

Much of the food crisis data we are being subjected to can be classed as nonsense. But we are aware that people who are starving need help. Our problem is how help for them affects our industry.

"Golf courses vs. food" is a ridiculous statement, but a most powerful slogan — and one we now have to deal with.

The American people may not prove so gullible this time as they were during the "oil shortage" and the general problems which were created as a direct result. Also, we now have the sugar crisis. All this may just cause Americans to analyze and consider the facts a little more carefully.

Our task — as organized groups within the green industry — is to get facts to the American public. We need action committees — using the best minds in our industry — to assemble data which will quickly show the need for maintaining the green in our field.

Basically, we need to show the value of trees and turfgrasses as bulwarks against pollution. We need to review for people the life support data associated with the

"Keep America Beautiful" type of vegetation.

Further, we need to review the history of the fertilizer industry — how companies were forced a few years ago to shut down fertilizer plants because of overproduction; and the fact that in a short time the fertilizer market, if the need exists, can again be inundated with product.

Also, we need to point out that at one time not too many years ago, the food (mostly wheat) we were sending India to solve their starvation problem was in excess of their dock facilities to handle it. Further, we developed educational programs to help India (and other underdeveloped countries) with university personnel and training curricula to aid in increasing food production. The Indians kicked us out.

Nevertheless, starving people need food. And some way, we in this country will help get it to them. If we handle the situation intelligently, we can have both "golf courses and food."

We, as publishers, are interested. We will welcome your ideas on meeting this latest crisis. A.E.

Announcing the new Asplundh "Whisper Chipper" Looks the same — sounds so different!

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