



BUSINESS NEWS...

Sire Power fills marketing post

TUNKHANNOCK — R. Rinell Vincent was recently named to the position of Director of Marketing for Sire Power, Inc., according to DuWayne A. Kutz, General Manager.

As Director of Marketing, Vincent will coordinate and organize Sire Power's marketing objectives of bringing the organization's genetics to farmers throughout the United States and around the world. He will assist, in cooperation with Sire Power's Board of Directors and management, Sire Power's growth objectives and marketing approach in the A.I. industry. His responsibilities are to direct member sales, national, and international sales. Other duties include coordinating promotional and advertising programs throughout Sire Power's marketplace.

Vincent brings to this position a strong background in A.I. with experience, and specialization in sales management. He was previously the National Sales Manager at Sire Power, Inc. for eighteen months. Prior to this, Vincent was employed by American Breeders Service, Inc. of DeForest, Wisconsin. In his 9½ years at ABS, he progressed from District Sales Coordinator in Southeastern Wisconsin to District Sales Manager in Northwestern Wisconsin.

While at ABS he served on the President's Round Table and was



R. Rinell Vincent

recognized for having the fourth best sales district in the nation for ABS business in 1976. He was also recognized for having the eighth best sales district at ABS in 1980.

From 1972 to 1974, Vincent served as a high volume Professional Technician for ABS, and from 1970 to 1972 he was a Technician for Tri-State Breeders.

He graduated from DeForest High School and served in the armed forces. He is a veteran with an honorable discharge from the U.S. Army with service from 1967 to 1969.

A native of DeForest, Wisc., Vincent and his family reside in the Tunkhannock area. Vincent and his wife, Mary Edna, have five children: Heather, 10; Mariruth, 9; Gretchen, 6; Preston, 4; and Rinell, 2.

MC's feature hydraulic drive

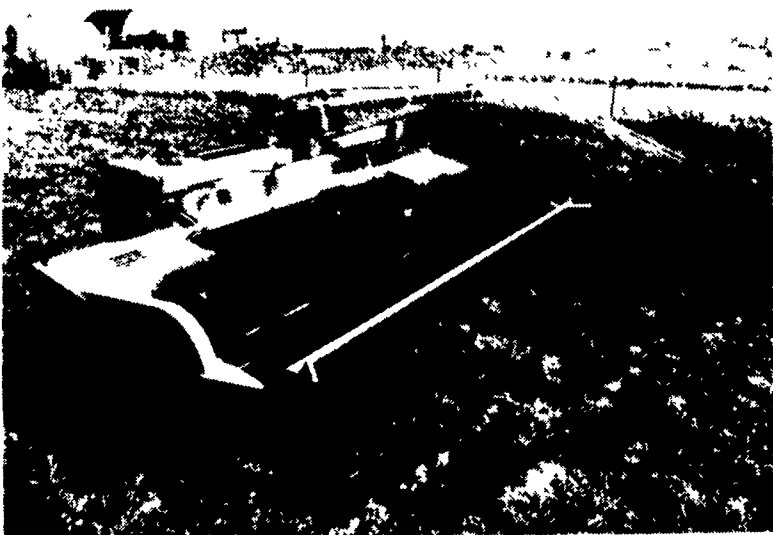
COLDWATER, Oh. — New Idea Farm Equipment of Coldwater, Ohio, has announced the availability of two new center pivot hydraulically driven Mower Conditioners. Available in 12 and 14-foot sizes, these new models offer many advantages.

Conditioning rolls are 106 inches wide. This enables the machine to produce either a windrow or a wide, fast-drying swath to help speed curing and avoid spoilage in humid climates.

Power-through slug removal is a new feature. When raised to their upper-most position, the con-

ditioning rolls separate to allow the operator to "power through" bunches or slugs (from the tractor seat) that would plug many other mower conditioners.

The sickle and reel are hydraulically driven so there is no power take-off shaft. The location of the center mounted tongue enables both the 12 and 14-foot models to be operated on either side of the tractor. This is an especially valuable feature when cutting on contoured ground or odd-shaped fields and makes maneuvering through narrow gateways easy.



New Idea mower conditioners are offered in 12 and 14-foot sizes.



Taking part in Organic Plant Food Company's "Country Fair and Customer Appreciation Day" were, left to right, Organic's Sales Manager, Kent Fritz; guest speakers, H. Louis Moore, and John Yokum, and Organic Plant Food's President, Bill Brubaker.

Organic Plant Food Co. Hosts Appreciation Day

LANCASTER — Lancaster's Holiday Inn East was the site of the Dec. 13th "Country Fair and Customer Appreciation Day," sponsored by Organic Plant Food Company, of 2313 Norman Rd., Lancaster.

Farmers began arriving shortly after 9 a.m. to sign in and visit with representatives from over 20 of Organic Plant Food's suppliers.

After opening remarks by Organic Plant Food's Sales manager, Kent Fritz, and

president, Bill Brubaker, the meeting was turned over to John Yokum, Penn State's research director, who spoke on "Controlling Weeds in Lancaster County Rotational Farming."

Yokum expressed concern over some of the weed problems building statewide, as well as here in Lancaster County, due largely to the application of the same crops and herbicides year after year. He stressed that many weed problems could be averted simply by abandoning this monoculture type of farming in favor of crop and herbicide rotation.

Yokum reviewed the various types of herbicides, and noted that a comprehensive weed control plan takes into account not only the types of weeds to be eliminated, but also soil type, weather conditions, and the time of year.

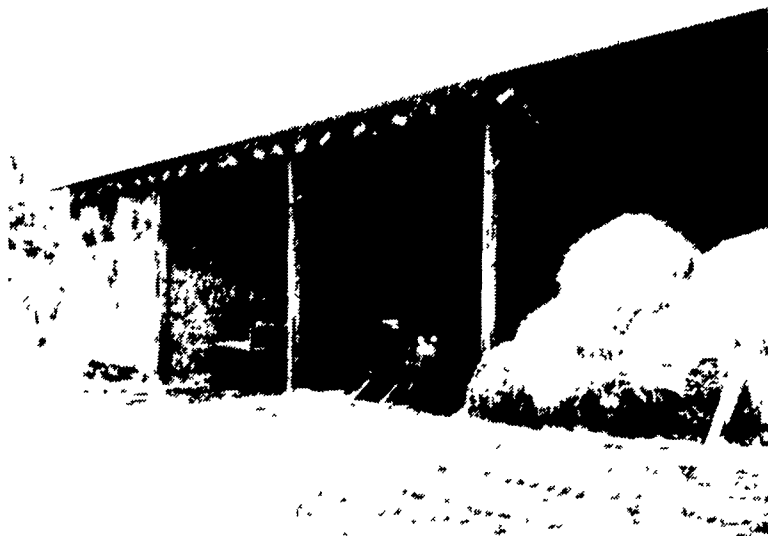
The final speaker for the morning was ag economist, H. Louis Moore, a specialist in livestock, grain, and meat marketing.

Moore began by noting that even though economic recovery has been strong in some areas such as banking, retailing, and the auto industry, the agricultural community is still plagued by a number of setbacks.

Though grain export sales continue to decline, Moore stated that recent agreements with the USSR and China indicate that these countries will remain a continuing source of revenue. But the speaker cautioned that agricultural surpluses have been a fact of farming life since in 1930's, and will no doubt continue to be one of the American farmer's long-range problems.

On the plus side, Moore noted that consumer confidence is up, and the value of U.S. agricultural land is once again on the rise. In reviewing this year's PIK program, Moore credited drought conditions with reducing the corn surplus rather than PIK, itself. The economist predicted good times for the beef industry during the latter half of 1984, and concluded that the overall agricultural outlook for the coming year is favorable.

Following a buffet luncheon, Bill Brubaker, president of Organic Plant Food Co., discussed the Master Farmer programs for the coming year, and reviewed the results of the newly completed study of the Chesapeake Bay. Brubaker touched on the eutrophication problems plaguing the Chesapeake and the implications for farmers located within the bay's drainage system.



Long term storage in high rainfall areas requires some sort of protection for hay bales -- round or square.

Keep those bales under roof

NEW HOLLAND — Hay doesn't need protection in below-freezing temperatures. And round bales store well in low-rainfall areas in either warm or cold seasons. But leaving bales of high-quality alfalfa out in mild, rainy winters may lead to quality loss you can avoid, says Dick Salisbury, of Sperry New Holland.

If the bales are subject to frequent, heavy downpours, they will lose quality because thicker stem legumes don't shed water as effectively as grass hay. Grasses give a bale a thatch-roof effect that protects the feed quality. Keeping the hay dry is the key.

Hay quality loss isn't always easy to see. That's because microscopic bacteria and fungi use up food nutrients inside the bale unless the hay is dry. Moisture from the outside is as damaging as plant moisture inside the stems when hay is baled too wet. Salisbury says you can expect some quality loss, especially in legumes, unless the hay is baled dry and kept dry.

Moisture can enter the hay from above or below. That's the reason large round bales should be stored on a well-drained, dry area. And if you live in a humid area where average annual rainfall ap-

proaches 40 inches, it's probably a mistake to let your bales outside uncovered for extended periods.

Salisbury, who is product manager for round balers at New Holland, emphasizes short-period outdoor storage is OK, especially with grass hays if not much rain is expected. Deep-frozen hay keeps well, too.

But in the Middle Atlantic States, the south, and the southeast, winter temperatures are usually above freezing. There's a lot of rain, too—moisture that would be snow if it fell in Montana. Most of this moisture drains off round bales harmlessly. But just enough humidity into the bale to result in too much feed quality loss for hay you have to hold over winter. A roof to keep the hay dry prevents the loss. The longer you store, the more important the roof, says Salisbury. A roof is probably a good idea even in moderate rainfall areas if you plan to store alfalfa or other high quality hay a year or more.

It depends on the value of the product in the first place. The economics of building a roof to protect poor quality hay or crop residues may not pencil out, Salisbury warns. But you can afford to keep your alfalfa dry.