Michigan is often better for migrants than in their own home states."

However, he cautioned, if the percentage of the uncontracted Michigan migrant labor force goes too much higher than the

anticipated 20% to 25%, there is a stress on the resources of state agencies.

The Michigan Migrant Services Office is encouraging growers to do the necessary pre-planning and information gathering to be prepared for the season, and the agency has been involved in various grower information meetings held in the state prior to the start up of the migrant labor season.

Those meetings have attempted to bring information to agricultural employers about changes in federal regulations, such as the Migrant and Seasonal Worker Protection Act (MSPA), and to create "a plan ahead" awareness among growers.

Gonzales does not believe that there is grower resistance to the new MSPA regulation, rather he is concerned that growers are not taking the time to be knowledgeable and aware of the provisions of the act as it applies to their own situation. He said he has been disappointed in the response from growers to the various interagency information meetings held in the state.

U.S. Department of Labor Enforces Workers' Rights

His concern is shared by Russell Clark, regional agricultural specialist for the three state area of Michigan, Ohio and Indiana. Clark, whose agency is charged with enforcement of MSPA, explains that since MSPA was enacted in April 1983, the U.S. Department of Labor has made attempts to get information out to agricultural employers through organizations such as the Farm Bureau, through news releases and public information meetings.

"We have not been overwhelmed with response," Clark said, "and, unfortunately, the information phase of MSPA is

(continued on page 21)

Home Dairy Marketing Has Fresh Appeal for Today's Consumer

By Marcia Ditchie

Pride in their farming operations and the belief that they can supply local residents with fresher milk than many of the larger dairies has led some dairy farmers to process and bottle their own milk. The Van Gunst family of New Era and the Gallagher family of Traverse City are two of a handful of dairy families across Michigan who operate on-farm dairies.

For over 80 years the Van Gunsts have farmed in Oceana County, and as times changed, so did their commodities, evolving from fruit and vegetables to dairy. Wendell & Ruth Van Gunst, who are the third generation to operate the 300-acre family farm, opened the View Home Farm Dairy in southern Oceana County a year ago. The milk for the dairy is supplied by their herd of 120 registered Holsteins.

"We've always prided ourselves on a clean herd and operation," said Wendell. "We felt that we could take milk directly from the cows and have

it processed, bottled and in the stores within two days. Our whole philosophy is that we can provide fresher milk than anyone else."

Convinced that they could succeed with their own dairy, groundbreaking for the plant was held in early December 1982 and the first milk was bottled in mid-May 1983.

Between the time the groundbreaking was held and when the first milk was delivered to local stores, the Van Gunsts conducted an extensive advertising campaign to announce the opening of their dairy.

"We did a lot of advertising for about a month and half prior to getting into operation," he said. "In addition, we had an open house here at the dairy to coincide with when the milk went into the stores and about 1,500 people came out.

"By the end of the summer, we were bottling all the milk we had. We're on our second major expansion within a year trying to keep up with demand. We've

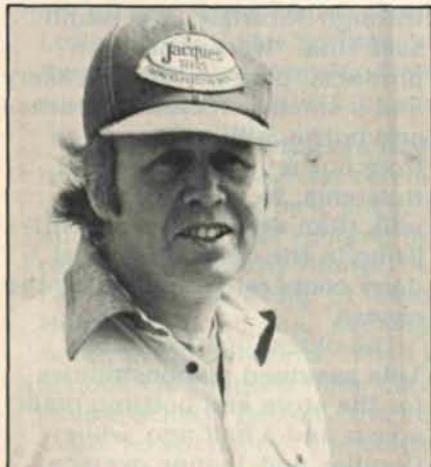
got people on a waiting list who want us to put milk in their store," he said.

Several of the on-farm dairies sell milk at the retail level, but the Van Gunsts decided to sell their's wholesale to local supermarkets and gas stations in the Hart and Shelby area.

"We started out with plastic containers because we felt that had the most acceptance in the stores. We bottle milk three to four times a week and deliver to our customers three days a week," Wendell said.

"We date milk two weeks, which is the longest dating anyone has on milk and we feel we are doing some things right to get that kind of shelf life," he said. "Inspections at the plant have been frequent and we've been very frank with the inspector from the beginning. We told him to be as tough as possible and if there is anything wrong, we want to know because every gallon of milk can be traced right to our dairy."

When the dairy began operation, the Van Gunsts only bottled white milk, but have since



WENDELL VAN GUNST
View Home Farm Dairy



RUTH VAN GUNST
View Home Farm Dairy

expanded their product line.

"We branched out to chocolate milk, then we began to make cream line milk, the old style milk where you don't homogenize it and the cream comes to the top. The demand for that has gotten consistently larger and more people and health stores are interested in it. Last August we started our ice cream business."

In the year that the View Farm Home Dairy has been in operation, demand for their products has increased, but their marketing area is limited to a small radius from the farm.

"Our basic market has been about a 15-mile radius. Just in the last couple months we've branched into Muskegon, about 30 miles from here. Ninety percent of all the milk, however, is sold within 11 to 12 miles of the dairy," he said.

Bottling operations at the plant are conducted by two full-time employees in addition to Ruth and their four daughters, who also help with deliveries.

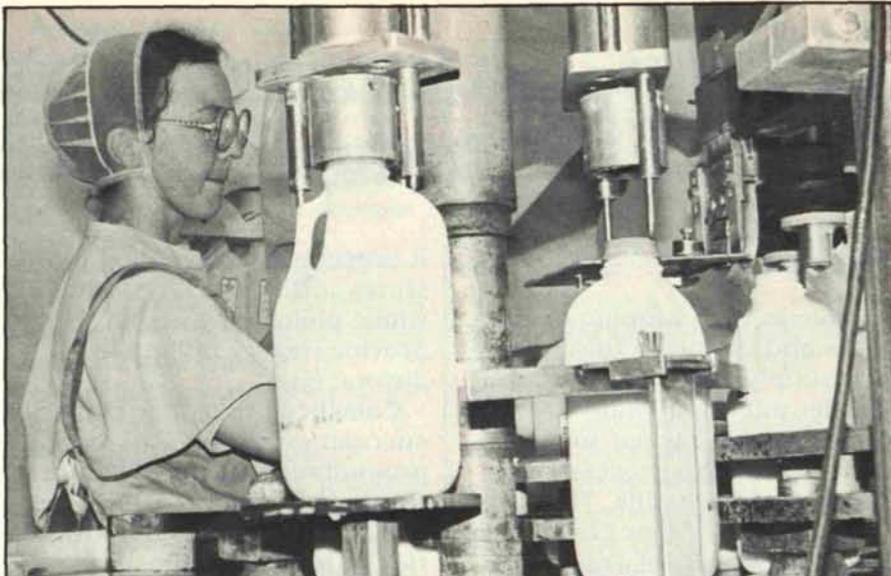
Further expansion of the dairy and product line will probably be made in the future, Wendell said. "There isn't a week that goes by now that we don't get a call from someone who wants us to put milk in their store."

Old Fashioned Appeal

For Douglas & Joanne Gallagher, who have a 250-acre family farm in Grand Traverse County, the decision to open an on-farm dairy seven years ago resulted from several requests from local people who wanted to purchase milk from their farm.

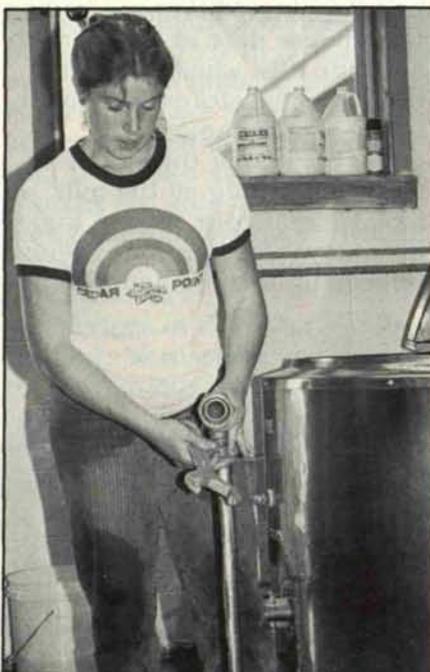
"A lot of people wanted to buy our milk, but state law prohibits the sale of raw milk," said Tina Apsey, general manager of Gallagher Farms Dairy.

To keep that raw milk appeal, the Gallaghers decided to



The Van Gunsts have urged tough inspection of their dairy products and processing right from the start of their home dairy business. "If there is anything wrong," says Wendell Van Gunst, "we want to know because every gallon of milk can be traced right to our dairy."

pasteurize the milk instead of homogenizing it, so the cream comes to the top. They chose to



At Gallagher Farms Dairy, milk is processed and bottled twice a week from their 60-cow milking herd. According to Tina Apsey, who supervises the dairy store and bottling facilities, the herd produces more milk than is sold through the home dairy, so the excess is sold to a local dairy cooperative.

market their product in the more old fashioned glass bottles which also have a special appeal to their customers.

They bottle whole milk, skim milk, chocolate milk made with whole milk and heavy whipping cream.

Unlike the Van Gunsts who sell their milk at the wholesale level, the Gallaghers have a retail store at the farm, which is located three miles west of Traverse City. Their products are also sold at a local food cooperative.

"Our store is open Monday through Saturday year round," said Tina. "We sell our own products, plus we have a bakery and a small grocery. We process and bottle milk twice a week from our milking herd of 60 Holsteins. We produce more milk than we are currently utilizing in the dairy, so a local dairy cooperative purchases the excess."

The oldest of 12 children, Tina assumed responsibilities for the store and bottling plant a year and a half ago, while Douglas and Joanne oversee the daily farming operations.

Members enrolled in Farm Bureau's health insurance plans will have the opportunity to make changes in their coverage during the annual reopening period, June 17-30. If eligible, members can change health care plans or add a dependent child who is between the ages of 19 and 25. Health plan changes will be effective with the Aug. 20 billing. The June reopening period was established to coincide with the annual rate adjustment period and will eliminate the need to conduct a September reopening period. Members considering changes in their health care coverage through the MFB group should contact their county FB secretary.

Plans for MFB's Young People's Citizenship Seminar are almost complete. The seminar will be held June 11-15 at Albion College. Selected by county FBs throughout the state, the high school juniors and seniors will learn about the American free enterprise market system, peoples and countries around the world and our country's political system. There may be a few openings left — check with your county secretary if you know an interested student.

Six Ag Accident Rescue Seminars have already been held this spring and more are scheduled. Seminars scheduled for June are in Kalkaska County, June 2; Lapeer County, June 9; and Monroe County, June 23. Gladwin County has scheduled the training for July 7. For more information about these seminars or to learn more about sponsoring an ag accident rescue seminar in your county, contact: MFB Public Affairs Division, P.O. Box 30960, Lansing, Mich. 48909; phone 517-323-7000, ext. 559.

Mark your calendar now for the MFB Women's State Leader Conference, scheduled for Sept. 20-21 at the Lansing Hilton Inn. The conference will focus on education, with workshops emphasizing the FB organization. Details will be announced soon.

The Five Lakes Community Action Group is the state's first winner in a membership contest for Community Groups. As a reward for their efforts, the Clare County group will receive a MACMA smoked ham and members will get a 10% discount on purchases from MACMA's Christmas sale. To qualify, groups must write a minimum of three new, regular members.

The Occupational Safety and Health Administration (OSHA) has scheduled a public hearing on its proposed field sanitation standard for June 19-20 in Toledo, Ohio. The hearing is one of five scheduled in May and June to allow interested persons to present information and evidence on the proposed rules. The proposal would require agricultural employers who hire 11 or more field workers to provide toilet and handwashing facilities and potable water close to the employees' work location. MFB Public Affairs staff will attend the hearing and have requested the opportunity to present testimony on behalf of Michigan agriculture.

First place winner in the statewide FFA extemporaneous speaking contest, sponsored by FBIG, was Beth Stuever from Capac High School. She was among eight finalists who competed for top honors in the contest held during the 1984 FFA convention at MSU. First runner up was Karen Hellow, Sault Ste. Marie. Gold award winners were Karen Mesco, Cassopolis; Leslie Hoxie, Cedar Springs; and Ernie Birchmeir, New Lothrop. Silver awards went to Wendy Rogers, Camden-Frontier; Dale Johnson, Lakeview; and John Jerome, Alma. FBIG has been sponsoring the contest for several years.

The top 10 winners of FBIG's America & Me essay contest and their parents were honored during special ceremonies at the state capitol on May 23. The winners, whose essays were selected the best out of thousands of entries from 550 Michigan schools, received plaques and savings bonds ranging in value from \$200 to \$1,000. This year's top 10, in their order of ranking, are: Cathy Rumpf, St. Anne School, Warren; Brent Penfold, Petoskey Middle School, Petoskey; Dora Wong, St. Linus School, Dearborn Heights; Patrick Gessner, St. Mary's School, Monroe; Phuong Thai, Lee High School, Wyoming; Bobby Glover, Donovan-Mayotte School, Flint; Karen Lynn Steinhaus, North Christian School, Kalamazoo; Roman Kuchersky, Hillel Day School, Farmington Hills; Patrick Adent, Reed Middle School, Bridgman; and Leah Samuel, Post Middle School, Detroit. The annual contest, open to eighth graders, was started by FBIG in 1968. As sponsor of the contest, FBIG has earned 11 national awards from the Freedoms Foundation at Valley Forge.

Nuclear Energy Affects Everyone

A real problem for the state of Michigan is the completion of nuclear energy plants. It affects everyone alike — farmers, businesses, city dwellers.

It has been a subject most have steered clear of supporting. A few who oppose it have had lots to say and have received television and news coverage extensively.

Michigan needs Consumers Power and Detroit Edison nuclear plants that are now nearly completed. We would be worse off with enough coal plants to produce the necessary energy. Acid rain is already a serious problem. By the time they were built their costs would be a serious problem to finance and meet regulations.

As a Farm Bureau member, I feel our organization has been reluctant to take the firm stand that appears to be necessary to complete the Midland plant. Time is running out. It may be too late even now. Delays cost money (\$22 million in interest per month) as do loss of confidence in utilities (decrease in value per share of stock they have to sell to raise money).

As a stockholder, I realize we should bear some of the costs, even in a Public Service Commission controlled utility. Most utility stock is held for retirement earnings.

*J. Sheridan Stewart
Rives Junction
Jackson County*

These concerns are shared by many Farm Bureau members in Michigan and throughout the nation. In fact, 1984 AFBF policy supports "the use of nuclear power generators, including those under construction, as a source of needed energy with adequate safeguards to insure their safe and environmentally sound use. . ."

Michigan Farm Bureau recently agreed to an all-member mailing, paid for by Consumers Power, seeking support for completion of the Midland nuclear power plant. MFB's cooperation with this utility was based on the belief that the long range viability of agriculture and agricultural processing in Michigan is dependent upon adequate supplies of electrical energy.

Many FB members, especially retired farmers, stand to lose considerable investments in Consumers Power stock if the utility is unable to raise money for the completion and operation of the Midland facility.

Individual Approach to Diet and Nutrition Needed

It is a lot cheaper to grow vegetables and fruit than cattle and pigs. Lots better for you, too. We cut way down on our meat. We read health and vegetarian books. I hope Michigan meat growers don't ban our hero, Richard Simmons, from coming here like other states have.

If you all grew vegetables and fruit, we'd all be healthier and farmers would profit.

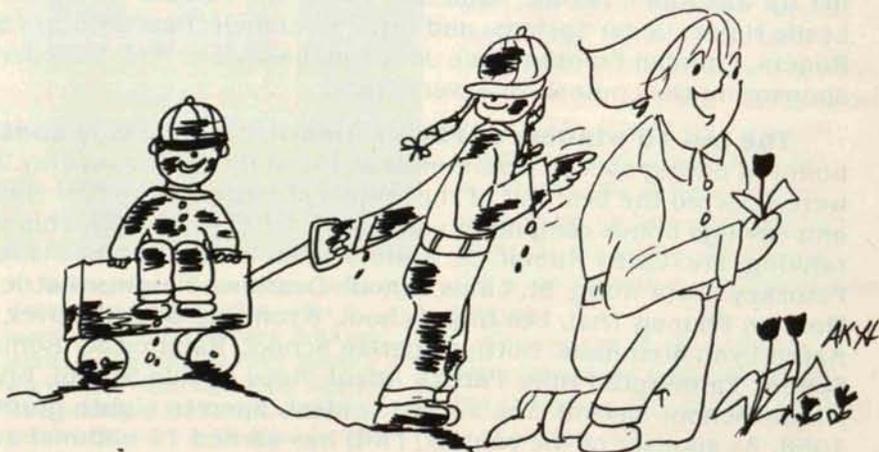
*Phyllis Johnson, Ravenna
Muskegon County*

The question of health and diet was the topic at a recent Farm Bureau-sponsored nutrition symposium held in Chicago. Farmers, nutrition professionals, educators and scientists gathered for the meeting to hear Dr. Jeremiah Stamler, professor of cardiology at Northwestern University and a proponent of a low cholesterol diet, and Dr. Donald McNamara, associate professor of biochemistry at Rockefeller University, New York City.

While Dr. Stamler encourages people to stop smoking and reduce cholesterol intake of dairy products, meat and eggs to reduce risk of coronary problems, Dr. McNamara said that "treating an entire population by reducing cholesterol intake because 20% of them may need

FARMETTE

*By Andrea Hofmeister
Tuscola County*



"Ah, Spring. . . so fresh, so crisp, so beautiful."

to is misleading and fails to deal with a whole spectrum of additional risks." He said that advocates of the so-called "prudent diet" should justify it by asking three questions: Will it reduce plasma lipid levels in the majority of patients? Will it significantly reduce the incidence of cardiovascular disease? Is it free of any long-term, undesirable side effects?

Dr. McNamara advocates an individual approach to diet and asserts that the public is confused, with good reason, over the difference between cholesterol in the diet and cholesterol in the blood. People may avoid milk, eggs and other good foods for no good reason, out of fear created by a faulty premise or misinterpretation of data, he concluded.

Defense Expenditures Part of Budget Problem

In the discussion topic material for April, you talk about the huge deficit. You mention Social Security, Medicare, food stamps and farm programs as those showing "uncontrolled growth."

I am very curious why you did not mention the uncontrolled



RURAL RASCALS DO GROW UP — This group of rural rascals gathered at S & H Farms, St. Johns, following the wedding of partner Gordon Howard's daughter, Sandy, in April 1983. Sandy married Dennis Jury, also of St. Johns. Pictured on the ground are, left to right, Scott Havens, Al Havens, Kathy Howard, Dale Jury, Joe Thelen, Tim Motz, Cheryl Jury, Dana Kirk, Pam Ott, B.J. Bullion, Glenda Jury, Michelle Armsbushmacher and Ken Fox. Standing on the tractor above the newlyweds is Albert Ott.

growth of the military budget. Is that such a sacred cow that it was not even mentioned — excepting very briefly in discussing the Grace Commission report when you mention "without weakening America's needed defense build up"?

You did not mention that President Reagan's budget,

even adjusted for inflation, is the highest since World War II. Or that this year's budget asks for \$305 billion for the Department of Defense, including items such as 40 MX missiles, 34 B-1 bombers, increased request for Trident II missiles, nearly a

(continued on page 28)

FARMERS OF THE WEEK

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

April 2 — Reuben Rehault, 53, of Lake Linden operates a 600-acre potato, poultry and beef farm. He is active in St. Joseph Catholic Church, a member and past president of the U.P. Potato Growers Association, and a member of the Copper Country FB, the Houghton County Agricultural Society and the Knights of Columbus.

April 9 — Howard Straub, 35, a dairy farmer from St. Johns, milks 80 cows and farms 300 acres in partnership with his father. He is a Cub Scout leader, a Clinton County FB board member, a member of the First Church of God, a guitar player in a local gospel group, a member of the Independent Milk Producers and has served as an ASCS convention delegate for the past three years.

April 16 — Wayne Spray, 47, is a dairy farmer from Cheboygan who milks 30 cows and has a herd of 90. He is a 4-H leader, a member of St. Thomas Lutheran Church, chairperson of the Cheboygan Co-op board, chairperson of the Cheboygan County Soil Conservation District board, and a Cheboygan County FB member.

April 23 — William Ruhlrig, 39, is a vegetable grower and greenhouse operator from Taylor. He is president of the Wayne County Soil Conservation District, current board member and past president of the Wayne County FB, member of St. Johns Lutheran Church, past president of the St. Johns Lutheran School Board, and member of the Metropolitan Flower Growers Association.

April 30 — Lawrence Brunink, 64, of McBain, operates a 600-acre dairy farm and milks 120 cows in partnership with his two sons. He is on the local Farmers Co-op board, a member of the Lucas Christian Reformed Church, a member of the local Farmers Home Administration board, a member of the Missaukee County FB and has served on the FB board for 18 years.

FARM BUREAU MARKET PLACE

FARM EQUIPMENT

Starr Flush Trays, Farrowing Stalls, Nursery Pens. Free literature includes weights, pricing. Some dealerships available. Starr National, 219 Main, Colchester, IL 62526. 309-776-3446. (6-24p-ts)

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

27 ft., 32 ft. and 40 ft. aluminum semi-trailers for storage. Some fully insulated, most still roadable, located at Beaverton, Mich. Prices start at \$850. Contact John Burdick at 517-435-7580. (5-2t-27p)

Chain Saw Files — Swedish made quality. Only \$9.88 per dozen postpaid. 5/32" or 7/32". Send check or money order Stanton Hardware, 102 N. Mill, Box 366, Stanton, Mich. 48888. (5-4t-28b)

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

Squeeze chute for sale: Teco model — portable or stationary. Squeeze two sides or one headtable and new tires. Safe for handlers and animals. Will pay for self more than once — \$3,000. 517 278-8989. (6-32p)

John Deere Equipment For Sale — 740 16" wheel drag, No. 5, 7" mower, 494 corn planter, cultivator 4 row front mount spring tooth, 7145 5/16 bottom plow, 965 wagon gear, box, hoist. Britton, Mich. 517-451-8275 or 451-8588. (6-36p)

CLASSIFIED AD POLICY

Through August 1984, members pay 10¢ per word for non-commercial ads and 15¢ per word for ads which promote a commercial business other than agriculture. All other advertisers pay 20¢ per word for one insertion and 15¢ per word for two or more consecutive insertions. See the announcement below for new ad rates.

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

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

ATTENTION CLASSIFIED ADVERTISERS

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

- Members will pay 25 cents per word.
- All other advertisers will pay 50 cents per word for one insertion and 45 cents per word for two or more consecutive insertions of the same ad.
- All advertisements will be subject to a 15-word minimum charge, including member ads.

LIVESTOCK

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

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

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

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

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

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

Duroc Boars and Gilts sound and durable. Delivery available. Jim Previch, 8147 Forrister Rd., Adrian, Mich. 49221. 517-265-4112. (6-12t-18p)

Milk, breeding and show goats — Registered and grade LaManchas with grand champion and star-milking backgrounds. Mostly young stock but a few established does. Also a few Alpines and Saanrens. Windswept Farm, 6770 S. Edon Rd., Reading, Mich. 49274. 517-283-2921. (5-2t-37p)

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

LIVESTOCK

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

MISCELLANEOUS

"United States Organ" — Whitney and Raymond, Cleveland, Ohio. Excellent condition. Original finish. Austin Greenhoe, Crystal, Mich. 517-235-4207. (6-2t-16p)

Satellite antenna dealers needed — no experience required — buy direct from distributor — bypass middlemen — wholesale \$599. — retail \$1,195. Call day or night: 303-636-0663 or write: Antennas, Box 16035, Colorado Springs, Colorado 80935. (5-4t-31b-ts)

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

AMS/OIL — Are you interested in using or selling this synthetic product? We have used it in our car, mini home and pick-up for a couple of years and are very satisfied with the results. For more information call 616-258-8326 or write Advent-Age Products, Inc., Rt. 1, M-72 East, Williamsburg, Mich. 49690. (6-2t-50p-ts)

Why die without a will? Two legal "Will Forms" and easy instructions. Only \$4... Order Today! **Guaranteed!** TY-Company, Box 1022-MF, Pryor, OK 74362. (3-6t-22p-ts)

Overweight? No pills, powder. Just sensible eating. Conway Diet Idea Cookbook. No sugar or fats. 180 pages of recipes plus diet. Send \$7.00 postage paid to: 13280 Lime Lake Rd., Hudson, Mich. 49247 or call 517-383-2573. (6-38p)

Mil-Rite Chain Saw Mill — Save \$\$\$! Cut your own lumber, log home timbers and veneer. \$495.00 F.O.B. Warren Groth, 586 Amnets Hwy., Iron River, Mich. 49935. (6-5t-26p)

1980 Ford 600 Truck For Sale — 370 motor, 8.25 tires with 12 ft. aluminum insulated van body. Truck and body in excellent condition. Call Crystal, 517-235-4207. (6-2t-25p)

Save postage/mailing fees with "Mail-A-Gif" money saving offer when purchasing from colorful 144-page catalog. We mail/ship purchases direct to you, or chosen stateside, military address, APO — etc., U.S. Virgin Isles/Puerto Rico for free. Learn how you can save even more money by sharing catalog with friends. Send \$3.00 check/money order, deducted from first order to: Edwin L. Milburn, Milburn's Mail-A-Gif, 11416-105 Avenue S.W. — No. 12, Tacoma, Wash. 98498. (6-76p-ts)

Extra Income — Addressing labels. Easier than addressing envelopes. Free details. Send two stamps: LISTS, Box 90028-RR, East Point, GA 30364. (4-20p-ts)

Lose weight forever! 20 lbs. monthly! No diet pills! No starvation! Enjoy losing! Even when all else has failed! New weight control tape! Use the power of the subconscious mind! Stay trim forever! This cassette tape will change your life! Only \$12.50. Hamiltons, Box 652-131, New Ulm, Minn. 56073. Satisfaction guaranteed. (6-51p-ts)

DOGS

Registered giant Black Schnauzer available for breeding purposes. 616-673-6759. (6-3t-9p)

NURSERY STOCK

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

Berry Plants — Raspberries, strawberries, blueberries, currants, gooseberries, others. Free catalog. Makielski Berry Nursery, 7150 Platt Road, Dept. RL, Ypsilanti, MI 48197. Phone 313-434-3673. (4-6t-22p)

FOR HOMEMAKERS

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

Cabbage Patch-Like Dolls! Make your own! Complete instructions, patterns. Birth certificate. \$2.50. Hamiltons, Box 652-131, New Ulm, Minn. 56073. (6-20p-ts)

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Packaging That Country Feeling

By Cathy J. Kirvan

As you've walked through the countryside, soaking in the sights, sounds and smells of nature at her best, have you ever thought that the "country feeling" should be bottled and sold?

Well, David Amon and his family haven't gone quite that far — yet — but they have created a package tour of their farm with a goal to share that feeling with others.

David, his wife Judy and his sister and brother-in-law, Janet & John Marnett, own and operate Amon Orchards, located a few miles north of Traverse City in the heart of Michigan cherry country. In 1980 they set their sights on a new business venture, Amon Orchard Tours, aimed at getting tourists to visit their farm, taste their products, purchase some to take home, and spread the word about this down-on-the-farm experience.

David and Judy got the idea during a Caribbean cruise. "We visited a plantation in Jamaica and really enjoyed seeing the different types of things grown in that climate," David said. "It gave us the idea that maybe people who visit Michigan would like to know more about our agriculture.

"When we got back we approached the Grand Traverse Resort, which is just down the road. We asked if they'd be interested in a program where we'd take groups of people from the resort on an orchard tour. They liked the idea and asked that we start it that summer."

They purchased a tour wagon that resembles a trolley car and put together a program. Since Traverse City is the "Cherry Capital of the World," they concentrated on answering people's questions about the cherry industry.

Recipe Cherry Cobbler" served with a hot or cold cherry drink.

"The first year we promoted the tour by putting brochures in the rooms at the Grand Traverse Resort and took some of their employees on a free



A tour of Amon Orchards, north of Traverse City on M-31, is "entertainment first and foremost," says partner David Amon. "My philosophy is that we are an attraction — just like going to the show, going bowling, or taking a canoe ride."

Tour Designed to Entertain, Inform

"Our tour is entertainment first and foremost," David said. "We entertain them, we feed them and we educate them, not necessarily in that order. Our primary motive is to show them a good time."

The hour-and-a-half program, which costs \$3.50 per person, includes orchard tours conducted by a guide, a stop at the farm market where visitors can taste the products prior to making purchases, and a hot piece of "Grandma Amon's Secret

tour so they'd be knowledgeable if anyone asked about it. From there, we have expanded to other area motels," David said. Residents and visitors can also take the tours — not just resort or motel patrons.

But their biggest expansion has been into the motor coach tour business.

"We have several small roadside markets and used to panic when a bus would stop because all of the sudden you had 50 people wanting fast, courteous

service," David said. "Well, one year during the Cherry Festival the festival office asked if we could accommodate a busload of people who wanted to stop at a farm market. We said, sure, send them over.

"When the bus arrived, I got on and gave them a little public relations on the cherry industry. We had three scheduled buses that year and the first one we kept in the yard. When the next two buses came we took them right into the orchards, and that's how we got started in the motor coach tour business."

Now the Amons contact the motor coach companies directly through their computer mailing list. Last year they hosted 50 buses and were expecting 30 buses in May alone this year.



The cherry shaker illustrates the innovative technology in the industry, David believes, so they demonstrate it on all tours. "Even when we're not shaking cherries, we have this old, grundy tree that we always hook on to and start the machine up," he says. "The people love it — they grab onto the nets and take lots of pictures."



"We're getting double use of our assets," David says. "Not only is my land growing cherries, it's also servicing tourists." While Amon Orchards' major interest is in growing cherries, David says the tourism aspect has increased the cash flow for the overall operation.

They've had some problems with people wondering why they should pay to visit a cherry orchard, but David has an answer for them. "My philosophy is that we are an attraction — just like going to a show, going bowling, taking a canoe ride.

"The more people become involved in high tech jobs, the more relaxing time they need for their own sanity. This kind of activity lends itself really well to escaping from the hustle and bustle. Where else could you go to drive through an orchard, pick fruit, have a picnic, walk by a creek or through a flower garden and overlook the bay? People will come out just for the experience of taking a bite of a tree ripened apple or peach and eating it right there and getting juice all over their face."

Creates Good Cash Flow, Uses Resources Efficiently

One thing that motivated the Amons and Marnetts to start the tour business was increased cash flow. "You take a tour, you give me the money, it's cash in my pocket," David said. "That's not the way it usually is in the cherry industry where sometimes you have to wait a year or more to get paid."

Another incentive was the desire to make their investment as efficient and productive as possible. "We're getting double use of our assets. Not only is

my land growing cherries, it's also servicing tourists."

When tourists stop at the farm market, they're given samples of both fresh fruit and processed products. The Amons have their own brand of jams and jellies and also promote the Wilderness Foods brand of cherry pie filling. A co-op they deliver to is a member of Wilderness Foods and the pie filling is used in "Grandma Amon's Secret Recipe Cherry Cobbler."

"The greatest compliment we can get is: 'The next time I go to the grocery store and I buy Wilderness, I'm going to think of you.' You almost want to grab that person and kiss them because that's what you're after — repeat sales.

"The business is still growing by leaps and bounds and there are times when we wonder if we're in tourism or in farming," David said. "So far, farming is still bringing in the bread and butter.

"We've kept a pretty tight handle on the tour business because we know how we want it done. We want to make the contacts because the feedback (continued on next page)

Country Feeling

(continued from previous page)

we get helps us in future planning. We have employees who give the tours but I sometimes do one just to keep in touch."

Would he recommend the tour business to other farmers?

"Yes, but you've really got to love people," he said. "You've got to firmly believe that the customer is always right, and be able to put up with people's idiosyncrasies."

"Most farmers are production oriented and don't see their operation as an attraction — or the attraction as being a way to market their product."

"I think there's a growing opportunity in agricultural tourism, but you can't do it over night. When we first got started we sent 500 mailings to motor coach tour companies and didn't get one response," David said. "Talk about being demoralized! We were ready to chuck the whole thing. But we hung in there and when the Traverse City area became a destination for motor coach tours we were ready for it."

"How many times you can utilize something is going to be the key to keeping farmers in business. You can't sit around and hope that you're going to make it just on growing cherries or whatever. You have to be innovative."

Labor Issues

(continued from page 12)

over. Following the regional public meeting in Sodus, Michigan, this May, no other meetings are planned for this year."

During the coming months, the U.S. Department of Labor will conduct an enforcement program with visits to growers and complaint investigation.

"We will probably gear the (compliance actions) toward people who have had problems in the past or areas where there have been problems. Com-

plaints form a part of that, but not the total," Clark said.

The department procedure is to conduct unannounced visits, but he said the agency representatives will be reasonable and accommodate growers.

"Generally, our people are professionals who treat the grower with respect and we respect the fact that we have some influence on this operation. We try to do our function in as efficient a manner as possible and get out of the way. We do have to talk to workers, but we respect time constraints and try not to interfere with the grower's operation," he said.

The agency, according to Clark, is mandated to enforce the law and there are very clear obligations for U.S. Department of Labor personnel. First, to get employers into compliance and, second, if the non-compliance is substantial, to assess penalties.

Basically, he said, the MSPA law replaces and clarifies previous farm labor contractor legislation. Speaking candidly, Clark admitted that there were some "gotcha" words and phrases in the previous Farm Labor Contractor Registration Act (FLCRA) that were subject to misinterpretation and varying judicial interpretations. But, he said, the new law clears up the words and phrases that had created the confusion and provides a clear direction for rights and responsibilities for all parties.

According to Clark, the basic premise of the MSPA law is that the employer who contracts labor either on his own or through a labor contractor must meet certain obligations to provide information to workers and maintain records.

Substantive changes from the previous law are that the employer must provide workers with details of employment either himself or through a registered farm labor contrac-

tor. The employer must be able to verify that the agreement was given to workers; that the housing provided meets the requirements of state and federal laws; and that the workers are paid properly. "Proper payment" involves a MSPA requirement to maintain hourly records as well as piece work records and a requirement to provide an explanation of any charges to the employee. While there are other provisions of the act, Clark said that these are the major provisions.

Some Growers Exempt From MSPA

There are two important exemptions to the MSPA law which Clark said employers should become familiar with. The first is the small business exemption. That exemption relieves employers who employ workers for less than 500 man days. Generally, 500 man days is equivalent to employing seven to ten full-time employees in a quarter. Persons whose operations fall below that level of employment would not come under the act.

The second exemption is for family business operations. Clark said that this exemption has caused some confusion among growers. The exemption simply provides that as long as all of the employment activities are conducted by the farm owner or members of his family, the operation is exempt from MSPA. Those activities include furnishing and recruiting the crews, employment, hiring, housing and transportation. "If the employer does all those activities, we don't care how big his operation is," Clark said.

However, if a non-family member conducts or carries out any of those activities, the employer loses the exemption. If the non-family member is a full-time hired employee who recruits labor, the requirements for an agreement, housing, pay-

(continued on page 29)



BLOSS

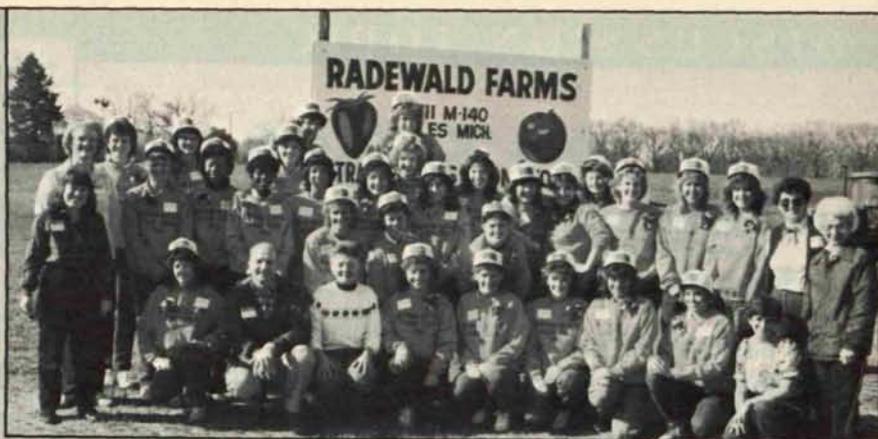


By Leslie Leitz, Information Chairperson, Berrien County

They say a picture is worth a thousand words and these photos taken during the 1984 Blossom Queens Farm Tour, sponsored by Berrien, Cass and Van Buren County Farm Bureau Young Farmer groups, tell the story of a successful farm city event. The tour was part of the annual Blossomtime Festival of southwest Michigan which celebrates the apple blossom, our state flower, and all orchard blossoms.

Between 28 and 32 communities in Berrien, Cass, Van Buren and southern Kalamazoo counties participate in the 51 year old blossomtime tradition. This year queens were selected from 29 participating communities.

The farm tour is the newest event in the festival activities planned to give each of the blossom queens the opportunity to increase their knowledge about agriculture in southwest Michigan. Four farms were on this year's tour.



M TIME



*Photos courtesy of
Portraits by Friesan,
Coloma, Michigan*

Radewald Farms (Niles) is a fourth generation farm co-owned by Edwin & Virginia Radewald and Stanley & Barbara Radewald. It includes 550 acres of strawberries, tomatoes and grain for rotation, U-pick strawberries and packing house facilities.

Brookside Farms (Cassopolis), owned and operated by Ben & Frances Bement and Jerry & Julie Bement, is a 1,100 acre farrow to finish hog operation.

Ed & Phyllis Oxley (Lawton) raise grapes, sour cherries and asparagus on the centennial farm they bought 20 years ago. It was one of the first in the state where vineyards were planted.

Moser's Farms Nursery, Inc. (Coloma) is owned by third generation farmers Matt & Maryann Moser. The farm includes 350 acres of fruit orchards, tomatoes, squash, peppers, a fruit tree nursery and 10 greenhouses where some 200 varieties of flowering vegetable plants are raised.

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

Unified Policy Front Needed to Serve All of Agriculture

This past session of Congress, we witnessed a split between special interest commodity groups and Farm Bureau in the debate over the dairy bill and in proposals for the new farm bill. Agriculture is weakened when special interest groups weaken farmers' ability to speak for themselves, or when short-term solutions are applied to long-term problems. If farmers are to have a voice in providing direction for their industry, general farm organizations and commodity organizations must commit themselves to work in harmony and work out any policy differences between organizations, so that agriculture can present a united front.

Much of the fragmentation within agriculture, as well as the increase in outside interests that play a part in the formation of national agricultural policy, can be traced through history.

Up through the 1930s, farmers' economic interests were ex-

pressed at the national level primarily through general farm organizations such as the American Farm Bureau Federation and the National Farmers Union and groups such as the National Council of Farmers' Co-operative Associations. During this period, the legislation that was supported by farmers and their organizations was primarily general social legislation. Legislation, which in an agrarian society, affected everyone.

However, starting in 1933, legislation was enacted that provided price supports for a few politically favored "basic" crops. This began the fragmentation of general social legislation into specific commodity legislation which motivated producers to organize themselves to influence policy for their particular commodity.

Coupled with this was the fact that agricultural production and marketing was becoming more specialized and farmers' problems were often commodity oriented. Thus, the birth of commodity organizations and their subsequent use as a vehicle for political expression of farmer interests.

However, general farm organizations have always recognized that many farmers' problems are commodity oriented. Commodity interests have long been an important part of their program. But the vital reason for general farm organizations is to bring

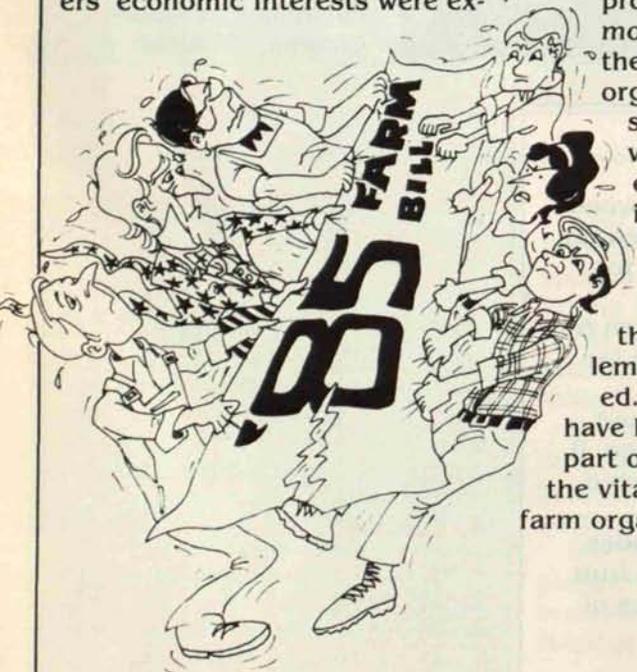
all special commodity interests under one umbrella, to find solutions beneficial to all of agriculture.

Commodity producers inevitably have differences in their points of view (they also have a great deal in common). These differences are eventually resolved somewhere. The question is, should they be reconciled by farmers themselves within their own organizations or should each segment of agriculture go to a third party such as the legislative or regulatory bodies and plead their separate cases?

Many congressmen will tell you they would like to see a united front, but do not believe it. Congressmen love to have everyone divided so they can write whatever they wish. General farm organizations provide the mechanism for working out some of the differences of commodity interests prior to going before the Congress.

There are those in some groups, for example the milk industry, who feel that no one should be involved in making the policy for their industry except the producers themselves. This is simply not true. There are many commodity groups today that want to be involved in any new legislation regarding the milk industry because they feel they are infringed upon by decisions made in the milk industry and they would like to have something to say about it.

A perfect example is the recently implemented dairy diver-



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For enrollment information and complete details regarding all plans, call your Farm Bureau secretary.

NOTE: Farm Bureau members (and their dependents) who are eligible for Medicare may not enroll in the Dimension III or Prescription Drug Programs, but may enroll in the Econo Over-65 Program.



CAN YOU AFFORD LESS?

Discussion Topic

(continued from page 24)

sion program, a real concern to cattlemen because of the number of cull cows coming on the market. There are examples in other commodity areas as well. The PIK program did a great deal to awaken the livestock component to the importance of farm programs.

Many congressmen will tell you they would like to see a united front, but do not believe it. Congressmen love to have everyone divided so they can write whatever they wish.

If you raise livestock, your feed costs have been hiked by the grain programs. Even fruit and vegetable growers are not immune to the decisions made on national farm policy. Although less tangible, it's safe to say that the general dissatisfaction with farm policy has spilled over to nibble at marketing orders, which, in general, have worked well.

The challenge is to balance all the competing needs and demands. Things can be made very attractive for one commodity, but always at the expense of another commodity.

Although the number of members in a general farm organization is often several times the membership of a separate commodity group, the general farm organization is not always recognized as a spokesman on commodity problems. Why this has been true is no mystery.

For several years, Congress has operated with subcommittees composed of five, six or seven members of Congress. These subcommittees possess an immense amount of power. Also, the time horizon over which politicians plan and make decisions has never been long, usually no more than to the next election. It is even shorter now that a decentralization of power has taken place within Congress. Getting commitments for long-term policy is virtually impossible. It is quite obvious what commodity organizations with large political action funds might be able to accomplish in advocating short-term solutions to their benefit.

It appears now that general farm organizations will play a revitalized role relative to commodity organizations. With the growth in international trade and dependence on foreign markets, the marketing and commercial activities of general farm organizations have become increasingly important.

General farm organizations can also play a major role in helping to formulate farm policy that balances the interests of all commodities. Short-sighted solutions for narrow interests cannot continue if we are to serve world markets and take advantage of our efficiency of production and our adoption of new technology.

Just as important to agriculture's future is the role that commodity organizations play in market improvement, promotion, consumer education and research.

If agriculture is to be successful in achieving these goals, general farm organizations and commodity organizations must achieve a strong working relationship. Building

good relationships is largely a matter of attitude; organizations must decide first that they want it. Discussion on issues must take place before policy is set. If discussion takes place after policy is set then compromise becomes unlikely.

Good relationships among the organizations are imperative to provide the kind of thinking necessary to shape a farm policy that will assure us a sound industry.

Discussion Questions

- What is the purpose of a general farm organization?
- What is the purpose of a commodity organization?
- Should policy decisions for specific commodities be left to those commodity producers alone?
- Can a general farm organization effectively balance the needs and demands of all commodity groups? How?
- How can general farm organizations and commodity groups work together to achieve sound policy decisions?

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Agricultural Options – Practical Applications

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

This month's Agrinomic Update is the last of a three-part series to help Michigan farmers become more familiar with options trading. This month's column deals with the practical application of options in a farmer's hedging program.

Hedging With Options

Agricultural producers will use options in a hedging program similar to the current use of futures contracts. However, options offer two distinct advantages over traditional futures hedging.

One advantage is that no margin calls are involved. The other benefit is that options, unlike futures contracts, let you set a minimum selling price or maximum buying price without

eliminating the chance to sell higher or buy lower.

These two benefits will become more clear as we look at specific hedging examples.

Farmers will use options to short hedge the production of both grain and livestock and to long hedge inputs, such as feeder pigs, feeder cattle, grain and soybean meal.

While farmers can buy or sell options, they most likely will be interested in buying put options to hedge production and buying call options to hedge inputs. Generally, farmers will not be on the selling side of puts and calls, as this tends to expose producers to more risk than they may be willing to accept.

Buying a Put (Short Hedge)

Buying a put allows the holder to assume the short (selling) side of a futures contract. This is essentially a bearish position.

Here is an example of buying a put to short hedge soybean production: It is May, you have finished planting soybeans, and

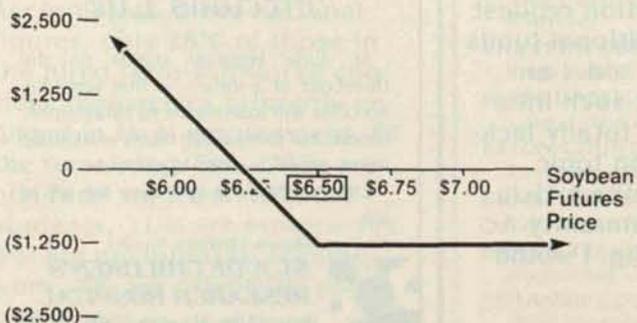
the November futures contract is at \$6.50 per bushel. You want some price protection without margin calls and without locking yourself into \$6.50 if bean prices should go higher. So, you buy one 5,000 bushel put option with a \$6.50 strike price and pay a premium of 25 cents per bushel or \$1,250 to the options seller.

If soybean futures prices decline to \$6.00 per bushel, you would exercise the option to sell your contract at \$6.50 when they were valued at only \$6.00 (see example 1). This would give you an immediate 50 cents per bushel profit or \$2,500 on the 5,000 bushel contract. This profit must be reduced by the amount of the premium for a net profit of \$1,250 on the options hedge. Of course, your cash soybeans would also be worth less in this example, but your options hedge protected you from the price decline.

If, on the other hand, the price of soybeans rises to

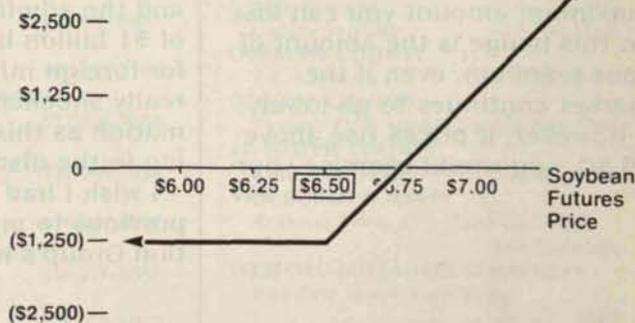
EXAMPLE 1

 BUY \$6.50 PUT FOR 25¢/BU



EXAMPLE 2

 BUY \$6.50 CALL FOR 25¢/BU



\$7.00, then you will simply abandon the option, allow it to expire and sell your cash beans on the higher market. You have not been subject to margin calls as the market moved against you and all you've lost is the \$1,250 premium that you originally paid.

Remember, the option is binding on the seller only. The buyer has the right, but not the obligation, to exercise the option.

In this example, you can see that purchasing the put option protected against a price decline, but also limited your loss as the market rose.

Buying a Call (Long Hedge)

Buying a call option allows the holder to assume the long (buying) side of a futures contract. It is a bullish position and is essentially the opposite of buying a put.

Here is an example of using a call option to fix the price of soybean meal:

You're a cattle feeder who uses soybean meal in your feed ration and you would like to lock in the price of your future soybean meal needs. Since options will not be initially available for soybean meal, you will use soybean options for your hedge. Bean futures are trading at \$6.50 per bushel. If you find this price acceptable, you buy one 5,000 bushel call option with a 25 cents per bushel premium for \$1,250.

If prices fall to \$6.00 per bushel, you would abandon your option and buy your cash meal at the lower price (see example 2). All you have lost is your premium. Remember, the maximum amount you can lose on this hedge is the amount of your premium, even if the market continues to go lower.

However, if prices rise above \$6.50, you would exercise your

option to buy one soybean contract at \$6.50 and then resell it at the higher value. Your profit would then be reduced by the \$1,250 premium which you had originally paid to the options holder.

By purchasing the call option you have locked in a maximum purchase price for the meal, while at the same time allowed yourself the opportunity to purchase the meal at a lower price if the market fell.

The Future

Trading of agricultural commodity options will be available by this fall. While exchanges are still establishing procedures and operating details, we can expect that options will be available for hogs, cattle, corn, wheat and soybeans. Options will initially be available in a three-year pilot program designed to test their effectiveness.

Options trading has already proven to be a boon to the securities industry. Agricultural commodity options have the potential to be equally important to farmers and agribusiness. However, much will depend on how well farmers understand options. The pilot program should be able to determine just how valuable options can be to agriculture.

Rural Exchange

(continued from page 17)

doubling of money for "Star Wars" (which is really extending the arms race into space), \$100 million for chemical weapons and the administration request of \$1 billion in additional funds for foreign military aid. I am really shocked that such information as this was totally lacking in the discussion topic.

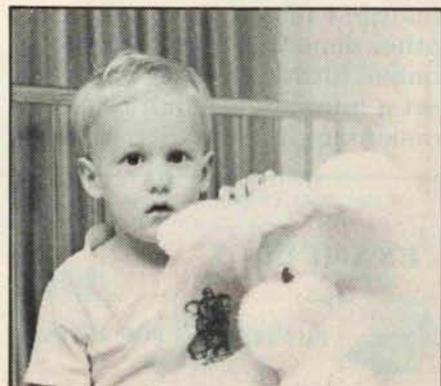
I wish I had read the article previous to my Community Action Group's meeting. I would

have written earlier to ask why you have given us such an unbalanced discussion.

*Dorothy Stoel, Charlevoix
Charlevoix County*

The defense budget surely has a "waste component" as do entitlement programs in Social Security, Medicare and farm programs. However, defense is not in the runaway federal spending category. As a share of total federal spending, defense declined steadily during the last 15 years. As a share of GNP, defense spending at 5.9% is well below entitlement spending at 9.5%. The April Discussion Topic was intended as an examination of those areas of government spending that fall in the runaway spending category. These are the areas that need immediate attention if federal deficits are to be reduced.

If you have news, comments or opinions you would like to share in Rural Exchange, please write Rural Living, P.O. Box 30960, Lansing, Mich. 48909.



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Labor Issues

(continued from page 21)

roll records, etc., must be met, but the full-time employee does not have to register as a migrant crew leader.

"The law clearly states that a fixed based operator is never going to have to register as a farm labor contractor nor any full-time employee of that operator," Clark said.

Managing Your Labor Environment

While the smart farm manager will be prepared to respond effectively to organizing efforts through self-education of the laws and regulations or through legal advice, a noted agricultural labor consultant asserts that no significant portion of the agricultural labor work force is ever going to be unionized.

"The vast majority (of farmworkers) don't want a union and it isn't the least bit economically feasible for the union to try to organize them," says Dr. James Holt, who has done extensive consulting with California employers and the University of California. He points out that despite all the talk about unionization in California, only 5% of the entire California ag labor force is unionized.

"A maximum of 20% to 25% of California agriculture will ever be organized and the rest is not attractive (to unions) to organize. The percentage in other states is far, far lower," he says.

National farmworker figures compiled by AFBF appear to support Dr. Holt's projections. According to those national figures, only 28% of those in the hired farm workforce consider themselves primarily engaged in farm employment. Of the remaining 72%, 24% are non-farm workers, 48% are students, 11% are housewives, 5% are unemployed seeking work, 7% are otherwise not in

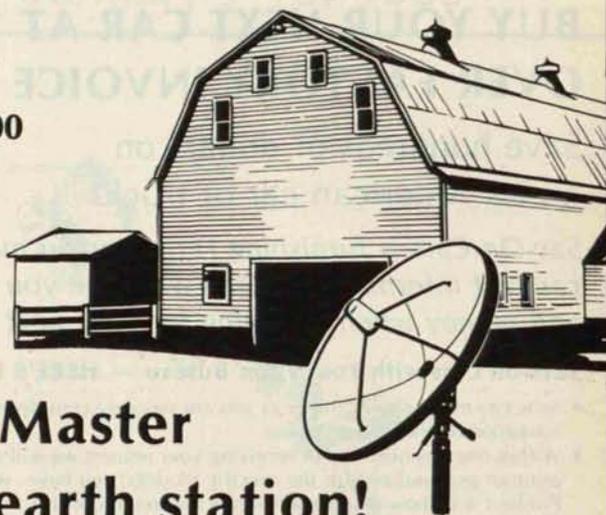
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Labor Issues

(continued from previous page)

the labor market; and 5% are farmers who work for other farmers on a part-time basis.

However, says Holt, the threat of farm labor organizing has prompted many agricultural employers to adopt a systemat-

ic labor management program. He notes that "once (agricultural employers) have gotten into labor management, they have often found out that the greater value of it has nothing to do with collective bargaining and that it is valuable in its own right."

Labor management is not

what Holt terms "smile a while" practices.

"What we're talking about is a comprehensive approach to affecting the level of (employee) performance. I think sometimes labor management is perceived as something you do to be a good guy or because it's a kind of requirement for citizenship, but I'm looking directly at the economic viability of the (agricultural) firm and the profitability of the firm."

"I see labor management as being one of the significant farm management challenges in the next couple of decades. It's probably going to be one of the key factors that sorts out those who survive... and those who don't."

The goals of systematic farm labor management are to reduce manpower requirements while increasing worker productivity and worker retention with increased profitability as the result.

"We are talking about enormous increases in productivity; not marginal savings in labor costs," Holt says. The present costs for farm labor are significant. The combined farm payroll in the United States now exceeds \$12 billion annually, accounting for \$1 out of every \$12 of farm production expenses.

Management areas that employers should explore include labor management planning; measuring and monitoring performance; personnel administration skills, including recruitment, hiring and employee evaluation, policies and procedures; interpersonal relations; supervisory skills; and human resource development.

Holt recommends that employers avail themselves of opportunities to increase their labor management skills through conferences offered by associations such as the Farm Bureau, Extension bulletins, and continuing education through state colleges and universities.

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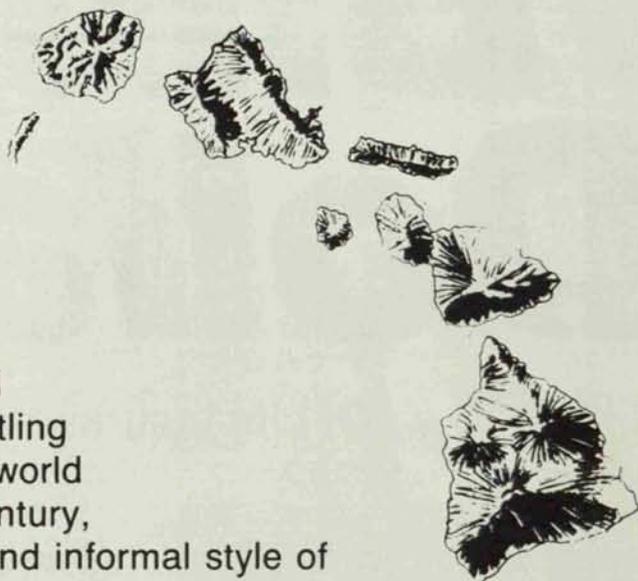
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