

JI Case Recognized For Conservation

RACINE, Wis.— J I Case was recently honored by the National Association of Conservation Districts (NACD) and the U.S. Department of Agriculture at a luncheon in Washington, D.C., for promoting the conservation of natural resources.

The company was recognized for manufacturing specialized conservation equipment with a focus on mulch-till. J I Case has made mulch-till equipment available through work with conservation districts and the Case dealer network.

"J I Case serves as an example of the opportunity private industry has to provide conservation districts, and ultimately the farmer, with the goods and services required to employ sound conservation practices," said NACD Vice President Robert Wetherbee.

A certificate of appreciation from Deputy Secretary of Agriculture Peter C. Myers, and a commemorative plaque from NACD President Clarence Duban were presented to J I Case. Joe Neville, J I Case agricultural product manager, accepted the award.



Deputy Secretary of Agriculture Peter C. Myers (left) and NACD President Clarence Durban (right) present awards to Joe Neville (center) of J I Case.

Also recognized for its conservation efforts was Tenneco Inc. By developing a Department of Industrial Ecology to assure that all environmental laws and regulations are followed, and by enacting several other conservation programs, Tenneco has shown its dedi-

cation to protecting this country's natural resources.

Over 30 major business firms were also cited for their outstanding contributions to the advancement of soil and water conservation work in America.

Area Researcher Attends National Northrup Conference

Dr. Glenn Hile, Associate Corn Breeder, Mount Joy, attended the first national sales conference of The New Northrup King in Chicago, when company executives introduced the Agri-Products Division's new logo and marketing programs for the coming year.

The New Northrup King was formed when Stauffer Seeds, Pride and Northrup King merged agricultural seed operations in late May. In opening remarks, Northrup King Co. President and CEO George L. Jones told the group, "The New Northrup King is equipped to serve American farmers' needs with seeds and service that is the best in the industry. We are the second largest seed company in the U.S. Our commitment to seeds and service is second to none."

The New Northrup King dealer network will carry all three seed lines, Stauffer, Pride and Northrup King, for the 1988 planting season. Farmers will be able to buy an extensive number of excellent corn, sorghum, alfalfa and soybean varieties and hybrids through a single convenient dealer. "We are excited about the merger and the combined research capabilities and genetic materials it brings to The New Northrup King," says Dr. Robert W. Romig, Vice President, Research.



The New Northrup King unveiled a new maroon and gold logo at its first national sales conference since the recent merger of Stauffer Seeds, Pride and Northrup King agricultural seed operations.

Vice President Marketing A.G. Laos and Vice President Research Robert Romig (far right) congratulate Dr. Glenn Hile, associate corn breeder, Mt. Joy, for the role he will play in making The New Northrup King a success. Northrup King Co. is the second largest seed company in the U.S.

Dr. Hile coordinates all aspects of corn research at Northrup

King's Mount Joy Research Station.

Agribusiness Badge On Tap For Scouts

IRVING, Tx. — The Boy Scouts of America, whose merit badge program in the early rural years of the movement largely reflected the nation's agricultural economy, has just introduced its newest merit badge: Agribusiness.

In 1978 the BSA added Food Systems to its list of 120-or-so merit badges which comprise the core of its Boy Scouts advancement program. Then in 1980 Farm and Ranch Management came along. Both replaced other farm-oriented badges which had become outdated and which, Scouting's volunteer Advancement Committee felt, were too restrictive in content.

Now the organization has blended the best from these badges and substantially strengthened the

requirements.

Agribusiness merit badge is clearly designed to guide the Scout into an in-depth look at one of this nation's prime industries — as one Scout spokesman here said, "from plowing and pasture to supermarket shelves."

The requirements stress knowledge of a wide range of agribusinesses in a Scout's community, and by calling for visits to a variety of facilities a strong vocational emphasis is encouraged.

On his visits, the Scout is asked to come armed with questions; and he is expected to absorb the answers.

* "Ask what the farmer, rancher, agricultural science teacher, county agent, or conservationist does. Find out how the work

of the person visited relates to the production of food and fiber.

* "Find out how agricultural research contributes to farm productivity. Ask the scientists and technicians you meet about their work.

* "Find out how the products or services offered by the business help farmers and ranchers grow or market food and fiber. Ask the people you meet how they got started in the business.

* "Ask the owner or manager to describe the movement of agricultural products to and from the facility. Find out what form the products are in when they arrive and how they are handled at the facility."

Scouts also are asked to trace the steps required to produce, market,



BUSINESS NEWS...

The New Stimopuls C For Stanchion Barns

ELK GROVE, Ill. — Westfalia Systemat continues to be the front runner in dairy technology with the introduction of the Stimopuls C, a new pulsation system with stimulation for stanchion barn milkers.

The Stimopuls C provides milking pulsation, monitors milk flow, and signals the end of milking. In addition, the Stimopuls C features a premilking stimulation period, designed to increase milk yield over the entire lactation cycle.

Premilking stimulation assures maximum oxytocin blood serum concentration for a rapid and complete milk let-down and milk-out. The cow is now ready for milking at the most optimum time, every milking.

The Stimopuls C features a built-in stimulator which can be adjusted to accommodate the indi-

vidual needs of your herd with 90, 60, and 40-second cycles. It also includes milk-to-rest ratios and cycles per minute during pulsation, a flow monitor with adjustable timed milk-out and adjustable strip time, and a pulsation arrestor. A compact, high-tech design means operator convenience. The unit weighs only 5½ lbs. without the milker, and has been created with a specially molded pistol grip for ease of handling.

The Stimopuls C is the latest addition to the high-tech dairying program by Westfalia Systemat, designed to increase milk yield safely, effectively and economically.

For additional information, contact Westfalia Systemat, 1862 Brummel Drive, Elk Grove Village, Ill.

