



BUSINESS NEWS...



Microprocessor-based Control Panel has been designed by Chore-Time Equipment, Inc. for its Drop Feeding Systems.

Chore-Time cites feed panel

LEOLA — Chore-Time Equipment Inc., Milford, Ind. has announced the development of a microprocessor-based Control Panel designed for use with Chore-Time's Drop Feeding Systems.

Modern livestock producers using the Control Panel will be able to dispense pre-set amounts of feed to their animals automatically with greater accuracy than electro-mechanical time clock controls, according to Agri-Equipment, Inc., the Pennsylvania Chore-Time distributor at Leola. It is simple to install and gives to-the-minute accuracy many livestock producers demand for portion control feeding of their animals.

The state-of-the-art Control Panel offers four convenient programmable functions. The time

of day function features an electronic clock with 12-hour display and P.M. indicator light which permits programming of feeding and watering functions to the hour and minute desired. A maximum auger running time function allows the producer to set a limit on how long the feed delivery system can run, in case of a system malfunction. The Control Panel also lets the livestock manager schedule from one to 12 meals per day. And the meal starting times feature gives the freedom to select the starting time for each individual feeding period chosen.

Chore-Time Equipment manufactures automated equipment for the care and feeding of poultry and livestock.

Delmarva conference on Feb. 7

SALISBURY, Md. — The 1985 Delmarva Corn and Soybean Conference will take place Thursday, Feb. 7, at the Wicomico Youth and Civic Center in Salisbury, Md. Theme of the all-day event will be — Looking Ahead.

The program will cover a wide range of topics including marketing, the impact of new technology on agriculture, new classes of herbicides, pesticide drift liability, Chesapeake Bay cleanup, operating loans and interest rates, personal pesticide

safety, and new ideas in farm equipment.

The master of ceremonies will be Tennessee-born humorist Cotton Ivy, a popular figure at this and other gatherings.

The conference is being sponsored by the Delaware and Maryland Cooperative Extension services and local agribusiness firms. It will be accompanied by an extensive trade and equipment show. Watch local papers for further details.

Machinery sales hike to be small or not at all in 1985

WHITE SULPHUR SPRINGS, W. Va. — Farm equipment sales in 1985 could show modest improvement over the depressed levels of the past several years, some manufacturers believe. Others think there will be no improvement.

In outlook statements prepared for the 91st Annual Convention of the Farm and Industrial Equipment Institute this week at The Greenbrier, the manufacturers, however, thought any improvement would be small.

Mervyn H. Manning, vice president and general manager of Ford Tractor Operations and current chairman of the FIEI, said that while his company expects industry tractor sales in North America to increase 4.2 percent in 1985, "slowly rising interest rates, weak U.S. agricultural exports, continuing low crop prices and the lack of major improvement in farm income will continue to impact the agricultural industry in 1985."

Chairman Robert A. Hanson of Deere & Company said "retail sales of farm equipment next year might show some improvement from the low levels of the past two years. Many farmers have postponed purchases for several years now and we believe there will be need for farmers to replace aging equipment."

"The 1985 outlook for agricultural equipment is not as favorable now as it was a few months ago," said Irvin E. Aal, president of International Harvester's Ag Equipment Group. "Even with near record levels of crop production estimated for 1984, much of which will be marketed next year, farmers' purchases of equipment are not expected to

exceed the low levels of 1984 by more than 3 to 5 percent."

Jerome K. Green, president and CEO of J I Case, also thought sales should increase 3 to 5 percent. "Farmers are still faced with heavy debt burdens, and farm borrowing power will continue to be challenged by erosion of land values. But improved farm income in 1985 should allow some debt reduction and replacement of work equipment," he said.

Roy W. Uelner, president of Allis-Chalmers Agricultural Equipment Company, feels gross farm income should be higher in 1985 and the farmers' financial position should strengthen as land values start recovering. He said he expects sales next year to improve moderately.

Steiger Tractor's president, David D. Koentopf, who has been serving as president of FIEI's Farm Equipment Division, said the farm equipment industry appears to have the most difficult adjustments behind it. He said his company expects four-wheel-drive tractor sales to increase about four percent.

Robert N. Spolum of the Melroe Company is another industry spokesman who expects business to pick up in the three to five percent range next year. Bernard L. Nielsen, vice president and general manager of New Idea Farm Equipment Corporation agrees, "given the low level of sales to date in 1984 it is reasonable to assume a moderate increase will be experienced in 1985."

Not everyone is looking for an increase in sales, however, Horace G. McCarty, Sperry New Holland's president said "concerns over government deficits, land values, interest rates and government involvement have created an at-

mosphere of extreme caution regarding all major purchases, including farm equipment" and he expects sales to remain at about the 1984 level.

"Unit sales of farm equipment in 1985 will likely show little change from levels of 1983 or 1984," FIEI vice chairman Howard Breneman, chief executive officer of Hesston Corporation said. "Conditions critical to a recovery in farm machinery demands show no sign of improvement at this time."

Victor Rice, chairman of Massey-Ferguson Ltd., said "there is little to suggest a significant change in the offing and farm machinery sales in both the United States and Canada will remain very depressed for the remainder of 1984 and 1985."

The president of FIEI's Agri-Equipment Division, Werner R. Eugster, president of Butler Manufacturing Company's Agri Products Division said "1985 will be another tough year for manufacturers and marketers of farm equipment -- both domestically and internationally."

"Since the farm sector has not shared in the economic recovery of other industries, equipment sales are sluggish and it appears the weakness will continue through 1985," James C. Mainwood, president of Lilliston Corporation, said.

Joseph J. Lund, president of Farmhand, said the outlook for next year was "poor" sales being flat to possibly declining 10 percent. Carl Gerhardt, senior vice president of Alfa-Laval's Agricultural Group, said "1983 was bad, 1984 a little bit worse, and 1985 is not expected to be any better until possibly late in the year."

Purina offers fundraiser to FFA & 4-H

ST. LOUIS, Mo. — Local 4-H and Future Farmers of America (FFA) members can raise funds for their chapter and learn about rodent control, while winning prizes for their sales efforts by selling Purina Rat Control Pellets through participating Purina dealerships, according to company Product Manager John Graettinger.

"Besides helping raise money for individual chapters, this fundraiser is designed to serve as a learning experience for participating youth groups," he says. "They'll learn how to detect, avoid and control rodent infestation and pass this information onto farmers while selling Rat Control Pellets."

There are also rewards for group advisors whose chapters sell 350 lbs. of Rat Control Pellets, Graettinger says. "Qualifying advisors will receive a Samsonite garment bag and shoulder tote. In addition, all youths selling 30 lbs. of pellets can choose one of 100 top-selling record albums," he notes.

This fund-raising effort was successful for the New Holland-Middletown, Ill. FFA chapter last year, says advisor Don Miller. "Two-thirds of our chapter members participated in the event, and it worked very well for us," he recalls.

Miller feels the fund-raiser was successful because members sold a useful product, and had a chance to meet a wide variety of people while doing so. "The pellets are something most farmers need, and many people in town can also use," he says.

To help chapter leaders train their members on proper rodent control, a rat control lesson plan and film and cassette on the subject are available on a loan basis on request from Purina, Graettinger points out.

"These learning materials will give chapter leaders an ideal opportunity to show members the extent of damage rodents can cause, as well as effective control methods," Graettinger adds. "Most people don't realize, for example, that one rat eats about 25 lbs. of grain a year, and could contaminate ten times that amount with droppings and urine. Also,

these pests transmit such disease as leptospirosis to hogs and cows."

FFA and 4-H chapters interested in launching this fund-raiser can contact their local Purina feed dealership for further information, Graettinger says. Requests for the film, cassette and lesson plan can be sent to RATS, DORF PUBLIC RELATIONS, 518 5th AVENUE, NEW YORK, N.Y. 10036.

White reports tractor plan

OAK BROOK, Ill. — Farmers planning to purchase a new tractor this fall could be interested in an offer from White Farm Equipment Company, which allows no payment until January, 1986 and no interest charges.

The new tractor sales program which is available through Oct. 31, allows customers to finance a White Farm Field Boss tractor of 85 or more horsepower, interest-free for over three years and waives the first of only three payments until January, 1986.

According to John Peterson, White Farm's director of Marketing Operations, "This

program allows customers to use the tractor for up to 15 months before the first payment." After a customer negotiates the best selling price and makes the down payment, which can include a trade-in, the remaining balance is paid in three equal payments on Jan. 1, 1986, 1987 and 1988.

"I don't know of any other company that makes such an offer," Peterson says. "Most companies compete on interest rates or they offer one year interest-free. The White Farm Equipment program offers 40 months absolutely interest-free."



Farmers can get over three years of interest-free financing on this White tractor and the first of three annual payments isn't due until 1986.