

Equipment Dealers

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"We think '87 has some important possibilities for profits," Johnson said. But, like the others, he does not expect sales to return to the level of the 70s.

Changes in the farm economy have sparked parallel changes in the farm equipment industry and manufacturers and dealers will continue to adjust accordingly. The number of farmers will drop sharply in the future and the number of farm equipment manufacturers and dealers will show a corresponding decline, the speakers predicted.

Bob Svoboda, sales manager of Case/IH Corp. cited a study which indicated there will be 44 percent fewer farms in the year 2,000 than there were in 1982. But while the number of farms declines, the acreage in farming will remain the same, he said.

The result, Svoboda said, will be a decline in demand for farm equipment. More farmers may look to lease equipment, he predicted.

Some dealers will drop out of the business, while others may expand into sidelines such as lawn and garden supplies, said Conway

Keck, regional manager of White Farm Equipment.

"I think we'll see some totally different merchandising," Keck said. He believes manufacturers will produce less midsize equipment and will concentrate on products for large, corporate farms and for smaller part-time farms.

For the survivors, Deutz-Allis Corporation's Bielby sees success. The large majority of those remaining in business will be profitable, he said.

As the restructuring in response to change continues, dealers should anticipate change and adjust their businesses accordingly if they want to survive, the manufacturing representatives said. Dealers should plan for survival, profit and growth, should re-examine their products and review their business management practices, Don Peterson said.

The panel also included Ron Crouse, division manager of Kubota Tractor Corp., Don Masini, vice president, introduction and distribution of sales for Wheel Horse Products; and Chuck Lange, vice president of sales and merchandising for Bolens Corp.



Participants in a panel discussion on the future trends of the farm equipment industry were, from right, Richard Bielby, Deutz-Allis Corp.; Mark Johnson, John Deere Co.; Conway Keck, White Farm Equipment; Chuck Lange, Bolens Corp.; Don Masini, Wheel Horse Products; Don Peters, Massey-Ferguson Co.; Bob Svoboda, Case/IH Corp.; and Ron Crouse, Kubota Tractor, Corp.

In addition to the panel discussion, the four-day convention offered a public toy show and sale, business meetings and educational workshops.

Lehigh County Holstein Club

ALLENTOWN — Lehigh County Holstein Breeders will meet on Monday, Dec. 8 for their annual dinner meeting. The meeting is scheduled for 7:30 p.m. at the Bake Oven Inn, north of Germansville.

At this meeting two directors will be elected. Ernest Miller, a Berks County dairyman, will present a slide presentation on his recent trip to Russia.

The cost of the dinner is \$7.50 for adult members, \$3.75 per child 12 years and under and \$9 per adult non-member. There will be no charge for 4-H and FFA members who have dairy projects.

Reservations should be made by Nov. 24 by contacting any director or the Lehigh County Extension Service, Room 604-Courthouse, Allentown, PA 18101.



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Mr. Witmer is considered a good dairyman, but discovered that he still needed protection against metal. We must again claim that this is a very cheap type of insurance!

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Larry Hiestand, Lebanon Co. - 717-273-7394	Dealer Inquiries Invited
Star Silos, Lebanon Co. - 717-866-5708	Call: 717-865-4289
Helsey Farm Eq., Lebanon Co. - 717-865-4526	or Write To: Box 2300, Route 1
Bob Brubaker, Lancaster Co. - 717-464-3136	Call: 717-865-4289
Zimmerman Farm Ser., Berks Co. - 717-933-4114	Box 2300, Route 1
Clyde Lutz, Lancaster Co. - 717-738-1718	Call: 717-865-4289
Allen Hoover, Union Co. - 717-966-3821	Call: 717-865-4289

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