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Premiere Edition



# CHOICES

*The Magazine of Food, Farm, and Resource Issues*





**W**hy is this new magazine, *CHOICES*, being launched? Because food, farm and resource issues have become more important to everyone. Yet up to now there has been no regular non-government publication focused exclusively on these issues and their related policies.

*CHOICES* is sponsored by the American Agricultural Economics Association to fill that void. This new magazine focuses on the issues—food, farm and resource—important to rural America. And to those who live there. Those who supply farm inputs. Those who handle, process, distribute . . . and consume . . . food and fiber. Which pretty well covers all of us, urban and rural.

*CHOICES* will not take sides in bringing you information about the issues we see as important to you. Instead, we will air opposing sides of controversial issues, so that you can come to your own conclusion, not ours.

We invite you to join *CHOICES* in our search for knowledge and understanding of the issues and policies that affect producers, suppliers and consumers alike.

Read us closely and critically . . . peruse, and use our information and be better informed. Send us your ideas and comments. If you are not already a subscriber, send your subscription today so that you can keep your *CHOICES* coming to you.



# CHOICES<sup>'86</sup>

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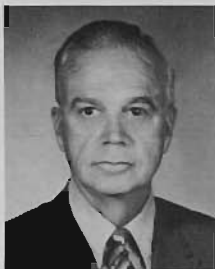
# GALLERY

## About the authors



**Clifford M. Hardin**

A former University President, Secretary of Agriculture and Agribusiness Executive documents why he believes Congress is now our greatest domestic problem. He tells how a Congressional system of restraint was destroyed.



**Willard W. Cochrane**

President Kennedy's farm adviser gives three reasons why he thinks U.S. farm commodity programs should be eliminated immediately. He still believes that there is need for other governmental intervention in the food and agricultural sector. He lists eight ways.



**Lester C. Thurow**

MIT Professor Thurow explains why President Reagan does not believe economists when they say it is important to do something about the federal budget deficit. He concludes that the President may "finesse" that deficit. But he argues that, "The trade deficit will show up on [President Reagan's] doorstep a long time before he leaves office."



**Richard E. Lyng**

The former Deputy Secretary of the U.S. Department of Agriculture shares his perspectives and insights about what the USDA is and what it should be. He is interviewed by CHOICES editor Lyle Schertz.



**Pierre Crosson**

Soil erosion in the United States is concentrated in certain areas, according to Pierre Crosson, a Senior Fellow at Resources for the Future in Washington, D.C., but programs tend to get spread over the map. If we are serious about reducing erosion, he says, we should focus control efforts.



**Don Paarlberg**

Don Paarlberg tells us the principles that made him an effective counselor of U.S. Presidents and Secretaries of Agriculture.



**Bernal Green**

**Thomas Carlin**

Green and Carlin demonstrate how the dominance of farming has diminished in rural America. In most rural areas today farming accounts for less than 20 percent of earned income. However, this change in the dominance of farming has not been even across the country. Some areas are still overwhelmingly tied to farming. Political actions are dictated by a multitude of complex forces, but these changes in the dominance of farming presented by Green and Carlin help us understand how President Reagan could veto farm credit legislation in the spring of 1985 even though it was supported by some prominent members of Congress.



**William Hansel**

Professor Hansel of Cornell University provides us with a quick glimpse of the exciting genetic manipulations coming soon in animal agriculture. He looks at the hypothalamus, an organ in the brainstem, and the key role it plays in the production of hormones.