

OPPORTUNITIES FOR INCREASING FARM INCOME - An Outline of a Talk
at the Annual ASC Conference -
By - David S. Weaver, March 19, 1957

If I could give a formula that would guarantee increasing income,
I would be the happiest man in the United States. Each farm presents
individual problems such as:

Size

Soil type - fertility level

Topography - slopes, flats

Water - a big one

Closeness to markets

Resources - such as credit and labor that are
available.

But the greatest of all is the initiative, aggressiveness and desire
of the farm family. A passion for improvement.

A question: What is the job of the farmer? It is to take the resources
provided by nature and combine them in the best possible way to provide
FOOD AND CLOTHING for the Nation.

The farmer creates the best environment for the growth of plants and animals:

He selects the fields.
He understands the soil.
He adds necessary fertility.
He prepares the seed bed.
He decides on a crop.
He selects the variety.
He plants it just right.
He cultivates it.
He kills its enemies, insects, diseases, weeds.
He harvests at right time.
He cures and stores it.

The most complex job in the world dealing with living matter - germ plasma
to produce plants and animals.

Here is my idea of what every farmer should do to increase his income:

1. Do the very best job on every crop or enterprise that can be done.
 - A. North Carolina farmers produce the world's:
 - (a). Finest flue cured tobacco.
 - (b). Best gating peanuts (North Carolina type)
 - (c). Highest quality cotton.
 - B. Why should we not continue to produce these things when:
 - (a). We know so well how to.
 - (b). We have the facilities for doing.
 - (c). We have established markets for.
2. Plant every acre you can plant and take care of properly. Don't let a part of your "factory" remain idle.
3. Increase your efficiency and that of your labor in every practical way by:
 - A. Using machinery and power where practical.
 - B. Increasing yields per acre by:
 - Optimum fertilization.
 - Controlling soil moisture.
 - Proper cultural practices.
 - C. Save the crop you plant by:
 - Killing insects.
 - Controlling disease.
 - Eliminating weeds.
 - Timeliness of all operations.
 - D. Add such additional enterprises as will use labor and equipment the year around. Often some animal production will do this, as animals require more labor in winter when crops require less.
4. Improve and maintain the quality of your product by:
 - A. Using proper varieties.
 - B. Carrying out best cultural practices.
 - C. Adequate protection from weather, insects, spoilage, and rodents.

Producers who do not pay attention to QUALITY will soon have no market.

5. Manage your land so as to produce maximum yields per acre and increase its fertility.

In the long run, proper management of your land is your greatest responsibility. It will not only increase your income, it will insure your remaining in business.

6. Put into effect every measure to conserve your soil and water resources.

They will prove your greatest asset and become more valuable as time goes on. Land is the one NON-REPLACEABLE RESOURCE and the very strength of the NATION depends on maintaining it.

WATER is almost the nation's greatest internal problem. It is difficult to handle the water problem. Water always on THE MOVE. Falls on one man's land and runs to another - WHO OWNS IT? A very complex situation.

7. You and all the families on your farm should grow and conserve as much home consumed food as is practical.

While it may not be practical or economical for you to raise your own fruit or even keep a family milk cow, many low income families will make money by growing their home food supply. These low-income families have the land, the labor and can get the know-how. Modern equipment and appliances such as canneries, freezers, etc. make this possible.

A Dollar Saved Is A Dollar Earned!

8. Put every acre not needed for cash crops or animal feed in trees.

Our most neglected source of income and one of the best ways to conserve soil and water.

9. With your neighbors help develop year round markets for quality products - get a reputation for quality by:

- Using the right varieties.
- The right handling.
- Harvesting at right time.
- Proper packaging and processing.
- Proper promotion and sales.

All will help you SELL which is NOW as important as production.

10. Take advantage of every type of help you can get from State and Federal Agencies.

Education - many agencies.
Services - such as marketing.
Payments - (Such as ASC).
Credit - Farmers Home Administration.
Farm Credit Agencies.

11. Keep up the value of your farm and improve it!

Keep buildings, fences, roads, machinery in good repair and protected from weather.

Paint up and beautify your buildings and farm.

Help values in your community by working to get good roads, telephones, schools, churches.

Beautify your community.

It will help you in many ways!

12. Provide security for your old age and for your children.

Use insurance.
Social Security.
Savings.
Investment.

Look to the future!

13. Join a farm organization. It will help in many ways.

Through organization you can do many things you can't do by yourself!

1. Farm Bureau and Grange.
2. Home Demonstration Club.
3. 4-H Clubs.
4. Parent Teachers Association.
5. Cooperatives - of all types.
6. Develop the leadership that lies dormant in every community!