

# Eastman Gears Up For IsoPlus Production

KINGSPORT, Tenn. — Production of Eastman IsoPlus nutritional supplement for dairy cows is now underway at a new, world-scale manufacturing plant in Longview, Texas, according to officials of Eastman Chemicals Division, Eastman Kodak Company.

"Our new, multimillion dollar plant is almost totally automated for greater efficiency and cost-effective production," explains Jon Peters, product manager for IsoPlus.

"The plant is also designed to meet projected demand for IsoPlus over the next several years. We expect later this year to be marketing IsoPlus in a number of countries, including Mexico and England," says Peters.

"IsoPlus is a combination of four volatile fatty acids found naturally in the cow's rumen," continues Peters. "These acids are isobutyric, isovaleric, 2-methylbutyric and valeric supplied as calcium salts.

"In numerous university and on-

farm feeding trials, Holstein herds fed IsoPlus as part of their normal ration produced an average of four to six pounds more milk per cow per day, which can mean more than 1,000 pounds of milk over the course of the cow's lactation."

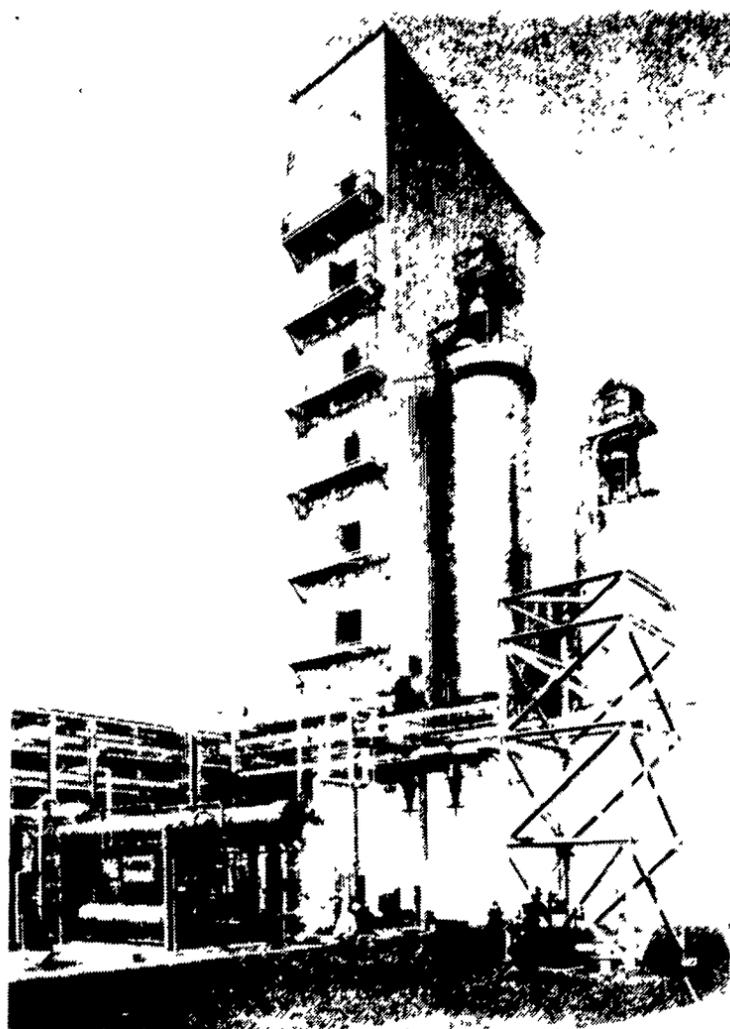
The new plant is part of Texas Eastman Company, a major Kodak manufacturing complex. Peters points out, "The plant is operated and controlled essentially by computers, making it labor efficient.

"Computers collect and analyze data, prepare production reports, monitor product quality and keep track of plant inventories. Our automated control systems help us insure maximum efficiency and product quality."

IsoPlus is Eastman's first product for the dairy industry, but Peters says that several more products designed to improve productivity in ruminant animals are being researched. He explains, "A new 200-acre animal nutrition research center soon will open in Tennessee, expanding our ability to conduct research of this type.

"The Valleybrook Research Farm will cost \$20 million and includes a dairy barn and milking parlor, feed mill, feedlot accommodations for up to 300 head of sheep and 500 head of cattle, plus special laboratories for testing promising animal nutrition supplements under conditions approximating commercial practices."

Valleybrook Farm is expected to be in operation this summer.



Eastman's new Longview, Texas, facility will enable the company to market IsoPlus dairy supplement in a number of foreign countries as well as in the U.S.



## BUSINESS NEWS...

### Patz Issues Silo Unloader Warning

Owners of Patz silo unloader models 61, 66 and 98 should be aware of the potential safety hazards created by gathering chain areas that may not be fully guarded. (Green in color, all such models were manufactured between 1960 and 1971.)

Although silo unloaders should not be operated with persons in the silo, serious injuries caused by the gathering chain and protruding setscrews on revolving shafts while ignoring this safety practice have been reported. To help prevent accidents, that may result in injury or death, Patz offers owners of unloaders involved improved safety and guarding at no cost.

If you presently own a Patz Unloader Model 61, 66 or 98, manufactured from 1960-1971, for your protection contact your Patz dealer or Patz, Pound, WI 54161-0007 (Phone: 414-897-2251).

### Forage Unloader Handles Tough Feed Faster

BARRINGTON, Ill. — A new forage unloader from A.O. Smith Harvestore Products, Inc. delivers haylage and other ensiled forages faster and more consistently.

Based on the proven design of previous models, the Goliath II unloader is a more efficient performer. Field tests reveal the greatest benefit with hard-to-handle forage such as ryegrass haylage, in which delivery rates were 35 to 140 percent higher. Most users have also experienced faster delivery rates in alfalfa haylage.

Goliath II's cutter arm sprockets are bigger and have additional teeth for longer wear and smoother chain action. Cutter hooks have been redesigned for greater operating efficiency. The hooks are 20 percent larger and have more aggressive cutting surfaces. The new cutter chain features pusher bars to move feed faster and floor cleaning bars that help

prevent "climbing in tough forage."

The cutter chain is also more durable, thanks to stainless steel bushing links that resist spalling and corrosion to give 50 to 75 percent more wear than old-style steel alloy links. When the bushings become worn, they can be rotated and the chain reassembled with new hardened steel pins for a "second life."

Because of these design improvements, up to 30 percent more torque can be applied to the cutter arm to keep it working even in hard spots. The bidirectional cutter arm is powered by an exclusive single phase, 7½ h.p. drive motor that develops 30 h.p. for starting. A three-phase, high torque motor is also available.

The Goliath II unloader is available in sizes to fit 20- and 25-ft. nominal diameter Harvestore oxygen-limiting forage structures.



Bigger forage hooks on Goliath II handle tough grass haylage faster.

### Soybean Assoc. Urges Farmers To Boycott Procter and Gamble Rapeseed Oil

ST. LOUIS — Mid-Atlantic Soybean Association President Hank Spies is urging Mid-Atlantic farmers and consumers not to purchase Procter and Gamble's newly formulated Puritan brand rapeseed-based cooking oil.

"The decision by Procter and Gamble to purchase and promote subsidized imported rapeseed oil as the main ingredient in their Puritan brand cooking oil is an insult to U.S. farmers and consumers," said Spies. He learned of the corporate giant's new marketing strategy at an American Soybean Association leader meeting in St. Louis recently.

"Procter and Gamble's marketing decision certainly appears to take advantage of special Canadian transportation

subsidies," says Spies. "Without the subsidies, there's little chance imported oil could compete with the more popular U.S. soybean oil. Soybean oil is excellent quality and has proven highly acceptable to U.S. consumers," he notes, adding that soybean oil is also in abundant supply at very reasonable prices.

"Transportation subsidies from the Canadian government make this a clear case of unfair competition," says Spies. "Our Association has always opposed trade tariffs and barriers and upheld competition and liberalized trade. We feel the U.S. can compete when we have an equal opportunity in the market."

Soybean Association leaders were also told that Procter and Gamble plans to market the new oil as a so-called "premium oil"

with nutritional benefits. But according to ASA vegetable oil expert, Dr. David Erickson, there is little evidence to suggest that rapeseed oil has any nutritional advantage over the more popular soybean oil.

"Current nutritional knowledge would not appear to support any unique nutritional properties to the low erucic acid varieties from the imported rapeseed oil compared to U.S. origin soybean oil," Erickson told the farmer leaders.

Spies notes that soybean farmers and others concerned over Procter and Gamble's introduction of imported rapeseed oil in the U.S. should register their concerns with the company by calling the toll-free number 800/543-7276. (In Ohio call 800/582-3945).

### New Round Balers From Claas



Claas' new line of balers feature a continuous line of driven rollers in the chamber with no plates to slow bale forming action or damage the crop. Spring suspension pickup with feed-assist rake feeds even tough corn stalks consistently. Other features include fixed-volume chamber for uniformly dense bales, dimpled steel bale forming rollers for positive grip on bale and no bale-forming belts or chains to stretch or break.

Four models for three, four, five or six-foot bales are available. Headquartered in Columbus, Indiana, Claas balers are distributed by the J.S. Woodhouse Co., P.O. Box 1169, West Springfield, Mass., 01090.