

Market development program for U.S. approved by American Soybean Assn.

HUDSON, Iowa--The American Soybean Association (ASA) a producer organization that has worked to develop foreign markets for U.S. soybean products over the past 21 years, has approved its first market development program for the United States.

The U.S. program will center on only one product--soy oil--and will work to protect it from market inroads being made by imported palm oil.

Palm oil, an edible but highly saturated oil, is produced in Malaysia and other tropical countries. Due to its low price, imports by the United States have grown rapidly in recent years and are expected to reach an annual level of one billion pounds by 1980.

"This new program will initially be funded entirely by U.S. soybean growers through their state soybean checkoff programs," says ASA President Gerald Michaelson of Dawson,

Minn. "Eventually we hope to fund certain projects jointly with firms that produce soy oil products, as we have done in our overseas programs."

The ASA Market Development Foundation, which must approve funding for ASA programs, has allocated \$55,500 in grower funds to cover the initial six months of the project. The association hopes to build the program to the \$1.5 million level within three years if adequate funding is available, according to Michaelson.

"This won't be any flashy advertising campaign," he said. "In fact, the first stage of the program will be the very modest--gathering and disseminating information, building a rapport with the trade and doing market research. Basically, it will be a trade servicing activity."

"Farther down the road, we are planning such activities as getting experts to write articles on technical and nutritional aspects of soy oil, developing a general information leaflet on soy oil, and sponsoring exhibits

at trade shows, dietitians' meetings and so on."

Even though soy oil is the most widely used edible oil in the United States, Michaelson says most American consumers are unfamiliar with it.

"A major part of our program will be to build an image for soy oil," he says. "The American consumer should know that soy oil has all the qualities of a premium oil--including a high level of polyunsaturation--without the premium price."

Michaelson says a new Food and Drug Administration labeling regulation, which will go into effect next January, will aid the soy oil identity program by telling consumers the source of the oils contained in food products. Present regulations allow use of all-inclusive terms such as vegetable oil and vegetable shortening, which not tell the consumer if he is getting highly saturated palm oil or polyunsaturated soy oil.

Palm oil's impact on the U.S. soy oil market so far has been mainly in shortening

products. Palm oil market development program could mean a difference between a market or no market for 2.4 billion pounds of soy oil per year the United States," says Michaelson. "That's the yield from over 200 million bushels of soybeans. I could see no choice but to go ahead with the program

Before approving the new soy oil program, ASA

Charolais is new champ

BCF Super Choice 024, bred and owned by Raymond Bratton of McVeytown, Pa., has completed his 140 day test at the Penn State Meat Animal Evaluation Center. His average daily gain for the 140 day test was 4.57 pounds per day. This not only was the top of all the bulls of all breeds in the 1976-77 Performance Test, but it has declared by Bob Kimball, the director of the Penn State Meat Animal Evaluation Center, to be the top gaining

bull ever to finish test at their facility. This purebred Charolais bull is now the champion gaining bull over a total of 292 bulls that have gone through the Penn State Meat Animal Evaluation Center in the past four years since performance testing began at Penn State.

In the 1976-77 test, there were a total of 13 Charolais bulls on the 140 day test, and their average daily gain was 3.58 pounds per day.

Microwave cooking to be taught

WEST CHESTER, Pa. -- The Chester County Cooperative Extension Service of Penn State University in cooperation with Kauffman's Furniture Store will sponsor a microwave cooking workshop on May 3 from 10 a.m. until 12 p.m. The meeting will be held at the Chester Co. Federal Savings and Loan Community Room, High and Market Streets, West Chester.

of home economics, Parkside Sales and Service, will demonstrate the microwave oven while preparing breakfast, lunch, dinner, and dessert.

The program is appropriate for the person who wants to know about microwave cooking plus tips for its use for the family who now owns a microwave.

The workshop is free. Register by April 28, 1977. Call the Extension office at 1-215-696-3500.

PUBLIC AUCTION



FARM EQUIPMENT
THURSDAY, APRIL 21, 1977

At 11 A.M.

7 miles North of Reading, 2 miles South of Leesport, 1/2 mile South of Jo-Lynn Diner along Rt. 61, turn onto dirt road across from Rickenbach's Lawn Mower Shop in Ontelaunee-Twp., Berks Co., Pa.

Case 1030 Comfort King diesel tractor w/wide front end, only 1785 hrs.; Ford 6000 diesel tractor, just 100 hrs. on newly overhauled engine; JD A tractor w/roll-o-matic; four row cult. & two row cult. for same; Massey Harris 44 4 cyl. tractor; cult. & front end loader for same; M-M Uni-Farmer w/10' No. 120 grain head; M-M Uni-Farmer w/corn husker & grain head; Case semi-mt. 6 bot. 16" plow; Case 3 pt. 11' chisel plow w/gauge wheels; JD 3 bot. 14" trailer plow; Moline 12' tandem transport disc; 8' tandem transport disc; Dunham 8' cultimulcher; 7' drag disc; 7' single roll cultipacker; MC 4 row old style corn planter; MC 16 hoe grain drill; NH 68 baler w/PTO thrower; (3) farm trailers w/bale sides, one is new; 6 ton chassis w/8' x 16' x 8' body; MC No. 8 flail chopper w/hood to wagon; Century 2 barrel weed sprayer; David Bradley 4 bar rake; JD No. 5 mower w/quick tach; JD manure spreader; NH hammer mill; David Bradley corn sheller; front mt. circular saw; MC 2 M mounted corn husker; hyd. cylinders; 1949 Studebaker truck, former V Tag w/grain body; truck mounted snow blade w/hyd. angling, etc., complete w/brackets; 7' Vena elec. over hyd. lift gate complete w/attachments; plus other articles not mentioned.

Terms: Cash or check, day of sale.

Refreshments served.

Sale ordered by,
ARTHUR & MABLE CONRAD

Sale conducted by,
Ralph W. Zettlemoyer Auction Co.
Tele. (215) 285-4616

MRS. HARRY McCURDY PUBLIC SALE

SATURDAY, APRIL 23, 1977

9:30 A.M.

Located on the premises at route 2, Palmyra, South Londonderry Township. Turn South off route 322 in Campbelltown at the Valley Pools sign onto Lawn road and travel appx. 1 mile to premises.

FARM MACHINERY TOOLS ANTIQUES

John Deere Mt. tricycle tractor with 3 pt. hitch, John Deere side mounted mower for Mt; Wiard plow, manure spreader, 2 bottom 3 pt. Ferguson plow, barrel sprayer with boom, potato plow, 3 pt. cultivator, belt drive cement mixer, 3 pt. 4 row scorer, disc harrow, 3 pt. rotary mower, 2 wheel trailer, 4" grain auger, Sears 10" hammermill, Sears corn sheller, Mountville 2 hole corn sheller, MH 3 pt. corn planter, Non-pareil lime spreader, 25' wooden grain elevator, peg harrow, Dearborn Woods Brothers 1 row corn picker, rubber tire trailer with model T chassis, tractor saw, roller harrow and Henderson front loader with fork bucket and dirt attachment with mountings for MT.

BUCKEYE 10' x 13' metal grain bin

Standard Twin garden tractor with sulky, potato plow and disc harrow, King-Wise walk behind garden tractor, 6 hp. and 7 hp. Wheel Horse tractors with mowers, small 4' disc harrow, rotary mower, lawn spreader, lawn roller, scythe, hand pruner, walking cultivator, rakes, forks, and shovels.

Apple Cider press and grinder

Marquette welder, 1/2" elect. drill press, belt drive bench grinders, elec. hack saw, F.E. Reed metal lathe, table saw, Mighty Mite Remington chain saw, acetylene outfit complete with gauges and tanks, B & D 3/8 drill, anvil, Weller solder gun, Craftsman comb. metal and wood lathe, 1/4" to 2" pipe threader, metal stand, pipe wrenches, hammers, motors, tin shears, small barrel air compressor, saw horses, GT Corporation tap and die set, endless belt and lots of misc. hand tools and shop items.

Iron kettles, old wooden meat grinder, Belleville Amber stove, 2 drawer spool cabinet, Bywater wooden brace, kettle hanger, wooden barrels, barn hinges, bag cart, fish gigs, buggy shafts, wooden clamp, iron trough, scalding trough, 1 man saw, Enterprise meat grinder, glass butter churn, No. 35 sausage stuffer, cream separator, antique hand corn planter, apple butter stirrer, flax combs, meat fork and iron belt pulleys.

Appx. 300' 1/2" plastic pipe, chicken crates, platform scale, iron and wooden wheels, small paint sprayer, Model A transmission, 1917 and 1927 Chevrolet radiators, and lots of other items too numerous to be mentioned.

Conditions by,
MRS. HARRY McCURDY

Harry H. Bachman - Auctioneer
Lunch by Farm Women No. 3

FEEDER CATTLE CONSIGNMENT SALE

FRIDAY, APRIL 22, 1977

7:00 P.M.

Special Note. . . .

Mr. Farmer - we have a strong demand for feeder heifers and steers.

Hauling Available.

HUNTER SALE BARN, INC.

Phone 301-658-6400

Sale Mgr., Auctioneer-Norman E. Hunter, Pres.
Restaurant on grounds.

LARGE PUBLIC SALE

REAL ESTATE, FARM IMPLEMENTS, CAR,
ANTIQUES & HOUSEHOLD GOODS

Of the Estate of the late Granville A. Menges

SATURDAY, APRIL 23, 1977

At 9:00 A.M. Sharp

Located about 1 1/2 miles Northeast of Muddy Creek Forks off Frosty Hill Rd. at the first place along Kennedy Rd. in Lower Chanceford Twp., York Co., Pa. Watch for signs.

2:00 P.M. REAL ESTATE 2:00 P.M.

Small 15 acre farm consisting of frame 8 room house w/coal hot air heat, bank barn, implement shed, blacksmith shop & other out buildings. There is a good well on the property & a good stream flows thru the pasture. Here is a nice attractive horse farm or many other possibilities. There is hard road frontage along both sides of Kennedy Rd. Don't miss this valuable small farm at sale. Terms 10% down, balance in 30 days. For inspection by appt. call 717-382-4247, also open Sat. before the sale.

FARM IMPLEMENTS

H Farmall tractor; Int. 2-14" trailer plow; JD spring tooth harrow; Speedy roto-beater; wood saw; 2 horse wagon; wagon wheels; single & double trees; Syracuse walking plow; hillside plow; corn sheller; corn fodder chopper; lg. heavy drill press; table saw; jig saw; wood wheel barrow; ladders; wooden measures; Ariens roto-tiller; push mower; horse cultivators; wood barrels; lot of hand tools; block & tackles; grain cradle; egg baskets; milk cans; buckets; strainers; benches; pile of coal, etc.

1965 Toyota 4 dr. Crown Deluxe sedan,
3 speed w/overdrive.

ANTIQUES & HOUSEHOLD GOODS

Very ornate double sided Ladies Pride cook stove; kitchen cabinet; chest of drawers; cane seat chairs & rockers; oak chairs; set of plank bottom chairs; matching dresser & wash stand; oak rockers; oak chest of drawers; treadle sewing machine; dictionary stand; Geo. A. Clark spool cabinet; Rosemont parlor stove; RCA Victor victrola; 78 RPM records; lg. cherry gate leg drop leaf table; 2 fancy rope beds; blanket chest; oak stands; drying racks; 4 pc. bedroom suite; Fada radio w/speaker; old Howe heavy duty leather sewing machine; picture frames; organ stool; kerosene space heater; hall mirror; sad irons; slaw cutters; butter churn; butter bowl; crocks; tubs; very old wooden sausage stuffer & lard press; flower stands; iron pots; old steam cookers; lots of bottles & jars; old papers & magazines; copper wash boiler; iron beds & cribs; ironstone china; old dishes & glassware; goblets; old calendars; books; lanterns; bear bank; rayolite; Westinghouse refrigerator; gas stove; 5 pc. bedroom suite; desk; folding table; Zenith portable TV; sofa; chairs; magazine rack; what not shelves; lawn & porch chairs; dishes; pots; pans & many items not mentioned.

LOIS E. THOMPkins

Executrix

Terms: Cash or approved check.
Robert L. Sechrist, Auctioneer Ph. 382-4379
Anderson & Warner, Clerks
Norman Olewiler, Attorney

Not responsible for accidents.
Lunch by Guinston Church