



Russel L. Kline hosted the Tuesday afternoon classification meeting at his farm near Denver. Among his top cows is Gladtime Astronaut Jody by Paclamar Astronaut and out of Gladtime ABC Janice. Kline can lean on her for more than physical support—her current projected average is 22,483 pounds milk and 877 fat.

China seen as bright hope for U.S. soybean exports

ST. LOUIS, Mo. — The American soybean growers must begin building their resources and capabilities to establish ongoing market development activities if they are going to benefit from the vast potential market for their products in the People's Republic of China.

"Many dynamic things are going to happen in the PRC," American Soybean Association's Dennis Blankenship said following his recent trip there and the second trip to the PRC by an ASA official in a year.

"It is something we have

to look at in any market. It is not a hit and run type of approach but rather setting up what the problem areas are, what the approach is and how we can work on these mutually with the Chinese. We westerners are just going to have to be a little more patient and become more familiar in dealing with their approaches.

"There is vast potential and if the PRC can sustain stable economic growth we'll see China become very rapidly one of the most important customers we have for soybeans and soybean products," he said.

Blankenship cited, as an example for his optimistic outlook, the desire by PRC officials to increase livestock production, not only for domestic con-

sumption but for export to other parts of Asia as well.

"As they develop their meat industry they are really going to lean toward U.S. soybean and corn as an energy source in feed rations," he said.

To help livestock producers and other PRC officials become more familiar with utilization of soybeans and soybean products, Blankenship said some of the initial activities that will be conducted by ASA will deal with poultry, swine and dairy production, soybean processing and quality control along with soy foods for human consumption and new styles of soy protein foods.

For instance, ASA will participate this fall in a U.S. exhibition in Beijing (Peking) with 24 other cooperator groups similar to ASA. Blankenship said ASA will be responsible for four sessions at the exhibition which will include feed manufacturing, swine and poultry production and soybean processing.

"The next logical step," according to Blankenship, "will be the continued exchange of publications and technical literature translated into the Chinese language and probably before too long some actual on-farm test demonstrations and feeding projects."

The PRC has imported 27.2 million bushels of U.S. soybeans and 60,000 metric tons of soy oil this marketing year. However, Blankenship said the Chinese indicated they had purchased adequate supplies to meet their demands this year.

As recently as 1975-76 the PRC did not purchase any soybeans or soybean products from the United States, however, in 1977-78 it imported two million bushels and last year imports totaled 15 million bushels.

"Market development activities in the short term will be coordinated from ASA's world headquarters in St. Louis, however, in the long term U.S. growers should think about having some people on the scene in the PRC," Blankenship said.

Classification

(Continued from Page B12)

and so the farmer can be sure of getting the all semen he wants.

Next, the farmer must remember that the sire is only half of the game. He should remember the female, too, and put her

it isn't a last-minute decision genetic background into his figuring.

Lastly, he should figure on culling the bottom 15 percent of the milking string each year. This will make room for his better milk makers in the barn.—CH

Cattlemen plan promotion survey

JACKSON HOLE, Wyo. — Merlyn Carlson, president of the National Cattlemen's Association recently announced there soon will be an industry-wide attitude survey conducted to determine what kind of market development programs most cattlemen want, and to determine the dollar level at which most cattlemen will invest in such programs.

Carlson noted that, if anything, the need for beef promotion programs has increased since the industry defeat earlier this year of a proposed uniform collection plan.

"Per capita beef supplies are now at the lowest level in many years," Carlson said, "and the cattle market should be better. However, beef demand has been lagging, and our market has been hurt."

"Years of anti-meat propaganda undoubtedly have had their effects. At best, it will take years of stepped up research and information to put beef back into a stronger position. We cannot for long delay doing the job that is needed."

"The time for action is now. We must do a better job on the role of beef in American diets, or the government will do it for us."

The survey work, sponsored in part by NCA, will be done by a professional survey organization, under the supervision of a producer advisory committee and the National Live Stock & Meat Board.

Once the survey is completed, new or revised plans for fund collection, research and promotion programs and administrative

procedures will be developed.

Meanwhile, the NCA president said, cattlemen should maintain and, in fact, step up their support of existing beef promotion organizations and programs, including the state beef councils and the Beef Industry Council of the Meat Board.

"We simply cannot afford to let promotion efforts slip," Carlson said. "We cannot afford to have a weakening or splintering of promotional programs. A unified industry effort is essential."

THINK

Cheese

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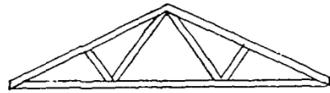
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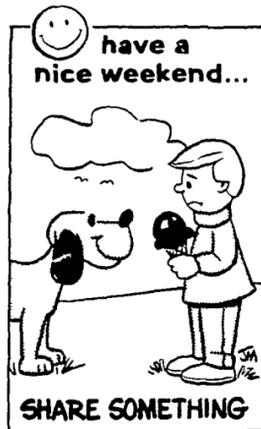


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