

Farm Business News

Avco New Idea looks to future

COLDWATER, Oh. — "Avco New Idea Farm Equipment is building for the future and will be in business for years to come," according to Cecil Stralow, vice president and general manager.

Stralow's look to the future was contained in a letter to Avco New Idea dealers in which he traces recent actions by the company to prepare for the future.

The dealer letter was written in response to a recent interview of Avco Chairman Robert Bauman by the Wall Street Journal, which may have given the impression that the farm equipment manufacturer was for sale.

Bauman's statements implied only that Avco New Idea, or any of its other divisions, might be considered for sale if the offer were sufficiently attractive, according to Stralow. Under such conditions, possibly everything in today's marketplace is for sale, Stralow explained.

"This certainly did not and does not imply that Avco New Idea is in the process of being sold," Stralow said.

The company has a plan for

future growth, Stralow said, including efforts at improving efficiency. He cited a productivity improvement plan, a computer aided work measurement system designed to update factory work standards.

As evidence of building toward the future, Stralow cited a number of accomplishments during the past 12 months. These include the introduction of four major new products, the naming of new top management members, the opening of a new regional office and distribution facility, the centralizing of credit and distribution functions and the launching of new product development in many areas.

Despite the current economic problems, which have particularly affected the agricultural sector, some dealers and some manufacturers are surviving quite nicely, Stralow said.

"They have confidence in themselves and in the future of agriculture," he said.

"Avco New Idea shares that confidence."

Farmtronix adds hopper unit

SHERIDAN, Wyo. — Farmtronix has added the Nebraska Hopper to its complete line of components for electronic, automatic feeding systems.

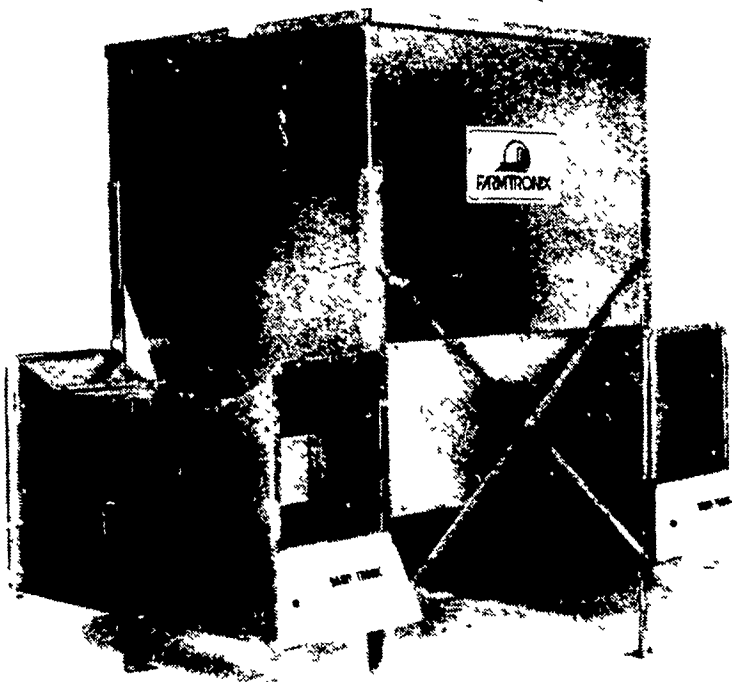
With a one-ton capacity, the Nebraska Hopper is a basic, but flexible, part of the feed system. The hopper is constructed of heavy gauge galvanized steel, as is the tight fitting weather cover. The unit is supported by sturdy structural steel legs and braces.

It is engineered to be used with Farmtronix' feeders and can be fitted with up to four feed stations. In addition, the Nebraska Hopper can be fitted with a divider partition for two compartments, allowing use of Farmtronix' dual-

feed Wisconsin Feeder. This feature gives the dairyman control over mixed grain and supplement rations on an individual cow basis.

Nebraska Hopper is compatible with any Farmtronix automatic feeding system, including the firm's well known Dairy-Tronic and newly introduced Micro-Tronic. It is easily adaptable to existing Northco and Horn of Plenty magnetic feeders.

Farmtronix feeding systems for the dairy industry feature the benefits of reduced labor, tracking of individual cow feed costs compared to production, and increased feed conversion efficiency.



The Nebraska Hopper of the Farmtronix feeding system features a one-ton capacity and up to four feeding stations.

Phosphorus use still uncertain

DALLAS, Tex. — Although much progress recently has been made in the understanding of phosphorus nutrition and metabolism in dairy cattle, a University of Georgia researcher reports that considerable uncertainty still exists in many important aspects of its nutrition.

Summarizing recent developments in mineral nutrition of cattle at the 30th Annual Pfizer Research Conference, W. J. Miller, of the University of Georgia, cited one 1981 study that found increasing the cow's phosphorus from .4 percent to 5 percent reduced milk production. Another study conflicted. It showed that milk production was greater for cows fed 54 percent than for those fed .31 percent phosphorus.

"Considerable uncertainty still exists on the maximum safe levels of phosphorus that can be fed to dairy cows and on the deleterious effects of an excess," Miller pointed out.

"Much more research is needed on phosphorus nutrition and metabolism of cattle."

In University of Georgia research, he reported a chloride deficiency was produced and described in calves. Death occurred when plasma chloride levels fell to one-third of normal values.

"Selenium has become recognized as very important in the reproduction and health of dairy cattle in many areas," said the Georgia researcher. "British researchers demonstrated substantial differences in the metabolism of selenite and selenate forms of selenium by dairy cows."

In University of Georgia research, he continued, mechanisms of selenium metabolism and secretion into milk were investigated. As secreted, selenium in milk is largely protein bound. Selenite selenium must be reduced in other tissues before it can be bound in the mammary gland.

The Pfizer Research Conference is held annually in conjunction with the national meeting of the American Feed Manufacturer's Association. It features leading university authorities who review and report on the prior year's work in animal and poultry nutrition.

Agway holds poultry school

Agway Farm Sales School: Poultry



Eugene D. Hartman, right, of Biglerville, poultry specialist for Agway, attended a poultry farm sales school held recently at the cooperative's Syracuse, N.Y. headquarters. Also shown in photo is Joseph J. Exley, who has been named manager of the newly reorganized poultry department, which will handle Agway's poultry product and egg marketing segments of business. Hartman works throughout southern Pennsylvania and western Maryland aiding poultry farm operators in the planning of their feeding and management programs.

Hesston realigns sales group

HESSTON, Kan. — Hesston Corporation is restructuring its farm equipment sales organization in an effort to gain more efficiency and better contact with its dealer organization.

Instead of four branch sales areas, distribution in the United States and Canada will be from three sales regions, according to Jim Friesen, North American Sales Manager, including western, northern and southeastern regions.

Twelve branch sales managers will be located in eight locations, including Fresno, Calif.; Denver, Colo.; Hesston, Dallas, Tex.; Calgary, Alberta; Minneapolis, Minn.; Syracuse, N. Y.; and Memphis, Tenn.

Parts warehouses are located in Fresno; Denver; Minneapolis; Hesston; Dallas; Memphis; Syracuse; Calgary; and Toronto, Ontario.

Fifteen additional territory sales managers are being added to work in the southeast and eastern portions of the country, primarily to develop tractor marketing efforts in those areas. The additions raise the total of territory managers to more than 100.

Also located at Hesston headquarters will be regional personnel responsible for administration, sales order functions and parts management.

"Centralizing these functions at our home office permits us to streamline work flow within each region and simplify communications."

"At the same time, we are moving our sales management personnel closer to dealers and customers," Friesen said.

Fertilizer use shows drop of 10-12 percent

WHITE SULPHUR SPRINGS, W. Va. — Domestic fertilizer use for the year ending June 30, 1982 will be down 10 to 12 percent from the record levels of 1981.

Edwin M. Wheeler, president, The Fertilizer Institute, speaking to a gathering of industry leaders attending the association's annual Marketing Conference this week, predicted the year's consumption tally would barely surpass 47 million tons, a sharp drop from the 53.3 million ton record set in fertilizer year 1981.

"Lower farm income and commodity prices, plus high interest rates, caused fertilizer use in the U.S. to drop for the first time in four years — and not since 1975 has the drop been this significant," Wheeler said.

The association executive added that nitrogen usage weathered the storm with but a 4- to 5-percent drop, but phosphate and potash consumption fell substantially.

Adding to the disappointing year, Wheeler said that exports suffered even more, with finished materials declining by more than

20 percent and phosphate rock sales dipping some 23 percent.

"There is some good news," Wheeler said. "Both at home and abroad, retailer/wholesaler stocks are depleted. In this same vein, except for potash producers, inventories are beginning to decline more nearly in line with what an admittedly depressed market will absorb."

"Farm prices are at bottom and if the U.S. dollar comes down, it should encourage U.S. farm and fertilizer exports," he said.

It is too early to make a forecast for fertilizer year 1983 (which begins July 1, 1982), Wheeler said, because of the many variables.

which may impact the marketplace during the next 12 months. He said that factors which could "change the picture dramatically and suddenly" include the possibility of a new Congress in January 1983 making alterations to the farm bill; a major change in weather and yields here or abroad, a market shift in energy supply or cost; and a quick change in economic conditions.

The industry leader cautioned that continued tight management of money, production, and personnel will be required of industry, "particularly if 1983 would turn out to be a bummer."

Waste deodorizer

ALLENTOWN — Agrigest liquifies and deodorizes all types of livestock and poultry wastes, according to Polybac Corporation, 1251 S. Cedar Crest Blvd., Allentown.

Through its controlled

microbiological and enzymatic activity, Agrigest differs from conventional odor-masking chemicals and works directly on the source of the odor by changing the molecular structure of the odor-causing compounds.