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CO-OP 14% Dari-Flo Dairy Ration can be purchased in pellets or mash, in bulk or bag, from your Co-operative. Keep in mind too, that if you still have grain, you can formulate your own balanced ration with CO-OP 32% Dari-Flo Dairy Supplement.

Consult your Co-operative feed specialist for further information on the best utilization of your home grown grains.

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Farmer and consumers could be partners

by Peter Hannam
If you pay attention to the media, you would think that farmers and consumers are the greatest enemies. Each group thinks that they are being ripped off

by the other: consumers want lower food prices; and producers jealously guard their marketing boards, and their right to make a decent living.

The vendetta between Beryl Plumpre and Eugene Whelan always captures headlines, and polarizes Canadians. These two individuals epitomize the struggle between producers and consumers.

But farmers and consumers are not enemies! We need each other now more than ever before. And we need to understand each other better.

Inexpensive Food
Farmers must realize that there will always be complaints about high food prices, regardless of how inexpensive food really is. It is the one item in the family budget that must be paid for each week in cold, hard cash — not usually tempered with painless charge cards or cheques. Therefore, the consumer is going to be much more sensitive to price increases in food than in cars, T.V.'s or fur coats.

Farmers must realize that consumers are necessary to buy their products. They must remember that if they want constructive farm policy

from governments, it can be achieved much more readily if the consumer understands farm problems and is sympathetic.

Therefore, it is absolutely essential for farmers to woo the consumer, to tell her the facts, and to get her support for a stable, viable farm economy.

And, the consumer must recognize that her food supply depends on keeping farmers in business.

She must understand the cyclical nature of food production. Where market forces are allowed to play with prices, then good prices lead to increased production, which, in turn, lowers food prices to the extent that some farmers go out of business. Production then slows down and prices return to their high levels, and shortages could develop.

Biggest farm problem
She must understand that our biggest farm problem in Ontario is our ability to over-produce food. Farmers are so efficient here, that we could produce ourselves out of business, if we attempted full throttle production of most food items.

Cheap food is, in fact, a penny-wise and pound foolish kind of policy. Our food production industry must be maintained, and our food land must be preserved for future generations who may not have the luxury of

wallowing in surpluses at farmers' expense. The best way to achieve these goals is with economic stability and incentives in the market place. In other words, consumers must keep farmers in business by paying reasonable prices for food!

Foreign Countries
Not many of us realize just how precarious our food supply can really be. If Canadian farmers are forced out of the industry, there are not many countries who can supply Canadians with food.

And no one should be lulled into believing that you can rely on foreign countries for cheap food — any more than you can rely on them for cheap oil. It must be remembered that even the United States has stopped exports of certain foods into Canada, as well as other

countries, in recent years.

Retailers and Processors
So, why the constant battle between farmers and consumers?

These two groups need each other, and it can be easily understood that a viable, stable food industry will benefit both groups.

By joining forces, they can exert a very beneficial influence on all segments of the food industry, including the retailers and processors.

Instead of drawing battle lines along the Plumpre-Whelan no-mans-land, we would be much better served to reflect on the theme of the recent Ontario Federation of Agriculture Annual Convention — "Farmers and Consumers — Partners for Progress."

Ministry to sponsor five day bus tour

by Robert A. Humphries
Associate Agricultural Representative
Junior Farmer Soil & Crop Tour — 1976

The Ministry of Agriculture and Food will again be sponsoring a five day bus tour for young farmers.

This year the tour will be in Eastern Ontario and will visit the Counties of Lanark, Grenville, Dundas, Leeds, and the Regional Municipality of Ottawa-Carleton.

The tour provides an opportunity to study the way a number of farm operators are applying principles of soil and crop management to the overall operation of their farms.

The tour is open to two delegates from North Simcoe between the ages of 18 and 29. The registration fee is \$20.00. The tour dates are July 19th to 23rd.

If you are interested, please call the Agricultural Office at 322-2231 before Friday, June 25th.

Blackbird Research Team to Visit County

A team of scientists from the University of Guelph will be visiting farms in North Simcoe on June 22, 1976.

They hope to collect information from farmers in the Coldwater area to help set the groundwork for a research project on blackbird control.

At present they hope to visit the farms of Ron Jones (Midland), Joe Gratrix (Waubashene) and Stewart Alderson (Coldwater). Other farms may be added later.

An open agenda meeting will be held at 7:30 p.m. at the Coldwater Courthouse. All farmers are invited to attend and participate. Complete information on the visit is available at the Agricultural Office in Elmvalle.

N.S.S.C.I.A. News
The North Simcoe Soil and Crop Improvement Association crop demonstration area on County Road 11 at Midhurst can now be visited by interested members and friends.

The fifteen acre area features a demonstration of sorghums and varieties of sudan grass. There are plots of barley and oats underseeded to hay species.

Directors of the Association will be meeting at the plots on June 24th to plan summer projects.

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