

U A Prexy Lauds Agriculture

To Our Readers

We are pleased to present these remarks from Dr. John P. Schaefer, who became president of the University of Arizona on July 1, 1971. He replaced Dr. Richard A. Harvill whose outstanding career as chief administrator of the University covered a 20-year period of unprecedented growth and development in which our college shared.

Tall, square shouldered President Schaefer entered his new position

with the enthusiasm and with the outlook of a young man on the move. He brought to the office 10 years of experience on the UA faculty — first as a member of the Chemistry department and later as head of that department. At the time of his presidential appointment, he was Dean of the College of Liberal Arts.

Harold E. Myers, Dean
College of Agriculture, and
School of Home Economics

Since July when I became president of the University of Arizona, I have visited many communities in our state and listened and talked to many of our citizens. It is evident from these visits that our University is playing a most responsible role in development of this state's agricultural industry.

Active and clear channels of communications link all parts of the state to our agricultural college and its 32 extension offices and branch experiment stations. The free, two-way flow of information through these channels is the key to successful interaction between ranchers and farmers and teachers and scientists. This close cooperation and teamwork has been a major factor in boosting Arizona's average farm income far above any other state and twice that of second-ranked California.

From the time its Experiment Station was organized in 1889, the University has worked closely with Arizona's agricultural communities. As we travel about our 14 counties today we can see much evidence of accomplishments brought about or supported by our College of Agriculture.

Recently our researchers found that narrow row planting could boost cotton production. UA agents and specialists helped establish field trials so producers could compare traditional, wide-spacing with the new, close planting method.

Not many years ago virus disease threatened Arizona's \$35 million dollar year citrus crops. To combat the disease nurserymen and UA researchers teamed up with producers to organize the blue tag, indexing program that provides virus-free nursery stock.

In UA laboratories plant scientists are prying into water carrying systems of plants. They are searching for water efficient varieties that will give top production with the least amount of moisture.

Our livestock producers, troubled by rapidly rising land prices, find grazing ranges being priced out of their reach. UA animal scientists are studying confinement and semi-confinement practices of dry lot cow-calf units and irrigated pastures to ease the cattleman's production problems.

Environment and pollution have been watchwords around the college for many years. Current research is aimed at determining the exact effects of pesticides on man. Other investigations are concerned with biological controls for diseases. Agricultural engineers are constantly checking crop management practices that will result in less dust and erosion from wind and water.

Several programs in our agricultural college are aimed at the health and comfort of those who live in Arizona. Many of our disadvantaged families are eating more tasty and healthful meals today than they did only a couple of years ago. Local aides, trained and supervised by home economists from the college, help these low-income families select proper foods and prepare meals that will provide healthy diets.

Other programs help communities find resources to solve housing, recreation, industrial development and beautification programs.

Teaching in the College of Agriculture, as well as the rest of the University, keeps

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pace with our rapidly changing society. Agricultural students counsel with their faculty advisers on a one-to-one basis. This system at the UA is recognized as one of the best in the country.

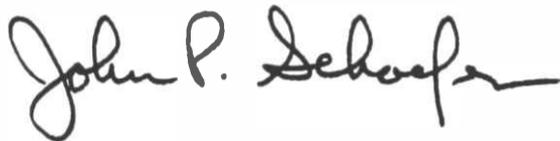
Our new agricultural internship program combines practical experience in agribusiness with academic study during a student's college career

Constant revision and addition of courses keeps our agricultural curriculum relevant to current needs and demands. New programs for undergraduates include food science and technology, agricultural internship, animal health science, fisheries management and natural resources recreation.

As you might expect, our fall enrollment this year of nearly 1600 undergraduate and graduate students in agriculture and home economics marks an all-time high.

Back in 1908 Liberty Hyde Bailey said, "The college belongs to the people of the state. It will justify its existence only as it serves the people." We have the same feelings today. With forethought and good planning we will continue to grow and maintain our high level of accountability with the people throughout the state.

I appreciate this opportunity of visiting with you about our College of Agriculture. We are proud of its three divisions — Resident Instruction, Agricultural Experiment Station and Cooperative Extension Service — and the excellent work they are doing.



JOHN P. SCHAEFER, President
University of Arizona



University of Arizona President and his family are featured on the cover of *Progressive Agriculture in Arizona*. With daughters Susan, 7, (on the president's lap) and Ann, 10, Dr. and Mrs. Schaefer have shared an interest in camping, bird watching, rockhounding, music or just swinging in the yard.

Electronic Farm Records and Effective Management Decisions

by John Wildermuth,

Scott Hathorn, Jr.,

Mudathir Ali Ahmend, &

Charles Robertson*

It is not surprising, in view of the frequently used Madison Avenue sales techniques, that at this point in time some individuals still consider computers as magical devices capable of erasing human fallibility and to some extent, even all of the problems associated with decision making in the agricultural firm. However, it was a surprise for us to discover, based on the preliminary results of our cooperative research project involving farmers who are currently keeping their farm records on AMAP¹, that there may still be more fantasy than fact in the current use of electronic record-keeping systems for a very practical purpose — namely as an aid to farm planning. We are currently attempting to establish just how far into mechanized farm planning it might be practical to go. In the meantime, we feel it is worthwhile to provide interested readers with some generalized guidelines for evaluating electronic farm record-keeping systems.

The Promise of EDP May Be Misleading

Effective decision making in any business requires both an adequate

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¹ AMAP, Arizona Management Accounting Program, is an electronic record-keeping system developed at the University of Arizona under a cooperative agreement between Cooperative Extension Service and several large business firms. The accounting program was previously titled MAP-72.

procedure for analyzing alternative courses of action and the proper information to use in the decision process. In this regard, the potential applications of electronic data processing systems (EDP) in agriculture offer much promise. However, it is important that the computer is a tool whose performance like that of a tractor is dependent upon the controller's ability to tell it what to do. The point is well illustrated by the following excerpt:

"Some years ago, a well-known passage . . . was translated by computer into Russian and then from Russian back into English. The words fed into the machine were: 'The spirit indeed is willing, but the flesh is weak!' What came out from the double translation was: 'The liquor is good, but the meat is spoiled!'"²

Undoubtedly, most of you have, or will come in contact with, output from a computer processed accounting system which could be equally as misleading as the above translation if you attempted to apply the program output to your decision making process. Two major factors are responsible for such difficulties. First, the bulk of the electronic accounting programs currently in use by both public and private agricultural con-

² Lampher, Buel F., "Summary of Current Farm Management Applications Which Utilize EDP Technology," *Computer Use in Farm Management Analysis and Production Decisions*, C.S.R.S., U.S.D.A., Washington, D.C., Aug. 1969, pg. 17.

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