

DeKalb Pfizer, CGI Collaborate To Destroy Corn Borers

DeKALB, IL. — The European corn borer is one of the most destructive pests that farmers face east of the Rocky Mountains. In

an effort to combat this insect, Dekalb-Pfizer is collaborating with Crop Genetics International (CGI), a company that has geneti-

cally engineered a bio-insecticide directed against the corn borer.

The new product, appropriately dubbed InCide, is the result of

combining an insecticidal gene with a micro-organism that is able to live in the vascular system of the corn plant. Once corn plants have been inoculated with InCide, the micro-organism provides protection against corn borers.

CGI conducted small-scale field tests of InCide at its research farm and at the USDA Maryland facility last summer. Based on these tests, CGI will seek government approval for large-scale field trials of InCide during 1989. If CGI receives the necessary approvals, Dekalb-Pfizer will participate in those scale field tests. Rogers Brothers (based in Boise, Idaho), the world's largest sweet corn seed company, and NC+ and Hoegemeyer Hybrids, two regional seed companies (based in Lincoln and Hooper, Nebraska, respectively), have also agreed to participate.

Seed inoculation has been achieved under laboratory conditions at CGI, but technology is still under development that would make commercial seed inoculation possible. DeKalb-Pfizer also will inoculate corn at

its seed processing facilities using CGI inoculation technology. According to Ron Dodson of CGI, DeKalb-Pfizer was selected based on its "leadership position in the hybrid seed corn market and on the innovative development program it has established for research, production and marketing."

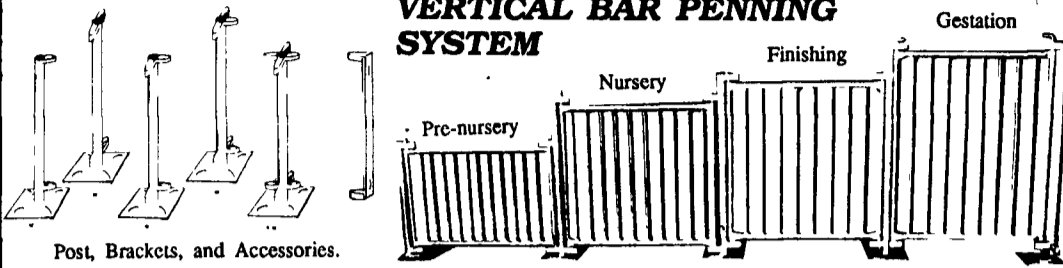
According to Tom Rice, executive vice president, "Crop Genetics' InCide vaccine could be the first large-scale agricultural product of biotechnology." When development and regulatory activities are completed, use of the InCide product should benefit the farmer by increasing the yield of DeKalb Brand products and benefit the environment by eliminating the need for chemical treatments for corn-borer control.

If CGI receives approval from government agencies, the large-scale field tests would be held near Illiopolis, Illinois, in Nebraska and Minnesota. But even if regulatory hurdles are overcome, it will be several years before a commercial product is ready for sale.

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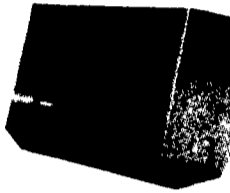


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Hill Named Director Of Marketing At Kubota

COMPTON, CA — Robert J. Hill has been promoted to the position of director of marketing for Kubota Tractor Corp., it was announced today by company president S. Egusa.

Hill, who had served as Kubota's product manager of tractors for a year and a half, will continue to report directly to Ron Lytle, senior vice president of sales and marketing.

In his new position, Hill will be responsible for the four product sales groups, product planning, market share, and marketing support programs including advertis-

ing and public relations. Emphasis will be placed on long-range growth and expansion of the Kubota product lines as well as coordination of sales efforts for existing product lines.

Hill was previously employed by Deutz-Allis where he held various sales management positions within the continental United States. He is a native of Winnipeg, Canada, and graduated with a bachelor of arts degree in economics from Brandon University in Brandon, Manitoba. Hill currently resides in El Toro, Calif.

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