

## Effective Marketing Needs Farmer Incentive



Paul Babey, chairman of the National Farm Products Marketing Council and Ralph Ferguson, a member, spoke to Broiler Producers in Jarvis last week. Gary Sytsma (right) is chairman of District 4 of the Ontario Broiler Producers' Marketing Board (Staff Photo)

## Land Sought By Unknown Party For Unknown Use

For the second time this year, farms bordering the Haldimand-Norfolk boundary are being sought by an "unknown" party for an "unknown" use.

A press conference was called in Jarvis last Wednesday night by Andrew Cherkas, a Toronto-based real estate man, to announce an unknown party is interested in purchasing anywhere from 5,000 to 10,000 acres of land. Mr. Cherkas told reporters his firm is offering six-month option agreements with 30 days to closing.

Deposits are \$2 an acre or \$200 for a 100 acre farm. The minimum deposit is \$100.

If the option is exercised, he said, terms of the agreement include a 25 per cent down payment and farmers would carry a five year mortgage at eight per cent. Should the land be required earlier, farmers would receive two-year notice before they would have to leave.

Although the proposed use for land was not released, Mr. Cherkas said the people he represents are not speculators, but developers.

Mr. Cherkas provided reporters with copies of the option agreement form letters delivered to farmers and lists of the firm's local brokers and representatives. Brokers have been hired from Simcoe, Jarvis, Hagersville, Waterford and Port Dover. 30 men were reported working in the field.

Mr. Cherkas said the agricultural worth of the farmland in the area involved was appraised at an average of \$300 an acre. He said his company is offering \$700 an acre for the land plus an additional

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Bob's Shop, a well known Jarvis business run by Mr. and Mrs. Robert Lysch, closed last week after 26 years of business. Mr. Lysch ran the men's clothing and dry goods store until six years ago when he acquired the position of clerk of Jarvis. Then, Mrs. Lysch took over. She told the Record Thursday that she plans to retire. However, she will continue working with flowers - her hobby. The store will be turned into a law office for Sheppard, Sheppard and Sheppard. (Staff Photo)

## Firehall Renovation Cost To Be Investigated

The Village of Hagersville should probably be ashamed of its present fire facilities. Reeve John Kincaid told firefighters and the council at Monday's meeting.

"It's known throughout the whole of Haldimand County that we have the best fire company." But, the village has one of the worst firehalls, he said.

A delegation including fire chief, Bill Mc-

Clarty, Peter Laidlaw, Steve Lougheed and Robert Shoup met with council to discuss the feasibility of renovating and expanding the present outdated building.

Peter Laidlaw, spokesman for the firemen said the group is basically interested in better accommodations than they presently have. Firefighters are not proposing a change in location, but a larger area - perhaps four

bays, he said.

He suggested a couple avenues council could explore. If the town felt it permissible, they could "tear down what's there and do a cement block building." Just a basic building with four bays and washroom facilities, he said. Or, if it is feasible to remodel the present building, the firehall could be extended one way or another.

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Bill C-176, legislation enabling farmers to form national marketing agencies, allows "the provincial commodity boards to work not as competitors in Confederation, but as partners..." Haldimand-Norfolk Broiler Growers were told last week.

At the District 4 annual dinner of the Ontario Broiler Producers' Marketing Board, held in Jarvis, Ralph Ferguson, a member of the National Farm Products Marketing Council and Chairman, Paul Babey brought local farmers up to date on the progress of the council.

Mr. Ferguson said the passing of Bill C-176, which gives the farmers the opportunity to plan their production and market their products in an orderly manner, was a great step in the right direction.

It permits producers to elect their representatives to the product agencies or have them named by the commodity board or by Governor in Council.

It permits the producers to establish the terms and conditions of a marketing plan.

And, it permits producers to plan and direct their destinies, to give them an income commensurate with the rest of society.

Now, it is up to the producer to provide advice and ideas which will guide the National Farm Products Marketing Council. Mr. Ferguson pointed out that the incentive must come from the producer. "This Act was never intended to be forced on producers. They must request an Agency and those producers requesting a plan must represent a majority of the producers of that commodity in Canada or a Region of Canada.

A National Agency had to be established to coordinate the efforts of various commodity boards and have jurisdiction over the inter-provincial and export trade, he said. "The chicken and egg war of two years ago was an example of how the

marketing system can break down in inter-provincial transactions."

This National Marketing Council not only works to coordinate the commodity boards in the various provinces and assists in the establishing of national agencies, but also consults reg-

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## Stilted Fine

A 19-year-old Caledonia youth was fined \$50 in Cayuga provincial court last Wednesday for using aluminum stilts while applying wet cement to a ceiling on a construction project Jan. 5.

Charles Pearce of Springvale, construction inspector for the County of Haldimand, found Wayne Hawke contravening Section 20 A of the Construction Safety Act in a Cathiness Street house.

The act prohibits the use of stilts, which may cause injury to the user.

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Grade five and six students from Jarvis Public School toured the WH Record last Thursday. (Staff Photo)