

# ABS receives President's award

DE FOREST, Wis. — American Breeders Service, DeForest, Wisconsin, a division of W. R. Grace & Company, was recently awarded the President's "E" Award at a special luncheon.

Russell H. Leitch, District Director, U.S. Department of Commerce, presented the coveted President's "E" Award.

He explained, "In 1961, President Kennedy initiated

the Presidential "E" Award, to recognize companies that had contributed substantially to the exports of the United States. To win the award, a company is required to demonstrate innovation and effort.

"This is measured in several ways. By the total value of sales made by the company and the increases in sales over three years.

Consideration also is given to the increase, during that

same period, in exports as a percentage of the company's total business.

Leitch continued, "When we looked into the statistics, we found some rather interesting facts. ABS, this nation's largest A.I. organization, markets both dairy and beef semen to sixty countries in addition to North America.

"But, what really impressed us was the fact that, in a three year period, the

management of this organization made 67 foreign visits and hosted 3,000 foreign visitors to the United States. This effort, plus the training in the use of frozen semen that ABS has provided its distributors and agents in these countries, has cascaded to reach thousands of customers and users."

saying, "It's really no surprise then, that this organization has, for the past three years, increased its exports by a startling percentage...and, in this case, it wasn't ammunition, it wasn't weapons, it was something that is going to help feed the people of the world."

Robert E. Walton,

ST. LOUIS, Mo. — Soya Bluebook 80, a 186-page directory and buyer's guide published by the American Soybean Association, is now available.

This publication provides updated information on the state of the soybean industry.

It lists organizations involved in soybean research, market expansion, production and utilization.

Worldwide soybean

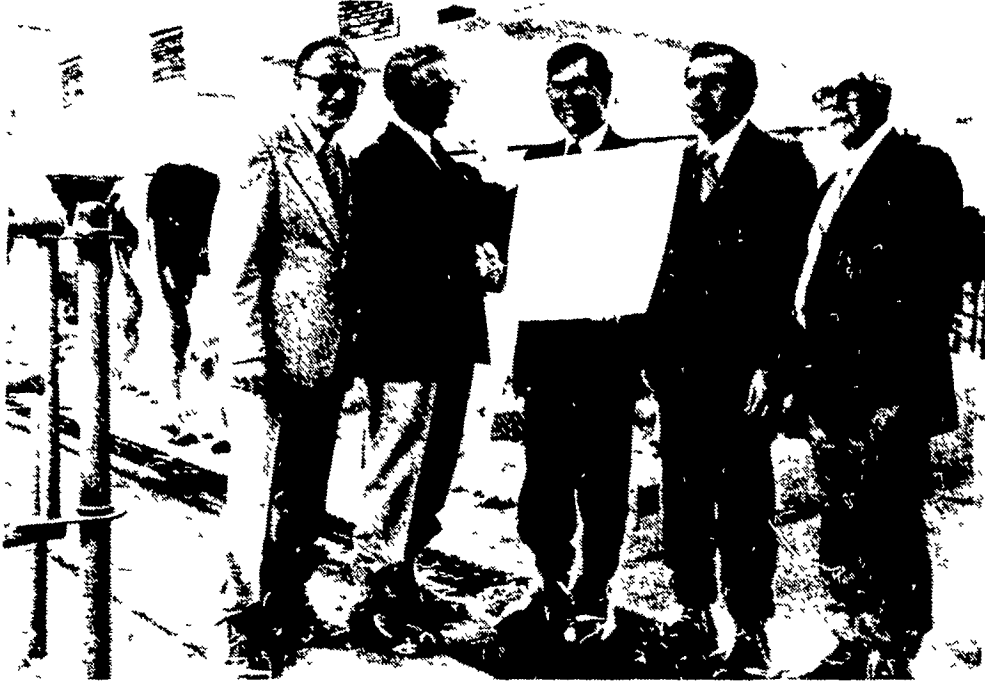
processors, soy oil refiners, soy food manufacturers and industrial production manufacturers, also are listed with key personnel and products manufactured.

A full listing of companies providing equipment or services for the industry is contained in the update, along with tables and charts of reported production, export statistics and crop values.

A glossary of soybean terms and grading standards is included.

For more information write: General Sales, American Soybean Assoc., P.O. Box 27300, St. Louis, Missouri 63141.

president of American Breeders Service, received the "E" Award certificate and pennant on behalf of ABS.

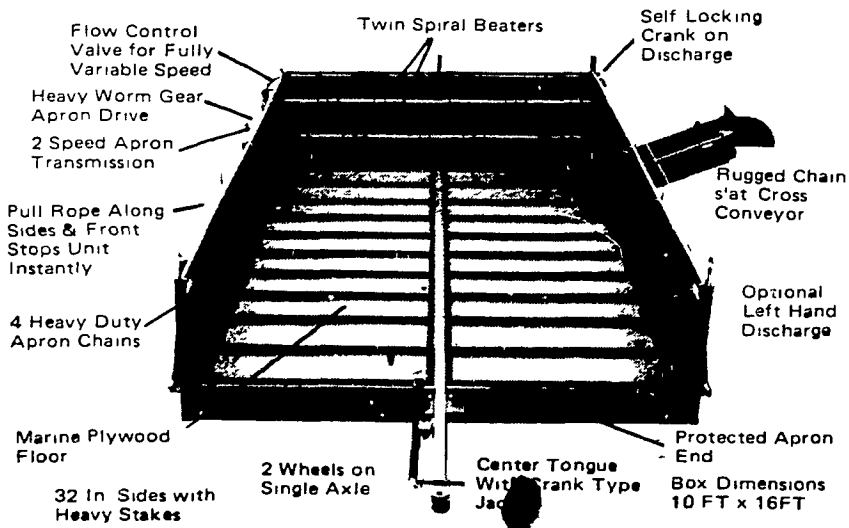


The certificate for the President's "E" Award was presented in the dairy bull barn at the International Headquarters at DeForest, Wisconsin. Pictured left to right are Robert Thayer, Administration, Marketing Division, Wisconsin Department of Agriculture, Trade and Consumer Protection; Dr. Robert E. Walton, President, American Breeders Service; Ronald F. Eustice, Manager, International Division, Europe and Africa American Breeders Service; and Robert D. Pelkey, Director, International Division, American Breeders Service.

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