

Lilly Reaches Agreement To Develop BST In India

INDIANAPOLIS, Ind. — Eli Lilly and Company and The National Dairy Development Board of India (NDDB) recently signed a "memorandum of understanding" for the development and registration of a range of biotechnology products for use in dairy cattle and buffalo in India. Included in this agreement is Lilly's bovine somatotropin (BST), recently registered in the Soviet Union under the trade name Optiflex™ (somidobove, Elanco), and other new agricultural products of biotechnology.

The NDDB has had a long history of developing India's dairy industry. Beginning with a small village farmers' cooperative in the Anand district of Gujarat in 1946, the dairy industry has now grown to its present size of 53,000 cooperatives serving 6 million farmers. These cooperatives have plans to increase their size to represent 8 million farmers by the mid-1990s. Most farms have two to five cows or buffalo, and the industry processes more than 2.5 million gallons of milk per day, making India the world's fourth largest milk producer. Butter,

cheese, ghee (butter oil), and chocolate are also produced. The NDDB oversees a distribution system that covers the entire country and that is striving to improve the economic position of the small farmers so that consumers, in turn, may benefit.

At the signing of the memorandum of understanding, Dr. M P G Kurup, general manager of the biotechnology area of NDDB said, "This is an important milestone in the future of the NDDB. We are delighted to be associated with Lilly in this venture and have great expectations that the new Lilly products of biotechnology will prove to be excellent management tools. The primary product includes Optiflex, a product that requires no capital investment and that increases the efficiency of milk production and the volume of milk produced. The ultimate purpose of the agreement is to further improve the efficiency of the dairy industry in India; the NDDB has played a leading role in this effort for the last 44 years."

E. R. (Ted) Roberts, president of Elanco Products Company, the agricultural division of Eli Lilly

and Company, responded by saying, "Eli Lilly and Company in its 113 years of existence has always sought the development of new technologies in the life sciences. We believe that biotechnology can dramatically benefit society and are proud to have marketed the first important product from this

new science in 1982, Humulin®, human insulin. Our latest product, Optiflex, was developed after extensive research demonstrated that it would increase milk production by 10 to 20 percent and, therefore, be valuable to a country such as India, which has a growing population."

He continued, "Lilly is particularly pleased to be working with the NDDB, which has a history of making new technology available to small farmers in India. It is a further demonstration of both organizations' commitment to leadership in their respective fields."

Lancaster Farmland Trust Announces Staff Addition

LANCASTER (Lancaster Co.) — The Lancaster Farmland Trust has announced a new addition to its staff. Kathleen Bridgehouse, a resident of Lancaster City, will assume the responsibilities of public relations, publications, membership development and other, related activities.

Ms. Bridgehouse previously resided in Providence, Rhode Island where she worked for Save the Bay, Inc. as an Education/Communications Specialist. She is a graduate of the University of Rhode Island and Lancaster Catholic High School.

The Lancaster Farmland Trust,

previously known as Friends of Agricultural Land Preservation is a non-profit, member supported organization, dedicated to the preservation of Lancaster County farmland. The Trust supports public farmland preservation efforts, and also works indepen-

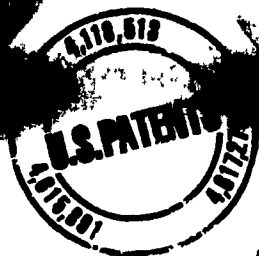
dently, acquiring conservation easements, purchasing farms outright for protection and resale and supplying related consulting services when needed. The Lancaster Farmland Trust is located at 129A East Orange St., Lancaster. For further information, call 293-0707.

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