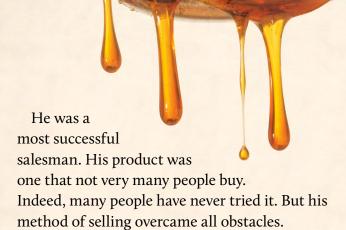
# Christian Light Publications





This salesman was traveling from one town to another in Idaho selling sorghum molasses. He had brought his product from farther south. He would pull his truck into a parking lot and set up an attractive display behind the truck. He did not resort to pleading and coaxing or even asking people if they wanted to buy sorghum. He carried a supply of plastic spoons. He would dip the tip of a plastic spoon into the sorghum and hand it to a prospective customer. He would not even ask the customer if he wanted a taste.

Friends of mine from Idaho stopped by the truck and took the salesman up on his "taste" of sorghum. And, of course, they bought some. As they talked to the man, they learned that \$700 to \$800 netted at one location was a slow day of selling. Fifteen hundred dollars was not uncommon at one place. When a day's sales reached \$2,500, the man was "in business." His product was delicious, but it was expensive—around \$7.00 for a quart. Still his sales were remarkable.

My friends, who visited the sorghum seller, could not help considering a spiritual analogy. Psalm 34:8 challenges us to "taste and see that the LORD is good." We never know what the Lord is like and what He can do for us until we have reached out and have had a "taste" of what He can do.

We do not need to beg and cajole people to come to the Lord. We simply offer the truth to them. As God's Word says, we are to be "holding forth the word of life" (Philippians 2:16).

Neither are we to be apologetic for what we have to offer. The man who sold the sorghum did not stammer around with such timid questions as, "You wouldn't want to buy some sorghum, would you?" No, he was far more positive. As we share the Word of God, we can enthusiastically and positively make our offer. "Here, friend, I have something to give you that will change your life."

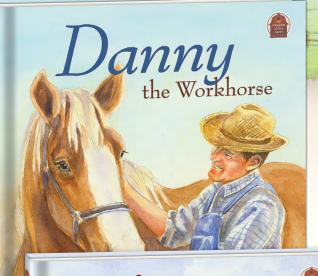
In order to present the Gospel in such a positive way, we must have a positive experience with the Lord ourselves. Have we tasted and then become partakers of the goodness of God? This is our challenge and our call in a world that desperately needs to taste and see that the Lord is good.

-Roger Berry; originally published in Companions, a weekly paper for youth and adults. For more information see page 7.



### The Pleasant Valley Farm Series





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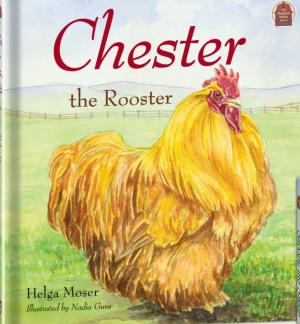
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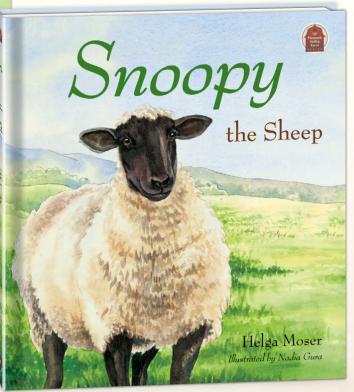
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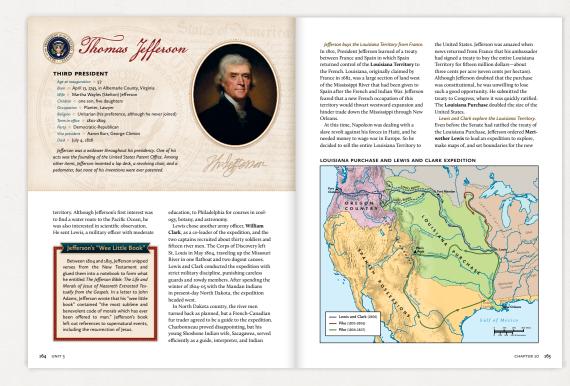
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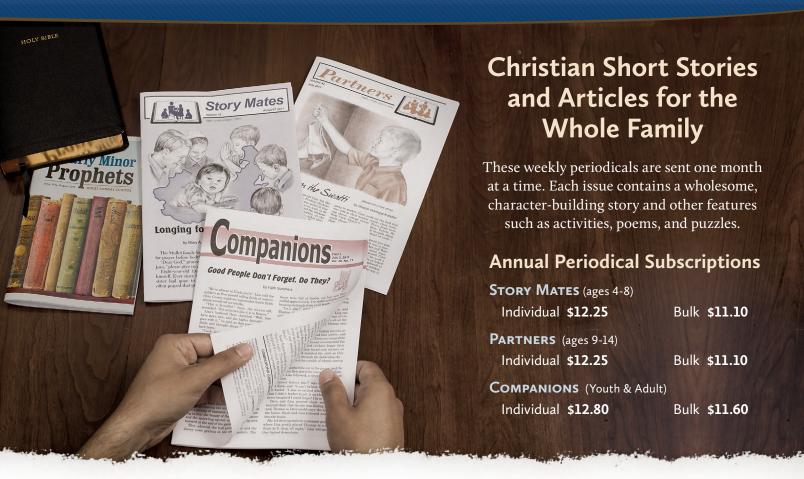
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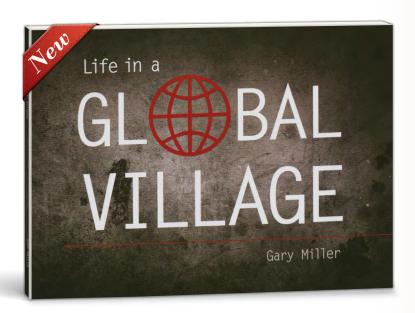


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