

250 John Deere Dealers See Five New Tractors, Other Equipment

LANCASTER (Lancaster Co.) — "As agriculture goes, so goes the John Deere Company," said Gary Frazer, general manager of the John Deere Company in Columbus, Ohio. "Our business is cyclical, tied to cash farm income and receipts. If the American farmer does well, John Deere does well."

Frazer was in Lancaster this week to address one of five regional dealer meetings. Two-hundred fifty dealers from New England, New York, Pennsylvania, Maryland, Delaware and New Jersey attended the meeting at the Host Farm Wednesday evening and Thursday morning.

"We have a good dealer group," Frazer said. "There is a lot of loyalty, a lot of enthusiasm, a lot of tradition with the John Deere dealer organization. I suppose that's logical for a company that's 154 years old."

William Driver, district manager, agreed. "The dealers have build new facilities and remodeled old ones," Driver said. "They have hired new salesmen and servicemen. Our dealers generally have a very positive attitude."

The dealer meeting was called to introduce five new tractors, a new manure spreader, and a new combine.

"We have made some updates to our 150 to 200 H.P. tractors," Frazer said. "We are responding to what customers have told us they want. The company had a series of customer focus meetings over the last three years. We have listened to what our customers want

changed and what they don't want changed.

"We are trying to get our whole organization focused on the objective to exceed our customers needs. We have fewer farmers with large farms. Their needs are changing and we are trying to get the company and the dealers focused on providing the right goods and services that meet these needs.

"I would be naive not to recognize that, particularly in the East, we have had some difficult times. Dry weather and low milk prices have been a concern of a lot of farmers. This fact will probably not go away right away. But I think underlying these short term realities there is reason for optimism in our business. The financial health of a lot of our farm customers is better than ever. They paid off a lot of debt. Their balance sheets are better. And a lot of equipment has not been replaced in some time.

"We feel the longer term prospects for agriculture are good. we all have a fundamental need for food and fiber," Frazer said.



At a meeting of 250 John Deere dealers at the Host Farm in Lancaster are left to right, William Driver, district manager; Gary Frazer, John Deere's general manager; and Jerry Thomas, territory manager.

Lancaster Conservation District Offers Free Tilling

LANCASTER (Lancaster Co.) — Reduce erosion this winter and break up hard pan by slit-tilling this fall. The Lancaster County Conservation District will offer their slit-tiller to any farmer in Lancaster County free of charge for use on up to 5 acres. Farmers who like the job that the slit-tiller does can use it for more than 5 acres by paying maintenance charge of \$2.50 per acre.

Slit-till is a tillage practice that utilizes straight narrow chisel teeth on 30 inch spacings. It leaves about 2 times the residue cover as the chisel plow and the same amount of surface roughness. Slit-till, however, leaves the soil loose enough to absorb the rains, yet solid enough so erosion can not take place. Slit-till systems reduces runoff 40% when compared to chisel plow and mold-

board plow systems on 1989 test plots in West Lampeter Township, Lancaster County.

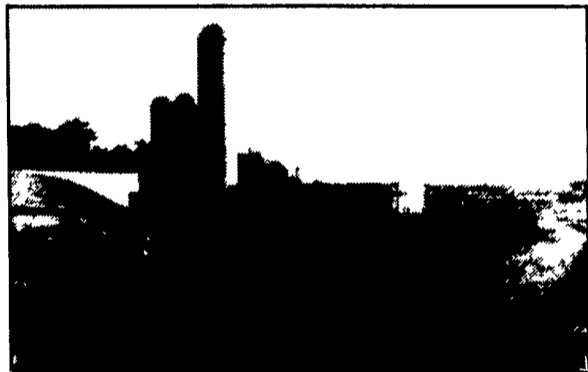
To maximize the benefits of the slit-till system, all work should be on the contour. The combination of slits and undisturbed soil can then act as small terraces, keeping more soil, water, and nutrients on the field where they can be used by the crop.

For any doubters, try side by side comparisons with your present system and the slit-till system. Experience indicates that your yields will not change, but your costs and erosion will be less.

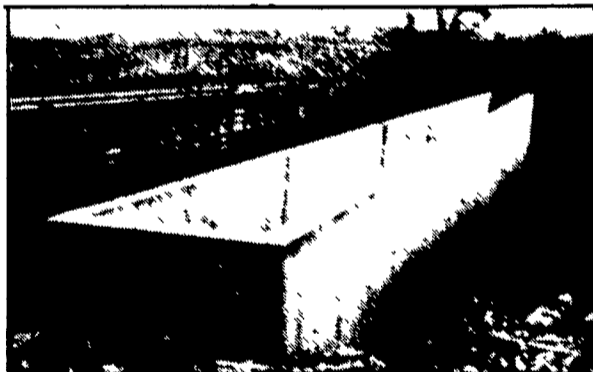
For more information about the slit-till system, or to use the slit-tiller on a free trial basis, Contact Eric Ashley at the Lancaster County Conservation District office at 717-299-5361.

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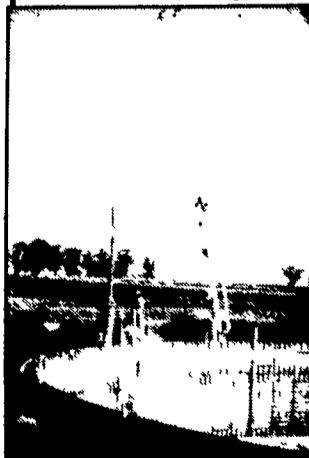


Hog House-Liquid Manure Pit

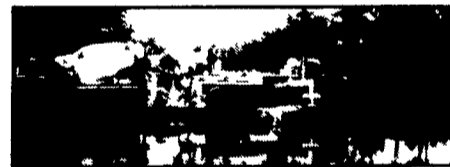


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