



BUSINESS NEWS...

Harvestore announces TMR feed plan

ARLINGTON HEIGHTS, Ill. — A complete management program for total mixed ration (TMR) feeding has been introduced by A.O. Smith Harvestore Products, Inc., it was announced here by Jim Schaap, executive vice president — marketing.

Dubbed TechMaster, the program includes all the elements required for dairymen, beef feeders, and pork producers to make the transition to TMR feeding, including a laboratory testing service, computer ration formulation, and batch mixing and feed handling equipment needed to produce and deliver total mixed rations.

TMR feeding offers many advantages for livestock farmers because it helps eliminate feed waste while assuring that animals get the nutrients they need for optimum performance. Other feeding methods — particularly those involving "guess-timation" — generally require the farmer to feed more of some nutrients than animals actually need, just to assure they will not be under-fed.

The TechMaster program is coordinated by Agri-Services Laboratory, a division of A.O. Smith Harvestore Products. This up-to-date agricultural testing

facility provides TechMaster participants with an on-going program of feed test reports and computer ration recommendations.

A one-year enrollment in the program comes free with the purchase of an A.O. Smith Harvestore brand batch mixer. Three models are available, offering an ideal choice for livestock operations of all sizes. All three models feature reliable Toledo mechanical scales and three-auger mixing to assure accuracy and complete blending of feed ingredients. When the one-year enrollment expires, participants can renew their membership for a modest annual fee.

"We feel that with TechMaster we have bridged the gap that has caused some farmers to hesitate about making the switch to TMR feeding," said Tom Martus, automation products manager for the company. "We're giving our customers the complete package of hardware and management 'software' they need for a successful TMR feeding program."

The TechMaster program is offered by participating U.S. and Canadian independent A.O. Smith Harvestore system dealerships.

PennAg personnel changes

EPHRATA — Donald Green of the Farmer's Supply Company in Maryland has resigned his position as Third Vice President of Penn Ag Industries Association to accept a promotion with Cargill in South Carolina. Michael Zapach of the Farm Bureau in Souderton has been elected to take Green's place.

Also, Dean Nelson of Stauffer

Chemical Company has resigned as chairman of Penn Ag's Agricultural Chemical Committee. He has accepted a promotion involving regional duties. Nelson has been responsible for the development of numerous ag chemical-oriented meetings and workshops. John Harman of Rohm and Haas Company has been named to succeed him as chairman

Is the tractor horsepower race over?

CHICAGO, Ill. — How much power will you need? What kind of drive will fit your operation best? Farm power experts tackle these tough questions — and others

In times like these, the future is truly a moving target — and no one's more aware of it than a farmer trying to plan his farm power/machinery mix for the next few years.

There's more horsepower to choose from. More drive systems. More hydraulic and electronic options. And to confuse matters even more, major changes in tillage, weed control, fertilizers and management practices are in the works.

To help you get a handle on things, IH Farm Forum contacted several leading farm power experts to get their views on where we're headed; in general, guidelines for planning your farm power needs and what major changes are likely in the next few years.

Horsepower race

"The next era for tractors, in my judgment, is going to have to be something other than just raw power," says Howard Doster, Purdue University farm management specialist. In his

view, the excitement will come from fine tuning tillage systems to make more efficient use of available horsepower

That's a view shared by Leonard Bashford, University of Nebraska ag engineer. "I'm not sure the horsepower is going to increase as fast as we may have thought several years ago," says Bashford. "There's just so much power you can get out of these machines, and we may be reaching some of these

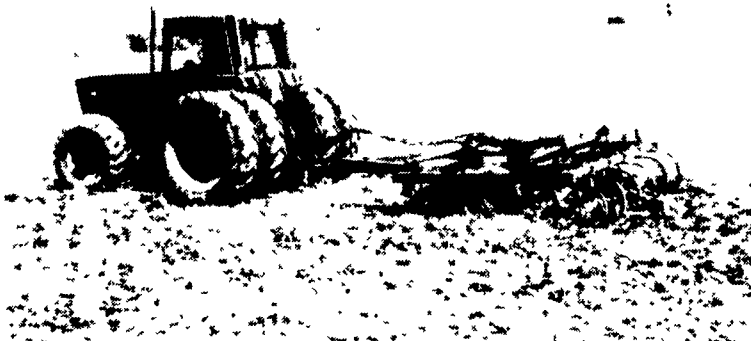
practical limits"

In fact, Bashford goes one step further "even with what's available now, I think there's little doubt but what many farmers are over-powered," he suggests

Washington, Iowa, farmer Bill Vitteoe puts it even more bluntly

The way tillage is changing, I think the days are numbered for some of these really big, expensive monsters"

There's some agreement on this



The trend to conservation tillage is affecting how farmers are looking at their power train needs of the future

MF debuts compact tool line

DES MOINES, Ia. — Compact tractors equipped with an assortment of implements can be real workhorses around the farm, field, yard and garden for a wide variety of projects.

Massey-Ferguson Inc., offers a full line of compact implements for tillage, planting, material handling and moving, mowing and other tasks.

Each implement is equipped with a Category I hitch for use on MF 205 through the new MF 1020 and MF 1030 compact tractors. The tractors and implements provide low cost operation with high maneuverability and a quality of work equal to larger, more costly units.

Tillage and Planting

Compact tillage implements include the MF 1011 moldboard plow, available in single or two furrow versions. The MF 1021 tandem disc harrow with a one-piece welded main frame for rigidity features aggressive harrowing and even soil penetration. Both implements are designed for use on 15 to 35 hp tractors.

The MF 1042 and MF 1041 row crop cultivators and the MF 1031 field cultivator, designed for compact tractors from 12 to 40 hp, are ideal for operation in gardens or small to medium sized fields.

With all the features of larger units, the MF 39 planter can be equipped with either half of full



Massey-Ferguson has introduced a full line of compact implements for tillage, planting, material handling and moving, mowing and other tasks.

bushel seed hoppers and a 250-pound capacity fertilizer hopper. Row spacing on the planter can be adjusted from 28 to 42 inches.

Handling and Moving

The MF 1026 front dozer blade and the MF 222 rear blade, are both available in five and six foot widths. Both feature adjustable angle blades and can be used in and around buildings where larger equipment cannot operate.

For carrying chores, the MF 1061 utility carrier has angular steel fork tines with tapered ends which act as a fork lift. For other moving duties, Massey-Ferguson offers the MF 214 loader with its 48-inch

wide bucket or the MF 216 loader with its option of a 48 or 60-inch bucket.

Snow drifts can be easily handled with either the MF 751 snowblower, with a 51-inch cutting width, or the MF 763, with a 63-inch cutting width. Both can be attached at the front or rear and are suited to two or four-wheel drive compact tractors.

Rotary Mower

The MF 1018 rotary mower is available in three cutting widths 54, 60 or 72 inches. Cutting heights range from two to five inches, plus six-inch transport clearance.

Machinery upturn scaled down

WEST BEND, Wisc. — Farm machinery manufacturers still believe there will be an upturn in sales but less than expected numbers of farmers going into dealer showrooms so far this year has led to a slightly lower estimate of the size of that upturn.

The new 8% increased projection comes from a recent survey of Farm and Industrial Equipment Institute members reported in the State of the Industry Update, here at the annual FIEI Spring Marketing and Management Conference by John W. Snead, vice president of marketing, North American Division of Sperry New Holland. The expected 8% increase in dollar volume was down only slightly from the 10% increase predicted last January

The belief in the modest

recovery, according to Snead's report, is still based on the fact that most sectors of the agricultural economy are expected to be better than last year. Hog and beef prices have strengthened; income from feed grains and oil seeds is expected to continue a slow run-up to harvest, and there is still some money left over from last year's government set-aside and PIK programs.

On the negative side, of course, is the constant upward creep of interest rates, the threat of another crop glut that could result in lower prices by year's end and an absence of strength in foreign markets. Apparently there has not been enough good news to make farmers optimistic enough to go into debt for new farm machinery

While respondents to the survey did not predict a return to the

record high sales levels of 1979 any time in the next five years, the mood of the respondents for the near term was basically optimistic. The State of the Industry Update forecasts reflect the median of the responses from a total of 84 FIEI member companies.

Unit figures for certain types of equipment and all the forecast percentages are charted in the State of the Industry Update booklet, available from the FIEI office in Chicago

The Farm and Industrial Equipment Institute, founded in 1893, is one of the oldest national manufacturers trade associations in the nation, serving its members in the areas of engineering, equipment safety, statistics, government and public relations

how much more reliable farm tractors need to be. "In terms of mechanical systems, U.S. tractors have been extremely reliable over the years," notes Colvin, also a farmer himself. "Their reliability now is at that top-end percent which takes a lot of input cost to make even a little improvement"

John Siemens, University of Illinois ag engineer, is in a good position to observe tractor reliability, and he's noticed an improvement in recent years. "We used to have quite a tractor maintenance program here with a lot of participation, he says. Not so, anymore. The way tractors are designed and built anymore, there just isn't much that goes wrong with them on a large scale. Our maintenance program has been pretty well phased out

Even though engineer/farmer Colvin seems happy enough with U.S. tractors reliability, he's not convinced everything is being done in the way of basic design which might be. When you look at that they're doing in Europe, there's certainly some potential for innovative design in tractors," he says. Main items of interest to him forward-cabs, multi-cast

But Tom Colvin, ag engineer with USDA's research Service at Iowa State University, questions

Most manufacturers' attention, in Stover's view, likely will focus on three key areas of tractor design: 1) improved reliability and durability, 2) comfort and convenience features, and 3) making more effective use of horsepower from a dollars-and-cents standpoint to the farmer. "The area of improving fuel consumption and overall cost/performance will get a lot of attention, for sure," says Stover

Purdue's Doster basically agrees. "The real opportunities in tractor design seem to be in electronics, hydraulics and the overall subject of measuring performance," he says. Making your tractors fit with your overall management system will be a lot more important from now on

Reliable enough?

But Tom Colvin, ag engineer with USDA's research Service at Iowa State University, questions