

## Agribusiness execs to meet at Cornell, June 17-28

ITHACA, NY — Management personnel from business and government who serve the agricultural sector of the economy are invited to Cornell University from June 17-28 for the 22nd Annual Cornell Agribusiness Executives Program.

Sponsored by the New York State College of Agriculture and Life Sciences and the Samuel Curtis Johnson Graduate School of Management, both at Cornell, the intensive, two-week program is the only one of its kind in the nation.

"The program brings together key agribusiness executives and qualified academic personnel to explore the increasingly complex responsibilities management faces in this time of political, economic, social, and technological change," says Richard D. Aplin, professor of business management and co-director of the agribusiness executives program at Cornell.

The agribusiness executives program concentrates on various aspects of long-range planning that provide a sound base for future

decision-making, Aplin says. "Never before have businesses been exposed to so many internal and external pressures. Recent developments in food, fiber, finance, farm supply, and farm service industries call for new, broader outlooks on the part of agribusiness firms."

Designed for top-and upper middle-level management personnel, the program this year will focus on capital budgeting and finance; the challenge of the economic environment for management; formulating business strategies; personal finance and investments; agribusiness marketing;

counting for planning and control; and the impact and implications of agricultural policies.

Program instructors, all from Cornell, include: Aplin; Bruce L. Anderson, program co-director and associate professor of business management and marketing; Jerome Hass, professor of managerial economics and finance; Kenneth Robinson, professor of agricultural economics; George Staller, professor of economics; and Robert Swieringa, professor of accounting.

A special workshop series—"Frontiers of Agricultural Science"—will be taught by

Robert Barker, provost of Cornell; J. Murray Elliot, chairman of the department of animal science; and Norman Scott, director of Cornell's Agricultural Experiment Station and director of the office of research of the College of Agriculture and Life Sciences at Cornell.

To ensure maximum individual participation in the seminar program, enrollment will be limited. For further information, contact Clara Travis, Agribusiness Executives Program, 305 Warren Hall, Cornell University, Ithaca, NY 14853-7801, or call (607) 256-3068.

## Sales awards to Show-Ease



Show-Ease Badger, Inc. of Lancaster has been named to Badger Northland's 1984 President's Club, by finishing among the company's top ten dealerships for the year. The company also received awards for overall sales performance, liquid manure systems and solid manure systems at Badger's recent dealer convention in Milwaukee. Receiving the award above from Badger District Sales Manager Carl Carroll are, John Moore, center and Tom Livengood, right, of Show-Ease.

## Soybean group tries to cash in on Sweden's meatball madness

Meatball madness, it can be incurable. Once you've had a taste of delectable Swedish meatballs, you'll wake up in the middle of the night craving one more bite of meatball... Yum!

That's the craving U.S. soybean farmers are banking on to crack Sweden's meatball market. And the way the ball is bouncing, their prospects look good: If you live in Sweden, soy protein may soon be added to the list of secret ingredients in Mom's Meatballs.

Joseph Zak is European market development division manager for the American Soybean Association. Through farmer-funded projects, the Soybean Association builds new soybean markets in Europe and around the world.

Zak says that Sweden's eight

million consumers face a crunching price increase in the cost of meat. In the last three years, meat prices in Sweden have increased rapidly as a result of drastically reduced government subsidies. In 1984, Swedish consumers spent approximately \$2.5 billion for meat products. That's 25 percent more than they spent on meat in 1982, and it represents more than 20 percent of their annual food budget.

So what's a meatball maker to do? Zak says that soy protein can cut the high cost of meatballs. And the best news: Swedish meatball lovers don't have to sacrifice that tantalizing meatball taste.

A recent meatball taste test in Sweden proved that when soy

protein is used correctly, it can sway even the firmest of meatball lovers... and soy cuts meatball costs by 30 percent.

Zak says that soy protein is not a major market for U.S. soybeans, but it is an important market.

"In countries like Sweden, consumers face snowballing meat prices: It's a chilling situation," says Zak. "Soy protein can cut high meat costs without cutting nutritional value. We have to be progressive and look towards this future area of soybean demand — or we could get left in the cold."

Is the meatball market a testing ground for soy protein? "Time will tell," says Zak. His advice, "Keep your eye on the ball — the meatball that is — and watch your soybean markets grow."

## Yetter FERTILIZER COULTER

### Versatile Fertilizer Placement

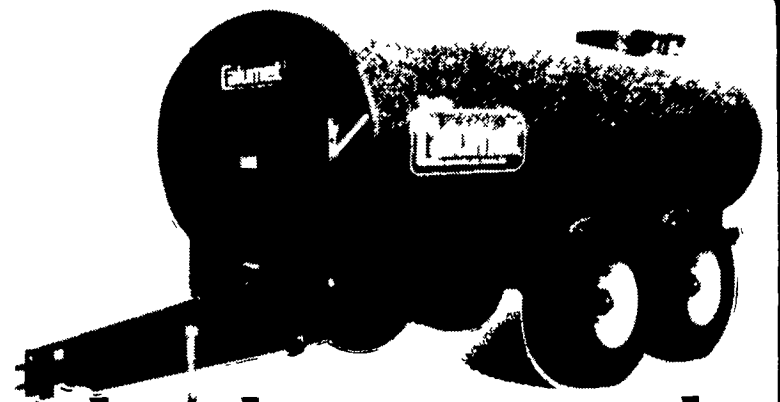
The new Yetter Fertilizer Coulter lets you put fertilizer right down beneath the trash and place it accurately alongside the seed bed at the depth you prefer for maximum utilization. You'll also like the way Yetter's new coulter cuts a clean, wedge-shaped slot and doesn't disturb the soil like conventional double disc openers. Unlike many units, the Yetter coulter is fully adjustable and you can use it just as efficiently for no-till, mini-till and conventional tillage. The versatile bracket makes mounting on your planter quick and easy. Don't wait... see your Yetter dealer today or phone us direct. Yetter Manufacturing Co., Colchester, IL 62326-0358. Toll free 800/447-5777. In Illinois 309/776-4111 collect.

## Yetter

...for land's sake!

Distributed By:

**CUMMINGS & BRICKER, INC.**  
100 Stover Drive, Carlisle, Pa. 17013 717-249-6720



## The clear strength advantage of the new Calumet S-3750 spreader tank

You see it first in the "over-built" undercarriage.

We wanted an exceptionally strong 3750 gallon liquid spreader tank. We got it by using the undercarriage from our big 4500 gallon spreader. We also used the bigger model's 18 x 22.5 16 ply tires on

4 inch spindles and 16000 lb capacity hub. And like all Calumet tanks the new S3750 features extra strength flanged heads and continuous finished welding of tank to frame (instead of skip welds).

The S3750 operates from 540 or 1000 RPM PTO or optional hydraulic motor drive. It accepts our 2 or 4 shank soil injectors. Four wheel hydraulic brakes are controlled from the tractor cab.

Liquid level indicator is standard. And the price is right.

If you're thinking about a new tank, see the new competitively priced S3750 at your Calumet distributor. Other models offer 2250 3250 4500 and 6500 gallon capacities. All are built strong as a Calumet by the strong company in liquid manure equipment.

**PRICED UNDER \$9000**  
w/Optional Tires

**Calumet**

*Check With Us For Your Lagoon Pump Needs*

Our Business Is Building Liquid Manure Equipment - Nothing Else. We Stand Behind Every Unit With A 12-Month Warranty And Instant Service.

Leasing Available

**F. ERNEST SNOOK**

RD 3, Box 84, Mifflinburg, PA 17844

PH: (717) 966-2736

**"WE'RE HERE TO SERVE YOU"**