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Governments Approve Ford/Fiat Merger—Same Colors, Names Remain

EVERETT NEWSWANGER
Managing Editor

NEW HOLLAND (Lancaster Co.)—The merger between Ford New Holland and a subsidiary of Italy's Fiat Group that was announced in December has received the necessary governmental approvals, according to company spokesmen, this week. The merger will form N. H. Gootech, a \$5 billion firm based in London. Gootech is owned, 80 percent by Fiat and 20 percent by Ford Motor Company, and has with the merger enveloped 25 percent of the world market in farm equipment and tractors.

New Holland Machine Works was founded by Abram Zimmerman in New Holland, Lancaster County, in 1895. The repair shop was incorporated as New Holland Machine Company in 1903. The local company made its name in hay bailers because of the invention of the automatic bale rope knoter.

Sperry Corp. acquired the New Holland company in 1947, and Ford bought Sperry's New Holland division in 1987. The new company employs over 30,000 people and is split

into several divisions: Ford New Holland of America, based in New Holland; Ford New Holland Europe, based in Brussels, Belgium; Ford New Holland Brazil, based in Curitiba, Brazil; and tractor, farm and industrial divisions of FiatGeotech, based in Modena and Turin, Italy.

Fiat named Robert M. Gerrity, Ford New Holland's chief executive officer, as executive vice president of N. H. Gootech. Gerrity will relocate to Gootech's London offices and head the world-wide operations of the Ford New Holland of America unit.

Mark Branstetter, Ford New Holland, public affairs, said that from the farmer and dealer viewpoint, everything will look the same. "We are not going to change names or colors," Branstetter said. "Since agriculture is one of Fiat's three main businesses—autos, trucks and agriculture equipment—we 'Ford New Holland' mean a lot more to their company."

Branstetter said the dealer network is to remain the same and the company's goals are to continue to get high quality products to the farmers.



If you want one of Linda Helsey's strawberry pies, hurry to the benefit auction held today at Kraybill Mennonite School in Mount Joy. See page B14, for more about the Strawberry Lady who is shown with daughter, Joy, 5.

Northwest Keystone Junior Beef Classic May 26

MEADVILLE (Crawford Co.) — The Northwest Keystone Junior Beef Classic will be held over Memorial Day weekend at the Crawford County Fairgrounds.

This is the seventh year for the all-breed heifer and steer show, which last year saw young cattlemen and women from four states exhibit nearly 300 head at the event.

The show is designed as a kick-off for the summer show season and gives youths, under 21 years of age, an opportunity to enter competition drawn from a larger area than usually

seen at the county fairs in which they compete during the summer.

Entrants must be younger than 21 years of age and need not be a member of either 4-H or FFA. However, it is becoming a tradition for groups to come to the Classic as a club. Since the three-day Memorial Day weekend allows Monday for rest and recuperation, and since the main show schedule takes place on Sunday, young cattle enthusiasts find the event a favorite preview to the summer show season.

(Turn to Page A24)

Senate Reconfirms Sec. Boyd Wolff

VERNON ACHENBACH JR.
Lancaster Farming Staff

HARRISBURG (Dauphin Co.) — The state Senate on Wednesday reconfirmed Boyd Wolff as Pennsylvania's secretary of agriculture.

The vote by the Senate — which must approve appointments by the governor to top administrative agency positions — was unanimous.

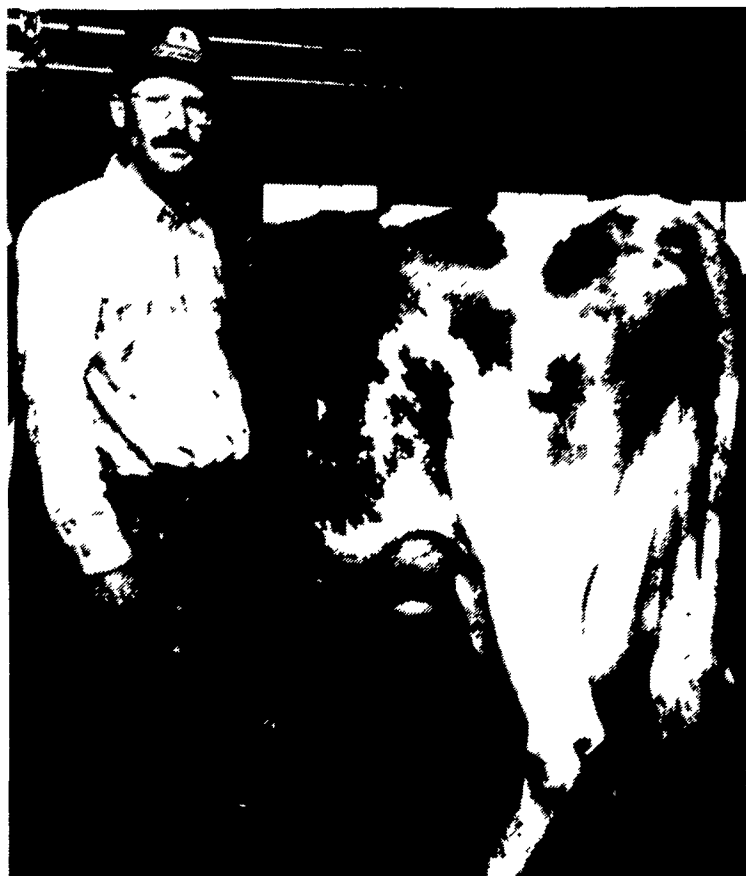
During the past four years as state agriculture secretary, the 59-year-old Wolff (he will be 60 on May 17), has overseen an agency that has incorporated a number of new programs and the continued refurbishing of the state Farm Show complex.

(Turn to Page A28)



Boyd Wolff

Smith's Guernseys: Breed Of Choice Or Heritage?



Dave stands with Lebanon Valley Star Elsie, at more than 8-years-old, she produced more than 22,000 pounds of milk and 1,150 pounds of fat in a 365-day lactation. She is one of the top cows of the Smith herd.

VERNON ACHENBACH JR.
Lancaster Farming Staff

PALMYRA (Lebanon Co.) — Lebanon County has been the leader in the state for county rolling herd averages for the past two years.

It doesn't have as many herds as some counties, but for its size, it has more than most. And what's even more remarkable is that herds of most every breed of dairy cattle can be found in the county.

One might expect that the county with the highest rolling herd average would be almost completely populated with Holstein cows.

But in this limestone valley, a smaller, northern sister to the Lan-

caster Valley, there are strong herds of Brown Swiss, Ayrshire, Guernsey and some Jersey, in addition to the many Holstein cattle.

And, until recently, Lebanon

County had also escaped the eye of real estate speculation that scoured large areas of prime agricultural land in neighboring counties.

(Turn to Page A20)

Buckhout To Resign As PA Council Executive



Carol Buckhout

STATE COLLEGE (Centre Co.) — The Pennsylvania Council of Cooperatives (PCC) will be looking for a new executive director. Carol Buckhout of Boalsburg, PA, the current executive director, has announced her resignation from the position, effective July 1, 1991. Ms. Buckhout has served as PCC executive director for the past two years. Her future plans are to spend more time with her family and to continue pursuing her graduate work.

The Pennsylvania Council of Cooperatives is the statewide trade association for agricultural and rural cooperatives that serve Pennsylvania. Organized formally in 1933 as the Pennsylvania Association of Farmer Cooperatives

(Turn to Page A24)

INDEX

- Sec. A Market Reports & General News.
- Sec. B Women's News, Public Sales & Mailbox Market.
- Sec. C Business News & Classified 4-36.
- Sec. D Classified 1-3. See Story Index Page A3.