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ASA Members Will Grow Fewer Soybeans

American Soybean Association planting intentions survey indicates members will plant 10.1 percent less soybeans in 1974 than they did in 1973. If the intentions materialize, it would be the first drop in soybean acreage since 1959.

At the same time, the 500-plus members responding to the survey said they would increase the acreage of nearly all other crops; Midwest growers indicating they plan to have 15.7 percent more corn and Southern growers planning to raise 24 percent more cotton than they did in 1973. All areas also indicate more wheat is planted, in some cases, substantially more.

Projecting members' in-tentions on USDA planting figures for 1973, soybean acreage in 1974 would total only 51.4 million acrea. USDA, which will release its first planting intentions report January 22, has projected soybean acreage would drop from 57.2 million acres in 1973 to 54 million acres in 1974. By areas, growers plan 11.3

percent fewer soybeans in the western Corn Belt, 12.2 percent less in the eastern Corn Belt, 7.3 percent less in the South and 5.8 percent less on the East Coast.

A number of growers pointed out that these intentions were what they'd like to plant but that their decisions could change somewhat by spring due to uncertainties over weather, price relationships, fertilizer and fuel availability etc. If weather is poor again as it was early last spring or if fertilizer supplies are very tight, then there will be more soybeans and less of the other crops, growers indicated.

Going Up?

The price of almost everything the consumer buys has gone up faster than the cost of food While food costs have increased 47 per-cent since 1952, the average worker had enjoyed pay raises of more than 140 percent During this same period, the cost of medical care has gone up 123 percent and housing costs 64 percent

Immel Named To NSSTE Board

Robert C. Immel, 335 E. Conestoga St., New Holland, marketing training manager for Sperry New Holland has been named to the board of directors of the National Society of Sales Training Executives (NSSTE).

The appointment came at the organization's recent annual meeting.

The NSSTE is a national organization of sales and marketing training professionals which promotes a better understanding of an excellence in sales training throughout the business world.

Immel has been a member of NSSTE since 1969, served as chairman of its editorial com-mittee for two years and was founder and president of the NSSTE Greater Philadelphia Chapter. :

Sickler Exhibits

(Continued From Page 18)

January 7-11, 1974. Selected were steers owned by Jay Bradford, Thomas Gill, John Holloway, Esther Howe, Barbara Sickler, David, Ed, and James Wylie

The show was held recently at Crebilly Farm, West Chester, with twenty-eight 4-H members participating. John Hudson, General Manager of Bull Run Farm, Malvern, was the judge for the show.

This activity is one of many sponsored by the Chester County 4-H Beef Club, receiving financial support from local businesses. Members of the club receive guidance and instruction from Mr. & Mrs. William Holloway, West Chester, Conrad Grove, Downingtown, and Milton Howe, Elverson; volunteer adult leaders who donate their time to this youth activity. Further information about this 4-H program may be secured from these leaders or by contacting the Chester County Cooperative Extension Service, Room 402 North Wing, Courthouse, West Chester

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