

# Farm Business News

## Resumes production

CHARLES CITY, Iowa — White Farm Equipment Company announced here last week the resumption of production of its full line of farm wheel tractors. White Farm Equipment manufactures and distributes tractors ranging from 30 to 210 horsepower from Charles City.

The first tractor off the assembly line was a White "Field Boss" tractor Model 2-70. It was greeted by members of White Farm management and Charles City staff in an informal celebration, which signaled the return to full production of the plant after nearly 11 months of curtailed operations due to a depressed farm economy and high interest rates.

White Farm noted its South Bend, Indiana, factory resumed production and shipment of farm implements and tillage tools more than two months ago.

"Today's farm machinery

market is improved over one year ago, and according to projections it will continue to improve," Fuller said. "It is not as strong now as it has been in the past several years, but, as demand rises, our production schedule will be adjusted upward to adequately supply our dealers."

"During the curtailment, the company virtually reconstructed its organization so that the needs and the pace of the market can be responded to more rapidly. White Farm emerges from this period restructured and streamlined in many ways - from management techniques to physical operations. Our goals are improved efficiency and better planning for the demands of the retail market."

Employment levels will continue to follow historical trends to some extent. However, a part of the company's new strategy is to more efficiently manage around

the cyclical layoff patterns which have been common throughout the farm machinery industry for years.

White Farm officials said financial operations of the company are on a strong footing. Both

wholesale and retail financing are in place through an agreement with Borg-Warner Acceptance Corporation. In addition, a strong bank line of operating capital has been established, Fuller said.

The company will maintain its dealer network and has begun to offer aggressive retail sales incentive programs to capture an increasingly larger share of the farm equipment market.

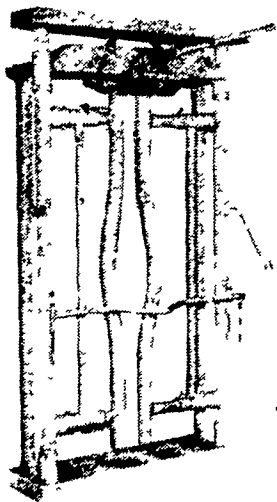
Fuller said "We are being extremely well supported by our traditional, long standing suppliers in bringing the operations back to full production."



Ribbon-cutting at White farm plant included Robert Fuller (second from left), Exec. Vice Pres., shaking hands with Charles City Mayor Leo Schula; William Jacobs left, dealer, Allison, Iowa; and Charles Stanbro, President, UAW Local 1315, Charles City.



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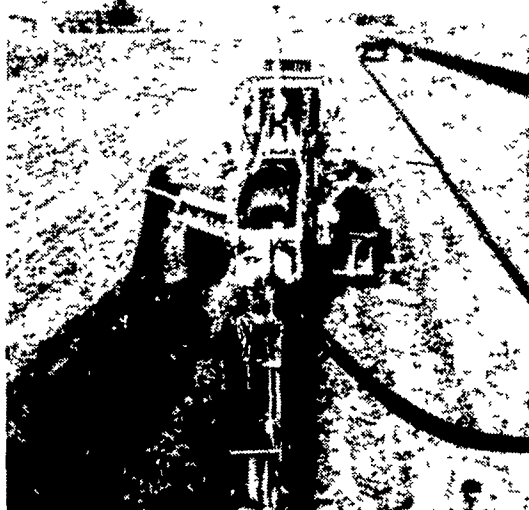
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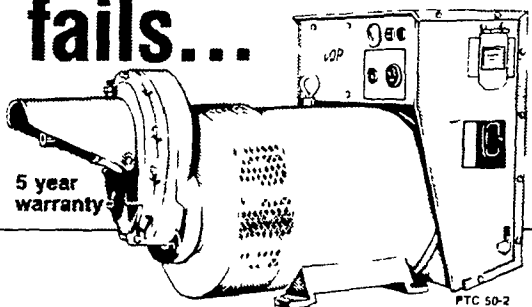
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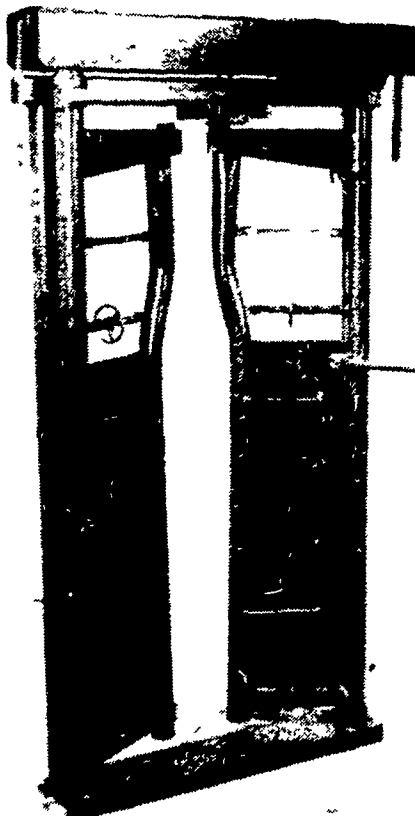
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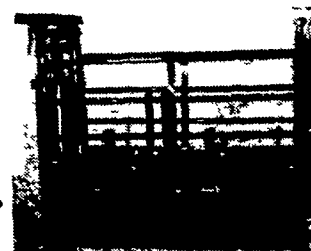
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