

# Experts Talk Turkey, Chicken at Wolgemuth Meeting

**INTERCOURSE** — Guest speaker Don Simon of Rocco Enterprises gave credit where credit was due at Wolgemuth Bros Inc.'s Florin Appreciation Poultry Dinner on May 22.

"We happen to be in the middle of the 'white meat revolution,'" Simon said, noting that the popularity of white meat poultry products has been largely due to the public's negative perception of red meat.

Defining further processed products as "anything but the whole bird," Simon pointed out that virtually all of the highly successful further processed poultry products have been developed by the marketers of fast foods, rather than the poultry industry itself. McDonald's McNugget, alone, enabled the chicken industry to grow by 25 percent, he said. "It's been our customers who have created the products to make it happen," Simon emphasized.

On the other hand, turkeys have made almost no impact on the fast food industry, Simon continued. Turkey's have been more successful competing with red meat for the household food dollars.

The poultry industry's success both at home and at the fast food

restaurant, however, does not mean that poultrymen can afford to rest on their laurels. "We must be concerned about the dark meat in turkeys and chickens," said Simon, emphasizing that, from the consumer's standpoint, any red or dark meat is considered to be of lower nutritional value. Thus far, he said, the industry has combated the relatively poor demand for dark meat by selling it either in ground meat form or as chicken parts at bargain basement prices.

"We need some new ideas," Simon concluded, challenging the industry to take some of the responsibility for research and development upon themselves. The Rocco official predicted "a couple of good years" for the poultry industry, followed by leaner times. "Somehow we're going to learn how to overexpand," he said.

Simon was one of three featured speakers on the program that attracted 290 of Wolgemuth's customers and other poultry industry leaders. Adams County Extension agent, Bill Murray, took the podium to discuss air quality problems and urge farmers to tighten their biosecurity in the wake of the latest avian influenza

outbreak.

Also on the program was Ciba-Geigy representative, Jim Clark, who addressed the problem of fly control. "Don't let your flies manage you," said Clark, adding that no chemical has yet been bottled that can substitute for conscientious management.

In order to slow fly resistance to any one product, Clark recommended that poultrymen use a broad spectrum of products, from larvacides to "knock-down" products that kill the adult insects.

The meeting also gave Wolgemuth Bros the opportunity to recognize those customers posting superior production records. Four turkey, two pullet and two egg production awards were presented in the following categories:

**Hen Turkey Performance** — Richard Frank, Elizabethtown, 2.33 feed conversion.

**Hen Turkey Performance** — Leroy Zimmerman, East Earl, best weight for age, 19.13 lbs. at 16 weeks.

**Tom Turkey Performance** — Leroy Zimmerman, 2.6 feed conversion.

**Tom Turkey Performance** — Leroy Zimmerman, best weight for age, 31.18 lbs. at 18 weeks, 2 days.

**Pullet Performance** — Richard Leininger, Stevens, 97.5 percent livability.

**Pullet Performance** — Guy Wanner, Narvon, 14.89 feed conversion fed to 21 weeks.

**Egg Production** — Norman and Sue Voortman, Mertztown, 256.9 eggs per hen housed (323 days).

**Egg Production** — Norman and Sue Voortman, 3.20 lbs. feed per dozen eggs.



Recipients of Wolgemuth's poultry and egg production awards included (standing, left) Norman and Sue Voortman, Mertztown; Irene and Guy Wanner, Narvon; (seated, left) Kenneth Martin representing Leroy Zimmerman, East Earl; and Richard Frank, Elizabethtown.

## Van Dale Acquires Hedlund

**MINNEAPOLIS, Minn.** — Van Dale the Long Lake, Minnesota manufacturer of feed and manure handling equipment, has acquired the Hedlund line of manure handling and cow control equipment.

The Hedlund line includes manure transfer pumps, barn cleaners, free-stall scrapers, hog scrapers, prop agitator pumps, basin agitator pumps, side-mount pumps, loop stalls and circulating fans.

All future manufacturing will take place at Van Dale's plant at Long Lake, Minn., and will carry the Van Dale brand name.

Parts and service for Hedlund manure handling equipment will be handled by existing dealers and service personnel.

Van Dale markets a full line of auger-mixers, silo unloaders, conveyor-feeders and manure handling equipment.

## 'Terrain Tracer'

### Saves Crops, Speeds Harvest

**NEW HOLLAND** — New Holland's Terrain Tracer lateral-float combine header system cuts losses and speeds harvest. The lateral float lets the header tilt from side-to-side to follow irregular ground contours automatically.

For example, if a standard combine is fitted with a 20-foot platform and one of the combine's front wheels is raised two inches to go over a bump, that end of the header will raise about four inches. On the other side it will dip two inches and probably dig into the ground. With a conventional floating header the control system would raise the low end of the header to keep it from digging in.

But with New Holland's Terrain Tracer float system, the header will respond independently of the combine chassis to keep the sickle parallel to the ground.

This offers harvesting advantages in a variety of crops and harvesting conditions. In muddy fields, one wheel often sinks deeper than the other. Here the lateral-float control responds quickly to

maintain a close, even cut without putting one end into the dirt and lifting the other above the crop.

On irrigation borders it is easier to harvest all the crop and crop losses in down-crop conditions are reduced. Machine stress is reduced when the combine crosses wash-outs and ditches. Because the header can float, or rotate, side to side to follow the ground contour, the sickle can be kept low but just above the surface so fewer stones are picked up.

The automatic, lateral float is especially useful for soybeans because many pods are just above the ground and would be lost with a standard header.

The automatic lateral-float control can be over-ridden by the operator. When row crop heads are used to harvest corn the side-to-side header rotation is manually controlled so wide corn heads can harvest ears at a uniform height even where the land is uneven or fields are ridged. As with direct-cut grain and bean crops, header losses are reduced and ground speeds can usually increase. Operator fatigue is reduced, too.



## BUSINESS NEWS...

### Ford Delivers Experimental Ethanol Powered Tractors

**URBANA, Ill.** — Ford Tractor Operations recently delivered a fleet of new Ford tractors, powered 100 percent by ethanol, for use on an experimental basis to maintain the State of Illinois' roads and highways.

John Chuchman, marketing manager of Ford Tractor Operations' North American Sales Operations, presented four ethanol-powered tractors to Illinois officials during ceremonies at Roland Machinery Company, a Ford Tractor dealership here. Four more ethanol-powered tractors were delivered to the state by Hennessey-Forestal Ford Tractor in Springfield, Ill. A ninth unit will be used for field work by the University of Illinois Agriculture Department.

The tractors are 4810 models, derivatives of the popular 4610 model in the new Ford II agricultural tractor lineup.

Ford Motor Company's Tractor Operations began producing ethanol-powered units in Brazil in 1979 on a test basis. After more than 40,000 hours of successful field testing, Ford started mass-producing the 4810 models there in August, 1985.

The nine tractors for Illinois were manufactured at Ford's Romeo, Mich., assembly plant, using the 4610 model chassis and ethanol engine components from Brazil. Ford currently has no plans to mass-produce or sell ethanol-fueled tractors to farmers in North America.

Each of the tractors for Illinois has a three-cylinder engine, electronic ignition and a gasoline cold-starting system. Ford Tractor engineers point out that an ethanol tractor achieves better horsepower than similar diesel models — from 52 power takeoff (PTO) horsepower on the 4610 model to 54 PTO hp on the 4810 model.

Quality starts here.



**ETHANOL POWER FOR TRACTORS** — One of nine Ford 4810 tractors powered 100 percent by ethanol receives a final check by quality auditor Jack Turner (left) and quality inspector Eric Officer at Ford Tractor Operations' Romeo, Michigan, assembly plant before being shipped to Illinois.

"We are very pleased that the State of Illinois is the first purchaser of a fleet of our ethanol-powered tractors," said Mr. Chuchman. We look forward to working with officials of the Illinois Departments of Transportation and Agriculture, as well

as the University of Illinois, on this project.

"We also welcome the support of the members of the Illinois Corn Growers Association. In view of the fact that corn is used to produce ethanol, the Corn Growers Association plays an integral role in the project."

### PennAg Appoints Insurance Trust Rep

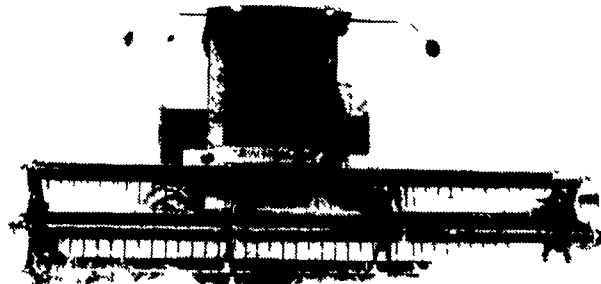
**EPHRATA** Elmerette (Elle) Locrone, Spring Grove, has been named as PennAg Industries Association's new Insurance Trust Representative.

Locrone has extensive experience in the insurance field including re-organization in administrative procedures for a large, multi-line insurance business.

Her business experience has been preceded by 10 years experience in secondary education. She is an honor graduate of both Cedar Cliff High School and Ur-

sinus College. Her M.A. was earned at Penn State University.

In other developments, PennAg announces the election of the following officers: chairman: Jay Wolgemuth; president of Wolgemuth Bros., Mount Joy; treasurer: George Robinson; president of Kremer Feed Store, Kremer; secretary: Samuel Sherk; director of services, PennAg Industries; administration: David Brubaker; executive vice-president, PennAg Industries, Ephrata; trustee: John D. Moyer; president, Moyer & Son, Souderton.



Terrain Tracer lateral float header control on New Holland combines keeps the header parallel to the ground.