

MEDIOCRITY—OUR GOAL?

To think is not enough...You must think of something.

Crime and health issues dominate our interests. Meanwhile a subtle change is occurring in our social structure. Are we headed toward mediocrity...resulting from our concept of equality...a society where everyone is entitled to everything everyone else has? Do talent, intelligence and diligence have less and less importance?

Not in the realm of agriculture! In farming, mediocrity is the sure road to failure. Suppose you produce 20 bushels of soybeans per acre while your neighbors produce 45 bushels. You won't have what they have, regardless of any concept of "100 percent coverage." Nor will it matter about your seniority, or your political connections, or your sex, or that you are a member of a minority group.

Farmers can't go on strike like professional baseball players or some labor groups. But they do have to be good—not mediocre—to succeed. They don't get anything just because they "deserve it" and their mistakes are not excused because they "had a tough time growing up."

As we try to avoid the path to mediocrity, farmers stand out as ones who **must** excel—if we are all to survive.

J. Fielding Reed

**BETTER
CROPS**
WITH PLANT FOOD

Potash & Phosphate Institute
Suite 110, 655 Engineering Drive
Norcross, Georgia 30092-2837

PERIODICALS
POSTAGE