

**EXTENSION
SCENE
EFFICIENCY BAVE**

Maximum Yields-Is this something we read about or is this something we try to do in our own farm operation?

It is an accepted fact that yields much higher than any ever experienced here in Robeson County have been achieved around the world. A producer in the midwest grew 370 bushels of corn per acre on a twenty-acre plot last year. On an Extension research plot in Wilson County, North Carolina, corn was produced that yielded 275 bushels per acre. But these are exceptions. High yields were obtained but considerable inputs were required in order to achieve those yields. These inputs were provided at a much higher rate than the typical producer is willing to provide.

The question is, should we strive for maximum yields? If we are trying to achieve maximum yields with no regard to the cost involved, the answer is probably no. What we should strive for is maximum economic yields.

Profits from crops, or even livestock, are not possible without high yields. It takes a certain amount of production just to cover the cost associated with being in the business of producing that commodity. Beyond that, it is extremely important that every dollar invested will return more than one dollar in return. Conversely, it is just as important that every dollar saved by economizing does not result in more than a dollar lost in yield.

There are many ways we can reduce our cost of doing business. A crop producer may elect not to apply lime or to cut back on fertilizer applications. A livestock producer may elect to omit the necessary minerals from his feed. A vegetable producer may elect to omit herbicides to reduce his cost. But too many times we find that these random, haphazard reductions of inputs result in lost yields that far exceed the savings we were so proud of earlier.

The same is true for those involved in other interests. A homeowner gets a certain amount of joy and pleasure from his garden, yet he expects the return from that garden to exceed the cost he has invested. The homemaker who prepares fresh produce for the freezer expects her cost to be less than if she purchased those same products from the grocery store. The person who undertakes a certain crafts project expects the total cost to be less than if a similar item was purchased from a crafts store or a craftsman.

So, in essence, we are all concerned that whatever we undertake has the potential of giving us the maximum economic return.

As agricultural producers begin a new production year, I strongly suggest that this single factor-maximum economic yield-be foremost in their minds. This year, of all years, is the time when we should strive to achieve the highest profits possible.

A Social Note



Mrs. Lillie Mae Jones of Baltimore, Maryland, wife of the late McKinley Jones, will be celebrating her 50th birthday on March 8, 1986 at 5:30 p.m. at Union Elementary School.

All relatives of Lillie Mae and McKinley Jones are invited to come and bring a covered dish. There will be singing from various churches. For additional information, contact Mrs. Evelyn Brayley at 521-6851 anytime. Arrangements should be made no later than March 6.

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Lb.

Sliced **Smoked Picnics** Lb. **69¢**

- Louis Rich **Variety Pack** 12-Oz. Pkg. **\$1.89**
- Louis Rich **Smoked Turkey** 8-Oz. Pkg. **\$1.79**
- Smithfield **Pork Chitterlings** 10-Lb. Bucket **\$4.99**
- Frosty Morn **Sliced Bacon** 12-Oz. Pkg. **\$1.29**
- Frosty Morn **Franks** 12-Oz. Pkg. **99¢**
- Frosty Morn **Bologna** 16-Oz. Pkg. **\$1.49**
- Frosty Morn **Corn Dogs** 18-Oz. **\$1.69**

- Hills Choice **Full Cut Bone-In Round Steak** Lb. **\$1.69**
- Full Cut Boneless **Round Steak** Lb. **\$1.79**

- Lykes **Bologna** 16-Oz. Pkg. **\$1.49**
- Lykes **Franks** 12-Oz. Pkg. **89¢**
- Family Favorite **Smoked Sausage** 16-Oz. **\$1.99**
- Sunnyland Breakfast **Link Sausage** 20-Oz. **\$2.49**
- Sunnyland **E.Z. Slice Qtr. Ham** **\$2.19**
- Pender's (NC Stores Only) **Smoked Sausage** 5-Lb. Pkg. **\$6.49**
- Jimmy Dean **Chicken Biscuits** **\$1.49**
- Steak Biscuits** **\$1.49**
- Sausage Biscuits** 8-Oz. **\$1.49**

Pet Ritz Asst.
Cream Pies 14-Oz. Size
Limit 3 With \$10.00 Or More Order
69¢ Save \$1.20

California **Red Grapes** Lb. **49¢**

2-Liter Bottle **Pepsi-Colas** **\$1.09**

Sealtest **Ice Cream** 1/2-Gal. Size
\$1.99

Juicy Firm **Florida Oranges** 4-Lb. Bag
\$1.29

Bud Beer and **Bud Light** 12-Oz. Can
\$2.69

Pleasmor **Saltine Crackers** 1-Lb. Pkg.
2/\$1

Purina **Dog Chow** 30-Lb. Size Bonus Pack (5-Lbs. Free)
\$7.09

Hunt's **Tomato Ketchup** 32-Oz. Bottle
Limit 1 With \$10.00 Or More Order
89¢ Save 20¢

Our Family **Chicken Noodle Soup** 10 1/2-Oz. Can
3/\$1

Charmin **Bathroom Tissue** 6-Roll Pack White and Yellow
\$1.59

Red Band **Flour** 5-Lb. Bag
Limit 1 With \$10.00 Or More Order
68¢ Save 21¢

Del Monte Buys!

Del Monte Lite Fruit Cocktail 16-Oz.	69¢
Del Monte Lite Peach Halves 16-Oz.	69¢
Del Monte Lite Sliced Peaches 16-Oz.	69¢
Del Monte Regular Peach Halves 16-Oz.	69¢
Del Monte Regular Sliced Peaches 16-Oz.	69¢
Del Monte Regular Fruit Cocktail 17-Oz.	79¢

Special Buys!

Pine Sol Cleaner 28-Oz. Size	\$2.29
4.6-Oz. Crest Tooth-Paste	\$1.05
Alka Seltzer 20-Ct. Pack	\$1.89

Extra Values!

Southern Biscuit Flour 5-Lb. Bag	79¢
Lay's 7-Oz. Potato Chips Reg. & Flavored	\$1.09
Grade A Large Eggs Limit 2 Doz.	68¢ Doz.

Keebler Specials!

Keebler Chipsies 13-Oz.	99¢
Keebler Grasshoppers 13-Oz.	\$1.09
Keebler Cremes 13-Oz.	\$1.09
Keebler Chocolate Cremes 11.5-Oz.	99¢
Keebler Double Chocolate 11.5-Oz.	\$1.09
Keebler Butterscotch 11.5-Oz.	\$1.09