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**Iowa**

where the tall corn grows  
(and everything else!)



# agriculture...

## ITS IMPORTANCE TO IOWA AND YOU

No industry affects our day to day lives as much as agriculture. The products of America's farm businessmen literally feed and clothe the world. The "cost of living" as well as the economies of many states rise and fall as agriculture prospers. Its efficiency is legendary; its future is secure.

Iowa's proud to have grown up with agriculture. Our farming heritage reflects itself in our decidedly rural lifestyle — that "Midwestern hospitality" you've heard so much about. Always evident is our clean environment and a respect for our abundant natural resources.

It would take volumes to adequately describe even a small part of Iowa's agricultural success story. The purpose of this brochure is to briefly highlight a few of the vital interests involved. We dedicate it to the good works of farmers everywhere.



Iowa ranks number 1, nationally, in corn and hog production as well as total livestock and poultry value.

25% of all U.S. Grade A land is located in Iowa. Three out of every four acres are in farmland, and 45% of Iowa's total land is used for corn and soybean production.



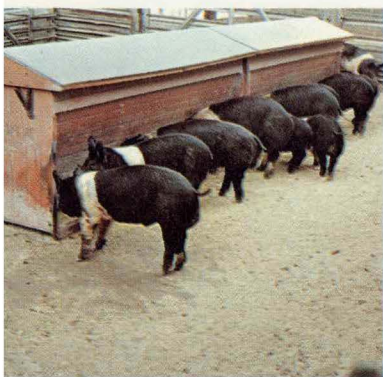
The average Iowa farmer operates over 250 acres and has a \$207,000 investment in land, machinery, crops, buildings and livestock.



The sale of farm products contribute more than \$7 billion to the state economy last year alone . . .



Warm, humid summers make Iowa nearly ideal for crop and livestock production. Rainfall averages 32 inches per year.



livestock production accounted for 37% of those dollars, crops for 43%.



8 out of every 10 Iowa workers depend directly or indirectly upon agriculture for their jobs.



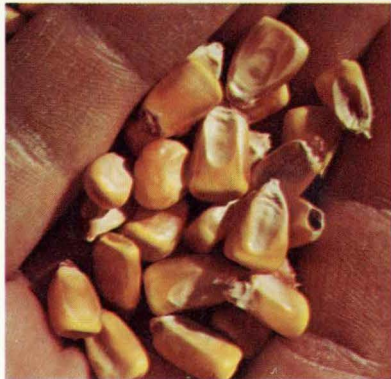
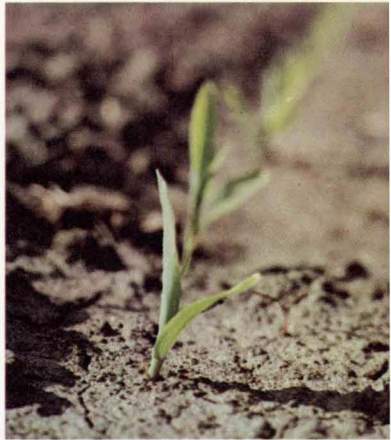
# Corn...

## THE "KING" OF IOWA CROPS

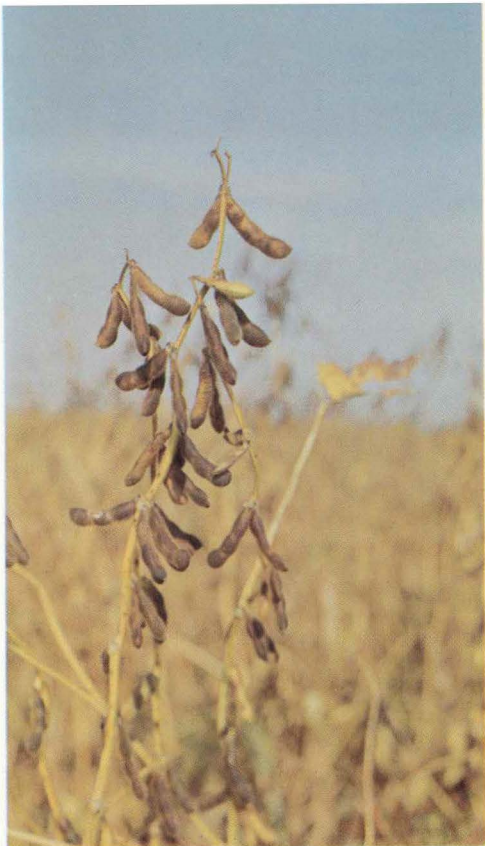
"Iowa . . . that's where the tall corn grows!" And you'd better believe it! In each of the last three years, Iowa farmers have produced over 1 billion bushels of corn — more than one-fifth of the entire nation's supply . . . and averaging well over 100 bushels per acre.

These kinds of record yields are due, in part, to the application of new technology and management techniques. It takes only 3 hours and 39 minutes of direct labor to grow and harvest an acre of corn today — less than half the time it took ten years ago. And the growing acceptance of land-conserving minimum tillage methods promises to shorten work time even further.

In recent years, Iowa corn harvesting methods have been improved by shelling corn in the field at a high moisture content, then drying. This technique, used on 70% of Iowa's corn acres, cuts harvesting losses by as much as twelve bushels per acre.



# soybeans...



## IOWA'S GROWING CASH CROP

The worldwide population explosion and corresponding need for new protein sources make the potent soybean an increasingly important cash crop. From soy sauce to synthetic meats, soybean oil is gaining widespread use as a supplement in many consumer grocery products.

About 17% of the nation's soybean crop is produced on 8 million acres of Iowa farmland, averaging 34 bushels per acre. The Marketing Division of the Iowa Department of Agriculture, in tandem with the American Soybean Association, has taken the lead in building a soybean marketing program of both national and international scope.

# honey and bees



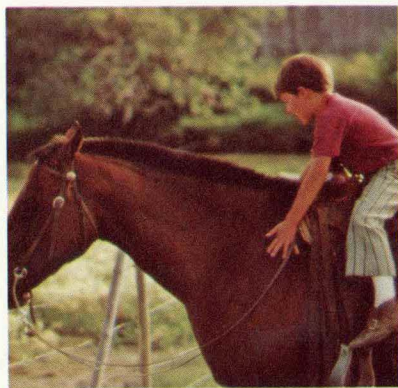
Who knows when man first made the enjoyable discovery of honey? Down through history, it's been used for everything from medicine to currency. Church candles are still made from beeswax . . . and no one can argue the benefits of honey as a natural sweetener and unexcelled energy food.

Beekeepers in Iowa annually produce some 10 million pounds of honey, worth \$5 million to the state economy. Yet more important is the pollinating function honeybees provide — an activity estimated to be worth 25 times the value of the honey and beeswax they produce. In fact, many farmers hire beekeepers to bring hives directly into their fields to ensure proper pollination.

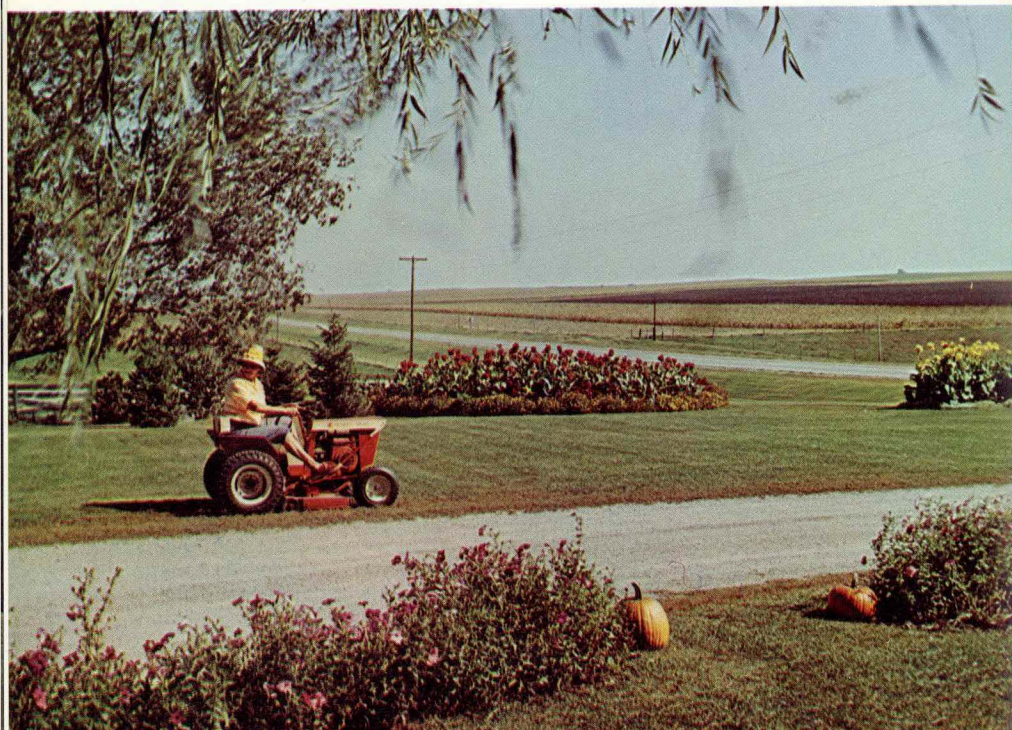


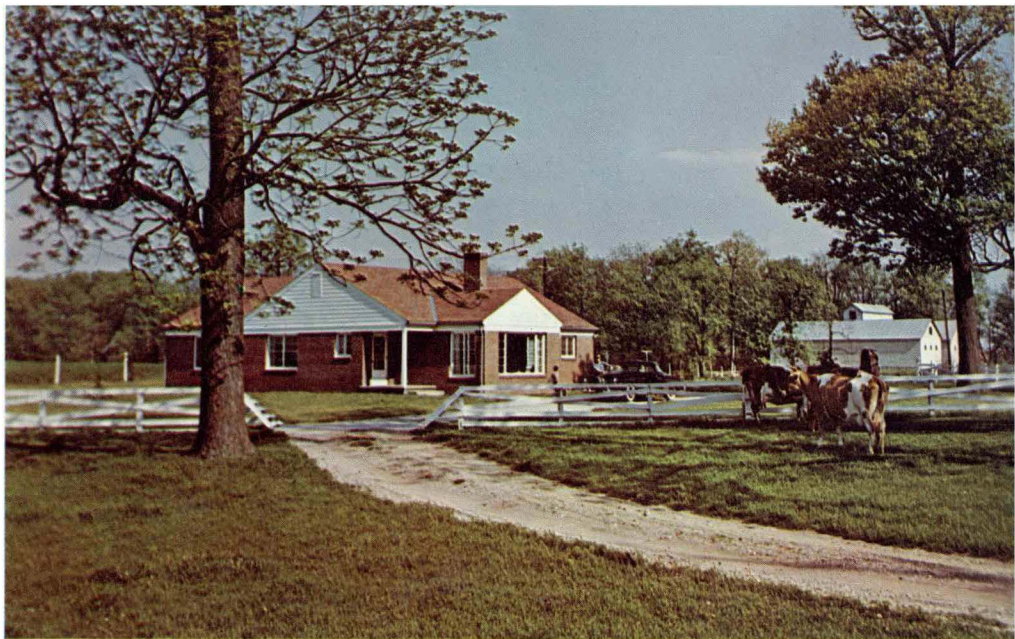
# horticulture

The growing, harvesting and marketing of Iowa-grown fruits, vegetables, flowers and ornamentals is big business — generating over \$60 million per year into the state economy. Iowa is one of the largest producers of nursery stock . . . and America's favorite apple, the Red Delicious, originated here. Beyond economic benefits, the uncompromising beauty of the Iowa countryside offers simple testimony to the worth of Iowa horticulture and the people it employs.



# farmin'...

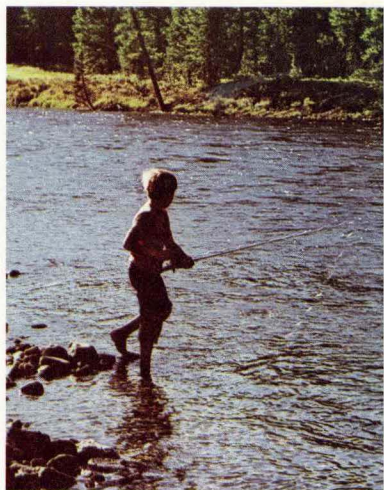




# the good life

Close to nature . . . and the soil, Iowa's farm families live the "good life" in the truest sense of the words. The satisfaction of being vital in today's society, the rewards of proper planning and hard work, as well as the pride of teaching your children responsibility and management skills are all found in the family-style business of farming.

Advances in farm equipment and technology have given farmers more time for recreational and community-oriented activities. And the modern farm home is a far cry from what many of our grandparents lived in during the early days of agriculture. The farm homemaker has access to every available labor-saving device, enabling her to participate actively in church, school and civic affairs. The character building, vocational guidance programs of Iowa's excellent 4-H and FFA organizations consistently build outstanding citizens among Iowa farm youths.

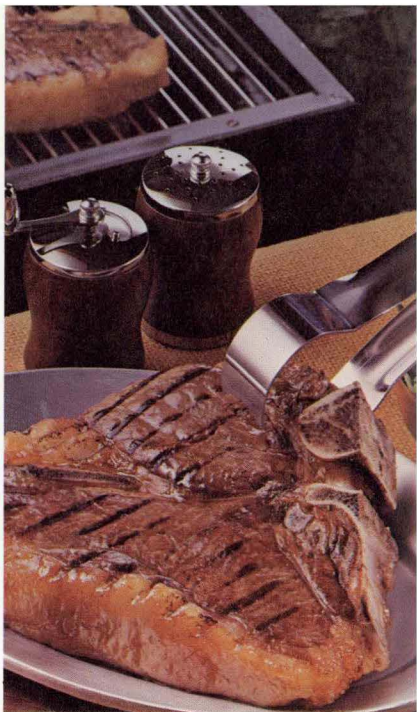


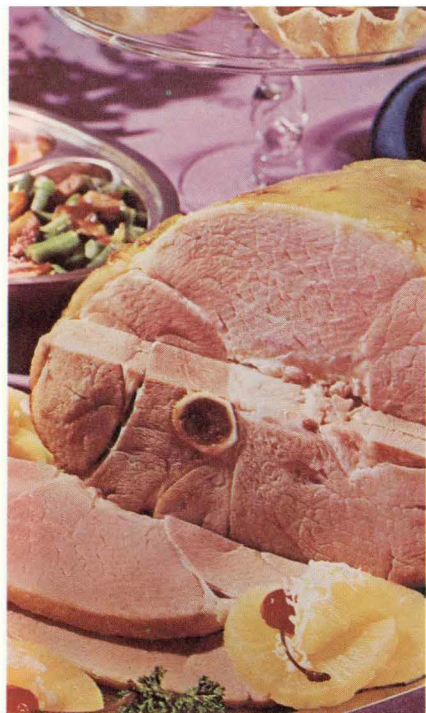
# beef

## IOWA'S CORNFED CATTLE INDUSTRY

With the average American consuming over 110 pounds of beef each year, Iowa's role as a cattle producing state is becoming increasingly important. Improved breeding, feeding and management practices have enabled Iowa beef producers to show remarkable progress in obtaining faster, more efficient gains from cattle. And that means not only greater returns for the producer, but also a higher quality meat product for the consumer. Only Iowa cornfed cattle can produce the juicy, tender and flavorful steaks and roasts that have become the epitome of good eating around the world.

Iowa ranks second, nationally, in the production of beef, with over 4.5 billion pounds slaughtered in 1973 alone. Cattle receipts account for at least one-third of the state's total farm income.





# pork

## IOWA'S LARGEST "HOME GROWN" INDUSTRY

Efficient production of corn, soybeans and other basic ingredients used in modern hog rations gives Iowa a strong, competitive position in pork production. In fact, Iowa is the nation's number 1 hog producing state, with over 70,000 farmers grossing nearly \$1 billion annually. Once again, it's the story of improved management techniques paying off for both the producer and the consumer.

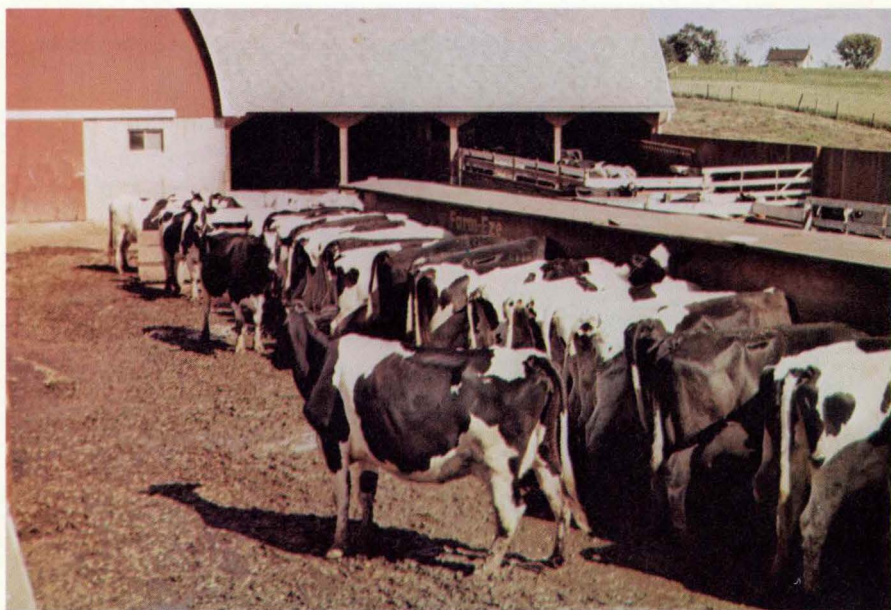
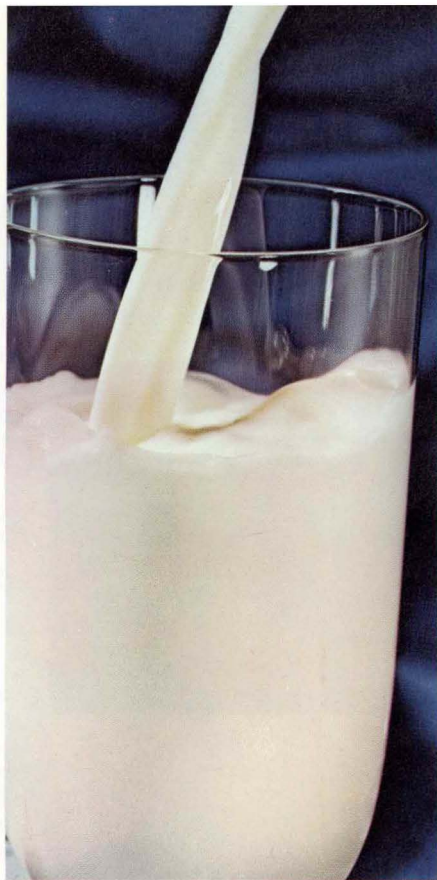
The average Iowa hog producer raises enough pork to feed his family and another 520 Americans every year. Careful breed selection through the years, coupled with refined feeding and management practices, allow him to provide grocery shoppers with meatier pork chops, leaner bacon and solid hams, containing only enough fat to ensure proper marbling and tenderness.



# dairy

Iowa's dairy farmers provide the basic raw materials for an industry that contributes over a quarter of a billion dollars annually to the state economy. The Iowa Dairy Industry includes dairies processing fluid milk, cottage cheese and related products; plants making butter, cheese and dried milk; and plants manufacturing ice cream, sherbets and related products.

Efficiencies in Iowa dairy production enable today's consumers to buy as much milk with only half as much of their wages as was required in 1948.





# poultry

The last thirty years have witnessed a technological revolution in Iowa egg production. Today, eggs produced by Iowa's 9 million laying hens can be graded, processed, cartoned, transported and placed in retail stores hundreds of miles away in a matter of hours. Nationally, Iowa provides over 130 million pounds of turkey and 30 million pounds of chicken every year.



# sheep



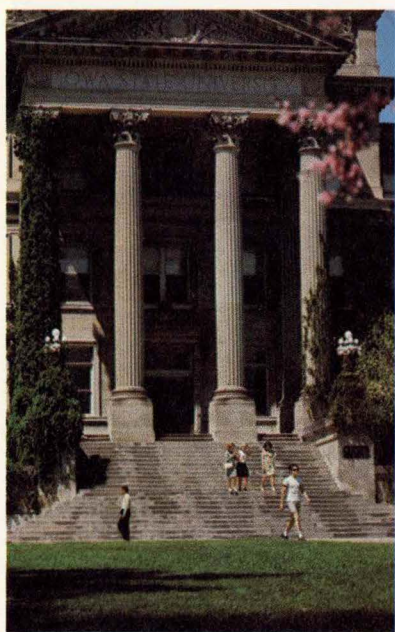
In the pioneer days of Iowa's agriculture industry, sheep were the primary livestock enterprise, providing two essentials for man's existence . . . food and clothing. In 1973, Iowa farms accounted for 3% of the nation's lamb production, generating over 18 million dollars into the state economy.



# conservation

## PRESERVING IOWA'S GREAT AGRICULTURAL HERITAGE

The conservation of Iowa's rich, black soil through vigilant soil stewardship programs is a continuing concern for Iowa farmers. Recognizing that poor farming practices in the past led to serious topsoil losses through wind and water erosion, Iowa's 100 soil conservation districts, organized and governed by local farmers, act as guardians to see that proper conservation practices are followed and improved.



# research

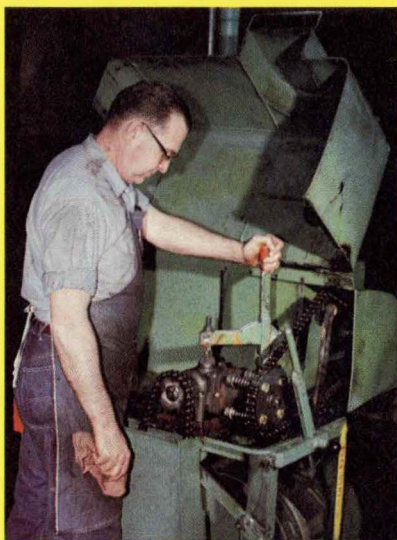
In the finest American tradition, scientists — both collegiate and commercial — are constantly refining the tools and techniques of farming, with the consumer being the ultimate beneficiary. The College of Agriculture at Iowa State University, in Ames, is a good example. For over 100 years, the University has provided leadership in education and research, the development of sophisticated farming techniques and maintenance of the quality of rural life and Iowa's natural resources.

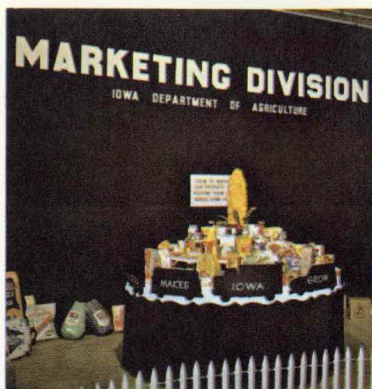
# related industries

While Iowa's agriculture industry has been producing raw farm products in record quantities, it's only logical that the state's related agricultural service industries should grow as well. Businesses providing farming inputs such as seed and livestock feed, crop chemicals and fertilizer . . . factories which manufacture machinery and equipment . . . as well as farm insurance and lending institutions thrive in Iowa's agricultural environment.

And once the harvest is in, Iowa's food processing centers prepare it for the table. Whether it be a perfectly cured ham, crisp morning bacon, a sizzling, hot cut of juicy beefsteak, or a plump roasted turkey, chances are it was grown and processed in Iowa. Practically every major city in Iowa owes its prosperity to an agriculture-related industry.

Taxes alone indicate the importance of Iowa agriculture in relation to industry. Recently, the increase in farm real estate taxes was nearly as large as the total taxation of all industrial real property in the state.





# marketing

## THE BUSINESS OF SELLING IOWA'S FARM PRODUCTS

With nearly 90% of Iowa's agriculture production marketed outside its borders, the coordination of selling and distributing farm products could prove a complex problem for many individual Iowa



farmers. The Marketing Division of the Iowa Department of Agriculture, created in 1959, is designed to assist in developing, expanding and improving both foreign and domestic markets for Iowa farm products.

To do that, the Marketing Division, over the last fifteen years, has conducted numerous successful food programs — including commodity movies, in-store promotions, fair exhibits and overseas food promotions. Agriculture exports are a big, important business for Iowa farmers. Iowa ranks second in the nation with agricultural export sales estimated at \$1.5 billion for 1973. Because farming is so important to the state, Iowa's non-farm citizens have a big stake in international markets, too.

Through its affiliation with MIATCO, the Division cooperates with eleven other Midwestern states to promote export sales of farm products. The purpose of this combined effort is to bridge distance barriers, evaluate international market potential, and bring international buyers and Midwest producers and processors together so they can negotiate sales. A recent food fair in Tokyo generated nearly \$3 million worth of food product sales.



## **iowa foods**

What else can we say? Iowa's farm businessmen produce the highest quality food with greater efficiency than farmers in any other part of the world. And, even in these inflationary times, their products remain a bargain for the American grocery shopper . . . with the average family spending only 16% of its income on food.

While food bills may be up at the supermarket, it's not the Iowa farmer who profits. Consumers demand their favorite foods in canned, frozen, concentrated, dehydrated or ready-to-eat form. The costs have to be passed along.

At the same time, farmers are faced with rising production costs that make it more difficult to produce and sell raw farm products. Despite the problem, Iowa agriculture remains the healthiest in the world and our productive ability is one of the marvels of the 20th Century. In these days of giant cartels and corporations, Iowa's agriculture industry is still based on the hard work and determination of the family farmer.

It's the family farmer who continues to maintain high standards of product value and quality in supermarkets across the country, and who helps make Iowa a place to grow.

Growing is what we're all about . . . it's the Iowa way.



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**Iowa . . . a place to grow**

Marketing Division • Iowa Department of Agriculture • State House • Des Moines, Iowa 50319