

TOMORROW'S TOP FARMER can be recognized TODAY

The characteristics of top farmers show remarkable similarities when personalities are eliminated and you look only at their farm account books. Many of the state universities regularly analyze and study record books of cooperators located throughout their states. What do these analyses show?

High profit crop producers have a greater proportion of their farms in high income crops. In states such as Indiana, Illinois or Iowa, top operators will have 5% to 10% more of their land in corn and soybeans than will lower profit farmers on the same size farms. In states further west and north, the higher profit operators will run more wheat and perhaps potatoes or dry beans rather than barley or flax. They know what crop does best for them; then they grow more of it.

You'll nearly always find the really top farmers using more fertilizer than the lower profit operators. But you'll also find they have a better organized and planned fertility program. In other words, they take a balanced approach to fertilizing. Basic lime or phosphate requirements aren't ignored.

When crops are sold almost all the better operators receive a higher price per bushel than the average farmers. This is often due to the fact that

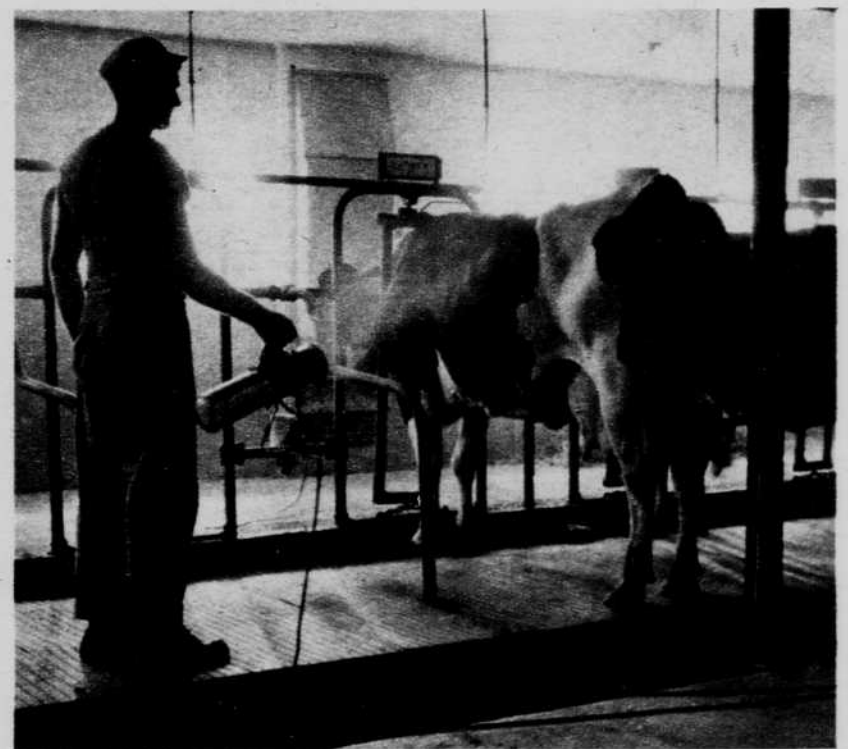
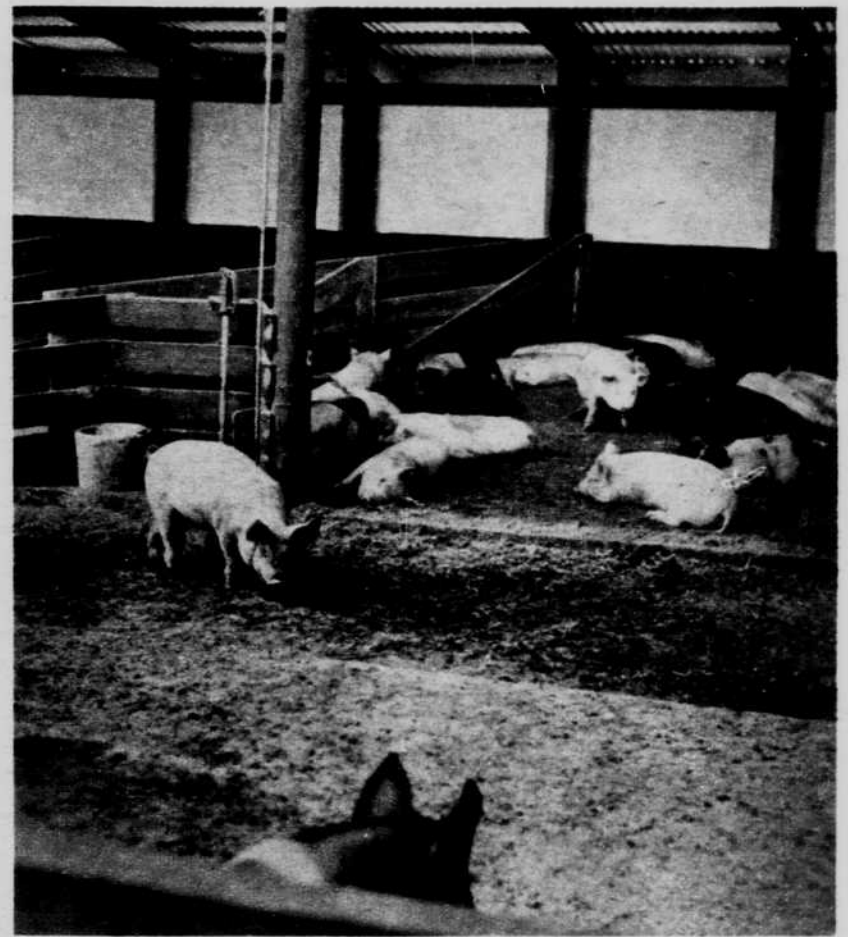
they produce more uniform, higher quality products. They also keep up on market prices and trends and have a basic plan of marketing in mind.

On the livestock side the most outstanding characteristic you'll notice on top profit farms is that the livestock enterprise is much larger than average. Best profits are partially achieved through having a high volume operation. They will often sell more livestock per breeding animal owned. For example, they'll sell more market hogs per sow kept; market more feeders per cow due to a higher calving rate. High profit livestock producers also consistently show a much greater return per dollar of feed fed.

Top farmers will choose their livestock enterprises based on their strengths and limitations. If labor is scarce, you'll usually find they will have cattle feeding enterprises; if labor is plentiful, they may be dairymen. But generally they look for enterprises which have low labor requirements in relation to gross income.

Better farmers can usually keep overhead costs down since they have a larger livestock enterprise to cover these costs. They will usually spend more money to do the job where the profit prospects look encouraging too.

Confinement hog finishing is catching on fast in all areas of the country. Top-notch farmers like confinement finishing since they can get faster, more efficient gains from using carefully mixed complete rations and they are able to make more profit from cropping the land than using it for hog pasture. While labor efficiency is not much better with confinement than with well managed pasture programs, it's possible through the use of automated equipment to reduce the effort and drudgery required.



No Milk Residues from Terramycin* in feed used to increase milk production

Tests with over 2300 dairy cows over a 186-day lactation period showed that Terramycin increased milk production by 0.87 lb. per cow per day.

There were no detectable milk residues where Terramycin was fed at the recommended level of 75 mg. per cow daily.

This was shown by both milk assays and by testing for cheese and other culture-retarding activity.

And Terramycin produced a profit of nearly \$7 for every \$1 invested.**

*Brand of oxytetracycline—Reg. U.S. Pat. Off.
**Based on using TM[®]-10 in the feed.

Terramycin Crumbles are an easy way cows can get the recommended rate of Terramycin. Crumbles give cows a bonus in vitamins A and D, too. Each lb. has 150,000 units of A and 16,000 units of D at no extra cost.



Chas. Pfizer & Co., Inc.
235 East 42nd Street
New York 17, N.Y.

Science for the world's well-being®

Careful attention to all management details, such as regular systematic fly control, is the reason why most successful dairymen are able to get a higher return for every dollar of feed fed than do average farmers. Studies at several colleges have shown that regular spraying with a good knock-down spray plus a repellent will pay off in extra dollars of milk produced. A complete control program for flies requires clean premises, use of a good larvicide in areas where you can't clean regularly, a residual spray for building interior, plus animal spraying at milking time. In areas where face flies are a problem, a special syrup-insecticide mixture may be required to keep them under control.