



MICHIGAN FARM NEWS

THE **ACTION** PUBLICATION OF THE MICHIGAN FARM BUREAU

Vol. 44, No. 4

Published Monthly by Michigan Farm Bureau

April 1, 1966



OUTSTANDING YOUNG FARMER—Calvin Lutz (32), representative of today's new breed of farm businessmen, is pictured in his home office where telephone, radio, adding machine and efficient bookkeeping system tell the story of modern farming. A complete double-entry accounting system with individual crop records allows monthly checks on profit or loss. Calvin is a Manistee County Farm Bureau member.

MICHIGAN JAYCEES—in annual competition, awarded Lutz the "Most Outstanding" title from among 19 candidates nominated by local Chapters. A nursery and fruit farmer, he owns 589 acres near Kaleva. Five years ago he pioneered the development and introduction of the new "Midway" strawberry which now represents 60 per cent of Michigan's nine-million dollar strawberry industry. (Photo: Manistee News-Advocate)

"Surpluses" Become "Reserves"

Congress and the Administration are taking a new look at agriculture, Michigan Farm Bureau members found on their recent visit to the Nation's Capital.

Only a year ago, "Farm Controls" and "Agricultural Surpluses" keyed consideration of farm legislation. With new recognition of the world food crisis, the population explosion, and triggered by India's current famine riots, the so-called *unmanageable surpluses* have now become *needed reserves*.

In a recent Air-Tour of Washington, members of the Farm Bureau group attended a number of committee hearings, including one on bills "to protect domestic consumers against an inadequate supply of soybeans and soybean products."

Testimony included need for more research on soybean varieties, ways to increase yields and to increase acreage itself. Goals were discussed aimed at increasing 1966 soybean acreage by two or three million acres.

One witness recommended a 10¢ increase in price support to encourage increased acreage. Others opposed such an increase, saying that the action would place a ceiling on prices and limit markets.

Farm Bureau members found support for restoring appropriations for the school milk program. One Congressman said he found it difficult to explain the Administration's recommended cuts in the school milk program while at the same time there were recommendations for inauguration of a federally-supported school breakfast program.

The farmers discovered little apparent concern about inflation and the rising national debt now well above the 300 billion mark. They learned that taxpayers must pay 13 billion dollars each year, solely on interest, a sum amounting to approximately ten dollars

out of each 100 collected by the Internal Revenue Service.

One Michigan Congressman told the group that in his opinion, "inflation at the present time is not a threat," that it could be, but was being "watched closely." Meanwhile, the federal government will be mailing out checks totalling \$146 billion this year. This amount, exceeding by nearly one-half of the so-called annual budget, includes payments to Social Security recipients, railroad retirees, and other programs which are not included in the budget figures but are supported by various earmarked taxes.

Few households in our nation do not look to direct federal checks, or indirectly to income resulting in part or in whole from federal contracts, federal employment or some form of federal aid.

It seemed to the Farm Bureau delegation that this concentration of spending power in Washington creates a formidable political power.

MINIMUM WAGE

Senator Basil Brown (D-Highland Park) is urging an increase in minimum wage levels covering Michigan workers. A bill raising the minimum to \$1.25 an hour this year, and \$1.50 an hour next year was recently introduced.

The current law provides \$1.15 per hour in 1966 and \$1.25 per hour in 1967.

Senator Brown's bill would also require payment of time and a half after eight hours per day or forty hours per week, and would reduce the number of weeks a person must work before coming under the bill from the present 13 weeks to only 10 weeks.

Meanwhile, a substitute for a bill to extend the minimum wage to farm workers has now been reported out by the House Labor subcommittee of Congress. As the inflationary consequences of the bill become more obvious, strong nationwide opposition is building, which in turn may affect the views of many Congressmen.

In official policy resolution, Farm Bureau delegates have opposed any increase in the minimum wage and the extension of coverage to additional groups, calling such action inflationary and of a nature to reduce employment in those segments of the work-force most in need of jobs.

Editorial**NOW WE KNOW...**

Good or bad, farmers need to know where they stand. If the operating statement threatens to show a loss instead of hoped-for profit, few farmers put off adding things up to make certain.

Perhaps the knowledge of where Michigan farmers stand with the Administration in Washington and with Michigan members of the majority party there is the most important single thing to come out of the recent Farm Bureau Air-Tour to the capitol.

Summed up, it comes out something like this: Michigan farmers do not have a labor problem of significance, and since everyone has a right to "participate in the production of America" farmers must expect to be used as a dumping ground for unskilled labor as their contribution toward helping solve the welfare problems of society.

At a noon luncheon with Michigan's Democratic members to Congress, 67 Farm Bureau members on this year's tour (see story, page 9) were honored by the presence of Congressmen Paul Todd, John Mackie, William Ford, Weston Vivian and Billie Farnum. Senator Philip Hart sent a top personal representative to meet with the group.

The lawmakers represented many important committees of Congress, including the House agricultural committee, where Congressman Mackie serves as a member. After the luncheon, questions put to Mackie and the others, got down to the heart of much which is bothering farmers.

Penetrating remarks by Calvin Lutz, Michigan's newly selected "Most Outstanding" young farmer, and a man who has had bitter experience with the farm labor shortage, got things started off.

"The Midwest is almost in a labor crisis and yet, Secretary of Labor Wirtz refuses to recognize it. Instead, the big push is for an increase in the minimum wage and to include farmers. Why should this be at a time when President Johnson says inflation is the number-one domestic problem?" Lutz asked.

Mackie's reply: "I do not agree that inflation is our most important domestic problem. The Secretary of the Treasury says that it could be, and is watching it closely, but at the present time it is not a threat." Mackie said that he investigated every farm labor shortage claim, and found that "at least half of the problems resulted from the attitudes of farmers themselves."

He turned the rest of the question over to William Ford, who represents Michigan's 15th district in the Detroit area, and is a member of the House Labor Committee.

First, Ford admitted being disturbed by a "less than adequate job" done in locating and using available labor. Then, he said that although some foreign labor is more efficient, new programs such as the use of "A" Teams, might recruit people back into farming. He didn't explain for what purpose, but implied that this was good, "for all have a right to participate in the production of America."

Nothing was said about the right of a farmer to continue operating his farm as a business, rather than a training ground for the inefficient.

Plain as that was, Congressman Vivian laid it out even more plainly. "We still have 200,000 unemployed miners in Appalachia," he said. "When you use such a person, even though he may pick the wrong beans or injure the tomatoes, you are helping solve the welfare problem."

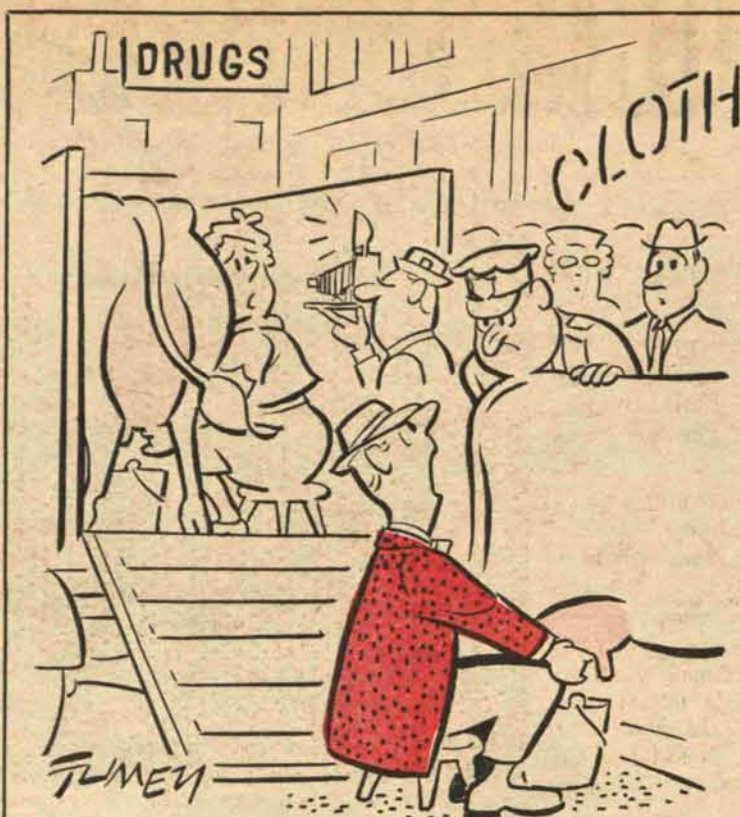
From this, one would gather that farmers are expected to forget the already borderline economics of farming and freely offer their crops and fields as training grounds for the rehabilitation of welfare cases.

Said Congressman Vivian: "I hope we do have farmers included in the federal minimum wage law because it will cut down welfare costs and the chances of inflation."

"We must adjust the amount of contribution farmers make to these welfare programs," Vivian said.

So there you have it, loud and clear.

M. W.



IT'S THE ONLY WAY THE WIFE AND I
CAN GET AWAY FOR A FEW DAYS IN TOWN!

GOLDEN ANNIVERSARY

Even if they had to bring the cows along "to town" with them, dairymen, some 900 strong, moved into the auditorium of Michigan State University, March 22, for the Golden Anniversary meeting of the Michigan Milk Producers Association.

Fifty years of marketing milk for Michigan dairy farmers, and doing so in a highly effective manner, is no small contribution to Michigan agriculture. This milk, more than three-billion pounds of it last year, brought more than 127 million-dollars to member dairy farmers.

Of this amount, more than 19 million-dollars went to dairy farmers in fiscal 1965 because of the bargaining ability they had gained through their Michigan Milk Producers Association as they worked together to win and maintain premium prices over Federal Order minimums on bottling milk.

Membership size, compared to milk output, tells a startling story of what has happened through the years to all of agriculture, with production increasing even as farm numbers dwindle.

Thirty years ago, there were more than 18,000 members of the Michigan Milk Producers Association. And back then, in 1936, less than a billion pounds of milk were produced by these members with a value only a bit more than 17 million-dollars.

This past year, with less than 10,000 members, production was over THREE BILLION pounds, with income soaring toward the 130 million-dollar mark.

Just as the value of farm incomes has risen—with individual incomes higher partly because there are less farmers to share it, the value of working together becomes more important as farm numbers shrink. Farmers must make up in unity what is lacked in size, they must work and speak together for the common good.

Farm Bureau, dedicated to the same kind of principles, salutes the Michigan Milk Producers Association—their leaders, officers and members.

May the next 50 years be even better.

MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

The MICHIGAN FARM NEWS is published monthly, on the first day, by the Michigan Farm Bureau, at its publication office at 109 N. Lafayette Street, Greenville, Michigan.

Editorial and general offices at 4000 North Grand River Avenue, Lansing, Michigan. Post Office Box 960. Telephone, Lansing, 485-8121, Extension 317.

Established January 12, 1923. Second Class Postage paid at Greenville, Michigan. Subscription price, 50¢ per year.

EDITORIAL: Editor, Melvin L. Woell; Staff Photographer, Charles Bailey; Staff Artist, Sam Bass. Women's Material, Mrs. Donna Wilber.

OFFICERS: Michigan Farm Bureau: President, Elton R. Smith, Caledonia, R-1; Vice President, Dean Pridgeon, Montgomery, R-1; Secretary-Manager, Clarence E. Prentice, Okemos.

DIRECTORS: District 1, Max K. Hood, Paw Paw, R-1; District 2, Wilbur H. Smith, Burlington, R-1; District 3, Donald L. Ruhlig, Dexter; District 4, Elton R. Smith, Caledonia, R-1; District 5, David Morris, Grand Ledge, R-3; District 6, Ward G. Hodge, Snover, R-1; District 7, Kenneth Bull, Bailey, R-1; District 8, Harvey Leuenberger, Saginaw, R-6; District 9, Eugene Roberts, Lake City, R-1; District 10, Edgar Diamond, Alpena, R-2; District 11, Edmund Sager, Stephenson.

DIRECTORS AT LARGE: Walter Frahm, Frankenmuth; Dean Pridgeon, Montgomery, R-1; Walter Wightman, Fennville, R-1.

WOMEN OF FARM BUREAU: Mrs. William Scramlin, Holly; FARM BUREAU YOUNG PEOPLE: Raymond Kucharek, Gaylord.

POSTMASTER: In using form 3579, mail to: Michigan Farm News, 4000 N. Grand River, Lansing, Michigan. Second class postage paid at Greenville, Michigan

President's Column**NO IDLE TALK**

Farm Bureau provides a "best opportunity" for members. Other organizations have praised it. I wish that more members would make use of it.

The opportunity is one for open discussion. It is there not only in county and other meetings. It is a planned, organized opportunity in our Community Farm Bureaus.

No member needs to stand aside and say that other members have their groups. Any member can get in on the game if he wants to get neighbors together and form a group of his own. The County Farm Bureau will help you organize. Just ask them.

We do a lot of talking and discussing whether we are in groups or not. Discussion is a kind of cooperative way of tackling the affairs that concern us. Why should we waste so much of it just chatting and not intending to put our thoughts to work? Organized Community Farm Bureaus offer a way of using discussion in a planned way to reach channels where our ideas can count.

I have talked to very few Farm Bureau members who didn't have something to say about what Farm Bureau ought to be doing. I think that every member ought to have a voice in Farm Bureau and farm affairs. But the member needs to speak as a farmer and member where it counts. So much of our conversation ends with just talking things over.

Many of the ideas that guide Farm Bureau come out of our Community Discussion Groups. Discussions don't need to be limited to state and national issues. Many of our formal topics go that way, but . . . our opportunity doesn't end there.

I was asked to talk at the Farm Bureau "President's Conference" in February. At that conference, I started a game of "sic 'em." No, I wasn't trying to get a dog fight going. I was trying to get our boards to put members to work saying that the most important problems are right home in the counties and then doing something about them.

Members ARE concerned about local affairs—taxes, schools, annexations, local government, safety—and a dozen other things. Each county has its own major problems.

I might be able to start the other half of this game of "sic 'em" right here. I would ask the members to start the ball rolling. Members can be leaders, too. You can organize programs in your county to put Farm Bureau in the front line of action. You can make yourselves felt in the county as you have never done before. You can use Farm Bureau as it should be used.

We should remove one of the "kinks" in our thinking. Did you ever look through the wrong end of a telescope or a pair of field glasses? The thing looks like it is a mile away. Too many of us look at Farm Bureau like that when really it is right where we live.

Set the ball rolling right in your own Community Group. Pin down what you think the important problems are in your county. Collect facts and information. Get speakers in on the problems and "work them over." Then push to get county-wide action on them by your County Farm Bureau.

In our groups, discussion ought to lead somewhere. We shouldn't be discussing just because it is "on the program" or just to hear ourselves talk. In a self-governing country and a self-directing Farm Bureau we can set things going to iron out the problems that concern us. We can put the "self" in Farm Bureau action—make it personal. Then we will appreciate what we can do with Farm Bureau.

Part of the strength of Farm Bureau lies in the fact that we have thousands of folks who think about farm and public affairs. Out of all of these can come good ideas. Why leave it up to one or two to direct the show?

I am sure of one thing. If we get important things going, we won't have any problem of getting members to help make them go. When the things being done are important to the folks, themselves, they will hitch their wagon to our star. I urge you to get in there and pitch.

E.S.

MICE, CHICKENS, HELP HUMANS!

Farm Leaders See Advances

An amazing number of important farm research projects are underway at Michigan State University. That conclusion was quickly reached by members of the Michigan Farm Bureau board in a recent tour of research facilities as guests of the College of Agriculture.

There they saw projects in insect control, in plant and animal nutrition and in solving labor problems for farmers through mechanical harvesters. Many of the animal-science projects had long-range implications for human health.

The two-and-a-half hour bus tour took board members, affiliate company managers and Farm Bureau staff-member guests to plant science research greenhouses, to a dairy barn, the department of avian physiology, and a group of quonset buildings where, in controlled environment, thousands of cereal leaf beetles were reared, studied and tested.

At the plant science greenhouses, Dr. C. E. Peterson displayed experimental varieties of cucumbers as the research men seek a type suited to mechanical harvesting.

"Last year Michigan cucumber growers lost two million dollars because of a lack of harvest labor, and another two million dollars through lowered quality," Dr. Peterson told the Farm Bureau leaders.

He explained that due to the fruiting habits of cucumbers, researchers are having difficulty finding a strain which will be adaptable to mechanical harvesting. The stubborn "cuke" tends to set only one fruit at a time, waiting for each to mature before setting another. Only one or two strains have been found which will produce as many as a dozen fruit at one time. These are being tested and improved.

Since once-over mechanical harvesting pulls up and destroys the entire plant, before this deliberate waste can be tolerated, a variety of pickling cucumbers which develops a full crop of "pickles" at the same time must be found.

Of equal importance is work done with "micro-nutrients" trace-elements which frequently have tremendous effect on crop productivity, and which, if absent, can cause all manner of side-effects including need for a far greater use of water, according to Dr. R. L. Cook.

Zinc and manganese are two of the important micro-nutrients

the research men note, stating that Michigan's famed pea-bean appears susceptible to zinc deficiency, and that the addition of zinc to bean soil can add as much as four million dollars value each year!

In the dairy barns, Dr. D. D. Brown showed the group how dairy researchers can detect traces of pesticide residues ingested by the animals through analysis of body fat. The present "zero tolerance" levels set for chemical residues in milk by Federal agencies make this "watch-dog" work all the more important, the farm leaders agreed.

Colonies of field mice used by Dr. Fred Elliott may bring Michigan farmers a superior strain of alfalfa, the touring group learned. The mice are used in nutritional studies with each generation fed from a single plant and thriftiness compared with other mice fed similarly.

Part of the research is aimed at identifying "anti-metabolites," — growth suppressing substances found in the plants and which of themselves could be important in medicines as potential anti-biotics.

The medical relations between man and other living creatures was again demonstrated effectively by staff members of the avian physiology department where heart studies of poultry are underway using electro-cardiographic machinery common to hospitals.

"One human death in each 1,000 is caused by internal bleeding similar to that which occurs in poultry, particularly in turkeys," reported Dr. R. K. Ringer. Much of the current work of the department is keyed to finding the causes for this form of heart trouble in poultry with all of its implications for humans.

Another unusual area of work for the department is that done



NEW FORAGE VARIETIES may come from the work of Dr. Fred Elliott of the M.S.U. Plant Science Department. Using several families of domesticated field mice such as these, he is seeking individual plants with superior feeding qualities. Mice are used because they react rapidly to nutritional deficiencies. With Dr. Elliott are Mrs. Scramlin and Miss Atwood.



HOPE FOR THE MICHIGAN PICKLE INDUSTRY is in the cross-bred cucumber plant being shown members of the board. This particular plant is a semi-seedless variety which produces only female flowers, enabling researchers to control the percentage of new experimental strains of prolific cucumbers for pickling.

in producing mink which are hardy and able to adapt to foods more readily available than the raw meat presently preferred. Pelt color and condition are also under careful study by the research men.

Although something of a breakthrough has been reported in control of the cereal leaf beetle, little progress has been found in curbing the stubborn Dutch Elm disease, according to those working in entomological research.

A potential parasite which lives on the eggs of the cereal leaf beetle is under intense study, and the fact that excellent control is now obtained by use of very small amounts of malathion (about three ounces to the acre) — and

without detectable chemical residues, is encouraging.

A systemic poison deadly to the elm-bark beetle is the latest weapon in the Dutch Elm disease fight, but a number of questions remain to both the researchers. First, placing the material properly in the tree is a matter of professional application, timing is important to get proper "kill" of the disease carriers, and there is some question of what damage (if any) results to the tree from necessary borings to place the insecticide.

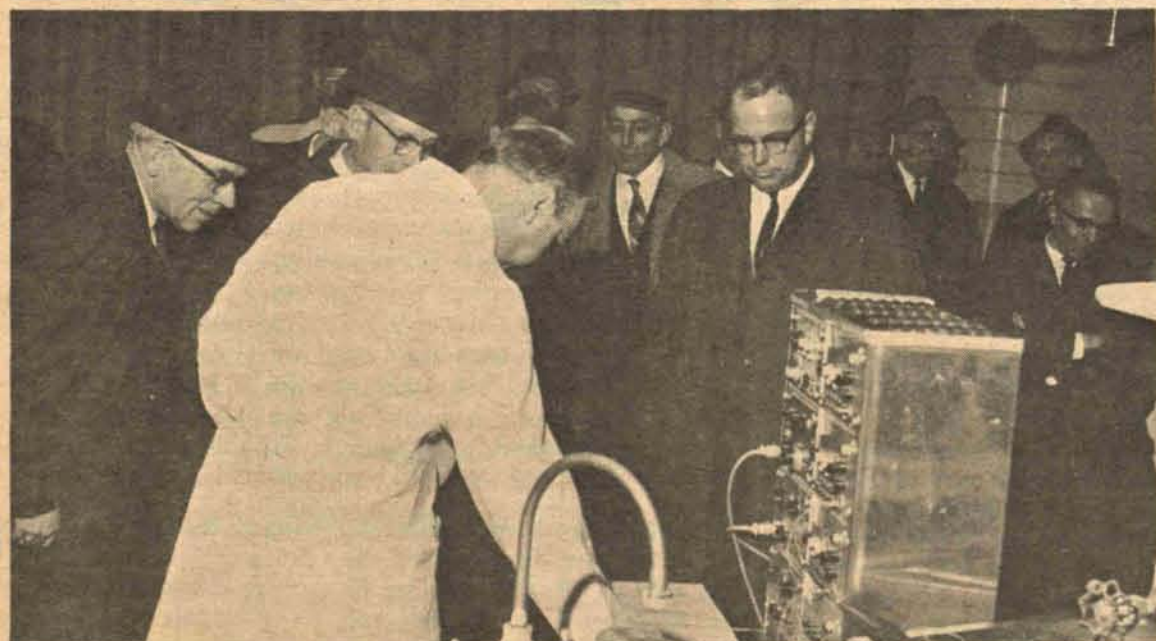
The Farm Bureau leaders were visibly impressed by this visit to these few of the nearly 50 important agricultural research projects now underway at Michigan State University.

Last fall, voting delegates wrote: "Agricultural research is essential to maintain the efficiency of agricultural production. New problems continually arise in the production and marketing of agricultural crops and in the field of farm management.

"Solution to these problems must be supplied through basic and applied research. This research can best be done by educational institutions such as Michigan State University . . ."

That this work is being effectively done, those on the tour will be quick to attest.

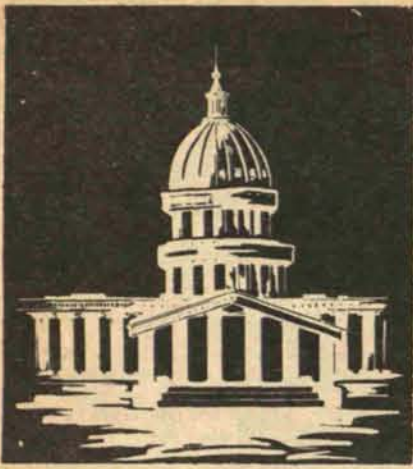
However, a story that largely remains to be told is about the importance of this work to all citizens, not just to farmers alone.



ELECTRO CARDIOGRAPH MACHINE used in poultry research is demonstrated by Dr. R. K. Ringer, M.S.U. Poultry Department, for members of the Michigan Farm Bureau board. Using the "EKG," researchers are attempting to discover why some strains of fowl are susceptible to heart and circulatory disorders.



A NEW MINK COAT is Mrs. Max Hood's suggestion for next Christmas. Her husband, being a practical and economizing man, suggests that the bulletin entitled, "Mink Ranching," might be a good way for her to get the desired coat.



capitol report



TALKING IT OVER — after a night session are "seatmates" Representatives Floyd Mattheussen (D-Benton Harbor), chairman of the House Agriculture Committee and William B. Fitzgerald (D-Detroit), chairman of the House Public Health Committee. Rep. Fitzgerald was one of the several Detroit area legislators who attended the Southeast region Farm Bureau Legislative Seminar in February.



FIRST TERM SENATOR — Gerald R. Dunn (D-Flushing), is chairman of the important Senate Education Committee. Senator Dunn guided the new state School Aid Act, supported by Farm Bureau, through the Senate last year. Bills introduced by Senator Dunn include one to repeal the tax on farm personal property.

IMPORTANT ISSUES CHALLENGE FARMERS

WORKMEN'S COMP.

Agricultural coverage under Workmen's Compensation continues as a top issue in Farm Bureau's 1966 legislative program. Many County Farm Bureaus are sponsoring meetings to inform farmers as to the requirements under the present law.

Recognizing the serious impact on Michigan farm families, at least 18 County Farm Bureaus have provided an opportunity for their members to meet with Legislators, Farm Bureau spokesmen and resource people on the subject.

Members of the Michigan Legislature report they are receiving much mail on the subject. There is growing recognition on the part of members of the Legislature that some changes in the law must be made before it becomes effective.

Measures now before the Legislature would provide for a year's delay in the effective date and might serve as carriers for needed amendments. Legislative leaders have asked for letters on the subject from Michigan farmers. If you have not yet written your Legislators, you should do so at once.

COUNTY APPORTIONMENT

A bill to apportion county Boards of Supervisors on the so-called "one man, one vote" principle has passed the House. Under the bill, (H. B. 2774) counties would be apportioned into "not less than five nor more than 35" supervisor districts, based on population.

A schedule of county size is set up and for those counties of less than 5,000 population, there could not be more than seven supervisors; 5,001 to 10,000 — not more than ten; 10,001 to 50,000 — not more than 15; 50,001 to 105,000 — not more than 20; 105,001 to 160,000 — not more than 25; 160,001 to 250,000 — 20 to 30, and over 250,000 — 25 to 35.

This will be a greater change for the larger counties than for the small. For example, Wayne County now has 122 supervisors, Oakland has 86, and Kent has 73.

The counties would be apportioned by a commission consisting of the County Clerk, Treasurer, and Prosecuting Attorney.

Other requirements include: districts must be single member, compact, contiguous, and as nearly square as possible; townships are not to be combined with cities, nor are townships, villages, cities and precincts to be divided unless necessary to meet the population requirements. Provision is made that any registered voter of the county could petition the State Court of Appeals, but an apportionment plan must be submitted with the petition.

An important amendment was added excluding from the population figures, those residents of institutions (schools, prisons, hospitals, etc) who cannot by law register in the county as electors.

This is very controversial. The House vote was 65 to 32. Those voting against the bill were of both parties and in most cases represented out-state areas. They maintain that this issue concerning local government should not

have been considered until the Michigan Supreme Court decided the Kent County apportionment case now before it. It is presently unconstitutional, as Section 7, Article 7 of the Constitution states "A Board of Supervisors shall be established in each organized county consisting of one member from each organized township and such representation from cities as provided by law." The Supreme Court has not made a decision as to the validity of this section.

Those supporting the bill say that if it becomes law, it can be submitted to the Supreme Court for interpretation. If county boards are reapportioned, each township would continue to have an elected supervisor to perform assessment and other township duties.

Farm Bureau policy maintains that area should also be a consideration if county apportionment according to population is determined required by the Supreme Court's decision on this issue, which is presently before it. There are many practical problems involved such as determining population within those townships that may be split, as present census data does not give this information.

The Legislature, in this bill, has set a precedent by recognizing one of the glaring inequities in the apportionment of the Legislature itself, and that is the over-representation many areas now have, due to large numbers of people in institutions, such as colleges, military bases, prisons and hospitals.

COTTON PROMOTION BILL DANGER TO MICH. FARMS

Often bills passed by Congress — which appear to have no significance to Michigan farmers — contain far-reaching and unforeseen results for all of agriculture.

One such bill is the Cooley cotton promotion bill, recently passed by the House.

Although labelled as an act to assist cotton farmers with their serious market troubles, it opens the door to potential killing of all farmer-supported and controlled promotion programs.

For the first time, the bill gives the Secretary of Agriculture absolute control, through an appointed committee, over an estimated 12 to 14 million dollars collected on a mandatory basis from cotton growers and to be used for "promotion and research."

Farmers, who have long built their own research and promotion programs with funds voluntarily collected from themselves, and which they directly administer, see in the new cotton bill a distinct threat to such groups as the American Dairy Association and the National Live Stock and Meat Board.

In urging our Congressmen to vote NO on the measure, Michigan Farm Bureau said — "We support programs for promotion and research, but believe the program should be financed on a voluntary basis administered by a non-governmental organization of producers." The successful voluntary program of the American Dairy Association was given as an outstanding example of the type of program supported by Farm Bureau.

Eleven Michigan Congressmen, including five Democrats and six Republicans, supported Farm Bureau's position. Six — all Democrats — voted for the bill. The Michigan vote follows:

District	Name	Party	Vote
1	Conyers	D	NAY
2	Vivian	D	Yea
3	Todd	D	Yea
4	Hutchinson	R	NAY
5	Ford, G. R.	R	not voting
6	Chamberlain	R	NAY
7	Mackie	D	Yea
8	Harvey	R	NAY
9	Griffin	R	NAY
10	Cederberg	R	NAY
11	Clevenger	D	Yea
12	O'Hara	D	Yea
13	Diggs	D	NAY
14	Nedzi	D	NAY
15	Ford, W. D.	D	Yea
16	Dingell	D	NAY
17	Griffiths	D	(paired)
18	Broomfield	R	NAY
19	Farnum	D	NAY

After five Northern Democrats changed their votes during the roll call, the House passed the Cooley cotton check-off bill by a vote of 189-193. Among those who changed their Nay vote to Yea during the roll call was Congressman Weston Vivian, representing Michigan's 2nd District.

Without the vote change, the bill (strongly opposed by Farm Bureau) would have been defeated.

FRUIT PLANTINGS:

TAX RELIEF SOUGHT

Do you raise blueberries? If so, is your tax assessment based on a value of \$2,000 to \$3,000 per acre, or \$2.80 per four-year-old plant?

Perhaps you are a cherry producer—if so, is part of your assessment based on appraised value of \$9 for each mature tree? Or in the case of a strawberry grower—is your assessment based on an appraised value of \$400 per acre for the crop?

These are some of the facts brought out at a March 9 hearing on "Senate Bill 352".

In the 1965 session of the Legislature, Senator Vanderploeg (D—Muskegon), along with Senators Craig, Mack, B. Brown, Johnson, Dunn, Robinson, McCauley, B. O'Brien, Hart and M. O'Brien, introduced S. B. 352, designed to exempt fruit trees, bushes, vines, Christmas trees, etc. from taxation.

Last summer Senator Vanderploeg held hearings throughout the fruit areas to determine the effect of present assessment practices on farmers growing fruits, berries, etc. Many county Farm Bureau leaders testified at those hearings.

It was found that in most counties fruit farms are presently assessed as total units, based on actual sale values, but there is an alarming tendency, especially in counties having reassessment programs, to assess trees and bushes based on the Tax Commission Manual which was written in 1958.

For example, under the manual's schedule, cherry trees might be assessed anywhere from \$1 to \$9 each, based on age; Apple trees, \$1 to \$15; Pear trees, \$1 to \$12; Blueberry bushes, \$1.10 to \$2.80; Strawberry plants, \$400 per acre, and other fruits in like proportion.

No consideration is being given to the fact that in many cases it takes years, with much expense, before a salable crop might be realized and then the variety may have lost its popularity and may not lend itself to new processing techniques.

S. 352 is now receiving some consideration in this legislative session and a hearing has been held by the Senate Taxation Committee. Farm Bureau, working closely with Senator Vanderploeg, brought in several county leaders to support the passage of this legislation.

These included Ray Anderson and "Pete" Lutz from Manistee County; Don Hill, Genesee County; Wesley Prillwitz and Adolph Dongvillo, Berrien County; Kenneth Bull, Muskegon County; Paul Armintrout, Allegan County; O. L. Herkner, Grand Traverse County, and Larry Mainland, Oakland County.

Mr. Mainland is not only a fruit grower, but is also a Supervisor in Oakland County, which is considered largely urban and suburban. He testified that in Oakland County "it is a policy not to assess trees and shrubs separately," and added that, "their presence makes no addition to the value of the property," that "ownership is no guarantee of income."

Pete Lutz and Don Hill pointed out that "it is totally inequitable to tax fruit trees and strawberry plants, but not other crops such as potatoes, cauliflower, wheat, etc., simply because they happen to be on the land on the tax date of December 31." Lutz has recently been named Michigan's Most Outstanding Young Farmer.

Farm Bureau's statement, prepared for the committee, pointed out briefly that 26 states now exempt growing crops from taxation and that in reality fruit trees,

bushes and vines are "growing crops," even though they remain in the ground over a period of time.

Four states, California, Oregon, Ohio and New Jersey, give special consideration to these crops, including total exemption. At least two County Board of Supervisors, Antrim and Oakland, have passed resolutions supporting S. 352.

Farm Bureau said "it is unrealistic to assess each tree, bush, etc. beginning the day of planting and continuing for years before it can be known whether the crop will survive or the variety will be salable," also "taxes must not take away a land-owners incentive to undertake the costly planting and care of crops with no guarantee whatever of a return on his investment."

Farm Bureau is working very closely with Senator Vanderploeg and the Taxation Committee in an effort to get favorable action on S. 352.

All Farm Bureau members affected should contact their Legislators now.

Relief on farm personal property taxation is halfway to the finish line. The "Burton Bill" which increases the exemption on farm personal property from the present \$1,000 to \$5,000, has passed the House by a vote of 103 to 2. It is now in the Senate Taxation Committee.

House Bill 3107, introduced by Representative Mattheussen, has a chance of being reported out of committee, and would further relieve farm personal property taxes by exempting farm stored products such as fruit, grain, feed, silage and hay.

Senate Bill 918 provides that after July 1, 1966, real estate used for housing, food and shelter for migrant workers will be exempt provided it meets minimum standards.

Information-Marketing Meanings are the Same

By Larry Ewing, Marketing Specialist
Market Development Department

Information is almost identical with the word marketing. Unless a producer has information, he is helpless in the market place.

Recently an apple producer told of taking apples in four-pound bags to a retailer. When he stated the price, the retailer said, "I can pay you 4¢ per bag more than that." This meant the producer had underestimated the value of his fruit by 40¢ per bushel.

There is an old saying, "You can always lower your price, but you can't raise it." Most farmers, however, prefer to start their asking price near the "right" price. But how can the "right" price be determined?

By belonging to a realistic marketing association, members are able to employ experts who keep on top of the factors involved in prices. In some commodities, however, a marketing association doesn't exist. Therefore, the producer of that commodity is on his own.

Sometimes the producer calls the local elevator or reads the market quotations in the newspaper. The radio market reports are a source available to the farmer. But all of these reports are present happenings. In other words, these sources say "For a given commodity, the price is so much right now!"

To do the best job of marketing, the farmer must also know something of the outlook. He should be aware of the supply of the commodity and the demand for his product. The intentions to plant or produce are also available items of information. Certainly those people buying agricultural products obtain and use this information. To avoid being at a disadvantage, the farmer must use the same knowledge.

Where does a farmer get this information? There are many sources. Some entail cost to the producer, others are government reports sent to the farmer at no direct cost to him. All that is required is for the producer to request that his name be put on the mailing list.

While it is impossible to list all sources, some of the more useful ones will be mentioned. Livestock producers will find things of value in the *National Provisioner* magazine, or the *Drover's Journal*. There is a subscription fee for these items, which carry market receipts, prices and outlook.

Fruit and vegetable producers can subscribe to the *Canners and Freezers Market Report*. This source, published weekly, gives a wealth of information on fruit and vegetable prices. It deals mostly with processed products and items of interest to producers of processing crops.

Other publications that are especially good for outlook are the *Wall Street Journal* and syndicated newsletters such as *The Kiplinger Agricultural Newsletter*. Many agricultural magazines also carry items of this nature.

The sources of "free" information are almost too numerous to list. Bulletins on items such as agricultural prices, crop production and food consumption are available for the asking. The farmer needs only to write to the United States Department of Agriculture, Statistical Reporting Service, Washington, D. C. and request that his name be placed on the mailing list. He will receive a form on which he checks commodity information desired.

A farmer interested in foreign markets can get information on

these, too. The Foreign Agricultural Service of the USDA publishes many pamphlets on the subject. Again, a postcard requesting to be on the mailing list will get the job done.

In the area of fresh fruit and vegetables, there is a Federal-State market news service. These reports are mailed daily to persons requesting this service. To receive the Benton Harbor report, a card should be sent to the USDA, C and MS Division, Post Office Building, Benton Harbor.

Chicago news may be obtained by writing USDA, C and MS Division, Room 1066, 610 South Coral Street, Chicago, Illinois 60607. The Detroit information is secured by writing the USDA, C and MS Division, Union Produce Terminal, Detroit, Michigan 48209.

Information for all commodities may also be obtained from the Michigan Crop Reporting Service. The producer should request that his name be placed on the mailing list. He will receive a form listing the material available. He then checks the items in which he has an interest and returns it to the Crop Reporting Service, Room 205, Federal Building, Lansing, Michigan 48904.

Information is available. It takes effort on the producer's part if he is to receive it. It takes effort to use it. But it's well worth the effort, for without information—he can't do an intelligent job of marketing.

GROWERS, PROCESSORS ELECT 1966 OFFICERS

E. G. Van Sickle of the Oceana Canning Company of Shelby was elected chairman of the "Grower-Processor Conference Committee" at the committee's recent annual reorganization meeting.

Other officers selected by the ten member committee are vice-chairman, Walter Wightman, a fruit grower from Fennville; and secretary-treasurer, Mrs. Mary Rose of the Michigan Canners' and Freezers' Association in Lansing.

The improvement of relations between growers and processors, the promotion of horticultural crops research, and improved public relations are the committee's primary objectives.

The "grower" members of the committee, appointed by the president of the Michigan Farm Bureau are: Don Barden, South Haven; Walter Wightman, Fennville; Gerald Stanek, Traverse City; Julius Kolosowsky, Berrien Springs; and Peter Van Single, Grant.

The "processor" members are James Brian of Smeltzer Orchard Company, Frankfort; Ron Prentice of Michigan Fruit Canners, Fennville; Mark Glendenning of Morgan-McCool, Traverse City; William Hays of Gerber Products Company, Fremont; and E. G. Van Sickle of Oceana Canning Company, Shelby.

PARTNERS IN GROWTH...

Michigan, one of the world's greatest industrial areas is also an agricultural leader. A fine example of industry-agriculture cooperation is the MICHIGAN BEET SUGAR INDUSTRY. Progressive farmers and efficient industrial food processors provide consumers with a product of which it can truly be said: None Finer in All The World... MICHIGAN MADE PURE SUGAR. Remember MICHIGAN MADE PURE SUGAR when you shop. Ask for it by name... PIONEER or BIG CHIEF SUGAR, grown, processed, and sold in Michigan.



BEET SUGAR INDUSTRY OF MICHIGAN

Jack McKendry

Jack McKendry (49), manager of Farmers Petroleum Cooperative, Inc., died suddenly March 6 at a Lansing hospital.

He had served as general manager of the state-wide oil cooperative since 1959. Farmers Petroleum owns and operates oil wells in Michigan, Indiana, Illinois and Kentucky, and markets petroleum supplies throughout the state.

A native of Illinois, McKendry began his career in distribution of farm supplies as a district fieldman for the Illinois Farm Supply cooperative. In 1954, he moved to Michigan and became sales manager for Farmers Petroleum.

McKendry was a director of the Michigan Gas and Oil Association, and member of the Illinois Gas and Oil Association, American Petroleum Industries, Central Michigan Oilmen's Club, and Michigan Petroleum Industries.



Jack McKendry

He is survived by his wife, Loretta, who is president of the Women's Council of the Lansing Board of Realtors; a brother, Edwin, stationed with the Army in Kansas, and a sister, Lillian, of Lockport, Illinois.

AGRICULTURE IN ACTION

MEETING REPORTS

EMPHASIS ON SAFETY

"What more will we do for Safety?" was the challenge extended to the 47 participants of the State Safety Workshop, recently in Mt. Pleasant, by Mrs. Eugene DeMatio, chairman of the Farm Bureau Women Safety Committee.

Representatives from 20 counties accepted the challenge by pledging hard work and determination to meet the problems of traffic safety. Those attending the conference took back to their local communities information on the importance of slow-moving vehicle emblems, traffic safety legislation and the Driver Improvement Program (DIP).

Featured on the program were: Miss Helen Atwood, Michigan Farm Bureau; Miss Ruth Hooper, Alma; Mrs. Dessie DeGroot, Bellevue; Mrs. Leota Westfall, traffic safety specialist, Michigan State University; Mrs. Earl Hendricks, Kalkaska, and Mrs. DeMatio.

Announcement was made of a contest for "Mrs. Safety - 1966" sponsored by the women's division of the Michigan Safety Conference. The contest is open only to "volunteers" who have shown outstanding achievement in safety leadership. The winner will be officially crowned during the Michigan Safety Conference at the Lansing Civic Center, April 27.

Mrs. George Southworth, chairman of District 6 Farm Bureau Women, reports safety activity on

the county level. Huron County women invited Mrs. Westfall to discuss safety and what they could do about Michigan's traffic accident record.

The Michigan Farm Bureau Women plan to continue their emphasis on safety during 1966, as they "second" the statement made by Governor Romney in his "State of the State" message: "Michigan is the automotive and highway capital of the world. I urge that you join in making it the traffic safety capital of the world."

MAFC LEADER-CLINICS

Over 300 directors representing 65 different cooperatives attended a series of clinics for managers and directors, sponsored by the Michigan Association of Farmer Cooperatives during March.

Purpose of the clinics was to challenge managers and directors to new goals and ideas, and to get acquainted with other cooperatives and their programs.

"In presenting new ideas, we believe in using actual practical demonstration, therefore, each meeting began with a tour of a successful agri-business in the area," explained L. A. Cheney, MAFC executive secretary.

This provided participants an opportunity to see first-hand some of the new equipment being used

at the cob processing plant in Coldwater, the automatic equipment at Producers Creamery in Benton Harbor, the equipment producing steering parts at the Saginaw Steering Gear plant and the processing of potatoes at the Ore-Ida plant in Greenville.

Cheney reports that three directors arrived at the Coldwater meeting by plane. Wayne Copeland, flying farmer from the Fowlerville cooperative board, picked up neighboring board members, J. B. Redfield and Walter Krebs, and observed the cob plant from the air.

The clinics featured a discussion regarding opportunities facing cooperatives by Dr. George Stachwick, chairman, M.S.U. Agricultural Marketing Center.

Each organization had an opportunity to give a progress report for the past year at the clinics. Many reported an increase in volume after adding new equipment and services.

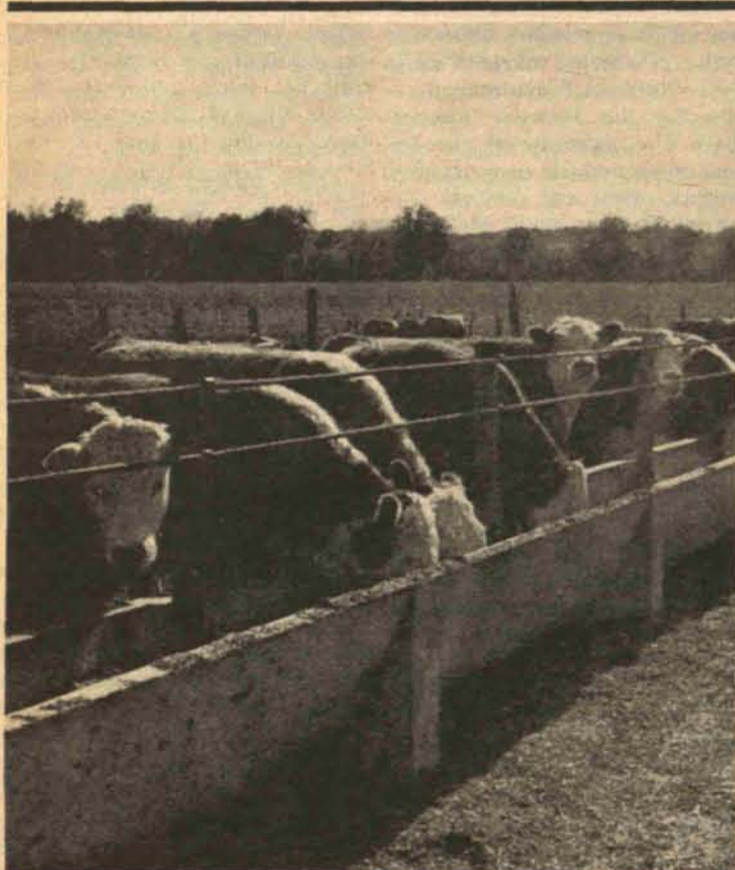
"Our cooperative leaders, having a faith in the future, are attending clinics and other programs to prepare themselves to meet their responsibilities in directing the organization," said Cheney. "The need for strong cooperatives was never greater—to help meet the needs of an expanding agriculture."

For economy and convenience, concrete makes the perfect feed bunk. Here's durability to withstand the roughest treatment from cattle and equipment—lifetime service with little upkeep—easy adaptation to automatic feeding systems.

Precast concrete feed bunks are designed locally, for local conditions. They can be easily moved if you change your feedlot layout.

Ask your local concrete products producer for details. Write for free copy of "Concrete Improvements for Cattle Feedlots."

Save time and money with PRECAST CONCRETE FEED BUNKS



PORTLAND CEMENT ASSOCIATION

900 Stoddard Bldg., Lansing, Michigan 48933

An organization to improve and extend the uses of concrete.

made possible by the financial support of most competing cement manufacturers in the United States and Canada



"Rush me some feed!"

"The chicks won't eat, Doc."

How many ways the phone helps out around the farm!
And how little it costs!

Michigan Bell

Part of the Nationwide Bell System



FARM-LABOR PLACEMENT SERVICE

New Affiliate Formed

Michigan has a new cooperative farm association, as the Michigan Farm Bureau became "parent" to another in a growing list of affiliate service companies.

Through action of the board of directors in a special meeting February 21, unanimous approval was given to the establishment of a farm labor recruitment and placing service, and the hope expressed that a number of seasonal farm workers could be recruited and placed on Michigan farms this spring.

The new Farm Bureau affiliate will be known by the title of "Michigan Agricultural Cooperative Services" and will be licensed by the state as a form of employment agency. Its work will be limited to serving the labor needs of Farm Bureau members.

In other action, the Farm Bureau leaders designated a five-member board of directors for the new cooperative and adopted a list of objectives. The new board includes three persons named from the Michigan Farm Bureau board, and two selected from among the general Farm Bureau membership.

Named were: Elton Smith, president of the Michigan Farm Bureau, David Morris and Kenneth Bull, all of the Michigan

Farm Bureau board; Paul Button, fruit producer, Farmington, and Duane Baldwin, vegetable producer, Stockbridge.

Articles of incorporation were drawn, and the board will name management personnel to direct the activities of the new cooperative. Clarence Prentice, Secretary-Manager of the Michigan Farm Bureau, was elected secretary-treasurer of the new corporation and will supervise over-all management.

In recognition that financial help will be required to launch the new activity, the board took action to provide matching funds to supplement fees to be paid into the organization by growers.

As the program expands and stabilizes, Farm Bureau funds will be reimbursed to the extent advanced.

Listed among the objectives of the labor placement service was assistance to members in procuring and placing farm workers for "production, harvesting, processing and transportation of agricultural commodities produced by the members."

For this privilege, each cooperator would pay \$1.00 to the corporation as a membership fee, and would add a "capital contribution" of \$25. to this, if he produces less than 50 acres of labor intensive crops annually, or \$50 if he produces more than 50 acres of such crops.

Each user of the service must also be a Farm Bureau member.

The new Farm Bureau affiliate was formed in direct response to a request of Farm Bureau delegates who at the last annual meeting wrote: "The Michigan Farm Bureau should continue with the study of a Farm Bureau farm labor service, and if determined

feasible, proceed with the establishment of such service in 1966."

Studies underway at that time were continued and expanded by the Market Development department of the Michigan Farm Bureau, with special attention given to the need for such service, and the extent to which growers would lend their support.

They were encouraged by a survey showing that nearly all growers felt a great need for a farm labor recruitment and placement service which could provide a dependable supply of workers as needed. The growers also indicated willingness to support such a service financially.

In endorsing the labor placement service, the Farm Bureau leaders noted that the Michigan pickling cucumber industry alone has been faced with staggering problems caused by lack of qualified labor at a time when it was most needed.

Michigan State University specialists have credited this lack with costing Michigan cucumber growers around two million dollars in

lost income this year. They add that "huge amounts" have also been lost through lower quality for those cucumbers which were picked.

The labor problem is single-handedly credited with edging Michigan out of its once solidly held "number one" spot among cucumber growing states in the nation, with output dropping a third in a single year.

Similar substantial losses have been reported in other fruit and vegetable crops, with nearly two-million bushels of apples left unpicked last fall.

In giving the "go ahead" to the labor placement service, Farm Bureau board members pointed out that the success of the organization will depend upon the willingness of farmers to use the cooperative in contracting for needed temporary help.

"If farmers themselves do not provide such service, others will — others who perhaps cannot accurately judge what is needed by farmers and who care little" — one official said.



SERVICE TO MICHIGAN AGRICULTURE — of three retiring Michigan Farm Bureau board members was recognized at a recent meeting. Assisting the Max Hoods and Walter Wightmans with the "service" cake are vice president Dean Pridgeon (left) and president Elton Smith, (right). Not pictured are the Edmund Sagers.

HONOR LONG-TIME SERVICE

A combined 34 years of dedicated service to Michigan agriculture were cited at the February 22nd meeting of the Michigan Farm Bureau board of directors when three retiring members of the board were given special recognition for the part they have played in the growth of the organization.

Walter Wightman, Fennville, was cited for his 16 years of service as "director at large" — six of these as president of the Michigan Farm Bureau. Wightman was a charter member of both the Michigan Farm Bureau and the Allegan County Farm Bureau.

A full-time farmer all his life, Wightman and his wife, Alice, live on a 270-acre "Centennial Farm" in Allegan County. In addition they own, with son Albert ("Bud"), another 200 acres. Much of the Wightman operation is devoted to the production of apples, pears and cherries. They also finish about a hundred steers each year.

Both Mr. and Mrs. Wightman have been active over the years in community, church and local government affairs.

Cited for his service over a period of ten years on the board as

director from District 11 was Upper Peninsula farmer, Edmund Sager. One of the first members signed when Farm Bureau was organized in the U.P. in 1955, Sager served on the board of Michigan Farm Bureau from 1956 until November, 1965.

On his 300 acres, Sager produces mainly certified seed potatoes and milk, along with forest products and grain.

In their home county, the Sagers have been active over the years in local government, civic clubs and in 4-H leadership, and in the St. Stephen's Lutheran Church. Since 1956, Sager has served on the Menominee County Road Commission and the county park board. He served 12 years as township supervisor and eight years as treasurer of the township. They have three children —

Roger, Gloria and Marvin. Gloria was the Menominee County Farm Bureau Queen at the 1965 Michigan Farm Bureau convention.

Serving on the Michigan Farm Bureau board from District 1 for the past eight years has been Max Hood of Paw Paw in Van Buren county. A Farm Bureau member since 1937, Hood has been county president and served in many other capacities with his county organization.

Hood also served for several years on the board of the Farm Bureau Life Insurance Company and as company president in 1964 and 1965.

With his wife, Helena, Hood lives on the farm which has been his home all his life. Here they produce commercial grapes and grain crops. They have been very active in 4-H and Hood was named "4-H Leader of the Month" for Michigan in 1958.

The Hoods have four children — Thomas, Ann, James and Mary. The family is active in the Methodist Church.

DHIA NAMES...

Executive Secretary

The Michigan Dairy Herd Improvement Association (DHIA) has taken over its own "housekeeping service," to allow funds previously spent by Michigan State University for this purpose to be devoted entirely to research and education for dairymen.

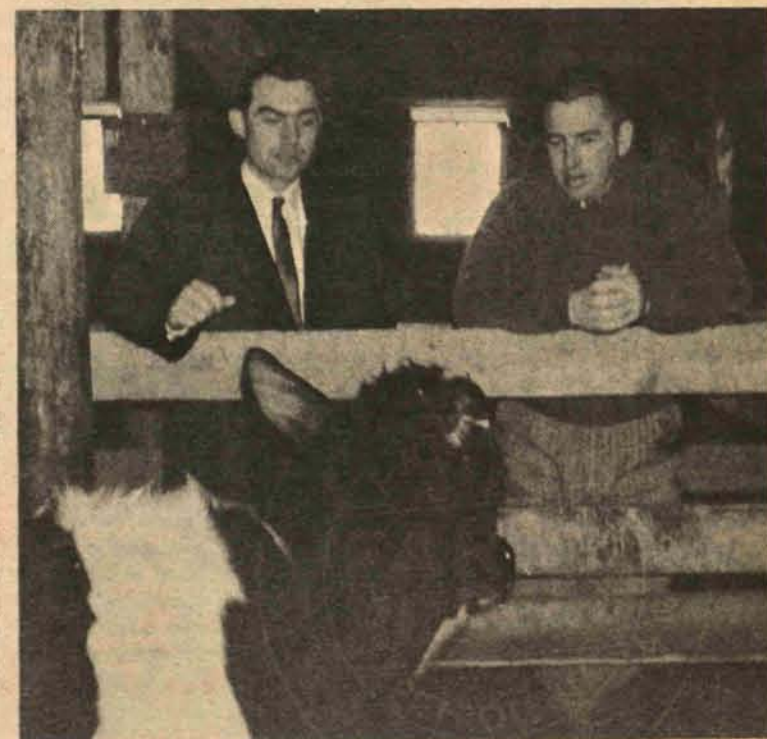
In taking this step toward greater membership service, the farmer-owned and operated cooperative also employed their own executive secretary, Paul A. Wilkes, former extension dairy fieldman. The announcement was made by Robert Zeeb, Bath dairyman who serves as Michigan DHIA president.

Zeeb, a director on the Michigan Farm Bureau board, said that the DHIA recognized that if it is to meet the needs of dairymen tomorrow, it must provide leadership, supervisory control and assistance. It becomes the second DHIA in the nation to take over the housekeeping service of its organization.

"If the new program could increase the number of dairymen and dairy cows operating under the program, it would strengthen Michigan State University research," Zeeb said. Michigan DHIA now has 110 men testing cattle in 77 counties.

The idea for Dairy Herd Improvement Association originated in Michigan more than 60 years ago. Farmers, through assistance from a dairy herd tester, keep production records and feed costs. Through these records, they are able to determine the best producing cows in the herd and improve efficiency and income.

Dr. Charles A. Lassiter, chairman of the MSU Dairy Department, called the move a "real milestone in Dairy Herd Improvement Association in Michigan. It shows real interest and dedication on the part of the board of directors to provide the kind of program Michigan dairymen need and demand."

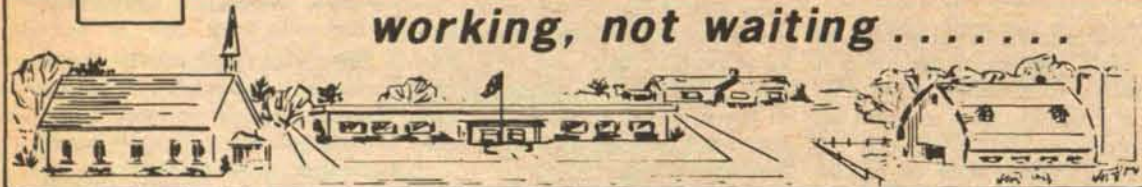


NEW EXECUTIVE SECRETARY — of the Michigan Dairy Herd Improvement Association, Paul Wilkes (left), and Bob Zeeb, president of the farmer-owned cooperative, discuss plans for taking over its own "housekeeping service." Michigan DHIA becomes the second in the nation to create this greater membership service.



FARM BUREAU WOMEN

working, not waiting



THE NATION'S CAPITOL was one of the important stops on the Farm Bureau Women's annual Legislative Air Tour, March 13-16. The group of 67 Michigan farm leaders made clear their views on current legislative issues in meetings with Congressmen. A visit with AFBF Washington office staff members, and a day of sightseeing were included on their busy agenda. The Farm Bureau Women sponsor this tour annually to provide members an opportunity to better understand the legislative process. Two busses were required to move the group. (See related story on Page 9.)

They have led the parade

By Don Kinsey

I would like to pay tribute to the Farm Bureau Women while I am still around and in the saddle. Remember how first impressions of people sometimes hit you? My first impression of the Farm Bureau Women somewhat over seventeen years ago was "By golly, but they're 'go-getters!'"

As a newly appointed member of the staff, I saw Farm Bureau as a rather astonishing organization generally. Here was a big organization of farmers. But most members seemed to take it as their own affair. It took me some time to get my bearings amid all the things that were going on. But I was impressed that so many members were deeply involved in those affairs.

Community Groups were on the rise, and I found that the unbelievable figure of nearly 30,000 families attended the group meetings during some months. I was tickled to death to have a hand in that kind of an organization.

But over the years, the Farm Bureau Women have led the parade in carrying on activities that count. They cut and sewed their cloth to big patterns. Their projects were on the grand scale and they made them fit the needs of the rural people. They still do.

From the day that the Farm Bureau Women became an active part of the Farm Bureau program, they have set their goals on a high plane. Yet the action taken to pursue those goals was always practical and down to earth.

The other day I came across a speech made by one of the leaders of the Farm Bureau Women in those earlier years. What this woman said becomes a distinct description of what the Farm Bureau Women have been. She says, "We are striving to

blend not only our hopes and ideals, but also our talents, thoughts and efforts to the task of making farming a successful venture and making the rural home and community a better place in which to live."

Within that statement lies the essence that makes any voluntary organization successful. It implies WORKING relationships among people — personal participation. It recognizes that without such working relationships, nothing works.

This leader of the Farm Bureau Women goes on to point out that as the Women turn their efforts into accomplishments within their home communities, enthusiasms and inspiration build in each member's heart and the worth of having their Farm Bureau organization is fully realized.

That kind of enthusiasm has been built and the Farm Bureau Women, over the years, reached out to broaden and expand their scope of striving.

Not only did the Farm Bureau Women generate a growing pride in their work, but they achieved a place of high regard in the minds of many other organizations and the public in general.

There was strong justification for this place of esteem. Through their early efforts a considerable number of county health units were established. The Farm Bureau Women were active in or-

ganizing and maintaining the Michigan Health Council and numerous County Health Councils.

They worked for the improvement of rural fire protection, telephone service, county libraries, rural recreational programs and the strengthening of rural churches.

They carried on campaigns to equip rural hospitals and established a number of Cancer Detection Clinics. They gained prominence in the work to promote the care and treatment of the mentally ill, as well as programs to prevent and help sufferers from infantile paralysis.

The Farm Bureau Women have recognized that the field of opportunity to which they can devote themselves is a never-ending one. With the women, the fact of cooperation and unity of effort has been a practice — not just a slogan.

Their approach to Farm Bureau has recognized that the important thing is not simply what Farm Bureau has accomplished nor what it has done for people — but rather HOW it was done. For as long as that know-how remained the capacity of the people to deal with future problems would remain a strong force within their organization.

The Farm Bureau Women have demonstrated that cooperation is not merely a matter of adding one member's efforts to those of another. They have shown that in working together the benefits and results are compounded and multiplied.

This, I think, is the monument that the Farm Bureau Women have built to themselves through their years of achievement.

WORKING TOGETHER... Bureau-Extension Women

Believing that they can create good will through information and understanding, thus aiding consumers as well as producers, the Michigan Farm Bureau Women were hosts to members of the executive committee of the Michigan Association of Extension Homemakers at a luncheon meeting, February 22, at Kellogg Center, East Lansing.

Mrs. Maurine Scramlin, chairman of the Michigan Farm Bureau Women's Committee, reviewed the philosophy and purposes of the organization, explaining that the women's role is to promote and activate the entire Farm Bureau program with emphasis on those activities particularly suited to the talents and interests of women.

Mrs. Florence Carpenter, vice-chairman of the Women's Committee, listed projects on which Farm Bureau Women throughout Michigan plan to put special emphasis this year. These include: *encouragement of young farmer activities, involvement of all members in the organization's programs, rural-urban meetings, farm and industry tours, activities in political education, safety, health, and commodity promotion.*

Leaders of the Michigan Association of Extension Homemakers attending the meeting were Mrs. Harold Fluharty, president; Mrs. Wm. Dayton, secretary; Mrs. Drell Hull, treasurer; Mrs. Albert Heath, past president; Mrs. Lloyd Spencer, member of National Association of Extension Homemakers, and Mrs. Loa Whitfield, Assistant Extension Director for Family Living Education.

Since both organizations are promoting similar projects, Mrs. Loa Whitfield of Extension, and Miss Helen Atwood, coordinator

of Farm Bureau Women's activities, led a discussion on which projects the women could work together.

These include safety and Michigan Week activities, the promotion of Michigan agricultural commodities, and carrying out plans for the Associated Country Women of the World (ACWW) triennial meeting which will be held at Michigan State University in September, 1968.

Mrs. Fluharty indicated the interest of the Extension Homemakers in additional meetings of leaders of the two organizations to make further plans for working together effectively on projects of mutual interest and concern.

The Michigan Farm Bureau Women are putting special emphasis this year on getting the understanding and support of non-farm people of issues vital to the future of agriculture. This meeting with the Extension women is the first step in their plan to be more effective in getting others to know Farm Bureau and the business of agriculture.

Taking leadership in sponsoring and planning these meetings are members of the Women's U and I (Understanding and Information) Committee: Mrs. Florence Southworth, chairman; Mrs. Martha Baker, Mrs. Ann Campau, Mrs. Florence Carpenter, and Mrs. Doris Wieland.

Meet Mrs. Whitfield



Mrs. Loa Whitfield

One of the responsibilities of the Cooperative Extension Service is to provide a "Family Living Education" program. In charge of this program in Michigan is

the personable Mrs. Loa Whitfield. Her title is "Professor and assistant director of the Michigan State University Cooperative Extension Service."

She has an impressive background which includes service as a specialist in consumer food marketing for the Federal Extension Service in Washington, D. C. From 1952-54, she was a home economics consultant for the Ford Foundation in Karachi, Pakistan. Prior to her present position, she was the special programs leader in home economics and family living for the Upper Peninsula Extension Service.

Mrs. Whitfield reports that the Family Living Education program will place emphasis on the following areas: the limited resource families, young families, employed homemakers and the elderly. Others include food and nutrition, consumer education and family life and child development.

WITH SYMPATHY . . .

The Michigan Farm Bureau Women's Committee joins the many friends and co-workers of Mary Edith Anderson, District 3 chairman, in extending their sincere sympathy for the loss of her husband, Clayton, and their wishes for her speedy recovery.

Long-time, active members of the Livingston County Farm Bureau, Mr. and Mrs. Anderson were involved in an automobile accident, March 6, which resulted in the death of Clayton, and serious injury to Mary Edith. She is recovering at Sparrow Hospital, Lansing.

The committee also shares the loss felt by the St. Clair County Farm Bureau Women with the passing of Mrs. Glenn Bolton (the former Adeline Ball), who was well-known for her dedicated efforts in the women's program.

COMING ELECTIONS "MOST IMPORTANT"

Washington Tour Group Urged to Become Active

Michigan farm leaders taking part in the recent Air-Tour to the nation's capital, were told that if they dislike what Congress is doing they have it within their power to cause a change in direction.

Speaking was Jack Lynn, Legislative Director for the American Farm Bureau Federation, who said that the most important single thing that could be done by farmers is to see that "conservatives" are elected to Congress.

He told the 67 Farm Bureau people taking part in the tour that the coming elections will be the most important thing happening this year, and that farm people have it within their power to make sweeping changes.

There are 2,760 county Farm Bureaus in the United States, Lynn said "and if we had only one-half of these active and working as effectively as they can, we wouldn't be in the condition we are today." He pointed out that all members of the House of Representatives are up for election, and that in his opinion, many present members should be replaced by people who "will be more than a rubber-stamp for the President."

Lynn, along with other members of the American Farm Bureau Washington staff, briefed the Michigan group on current issues before Congress as part of the formal program of the Tour.

Sponsored by Michigan Farm Bureau Women, the group was headed by Mrs. Wm. Scramlin, chairman of the state's Farm Bureau Women's Committee. Assisting were staff members of both the Public Affairs and Information Divisions.

Dan Reed, MFB Legislative Counsel, arranged for the group to meet with Michigan members of Congress through breakfast and luncheon programs. Congressmen present at the gatherings included: Weston E. Vivian, (D-2nd District); Paul H. Todd, Jr. (D-3rd District); Edward Hutchinson, (R-4th District); Charles E. Chamberlain, (R-6th District).

Others present were: Robert P. Griffin, (R-9th District); Elford A. Cederberg, (R-10th District); William D. Ford, (D-15th District); William S. Broomfield, (R-18th District); and Billie S. Farnum, (D-19th District). Although U.S. Senator Philip Hart was unable to attend, a top aid brought his regrets and visited with the group.

Both House Minority Leader Gerald Ford, and Congressman Chamberlain who serves on the Armed Forces committee, excused themselves from a White House invitation to be free instead to meet with their Michigan constituents.

They led the tour group onto the floor of the House of Representatives prior to the 12:00 noon opening of Congress, a place usually closed to visitors, and as the farmers sat in seats usually occupied by members of Congress, they were briefed on current issues before the lawmaking body.

Inflation and the national debt were two prime issues raised by the Congressmen. The debt of 323 billion, with an annual interest rate of 13 billion dollars, was mentioned by several, with the suggestion that Administration requests for tax increases and price-wage controls were being used as a "cover up" for programs of increased spending.

Later, many of the group took part in a formal tour of the Capitol building, and through passes provided by the Congressmen, sat in sessions of both the House and Senate.

The multi-million dollar Rayburn building was another attraction for the group which learned that it has already cost considerably more than that much larger Pentagon building, containing as it does multiple flights of escalators and a complete electric trolley system between it and the Capitol proper.

Later, they toured the Smithsonian Institute, visited the Bureau of Printing and Engraving where they saw postage stamps, government bonds and billions of dollars in cash printed, trimmed and processed into bundles; solemnly they watched the changing of the guard at the tomb of the Unknown Soldiers, visited the graves in Arlington National Cemetery, and climaxed their trip by a tour of George Washington's home and tomb at Mt. Vernon.

The prime purpose of the three-day air tour has been summed up by Miss Helen Atwood, Coordinator of Farm Bureau Women's work, and the person who did much of the detail work which made the trip successful.

"This tour is a very effective way for Farm Bureau leaders who have a responsibility for understanding and discussing Farm Bureau policy, to do so, personally, with their Congressmen.

"In most instances the Congressmen were eager to sit around and talk with our Farm Bureau people about issues of importance to them. The Women of Farm Bureau are to be congratulated on their promotion of such a worthwhile project. All should find it easier and more interesting now to become active in local legislative affairs."



MARKETING FOOD FOR FREEDOM—is explained by Legislative Counsel Herbert Harris, in the offices of the American Farm Bureau Federation. "Food-short countries must learn to help themselves, meanwhile, our Farm Bureau program of food-aid through free U.S. market purchases, can tide them over a tough period," Harris said. He said American farmers produce food "better and cheaper" than in any other country.



PESTICIDE RESIDUES—are checked in this laboratory of the Pure Food and Drug Administration, one of the government offices toured by the Farm Bureau group. Here, a worker explains a process which can detect one-billionth of a part of contaminant in water or other material. This is said to be equivalent to detecting one grain of wheat in a bin of 40 tons.



THE FOOD WAS GOOD—but the conversation was better, during the Farm Bureau luncheon with Michigan's Democratic Congressmen. Here, Representative Billie S. Farnum of Michigan's 19th District, visits with Farm Bureau Women's Chairman, Mrs. Wm. Scramlin, one of his better-known constituents.



U.S. SENATE CANDIDATE—Robert Griffin of Traverse City, visits with constituents of his 9th District, among them Michigan's Most Outstanding Young Farmer, Calvin Lutz, and his wife, Lorraine. The breakfast was held in the House private dining room in the Capitol building.

BONDERIZED
Undercoat

YOU CAN BUY FENCE POST DURABILITY with good APPEARANCE
You get it every time you order

UNILITE®
High elastic RAIL STEEL
BONDERIZED undercoat
UNICO alkyd ENAMEL
TRIPLE rivet anchor

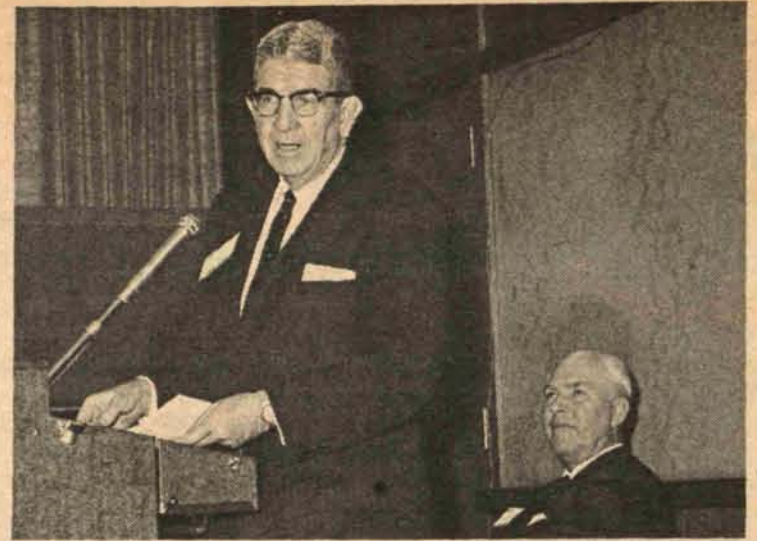
Come alive with **UNILITE®**

Available throughout Michigan from
FARM BUREAU SERVICES, INC.
LANSING, MICHIGAN **UNICO**

Big Attendance for Blue-Cross



COUNTY FARM BUREAU SECRETARIES listen intently to Blue Cross officials explain the latest information on Medicare, an area of vital interest to F.B. members. The secretaries were guests of Blue Cross-Blue Shield at their Detroit offices.



Wm. S. McNary, President, Blue Cross; Clarence Prentice, Sec.-Mgr., Mich. FB

TOP MANAGEMENT PARTICIPATES

Fifty-eight county secretaries, representing over 95 per cent of the Michigan Farm Bureau membership, were guests of Blue Cross-Blue Shield at their Detroit offices, February 22-23.

They came to get the very latest information on Medicare, to discuss plans for the forthcoming enrollment period, March 1-15, and to gain first-hand knowledge of the internal operation of how Blue Cross services its three million subscribers.

During the morning session of the seminar, secretaries were welcomed by Wm. McNary, president of Blue Cross; Clarence Prentice, secretary-manager of Michigan Farm Bureau, and the newly-appointed executive secretary of Blue Shield, John McCabe.

Dan Reed and Robert Smith, staff members of the Public Affairs Division, Michigan Farm Bureau, appeared on the program to discuss their roles and responsibilities as members of the Blue Shield and Blue Cross boards respectively.

B. J. McCarthy, general manager of Blue Cross, discussed the Blue Cross proposed complementary coverage to Medicare during the evening session. He pointed out that Medicare is one of the most significant social developments in United States history because it will affect some twenty million people, nation-wide, within one year's time.

J. E. Shadduck, manager of Direct Billed Groups, Blue Cross, acted as general chairman of the meeting.



John McCabe, newly-appointed Exec. Secretary, Blue Cross



Robert Smith, MFB Legislative Counsel, B.C. Board Member



J. E. Shadduck, Mgr., Direct Billed Groups, Blue Cross



Dan Reed, MFB Legislative Counsel, Blue Shield Board Member



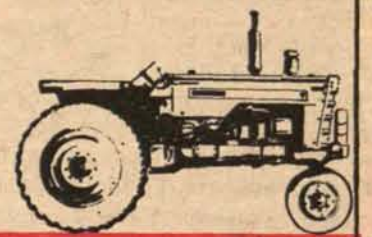
FIVE WAYS BETTER

POWER

BALANCED

GASOLINES

REGULAR and ETHYL



1. High Octane
Fast starts, quick warm-ups in all kinds of weather.

2. More Power
For rugged farm conditions.

3. More Economy
More mileage on less gallons.

4. Contains
Anti-icer.
Anti-rust.
Carburetor cleaner.

5. Weather Blended
For year around performance.

Farm Bureau Power-Balanced Gasolines are special clean burning, no-knock, fuels designed for cars, trucks and farm machinery with proven power for rugged conditions. Special additives keep spark plugs cleaner and prevent damaging rust in fuel lines and storage tanks.

FARMERS PETROLEUM

4000 N. GRAND RIVER AVENUE / LANSING, MICHIGAN



NUMBER-ONE FARM BUSINESSMAN

Jaycee Awards Given

Michigan's winner is sure to put up a stiff fight for one of the top spots in the exciting search for the nation's most outstanding young farmers to be named April 3-5.

Sponsored nationwide by local and state Chapters of the Junior Chamber of Commerce, the awards program is scheduled for Birmingham, Alabama, when the nation's Four Outstanding Young Farmers for the year will be selected.

Representing Michigan is Calvin Lutz, Kaleva, whose impressive accomplishments carried him through the state competition with distinction. To qualify, he had first to win a local Chapter competition, be no more than 35 years of age (he is 32), be an actual farm operator, and finally, win his state contest.

State judging criteria included 50 points for those activities which fell into the broad term of "progress in agricultural career" — another 25 points each were given for soil and water conserving practices and "contributions to the well-being of the community, state and nation."

Perhaps most impressive of Lutz's qualifications center about his enthusiastic diversity. He is a fruit and nursery farmer whose stock-in-trade includes an unlikely mixture of such crops as Christmas trees, asparagus crowns (root stock), cucumbers, seed potatoes, cherries, strawberries (either fruit or plants), apples and fruit trees, and dairy livestock.

"I'll sell you a million strawberry plants," he offers with a broad grin, but it is obvious that he could deliver the plants in excellent condition and on short notice, if called upon to do so.

Last year he designed and constructed an 80 by 122 foot packing and cold-storage shed exclusively for strawberry plants, and with this new facility is now the first nursery in Michigan to have fall-dug strawberry plants available.

In Christmas trees, he notes a growing trend toward the two and three tree family. "Everyone should have a Christmas tree, and nowadays most people have two or even three," he said. "They have one for the formal part of the home, one in the 'family room,' and this is one that the children often are allowed to decorate. Then, in many cases, there is still another tree in the recreation room." Naturally, as a Christmas tree farmer (40 acres of Scotch Pine), he is happy to help the trend along.

In their personal call on Calvin and his wife, Lorraine, and their four children — ages two through 13 — the judges were impressed by the obvious family unity, which they termed "the quality of family life" and the extra care and attention given to sharp accounting and bookkeeping methods.

They noted that the daily newspaper most read was the *Wall Street Journal*, a favorite of trend-watching businessmen everywhere. They were pleased by the monthly profit-loss statements, and the method by which the farm enterprises were shaped through separate recording of individual crop profit-loss records, carried forward and accumulated year after year to give a running account of the business health of each part of the farm operation.

An impressive list of more than a dozen community activities brought a high score in the "community contributions" judging category, among them membership in a number of fruit and vegetable producer associations or cooperatives, and at one time, service on the Fruit and Vegetable Advisory Committee of the Michigan Farm Bureau.

Calvin has been a Farm Bureau member for 12 years, and serves currently on the county Legislative Committee.

His most recent honor, prior to the Jaycee award, was his selection by Michigan State University to participate in the Kellogg Foundation farm-leadership study program.

TIE FOR SECOND

Others who made a brilliant showing in the tight competition for top spot included Charles Trinkle, Dexter; Donald Sabadin, Watervliet, and Bruce Walkington, Lake Odessa.

The Trinkle and Sabadin accomplishments appeared so equal in the eyes of the judges that they were unable to separate them and pronounced a tie for the number two spot. Third went to Walkington.

A member of the Washtenaw County Farm Bureau for 11 years, Trinkle (30) has served as president of his Community group for four years and vice president for three. He is vice president of the Saline Local of the Michigan Milk Producers Association.

A serious farm accident a year ago when Trinkle's right leg was caught in a silo unloader threatened to limit farming activities. Although only partial use of the leg has been restored, one would not know it from watching a typical day of farm activity.

Dairy and grain are major enterprises on the Trinkle farm where a herd of 18 cows, 15 heifers and calves, plus beef steers, sheep and hogs keep the entire family busy.

Charles and his wife, Patricia, have five children.

CITY BOY

Up until a dozen years ago, Donald Sabadin (35), who tied with Trinkle for the number two spot, had not been on a farm. City life, interrupted by a four-year hitch served with distinction in the Air Force, ended with his marriage to Peggy Fisher and farmwork as a hired hand. Sharecropping allowed money for a down payment on the presently owned 355 acre fruit and small grain farm near Watervliet in Berrien County.

Unusual enterprises include experiments with plantings of new fruit varieties and closer spacing of fruit trees to increase yields. Most recently he has purchased one of the new "tree shaking" types of mechanical fruit harvesters.

A combination irrigation and wild-life pond has added much to the Sabadin farm. Stocked with bluegills and bass, the pond is a favored watering place for many deer, smaller wild animals and ducks.

The Sabadins have one child.

TOP DAIRYMAN

According to official Dairy Herd Improvement records, third runner-up, Bruce Walkington (28) has the best dairy herd in Ionia County and has received an award for unusually high production.

Beginning with only four cows in 1957, he has increased the herd to its present 38, and "production per unit" from 12,000 pounds to 16,895. Hogs, formerly a substantial part of the Walkington operation, have been dropped in favor of more attention given to the Holstein herd.

The Walkington family have been members of the Ionia County Farm Bureau for the past four years and Bruce has served as president of his Community Group. He won the State Farmer degree as a member of the Future Farmers of America while in High School.

Members of the Sebewa Methodist Church, Mr. and Mrs. Walkington (Vivian) are the parents of four children.

NOMINEES INCLUDE:

Other Outstanding Young Farmer contestants included: Robert Anderson, Ithaca; Michael Barton, Jackson (Horton); James Baxter, Alma (St. Louis); Theodore Bosgraaf, Grand Haven (Hudsonville); Daniel Creyts, Grand Ledge; Clifton Compton Saginaw (Freeland); and Robert Finnerty, Mt. Pleasant (Weidman).

Also Wesley Goetz, Adrian; Ronald Hamlin, Webberville; Lyle Lecronier, Auburn; John M. Schwark, St. Johns (Ovid); Paul Scott, Traverse City (Northport); Dale Walter, Hemlock, and John Watts, Fowler (St. Johns).

Chairman of this year's event was Rex Densmore, Alma, an agent for the Farm Bureau Insurance Group.

Judges for the contest were: Elton B. Hill, Professor Emeritus, Michigan State University; Milon Grinnell, Editor Emeritus, *Michigan Farmer*, and Dwight Ballard, poultryman, Eaton Rapids.



BRUCE WALKINGTON — third runner-up in the Outstanding Young Farmer competition, has the best dairy herd in Ionia County, according to DHIA records. He has increased his herd "production per unit" from 12,000 pounds to 16,895 since 1957.



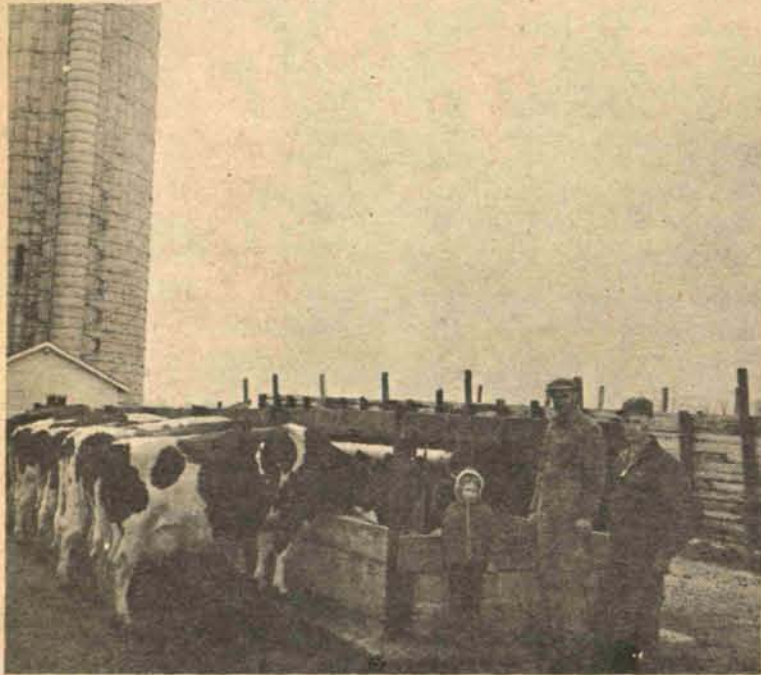
CHARLES TRINKLE, Dexter, tied for the number two spot in the OYF contest. He has been a member of the Washtenaw County Farm Bureau for 11 years. The Trinkle's farming operation consists of dairy cattle, grain, beef steers, sheep and hogs.



DONALD SABADIN, Watervliet, shares the number-two spot with Trinkle. A former city boy, he worked his way up from a "sharecropper" to owner-operator of a 355 acre fruit and small grain farm, which boasts an irrigation and wild life pond. The Sabadins have purchased a new "tree shaking" mechanical fruit harvester.

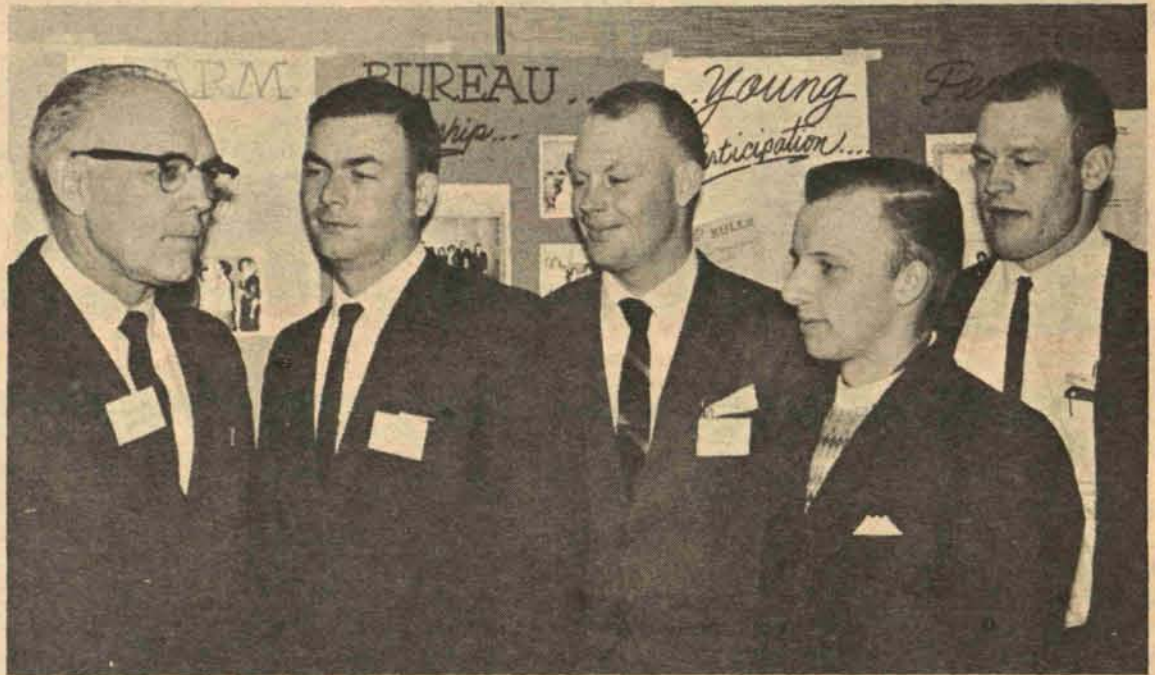
AGRICULTURE IN ACTION AROUND MICHIGAN

PRESIDENT HONORED



OTTAWA COUNTY FARM BUREAU president, Albert Potgeter, Allendale, recently won recognition for highest production record with a large herd. His 37 grade Holstein herd averaged 18,648 pounds of milk with 3.8 per cent butterfat test. Shown with Albert (right) are his father, Gerrit, and daughter, Heidi.

YOUNG FARMERS MEET



FARM BUREAU YOUNG PEOPLE'S training school in Wichita, Kansas, was attended by 120 young farmers from 25 states. Included were Michigan Farm Bureau Young People state committeemen, Ray Launstein, Jim Call and Ray Kucharek. Shown with the group are J. Delbert Wells (left), Family Program Department, and James Sparks (right), Cassopolis, AFBF Young People's Committee member. The conference featured discussions on issues of importance to young farmers.

TOP DAIRYMAN



MICHIGAN MILK PRODUCERS ASS'N. has named Mr. and Mrs. Gordon Fuerstenau, Richmond, as the state's "Outstanding Young Dairy Couple" for 1966. They will represent MMPA in a number of capacities, including the National Milk Producers Federation. The Fuerstenaus are members of the Macomb Farm Bureau.

RESIGNS



MAYNARD BROWNLEE—Manager of Farm Bureau Services, Inc., has resigned after 28 years with the state-wide farm supply cooperative. He has been in the top management position for eight years, after serving as manager of several Farm Bureau Services' retail outlets, director of distribution, and in other similar capacities.

COMMODITY CONFERENCE



MARKETING SPECIALISTS—Larry Ewing (left) and Royal Call, Market Development Department, Michigan Farm Bureau, attended a recent commodity workers' conference in Chicago. Purpose of the meeting, sponsored by the American Farm Bureau, was to coordinate state activities and gain useful ideas.

KENT WILL BUILD OFFICE



AGREEMENT FOR PURCHASE OF LAND for the new Kent County Farm Bureau offices is signed by president Gerald Waldeck. Watching are Farmers Petroleum manager Jack McKendry (deceased—see story page 6), Attorney Bill Wilkinson (standing), and members of the Kent board. The new building is expected to be completed this summer.

IN WASHINGTON



ROGER FLEMING—Secretary of the American Farm Bureau Federation, is paid a surprise visit in his Washington office by Michigan's Most Outstanding Young Farmer, Calvin Lutz, and his wife, Lorraine. Seated in the foreground is Mrs. Wm. Scramlin, who headed a touring group of 67 farmers to the nation's Capital.

VERTICAL INTEGRATION

DISCUSSION TOPIC

PREPARED BY THE EDUCATION AND RESEARCH DEPARTMENT MICHIGAN FARM BUREAU

"Integration" in agriculture has taken place to meet changes in the marketing system. Certain operations, such as production, processing, distribution and marketing are tied together, or "integrated."

Where different levels of the operation are tied together under one management system, the integration is known as "vertical."

If you tie production and processing together or tie processing and retailing under one system, it is vertical integration. Or you could tie all the levels together.

A well-known example of this today is the case where feed firms market their feeds through livestock, poultry or eggs. They obtain contracts to supply the supermarket chains with large volumes of the product. They fill the orders by obtaining contracts with farm producers who use their feeds, and often their supervision, to assure high efficiency in production at the lowest-cost per unit.

Processing companies may take similar action since it assures them a source of supply for raw products and keeps their plants operating at an efficient level, above the "break-even" point. It also helps them keep control of a share of the market for their output.

Most economists refer to integration as "horizontal" when there is a pooling of operations on the same level. If farmers pool their production through a cooperative association so as to improve pricing, it is "horizontal" in direction.

Or suppose processors merge, combine factories or buy up more plants to increase volume. It would be horizontal within the processing level.

Dr. E. P. Roy calls it "horizontal" when a single firm takes over everything from the production (farming) end to the retailing of the goods. To others, that would be a complete vertical system.

One hundred years ago, farmers were completely integrated in their operation. They produced the raw products. They processed them — churned butter, dressed out livestock and poultry, put eggs, fruits and vegetables in baskets and went to town, often knocking from door to door to sell them directly to the consumer.

But the gap slowly widened between the farmer and the consumer. Middlemen took over numerous services — processing, distribution and sales. Now, the trend flows toward tying operations together again. Some farmer co-operatives, such as the California Fruit Growers (Sunkist) have done a very thorough job of it. They produce, grade, pack, advertise and sell their own products. Modern "bargaining cooperatives" are an effort to integrate for pricing purposes.

Farmers today are often disturbed that certain forms of vertical integration put non-farm firms in "the driver's seat" and farmers surrender management rights to them. It does happen.

Yet, other farmers welcome it. It helps them find capital to keep the farm operation going. It often allows them to work full time on the farm with an assured income. No need to take a second job off the farm. The contract helps to boost the output of their farm operation without involving investment risks on the farmer's part.

The contracting firm has access to markets not available to the farmer as a "lone supplier." The contracting firm owns the products, of course, but it takes the main financial risks, often supplies the feeder stock, the feeds, the medicines and management supervision. The firm is responsible for the sale of the products. The farmer has no need to take his goods to market.

There can be disadvantages, of course. The farmer can get out of touch with the market. If he should be dropped from the program, or decide later to "go it alone" again, he faces a handicap in selling his products. And while he is producing for the company, there is full pressure to raise efficiency and keep costs down. He is not in an "easy" position.

INTEGRATION THREAT OR BENEFIT?

This topic comes at the request of the Michigan Farm Bureau delegates at the 1965 Annual Meeting. It has nothing whatsoever to do with civil rights or racial integration.

American agriculture and business have been "integrating."

Mergers and expansions are everywhere on the business front. They have become part of the fight for survival in a changing, competitive modern business climate. Small business firms find it hard to meet the pressures of large scale competition. Their answer is to merge.

Food distribution has become a new kind of business. The population "explosion" concentrated people in urban centers — creating large consumer masses. Vast volumes of food were required for them. Fast methods of servicing them became necessary.

Chains of self-serve supermarkets, shelving thousands of items took the place of the small corner grocery. Food purchasing became a contracting for vast volume shipments to the markets.

Competition between the retail chains has been very sharp. They all vie for a share of the consumer trade. They are highly consumer-conscious. They compete for consumer advantage by seeking to provide better quality, service and price to consumers.

Foods are purchased in large shipments on strict delivery schedules at volume discounts. Purchases are made only from companies or sources which can supply such volume under specifications.

The retail chains cannot afford the time and expense involved in dealing with small suppliers, including scattered, individual farmers, except for rare items like mushrooms.

Different kinds of "integrating contracts" are offered to farmers. Larger farmers, with considerable financial resources, may be offered a "limited contract." In this case, the farmer finances his own program, takes the risks, manages the production and sells a set quantity and quality of the product at a price agreed upon in advance. He can plan his output, often saving on expense.

A "full-management contract" does more to "take over" the farm operation. Farmers who lack capital for expansion often take such contracts. The firm supplies the capital and mostly "runs the show." It is part of the choice the farmer makes when he signs such a contract.

Depending on the contract — the farmer may provide the land and buildings, the electric power and his own labor. The company may provide everything else, including full supervision.

Sometimes the farmer is paid a set price per unit marketed. Other contracts pay him on a profit-sharing basis, or perhaps, on the basis of good feed-conversion ratios.

In our modern farming world, the question is not whether there will be more integrating. Rather, it is WHO will do the integrating. Farmers can do it themselves, through their cooperatives. Almost 100%

of the citrus fruits are produced and marketed through integrated cooperatives.

Such programs call for vigorous financing and strong member support. They often require the building or purchasing of modern grading and packing plants. Sales and distribution cost money, too. The program must control a good share of the available product.

And cooperative integration often calls for a new kind of relationship between the farmer and his co-op. With a "full-management" contract, a considerable degree of management by the co-op would be necessary.

The co-op would have other members' money "on the line." Participating members could not vote the co-op's authority away without ruining the cooperative.

The integrated cooperative would have no special powers in the market. It could not "make over" the market or expect special consideration just because it is a cooperative. It would have to meet competition with equal or better marketing services. But the co-op would do for farmers what private firms do not do. The earnings would belong to the participating members.

Some growers are integrating the sales of their products through the Michigan Agricultural Cooperative Marketing Association. New farmer groups are joining the program this year.

Farm Bureau Services offers a "participating contract" for egg producers who desire this kind of help. Producers get premiums for good practices and high feed conversion ratios. They share in price gains and absorb some of the slumps. But farmers realize more through this plan than under "flat rate" contracts.

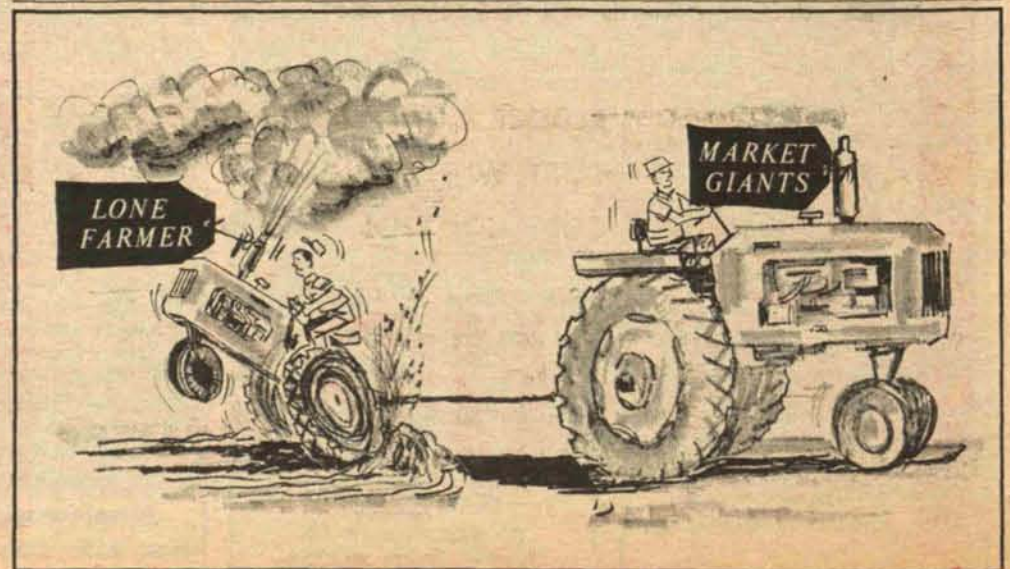
It is getting harder to "be independent" in the modern business world. Workers no longer "sell their labor" as individuals. His bargaining is integrated in his union. Business and industrial firms broaden their operating bases in larger and larger corporations.

Farmers have hesitated to integrate their operations and have faced disadvantages. The balance of power has been with the large operators. Farmers probably will have to sell some of their cherished independence in order to gain some of the power they need.

The Farm Journal asks, "Isn't it time for farmers to do a little of this bold kind of thinking?"

QUESTIONS

1. Can the individual farmer stand alone (remain fully independent) in an organized business world?
2. How can production under integrated contracts help some farmers? What are some of the handicaps?
3. What are some of the advantages when farmers "do their own integrating?"



"I'VE SEEN THE RESULTS YEAR AFTER YEAR!"



Robert E. Osterle
Dietz Rd., Williamston

"I know Farm Bureau's Corn Starter Fertilizer helps me get an earlier crop and more hard corn at the end of the season. I know, by using Corn Starter Fertilizer, I can grow a longer season corn and still have it get ripe. My corn last year did not mold in the husks like much of the corn in this area. I have used Corn Starter since it was available and I have seen the results year after year."

Throughout Michigan farmers like Mr. Osterle have experienced the same favorable results. By using the "Profit Partners" . . . Farm Bureau's Special Corn Starter Fertilizer and Michigan Tested Certified Seed Corn their crops have met or exceeded expectations. It only stands to reason that good farming practices, coupled with these quality fertilizers and seeds will result in the profit per acre so essential in today's agricultural picture.

Regardless of what crop you are interested in, your nearby Farm Bureau fertilizer dealer has the materials you need to get the profit per acre you want. Stop by and see him at your earliest opportunity. He has dedicated his business life to be of service to you and your neighbors. He is just as aware as you are of what can and should be done to assure your crops falling into the profit side of the ledger. Give him the opportunity to be of service.

4 BIG REASONS WHY MICHIGAN FARMERS USE THE "PROFIT PARTNERS"

1. Higher yields from Farm Bureau fertilizers and Certified Seed Corn.
2. Their crops mature at the earlier date.
3. Farm Bureau fertilizers, whether bagged or bulk, flow more freely, thus eliminating problems in the field.
4. Produced in our Saginaw and Kalamazoo plants, our fertilizer is quality controlled throughout its manufacturing process, to assure you of getting the most for your money.



SHOP WHEREVER YOU SEE THIS EMBLEM . . . IT IS YOUR GUIDE TO QUALITY COUPLED WITH ECONOMY.

REDUCE YOUR UNIT PRODUCTION COST WITH SERVICES' COST CONTROL PROGRAM—

Save when you buy . . . save as you use the product . . . get greater yields . . . save when you market . . . Farm Bureau Services quality products can help you lower your Unit Production Cost.

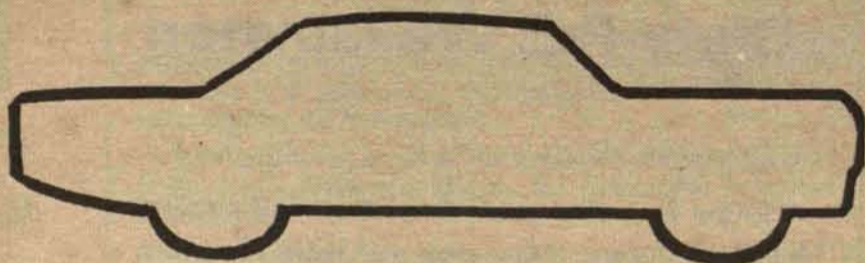
U.P.C.

FARM BUREAU Services INC.

4000 NORTH GRAND RIVER AVE., LANSING, MICH.



Farm Bureau Services is a major component of the Michigan Farm Bureau.



MEMBERS ONLY.



✓ **best protection**

✓ **lowest possible cost**

The Farm Bureau Mutual *Family Automobile Policy* is for Members only. It's an insurance contract which has been specifically designed to meet the needs of Michigan farm families. It protects you and your family – your car(s) – and your legal liability. (There's another special policy to insure your farm trucks.)

As a Farm Bureau Member, you can have the very best protection – at the lowest possible cost. For example, you get a 10% discount when you insure two or more cars with Farm Bureau Mutual.

If you don't have all your cars and trucks insured with Farm Bureau now, why not call your local Agent? Ask for a comparison of coverages, cost, and service.

CALL THE FARM BUREAU INSURANCE OFFICE NEAREST YOU:

Adrian, Ph. 265-5255
 Allegan, Ph. 673-6651
 Allendale, Ph. 895-4381
 Alpena, Ph. 354-5815
 Ann Arbor, Ph. 663-3141
 Bad Axe, Ph. 269-8421
 Bay City, Ph. 684-2772
 Berrien Springs, Ph. 473-4791
 Caro, Ph. 673-3232
 Cassopolis, Ph. 445-3134
 Centerville, Ph. 467-4325
 Charlotte, Ph. 543-2860
 Coldwater, Ph. 278-5106
 Drayton Plains, Ph. 674-0453

Flint, Ph. 789-9109
 Grand Rapids, Ph. 361-7379
 Hastings, Ph. 945-2174
 Hillsdale, Ph. 437-2458
 Howell, Ph. 546-4920
 Ida, Ph. 269-9145
 Ionia, Ph. 527-3960
 Ithaca, Ph. 875-4626
 Jackson, Ph. 784-0917
 Kalamazoo, Ph. 327-4401
 Lapeer, Ph. 664-2022
 Marshall, Ph. 781-3651
 Mason, Ph. 676-5578

Memphis, Ph. 392-2595
 Mt. Pleasant, Ph. 772-6361
 Owosso, Ph. 725-5274
 Petoskey, Ph. 347-2111
 Paw Paw, Ph. 657-3350
 Reed City, Ph. 832-9681
 Saginaw, Ph. 755-4495
 St. Johns, Ph. 224-3255
 Sandusky, Ph. 648-2800
 Scottville, Ph. 757-3151
 Traverse City, Ph. 947-9452
 Washington, Ph. 781-4241
 West Branch, Ph. 89

**FARM BUREAU
 INSURANCE
 GROUP**

Farm Bureau Mutual - Farm Bureau Life - Community Service, LANSING

