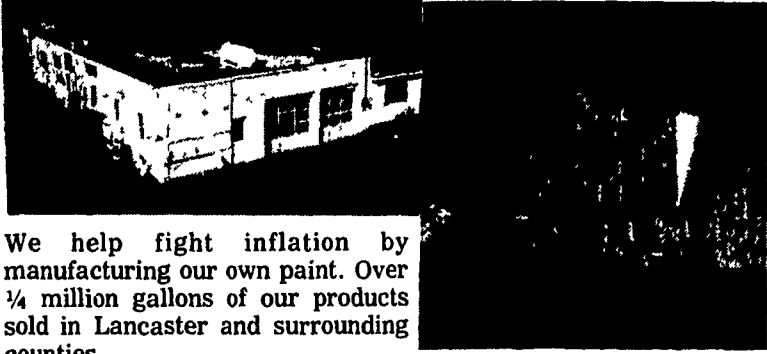


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Peifer in Training Program

Martin E. Peifer, Lititz RD3, has joined Pennfield's management training program. He is currently serving his apprenticeship at L. M. Sheaffer Company, the firm's egg division in Ephrata.

Prior to joining Pennfield, Peifer was distribution and hatchery manager for Indian River Poultry Farm. Before that, the Lancaster Mennonite School graduate was self-employed on his father's farm.

A native of Lancaster County, Peifer is married to the former Joyce Hoover of Hinkletown. The couple have two daughters and twin sons.

Pennfield Corporation's management training program is designed to bring young

prospective executives into the company. The trainees will eventually move into key positions within Pennfield's five divisions. The training period is set for six months to one year with an on-the-job rotation program being a prime phase of the curriculum.

Although Pennfield feels very strongly about promoting from within, corporate growth necessitated creating the management training program. A well-rounded team of veterans combined with new blood is projected in the corporation's future growth structure.



Martin E. Peifer

Soybean Farmers Must Plan Their Futures

In the middle of an unprecedented demand for soybeans U S farmers must continue to plan for their own future with priority on education of the consuming public and elected officials, according to Harold Kuehn, American Soybean Association (ASA) president.

"The tragic results of not educating these people can be seen in the events of this summer. For years, taxpayer groups have cried that their tax dollars subsidized rich farmers with payments not to plant. The jokes initiated by the uneducated pictured the farmer in an easy chair calculating government income for not raising hogs. As you well know, that was never the case. But, the uninformed urbanites believed it."

Kuehn made his remarks at the opening session of the ASA national convention.

"The soybean farmer insured his own independence from government by expanding

markets for his product. The meat price freeze and the soybean embargo said in effect that farmers do not deserve a decent income from either government tax dollars or free market prices. We are moving through a transition but it is evident that a vast number of uniformed people in the country are determined that farmers will have neither government nor the market."

He told convention delegates "no other agricultural commodity can look forward to the potential growth possible for soybeans". In 1963, demand was only 700 million bushels.

"ASA has turned many problems into opportunities in recent years. But, we have to keep moving forward instead of standing still."

"U S farmers must sharpen market development skills—hone them to a razor's edge so that every dime we spend brings us a dollar's worth of new markets,"



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Introduce New Apricot Variety

Goldrich, an improved early-ripening apricot variety, has been jointly introduced by the U. S. Department of Agriculture (USDA) and the Washington Agricultural Experiment Station. Developed by USDA's Agricultural Research Service and the Washington State University's Agricultural Experiment Station, Pullman, Goldrich was originally released in 1971 as "Sungiant," but has been renamed because of infringement upon an existing trademark.

Goldrich is being introduced for the fresh market to replace the Wenatchee variety because the fruits are earlier-ripening, more uniform in ripening, more

attractive and firmer and because the trees are more resistant to winter injury.

Goldrich fruit resembles that of Sun-Glo, but is larger—reaching 2 1/2 inches in diameter with proper thinning. The flesh is an attractive deep orange, firm, fine-textured and acid until fully mature. The ground color must be allowed to develop fully before harvest to assure maximum quality and low acidity.

Limited quantities of scionwood may be obtained from: T.K. Toyama, Irrigated Agricultural Research and Extension Center, Prosser, Wash. 99350. USDA and the Washington experiment station have no trees for distribution



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