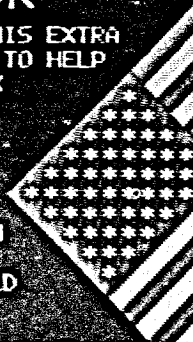


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VIDEOTEX – DOWN ON THE FARM

Farm communities used to be isolated. Farmers were among the last to receive information vital to their everyday operations.

But no longer.

Now, they can receive information such as up-to-the-minute commodity prices, weather, animal feed data, crop protection and herbicide data and much more just by sitting in their living rooms and pressing a few buttons on a computer terminal.

It's part of a bold experiment by the Ontario Ministry of Agriculture and Food.

A modern farmer has to be a cross between a biologist, a first-class mechanic and a businessman to operate the average 200- to 600-acre spread.

It's the only way he can succeed.

And the more up-to-the-minute information he has on hand, the better he can plan.

The Ontario Ministry of Agriculture and Food began the videotex project with a two-year test in the Toronto area, contributing agricultural and consumer food-oriented information to visitors and city residents on a privately operated system called Teleguide.

Initially, videotex information was directed primarily to consumers, telling them about agricultural products and seasonal availability.

Now, the Ministry, using personal home computers in each of its field offices across the province, is expanding the system so that agricultural officers can tap into the central database and provide farmers with same-day answers.

In the meantime, the Teleguide system is used at a variety of agricultural shows such as the Royal Winter Fair, Future Pod at Ontario Place, the Canadian National Exhibition and the International Plowing Match to bring farmers up to date on the latest in agricultural information.

For further information, contact:

Infomart
 164 Merton St.
 Toronto, Ontario
 Canada M4S 3A8
 Telephone: (416) 489-6640

crop budgeting aid

ENTER DISTRICT #

MATERIALS	AMOUNT	UNIT PRICE (\$)	TOTAL COSTS (\$)	YOUR FARM
(0) Seed	20000	1000	20000	1000
(2) Fertilizer	10000	2000	20000	1000
(3) Pesticide	2000	1000	2000	1000
(4) Herbicide	2000	1000	2000	1000
(5) eg Atrazine	500	1000	500	1000
(6) Insecticide	1000	1000	1000	1000
(7) root rot control	1000	1000	1000	1000
(7) Seed treatment D-L	400	1000	400	1000
TOTAL MATERIALS	27400		27400	1000

ONTARIO MINISTRY OF AGRICULTURE & FOOD