

# Soy Farmers Open Moscow Promotion Office

ST. LOUIS, Mo. — With funds generated by the new nationwide soybean checkoff, U.S. farmers recently opened a soybean promotion office in Moscow.

Over a live satellite link to the Kansas City meeting of the National Association of Farm Broadcasters, soybean farmer leaders and a Soviet official discussed plans for the new office and took questions from reporters. The program was available for viewing by anybody with access to a satellite dish.

American Soybean Association (ASA) President Gary Riedel and United Soybean Board (USB) Chairperson Sandy Ludeman hosted the program from Moscow. Riedel, a farmer from Centralia, Mo., said the American Soybean Association would operate the office through December with new soybean checkoff funds invested by fifteen U.S. states. Ludeman, who farms in Tracy, Minn., serves as chairperson of the farmer organization named by Ag Secretary Madigan to handle funds generated by the new nationwide checkoff.

"We've found a country stalled in the past," said Riedel. "A country where people wait in line up to seven hours just to buy a loaf of bread. A country where vegetable oil is dipped from open barrels and available only if you bring your own bottles. The Soviet Union is a country ripe for the miracle of U.S. soybeans."

Ludeman stressed the market potential for U.S. soybean meal as a feed ingredient for Soviet livestock, saying the Soviet Union is home to about 100 million hogs.

"It takes nine to 12 months to feed a Soviet pig to slaughter weight," he said, "two and one-half times the U.S. average. The Soviets say they need about 450 million bushels of soybeans a year (to bring their feed rations into line with U.S. feed protein standards.) That's about the combined production of Minnesota, Missouri, and Ohio."

Soviet agriculture official Dr. Victor Lischenko joined in the broadcast with an appeal for help from the U.S. farmers watching. "If you want to help us, help us now," he said directly to the audience. "You should not be wanting to just sell soybeans now, but develop trade with us."

Lischenko admitted the Soviet Union is in "real trouble" but said the Soviets could pay their bills. He stressed the need for technical agricultural assistance immediately, saying "politics is running ahead of economics" in the USSR.

ASA associate director for Eastern Europe Aleks Cerne, who will head up the Soviet office, said past ASA feeding trials had shown Soviet hog producers how soy-meal feeds can cut in half the time it takes to bring a hog to market weight. He said the office would sponsor more feeding trials. Meanwhile, he said, a second effort would be made to increase U.S. sales of soyoil to the Soviet Union.

"We will show Soviets how to process soybeans and how to refine soyoil to increase quality and efficiency," he said.

In a taped appearance on the program, U.S. ambassador to the Soviet Union Robert Strauss told

farmers and broadcasters, "The opening of this important new office is a very big thing for the citizens of the Soviet Union. It's a big thing for the agricultural interests of the United States."

The states that invested check-off funds to open the Moscow office are Georgia, Illinois, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota,

Ohio, Oklahoma, South Carolina, South Dakota, Tennessee, Virginia, and Wisconsin.

Ludeman noted farmer investment in the new nationwide soybean checkoff represented only 4.8 ounces of each 50-pound bushel of soybeans. He said USB has budgeted \$6 million to increase U.S. exports through pro-

jects such as the Soviet office, \$5 million for research to cut farm production costs and for research to find new uses for soybeans, \$2 million for building U.S. consumer awareness of soybeans and for creating loyalty to soy-based products, and \$2 million to work with industry to enhance the image of soybeans.

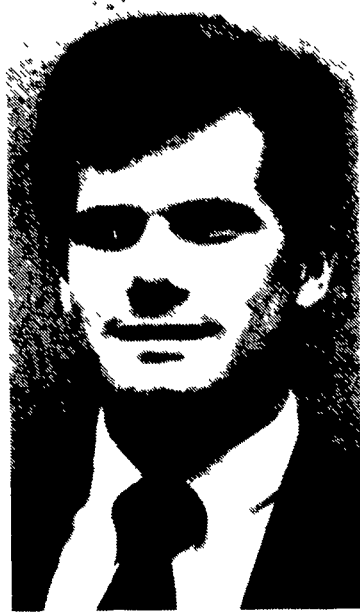
## Atlantic Names New Region Manager

LANCASTER (Lancaster Co.) — Brian Kelly of Tyrone, Pa has been named the new Region 2 manager for Atlantic Breeders Cooperative, according to Gary Heckman, director.

Kelly succeeds Willis Ritchey of Chambersburg, who retired recently from a 41-year career with Atlantic.

Region 2 membership includes a 12-county area in south-central Pennsylvania plus western Maryland.

Kelly comes to Atlantic with five years of experience in field sales and management positions with another AI organization in Virginia, Kentucky, and Georgia. His responsibilities included hiring and training, mating program service, and sales management. As an Atlantic region manager, he



Brian Kelly

is responsible for training, development, and leadership of a 31-man sales and service force to meet members' needs.

Brian grew up on the family dairy, Spring Lane Farm, in Blair County and graduated from Virginia Tech with a B.S. degree in dairy science. At VPI, he was active in the Dairy Club and Dairy Judging Team.

During his tenure, Ritchey served Atlantic's members and customers in many capacities, including technician, branch office manager, field supervisor, AI training, and export sales. He was region manager since 1987.

"Throughout his career," Heckman said, "Willis was well-respected for maintaining high standards of service and conscientious effort."

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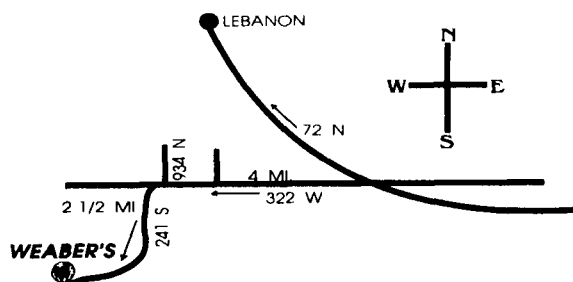
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