



Rural Living

MICHIGAN FARM NEWS

APRIL 1988

Inside: New Uses for Corn

Young Farmer Leaders

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The
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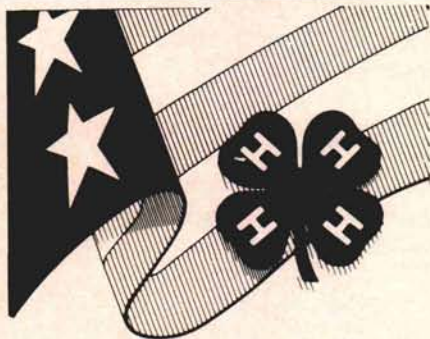
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Rural Living

MICHIGAN FARM NEWS

A Publication of the Michigan Farm Bureau

About the Cover

Spring storms light up the nighttime sky and hurry the greening of trees and hillsides.



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President's Message



Seeds

- MFB President Jack Laurie participated in Young Farmer Leaders' Conference activities on March 3 and 4 in Midland.
- On March 7 and 8, President Laurie attended a meeting of the National Dairy Commission in Washington, D.C.
- Returning from the nation's capital, President Laurie attended regional cabinet meetings on March 9 and 10 in the North region counties and Upper Peninsula, respectively.
- On March 15, President Laurie was back in Washington, leading the MFB delegation of county legislative leaders for the annual Washington Legislative Seminar, MFB's grassroots lobbying mission for national FB policy.
- Appearing on the program at the Michigan Milk Producers Association Annual Meeting, President Laurie outlined the policy recommendations of the National Dairy Commission.
- During Ag and Natural Resources Week on the MSU campus, March 21-26, President Laurie attended events and discussion sessions.

Take Advantage of Agricultural Research

Homogenized milk...hybrid corn...mechanical pickle harvesters...the first soil testing kits...high yielding dry beans...these are just a few of the technical and scientific innovations that have come from one of agriculture's greatest resources: the Michigan State University Agricultural Experiment Station (AES).

Reflecting on this year's centennial of the AES, it's remarkable how much the success of modern farming was driven by farmers harvesting the fruit of agricultural research. With the production and profit potential of biotechnology just beginning to unfold, taking advantage of science is going to continue to be an important part of the formula for success in the future.

But, if we as farmers want to really prosper, not just get by on government programs, then simply increasing the volume of what we produce is not going to be enough. We need to shift from just managing resources, to managing a dynamic mix of inputs, finances, production innovations, and marketing information.

Think back to a hundred years ago when the Experiment Station was founded: In those days a farmer could make a living by simply working long, hard hours, with very little technology involved. But, farmers in 1988 and beyond will be successful to the degree that they master decision making, information processing, developing market niches, and adapting to the needs of consumers.

In 1888 farmers had to contend with primitive transportation and communications that isolated them from events just half a county away. Today, jet planes and satellite communications tie farmers to markets and customers across the globe.

So, in the future we'll need all the scientific output our Agricultural Experiment Station can provide. But we'll also need to tap the creative management potential inside all of us.

That's where our Farm Bureau has an important role. Our organization has innovative training programs like Market Master. There are also opportunities to interact with, and learn from, other farmers through the Community Action Group and Promotion and Education programs. Through our legislative activities, we have the ability to influence the state, national, and international issues that will affect our livelihood.

Farm Bureau is one of your most valuable management tools. Use it today.

Jack Laurie

*Jack Laurie, President
Michigan Farm Bureau*

As sure as apples aren't oranges...



If you're offered health insurance for less than Farm Bureau rates, first read the fine print.

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Legislative Review

Diesel Fuel Excise Tax Under Fire

Washington

■ **Diesel Fuel Excise Tax** — Eight members of Michigan's congressional delegation have co-sponsored legislation to exempt farmers from having to pay excise tax when they purchase diesel fuel and then file for a refund. At this writing, Sen. Riegle and Reps. Schuette, Upton, Pursell, Carr, Wolpe, Traxler, and Davis have helped to boost the AFBF toward its goal of 218 co-sponsors in the House and 51 in the Senate.

AFBF testified before a congressional committee that U.S. farmers would pay more than \$400 million in additional operating costs under the new taxation of diesel fuel requirement for off-road use. The new provision was due to go into effect April 1.

■ **Anhydrous Ammonia Reclassification** — The U.S. Department of Transportation has proposed reclassifying anhydrous ammonia, used by many farmers as a nitrogen fertilizer, from a non-flammable gas to a poisonous gas. Reclassification to a poisonous gas would mean that the only way it could be legally moved would be by rail. Prohibiting the movement of anhydrous ammonia on public roads would effectively stop all farm uses of it as a nitrogen fertilizer.

MFB President Jack Laurie sent the DOT a letter of opposition, stating that the reclassification would adversely affect agribusinesses and rural communities as well as farmers.

■ **Trade Reform** — A conference committee is working out differences in the Senate and House trade bills. To date, it appears that the final bill will be export-oriented rather than protectionist in nature. However, two provisions supported by FB were rejected —



County Farm Bureau Legislative Leaders and Legislative Assistants left for the Washington Legislative Seminar March 15. The seminar, held in Washington D.C. March 15-18, is an opportunity for over 100 Michigan farmers to meet with their U.S. representatives and senators and promote Farm Bureau policy. This year's hot issues are the diesel fuel excise tax, anhydrous ammonia reclassification proposal, and the high risk disease notification bill.

the country of origin labeling and retaining the embargo on Russian fur imports. A letter was sent to conferees outlining what is needed for FB's support, and urging them to produce a lean, focused trade bill that deals directly with the ability of U.S. producers to compete in world markets.

FB strongly objects to the Gephardt amendment which would mandate retaliation against countries that maintain large trade surpluses with the United States because it would result in retaliation against agricultural exports. FB will oppose any bill containing the retaliatory mandate.

■ **FIFRA** — FB is supporting a Senate bill (S. 2035) which would provide farmers with liability protection if they apply pesticides according to label instructions. The proposed legislation also calls for uniform national residue tolerance levels and outlines procedures for establishing groundwater protection standards.

■ **Private Property Rights** — Legislation intended to encourage recreational trails on abandoned railroad lines would violate private property rights, FB has told a congressional committee. A 1922 law granted any present and future rights that the United States might have in railroad rights-of-way to landowners or municipalities whose property abuts them. However, under the proposed National Trails System Improvement Act (S. 1544), the United States would retain interest in the railroad properties.

FB opposes the legislation in an effort to protect private property rights — not because it is against the development of recreational trails. □

Lansing

■ **P.A. 116**—Two bills have been introduced by Rep. Niederstad (D-Saginaw) affecting this important program. One, H.B. 4918, amends the General Property

Tax Act 116 to permit local governments to exempt P.A. 116 property taxes from a late penalty charge of 3% if the taxes are paid after Feb. 15 and before March 1. This is the same exemption that is presently in the Homestead Rebate Act for senior citizens and others. This exemption provides more time for the farmer to receive any refund before having to pay the taxes. It is especially important because of the permitted deferral of summer taxes. Farm Bureau supported the bill.

The second, P.A. 116 (H.B. 5411),—amends the law to prohibit a P.A. 116 contract from being relinquished for the purpose of "development by the state unless conclusive proof is shown that other land is not available for that proposed use intended by the state." This limit would not apply if the state intends to use the property for public transportation purposes. In some cases, this would be an advantage to the farmer, but in most cases it could be a disadvantage.

About two years ago, the governor issued an executive order that all governmental agencies must avoid using good farm land for building purposes unless there is no alternative.

■ P.A. 116 Tax Refund—

S.B. 506 became law on Dec. 28, 1987 after being passed during the last whirlwind days of the session. The new amendments were intended to be technical in nature. However, it turns out that one amendment prohibits the "carry backs or carry forwards of net operating losses or capital losses." This affects farmers and others who have had operating losses or capital losses in the amount of tax refunds they can receive from the homestead rebate program and the P.A. 116 program.

Many farmers have suffered large losses in the last three or four years. Many from the widespread flood, and in some areas, followed the next year by a serious drought.

Until this change in law, such losses could be carried back or forward as deductions from income. They still can under the new federal

(continued on page 21)

Field Sanitation Standards Issue Needs Your Attention

By Donna Wilber

If MI-OSHA has its way, the landscapes of Michigan's farm country will be dotted with porta-potties, and it won't be just on the larger operations where they'll become commonplace as farm employers with 11 or more employees make the necessary adjustments to comply with the federal field sanitation standards. MI-OSHA wants toilet facilities within a quarter-mile walk of each hand laborer's place of work in the field even if you only have one employee.

Both the federal and proposed state standards call for agricultural employers to provide their employees, "without cost to the employees, adequate, potable, cool drinking water; adequate sanitary toilets; and adequate hand-washing facilities."

The biggest difference between the current federal field sanitation standards and the proposed state standards is the "one or more" issue. The federal law states that the field sanitation regulations apply to any agricultural establishment where 11 or more employees are engaged on any given day in hand-labor operations in the field. The proposed state standards would apply to any employer that employs one or more agricultural hand laborers.

Last July, FB members packed a hearing room at the Michigan Department of Public Health in Lansing to voice opposition to MI-OSHA's proposed field sanitation standards. The 21 for, 125 against, testimony "score" did not convince the Michigan Occupational Health Standards Commission to withdraw its proposals. The fate of the issue, which will impact thousands of Michigan farmers, now rests with the Legislature's Joint Committee on Administrative Rules.

According to MFB legislative counsel Howard Kelly, that 12-person committee can take one of several actions.

"The committee itself cannot make changes in the proposed standards. It can either approve them, reject them, or send them back to the health department and the health standards commission and tell them to change the standards," Kelly said. "Or, they can send them back and tell them to adopt the federal standards."

MFB is hoping the committee will take that last option.

The field sanitation issue was one of the topics discussed by MFB's Agricultural Labor Advisory Committee on March 2. The committee, under the leadership of Sandy Hill, Genesee County fruit grower, is recommending an all-out campaign to convince the Joint Committee on Administrative Rules to send the proposed standards back and direct the health department and the occupational health standards commission to adopt the federal standards for Michigan.

"We're not denying the need for field sanitation," Hill said. "We're only saying we shouldn't be placed at a competitive disadvantage with other states, and the 'one or more' provision will certainly do that. This is a highly emotional issue and the legislative committee members will be receiving a lot of pressure to approve the state standards. It's going to take a lot of calls from Farm Bureau members to make an impact."

Members of the Joint Committee on Administrative Rules, along with their phone numbers, are listed below. Make your call today and also contact your state legislators to voice your concerns.

Sen. Edgar J. Fredricks (R-Holland), 517-373-6920, alternate chr.
Sen. Frederick Dillingham (R-Fowlerville), 517-373-2420
Sen. Jack Welborn (R-Parchment), 517-373-0793
Sen. James Barcia (D-Bay City), 517-373-1777
Sen. Lana Pollack (D-Ann Arbor), 517-373-2406
Sen. Nick Smith (R-Addison), 517-373-2426
Rep. Michael J. Griffin (D-Jackson), 517-373-1795, chr.
Rep. Thomas Alley (D-West Branch), 517-373-3817
Rep. Raymond Murphy (D-Detroit), 517-373-0589
Rep. Sal Rocca (D-Sterling Heights), 517-373-7768
Rep. Gary Randall (R-Elwell), 517-373-0834
Rep. Judith Miller (R-Birmingham), 517-373-0824

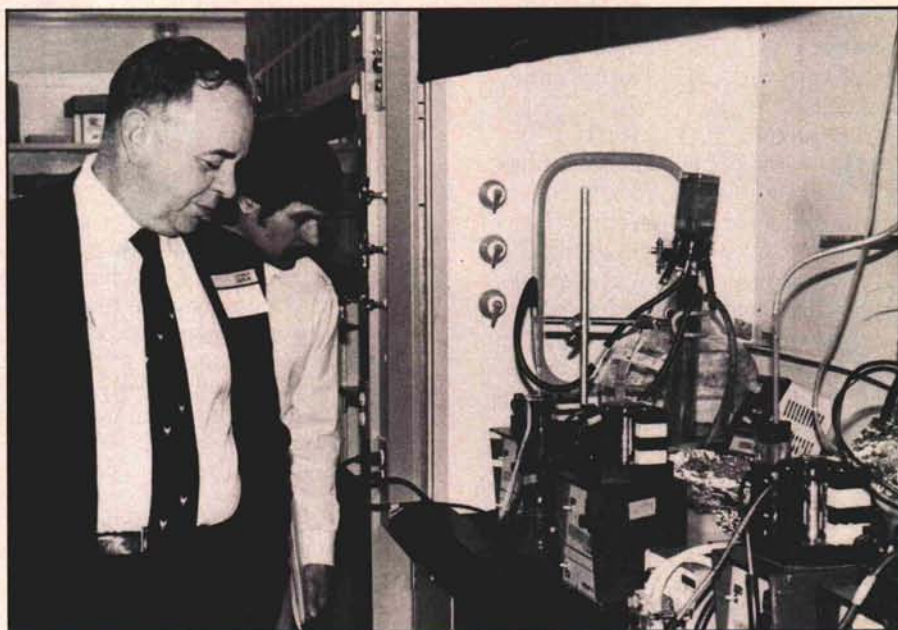
Biotechnology and Agriculture Join Forces to Increase Farm Income

By Marcia Ditchie

The new era of biological development has joined forces with agriculture as researchers use genetic engineering to custom design new products from crops. At the top of the list of agricultural commodities that could provide an economic boost for American agriculture is corn.

Ethanol fuel is the most widely known corn derivative, but research laboratories and corporations across the United States are finding new, non-traditional uses for corn. Among the new byproducts are deicing materials to replace road salt, biodegradable plastic bags, gas pump filters, plastic sheeting, molded plastics, and chemical additives.

Last year the U.S. Senate passed the Alternative Agricultural Products Act, sponsored by Iowa Sen. Tom Harkin. The bill was added as a rider to the Trade Reform Act, which is now in conference committee. It would provide \$75 million a



On a tour of the MBI facilities, MFB members viewed various research activities being conducted by MBI scientists. Here experiments are being conducted in developing methane gas.

year for biological research to find new non-food uses for agricultural crops. In Michigan, unique foresight by the Governor's Task Force on

High Technology created the Michigan Biotechnology Institute (MBI) in 1981 as a cornerstone of a comprehensive plan to revitalize and diversify Michigan's economy.

Initial funding for MBI was provided by the Michigan Strategic Fund, the W. K. Kellogg Foundation, and the Dow Foundation. The facility was officially opened on June 4, 1987, with the goal to develop new bioprocess technologies that utilize renewable and natural resources to create higher value products aimed, in large part, toward the state's agricultural sector.

Farm Bureau members attending the MFB Grain and Livestock Conference early last month had the opportunity to tour the MBI facilities and learn about some of the projects MBI and other biotechnological facilities are working on.

"As we look at concerns that face us and the non-farm public, without question, we will become more and



In one of the bench scale labs, Pincus shows Monroe County FB member Jerry Heck some isolated bacteria that will be used by MBI scientists in their research.



Pincus holds one of the gasoline pump filters made with corn starch as a base by an Illinois Company. MBI is also actively searching for new food, flavor, and fragrance ingredients resulting in a new generation of products made from corn starch.

more dependent on our land grant university and institutions, such as MBI, to develop the future for us," said MFB President Jack Laurie.

"Our generation will be faced with the challenge of being as efficient as we are today, producing greater quantities because of population expansion, but doing it differently than we are accustomed to.

"It behooves each of us here today to be part of charting this future. Our challenge is to span that period of time between where we are now, and where we need to be in the future, without impacting the profitability of our industry while developing the type of agriculture that won't be criticized," he said.

One of MBI's challenges is to apply science to finding new uses for surplus agricultural commodities, according to Dr. Jack Pincus, MBI's vice president for economic development.

"We're in a situation now where exports are not adequate to take care of surpluses. Production has increased, but the markets for traditional uses such as food and feed have not expanded at a rate commensurate with growth in production. Our challenge is to find new, non-traditional uses to take care of those surpluses," he said.

"One of the exciting things we are working on is producing chemicals (enzymes) from corn starch that can be used in the production of food and beverage sweeteners which will provide an expanded market for corn," said Pincus.

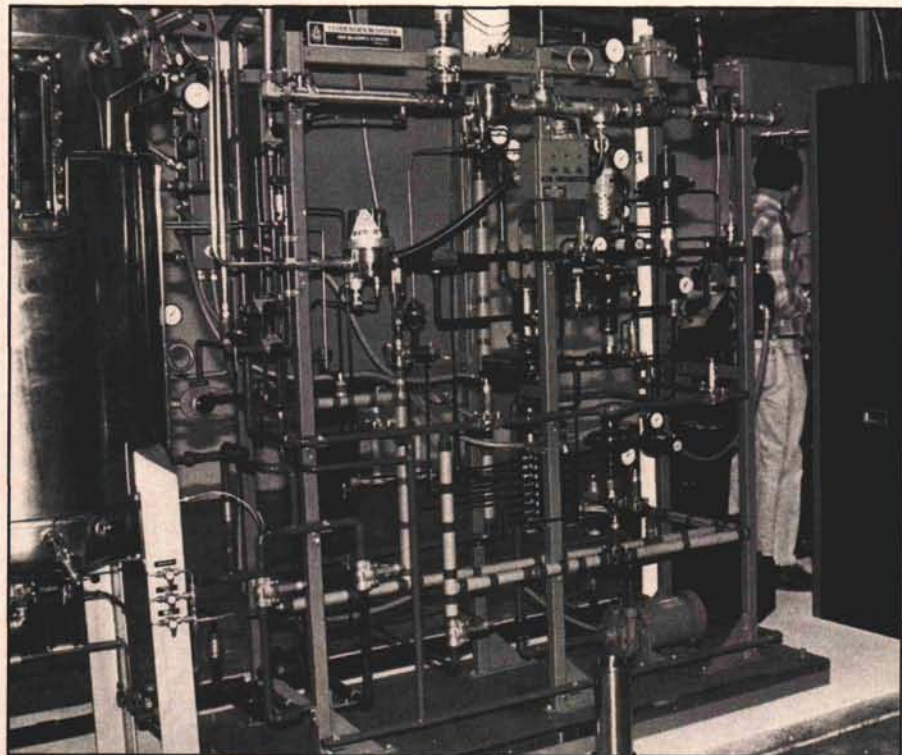
Using biological methods, MBI is also actively searching for new food, flavor, and fragrance ingredients from corn starch. MBI has already developed a biological process for the utilization and upgrading of food wastes to higher value products.

MBI's three principle program areas include industrial enzymes and bioelectric technology which uses enzymes to produce new biologically based products, industrial processes and biosensors; fermentation and biochemical products technology that uses improved bioprocess technologies for the conversion of renewable resources into higher value products such as new sweeteners and plastics from corn starch; and biomaterials utilization and waste treatment technology which uses bioprocesses for converting food and industrial wastes into higher value products and for detoxification of hazardous wastes.

Biotechnological research in various labs and companies across the United States has resulted in a new generation of products developed from corn starch.

Archer Daniels Midland Company in Iowa is producing a biodegradable plastic bag using a mixture of corn starch and polyethylene, and an Illinois company is also combining the two to make plastic resins for disposable bottles. Another Illinois company is using corn starch as a base for the manufacture of gasoline pump filters.

The potential for increasing farm markets and income through biotechnical advances is immeasurable. Biotechnology provides the opportunity to expand the use of farm products by producing entirely new substances, reduce farm costs, and improve the environment. MBI and other biotechnical facilities across the country are working to develop new bioprocess technologies that will help that potential become reality. □



MBI's fermentation system is housed in the facility's three-story industrial bioprocessing pilot plant and has the capacity for conducting 10,000 gallon fermentations.

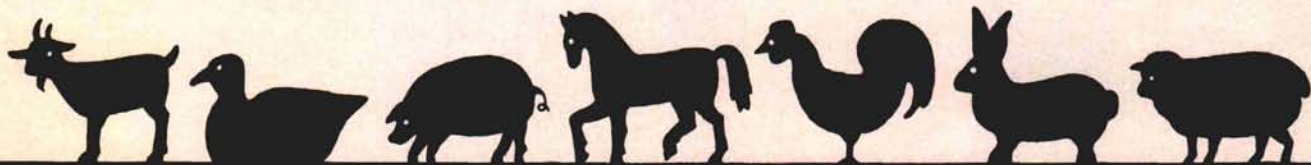
Country Almanac

April

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|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| April 1 | Safemark April 10% Discount Day Open House, Carlton Puffpaff, Stanton. | April 12-13 | 43rd Annual Midwest Milk Marketing Conference, Sheraton Oaks Hotel, Novi. |
| April 1-9 | Farmers Petroleum Cooperative Spring Open House, Caro.
Farmers Petroleum Cooperative Spring Open House, St. Johns. | April 14-15 | Michigan-Wisconsin Timber Producers Association Spring Meeting, Escanaba. |
| April 1-30 | Farmers Petroleum Cooperative Spring Sale, Jonesville.
Farmers Petroleum Cooperative Spring Open House, Petoskey.
Farmers Petroleum Cooperative Spring Open House, Traverse City. | April 19 | Safemark April 10% Discount Day Open House, Rike Equipment, Rudyard. |
| April 2 | Michigan Simmental Spring Show and Sale, Mason. | April 22-24 | Shepherd Maple Syrup Festival, Shepherd. |
| April 8-9 | Safemark April 10% Discount Days Open House, Homant Oil, Alpena and Hillman. | April 23 | Blossomtime Queens Farm Tour, Berrien, Cass and Van Buren County Farm Bureaus.
Copper Country Forestry Expo, Ford Forestry Center, L'Anse. |
| | | April 23-24 | Vermontville Maple Syrup Festival, Vermontville. |

Coming Up

- | | | | |
|-------------------|----------------------------------------------------------------------------|-------------------|-----------------------------------------------------------------------|
| May 1 | Blessing of the Blossoms, 3 p.m., St. Joseph High School, St. Joseph. | June 20-24 | Young People's Citizenship Seminar, Olivet College, Olivet. |
| May 1-7 | Blossomtime Festival, Benton Harbor/St. Joseph. | June 24 | Michigan Angus Association Annual Meeting, Irish Oaks Farm, Metamora. |
| May 11 | MACMA Spring Sale (fresh asparagus) order deadline. | July 3-9 | National Cherry Festival, Traverse City. |
| June 10-12 | National Asparagus Festival, Hart/Shelby. | July 7-8 | Michigan Cattlemen's Association Summer Round-up. |
| June 17-19 | Southern Michigan Dulcimer Festival, Calhoun County Fairgrounds, Marshall. | July 19-21 | Ag Expo, MSU, East Lansing. |
| | | July 20 | Summerfest '88, Farm Bureau Center, Lansing. |



When Opportunity Knocks . . .



By Kimberly Marshall

Opportunity knocked at the doors of Michigan Farm Bureau's Young Farmers, and over 100 of them answered that knock by attending the 1988 Young Farmer Leaders' Conference, March 3-5, in Midland.

"I've really learned a lot in this conference," said Betsy King, Antrim County. "I came to the conference not knowing too much about what

Farm Bureau had to offer, and I have found out that Farm Bureau has a lot to offer. If you are interested and take the time to learn what the organization is all about, you can work on your farm with

"The conference has reinforced my belief that Farm Bureau is an organization that provides services to farmers."

confidence, knowing that you can seek help or support from Farm Bureau if you need to."

The conference was designed to give its participants a view to the future, with workshops covering trends in farming, lifestyles, how

young farmers can use planning to become successful, and how FB can play a role in their future.

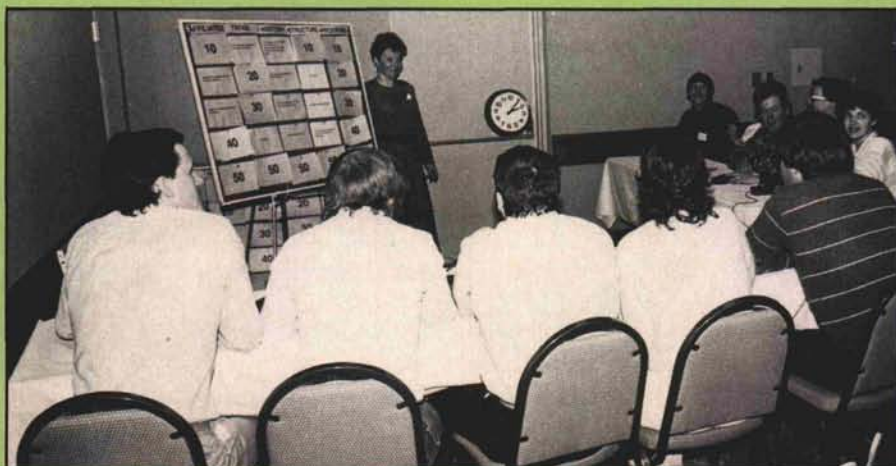
The Opportunity to Learn

"The most important thing I've learned is that you need to get a grasp of your enterprise's budget —



what it costs to produce a crop and a structured way of analyzing those figures and then using that information to run your operation at its greatest efficiency," said Les Roggenbuck, Sanilac County. "I think that is the one thing farmers are really going to have to do in the near future, get a hold of financial management, so that we are efficient and not producing crops for too high a price. There are several things I'll be able to take back and use on the farm. Worksheets I received in one session will help me analyze our farm management and incorporate that information in our business.

"In general, we've learned about marketing commodities, livestock markets, things about finance I wasn't aware of, things we can do (continued on page 12)



Farm Bureau Jeopardy proved to be an exciting, new way for young farmers to learn (and exhibit the knowledge they already had) about the programs, affiliates, structure, and history of Farm Bureau.



MFB President Jack Laurie was on hand to visit with the young farmers and act as judge for the final round of Farm Bureau Jeopardy.

on our farm for better management. We've learned more about Farm Bureau — more specifically, about programs that Farm Bureau has to offer covering a wide range of subjects that deal with agriculture.

"The conference has reinforced my belief that Farm Bureau is an organization that provides services to farmers. It gives us a voice in Congress and helps bring farmers from all over the country together under one name, one organization."

The Opportunity to Socialize

But, the conference is not all workshops and guest speakers, it is also a valuable opportunity to interact with other young farmers from different parts of the state.



(l-r) Distinguished Young Farmer Frank S. Engler, Discussion Meet Winner Gene Graham, and Outstanding Young Farm Woman Cheryl Cargill had a chance to socialize before giving their speeches during the Young Farmer Recognition banquet.



Conference participants didn't know they were going to have a chance to test their Farm Bureau knowledge in such a fun and informative way when they signed up for the Farm Bureau and You workshop. The top two Farm Bureau Jeopardy teams from the workshops competed for wall clocks donated by the Farm Bureau Insurance Group.

"I've met a lot of people and learned about many different farm operations. What other people's daily routines and responsibilities are," said Betsy. "I'm a fruit farmer, which seems to be in a minority. The conference has been a real education, and a lot of fun too. I have really enjoyed it and encourage any young farmer to attend next year."

The Opportunity to be Heard

The Young Farmer Committee is important in the FB structure. It is a source of leaders that keeps the organization strong, flexible, and growing.

"Young farmers have a different perspective and viewpoint than the

more experienced, older farmer," said Betsy. "If we want to have our opinions and viewpoints known, we're going to have to form groups to express and develop those opinions. Through an organized effort, we can help determine policy on the county level, which in turn influences state and even national policy. Young farmers are very important." □



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State and Zip Code _____

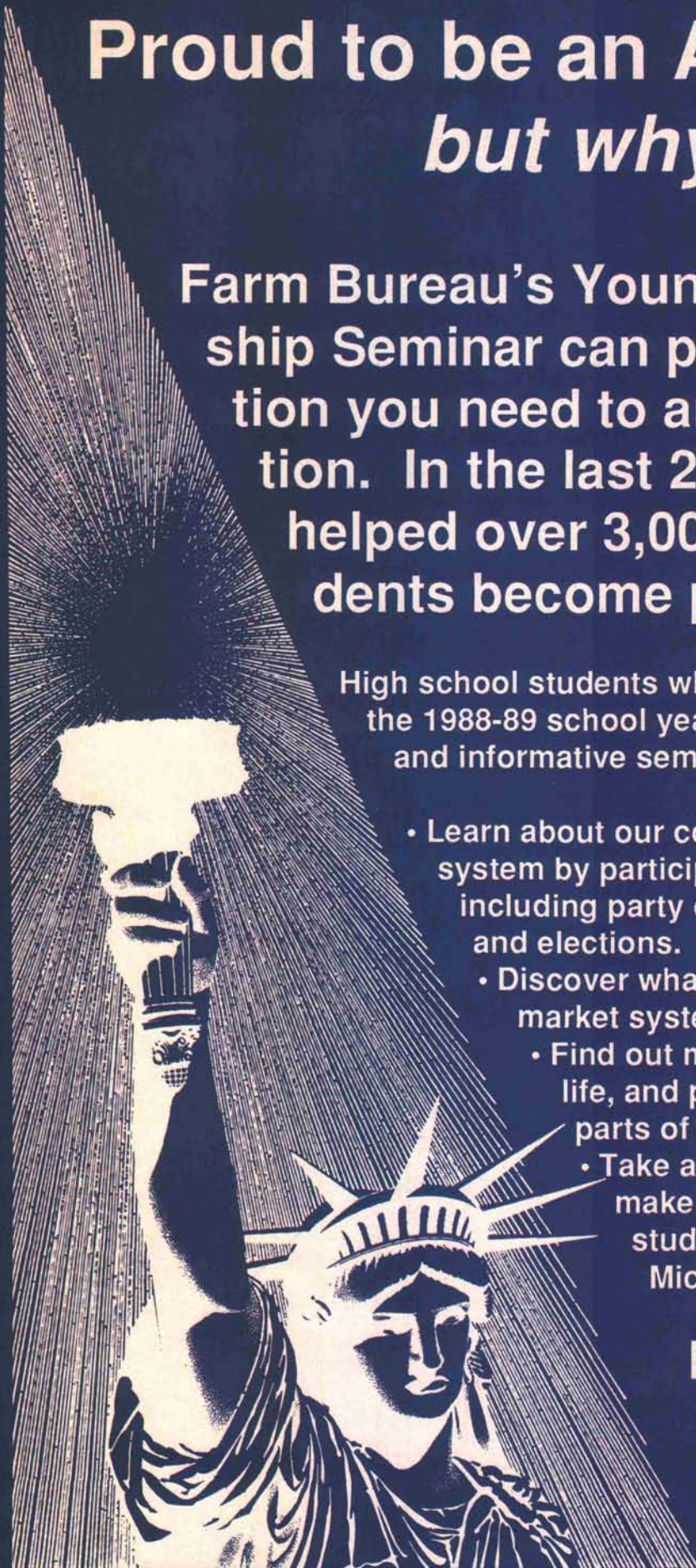
Proud to be an American... *but why?*

Farm Bureau's Young People's Citizenship Seminar can provide the information you need to answer this question. In the last 25 years we have helped over 3,000 high school students become prouder Americans.

High school students who will be juniors and seniors in the 1988-89 school year are eligible to attend this fun and informative seminar.

- Learn about our country's democratic political system by participating in a mock election -- including party caucuses, campaign planning, and elections.
- Discover what the American free enterprise market system is all about.
- Find out more about the American way of life, and people and governments in other parts of the world.
- Take advantage of the opportunity to make new friends with over 100 other students from all over the state of Michigan.

For more information contact your county Farm Bureau office.





FARM BUREAU SPEAKERS

By Connie Turbin

Farm Bureau Speakers — a corporate public relations model that's been adapted for county Farm Bureau promotion and education efforts is quickly attracting volunteers around the state. Through the project, volunteers of varied agricultural backgrounds and interests are provided with public speaking training, presentation materials, and speech outlines.

Similar programs are in place in government and corporations such as the the governor's office, the Michigan Chamber of Commerce, Southern Bell, the Lung Association of Michigan, and others. An important difference is that most of these speakers programs rely on professional staff. The Farm Bureau Speakers project will involve FB volunteers.

"The MFB Promotion and Education Committee hopes to involve members whatever their volunteer background in Farm Bureau. For example, Farm Bureau Speakers would welcome past and future Young Farmer contestants, board members, committee chairpersons, and first time volunteers," said Julie Chamberlain, manager of MFB's Promotion and Education Department.

"For the first year of the project, our primary audience will be Farm Bureau members. The program we have developed is entitled, 'What is Farm Bureau?' and it is a lively,

upbeat program that really explains the scope of Michigan Farm Bureau and the affiliated companies," explained Chamberlain.

Introduced for the first time at regional cabinet meetings held this winter around the state, Farm Bureau Speakers has commitments from nearly 40 volunteers willing to give this presentation to Community Action Groups, county FB committees, and county FB boards of directors.

The plan creating Farm Bureau Speakers calls for 1988 to be a developmental year in which volunteers will build their presentation skills. Beginning in 1989, said Chamberlain, new presentations will be developed based on four messages identified by the Promotion and Education Committee: Farmers Care About Quality, Agriculture's Importance in our Economy, Sharing Rural America, and Careers in Agriculture.

According to Chamberlain, prepared presentations and materials will be added each year, and may address two distinctly different audiences.

"For instance, with a topic such as 'Farmers Care About Quality,' a separate program would be developed for non-farm audiences explaining all of the ways that farmers work to produce quality food and fibre. Another would be directed to farmers to promote methods and awareness that will produce quality."

Each year will bring training opportunities for the Farm Bureau Speakers volunteers.

"In addition to the personal growth that comes from public speaking in terms of handling yourself in front of a group, articulating your thoughts and instilling confidence in your own ability, we are going to provide volunteers with annual training opportunities. In future years, we'll either have a regional training program or a statewide program. We will be flexible about the forum for this training so that volunteers are getting the information in the kind of environment that is best for them," said Chamberlain.

Program publicity will be conducted locally by the county FB using the county FB newsletter, local newspapers, and contacts with leaders of civic and fraternal organizations.

"We will be publicizing the program in general on a state level using our own media resources and contacts," said Chamberlain. "But we will not publish or give specific name referrals. In this way, we hope to reinforce that Farm Bureau Speakers is a local county FB project."

For more information about Farm Bureau Speakers, write or call Julie Chamberlain, Manager, Promotion and Education Department, P.O. Box 30960, Lansing, MI 48909; phone (517)323-7000, extension 3213. □

CHECK THESE FACTS ABOUT THE BEEF CHECKOFF:

IT'S CONTROLLED BY PRODUCERS, LIKE YOU, WHO INVEST IN THE PROGRAM.

108 beef producers and 5 importers were nominated by cattlemen's associations, dairy groups and other farm organizations in every state to make up The Beef Board, which oversees the program. A 20-producer Operating Committee develops the checkoff programs and contracts with existing beef industry non-profit organizations for national programs.

YOUR OWN STATE COUNCILS DECIDE HOW TO INVEST 50¢ OF EVERY DOLLAR.

Producer-members of the 41 state beef councils can decide to keep up to 50¢ of every dollar to invest in state-run promotion and research programs, or they can choose to send additional funds to support national programs. The remaining 50¢ goes to The Beef Board to fund the national program.

IMPORTERS AND ALL PRODUCERS, LARGE AND SMALL, INVEST \$1 PER HEAD.

Producers stand to profit from a better beef market, so they invest equally, based on the number of cattle they sell. Even importers pay their fair share on the cattle and beef they import.

THE LAW SETS A 5% CAP FOR ADMINISTRATION.

Checkoff dollars are invested in programs of beef information, research and promotion. Checkoff programs can inform consumers, educators, doctors, dietitians and the national media of beef's nutritional value, great taste and versatility. Research in nutrition, product development and marketing is another important use of checkoff dollars. Checkoff dollars also are invested in advertising and super-market and restaurant promotion.

BEEF IS STARTING TO COME BACK BECAUSE OF WHAT BEEF PRODUCERS ARE DOING WITH CHECKOFF FUNDED PROGRAMS

There's no question, beef was getting a bad rap. But through the efforts of checkoff programs, there is evidence that consumer attitudes are changing. Research done just six months after the national marketing effort began showed the number of Americans who believe beef is an important part of a well-balanced diet increased from 51% to 56%. That's a step in the right direction.

For More Information Contact:



Michigan Cattlemen's Association

P.O. Box 145

Marion, Michigan 49665

Phone 616-743-2202

Five Things Producers Want to Know About the Beef Checkoff Program

■ *Cattle producers or those who imported cattle, beef, or beef products between Oct. 1, 1986 and March 31, 1988 will be entitled to vote in the beef checkoff referendum vote set for May 10, 1988.*

Voter registration and voting will take place on May 10 at Extension Service county offices. Eligible producers or importers unable to vote in person may request and obtain an absentee registration request form by mail from Dr. Steve Rust, Department of Animal Science, 104 Anthony Hall, Michigan State University, East Lansing, MI 48824, or your county Farm Bureau office. Only one absentee registration form and absentee ballot will be provided to each eligible producer or importer. The absentee voting period is April 1 — May 3.

The Checkoff Is Controlled by Producers...

The Beef Board, which oversees the program, is made up of 108 producers and five importers. All were nominated to the Beef Board by cattlemen's associations, dairy groups, and other farm organizations in order to represent every producer and every state. The checkoff programs are developed by the Operating Committee, which is comprised of 20 producers.

Dairy producers also help control the beef checkoff program with 14 members on the Beef Board and two members on the Operating Committee.

All Producer's Pay Their Share...

The checkoff was set up to be fair to everyone. All importers and producers — no matter how big or how small — invest a dollar a head. That means everyone who stands to benefit from a better beef market in-

vests equally, based on the number of cattle sold. Even importers pay their fair share on the cattle and beef they import.

Dairy producers participate in the program with the sale of cull cows, bull calves and steers, which for many dairymen represents their second largest income.

Figures show that more than 20% of all beef on the market comes from dairy cattle, primarily sold as ground beef.

States Control 50 Cents...

State and national collections for the beef promotion and research program totaled more than \$73 million for fiscal year 1986-87 (ending Sept. 30, 1987). Assessments for the 41 state beef councils totaled \$67 million. Each state may keep up to 50 cents from each assessment. The \$1 states forwarded \$33.9 million to the Beef Board. Total assessments for the nine states without beef councils totaled \$390,498. Importers contributed more than \$5.2 million to the program. Total receipts for the Cattlemen's Beef Board, strictly for national programs, were \$42.3 million. Checkoff from states without beef councils and importers are forwarded directly to the Beef Board.

The Money Goes to Programs, Not Administration...

More than \$6 million of the Beef Board's receipts was reserved in an escrow account for refunds. Nationally, the known refund rate for the first year was only 5.2%.

Specifically, the Beef Board invested more than \$21 million in promotion and research programs, \$1.5 million in consumer information programs and nearly \$200,000 in industry information programs for the first fiscal year. Costs for administering the program totaled 2.8% of the Beef Board receipts.

Research is another important part of the beef checkoff program. During the first year of the checkoff, producers funded 17 research programs. Twenty-six research programs are funded for this year in the areas of nutrition, product development, and consumer marketing.

Programs Are Showing Results...

Beef promotion programs are highly visible and aggressive. The Beef Board reports that "Beef. Real Food for Real People" point of purchase materials averaged sales increases of 28% in supermarkets which actively promoted beef.

In operation for just one year, effective advertising is delivering results: Improving attitudes about beef among consumers who are light users of beef, convincing them that beef is fashionable, and that it fits today's lifestyles. Light users are an important target for advertising. This consumer segment is roughly 25 to 54 years of age with incomes over \$30,000 and makes up about half of the population today.

In the past year-and-a-half, consumer information programs developed by the Beef Board for the national news media have resulted in more than 4,600 accurate and favorable news and feature stories about beef and veal.

Teaching kits and computer software programs on nutrition have been made available to dietitians, nutritionists, nurses, and junior high and high school educators. Over four million junior high and high school students have used these nutrition learning resources. □

This month's Agrinomic Update is based upon reports and materials provided by the Beef Board and the Michigan Beef Industry Council.

Grassroots Perspective

"You Said It"

Here's how Community Action Group members around the state responded after discussion of the January 1988 topic, "Animal Agriculture Update."

Recommendations for improving the relationships between agriculture and rural residents:

- Keep your farm neat and clean; reduce odors as much as possible.
- Talk problems out at town meetings.
- Be a good neighbor, i.e., helpful and considerate.
- Communicate with neighbors about your farming activities.

Examples of local ordinances affecting agricultural operations:

- Building permit required for every building project.
- Sewage plant disposal required for septic tank waste.
- Prohibition against farming or keeping animals close to rivers or streams.
- Zoning ordinances regulating the location of crop and livestock operations.

Eighty-one percent of the respondents said that agriculture is represented on their township zoning board or land use planning commission.

Seventy-six percent of the respondents reported that there are restrictions on residential construction in agricultural areas in their township. Examples of these restrictions include road frontage requirements, residence square footage minimums, and minimum acreage requirements.

Getting Together

County FBs around the state are getting charged up to achieve the 1987-88 goal of organizing two new Community Action Groups in each FB county. The following counties have reported newly organized CAGs.

Cass County — Pick of the Litter
Jackson County — Country Lovers
Alpena County — FB Women Today

Weekly Drawings Held Until July 13

MFB Community Activities Manager Rebecca Jeppesen draws names from the tumbler each week (until July 13, 1988) to be entered in the Caribbean cruise/Florida vacation for two. The grand prize drawing will be held this summer.

These new CAG members are weekly finalists, through March 9, for the Paradise Vacation: Saginaw County, Don Schluckebier, Flint River Floaters; Antrim, Lillian Sitzema, No Man's Land; Gladwin, Arthur Schindler, Willing Workers; Alpena, Alice Diamond, FB Women Today.



Discussion Topic

Nutrition and Ag Commodities

Nutritionists, physicians, dieticians, and the professional groups who represent them, work to keep the public informed about the relationships between diet and health. One of the few things these authorities almost always agree on is the importance of choosing a balanced diet from as wide a variety of foods as possible. All four basic food groups — meats, cereals and grains, dairy, and fruits and vegetables — are important to good health.

The old prescription for a long and healthy life still seems to hold true: Eat a balanced diet in moderation. America's fascination with diet and health has led consumers to use their buying power to demand a different type of food product than they accepted in the past.

Farmers have responded to the desires of their customers by aggressively researching and promoting the nutritional aspects of their commodities. In particular, the red meat

and dairy industries have responded to perceived consumer concerns about fat, cholesterol, and calcium.

A Prudent Diet

Probably the major reason that consumers have demanded low fat cuts in meats and fowl, and lighter or low fat dairy products, is the prevalence of warnings about fat intake. A number of studies over the years have convinced the leaders of important national health groups that the fat we eat contributes to the risk of disease. Although it is acknowledged that being overweight may be a contributor to health problems, and eating too much of any food can put on extra pounds, the focus of these groups is to encourage lower fat intake in Americans' daily diet.

Health organizations generally recommend that people follow the American Heart Association's Prudent Diet levels of fat consumption. *(continued on next page)*

Discussion Topic

(continued from previous page)

In its Prudent Diet, the association recommends that we get no more than 30% of our daily calories from fat. Of that 30%, less than one-third should come from saturated fat (fatty acids that are chemically complex structures contained in most edible fats).

Another way of looking at the recommendations is to say that if a person consumes 2,000 calories a day, 600 of those calories should come from fat and 200 from saturated fat.

America's fascination with diet and health has led consumers to use their buying power to demand a different type of food product than they accepted in the past.

The meat industry is spreading the news that lean meat fits well within these guidelines. For example, a 3-ounce serving of cooked lean beef with the fat trimmed gets only 78 of its calories from fat, and only 30 of those come from saturated fat.

The same amount of cooked lean pork gets only 100 calories from fat, just 34 of which come from saturated fat.

Cooked, trimmed lamb contains only 73 calories worth of total fat, 24 of them (just one-third) in saturated fat.

Three ounces of cooked, trimmed veal gets just 43 of its 156 total calories from fat, and only 10 of those calories come from saturated fatty acids.

The association's Prudent Diet also recommends that people eat no more than 300 milligrams of dietary cholesterol in an average day.

The impact of dietary cholesterol on the health of the average person remains very controversial among health professionals and scientists, but it's worth noting that meat fits comfortably within the Prudent Diet recommendations. An average serving of beef contains only 76 milligrams of cholesterol, or about one-fourth of the daily limit. Pork at 79 milligrams and lamb at 78 are virtually the same. Veal is somewhat higher, at 128 milligrams.

Meat producers are also emphasizing that moderate servings of today's leaner beef, pork, and lamb are good for us because they are nutrient dense. That is, you get a lot of nutrition compared to the cost in calories, calories from fat, and calories from saturated fat.

Dairy Products and a Healthy Diet

Because of the wide range of vitamins and minerals found in dairy products, nutritionists recommend that most adults eat two servings per day from the milk group.

In addition, recent scientific research suggests that calcium, the mineral found naturally and in relatively large amounts in milk and other dairy foods, can lower our risk of major chronic diseases such as osteoporosis, high blood pressure, and colon cancer.

The right amount of calcium for bone health is unknown and likely varies from person to person. The current Recommended Dietary Allowances (RDAs) specify 800 milligrams of calcium per day for most adults. But the National Institute of Health recommends 1,000 milligrams of calcium for premenopausal women and 1,500 milligrams per day for postmenopausal women.

One cup of milk (whole, lowfat, skim) provides about 300 milligrams of calcium. Other dairy foods such as cheeses and yogurt are also a good source of this mineral.

Many other studies across the country have shown that increasing calcium intake lowers blood pressure and helps protect against hypertension.

Dietary calcium is also being considered as a protective factor against colon cancer. According to a limited number of studies, an intake of calcium in excess of the RDA of 800 milligrams per day lowers the risk of colon cancer. However, much less is known about calcium's relationship to colon cancer than to either osteoporosis or hypertension.

Finally, several studies have shown that cheeses, especially aged cheddar, Monterey Jack, and Swiss, counteract the adverse effects of sugar on teeth when consumed either before or immediately following sugar intake. Scientists don't know how certain cheeses protect against cavities but several possibilities are being explored. These include the effect of cheese on plaque and oral bacteria and the physical and biochemical properties of cheese.

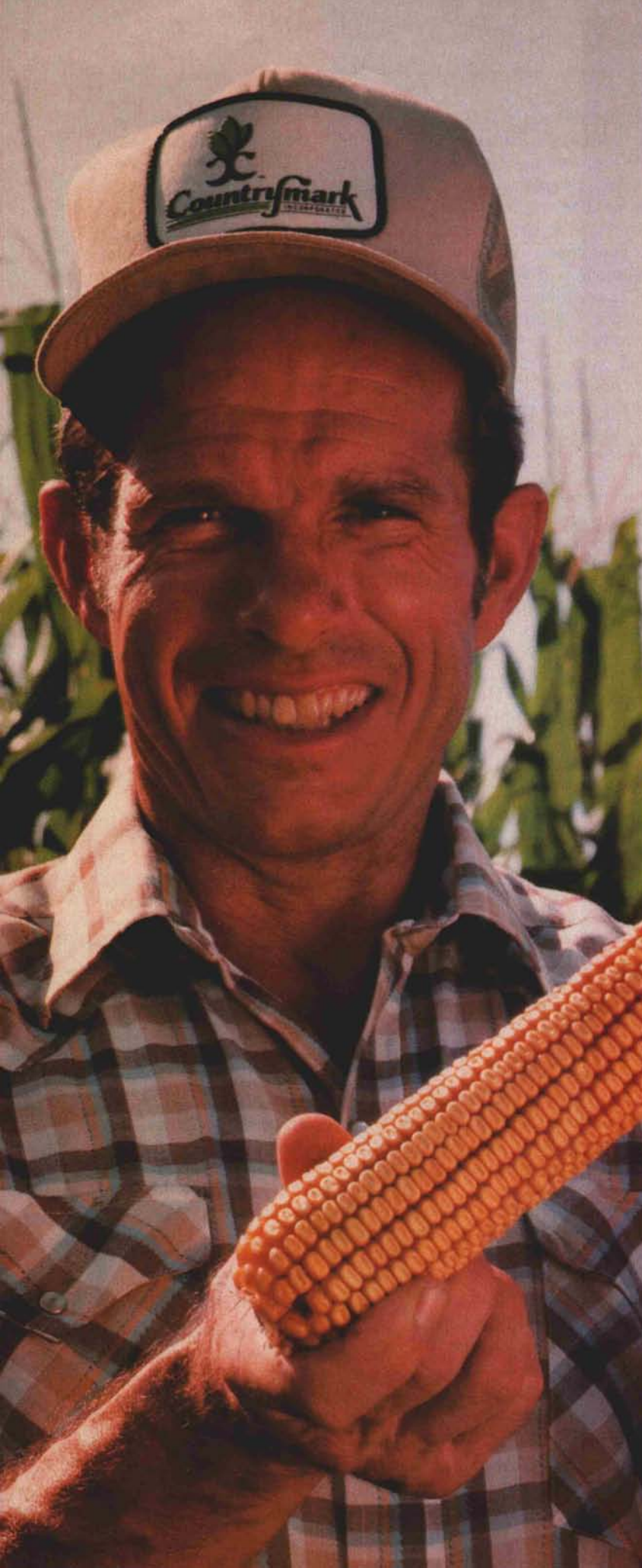
Conclusion

A balanced diet made up of a variety of wholesome, nutrient dense foods, together with a lifestyle that includes the right amount of exercise, seems to be one of the best ways to go about ensuring a healthier lifestyle. Fortunately, today's food is safer, more wholesome and more nutritious than ever before. □

Discussion Questions:

- What are some ways agriculture can use recent nutrition research to promote their products?
- How can county Promotion and Education Committees effectively promote the nutritional value of ag products?
- What are some things you can personally do to promote the nutritional value of the food you grow?

This article prepared with the assistance of the Michigan Beef Industry Commission and the Dairy Council of Michigan.



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Legislative Review

(continued from page 7)

tax law changes, but now cannot under state law. Up to now, Michigan law has always followed federal law as much as possible to avoid confusion.

As soon as FB became aware of the problem, the issue was raised with Senate staff and various senators. No one realized that the amendment would affect P.A. 116 tax refunds, especially of those farmers who, in most cases, have suffered large losses through no fault of their own.

Immediately, an emergency bill was drafted to correct the problem. FB appreciates such quick action and believes it must be retroactive the same as the controversial "kiddie" tax issue.

In this case, the stakes are large and could mean the survival of some good farmers.

■ **Salt Substitute (H.B. 5205)**—Has received one hearing for discussion only. As previously reported, the bill would create a seven-member task force to study alternatives to salt for deicing roads, bridges, etc., and also prevent pollution from run-off. The Highway Department reported on calcium magnesium acetate's (CMA) use on the Zilwaukee Bridge. Michigan is one of the few states testing CMA which can be made from corn. As would be expected, strong opposition came from the Salt Institute. Other opposition came from highway interests because of CMA's high cost. Strong support came from FB, the Michigan Bio Tech Center, and some environmentalists. Each side quoted various studies to prove their positions. The only purpose of the bill is to study the available information to determine if salt alternatives are cost effective.

FB also represented agriculture in another meeting looking at the possibility of processing CMA and other new corn products in Michigan. Michigan has the corn, high quality

dolomite, and other limestone products which are necessary to make CMA.

■ **Subdivision Control Act** — H.B. 5435, introduced by Rep. James Kosteva (D-Canton), is the latest effort to update the present Plat Act. This process started about six years ago when the Department of Commerce appointed a large task force to study the complicated Plat Act. FB is represented on the task force. A report was issued more than two years later. A year later, legislation was introduced, hearings were held, and many changes were made. As the bill began to move in the Legislature, however, opposition developed and the bill was held back.

The new bill has eliminated those sections that alter the present process and other requirements.

Specifically, H.B. 5435 will allow creation of six parcels of less than 20 acres every 10 years with agency review, as opposed to the current limits on creating parcels without subdividing which allows four parcels of under 10 acres to be established every 10 years. Because of the liberalized number of splits, there would be no waiver from local review for zoning and access compliance. Surveys would be required for parcels of less than 10 acres or less than 165 feet in width.

The task force will be convened again this month. After that, it is expected that the House Towns and Counties Committee will hold public hearings on the bill.

This is very important to farmers and all landowners. FB supports legislation to eliminate the inadequacies of the present act, require the platting of all subdivisions, and streamline the procedures.

■ **Clean Water** — A 13-bill package will soon be introduced to clean up and prevent drinking water pollution. Sponsor Rep. Mary Brown, (D-Kalamazoo), states that the bills will include: uniform, statewide well permits with

local health departments setting construction standards; certification of well drillers, and handlers and testers of underground storage tanks; changing zoning codes and land use plans to include groundwater protection; and greater regulation of all underground tanks. About 15% of water pollution comes from leaking tanks.

One bill, to take effect by the early 1990s, would require a seller of a home with a private well to test for as many as 83 separate chemicals. Health officials say the cost of such tests would be over \$500. How these proposed bills will affect agriculture won't be known until they are printed and available for study.

■ **School Finance Reform** — Everyone believes that reform should occur, but it is so complicated that, at this time, there is no general agreement on a single proposal. Dozens of ideas have been proposed, but only about five are being considered. The issue is how much can property taxes for schools be reduced and where will the replacement revenue come from. Most plans include a 1% or 2% increase in the sales tax, which would have to go on a statewide ballot. One plan would also allow a local option income tax of 1/2%. Some would have a statewide property tax which would provide a kind of equity between rich and poor districts. The potential reduction of school property taxes between the plans would range between 20% and 50%.

One proposal, the Tri-Star Plan, includes as a new revenue source the repeal of the agricultural sales tax exemption on farm inputs (seeds, feeds, fertilizer, chemicals, machinery, etc.) FB is, of course, absolutely opposed to that provision. The sales tax exemption was won by FB many years ago, but every so often it is challenged and we must work to keep it. □

Lansing legislative topics are reviewed by the MFB Public Affairs Division.

Producer Comment Invited on Guidelines

Interim Generally Accepted and Recommended Good Livestock Waste Management Practices, developed by Michigan State University and presented in a statewide series of discussion seminars is now scheduled for review by the Michigan Agriculture Commission.

If approved by the commission, the guidelines will provide the technical support for amendments to the Air Pollution Act and the Michigan Right-to-Farm Act. The amendments provide additional protection for farmers following generally accepted agricultural and management practices.

Farm Bureau members are encouraged to obtain a copy of the guidelines from their county Cooperative Extension Service office for review. Comments by the public will be accepted in writing by the commission. Send comments to the Michigan Agriculture Commission, P.O. Box 30017, Lansing, MI 48909.

The following examples are excerpted from the interim guidelines regarding odor control, proposed Dec. 14, 1987 by MSU. Other technical recommendations in the guidelines relate to runoff, storage ponds, solids settling, land application, infiltration areas, pasture systems, odor control and sources, acceptable covers for manure storage, storage and treatment basins, construction standards, seepage control, manure analysis, soil testing, fertilizer recommendations, manure and fertilizer nutrient loading, time of application, and methods of application.

Suggested odor control practices offered in the guidelines are:

- Use covered manure tanks if practical.
- Avoid spreading when the wind is blowing toward populated areas.
- Avoid spreading on weekends and holidays when people are likely to be engaged in nearby outdoor and recreational activities.
- Spread in the morning when the air is warm and rising, rather than in the late afternoon.
- Use available weather information to best advantage. Turbulent breezes

will dissipate and dilute odors. Rain will remove odors from the air.

- Take advantage of natural vegetation barriers such as wood lots to help filter and dissipate odors.
- Establish vegetated air filters by planting conifers and shrubs as windbreakers and screens between cropland and residential developments.

• Locate manure storage remote from habitation where possible.

- If possible, incorporate waste into soil during or soon after application. This should be done by soil injection or incorporation within 72 hours after application.

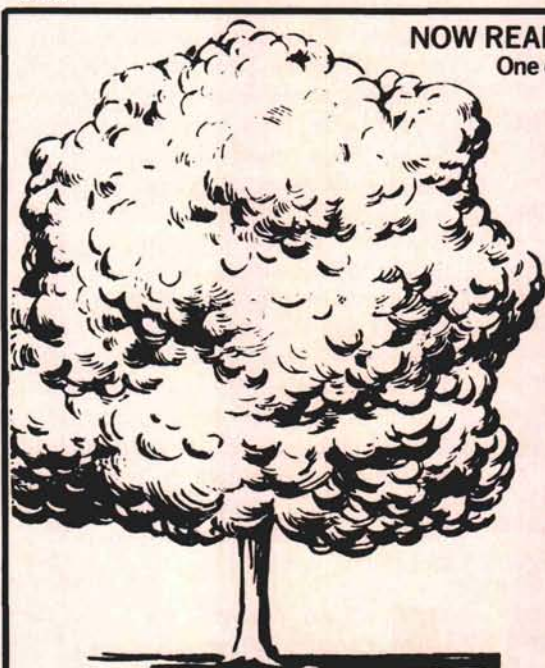
The following are acceptable alternatives suggested for controlling odor emissions from manure storages when covers are used.

- Natural fibrous mats similar to those which develop on liquid manure storages receiving manure from beef and dairy cattle fed a high roughage diet.

• Slotted flooring or other under-building tanks.

• Flexible plastic or similar material that covers the liquid surface and is of such strength, anchorage and design that the covering will not tear or pull loose when subjected to normal winds, and has an expected life of at least five years. Small gas escape ports should be provided which allow any gas that may evolve to escape and be quickly dispersed.

• Solid coverings such as concrete, wood, plastic, or similar materials that cover the entire liquid surface, and is of such strength, anchorage and design that it will withstand winds up to 70 mph and will withstand expected vertical loads. Adequate air exchange should be provided which will prevent the occurrence of explosive concentrations of flammable gases.



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The Agents Who Earned Farm Bureau Insurance Group's Top Awards for 1987

We think our agency force is the best in Michigan . . . nearly 400 professional agents and agency managers serving Farm Bureau members throughout the state.

Of these 400 dedicated men and women, we're proud to honor the four who received major awards at our annual sales convention, held recently in Grand Rapids. They are the best of 1987 . . . and four big reasons why Farm Bureau Insurance Group is a leading insurer throughout Michigan.



Russell Gardner, Distinguished Sales Award

Oakland County agent Rus Gardner received the 1987 Distinguished Sales Award, honoring him as the top agent in the state. The award, the highest honor bestowed by FBIG, recognizes Rus for his outstanding sales achievements and client service. He led the company in life insurance volume in 1987 (\$4.1 million), and was among the company leaders in life insurance premium production and policies issued.



Tom Carter, Distinguished Management Award

This prestigious award recognizes Tom Carter, ChFC, CLU, as the top agency manager in Michigan, based on his agency's outstanding sales and service achievements and the development of new agents. He manages 16 FBIG agents serving Arenac, Iosco, Bay, and Midland counties. Tom, who also earned the award in 1982, is only the second agency manager in FBIG history to receive the honor more than once.



Oscar Anderson, The Elton R. Smith Award

Kent County agent Oscar Anderson received this important FBIG award for his outstanding involvement in professional and community activities. The annual award is named in honor of past Michigan Farm Bureau president Elton Smith. FBIG presents the award to the agent whose efforts contribute to the success of the company, the community, and the entire Farm Bureau organization.



Gayle Forner, Michigan Farm Bureau Membership Award

Oceana County agent Gayle Forner, CLU, ChFC, CIC, LIC, is the first recipient of this new FBIG award, which recognizes agents for their membership efforts. The award will be presented annually to the agent who is responsible for the most new MFB memberships in the prior membership year. Gayle's new membership total for the year ending Aug. 31, 1987, was 126, an outstanding effort from an outstanding agent.



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