

BUSINESS NEWS...

Change in ag will become more rapid, real estate appraiser warns

BLUE BALL — Agriculture has been changing and will continue to change at a more rapid pace in the future, real estate appraiser John Younker, Jr. told farmers attending the Blue Ball National Bank Seminar on Feb. 5.

"I think changes are coming," he said, adding, "I think we're going to have to face them now."

And, he continued, those changes will mean that some farmers will not be in agriculture ten years from now. "We may not like what we're going to see, but we have to prepare for it," he said.

Citing examples of change in agriculture, Younker noted that 30 years ago the first modern broiler house was not yet built; 20 years ago the first high-rise layer house wasn't here; and 10 years ago the first farrow-to-finish hog facility wasn't built.

Younker listed four major areas to watch and prepare for — technology, consumer, marketing and management.

In the technology category, Younker said farmers must be increasingly aware of and careful about land erosion control and waste disposal. The Chesapeake Bay Program will be of special concern to Lancaster County farmers, who, Younker said, "should think about getting their houses in order."

"I think we'd better take a hard look to see what we have to do to get our land in order," before someone else does it for us, he urged.

The future will also bring fewer farms with larger facilities. Younker noted that farmers building poultry houses today are no longer considering the 50,000 capacity houses of recent years, but are building facilities to accommodate 80,000 to 110,000 birds.

These larger facilities will make it more difficult for the small farmer to stay in business. "We've got to be very efficient if we're going to survive," he said. Not only are neighbors competing with neighbors, but with larger scale operations as well.

Consumers and changing demand will continue to have an effect on the future. Younker specifically addressed the dairy market, noting, "I think we've pretty well matured in what we



John Younker

can get our people to drink."

Red meat consumption will also be difficult to increase, while eggs are still recovering from a period of bad press over cholesterol.

The number of consumers is another factor influencing change in agriculture, Younker said. Lancaster County is the fastest growing county in Pennsylvania, meaning there are more consumers for farmers to market their products to. Farmers can cash in on this advantage by making as many direct sales through roadside markets as possible, he noted.

Farmers planning to stay in business must sharpen their management skills, Younker said. They need records to run their day-to-day business and must take a hard look at a product before deciding what to buy.

This is especially true when a farmer is considering purchasing land in another area. It is important to properly assess the land's value. Even if the land is much cheaper in dollars than land in this county, it is not a good buy if it is unproductive.

"If you're going to spend big bucks, spend a few hundred to hire an expert," Younker advised.

Farmers attending the bank seminar also heard from Donald Robinson, adult farm instructor of Eastern Lancaster County School District, John H. Phillips, senior trust officer of Blue Ball National Bank; and H. Louis Moore, professor of agricultural economics at Penn State University.

Dennis Wolff's bull selected by ABS

A young Holstein bull, Pen-Col Pistle-ET, bred by Dennis Wolff, Pen-Col Farms in Millville, PA, has been selected by American Breeders Service to enter their Progeny Testing Program.

He has been moved to that company's facilities at DeForest, Wisconsin, where he will join approximately 200 other bulls being tested this year. During testing, Pen-Col Pistle-ET will be mated to 700 cows in herds associated with ABS in their testing program, from all across

the United States. After a four-year wait, during which his progeny will be evaluated, a decision will be made as to whether or not he enters into regular semen production.

Pen-Col Pistle-ET is the result of a specially planned mating between the highly regarded Sweet-Haven Tradition, +\$157, +\$1755M and +32BF and Pen-Col Valiant Portia. His dam has production records to 26,910 lbs. of milk. She is classified VG-86 and is sired by S-W-D Valiant.

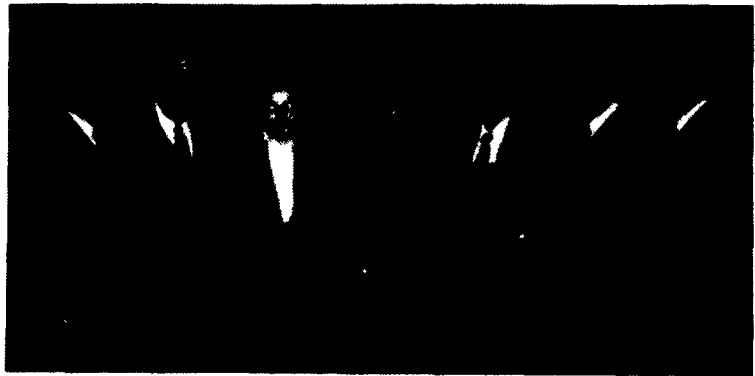
John Deere honors three local dealers

SYRACUSE — The John Deere Company of Syracuse, NY has named three area dealers to its elite Manager's Club. The three are:

- Landis Bros., Inc., in Lancaster.
- H. R. Gutshall Sons, Inc., Carlisle.
- Enfield Equipment, Whiteford, MD.

The three dealers were among 15 honored by Scott Monroe, manager of the Syracuse branch of John Deere, at the Manager's Club banquet sponsored by the company in Williamsburg, VA.

Dealers are selected on the basis of superior performance in all areas of operation, and commitment to quality service and customer satisfaction.



H.R. Gutshall Sons, Inc., Carlisle, has been elected to the Manager's Club of the John Deere Company of Syracuse, NY. Shown above during the awards presentation are, from left, Jim Ball, Division Sales Manager, Mr. and Mrs. Glenn Gutshall; Mr. and Mrs. Dick Gutshall; Scott Monroe, General Manager of John Deere; and Don Stover, General Sales Manager.

Cornell to launch groundwater study

ITHACA, NY In an unparalleled effort to determine groundwater quality throughout New York State, Cornell University will test for pesticide residues in the major groundwater systems in upstate New York. The study will be conducted for the New York State Department of Environmental Conservation.

Across the U.S., such residues have been detected in groundwaters, raising public concerns about possible threats the use of pesticides may pose to groundwater quality.

"There are particular concerns about groundwater resources in rural and farming areas because many rural residents depend on groundwater for their drinking water supplies," says Mark Walker, a hydrologist in the Center for Environmental Research at Cornell, who is directing the two-year survey.

Of the more than 600 active pesticide ingredients approved for use by the U.S. Environmental Protection Agency, only about 3 percent have been detected in ground water.

"We believe that most pesticides are either immobile in soil or very short-lived," Walker says. "Such chemicals would, therefore, rarely pose a threat to groundwater quality."

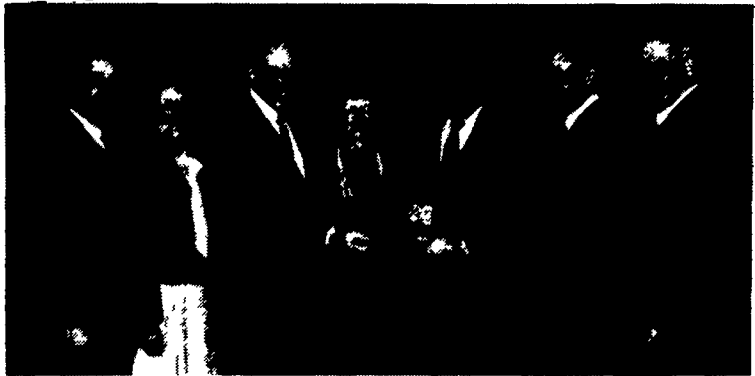
Nevertheless, some have the potential to reach groundwater. To determine to what extent pesticides are contaminating New York's groundwater, Cornell researchers will focus on up to 60 pesticides. On a regional basis, the scientists will determine which pesticides are most likely to be in the water by examining the chemical characteristics of pesticides, kinds of uses, and soil and hydrogeologic characteristics of the application sites.

"We'll be looking for those chemicals that are highly water soluble, mobile through the soils, and long-lived," Walker points out.

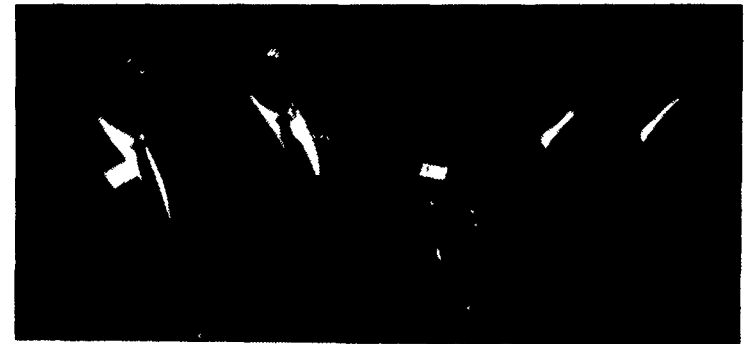
Although the researchers do not know whether many pesticides or their residues are in the state's groundwater, they stress that it is important to develop a monitoring program with which groundwater quality can be assessed.

If contamination is found, the project team will develop modifications in current pesticide management practices.

There is also a major public segment of the project: This portion of the project will help consumers assess the risk to themselves and explain specific problems to citizens if significant amounts of pesticide residues are detected



Landis Bros., Inc., Lancaster, was named one of the top John Deere dealerships in a 13-state area recently. Deere Division sales manager Jim Ball, left, Scott Monroe, second from right, and Don Stover, right, present the award to Mr. and Mrs. Dick Miller (second and third from left) and Mr. and Mrs. John Rineer, center.



Enfield Equipment, Whiteford, MD., was named to the Manager's Club of the John Deere Company of Syracuse, NY. Presenting the award to Mr. and Mrs. Dick Enfield, (second from right and center) were, from left, Deere Division Sales Manager Bill Driver, left; General Manager Scott Monroe, second from right; and Don Stover, General Sales Manager, right.

Sears named Purina swine specialist

LANCASTER — Purina Mills, Inc. of Lancaster and Camp Hill announced that Terry Sears of Mountville has been named area swine sales specialist with responsibility for key account sales and hog training in Purina's North Atlantic Area.

Sears, a 1972 Purdue graduate, has an extensive background in the swine industry previously being a partner in a family farming operation, manager of a farrow-to-finish unit, and most recently, five years with Kleen Leen as a division swine sales and production specialist.

"Terry brings a wealth of technical support and experience in swine production to our team," according to Purina sales manager, Glenn Shields. "We're counting on Terry to bring the latest breakthroughs in nutrition and management from Purina research to area producers to help them earn the best possible bottom line from their operation," says Shields.

Sears will headquarter at Purina's area office in Camp Hill and can be contacted by calling 717-737-1236.



Terry Sears

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