



NORTH DAKOTA Farm Research

Bimonthly
Bulletin

Vol. 36, No. 2

September-October, 1978



Guest Column



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Athletic Director

The fifth annual North Dakota State University Harvest Bowl football game and the sixth annual Agriculture Recognition Day are scheduled for 1:30 p.m. on Saturday, October 28, 1978. However, the Harvest Bowl and Agriculture Recognition Day represent much more than an athletic contest between the NDSU Bison and the Morningside College Chiefs.

During the spring months of 1973, NDSU President Laurel D. Loftsgard utilized an idea which had been expressed in earlier meetings of the NDSU Alumni Board. This idea was to more appropriately recognize agricultural people of the area. From this initiative on his part, plans were developed and the first Agriculture Recognition Day was held on September 22, 1973. The plans were to have representation from each of the counties in North Dakota and some of the selected nearby counties in Minnesota as special invited guests to visit NDSU for a day of recognition. These guests were to be respected community citizens dedicated to agriculture as a vocation, to good community life, and who could be regarded as "representative" of their home area. These are the kinds of people who quietly and effectively produce our food and fiber, support our communities, and maintain their homes in the rural areas. The day of recognition would include a Bison home game at Dacotah Field. (The Bison won over Montana State University 34-17.)

Dr. Robert Johansen, Professor of Horticulture at NDSU, is credited with the original idea of having a special day to recognize the importance of agriculture. Thus, for the fall of 1974 plans included having the first Harvest Bowl football game. Dr. Glenn Peterson was honored posthumously for his outstanding research in the barley breeding program and as a symbolic salute to all agricultural scientists and the agricultural research program of the Agricultural Experiment Station. The second Agriculture Recognition Day coincided with the Harvest Bowl. (The Bison defeated the University of Wisconsin-Milwaukee 14-6.)

The previous success of both ventures caused a slight realignment of plans for 1975 when the Harvest Bowl was oriented toward the specific agricultural commodity sugarbeets. The Agriculture Recognition Day retained its original concept with some integration of the two events for the same day. Pioneer sugarbeet growers in the Red River Valley were honored as a salute to all the

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On the Cover: NDSU's annual blending of athletics and agriculture, Harvest Bowl-Agriculture Recognition Day, is symbolized by two members of the Bison football team majoring in agriculture. They are Jim Lehman and Russ Shroyer, both sophomores in agricultural economics.
Photo by Harold Caldwell

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Farm Research

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A BIMONTHLY progress report published
by the

**Agricultural Experiment Station,
North Dakota State University of
Agriculture and Applied Science**

Fargo, North Dakota 58102

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Farmland values increased at a slow rate from 1967 through 1972. The change from 1972 to 1973 and since has been substantial, but with the rate slowing in late 1977 and into 1978.

The USDA index shows that North Dakota land values have risen 3.6 times from 1967 through 1977. However, the U.S. Consumer Price Index (CPI) for all items has risen from 100 in 1967 to 186.1 in December, 1977. The U.S. Wholesale Price Index (WPI) for all items rose from 100 in 1967 to 198.2 in December, 1977. The net or real increase in farmland values, after taking into consideration the decline in the measuring stick, the U.S. dollar as measured by either the CPI or WPI, has been much less during the 11-year period.

What's Ahead

The major forces acting in the 1977 farmland market will continue in 1978. However, recent changes in crop and livestock prices suggest a more active market in 1978. Land is the hedge against inflation that farmers know best. Many nonfarmers also hold this view.

Writing last fall in the then discouraging farm product price situation, most (61 per cent) of the reporters expected 1978 farmland prices to be about the same in their service areas as in 1977. One-fourth expected some declines, while 15 per cent expected to see continued land value increases. Over one-half of the reporters indicated that commodity prices were affecting the land market, with investment and tax shelters being a second factor.

The reporters in the North Dakota survey reported large increases in 1973 through 1976 and only a small increase for 1977. Different reporters, number of reporters, survey procedures, and reporting periods account for some of the variation in estimated values from other agency surveys. The results of this study have usually been more variable in the rate of change, and the estimated values have been generally higher each year. Another source of estimated average farmland values is the U.S. Census of Agriculture, which reports every five years and provides the only source of county estimates.

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sugarbeet growers. (The Bison beat the University of South Dakota 28-3.)

In 1976 the Harvest Bowl honored the potato industry and acknowledged outstanding potato producers in the area. Again, the Agriculture Recognition Day was part of the total salute to agriculture on the same day. (The Bison scored 24-0 against the University of Northern Colorado.)

Last year, 1977, the Harvest Bowl selected the livestock industry for special tribute. Eighteen outstanding North Dakota and Minnesota farmers and ranchers were cited for their contributions to their respective livestock endeavor, including beef, dairy, sheep, swine and poultry. The Agriculture Recognition Day activities were again held on the same day as the Harvest Bowl and as an integral part of the total program. (The Bison beat the University of South Dakota 9-6.)

The 1978 Harvest Bowl salute will be to the cereal grains, and the Agriculture Recognition Day will be more fully integrated than in any previous year. It appears now this special occasion may be properly termed the Harvest Bowl-Agriculture Recognition Day.

While the overall primary mission for North Dakota State University is the education of its students, the purpose of the Harvest Bowl-Agriculture Recognition Day is

to give public recognition to the importance of agriculture. Contributions from agriculture to the quality of life in North Dakota and the Upper Midwest often go unheralded, and the excitement surrounding a football game, together with recognition of individuals who have made significant contributions toward a successful agriculture, provide an excellent combination to accomplish this purpose.

Competitive athletics is where discipline, dedication, teamwork, self-sacrifice, and just plain hard work are taught, closely paralleling the demanding life style traditional in the agricultural community in the Upper Midwest.

The Bison remain undefeated in Harvest Bowl-Agriculture Recognition Day competition. We also feel the event is a winner as it relates to the promotion of the agricultural industry. It is our hope we are helping to create a much needed awareness about the industry responsible for 85 per cent of the new wealth in North Dakota, and for this reason encourage support for this endeavor.

I take this opportunity to thank all of those who have helped to make the Harvest Bowl-Agriculture Recognition Day a highly successful event, and most especially to those who have accepted the invitations to visit the campus and receive their highly earned recognition.

Agricultural Experiment Station
NORTH DAKOTA STATE UNIVERSITY
of Agriculture and Applied Science
University Station
Fargo, North Dakota 58102
Publication

Albert L. Hayden

DIRECTOR

to

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U.S. DEPARTMENT OF
AGRICULTURE
AGR 101



BULK THIRD-CLASS