

Farm Business News

Reports best year ever

TUNKHANNOCK — Sire Power, Inc. with headquarters in Tunkhannock, Pa., and Frederick, Md. recently completed its 1979-80 Fiscal Year.

Annual totals indicated large increases in all areas of business activity, according to Ron Flatness, Director of Sales & Promotion. Sire Power and member cooperatives were plus over 75,000 units compared to last year, with total business volume exceeding \$6,000,000.

In direct herd sales they were plus over \$540,000 in gross income, with a 29,739 unit volume increase.

National & International Sales included a \$631,000 gross increase, 72 percent plus over last year. International business volume increased by 50,297 units, a 29 percent increase.

Dired herd sales include sales directly to dairymen or beef ranchers who breed their own cows and buy many services at once. They are usually among the largest farmers in an area. Sire Power has A.I. Management Schools throughout its area to train cattlemen to breed their own cows.

Sire Power also sells all equipment necessary for success in this endeavor. Estimates indicate that over 60,000 U.S. cattlemen now

utilize this new method of herd improvement.

Their National Market includes sales to areas of the United States that are outside the traditional "Sire Power County": Pennsylvania, New Jersey, Maryland and West Virginia. Sire Power's member cooperatives provide professional technician services in these areas, and 1979-80 was a banner year for this business division also.

Sire Power also markets semen throughout the rest of the world, including Central and South America, Europe, Africa, the Middle East and Asia.

The previously mentioned business volume increases are a vital ingredient in maintaining low cost service to Sire Power members. A Sire Power it is still possible to breed a cow for \$5 to herds on standard and AM-PM testing. This is the same fee charged nearly 40 years ago.

This is an almost unbelievable accomplishment considering inflation, and a real tribute to the cooperation movement, the co-op says. In addition, the bulls of today are vastly superior to their predecessors. This improvement has resulted from selection pressure and most importantly, the

Introduces new tractor

LITITZ — To meet the increasing demand for a medium-sized, four-wheel-drive tractor that can handle heavy, wet-soil conditions, Massey-Ferguson is introducing the MF 154-4 farm tractor. This latest addition to MF's tractor line is rated at an estimated 420 PTO horsepower.

Its major advantage over two-wheel-drive tractors is greater drawbar pull - beneficial when handling wide implements at lower speeds on rough ground and in heavy, tough soils.

This tractor's other four-wheel-drive advantages include reduced wheel slippage, more stability, improved flotation, reduced

rolling resistance, and better maneuverability on poor surfaces. Power, weight and tractive effort are distributed more evenly over the four wheels.

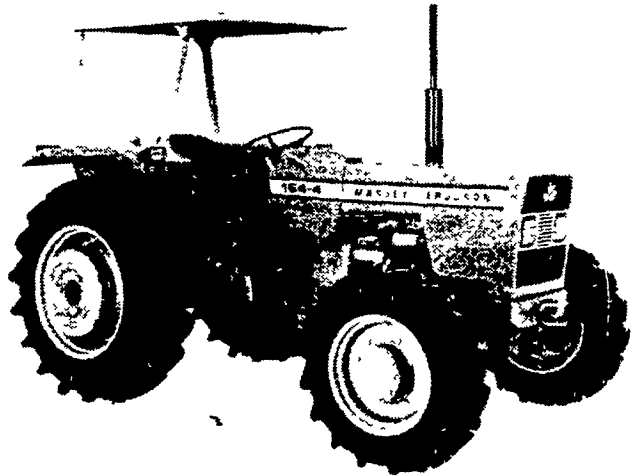
Designed and engineered for farming areas where unfavorable traction is a major limiting factor, the MF 154-4 will be used extensively for plowing, discing, planting, and for operating spreaders, balers, mowers and farm loaders.

It is powered by a Perkins three-cylinder 152-cubic-inch direct-injection diesel engine. Power is transmitted through an 11-inch dual dry plate clutch to a synchromesh transmission which provides 12 speeds

forward and four in reverse.

The tractor's hydraulic system is equipped with a conventional Category I three-point linkage. The system provides draft and position control with adjustable sensitivity control and automatic lowering rate adjustment. A gear pump mounted on the engine supplies hydraulic power.

Hydrostatic power steering with independent pump and circuit is also standard. Other features include a forward-hinged hood for easy maintenance access to the air cleaner, battery and fan belt; headlights built into the front grill; spring suspension seat; and a fully instrumented dashboard.



The new MF 154-4 farm tractor, rated at 42 pto horsepower, meets the increasing demand for a medium-sized, four-wheel-drive tractor for heavy, wet soil use. Its major advantage over two-wheel-drive tractors is greater drawbar pull for wide implements.

development of the USDA Sire Summary which has revolutionized sire selection, the stud says.

DuWayne A. Kutz is Sire Power's and its member cooperative's General Manager. George Sommer, Southside, West Virginia is President of the Board of Directors, Gary Rickard, Honesdale, Pa. is Vice-President, and Richard Rensburg, Jefferson, Md. is

Secretary.

Sire Power traces its origin to the first artificial breeding organization in the United States, established in 1938. Sire Power is a cooperative organization owned by its member organizations; Northeastern Breeders, Maryland ABC, and West Virginia ABC. All member organizations are farmer owned and controlled.

Why should you sow Hoffman Formulas?

WE ASKED DICK DERR, MANAGER OF HOFFMAN QUALITY CONTROL



Dick Derr, Manager of Quality Control for Hoffman Seeds, Inc.

Q. What's so special about Hoffman Formulas?

A. They're "special" because we put special seed into them. We select high-yielding, winter-hardy alfalfas with proven Eastern performance. Vigorous, clean seed with broad disease resistance. We match maturities of legumes and grasses. We want customers to grow superior crops, and thus build repeat business.

Q. What's the most important thing that goes into Hoffman Formulas?

A. Our most important ingredient could be "experience." Hoffman was the first seed company to offer a comprehensive program of specialized legume/grass formulas for the Northeast. That was in 1963. We've learned many things since that time — things competitors now moving into this field have yet to learn.

Q. Whose experience are you talking about?

A. Hoffman's 80-year experience. My experience in the laboratory and in the field. I've been in this business for over 30 years. So has Elmer Applegate, who arranges for our seed. The men who blend and inoculate Formulas are long-time Hoffman employees with plenty of know-how. The experience of Hoffman Seed Men is important, too, in recommending the right Formula for your situation. We know what we are doing.

Q. How does this experience help Hoffman customers?

A. They are buying up-to-date formulations that we know from experience will do a good job for them. Every year we ask ourselves, "How can we make Formulas better next year?" Each Formula is reviewed. What was learned in the past year is plugged into each decision. Slowly but surely we strengthen the formulations. The net result is a steady upgrading of performance year after year.

Q. How do you know your Formulas do a good job?

A. Because I go out and personally check field results on farms. In widely scattered areas with the customer along. I listen to the customers get to know what they like and what they don't like. Their opinions, plus reports from our sales force, help shape the next year's formulating decisions.

Q. Why don't you tell what varieties you use?

A. Because we put a lot of time and effort into testing and developing our own superior lineup of Formulas. We don't want to make it too easy for competitors to catch up. We know we're putting the seed that we should into Hoffman Formulas. Our sales force knows they perform well. Customers recognize this, too, and are telling their friends.

Q. Are sales of Hoffman Formulas increasing?

A. Definitely. More than doubled over the last 10 years. Because of superior performance. We are proud to be leaders in the developing of private branded seed products like Hoffman grass/legume Formulas. And we intend to continue to lead in this field by giving customers better performance.

Q. How many customers buy Formulas from Hoffman?

A. Considerably over 2,000 per year. And do you know how many complaints we average? Less than two! That's better than 99.9% satisfied customers. Show me the automobile manufacturer who can claim that degree of satisfaction with his cars.

Q. What's the point in using several alfalfa varieties in one Formula?

A. It's a strong insurance factor. When a farmer seeds an alfalfa/grass combination he's putting it in for several years' use. He has no way of knowing what kind of weather he'll hit during those years. He doesn't know what diseases might crop up. We can't tell him either. But we can offer him a Formula including several superior alfalfas to give him broader tolerance to more of the problems he may face over the life of the stand.

BULK MOTOR OIL

SAVE 25%



from Agway... the best way for the large user to buy motor oil

COMPARE OUR PRICES!

NEW HIGH QUALITY

15-40 SERIES 3 DIESEL ENGINE OIL AT A LOW BULK PRICE



Call 717-397-4954

AGWAY PETROLEUM
BOX 1197, DILLERVILLE ROAD
LANCASTER, PA



HOFFMAN SEEDS, INC.

LANDISVILLE PENNSYLVANIA 17538

ASSOCIATE PRODUCER AND DISTRIBUTOR OF FUNK'S G-HYBRIDS