

URBAN AUDIENCE FOLLOWED PROGRESS OF SOYBEAN FIELD IN A SERIES OF REPORTS

TV Crew, Viewers Grow Soybean Crop

"I'd rather drive a truck loaded with nitro," was the final comment by a TV news producer in Cincinnati, Ohio who last year participated in an unusual experiment on a nearby farm owned by Norman Purdy. The TV crew leased land from Purdy and then took their thousands of city viewers through the season-long process of planting and harvesting a soybean crop.

The idea originated with the Farm Bureau. They approached the TV station with the idea and when it was accepted, Purdy volunteered to work with the inexperienced crew.

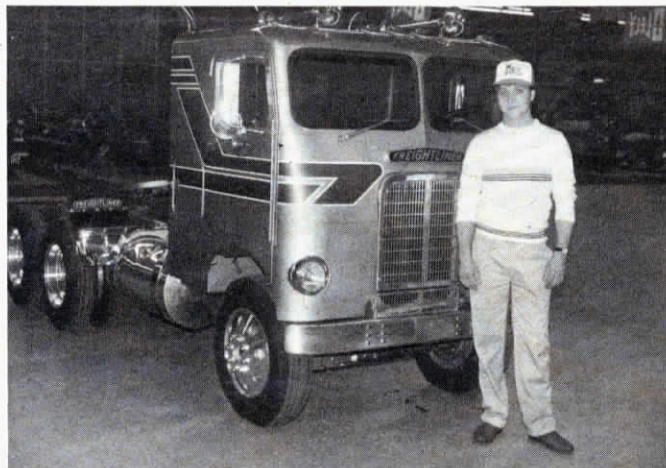
"It was a very successful experiment in that we educated a lot of people. In a series of 8 or 9 reports over the year we tried to show both the good and bad of farming without slanting it either way. I think people got a good idea of what it takes to grow a crop and how difficult it can be to make a profit when things go against you," says Purdy.

The TV crew rented 1 acre of land and paid custom rates (using county extension figures) to plow, plant, fer-

tilize, cultivate and harvest the soybean crop. During each operation the crew filmed the work and did extensive reports, visiting with Purdy and detailing the actual field work. The audience got caught up in watching "their crop" mature and experienced the anxiety of almost continuous rainfall through November until they were finally able to get the crop off at a high 23% moisture. Drying costs on the 30 bu. crop eliminated any hope of a profit and the TV crew took a \$10.04 loss on their one-acre field.

"We tried to explain to them that there were other benefits of that soybean crop that are difficult to measure. It provides nitrogen for the soil and we'll have herbicide carryover that will benefit us next year," notes Purdy. He says several other Ohio cities have organized their own farm-TV partnership and that the Cincinnati group hopes to do it again next year on a different farm.

For more information, contact: FARM SHOW Followup, Norman Purdy, 7740 E. River Road, Hamilton, Ohio 45014 (ph 513 738-1916).



Interested showgoer poses by truck to help illustrate its mini-size.

TOOK THREE YEARS TO BUILD

"Pint-Sized" Semi Truck Perfect In Every Detail

Showgoers at a recent Northwest farm show were amazed at the perfect detail of a down-sized semi built by Kenneth W. Self, Lake Oswego, Ore.

The mini-semi is an exact replica of a 1960 Freightliner built at 2/3 scale. Horns, lights, wheel hubs, frame work and sheet metal were all built to scale using the original company

blueprints. Cab and chassis were fabricated from the ground up and construction took over three years.

The inside of the cab and the control panel also resembles a real Freightliner and the truck, which is powered by a 5.9 liter diesel engine, has plenty of over the road power.



Giant ostrich eggs sell for about \$20 apiece while a 2-yr. old hen brings as much as \$2,500.

SALE OF BIRDS PROVIDES PROFITABLE SIDELINE TO COW-CALF OPERATION

Ostriches Liven Up This Oklahoma Farm

"They'll eat beer cans or glass bottles so you have to be careful. One bird took my eyeglasses right off my head and I had to retrieve them from her throat," says Bob Moore, Inola, Okla., a cow-calf operator who's developed a profitable sideline business raising ostriches.

Moore, who obtained his first breeding stock from a zoo, says ostriches are easy to raise because they require little care, are not fussy eaters, and take little room.

Moore pastures the birds in groups of 3 — one male and two females — in 2½ acre pens. Woven wire, 5-ft. tall fences keep them in.

Females lay an average of about 50 eggs per year, of which about 90% are fertile. Approximately 80% of the fertile eggs hatch out and about 80% of the hatched birds survive to adulthood — about 3 years of age — when they can be bred. Moore sells the non-fertile eggs to hobby shops for

about \$20 apiece and says the egg revenue just about pays his feed cost, which consists mostly of alfalfa cubes and mixed grasses.

Birds sell for anywhere from \$450 for a 1-mo. old bird to \$2,500 for a 2-year old hen.

"Most of the time they're gentle and make good pets but during breeding time they get testy and you have to watch out. One kick can knock you over. They're very territorial and will kill a dog or coyote that invades their territory," says Moore. During breeding he gathers eggs with a scoop that's got an 18-ft. handle.

In addition to ostriches, Moore raises other exotic birds and animals, including emus, rheas, and African pygmy goats.

For more information, contact: FARM SHOW Followup, Robert L. Moore, Flying "M" Ranch, Rt. 2, Box 418, Inola, Okla. 74036 (ph 918 341-5845).