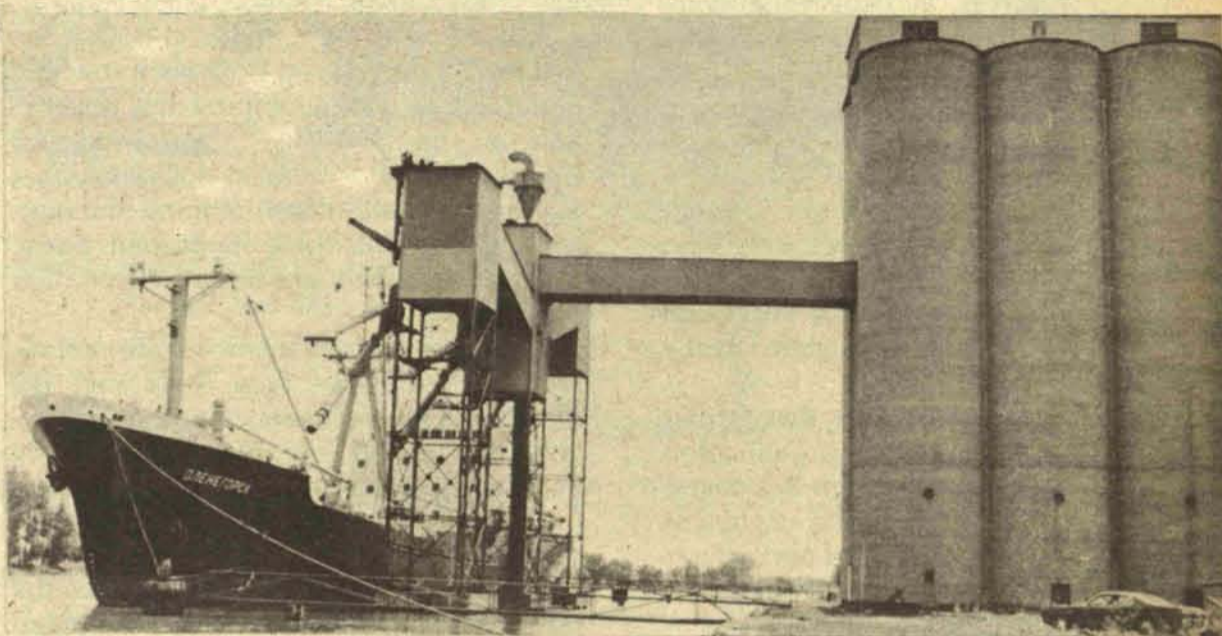
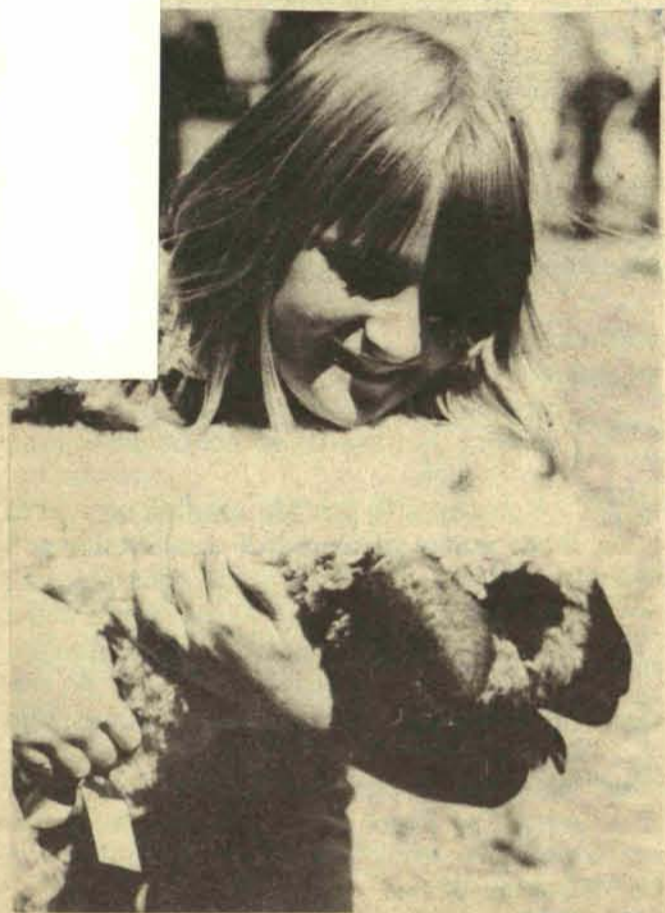


# Farm News

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

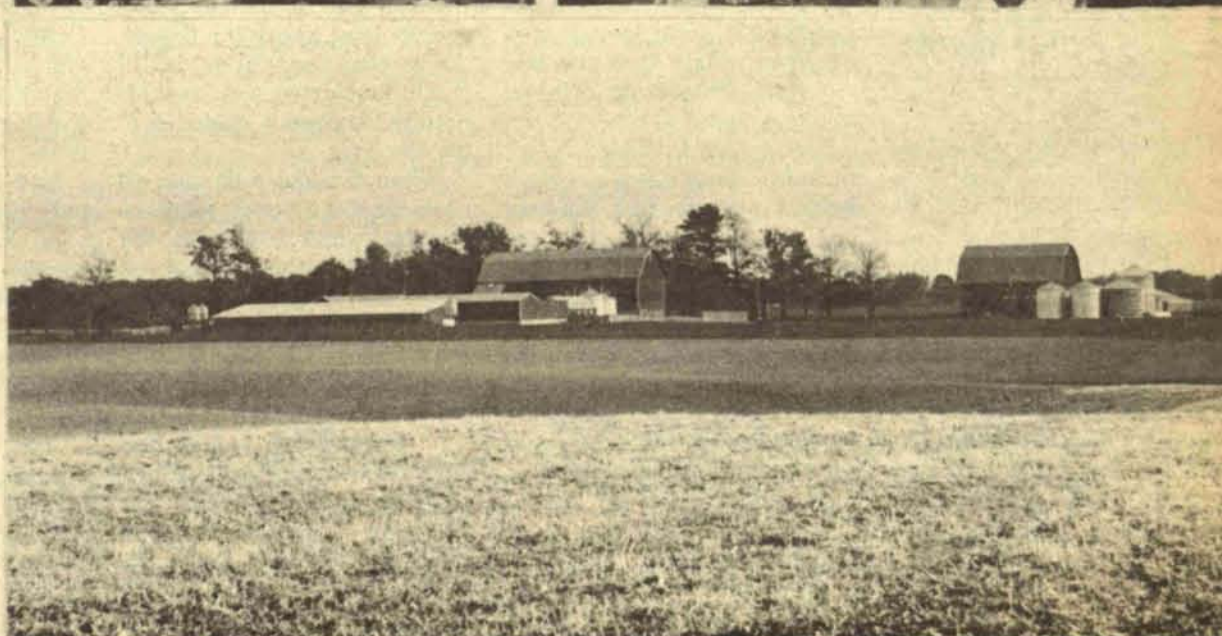
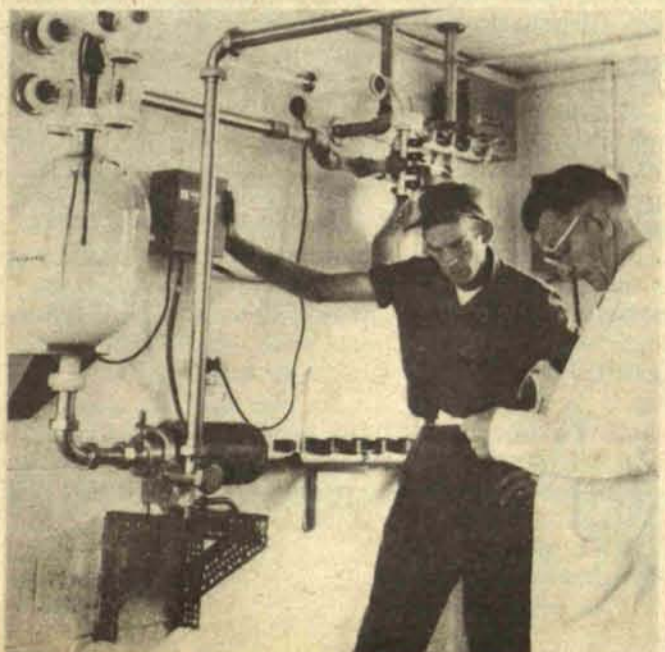
VOL. 59, NO. 11, NOVEMBER 1980



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From the Desk of the President

## Following Through on Our Commitment

Most of us have made a commitment to agriculture, a commitment that extends far into the future. There are many factors, many outside forces, that effect that commitment: weather, supply and demand, inflation, government regulations.

Just a few years ago, Farm Bureau members, through their policy development process, recognized another factor that effects their commitment to agriculture. They decided that lawmakers who made the laws under which we are challenged to operate had a definite impact on whether or not agriculture would remain a viable industry.

It was with this realization that farmer delegates decided their organization should take a stronger position in politics, to have a positive impact on the election of lawmakers who were friends of agriculture. We made a commitment, at that time, to financially support - through AgriPac - those candidates who had displayed an understanding of the special challenges and needs of our industry without regard to their party affiliation. These friends of agriculture were not arbitrarily selected. Their voting records, their philosophies, were evaluated against the policies farmers had developed and adopted.

We're still relatively new at this type of political involvement and our "war chest," although its contents have grown, is by no means monumental. The monetary contributions we have been able to contribute to our friends' campaigns have been modest.

What we can deliver to our friends of agriculture, to prove that farmers do follow

through on their commitment, are our votes. A solid farm vote for office seekers who have proven themselves worthy of the title we gave them can be tremendously effective.

It can be especially effective in providing our industry with agricultural representation on the Michigan State University Board of Trustees. Recent polls show that the average voter does not know the people running for these important seats, which means they are likely to vote their party ticket.

Our Farm Bureau members are not average. They know Tom Reed and Bill Byrum will represent agriculture, with integrity and dedication, on the governing board of our land grant university. Unlike the less informed, average voter, Farm Bureau members will split their tickets to cast a vote for agriculture - and that can be the positive weight on the scale that will mean victory for both men and the entire Michigan farm community.

In this issue of the *Farm News* is a section which can be clipped and taken to the polls. It indicates your organization's position on the various ballot proposals and provides a place for you to note your "Friends of Agriculture." We hope this will be a valuable service in view of this election's rather complicated ballot.

Because it is so complicated, there may be older citizens who, although their interest in and commitment to agriculture is still strong, may be confused by all the decisions they must make in the voting booth this year. If you know of such peo-



ple, won't you assist them in securing an absentee ballot so they can make their decisions, unhurried and confident, in their own homes.

You can also provide another service to those voters who are not as well-informed as you. Many people, for example, are under the impression that they must make a choice between the tax proposals that are offered. This is not the case; they do not have to vote for what they think is "the lesser of three evils." Share with them the tax proposal explanations that are contained in the *Farm News* and the brochures which are available from your county Farm Bureau offices.

Your organization has provided you with information to make you the best informed voters at the polls this election. Share your knowledge and views with others. Most important - vote on Nov. 4. It's a vital part of your commitment to agriculture and your county.

**Elton R. Smith**



## Please, Mr. Tisch: You Know Not What You Ask

denial against what the experts said, years of false hope and unanswered prayers for a miracle, we came to the heartbreaking decision that we were not capable of caring for our own daughter. Blind and severely retarded, she was in need of full-time custodial care.

Since that time, you, through your taxes, have helped provide that full-time care that she needs. Your tax dollars have provided her with not only bed and board, but with caring attendants who have helped her reach her fullest, if limited, potential.

For this, I offer no apologies. My tax dollars have, in some way, helped your families, too.

Now, that care and caring that have lightened the heart-break through the years, are being threatened. With mental health budgets already cut to the danger point - and the

word danger is not used lightly - along comes Mr. Tisch with a great idea to cut taxes. One of the cuts his proposal would mean would be the closing of the "home" where my daughter resides and the lay-off of 9,000 employees who care for - and care about - special people like her.

When I plead with you to consider this isolated, personal problem when you go to the voting polls, I'm not talking from a Farm Bureau employee's viewpoint, pushing the position my organization has taken on the issue. I'm talking as a mother.

I'm also not talking from the financial viewpoint. She will be cared for, no matter what. The difference would be that the cost of her care would be shifted from the state to the county. What I'm concerned about is the quality of care. At

this point, she would be transferred to a facility that has been the subject of newspaper horror stories about what happens when such a facility is understaffed. And my sleepless nights are caused by the thoughts of what kind of care she will get when that facility is even more understaffed.

You may not know anyone personally who has a retarded child, but surely there must be someone in your neighborhood who has a child attending Michigan's School for the Blind or School for the Deaf. It is projected that these schools, too, would have to be closed.

Most local schools simply are not equipped to handle these special children and they would be robbed of the education and training they deserve and need to take their place as productive citizens in our communities.

As editor of this publication, I've brought you all the reasons you, as a farmer, ought to vote "no" on the Tisch proposal. Yet, I'm fully aware that Farm Bureau members, in the privacy of their voting booths, will vote their own convictions.

What I'm concerned about is that you might cast an affirmative vote as a protest against ever-rising taxes. I can understand that because I, too, am sick of those taxes that don't allow me to plan for a future when I'm too old to trade my talent for a paycheck.

I'm also sick with worry, so I'm taking advantage of my position to beg you to consider some other kind of protest. Please!

.....

In the October issue of the Michigan Pork Producers Association  
(continued on page 7)

## MDA Director Pridgeon Talks About Budget and Services in '81

Michigan Department of Agriculture Director Dean Pridgeon says the effect of the Tisch proposal, if passed by Michigan voters this Nov. 4, would strip his department of all but regulatory functions. Pridgeon says he accepted the position as department head to promote agriculture, not to run a regulatory agency.

Since Pridgeon stepped into state government two years ago, the department has faced repeated budget cuts totalling \$5.5 million. More reductions are inevitable in fiscal 1980-81 and, says Pridgeon, if the Tisch proposal passes, the department is going to take deeper cuts than some other areas of government.

"It's obvious that the things the department will lose will be what I call the economic stimulus to agriculture. We'll lose all of the things that we do in the environmental area. The soil survey would be discontinued. Our intercounty drain work would be halted. The work we do with fruit and vegetable grading and international trade, market newsletters... those economic services would be gone."

Other cuts in the department's budget would mean eliminating weights and measures inspection throughout the state and would wipe out funding for county fair premiums and supplements for county fair horse racing.

Services directly affecting the Michigan consumer would also take sharp reductions.

"It would be hard for Michigan to keep their Grade A rating in milk unless the industry picked up some things because we would have to curtail our inspection. We would probably only be able to keep about one third of the dairy inspection system," Pridgeon says.

"Meat inspection would be gone. We would try to keep food inspection, but we would curtail our inspection of retail stores and try to keep our capability to check processing plants."

In addition, Pridgeon says, state responsibility for enforcing the fertilizer law, pesticide applicator law and antibiotic testing would be turned over to the federal government if the state cannot finance these enforcement activities.

In response to claims that the state government is using scare tactics to head off the possibility of further reductions in state revenues, and that essential services will continue to be provided, Pridgeon says, "You can't ignore the figures."

"Michigan is in tough economic condition now. Revenues to the state are already down. If Tisch passes, you actually take out 55 percent of available revenues to finance the departments of state government. In spite of what Tisch supporters claim, there isn't much that state government is doing after the cutbacks this year that isn't essential."

"Tisch supporters also claim that the local government units can pick up some of these ser-

vices, but the proposal would affect those local units, too. They don't realize that yet. A lot of those local units are going to have as much as a 20 percent curtailment in their income. Tisch does limit the growth in taxes, but it also limits the growth on assessment, so they can't... pick up responsibility for some of those services either. They would have to have some more money, some more people."

He says comparisons to California's Proposition 13, which is the prototype for the Tisch proposal, do not parallel the present situation in Michigan.

"There are a couple of things you have to realize about California's situation that differs dramatically from the current conditions in Michigan. First of all, California has a graduated income tax. That means continued growth in available revenues as the income level rises, and second, California has two industries realizing strong economic expansion. Finally, California had \$5 million in surplus monies sitting in the state's treasury when Proposition 13 passed."

Pridgeon also points out that loopholes in the California tax measure allowed the state to levy fees and user taxes to replace lost revenues. Those loopholes have been eliminated in writing of the Michigan Tisch proposal.

Unlike California, Michigan's economy has been heavily reliant on a single industry and, Pridgeon says, the recent de-



"I took the job to promote agriculture," said MDA Director Dean Pridgeon, "not to run a regulatory agency." According to Pridgeon, anticipated reductions under the Tisch Amendment would strip his department of all but regulatory functions.

cline in automobile sales and production have hit the state hard resulting in lost tax dollars and high unemployment.

Despite conditions in the state's economy, Pridgeon is hopeful that agriculture will emerge as a growth industry for the state.

"If you look at the other side of our economic picture, agriculture in Michigan is expanding. We haven't contributed to unemployment. We haven't contributed to the drop in state revenue. In fact, there's probably more revenue coming off the state's agriculture than there was two years ago."

Pridgeon admits that despite this potential for growth, "it's a little hard to keep your morale

up" in the round of budget cuts the department has faced.

"I keep telling the staff, it's just like raising hogs. When you're in the down cycle, you shouldn't lose sight of the fact that eventually things are going to change."

"I believe that change will mean growth for Michigan agriculture and a farming industry the state can build on. I want to be able to promote agriculture. I don't want to lose the funds needed to do that."

"For example, I believe strongly that we can double hog production in this state. The Mexican bean sale is another example of our opportunities for expansion. We sold \$70 million worth of beans to

(continued on page 16)

## Tisch Proposal Would Impact Farmland Preservation

According to an analysis by the Department of Natural Resources, the passage of Proposal D - the Tisch proposal - could have a significant impact on the administration of the Farmland and Open Space Preservation Act.

"Right now, based upon the impacts that are forecast, the program, personnel-wise, would be cut in half, from two positions to one position," reports Dennis Conway, who is

in charge of the Farmland and Open Space Preservation program. "At that level, we would only be able to maintain the program - that is, not accept any more land for entrance into the program, but simply keep up with what we have now."

Conway believes the program is currently doing a good job of preserving valuable Michigan farmland.

"We've maintained that it's been very effective. We see an

increased number of farmlands enrolled each year compared with the previous year. In fact, it's almost doubled each year," Conway said.

"The lands that are in the program now are the most productive farmlands in various areas of the state. It's returning to the farmer, I think, a rather generous credit in return for maintaining his lands in agriculture."

Conway says if Tisch passes,

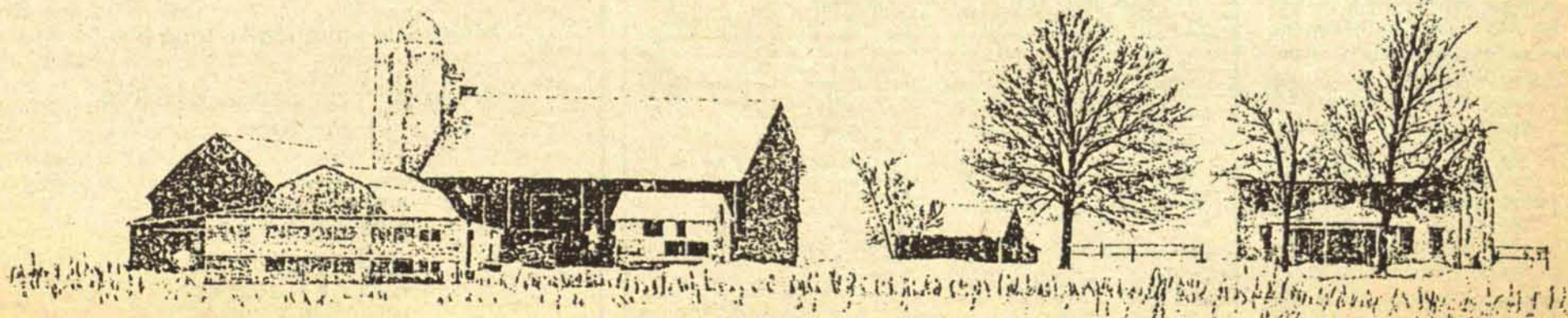
farmers will have less incentive to participate in the farmland preservation program since the property tax credit they get will not be as valuable.

But for farmers in some areas of the state, he explained, there will still be advantages to being enrolled in the program. He advises farmers who want to be on the safe side to apply for the program as soon as possible.

"Regardless of what happens

with Tisch, the farmer would not lose anything if he makes application and is accepted. He can still not sign his agreement and terminate the application at that point in time, depending on what happens."

"But if he waits, it would be too late for him to sign up for 1980 or possibly even in succeeding years. He has everything to lose and nothing to gain by waiting," Conway concluded.



## Secretary Bergland Addresses Ag Mechanization Concerns



Secretary of Agriculture Bob Bergland (left) removed his Spartan hat to field questions during a press conference at MSU. Bob Carr (right) and MSU Board of Trustees candidate Bill Byrum, hosted the secretary during his Michigan visit.

"Agricultural mechanization research: whose responsibility is it now?"

That was the topic of discussion Oct. 18 during a Michigan State University Autumnfest panel sponsored by the American Society of Agricultural Engineers and later at a press conference for Secretary of Agriculture Bob Bergland.

USDA representative Dr. Jim Nielson, appearing on the panel, and Secretary Bergland addressed that key question and the answers were of concern to Michigan fruit growers, MSU ag engineers and Extension personnel in the crowd.

According to Nielson and Bergland, the federal government will take some responsibility for "basic" research, tempered by the administration's concern for workers displaced by a mechanized agriculture.

But if, for example, Michigan growers decide they need an apple harvester, the state's taxpayers and the industry will likely be called upon to pay for that kind of research. "We don't think an apple picker should be treated any differently than an automobile," said Bergland.

Bergland, who was visiting Michigan for "Farmers for Carter," told reporters that he had appointed a task force from the research community - state, federal and private - and users of research, to define what a "proper" function of federal government should be in the area of agricultural mechanization research.

"We clearly have no objection to any university who wishes to fund mechanization research," he said. "The one thing we will continue is what

we call basic research, essential to the industry, but the designing and building of hardware are clearly a function of the state and private enterprise."

The secretary said the department would support an information campaign to convince state taxpayers that research on a mechanical apple picker would be a worthy project, but "if the commercial demand for it is viable, clearly private enterprise will find a way to satisfy that demand."

Bergland said he was under "enormous pressure" to direct federal money into the so-called basic sciences and also to cut federal spending.

"It's fierce! It's coming from the Congress, it's coming from the president, it's coming from the political atmosphere in which we live. I have to make management trade-offs - and it's not easy," he explained.

### The Livestock Industry

Bergland did not forget his role for the day and took a verbal swipe at the previous administration's handling of the livestock industry.

"During the last Republican administration, they imposed price controls on meat, which

led to a near-wrecking of the beef industry and the dairy industry, both put through severe financial stress. The result of these misguided policies led to the biggest sell-off of cattle that we have ever seen in any three-year period in the history of our country.

"The industry is just now recovering from those unwise and misguided policies... President Carter initiated programs which led to a revitalization of the livestock economy, and the best thing consumers have is a strong, productive agriculture," he concluded.

### Milk Support Program

"The removal of dairy products under the price support program this year will run over a billion dollars. We're budgeted for that and we don't regard a billion dollars as overpowering in terms we use in the federal system - and it's not being wasted.

"We're moving, for example, 70,000 tons of non-fat dried milk annually to Mexico under the new U.S.-Mexican relationship... We're using butter and cheese in the school milk program and for the U.S. Army. We will never manage it in such a way that we dump any, but it is a matter that needs to be watched carefully.

"We're now working very closely with the leaders in the industry - the American Farm Bureau Federation, National Milk Producers Association, which includes MMPA, and several other organizations on changing the formula. Several of them have agreed in principle on a change which I, frankly, like very much and I will use my influence to press for a change in the basic law that would establish the support rate on the basis of supply and demand conditions. It would eliminate the semi-political kind of environment in which the support rates are adjusted from time to time.

"I think the proposal offered by Michigan Milk and Farm Bureau is a very sound one and I endorse it in principle," Bergland said.

## MICHIGAN FARM NEWS

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## Democratic Platform on Agriculture

America's farmers are among the most vital economic forces of the nation. Because of their extraordinary productivity, America's farm workers provide more food and fiber per person at a lower cost than their counterparts in any other country. American consumers have a more certain food supply than consumers in any other nation, even though a third of our farm production is sold abroad each year.

Recently, however, the nation's farm economy has been hurt by reduced prices; high costs of production, including energy, inflation, equipment and high interest rates. As a result, our nation's farmers are facing a time of hardship.

The Democratic party pledges itself to the following goals.

*Continued attention to expanding farm exports.* American agriculture's long-run interests remain firmly tied to the sale of U.S. farm products abroad. Despite the significant progress made to date, it is important that we continue to work at breaking down barriers to trade and capitalizing on our nation's enormous advantage in the production of food and fiber.

If food is to be used as an in-

strument of foreign policy, it is imperative that farm income be protected. Farmers must have access to free markets.

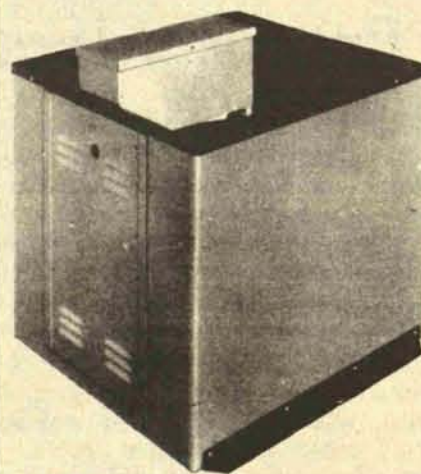
Recognizing the patriotic sacrifices made by the American farmer during the agricultural embargo protesting the invasion of Afghanistan, we commend the agricultural community's contribution in the field of foreign affairs. Except in time of war or grave threats to national security, the federal government should impose no future embargoes on agricultural products.

*Protecting farm prices and farm income.* Rapidly rising costs of production, especially energy costs, make it imperative that we increase the level of support for farm prices and income by increasing target prices to cover the cost of production. For those farm products not covered by target prices, such as soybeans, cattle, hogs, poultry, sugar cane and sugar beets, we pledge support programs that will maintain viable domestic production.

*Measures to protect and further enhance agricultural productivity.* Although agricultural productivity remains high in

(continued on page 14)

## UNIVERSAL PRESSURE WATERERS KEEP CATTLE PROFITS FLOWING.



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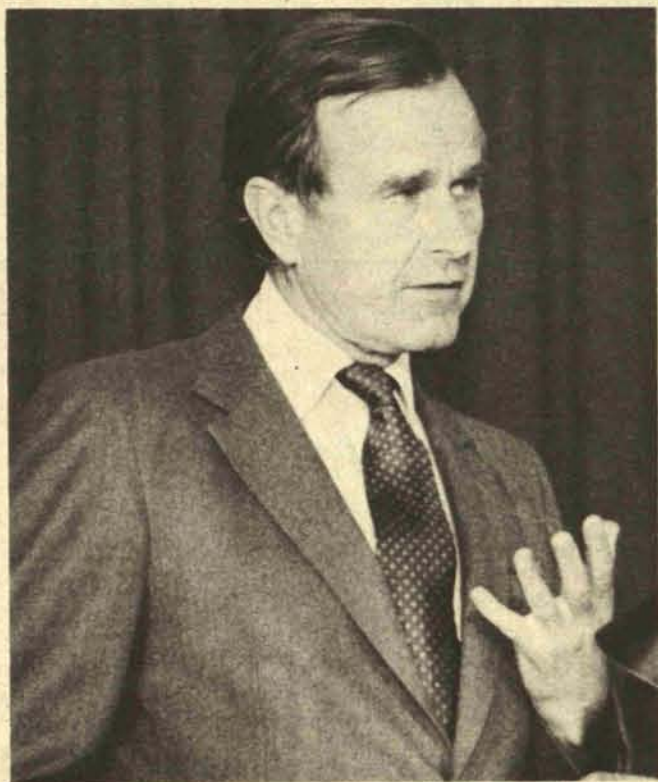
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## 'Embargo Unfair,' Says George Bush



Republican vice presidential nominee George Bush told some 1,000 people in attendance at a country luncheon in St. Johns that he and Ronald Reagan oppose the Soviet Union grain embargo and that the agricultural sector should not be forced to bear the brunt of U.S. foreign policy.

Republican vice presidential candidate George Bush called on Michigan voters recently to bring the Carter administration to task for its policies and programs of the past four years.

"It's not enough to say that Jimmy Carter has failed the working man, that he has failed in employment and failed to solve inflation. Jimmy Carter has failed to deliver what he promised," Bush said, "and he ought to be thrown out of office."

Speaking before a largely rural and farm audience in St. Johns on Sept. 24, Bush charged that the farmer's rate of return has declined during the Carter administration and promised that a Reagan-Bush administration would bring strong, sensitive programs to the country's agricultural and export policies.

Bush hit hard on the effects of the Soviet grain embargo imposed by Carter this year, saying that it was unfair to ask one segment of the economy to bear the brunt of international action. Bush told the crowd that the Reagan administration would shut off the grain export embargo immediately.

Embargoes are not the answer in foreign affairs and the country's foreign policy ought to be changed, he said.

Bush warned that a trend toward reduced military spending by the Carter administration has created a strategic imbalance in U.S. military power.

"It's not too late to turn this trend around by restoring defense cuts," Bush said. He pre-

dicted that Ronald Reagan would be known as the peace president who rebuilt America's defense strength.

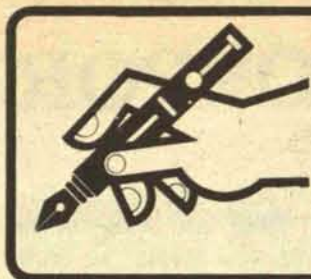
Responding to questions from the audience, Bush said the Reagan administration would not impose import controls against foreign auto imports. Bush reminded the audience that Michigan is the second largest exporter among the states and that import controls would result in tariff walls being established in other international markets. The Reagan administration, he said, favors trade negotiations and manufacturing investment in the United States.

Questioned about the regulatory power of agencies such as the Occupational Safety and Health Administration and the Environmental Protection Agency, Bush said there was "too much regulation" and warned that the U.S. could "regulate ourselves out of business."

"I feel that Reagan has a good environmental record," Bush said, "and that we can have a clean environment and still grow."

When asked about Reagan's possible choice for secretary of agriculture, Bush responded that the Republican administration would be looking for someone with philosophies similar to former Agriculture Secretary Earl Butz.

State Republicans, Rep. Alan Cropsey and Sen. Richard Allen, accompanied Bush on the mid-Michigan campaign swing.



## Republican Platform on Agriculture

In no American workplace is there to be found greater productivity, cooperation, neighborly concern, creative use of applied science, information and relevant research, honesty, perseverance, hard work and independence than on the farm and ranch.

The Republican Party takes pride in the ability of American farmers to provide abundant, high quality and nutritious food and fiber for all our citizens including those most in need and to millions throughout the world, and at the same time to supply the largest single component in our export balance of trade.

We will:

- increase net farm income by supporting and refining programs to bring profitable farm prices with the goal of surpassing parity levels in a market-oriented agricultural economy;

- control inflation by adopting sound fiscal and monetary policies and by eliminating excessive and unnecessary federal regulations;

- expand markets at home by effectively utilizing the advantages of the energy potential for farm, forestry and other biomass products;

- aggressively expand markets abroad by effectively using the Eisenhower Food for Peace program and revolving credit

incentives, working to remove foreign restraints on American products and encouraging the development of dependable new markets in developing countries;

- assure a priority allocation of fuel for U.S. agriculture, including food and fiber production, transportation and processing; and

- combine efforts to encourage the renewable resource timber production capability of privately-owned forests and woodlands.

### Expand Export Markets

Agriculture's contribution to the U.S. trade balance makes it especially fitting that an aggressive market development program to establish dependable new markets for farm exports will be a vital part of the policies to restore profitability to American agriculture. Republicans will ensure that:

- international trade is conducted on the basis of fair and effective competition and that all imported agricultural products meet the same standards of quality that are required of American producers;

- an aggressive agricultural marketing development program and the streamlining of the export marketing system is given top national priority; and

- the future of U.S. agricultural commodities is protected from the economic evils of predatory dumping by other producing nations and that the domestic production of these commodities, so important to the survival of individuals and small rural communities is preserved.

### Farmer-Held Reserves

We support farmer-owned grain reserves, should they become necessary, and adamantly oppose government-controlled reserves.

### Grain Embargo

We believe that agricultural embargoes are only symbolic and are ineffective tools of foreign policy. We oppose singling out American farmers to bear the brunt of Carter's ill-conceived, ineffective and improperly implemented grain embargo. The Carter grain embargo should be terminated immediately.

### Excessive Regulation of Agriculture

We pledge a sensible approach to reduce excessive federal regulation that is draining the profitability from farming and ranching. Especially high on the agenda for changes in policy under Republican leadership are such regulatory issues as EPA and FDA's excessive adherence to "zero risk" policies relative to the use of pesticides, herbicides, antibiotics, food additives, preservatives and the like.

### Soil & Water Conservation

Voluntary participation with adequate incentives is essential to the effective conservation of our soil and water resources.

## Announcing the Farm Bureau

### Member-to-Member Christmas Citrus Sale!

Item and Size	Price
Navel Oranges, 4/5 bushel	\$9.25
Pink Seedless Grapefruit, 4/5 bushel	\$8.50
Orlando Tangelos, 4/5 bushels	\$9.25
Hi-D Orange Juice Concentrate, 24/12 oz. cans/case	\$25.90
Hi-D Grapefruit Concentrate, 24/12 oz. cans/case	\$22.70
Florida Skinless Peanuts, 20 oz. can	\$1.85
Florida Pecans Halves, 1 lb. bag	\$4.65
MACMA Vintage Ham, 4/4 lb. halves/case (\$2.59/lb.)	Approx. \$41.44
Thick-Cut Smoked Bacon, 8/1 1/2 lb. pkgs./case	\$18.80
Smoked Hickory Stick, 4 1/2 lb.	\$9.70
Illinois Gourmet Popcorn, 2 lb. bag	\$1.15
Sharp Cheddar Cheese, 4/1 lb. pkgs./case	\$10.30
Medium Cheddar Cheese, 4/1 lb. pkgs./case	\$9.85
Colby Cheese, 4/1 lb. pkgs./case	\$9.50
Monterey Jack Cheese, 4/1 lb. pkgs./case	\$9.50
Sunflower Seeds, Shelled, Salted and Roasted, 12 oz. pkg.	\$1.20
Wheat Nuts, Salted and Roasted, 12 oz. pkg.	\$1.20
Apple Cider Concentrate, 12/15 oz. jugs/case	\$18.70

**ORDER DEADLINE: November 13, 1980**

**Note: Date may be earlier in some counties.**

**To place your order, contact your county secretary or member-to-member chairman.**

## Between You and Me

By Judy Kissane  
1980 Michigan Farm Bureau  
Outstanding Young  
Farm Woman



Opportunity knocks...but you must open the door! How many times has opportunity knocked at your door and either you didn't recognize it or didn't care to answer? I had a real opportunity recently, but didn't immediately recognize it as such.

In mid-September, Bill and I received a call from the Clinton County Republican chairperson. She told me that vice presidential candidate George Bush was scheduled to be in St. Johns for a country lunch as part of a mid-Michigan campaign swing. She wanted to know if the county Farm Bureau Women wanted to make the bean soup for the event - just five days away. I said yes.

Later in the conversation, she mentioned that we would serve the first 1,000 people. That's when I panicked! But thanks to two Farm Bureau people whom I bothered with phone calls all day Sunday - Bertha Davidson, Gratiot County Women's chairperson, and Bernie Bishop, MFB regional representative - we located a bean cooker with a 2,500 cup capacity and, more importantly, we had the help of Art Perry, who knows how to operate the cooker. We owe a special thanks to Mr. Perry and the Pigeon Cooperative for helping us out on such short notice.

By Tuesday, our FB Women were working hard to meet this challenge and we were getting

# OPPORTUNITY KNOCKS!

a real political education from our "close up" view of big politics, and seeing the Secret Service and campaign advance people organize every detail of these events.

It was a big surprise when the advance person told me I would be serving the soup at the head table on Wednesday. Hey! I thought, they mean me - the all time klutz with two left feet!

The morning of the country luncheon was an absolutely perfect example of Michigan weather at its finest...just enough breeze to keep the high school band flags snapping smartly, warm sun, clear skies...perfect! About an hour and a half before the Bush motorcade arrived, we began serving lunch. I have never seen a smoother operation nor an easier way to handle a crowd than took place that day.

Then suddenly, the flashing lights of a police escort signaled the arrival of the campaigners and their entourage. Before the cars had come to a complete stop, members of the Secret Service, reporters, photographers and cameramen were out of the vehicles. Bush greeted the crowd that had gathered, stopping to shake hands or exchange a few words and answer questions briefly.

But the most thrilling moment for me took place in the kitchen of the meeting hall, away from the TV cameras, photographers and the constant smiles. For ten minutes, I had the once in a lifetime opportunity to visit with Mr. and Mrs. Bush on a one to one basis. I commented how tired they must get being on the road campaigning most of the time, and for those few minutes we talked about their schedule, the pressures, and the many,

many people they meet every day. Once the Bushes were seated, I served the soup at the head table without spilling a drop!

The final surprise arrived by mail when we received a personal note from George Bush thanking us for our hospitality

and noting how good the soup was.

Opportunity knocks for all of us offering the chance to get involved in life and open doors to new experiences. So when opportunity calls on you, open the door. You never know what may lie ahead for you.



Before leaving St. Johns on his way to Capitol City Airport, George Bush, right, stops for a photo with Judy Kissane, left, and Patty Bellows, center, secretary to Bill Gnodtche, executive director of the House Republican Caucus.

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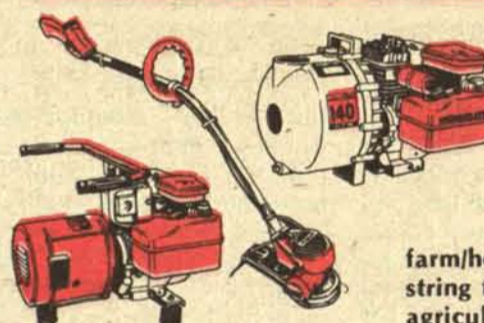
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December 10, 1980

Join Us  
for  
Michigan Farm Bureau's  
**HOLIDAY  
BALL**

Kalamazoo Convention Center

# First Legislative Pork Day Rated a '10'



Ramon Waltz, Ingham County hog producer, helped carve slices of roast pork for 2,300 people who showed up on the state capitol lawn for the first Legislative Pork Day. Waltz was one of a hundred pork producers involved in the event.

Story by Donna Wilber  
Photos by Marcia Ditchie

"What's a pig farmer like me doing in a situation like this?" That's a question Sandra Gifford of Onondaga, secretary of the Michigan Pork Producers Association, asked herself several times on Sept. 23, Michigan Legislative Pork Day.

She asked herself that question while in the governor's office for presentation of the resolution honoring the industry

and its contributions to the well-being of the state's citizens. And again as she answered questions and posed for pictures for the news media covering this unique event, the staging of the "largest pig roast ever" on the front lawn of the state's capitol.

What was a pig farmer like Sandra doing in a situation like this, when tending her animals

on the Gifford farm was much closer to her "comfort zone" than meeting state dignitaries and fielding questions from the press?

"There's more involved in the pork industry today than just getting a pig ready for market," explained Sandra. "When consumers are led to believe that eating one more piece of bacon is going to put them in their coffins, you have to think about assuring the public you've got a good, nutritious, safe product. When city dwellers move to the country and complain about the odor of your hog operation, you have to be concerned with legislation protecting your right to farm."

The Michigan Pork Producers Association members were especially aware of those facts since the much-maligned pig had been the victim of more than his share of "bad press" throughout the past year.

They needed an audience, they decided, that would include both legislative decision-makers and the consuming public. What better place to reach that audience than the front lawn of the state capitol?

## They Just Kept Coming

Months of planning and coordination preceded the event. Then, at midnight, the fires were stoked and by mid-morning, the tantalizing smell of roast pork was wafting its way into open office windows at the capitol and down through the streets of Lansing's business district. One-hundred pork producers, distinguished from the rest of the gathering crowd by their white butcher aprons, were at their posts ready to serve roast pork sandwiches, potato chips and sausage cake to their estimated 1,500 guests.

Before noon, the line-up of guests making their way through the serving line included Gov. Milliken, state senators and representatives, government agency officials, office workers and passers-by attracted by the sight and smell. It was a bright, warm fall day and the hungry people just kept coming - 2,300 in all - until all seven hogs were carved clean to the bones.

## Every Part Except the Squeal

The House-Senate resolution of tribute, proudly displayed for camera crews by MPPA President George Swartzendruber, stated, in part: "Whereas, the ageless expression, 'using every part of the hog except the squeal,' is in actuality, an accurate description of the usefulness of pork and pork by-products in our everyday lives..." That



The capitol steps, warmed by the fall sun, made a good place to enjoy the roast pork sandwiches, potato chips and sausage cake served by the pork producers. Seven hogs were roasted for the event and all were carved clean to accommodate the larger-than-expected crowd.

statement proved true as some guests asked their hosts for the remaining "soup bones."

The only people who left the capitol lawn hungry on Legislative Pork Day were the pork producers themselves. By the time it was their turn, there was nothing left! But none complained; it had been a good day.

## We Never Got A 'No'

In retrospect, Sandra says that although it was great to have the news media there in full force, there were other things about the day that made it special to her. First on her list was the "fantastic cooperation" of her fellow pork producers, their dedication and hard work to make the event a success.

"I was so proud of our producers when people commented that we were different from

the usual groups who come to the capitol to protest and generally make a mess of the grounds. It's difficult to measure our success, but I think the positive approach we took will give our industry some long-lasting benefits," she concluded.

She was also impressed with the receptiveness of those people she had formerly considered "unapproachable." In all the many different efforts involved in this single commodity promotion, she reports, "we never got a 'no' from anyone." Gerald D. Schwab, farm management specialist, in a letter to President Swartzendruber, summed up the first Legislative Pork Day for both the producers and their guests, when he said: "All in all, the event must rank as a '10.'"

**"We need to do a great deal more of this."**

Sandra Gifford, Secretary  
Michigan Pork Producers Association

I wanted to provide you with my reactions relevant to the Michigan Pork Producers Legislative Day. I was able to spend more than an hour and a half at the capitol and I personally believe that this is the finest public relations job that has been done by a Michigan industry in quite some time. This brought great appreciation and respect to the pork industry specifically and to Michigan agriculture in general.

I am a firm believer that we need to do a great deal more of this both within specific commodity groups such as yours and for Michigan agriculture in general.

This is a great state with a great agricultural enterprise and yet many of our politicians and other complementary parts of our economy don't realize that it is agriculture that holds this state together particularly in times when other economic indicators are in such a disastrous array.

Again, my congratulations to you and the pork producers and I hope that you will express my compliments and also indicate our willingness to assist you in any way possible.

Gordon E. Guyer, Director of Extension  
Assistant Dean, College of Agriculture & Natural Resources  
Michigan State University

**DONNA**

(continued from page 2)

Swine Producer Says:

## Splitting Ballot Makes Sense

ciation publication, a "concerned swine producer," Russ Rowe, wrote a letter to the editor about the need for agricultural representation on the board of trustees of Michigan State University, especially to agricultural budgets. He supports both Tom Reed and Bill Byrum in the November election. He made some points I hope you will consider:

"...I get very upset with people. One day a farmer told me he wouldn't vote for Bill because he was a Democrat. A few days later, another farmer told me he wouldn't vote for Tom because he was a Republican.

"I thank God we have a two or more party system so we can make some choices of our own. Last year when we visited Poland, we went to a place where they had only one party and that one party didn't like some people. So they killed over four million of the people in the party they didn't like.

"In this year's election, two seats are available on the board of trustees. I will tell you what I am going to do. I will vote for Bill on the Democratic ticket and Tom on the Republican.

"Think about it for a minute. Doesn't it make sense?"

You bet it does, Russ!

# 1980 Annual Meeting

## Tuesday

### Butz to Address FBS/FPC Luncheon

Earl Butz, former secretary of agriculture, will be the guest speaker at the Farm Bureau Services and Farmers Petroleum Cooperative annual meetings luncheon Dec. 9 at Kalamazoo Center.

The cooperatives expect 800 stockholders to attend this year's meetings, which begin with the FPC annual at 10 a.m. Following a complimentary lunch where Butz will speak on "Food: The Language of Peace," the FBS business meeting will run from 2 to 3:30 p.m.

Butz has been dean emeritus of agriculture at Purdue University since 1976. Prior to his appointment to Purdue, Butz spent five years as secretary of the USDA.



EARL BUTZ

## Tuesday Evening

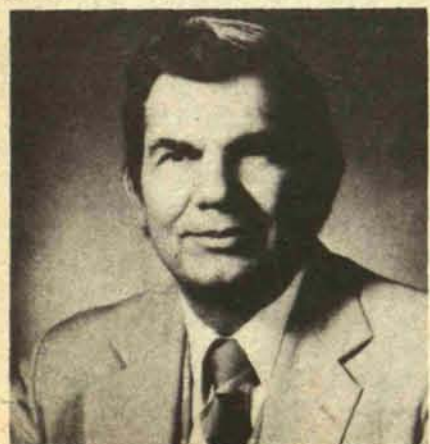
### Presidents, Campaign Managers Banquet

Michigan Farm Bureau's annual meeting activities will begin on Tuesday evening, Dec. 9 with the joint county presidents and campaign managers banquet.

The banquet will begin at 6 p.m. in the North Ballroom of the Kalamazoo Center, with dinner compliments of FBIG's Marketing Corporation.

Keynote speaker will be Art Fetting, an inspirational speaker who takes his audiences to new levels of emotion and leaves them with a feeling of hope and determination.

Presentation of the 1980 "Fabulous 15" awards and 1980 President's Trophies will highlight the banquet.



ART FETTIG

## Tuesday Evening

### County Farm Bureaus to be Honored

The annual county Farm Bureau awards program will be held on Tuesday evening, Dec. 10, following the county presidents and campaign managers banquet.

The awards program, which will begin at 8:30 p.m. in the Grand Ballroom of the Kalamazoo Center, recognizes county Farm Bureaus for their achievements during the 1980 membership year.

"The Challengers" will provide entertainment during the program.



"THE CHALLENGERS"

## Wednesday

### MACMA Annual Meeting

The Michigan Agricultural Cooperative Marketing Association will hold its annual meeting on Wednesday morning, Dec. 10 in rooms A, B and C in the Kalamazoo Center.

Following lunch, the association will hold a marketing conference in the same rooms.

## Wednesday

### Young Farmers Day

Michigan Farm Bureau Young Farmer activities will be held on Wednesday, Dec. 10.

The Discussion Meet semi-finals will begin at 9:30 a.m. in the Sheraton Inn (Cork Street and I-94), and the finals will be held at 1:30 p.m. in rooms D and E of the Kalamazoo Center. All delegates are welcome to attend.

Competition for the Outstanding Young Farm Woman contest will also be held.

A Young Farmer reception will be held following the adjournment of the resolutions session on Wednesday afternoon in rooms D, E and F of the Kalamazoo Center. County Young Farmer Star Awards will be presented and awards will be given recognizing the winners of the Discussion Meet, Outstanding Young Farm Woman and Distinguished Young Farmer contests. All members are invited to attend the reception.

## Wednesday Noon

### Kick-Off Luncheon

The annual Michigan Farm Bureau Kick-Off Luncheon will be held at noon on Wednesday, Dec. 10 in the Kalamazoo Center's Grand Ballroom.

MFB President Elton R. Smith will address the delegates, reviewing the organization's accomplishments during 1980 and looking toward the challenges facing the organization and agriculture in the future.

The resolutions session will open at 2:30 p.m. in the Grand Ballroom.

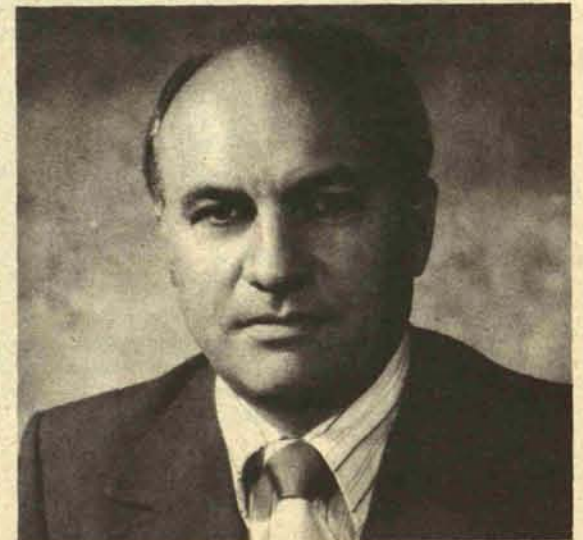
## Wednesday

### Commodity Session to Focus on Marketing

The commodity session at the MFB annual meeting will be held Wednesday, Dec. 10.

Dr. John Brake, professor of agricultural economics at Michigan State University, will discuss farm financial management in the 1980s.

The second half of the two-hour session will include a discussion of marketing challenges and opportunities conducted by Dr. Clayton Yeutter, president of the Chicago Mercantile Exchange.



DR. CLAYTON YEUTTER

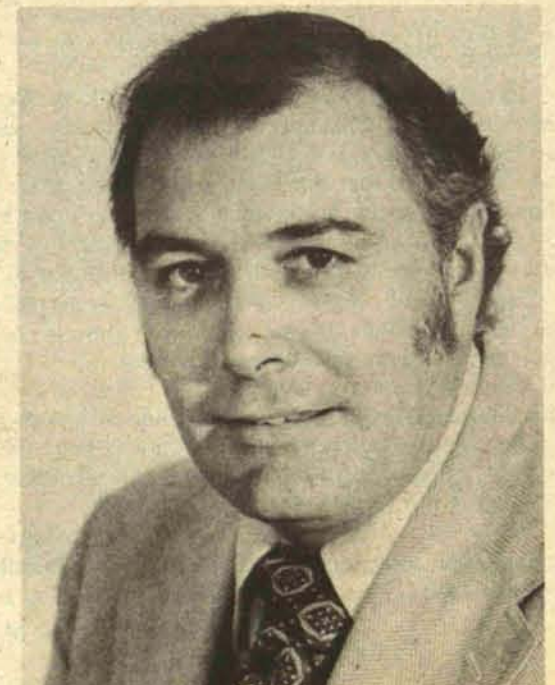
## Wednesday

### Women's Annual Meeting

Ken Cheatham, director of the AFBF Member Relations Division, will be the keynote speaker at the Farm Bureau Women's annual meeting on Wednesday, Dec. 10.

The meeting will begin at 9:30 a.m. in the Kalamazoo Civic Auditorium, corner of South and Park streets.

The meeting will also include the 1980 chairman's annual report, recognition of counties and introduction of the Michigan Farm Bureau Women's Committee.



KEN CHEATHAM



# Program Highlights

## Thursday Morning

### AgriPac Breakfast Features Former POW

A special delegate breakfast will be sponsored by MFB's AgriPac on Thursday, Dec. 11 at 7:30 a.m. in rooms D, E and F of the Kalamazoo Center.

Charlie Plumb, a former POW who spent nearly six years enduring brutality, degradation and humiliation at the hands of his captors, will address the group.

He has become a renowned speaker since his return home; one of his 4th of July speeches appeared in the congressional record. Plumb has written two books, *I'm No Hero* and *The Last Domino*.

The cost of the breakfast is \$15 per person. Proceeds will be used exclusively to help elect "Friends of Agriculture" in the 1982 election.



CHARLIE PLUMB

## Thursday Evening

### Consumer Alert Founder to Address Annual Banquet

The Michigan Farm Bureau Annual Banquet will be held on Thursday, Dec. 11 at 6 p.m. in the Kalamazoo Center's Grand Ballroom.

Featured speaker will be Barbara Keating, founder of Consumer Alert.

"People making well-thought-out decisions - not government agencies - are the best regulators in the marketplace." That belief makes Keating and Consumer Alert, a non-profit organization aimed at truly representing the American public, a welcome contrast to the more prevalent consumer advocates who demand cradle-to-grave government protection.

Also in the spotlight at the banquet will be the 1980 recipient of the the MFB Distinguished Service to Agriculture award.



BARBARA KEATING

## Friday

### Resolutions Wrap-Up, Elections Scheduled

The final resolutions session will begin at 8:30 a.m. on Friday, Dec. 12 and continue until noon. Election of directors in even-numbered districts, two directors-at-large, one director representing the Farm Bureau Women's Committee and one director representing the Young Farmers Committee will take place during the morning session.

Following lunch, the resolution session will resume at 1:30 p.m. and continue through completion.

### FBIG to Sponsor Koffee Klatcheteria

Farm Bureau Insurance Group will once again sponsor the Koffee Klatcheteria for delegates at the MFB annual meeting, offering free refreshments and free statewide telephone service.

The Klatcheteria will be located in rooms G and H in the Kalamazoo Center and will provide a continuous supply of free coffee, milk, donuts and apple cider during the convention.

It will be open Tuesday afternoon, Dec. 9 and from 8 a.m. to 4 p.m. Dec. 10 through 12.

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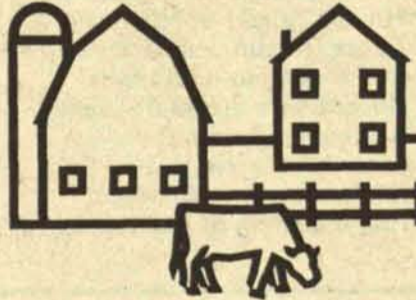


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# CLIP AND SAVE

## 1980 Michigan Ballot Proposals

### Smith-Bullard - Proposal A

A proposal to make local school boards responsible for school personnel and programs, to reduce local property tax maximums for operational purposes, to provide additional property tax relief for senior retirees, and require the state to raise revenues necessary for equal per pupil funding of public schools.  Yes  No

### Drinking Age - Proposal B

A proposal to reduce the legal drinking age from 21 to 19 years of age.  Yes  No

### Legislative-Executive Coalition - Proposal C

A proposal to provide property tax relief; to reimburse local and state governments with additional sales tax; to mandate net state lottery revenue for schools; and to mandate state "rainy day" fund.  Yes  No

### Tisch Tax Amendment - Proposal D

A proposal to decrease property taxes and prohibit new types of homestead taxes; to require 60 percent voter approval to raise state taxes or fees; to require partial state reimbursement to local units for lost income; to limit Legislature's ability to change tax exemptions or credits or change per-pupil formula.  Yes  No

### New Prison Construction - Proposal E

A proposal to construct four regional prison facilities, demolish the Michigan reformatory, effect other state and local correctional purposes, develop preventative programs and provide the funds therefor by increasing the state income tax by 1/10 of 1 percent for a 5-year period.  Yes  No

### Legislative Civil Immunity - Proposal G

A proposal to allow the Legislature to pass laws relating to their constitutional exemption from civil arrest during legislative sessions.

NO POSITION

### Authority and Succession of Lt. Governor - Proposal H

A proposal to restrict the authority of the Lieutenant Governor and set up a procedure to fill the vacancy in the office of Lieutenant Governor.

NO POSITION

## FRIENDS OF AGRICULTURE YOUR FARM VOTE:

U.S. HOUSE OF REPRESENTATIVES

MICHIGAN HOUSE OF REPRESENTATIVES

MSU BOARD OF TRUSTEES

*Tom Reed*

*Bill Byrum*

SUPREME COURT JUSTICE

*Mary Coleman*

# Present Tax System Offers Clearest Advantage for Farmers

For the second time in two years, Michigan voters will be asked to determine the value of the present taxation system against proposed constitutional amendments which would radically change the taxation structure of the state.

Three taxation amendments appear on the 1980 ballot; Smith-Bullard (Proposal A), the Legislative-Executive Coalition (Proposal C) and the Tisch Amendment (Proposal D).

Four other proposals dealing with Michigan's drinking age, financing of new prison construction, legislative civil immunity, and the authority and succession of the office of lieutenant governor will also be decided by the voters on Nov. 4.

While each of the proposals is important, the three constitutional property tax proposals warrant special attention because of their economic implications for Michigan agriculture and local government control.

### MFB Board Position

Each of the property tax proposals have been carefully reviewed and analyzed by Michigan Farm Bureau, with emphasis on the effects of the proposals for the state's rural and agricultural community. As a result of this analysis, the Michigan Farm Bureau board of directors has recommended a "no" vote from Michigan's agriculture community on all three taxation proposals.

In its recommendation, the MFB board of directors emphasized the threat to local government control as a result of increased reliance on state and federal funding. In their analysis, the Farm Bureau also determined that the proposals would mean more total taxes, not less, for Michigan's taxpayers.

It must be remembered that in the present Michigan tax system, which provides homestead property tax rebates based on household income and the P.A. 116 program for farmers, changes in one tax would affect all other taxes. This includes state income tax, federal income tax, sales tax and social security taxes paid by farmers and other self-employed persons.

### MSU Analysis Supports Position

An analysis prepared by the Michigan State University Department of Agricultural Economics confirms the negative impact of all three taxation proposals on the total taxes paid by Michigan farmers. While im-

pact varies among various types of agricultural production, the analysis shows that the present tax system offers the clearest advantage for the average farm. This includes the present "circuit breaker" tax rebate system and P.A. 116 credits.

Some of the conclusions, based on total taxes, for each proposal include:

### Smith-Bullard Proposal A

•Farmers in P.A. 116 would clearly lose present tax advantages. Those without P.A. 116 credit would also have an increase in total taxes.

•Family "owned" but not "family operated" farmland would be subject to a 30.5 mill state property tax in addition to the local tax. (30 percent of all farmland is rented, 90 percent of that farmland is owned by retired farmers or their spouses.)

•Other disadvantages of this proposal are that there will be at least a 2 percent income tax increase, introduction of state-wide teacher bargaining with portability of teachers, increased business taxes, higher school costs and loss of local control.

### Legislative-Executive Proposal C

•There could be a slight overall total tax reduction. However, for most farms, taxes would be much higher due to the 37.5 percent increase in sales tax from the present 4 percent to 5.5 percent. Taxable items include cars, trucks, pickups, fence, tile, building materials, gasoline for highway use, etc.

•This proposal, too, results in decreased local revenue and lost local control.

### Tisch Amendment Proposal D

•There are tax savings under this proposal, but not to the degree that one might think. The average is about 9 percent. Some farms would have very little total tax reduction and some would actually have an increase. Potato and tree fruit farms would have higher total taxes.

•The real problem is that only part of the property tax revenue loss is returned from the state, resulting in large losses to local government (counties, townships, schools, etc.). The state could not make up the more than \$2 billion loss in tax revenues.

•Agriculture will be hurt because of curtailed research, extension and other needed state agricultural services that farm-

ers now take for granted. P.A. 116 is exempted from the proposal which may have serious effects on the program.

•More than \$700 million in additional federal income tax will go to Washington. It is well known that Michigan is at the bottom of the states in the money that is returned from Washington.

•Many present property tax exemptions would be abolished and could become taxable under the property tax. These include cars, trucks, pickups, inventories, grain in elevators, public buildings, 4-H camps, agricultural trees, shrubs, vines, growing crops, forest land, etc.

•One provision provides a great opportunity for tax evasion for those with large incomes from tax shelters, tax free securities, etc. Non-residents, big business, speculators and developers will be the big winners. Courts will have many decisions to make.

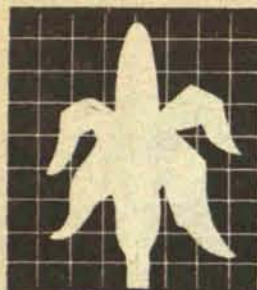
Many voters seem to think that they must choose one of the three proposals. *This is not true.* One can vote for any or all of the proposals or vote NO on all three. *However, it is extremely important to vote NO on the proposals you oppose.* Otherwise it is possible that all three could pass. In that event, portions of all three would be in effect. The result would be higher taxes and less local control. A "NO" vote on all three will prevent that possibility.

### Prison Construction Proposal E

In 1978 the voters approved a proposal to prohibit the granting of paroles to persons convicted of certain violent crimes. There is an additional mandatory prison term for felonies committed with a gun. This will result in further shortage of over 7,000 beds in the next 10 years.

Legislation was passed in July to increase the state income tax 1/10 of 1 percent from the present 4.6 percent to 4.7 percent, to be used to construct four new prisons and renovate others. The tax increase would automatically expire in five years. The Legislature has referred the matter to the voters for final approval in November.

The MFB board has recommended a "YES" vote on Proposal E as a responsible position. If voters were sincere in 1978, they should be willing to pay the cost of the problems that resulted largely from that voted mandate.



## AGRINOMIC UPDATE '80

Report of the Commodity  
Activities & Research Department

Net farm income for 1980 is forecast to be about \$28 billion, 14 percent below the 1979 net farm income of \$33.1 billion, but about \$2 billion larger than the July forecast.

Higher crop cash receipts account for most of the increase in the 1980 net farm income estimate. Livestock cash receipts were increased only slightly from the July forecast and the total farm production expense estimate was lowered slightly from that forecast.

For 1980 as a whole, farm cash receipts are forecast to be up 7 percent, while farm production expenses are forecast to be up 12 percent. Inflation continues to put pressure on the farm economy.

A look ahead to 1981 shows net farm income increasing to \$35 billion with farm cash receipts increasing by 15 percent from 1980, while farm production expenses are now expected to increase 11 percent. The estimate is based on continued strong grain prices and a substantial increase in livestock prices in the coming year.

Farm production expenses may increase substantially more than the forecasted 11 percent due to the sharp increase in the money supply since June 1 and the increasing likelihood of a federal budget deficit in fiscal 1981 of \$50 to \$60 billion, both of which will continue to push the inflation rate upward.

The \$35 billion net farm income, if realized next year, will be a record. It will be noted as such by those in and out of government, but this does not tell the whole story about the "cash flow" health of the farm economy.

For a sharper perspective, one must look closer at the purchasing power of farm income since this is the basis of the "cost/price squeeze" in agriculture. Assuming a 10 percent inflation rate in 1980 and 1981, next year's forecast of \$35 billion would be worth only \$18 billion in 1973 dollars.

### Corn

#### Supply:

•Crop forecast of 6,678 million bushels in 1980, down 14 percent from 1979, with a yield of 93 bushels per acre, down 15 percent.

•A sharp drop in carryover to 913 million bushels on Oct. 1, 1981, down 47 percent

from a year earlier and a carryover of 883 million bushels by Oct. 1, 1982.

•Government reserve stocks, farmer-held reserves and CCC, drop from 1,043 million bushels in June to 872 million bushels by December 1980.

•Increase in planted acreage in 1981 to 84.7 million bushels, up 1.4 percent, with yield of 103.2 bushels per acre. 1981-82 production is forecast to be 7,694 million bushels.

#### Demand:

•Domestic use of 4,814 million bushels in 1980-81 is down 2.8 percent from 1979-80.

•Feed use down 5.5 percent to 4,083 million bushels.

•Corn used in food and industry up 17 percent to 709 million bushels due to strong use in alcohol and sugar production. (Estimate of alcohol production is based primarily on administration gasoline objectives and not actual capacity expansion.)

•Exports of 3,660 million bushels; up 11.2 percent from 1979-80.

•Average farm price for corn of \$3.14 per bushel for 1980-81, compared to \$2.53 in 1979-80.

### Soybeans

#### Supply:

•1980 crop of 1,886 million bushels, down 17 percent from a year earlier with a yield of 27.8 bushels per acre, down 14 percent.

•A decline in carryover of 45 percent to 203 million bushels on Sept. 1, 1981.

•A shift toward corn will reduce soybean acres harvested in 1981 by about 3 percent, but production will be 14 percent larger in 1981 than in 1980 due to higher yields.

#### Demand:

•Crush of 1,080 million bushels in 1980-81, down 4.5 percent from 1979-80.

•Exports of 882 million bushels, up 3 percent from 1979-80.

•Assuming fairly decent production in Brazil in 1981.

•Average farm price of \$7.72 for 1980-81, up 21 percent from \$6.36 in 1979-80.

### Wheat

#### Supply:

•1980 crop of 2,363.5 million bushels, up 10.3 percent from 1979.

•Forecast of 1981 crop at 2,221.4 million bushels, down 6 percent from 1980. Harvest-

ed acres estimated to be 77.6 million bushels, down 4 percent from 1980 with yields of 32.9 bushels per acre, down 0.9 percent.

•Favorable supply/demand balance with 1981 ending stocks of 959 million bushels, up 6.5 percent and ending stocks of 838 million bushels in 1982, down 12.6 percent.

#### Demand:

•Domestic use in 1980-81 up 3.6 percent to 821 million bushels.

•Feed use up 18 percent to 113 million bushels in 1980-81.

•Exports in 1980 - 81 at 1,486 million bushels, up 8 percent from 1979-80.

•Average farm wheat price of \$3.99 per bushel in 1980-81 and \$4.45 per bushel in 1981-82.

### Cattle

#### Supply:

•Many areas continue to be short of pastures and winter forage supplies with a larger cow herd.

•Cow and heifer slaughter has been fairly strong; higher than estimated earlier. Cattle cycle upturn has been slowed by weather-related slaughter of cows and heifers.

•Increased placements, particularly of lighter animals.

•4 percent increase in beef supply in fourth quarter of 1980 and 2 percent increase in first quarter of 1981.

#### Demand:

•Omaha steers forecast to average \$73 in fourth quarter of 1980 and \$76 in first quarter of 1981.

•Could have \$80 fed steers by second quarter of 1981.

•Improvement in economy will stimulate beef demand.

•Sharply higher pork prices will lessen red meat competition.

•Reasonable weather and pasture in spring will encourage building of herd with declining short-run beef supplies and higher prices.

### Hogs

#### Supply:

•Second half 1980 pig crop forecast to be down at least 10 percent with further reduction scheduled for 1981.

•Near-term pork supplies to be up some as heavy current market hog inventories are combined with further breeding herd liquidation.

•Hog production to be off slightly in the fourth quarter and down sharply next year.

•Short feed supplies and higher feed prices to accentuate cyclical downturn but recovery in pig crop by early 1982 is expected.

#### Demand:

•Slow recovery in overall economy and consumer incomes to boost pork demand in 1981.

•Expected production fall-offs and consequent higher prices for broilers and beef will help.

•Hog prices stable to weaker in coming weeks; but to average in the mid-40s by year end with further increases to mid-50s in first half of 1981.

### Dairy

#### Supply:

•Milk production to increase as cow numbers rise with slower increases in productivity gains.

•Dairy herd will continue to increase because: dairy replacement inventories are large, relatively high and stable dairy returns are stimulating expansion and cull cow prices are not high enough to encourage liquidation.

•Higher feed costs will temper expansion but the effect will not be realized in the short term.

#### Demand:

•Commercial sales of dairy products are discouraging - even cheese demand has weakened.

•CCC surplus removals have been at record levels - amounting to nearly 8 percent of total milk production - could reach 9 percent next year under present program opera-

tions. The cost to federal government this year is about \$1.2 billion.

•Marketing prices to increase only in response to support price increases - to amount to \$.73 Oct. 1, 1980, and average \$.65 to \$.70 each six months over next two years.

### Poultry and Eggs

#### Supply:

•Third quarter 1980 broiler production was 2 percent lower than a year earlier and fourth quarter supplies will about equal a year earlier.

•Overall 1980 broiler production about 1.8 percent above year earlier, smallest gain since 1975.

•1981 broiler production is forecast to increase 4 percent from 1980.

•Turkey production will be record large in 1980 with production up 8 percent from a year earlier.

•1981 turkey production is forecast to decline about 2 percent from 1980.

•Egg production for 1980 is forecast to be 1 percent less than 1979, with 1981 production 2 percent less than 1980.

#### Demand:

•Higher broiler prices resulted in profits this summer, even with higher feed costs.

•Broilers and turkeys favorably priced vs. red meats.

•Higher real incomes in 1981 will reduce demand for

(continued on page 13)



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# Net Farm Income May Set Record, But . . . . .

(continued from page 12)

eggs as consumers shift to alternate sources of protein.

- Nine city wholesale broilers to average near \$.50 per pound for the remainder of 1980 and all of 1981.

- Turkey prices this fall are forecast to average 10 percent higher than a year earlier (\$.73 young hens, New York).

- 1981 turkey prices are forecast to be 5 percent higher than 1980 prices.

- Grade A large eggs at Chicago are expected to average about \$.70 per dozen during the fourth quarter of 1980, 7 percent higher than a year earlier.

- 1981 egg prices average about \$.67 Grade A large Chicago compared to \$.63 for 1980.

## Other

The AFBF economic analysis showed some interesting developments for livestock and poultry producers in 1981. Commercial cattle slaughter, liveweight, is forecast to be down 1 percent in 1981 compared to 1980 with Omaha steer prices averaging in the \$79 per hundredweight area, up \$10 from 1980.

Total pork production is forecast to be down 8 percent in 1981 from 1980 with barrow and gilt prices averaging in the low \$50s per hundredweight, up \$10 to \$12 from 1980.

Broiler supplies will be 4 percent larger in 1981 than 1980, with the nine city wholesale broiler price average just over \$.50 per pound, 4 cents higher than a year earlier.

Turkey supplies will be 2 percent smaller, with New York hen turkeys averaging \$.66 per pound, 3 cents higher than year earlier.

## FBS-FPC Holds Buyers' Expo

More than 90 exhibits and displays of products and services were featured at the Buyers' Expo 1980 held at the Lansing Civic Center Sept. 30 and Oct. 1.

Sponsored by Farm Bureau Services and Farmers Petroleum Cooperative, the expo afforded dealers an opportunity to inspect farm products which they will have available to sell to patrons in the coming year.

Displays featured feed and animal health products, fertilizer and fertilizer equipment, chemicals, seed, hardware, livestock equipment, buildings, tires, batteries, accessories and fuel supplies.

Included in the exhibits were new developments and improved products coming into the farm supply market for 1981.

Egg production will also be 2 percent lower in 1981, with prices averaging about \$.67 per dozen Chicago Grade A large, up 5 cents from a year earlier.

Milk production will be 1 to 2 percent greater in 1981 com-

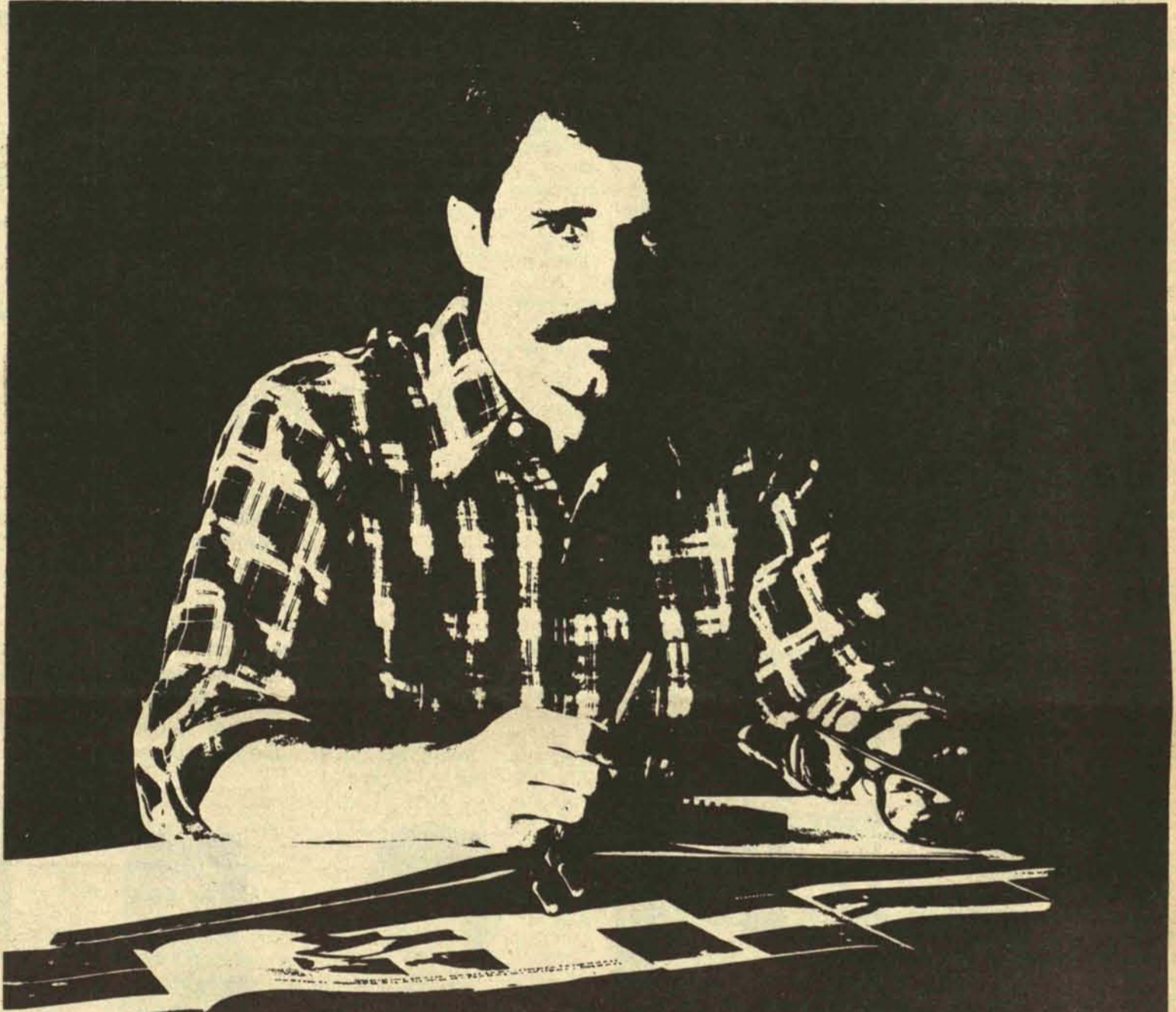
pared to 1980, with M-W Class II milk averaging almost \$13 per hundredweight, up over \$1.00 per hundredweight from a year earlier.

Livestock and poultry producers need higher prices to recover some of the losses exper-

enced in the last 18 months, but consumer advocates and others who believe that higher food prices cause inflation will have ample ammunition to make it an open season on meat prices.

Livestock producers will

have to fight hard to protect their interests in the year ahead. If corn and soybean prices average higher than currently forecast, meat production may be cut more and meat prices could be pushed even higher.



# THE CONTROLLING FACTOR

You work hard to make your business go. And its strength lies in your control . . . not in others who haven't the knowledge or insight. And therein lies the strength of cooperatives . . . the controlling factor is you. As a member of Farm Bureau Services you rely on yourself and other farmers. You work and grow together.

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Cooperatives make you the controlling factor . . . giving you more strength and power to run your own business.

Where Your Farm Comes First  
**Farm Bureau**  
 FARM BUREAU SERVICES, INC.

# Democratic Platform on Agriculture Outlined (continued from page 4)

comparison with productivity in the non-farm sector, its rate of increase has slowed over the past two or three decades. This trend must be reversed through greater attention to the effects of regulatory actions, increased support for agricultural research and intensified efforts to conserve our vital land and water resources.

**Protecting our soil resource.** American agriculture is critically dependent on the productivity of its soil. Without careful and consistent stewardship of this important resource, it can be depleted. An assessment of our nation's conservation needs is now underway. We must be prepared to act on the findings of this assessment. Emergency procedures should be enacted to increase soil conservation incentives for construction of watersheds, tile intake terraces and other soil saving practices.

**Protecting family farms.** We must protect farmers from land speculators, giant farm combinations and foreign buyers. We support laws requiring disclosure of all foreign ownership of farmland and we will continue to monitor such ownership to determine its impact on our farms.

While we recognize the need to modernize the 1902 Reclamation Act, we reaffirm our support for its intent - to assure that the federal subsidy program assists only family farmers.

We support reforms in the estate tax to strengthen the stability of family farms.

**Capper-Volstead Act.** We reaffirm our strong support for agricultural cooperatives and bargaining associations to engage in vigorous programs to pack, process and market their members' crops as provided for in the Capper-Volstead Act.

**Farm labor.** We must vigorously enforce existing laws relating to farm labor organization and recognize the right of farm workers to bargain collectively, while ensuring the legal rights of farmers.

**Farm mechanization.** We support retraining programs for farm workers displaced by mechanized farming.

Sippin' cider through a straw is a great Michigan pastime, a delicious, all-natural nutritious favorite for kids of all ages. Buy some fresh squeezed cider today—and don't forget the donuts.



good things growing in Michigan

### Forestry

We reaffirm the Democratic Party's traditional support for multiple-use management to ensure the survival of these

precious resources for this generation and generations to come.

We call for the speedy resolution by Congress of the

Roadless Area Review and Evaluation, stimulated by this administration, to determine which areas are best suited for wilderness and which should

be released for timber harvest and multiple-use management.

We support continued assistance to private, non-industrial forest owners.



Dave Rowe, CPCU  
Agent  
Chelsea



Gary Keefer, CPCU  
Director of Mktg. Research  
& Information  
Home Office



Carolyn Jones-McFawn, CPCU  
Claims Representative  
Oakland Branch Claims



Leo Dahring, CPCU, CLU\*  
Manager of Manpower Development  
Home Office

\*Leo has accomplished the exceptional achievement of earning both the CPCU and the CLU—Chartered Life Underwriter—designations.



Chuck Johnson, CPCU  
Asst. Branch Claims Manager  
Oakland Branch Claims



Mike Hubbel, CPCU  
Product Development Analyst  
Home Office



Jerry Pachciarz, CPCU  
Branch Claims Manager  
Lansing Branch Claims

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Manager of Product Development  
Home Office

John Wenglarski, CPCU  
Agent  
Lansing

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# Farm Bureau on the NATIONAL SCENE

## FB Has Long List of Legislative Achievements

Farm Bureau's legislative progress with the 96th Congress has been excellent this year, according to Vernie Glasson, director of National Affairs for American Farm Bureau Federation in Washington, D.C.

The organization's list of legislative achievements includes such key successes as repeal of the Estate Tax Carryover Basis and the override of President Carter's Oil Import Fee. However, Glasson said, there remain a number of important issues before Congress when it returns on Nov. 12, such as the superfund legislation and the Farm Credit Act amendments.

Farm Bureau's legislative achievements included:

- Repeal of Estate Tax Carryover Basis - repeal was attached to H.R. 3919, the so-called "windfall profits" tax bill, and was signed by the president on April 2, 1980.

- Most Favored Nation Status for the People's Republic of China - passed on Jan. 24, 1980. It opens the way for increased trade with the PRC which is already the number one market for U.S. cotton.

- Opposed increases in 1979 target prices - H.R. 3398 signed by the president on March 17, 1980. The bill originally increased target prices on 1979-81 crops of wheat and feed grains, but was amended to exclude 1979 crops.

- Defeat of the Agricultural Land Protection Bill - H.R. 2251 and S. 795 would have assisted states in developing agricultural land use protection programs and required each federal agency to develop and implement ag land protection programs. Farm Bureau opposed the federal land use control aspects of the bill and urged its defeat on the House floor. The bill was defeated by a vote of 177-210.

- Truck Regulatory Reform - President Carter signed the new law, P.L. 96-296, on July 1, 1980. The legislation makes entry into the business much easier, provides greater pricing flexibility, curbs the powers of the closed sessions of the rate-making bureaus, provides for further exemptions of agricultural commodities, and allows agricultural cooperatives to

haul more regulated freight and independent owner-operators to haul processed food, agriculture limestone and fertilizers on backhauls.

- Subterminal Facilities Act - President Carter signed S. 261 on Sept. 25, 1980 (P.L. 96-358). The legislation authorizes \$3.3 million over the next three fiscal years to provide for planning and cost-sharing grants to states for developing plans for subterminal facilities, which will not be built unless local producers agree. The purpose of the bill is to assist in the planning, construction and improvement of storage and shipping facilities for agricultural commodities transported in bulk to and from farms and stored temporarily without undergoing processing or packaging. The planning process also must include the feasibility and advisability of the ownership and operation of rail branch lines by farmer-owned cooperatives.

- Cooperative amendments to FTC Act - amendments protecting farm cooperatives were attached to FTC funding authorization bill in the House, but the Senate refused to do the same. Language was agreed to that in effect reaffirms congressional support of the Capper-Volstead Act.

- Synfuels Bill - S. 932 was signed into law and Title II authorized \$1.2 billion to be equally split between the Department of Energy and the USDA for alcohol fuel development.

- Increased funding for P.L. 480 passed on July 1, 1980 and provides for increased food exports which will help improve farm incomes.

- Override of president's Oil Import Fee - Congress blocked imposition of the import fee, which would have added 10 cents per gallon to the cost of all gasoline.

- Defeat of the Protectionist Trade Bill Limiting Imported Leather Goods - It would have restricted leather wearing apparel imports, inviting retaliation against hide and other U.S. farm exports.

- Defeat of Cargo Preference - It would have placed U.S. farmers at a competitive disadvantage in world markets.

- Defeat of Lobby Reform - It would have required reporting of grass roots lobbying and dues disclosures.

- Prevented National Health Insurance - no bill was approved by any House or Senate committee.

- Rail Regulatory Reform - S. 1946 passed the Congress Oct. 1, 1980 and awaits presidential signature. The bill will provide the needed revitalization to the U.S. rail industry while balancing the needs of agricultural shippers.

- Swine Health Protection Act - H.R. 6593 passed Congress on Oct. 1, 1980, regulating the feeding of garbage to swine by requiring thorough cooking in certain cases. The bill awaits presidential signature.

- Federal Grain Inspection Service Reform - H.R. 5546 was passed by Congress on Sept. 30, 1980. The bill provides for the waiving of official FGIS weighing requirements on intracompany grain shipments into an export elevator. The bill awaits presidential signature.

## Board Gets Gasohol Report



MFB President Elton Smith, a director of the Michigan Committee for Jobs and Energy, presented a report on the status and prospects for gasohol in Michigan to the MCJE board of directors at the Oct. 7 meeting in Detroit. Pictured with Smith is Stan Arnold, MCJE chairman and head of the 110,000-member Michigan State Building and Construction Trades Council, AFL-CIO. Smith told the directors that gasohol could ultimately replace 10 percent of the nation's gasoline consumption by 1990. Arnold called gasohol "something we're watching very closely as a possible method of reducing oil imports, providing jobs and stimulating agriculture development."

Smith said MFB is not currently investing directly in gasohol plants, "however, we are promoting the use of gasohol through our Farmers Petroleum Cooperative, Inc. affiliate."

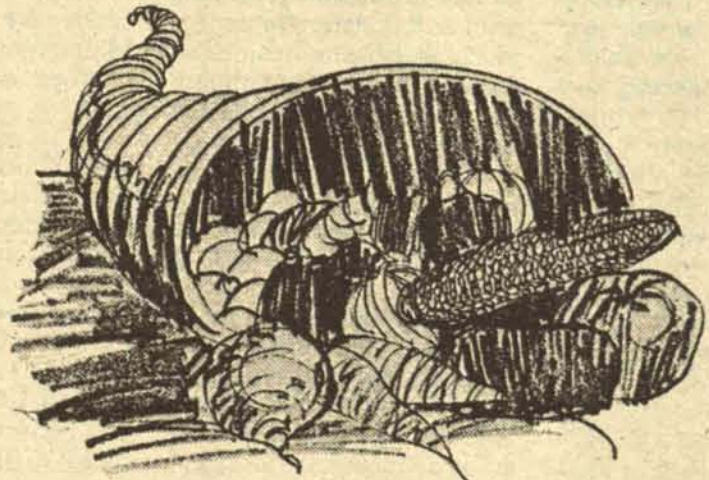


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# Straight-talk from PCA

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Production Credit Associations  
of Michigan



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## Official Notice of Annual Meetings

The 61st Annual Meeting of Michigan Farm Bureau will be held Dec. 10, 11 and 12, 1980 at the Kalamazoo Convention Center, 100 W. Michigan Ave., Kalamazoo, Mich. Registration of voting delegates and guests will begin Tuesday, Dec. 9 at 3 p.m. The annual meeting of Michigan Farm Bureau will open with the annual Farm Bureau awards program on Tuesday evening, Dec. 9. The Women's Committee meeting and commodity session will begin at 9:30 a.m., Wednesday, Dec. 10. The annual Farm Bureau banquet will be held Thursday evening, Dec. 11.

The annual meetings of Farmers Petroleum Cooperative, Inc. and Farm Bureau Services, Inc. will be held at the Kalamazoo Convention Center on Tuesday, Dec. 9; and the annual meeting of Michigan Agricultural Cooperative Marketing Association, Inc. will be held at the Kalamazoo Convention Center on Wednesday, Dec. 10. County representatives will want to be present at these important annual meetings of their Farm Bureau affiliates.

A special event at this year's annual meeting will be an AgriPac breakfast. AgriPac is the political action arm of Michigan Farm Bureau. Cost of the breakfast will be \$15 per person. Benefits will be used exclusively to help elect "Friends of Agriculture" in the 1982 election.

The purposes of the annual meeting include:

• **Election of members of the board of directors.**

Even-numbered districts will elect directors for two-year terms. Also to be elected will be two directors-at-large for two year terms and a director representing the Farm Bureau Young Farmers Committee and a director representing the Farm Bureau Women's Committee, each for one-year terms.

• **Reports of officers.**

• **Consideration and action on the recommendations of the Policy Development Committee** to determine action policies of Michigan Farm Bureau for the coming year.

• **Consideration of proposed amendments to the by-laws**, including a proposal to amend Article VIII, Sections 3 and 6 of the bylaws that would have the effect of prohibiting two members of the same family or farming operation from serving on the board of directors simultaneously.

The bylaws of Michigan Farm Bureau provide that each county Farm Bureau is entitled to at least two voting delegates, plus an additional delegate for each 100 members or major portion thereof in excess of the first 200 members of record Aug. 31, 1980, not including associate members.

Robert E. Braden  
Administrative Director

William S. Wilkinson  
Secretary



## Health Care Coverage: Still a Bargain?

By Syd Turner, Account Executive  
Blue Cross-Blue Shield, Detroit

Rising prices of everything, no matter where you go - to the market, the gas station, clothing store - have us all worried and in a bind. But particularly galling to many people is the rise in cost of their health care coverage. When the bills come in for Blue Cross and Blue Shield coverage, many people are wondering whether it is really worth it.

If you have had to spend a few days in the hospital in the last few years, you know that it is certainly worth it. Anyone without health care coverage who has the unfortunate luck to have a week or two stint in the hospital can find themselves in serious financial trouble as the bills go up in the many thousands of dollars. But to really get down to the economic facts to discover whether it is really worth it to carry coverage these days, you would have to get into some heavy figures. According to the Select Committee on Health Care Costs, here are the pertinent figures regarding health care costs - and health care coverage - over the past 25 years. You can read them and then make up your own mind as to the real value of your coverage.

• For a family of four, the average total personal health expense was only \$274 in 1950. In the late 70s (research facts are always a few years behind), that expense had jumped to \$2,584 - an increase of 843 percent!

• At the same time, median family income for that family of four had only gone up half that much: from \$3,319 in 1950 to \$16,009 in the late 70s. Income, in other words, only went up 382 percent while health care expense went up 843 percent!

• Thus in 1950, it took this family 8 percent of their income to pay for health care, lately it takes from 16 percent to 20 percent of income for the same expense.

• With expanding group coverage to meet expanding health expenses, the average American family of four paid \$784 (in 1977) as opposed to \$274 in 1950. That's almost a 300 percent jump - but compared to the figures of what your health insurer paid out - again on the average - it's small in comparison.

• In 1950, third parties such as Blue Cross or other insurers, paid an average of \$88. In 1977, the average paid out for

the family of four's expenses was \$1,800. That's the big difference: while your health care insurance went up 300 percent in 30 years, what Blue Cross (and other third parties) paid out for you went up 1,945 percent.

• But the bottom line is this: while the \$2,584 (first figure above) represents a 16 percent drain on gross income, coverage itself represents an 11 percent gain of gross income. That out-of-pocket \$784 represents a drain of 4.9 percent of gross income.

• In other words, the average family of four using 5.6 percent

for out-of-pocket health expense in 1950, is using less today - 4.9 percent of gross income.

Thus, even though health care in general and coverage specifically, has gone up alarmingly, the bottom line, the percentage of drain from gross personal income, is less in the late 70s than it was in 1950.

Thus your Blue Cross and Blue Shield of Michigan coverage, in comparison to all pertinent rising costs paid out for benefits, is a better bargain today than it was in those seemingly "good old days" circa 1950.

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## MDA Cuts Mean Emphasis on Regulatory Functions

(continued from page 3)

Mexico this year. That was all new business for the state, and we were able to absorb this market without affecting anything else."

Pridgeon also sees renewed expansion in commodities that have been traditional leaders for the state. New cherry tree plantings throughout the state will mean sustaining production to meet increased demand in the years ahead. For many regional markets, the cost of energy will mean looking for a fresh fruit and vegetable supply without the high cost of transportation, and says Pridgeon, there's room for Michigan to expand its fresh market sales to other states, at least seasonally.

New shipping and processing facilities in the state would play a major role in the expansion,

Pridgeon says. "We need to build a soybean processing plant in this state. We need a cattle slaughtering plant because all the plants in Michigan that slaughter cattle are old and some of them inefficient. . . . We probably need a port on Lake Michigan so we can barge things down the Mississippi to make us competitive with Illinois."

Pridgeon believes it's essential to agriculture that the promotional aspect of the department's responsibilities be continued because these activities act as a stimulus to the agricultural economy and generate monies for the state. But, Pridgeon says, "it's hard to fight for them or to keep them when there's so much pressure to eliminate these programs and cut services."

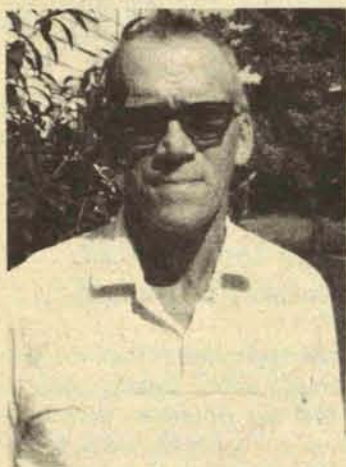


## Farm Bureau Insurance Group, Michigan Farm Radio Network Honor 'Farmers of the Week'

The Farmer of the Week Award, sponsored by the Michigan Farm Radio Network and Farm Bureau Insurance Group, recognizes Michigan farmers for their contributions to the agriculture industry and the community.

In addition to recognition from the local news media, award winners receive a plaque and award buckle and belt from the local FBIG agent.

The Farmer of the Week Award recipients for September 1980 were:



JOEL CHAPIN

Sept. 1 - Joel Chapin, 53, a dairy farmer from Remus who farms 600 acres in partnership with his son and son-in-law. They milk 90 cows and raise corn, hay and wheat. Chapin serves as chairman of the administrative board of Halls Corners United Methodist Church; district chairman for the Dairy Herd Improvement Association; local delegate for the Michigan Milk Producers Association and member of its marketing committee; a member and past president of the Mecosta County Farm Bureau; and a past member of the local school board. He and his wife, Leona, have seven children.



BARRY MUMBY

Sept. 15 - Barry Mumby, a Fulton area cash crop and hog farmer who farms over 1,200 acres. Mumby, 36, serves as a member of the Colon School Agricultural Advisory Committee; alternate delegate for the Michigan Pork Producers Association; member of the Southwest Michigan Swine Board, the St. Joseph County Farm Bureau and the local Jaycees. He also serves as a Little League baseball coach and was named the Michigan Jaycees Outstanding Young Farmer of 1978. He and his wife, Diana, have three children.



JAMES SCHULER

Sept. 22 - James Schuler, 42, a cash crop farmer from Dundee who farms 1,200 acres with his brother, Bernard. Their operation is known as Schuler Farms, Inc. Schuler is a member of the Monroe County Fair Board; serves on the Dundee Community Schools Board of Education; is a member of the St. Johns Lutheran Church and past trustee and deacon of the church; is a member of the Monroe County Farm Bureau; is a leader in the local 4-H Club; and is a past member of the Farmers Home Administration board. He and his wife, Martha, have three children.



MERLE DONBROCK

Sept. 8 - Merle Donbrock, 44, who farms 600 acres of cash crops near Coldwater with his wife, Elizabeth, and their 14-year-old son. They raise corn, soybeans and wheat. Donbrock serves as chairman of the congregation of St. Paul's Lutheran Church and is a past deacon and secretary for the church. He is a member of the Production Credit Advisory Committee, the Branch County Fair Board, the Branch County Agri-Business Council and the advisory committee of the Branch Area Career Center; president of the Branch County Farmers Petroleum Board; a member and past officer of the Branch County Farm Bureau; former state president of the Brown Swiss Cattle Association; and former township supervisor and clerk.

RONALD LENTZ

Sept. 29 - Ronald Lentz, 30, a dairy farmer from Carsonville who farms 400 acres and milks 80 cows in partnership with his brother. Lentz, a lifelong farmer, is a member and past treasurer of the Carsonville Methodist Church, a member of the Michigan Milk Producers Association, the Michigan Animal Breeders Cooperative, the Sanilac County Farm Bureau and a member and past master of the Sanilac Masonic Lodge. He and his wife, Diane, have one child.

## FPC Forms New Subsidiary - Farmers Crude Production Co.

Farmers Crude Production Co., a wholly-owned subsidiary of Farmers Petroleum Cooperative, Inc., was formed at a special meeting of FPC stockholders in Lansing Sept. 29.

Under the reorganization, the crude oil division will be operated by Farmers Crude Production Co., while the retail and wholesale divisions and the refinery operation will continue to be operated under the name Farmers Petroleum Cooperative, Inc.

Elton R. Smith, president of FPC, said FPC will benefit by this reorganization. One of the benefits is that business activities of the retail and wholesale divisions, which are operated on a cooperative basis, would be separated to a greater degree from the crude oil division's business activities, which are not operated on a cooperative basis.

The resulting simplification of the capital structure of the retail and wholesale divisions will also be beneficial, Smith said.

Another benefit is that the crude oil division, which is presently taxed as a major producer under the federal Windfall Profits Tax Act, should now



Newton Allen, executive vice president and chief executive officer of Farm Bureau Services and Farmers Petroleum Cooperative, addresses stockholders at a special meeting held to form an FPC subsidiary, Farmers Crude Production Co.

be able to qualify for substantially lower tax rates as an independent producer under the act. It is expected that this will result in a substantial tax savings to the cooperative.

Stockholders of FPC indirectly own the assets of Farmers Crude Production Co. as all of its stock is owned by FPC. Both companies will have the same board and management.

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# Nutrition: Government's Role

The American diet is probably one of the best in the world, but hardly a day goes by without someone trying to answer the question: What should you eat to stay healthy? Newspapers, magazines, books, radio, television and various government agencies offer a lot of advice about what food should or should not be eaten.

The government's involvement in giving nutritional advice is not new. In the 1940s the government published the first food grouping system, listing the basic seven food groups. Eating food from each group was emphasized.

Congressional hearings in 1967 indicated the probability that hunger and malnutrition existed in the United States. As a result of those hearings, Congress directed the Department of Health, Education and Welfare to identify the magnitude and distribution of malnutrition and related health problems in the country.

Michigan was one of 10 states included in the survey which focused primarily on low income households. The survey was summarized with the assertion that "the most vulnerable group on the basis of information from our survey are children - not only pre-school children, but all children up to age 16 years."

In 1974 Sen. George McGovern called a conference to discuss the development of a national nutrition policy. Unfortunately those concerned with the livestock industry paid little attention to this conference. Had they done so, they would have been alerted to the direction nutrition people were headed. They were saying that Americans were eating too much meat and consuming too many calories, that feeding grain to livestock was morally wrong and that we should feed the hungry world.

It wasn't until the McGovern committee published its dietary goals in 1977 that the agricultural industry really became concerned about nutritional issues.

## Dietary Guidelines Set

The USDA and the U.S. Department of Human Resources recently published "Nutrition and Your Health, Dietary Guidelines for America." The publication recommends that to avoid too much saturated fats and cholesterol, people should:

- choose lean meat, fish, poultry, dry beans and peas as protein sources
- moderate use of eggs and organ meats such as liver
- limit intake of butter, cream, hydrogenated margarine, shortenings, coconut oil and food made from such products
- trim excess fat off meats
- broil, bake or boil rather than fry
- read labels carefully to determine both the amounts and types of fat contained in the types of food.

The inference is that if a person consumes saturated fats and cholesterol, he will probably increase his risk of heart attack. But there are a number of other elements not taken into consideration - life style, amount of stress weight and smoking habits. All of these can affect a person's probability of getting cancer or heart disease.

## Lack of Scientific Data

The USDA claims to have sufficient proof to substantiate its statement on avoiding too much fat, saturated fat or cholesterol. But scientific data to support the claim is confusing and contradictory.

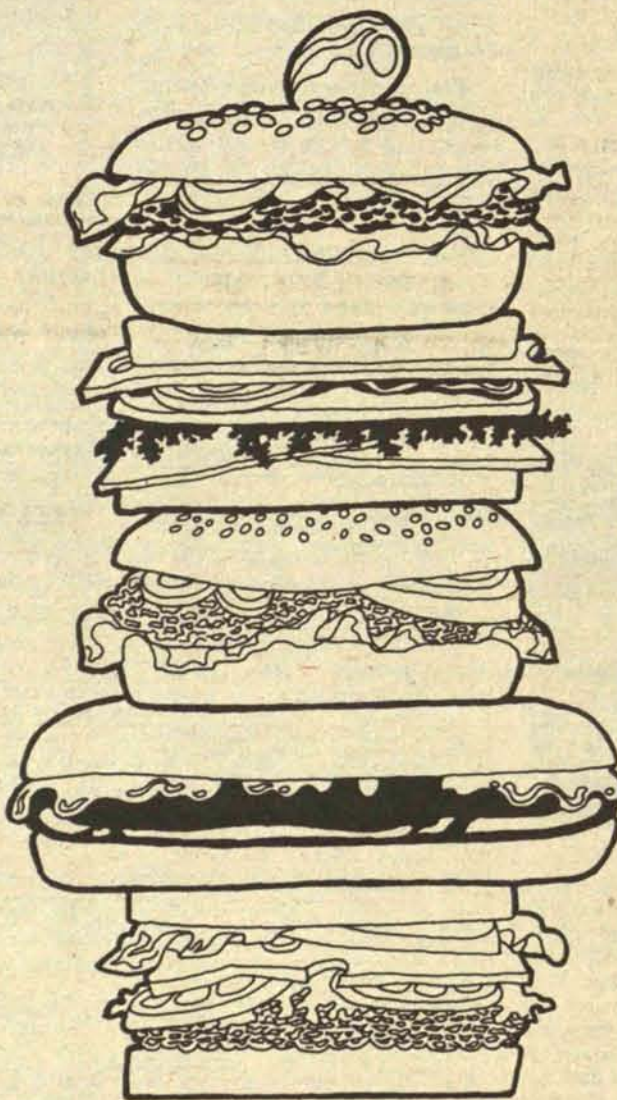
In January 1980 the American Council on Science and Health published a report, "Diet Modification: Can It Reduce the Risk of Heart Disease?" According to Dr. Elizabeth Whelan, executive director of the council, the report concludes that, "although

## DISCUSSION TOPIC

by **KEN WILES**  
Manager, Member Relations

weight control is desirable, it is premature to recommend scientific nutrient changes in the diets of most Americans as a means of preventing coronary heart disease."

Less than a week later, Dr. D. Mark Hegsted, administrator of the USDA Human Nutrition Center, introduced the dietary guidelines for Americans. "But for the U.S. population as a whole, reduction in our current intake of total of total fat, saturated fat and cholesterol is sensible," the guidelines say.



Fatty acids are present in all fats and their composition determines whether a fat is saturated or unsaturated. Saturated fats, such as coconut oil and cholesterol, have stirred considerable interest in labeling because of their possible relationship to heart disease. Yet, in a consumer labeling survey two years ago, only about 8 percent of those surveyed mentioned specific food labeling problems. Less than 10 percent said nutritional labeling should be improved.

The concern of Farm Bureau members about food labeling and nutrition is indicated in 1978 Farm Bureau policy: "We deplore the attacks made by the various health groups, and special government bodies and high government officials against wholesome foods such as meat, milk and eggs. No

committee, agency or person should be permitted to dictate the foods that should or should not be eaten. Tax money should not be spent to control the diets of American people."

## Government Involvement in Agricultural Production

When Secretary of Agriculture Bob Bergland made an announcement about dietary goals, he said it was proper that the American farm policy reflect and be based on public health and nutritional considerations. This indicates that the government wants to determine the nutritional needs of people and then tailor agricultural production to meet those needs.

There are several possible reasons for the government's position on nutrition:

- The study of food and nutrition has always been highly emotional.
- There is a large contingency of consumer advocates in Washington, D.C.
- The media does a good job of covering nutritional information and issues.
- The federal government has enough dollars to convert their opinion into regulations and law.
- Because the majority of Americans don't publicly respond to the government's position, the government continues its programs.

Nutrition and labeling will continue to be of concern to consumers. But before Congress enacts broad, new, costly legislation or regulations, a determination should be made as to what consumers want, need or will use. Furthermore, with high inflation and a concerted effort to balance the federal budget, legislation to impose unnecessary regulatory burdens on food producers would be counter productive to the best interests of American consumers.

## Agriculture Must Be Involved

As we approach a new century, all phases of agriculture should take strides to build consumer confidence in our products. If not, we will see some interesting synthetic products. Already on the market is meat that isn't meat; it is made from high-protein soybean meal, almost indistinguishable in taste from the real thing. Then there is wine, round and mellow, which has never seen a grape; it is manufactured from whey, a dairy product.

## QUESTIONS FOR DISCUSSION

1. What should be the role of government in educating people on food choices?
2. Should nutrition be a factor in farm policy development?
3. Is additional diet and health research needed? If so, in what areas?
4. Should farmers be required to produce only those products determined by the government?

# Farm Bureau Market Place

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