

Penn Jersey Products organizes



G. Watts



F. Possessky



L. Lausch

NEW HOLLAND — The Directors of Penn-Jersey Harvestore Systems, Inc., Howard W. Anderson and Charles R. Enloe, recently announced the corporation will change its name to Penn Jersey Products Inc.

Frank Possessky was named Vice President of Marketing. He is a graduate of Penn State School of Agriculture and an area leader in agribusiness.

Larry Lausch was named Vice President of Operations. Lausch has managed the service department for 18 years, completed yearly A.O.S. Service

Management Clinics, and has made outstanding contributions in product performance.

George Watts was named Business Manager. He graduated from Advanced School in Chicago, attended Franklin and Marshall College and Marywood College. He will coordinate the administrative and financial functions of Penn Jersey Products.

"These changes are a sign that Penn Jersey Products Inc. is prepared and will continue to meet the needs of customers as it has for the past 20 years," the directors said.

Purina cites new Bradford dealership

COLUMBIA CROSSROADS — In an effort to offer a broader range of feed products and management services to Bradford County dairymen, Ralston Purina Company has announced preliminary plans to open a new, service-oriented retail dealership in Columbia Crossroads, according to area Purina District Manager Bob Kieselowsky.

Plans to open the new dealership came after Purina's recent market survey of area dairymen, which uncovered a need for a retail feed dealership that would provide not only quality products, but also reliable service and management advice, says Kieselowsky. This type of service is especially important to dairy producers, who form the bulk of prospective customers for the new dealership, he adds.

Besides carrying a full line of livestock feeds and health products, the new dealership will also employ the services of a full

time farm consultant. "The farm consultant will visit area producers and help them to customize feeding programs, and give them advice on any livestock management problems they may face," Kieselowsky says.

This emphasis on providing more than just high quality feed products is part of Purina's new industry goal, "to become the premiere company serving American agriculture," as set

forth by William "Dub" Jones, president of Purina's Agri Products Group.

"Our goal," Jones declared in a recent interview, "is to stand alongside the farmer with the understanding of what farmers need for productivity and improving profitability. And that gets into feed, animal health care, information services and management services," Jones commented.

Agway holds seminar

Syracuse, NY — Melvin R. Stoltzfus, Lancaster, a farm systems salesman for Agway, attended a three-day marketing and management seminar in mid-February at Carlisle.

The seminar is part of the Agway commitment to ongoing training programs for the farm cooperative's field staff who provide sales and technical con-

sulting services to Northeast farmers.

John Burns, manager of education, planning and development at Agway, conducted many of the classes which emphasized planning and management of time and resources to better serve Agway members and other farm systems clients.

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