

Hesston unveils marketing plans

ORLANDO, Fla. — Hesston Corporation, in a series of three-day meetings with its dealers from across North America, has unveiled plans to position itself as a major farm equipment company with its dealer organization.

Howard Brenneman, Hesston president and chief executive officer, told the dealers, "Our objective is to make Hesston one of your major lines of equipment — and that means selling the complete range of Hesston products that fits your specific area."

Hesston has developed a joint marketing strategy with Fiat, its majority stockholder, to enhance both the Fiat tractor line and the Hesston product line throughout the world.

Since 1980 when the company introduced Hesston tractors built by Fiat to the North American market, the company has ex-

panded its product line. The company has a full range of more than 130 products including tractors built by Fiat, 29 hay handling machines, 14 forage harvesting machines and eight tillage tools with more than 70 sizes.

"Our Hesston tractor line is the only totally redesigned line in North America. With the introduction of the new 66 series, we now have 28 models from 45 to 162 PTO horsepower, which comprises the only "state-of-the-art" line in North America," Brenneman said.

In addition to the new tractors, the company is introducing the 5530 small round baler for low horsepower tractors; the new Hydro-Swing 1014+2 windrower; a new TurboVane cutting cylinder for forage harvesters; a whole new array of tillage tools.

HUGHSON, Cal. — Some 90 bulls, representing 20 different breeds of cattle are presented in the new 34-page beef sire directory published by Carnation Genetics of Hughson, Cal.

Crammed with personal data on each bull, it also presents, where available, such information as "Estimated Breeding Values" (E.P.D.), "Performance Date", and "Progeny Data."

Special sections of the directory give added information, according

to Al Shulsky, director of marketing.

The mailing address where cattle can be registered is given for 19 different beef breed associations.

Carnation Genetics is an artificial insemination company selling and servicing throughout the world. It is also one of the developers of the embryo transfer industry.

Beef cattle breeds represented in the Carnation Genetics 1983 beef

bull book include Angus, Ankina, Blonde d'Aquitaine, Brahman, Brangus, Charolais, Chianina, Gelbvieh, Hereford, Limousin, Lincoln Red, Murray Grey, Pinzgauer, Polled Hereford, Red Angus, Red Brangus, Red Poll, Salers, Santa Gertrudis and Simmental.

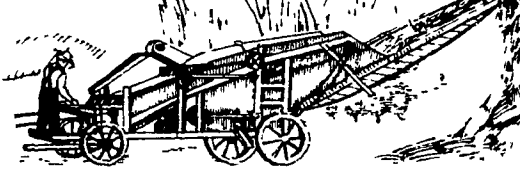
Directories are available at no charge by writing Al Shulsky, Director of Marketing, Carnation Genetics, P.O. Box 939, Hughson, Cal. 95326.

Carnation offers beef sire data

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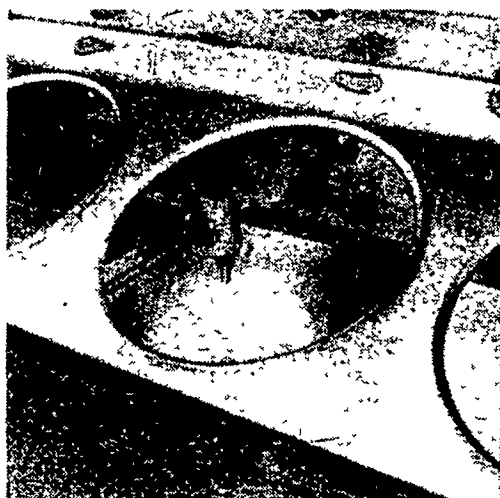
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- Get little pigs off to fast start. Young pigs will drink before they eat. When you combine feed and water at the same source you give those little pigs fast, healthy starts.



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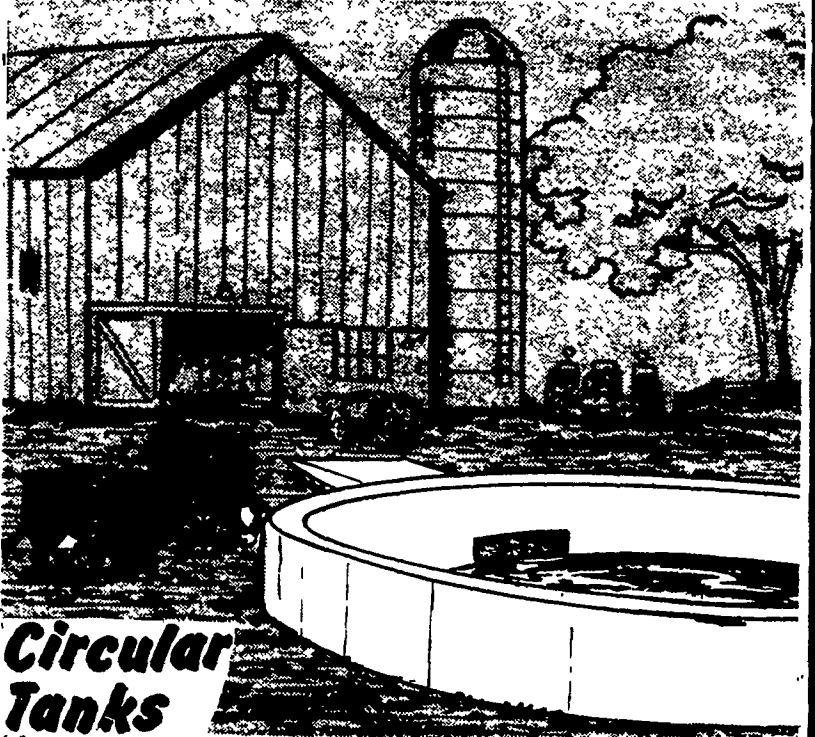
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