

★ NEW ERA OF AGRICULTURAL EFFICIENCY

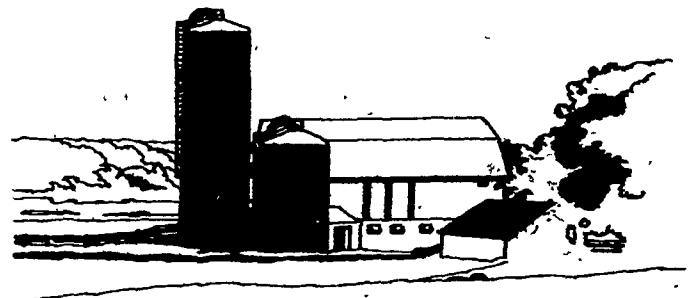
...Ushered in by the PHILOSOPHY OF "REAGANOMICS"

The supply side concepts dubbed "Reaganomics" are getting a chance to cure our nation's ills, and this philosophy seems likely to dominate the political scene for many years to come.



Congress has yet to tackle the new farm bill, but the legislation will almost certainly reduce government involvement in agriculture. As spokesman for the administration, secretary of agriculture Block has expressed strong commitment to free market policies. An early signal of this trend was the administration's refusal to increase dairy product price supports earlier this year.

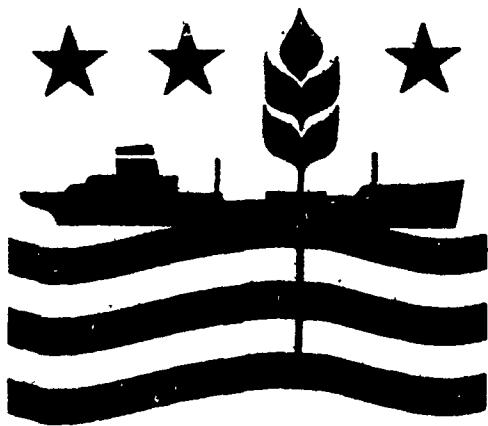
The new economic climate should especially favor Harvestore System farmers, always leaders in efficiency. While others may be at the mercy of economic forces beyond their control, Harvestore System farmers take advantage of opportunities such as these:



- Reducing off-farm purchases through more efficient use of home-grown feeds.
- Producing more meat or milk per acre by reducing feed storage and handling losses.
- Making each animal produce more through the use of more nutritious rations.

- Getting more from each hour of labor — or cutting the cost of hired help — through automation of harvesting and feeding.
- Slashing energy expenditures by eliminating drying cost.
- Cutting fertilizer bills and boosting potential crop yields by recycling natural plant foods through a SLURRYSTORE system.

WE CAN TURN THE TIDE



Further reductions in dairy price supports may put some producers out of business, but most could survive through such actions as stringently culling low producers and paying greater attention to feed costs. In the end, better management could yield greater profit from smaller but more efficient herds.

Many other factors add up to make increasing efficiency the best strategy for the 80's. Every farmer recognizes that the high cost of land, energy, labor, credit, fertilizer, and other farm inputs make it more important than ever to squeeze out every possible penny of profit.

CLEARLY, WE ARE ENTERING A NEW ERA OF FARMING EFFICIENCY, AND FOR PROGRESSIVE OPERATORS SUCH AS HARVESTORE SYSTEM FARMERS, REAGANOMICS COULD BE THE KEY TO NEW PROSPERITY.

* Excerpts from Viewpoint
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