

# Farm Business News

## Grassland Council elects York

TIPTON, IND — The American Forage and Grassland Council (AFGC) has named Vance York, Eastern Division, Pioneer Hi-Bred International, Inc., its president for 1982.

York, Northern Regional Sales Manager and Sales Coordinator for alfalfa, forage mixes and wheat for Eastern Division, was installed as AFGC president during the council's recent annual conference in Rochester, Minn.

Retiring AFGC president is W.C. Templeton, Jr., director of Penn State's Regional Pasture Research Laboratory.

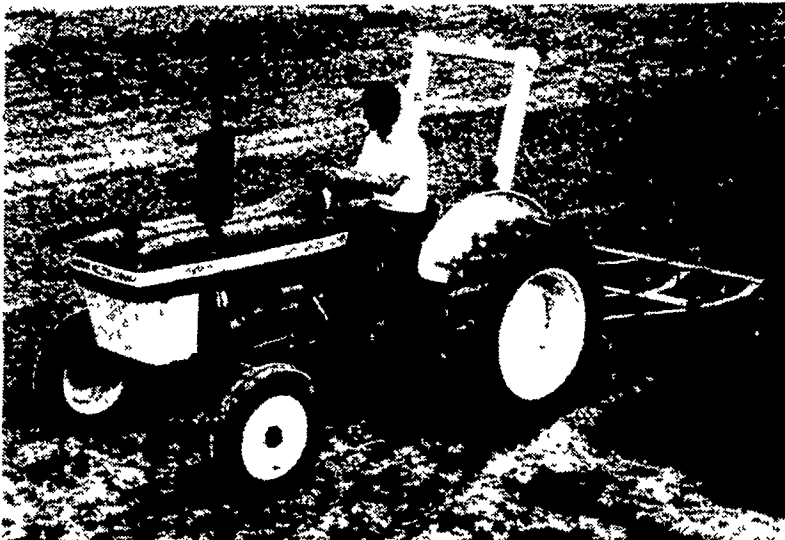
Other AFGC officers include senior vice-president, Carl Hovland, University of Georgia, vice-president, Robert Buker, Farmers Forage Research; and secretary, John Baylor, Penn State.

The American Forage and Grassland Council is a non-profit organization which serves as a forum for exchange of ideas and information regarding forage production and use. The organization also works to encourage more basic and applied forage research.



Vance York

American Forage and Grassland Council membership includes individuals representing research, Extension, teaching, business, government, and farming and ranching.



An economy three-cylinder model, the 2310, has been added to Ford's Series 10 line of mid-range tractors.

## Ford adds economy tractor

TROY, MICH. — A new economy model has joined Ford's recently introduced line of mid-range Series 10 agricultural tractors.

The new 32-horsepower Model 2310 tractor comes equipped with three-cylinder diesel engine, eight-speed transmission, 540 rpm live PTO, two-lever hydraulics, category I hitch, and top-link draft control.

Service features on the new model include a flip-up front shell, hinged side panel and easy-to-reach filters. There also is a roomy operator's area, complete instrumentation and a comfortable

seat. The 2310 offers fingertip control for a wide range of mounted equipment, including rotary cutters, landscaping implements, plows and more.

The new tractor is designed for highway or park maintenance, landscaping or a wide range of other uses.

The 2310 will arrive at Ford tractor dealerships throughout North America in early April.

This year is the 75th anniversary of the first Ford farm tractor — an experimental model built by the company's founder in 1907.

## Ewell plans awards dinner

EAST EARL — The annual safety awards dinner of John S. Ewell, Inc., Bulk Milk Hauler and Ewell Service Company Petroleum Transportation, of East Earl, will be held Tuesday in the Blue Ball Fire Hall.

Dinner will be served at 7 p.m. to drivers, staff, retirees and their wives or friends. Safe driver awards will be presented to 27 milk drivers and six awards to drivers of petroleum products for the year 1981.

Guests will be present from

Kraft Foods, Penn Dairies, East Earl Township Supervisor's Office, Pennsylvania State Police and East Earl Township Police Department.

C. Theodore Sheatter is president and terminal manager of the transportation firm, which also operates as Terminal No. 12 of Matlack, Inc., coast-to-coast movers of petroleum and chemicals. Michael Baley, operations manager, will present the driver awards. S.O. Zimmerman will act as toastmaster.

## DeKalb honors Stauffer



Caleb and Ann Stauffer, of Newmanstown, were recently honored for their 1981 First Place Swine Production Records. The award, given by Dekalb Swine Breeders, Inc. to one of 77 farms on the company's Swine Service Program is based on the farm's farrowing rate, percent of farrowing crates filled and the average number of pigs weaned per sow. The

Stauffer farm recorded an average of 9.42 pigs weaned per sow litter with a farrowing rate of 92.7 percent. The Stauffer farm is a contract herd of Stevens Feed Mill. Shown receiving the award from Roy Poage, center, president of Dekalb Swine Breeders is Caleb Stauffer, left, while Earl Martin, president of Stevens Feed Mill, looks on.

## Nation's agri-marketers to probe challenges of the '80s

SHAWNEE MISSION, Ks. — More than 1,000 American agri-marketers will convene in Denver beginning May 2 to probe in depth the challenges facing the American farmer and those who provide the products supporting his efforts.

The four-day conclave will closely examine such crucial issues as the impact of international politics on American agriculture, an impending shortage of water for irrigation, and forthcoming changes in retail food marketing that will affect food producers.

Management, marketing and advertising executives from virtually every corner of the multi-billion dollar agribusiness community have committed to attend the annual conference of the National Agri-Marketing Association, which will be headquartered at the Fairmont and Marriott City Center hotels in Denver.

In addition to an intensive three days filled with presentations, discussions and workshops on agribusiness, marketing and advertising issues, those in attendance will hear from Safeway Chairman Peter Magowan on changes in consumer food needs and desires, New York Times Washington Bureau Chief Hedrick Smith on the international situation, and William Gianelli, Assistant Secretary of the Army for Civil Works, on the troublesome national water outlook.

Among the important ceremonial undertakings is the presentation of the National Awards for Agricultural Ex-

cellence. Created in 1981, the Ag Excellence awards recognize exemplary achievements among members of the agricultural community in science and research as well as public and private sector contributions.

Another important presentation, a NAMA tradition since 1962, is the Robert S. Kunkel Award, also known as the "Agri-Marketer of the Year." The association also honors outstanding advertising, publicity and promotion campaigns.

In addition to these subjects of industry-wide interest, workshops will be conducted on a variety of topics. Among the sessions planned are several case histories

on successful marketing programs for commodities and farm equipment, a presentation on "What American Firms Can Learn from Foreign Marketers," a session on "How to build a Well-Read Advertisement," and a discussion of "Public Relations and Its Fit in the Marketing Plan."

Agri-marketers and others interested in attending the four-day conference are encouraged to write the National Agri-Marketing Association at P.O. Box 7912, Shawnee Mission, Kansas 66207, or call 913/341-5445. NAMA members may attend the conference for \$180 exclusive of hotel costs. Non-members' rate is \$260, and students may attend for \$60.

## Parts school graduate



Leon Stauffer, of the Lebanon Valley Implement Co., Inc., Richland, has completed the 1982 Massey Ferguson Advanced Part Management School in Racine, Wisc. Among the topics covered in the five-day program were customer relations, inventory management and retail merchandising.

