

Business News



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Explorer Is Best-Seller

EPHRATA (Lancaster Co.) — The recently-introduced Ford Explorer was America's best-selling compact sport-utility vehicle in July, according to Brian McCulley, vice president of Freedom Ford of Ephrata, Inc.

"Ford compact sport utility sales in the Northeast region in July were 4,271, up 91 percent from the same period a year ago," McCulley said. "Explorer, the hottest-selling product in its segment, nationally outsold its closest competitor by 1,558 units in July."

McCulley said that 50 percent of area Explorer buyers own three or more vehicles, 53 percent are between 35 and 54 years old, and 90 percent are married.

Offered in two- and four-door models with two- and four-wheel drive, Explorer has a new electronically fuel-injected 4.0-liter

V-6 engine standard on all models. Five-speed manual or four-speed automatic overdrive transmissions are available.

"Explorer's 4.0-liter engine delivers excellent economy and power," McCulley noted. "It gets up to speed quickly and is superb when it comes to towing boats and trailers. The interior is also outstanding, providing plenty of headroom for the over-six-foot crowd."

USDA Projects Wheat Acreage Reduction

LEESPORT (Berks Co.) — To assist wheat farmers in planning for the coming year, the U.S. Department of Agriculture tentatively projected a 10 to 20 percent acreage reduction requirement for the 1991 wheat program.

"The final program cannot be

NORCROSS, Ga.— Deutz-Allis Corporation is introducing a new front-end loader designed specifically to fit its popular 54 PTO/horsepower Model 6150 utility tractor.

Tractor and loader engineers have worked together in designing the new Model 346 loader to ensure that it is perfectly matched to the 6150 tractor, says Dan Wahl, product marketing manager, farm equipment.

Wahl outlines these features of the Model 346 loader:

- A High-strength steel frame wraps around the front axle housing and extends all the way to the rear drawbar mount to absorb shock and evenly spread the forces of heavy loads.

- Heavy duty lift and bucket cylinders provide 3,800 pounds breakout force and 1,800 pounds of lift capacity to full height.

- Maximum lift height of nearly nine feet, 45-degree dump angle and more than seven feet of clearance with the bucket dumped allows loading, stacking or retrieving with room to spare.

- Low profile mounting keeps the loader frame even with the tractor's hoodline for unexcelled operator visibility. For extra convenience, a bucket position indicator is standard equipment.

Welsh Hill Farms Is Hoffman Rep

LANDISVILLE (Lancaster Co.)— Hoffman Seeds has appointed Welsh Hill Farms of Morgantown, as a sales representative for Berks County.

Welsh Hill Farms will handle the full line of Hoffman products, including Funk G Brand hybrids. Welsh Hill Farms was appointed because of their knowledge of local

growing conditions. Welsh Hill Farms is a member of Atlantic Dairy Cooperative and DHIA.

Hoffman Seeds is the northeastern distributor for Funk G Brand hybrids, now produced by the CIBA—GEIGY Seed Division. Hoffman also carries a proprietary line of alfalfa, soybeans, and other farm seeds developed especially for localized areas of the northeast. The company has been serving northeastern agriculture since 1899.

announced until the farm bill is completed," Donald E. Lutz, chairman of the Berks County Agricultural Stabilization and Conservation Service, said. Price support levels established by the 1990 farm bill may influence the final acreage reduction percentage.

While the percentages are tentative, Lutz said. Secretary of Agriculture Clayton Yeutter wanted to focus as much light on the program as possible in the absence of a farm bill and give farmers the most accurate estimates available on how much land will be idled.

Recently, the House and Senate passed their versions of the farm bill, but further conference action is required before a farm bill becomes law.

To make sure U.S. wheat is competitive in world markets, USDA will continue to use the Export Enhancement Program, which is currently available in 41

countries. The program is open and available in almost every major and minor wheat or flour market where American farmers face unfair competition from the European Community.

Lutz said final provisions of the 1991 wheat program will be announced as soon as the 1990 farm bill is enacted.

Cyanamid Supports Pork Quality Assurance

WAYNE, N.J. — American Cyanamid has announced a partnership effort with the National Pork Producers Council (NPPC) in support of the Pork Quality Assurance (PQA) Program.

PQA was developed by NPPC to help pork producers avoid illegal drug residues, improve management skills, and reduce pork production costs.

Cyanamid support for the PQA Program includes providing a toll-free number so that pork producers can sign up by phone for the program. The number will be publicized in advertising and direct mail campaigns for AUREOZOL® 250 feed additive. In addition, Cyanamid is producing window hangers and posters carrying a "hog wild about pork quality" theme.

The posters, which also encourage producers to sign up for PQA by calling the toll-free number, are

designed for use by feed dealers. The vehicle window hangers will be available free to pork producers from participating dealers.

Fred Gutzmann, antibiotic feed products business manager for Cyanamid, said the company "has always been supportive of pork producers and their industry." He said, "We're very proud of the fact that we're joining with NPPC in its effort to promote the PQA Program."

Mike Wehler, NPPC President, said, "NPPC is pleased about American Cyanamid's leadership in supporting Pork Quality Assurance. We appreciate the participation of Cyanamid and other animal health product suppliers in promoting this important program."

Producers wishing to take advantage of the toll-free number to sign up for the Pork Quality Assurance program should call (800) 426-2924.

Maryland, U.S.S.R. Sign Pact



COLLEGE PARK, Md. — An Aquaculture exchange program between Maryland and the U.S.S.R. Ministry of Fisheries was formally signed August 29 at the Maryland State Fair in Timonium. The agreement involves the Maryland Department of Agriculture, the University of Maryland System, the Maryland Aquaculture Association, and the U.S.S.R. Ministry of Fisheries.

It paves the way for Soviet aquafarmers and students to visit Maryland aquaculture operations in April and May of 1991. Maryland aquafarmers and students will pay a reciprocal visit to the U.S.S.R. at a later date. Signing the agreement, from right, are Soviet Minister of Fisheries Nikolai Kotlyar, A. Elizarov of the Soviet Ministry, University of Maryland System Vice Chancellor for Agriculture and Natural Resources Dr. Raymond J. Miller, Maryland Secretary of Agriculture Wayne A. Cawley Jr., Maryland Aquaculture Association President Max Chambers, and V. Sukhov of the Soviet Ministry.