

Ford New Holland

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More than a quarter of a million people visit the Farm Progress Show annually to view new technology and advances in commercial agriculture. The three-day exposition is being held this year near Rochester, Ind.

Ford New Holland, with world headquarters in New Holland, PA, is the world's third largest farm and industrial equipment manufacturer. It conducts business in 120 countries, employs about 17,000 people and sells products through more than 5,000 dealer outlets worldwide.

research is on the threshold of many tremendous discoveries, some that people would have never imagined," he said. "We are pleased that Ford New Holland shares this vision, and is wanting to help make others aware of it."

"The ultimate key to the success of any new product is that the product needs to be competitive," Cowl said. "They need to be quality products and they need to give full value for what they cost. Low cost and quality are not contradictory terms. It is very achievable."

COON RAPIDS, IA — The work of agriculture has changed dramatically over the last few decades, creating an unprecedented variety of jobs for young people entering the work force. Agricultural marketing, biotechnology and environmental studies in particular will provide some of the best career opportunities in the future.

The rising proportion of off-the-farm jobs in technology and business areas of agriculture prompted Iowa-based Garst Seed Company to designate careers in agriculture as the topic of this year's Up With Agriculture writing contest annually for members of the National FFA Organization

in 29 states.

"We picked 'I'll Work for Agriculture' as the topic because we want to get FFA members thinking about a future in agriculture and preparing for ag careers," says David Garst, the company's vice president of communications. As an incentive, Garst is giving every FFA member who enters the writing contest a free wallet.

According to an article in the October-November issue of the National Future Farmer magazine, a USDA study group has predicted a national shortage of 4,000 agriculture and life science graduates annually through 1990.

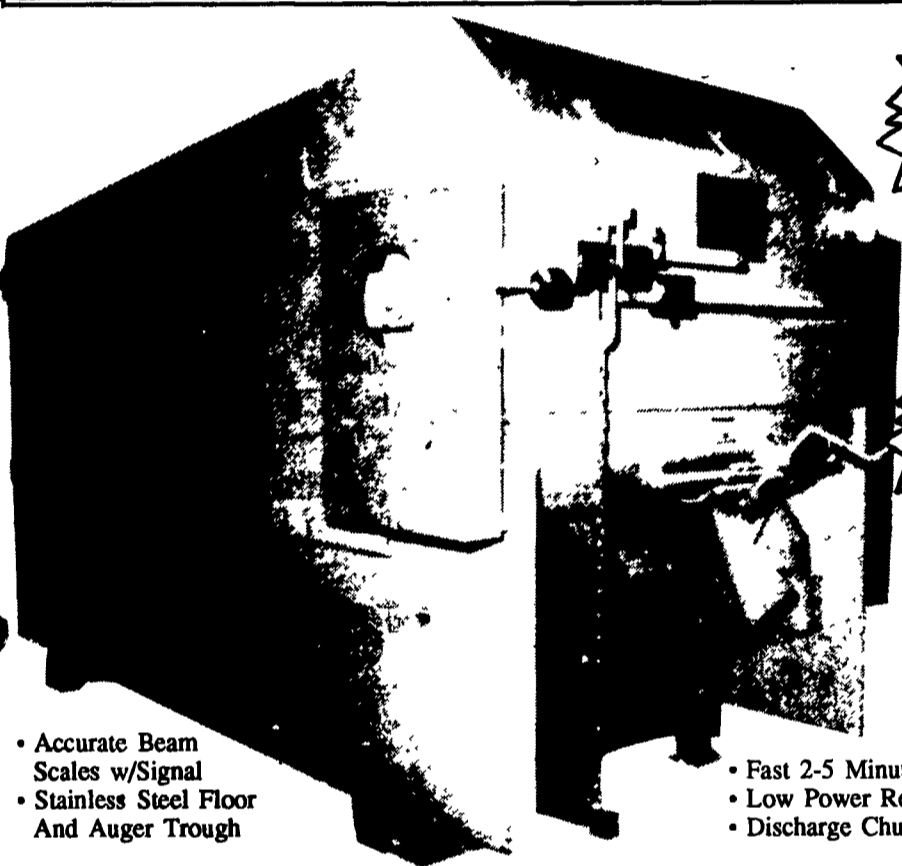
"We need these young people in agriculture and we want them to know they have a good future

there," says Garst.

Garst Seed instituted the Up With Agriculture writing contest for FFA members in 1984 when farming and farm-based businesses were suffering their worst economic woes. Since then each year's writing theme has asked FFA members to write about the positive aspects of agriculture and its future in America.

One national writing contest winner will receive \$1,000 and 29 state members will receive \$250 each. Deadline for entries is December 31, 1989; winners will be announced in April 1990. Entries should be mailed to UP WITH AGRICULTURE Writing Contest, Box 300, Coon Rapids, IA 50058.

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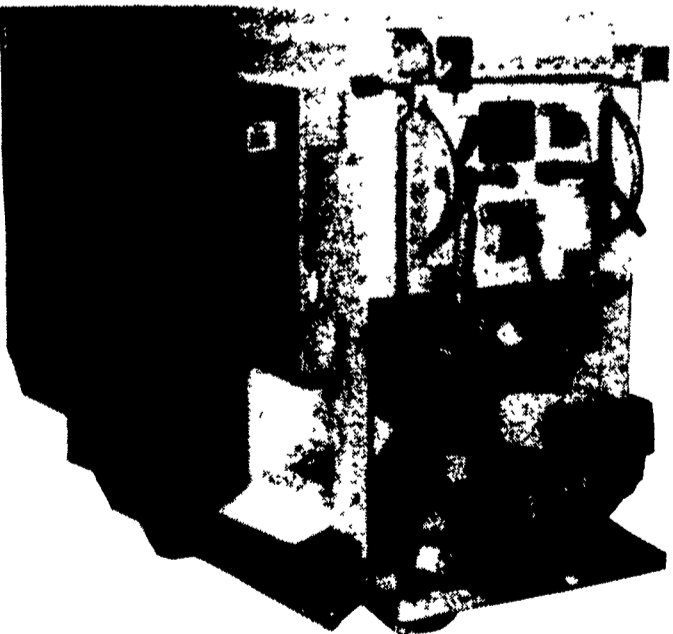
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