

# Beneficial Bug Book From California

**SACRAMENTO, Calif.** — Anyone looking for "good bugs" for their garden or farm is invited to send for a free new booklet available from the Department of Pesticide Regulation (DPR), of the California Environmental Protection Agency.

"You can find out where to buy everything from ladybugs and lacewings to mosquito fish and parasitic nematodes," said DPR Director James W. Wells. "There are controls for many insects, including aphids, mites and beetles, as well as controls for weeds like Scotch broom, Russian thistle, and puncturevine."

The 31-page booklet, which goes by the unwieldy title of "Suppliers of Beneficial Organisms in North America," includes 95 suppliers of more than 126 different organisms used for biological control of pests on small and large farms, and in backyard gardens.

The listing is an updated version of the 1989 edition, Wells said. "We try to revise it every couple of years. Each year, the number of suppliers and the number of beneficial organisms increases. Biological control is a very exciting field — there's a lot of interest in alternatives to pesticides, and a lot of work is going on in this area."

The booklet includes the names, addresses and phone numbers of sources of beneficial organisms throughout the United States and

Canada, along with their product line, whether they sell wholesale or retail, and whether they have a catalog or brochure available. Also noted is whether they supply free information and consulting.

"Our booklet doesn't have any information on how to use beneficial organisms," said Wells. "If we did, it would have to be the size of an encyclopedia. You can sometimes get information like that from the supplier."

Wells said that using a beneficial organism to fight pests usually takes a little more knowledge than using a pesticide.

"With a chemical pesticide, you can read the label to know how much to use, when to apply it, how to get best results. And you can usually see the results fairly quickly."

"With natural enemies, it's a little different," Wells continued. "Although the results are more gradual, they are often more long-lasting, since you are establishing a system of natural checks and balances. But to succeed, it is important to know the pest you are dealing with, and the best way to approach it."

"That's why farmers call in integrated pest management (IPM) specialists, who know how to diagnose problems and recommend solutions. Home gardeners can take advantage of the tremendous expertise (through cooperative extension), or ask one of the sup-

pliers in the booklet for advice. Many of them have literature available on the beneficial organisms and how to apply them," said Wells.

The booklet is indexed to help match suppliers with the specific natural enemies they sell. There is also an index of beneficial organisms, with scientific name and target pest.

Not listed are biological controls that are single-celled organ-

isms (microbial pesticides, such as *Bacillus thuringiensis*), which are considered pesticides under state and federal law and are widely available.

Although several natural enemies for various whiteflies are listed, there is no commercially available "good bug" to fight ash whitefly. A state-sponsored biological control program aimed at ash whitefly will continue this year, with releases of a parasitic

wasp that is proving very effective in locations where it has been released in the past.

Free, single copies of the booklet are available from the Department of Pesticide Regulation, Environmental Monitoring and Pest Management Branch, Attn: Beneficial Organisms Booklet, 1220 N Street, P.O. Box 942871, Sacramento 94271-0001. To order by phone, call (916) 654-1141.

## Beef Industry Launches Biggest Campaign Ever

**CHICAGO, IL.** — On May 18, the beef industry will ask America "What's for Dinner?" as it launches a new multi-million dollar advertising and promotion campaign called "Beef. It's What's for Dinner."

The \$42 million, 17-month print and broadcast campaign, from Leo Burnett U.S.A./Chicago, debuts nationally to kick-off summer grilling and family entertaining season.

"Beef. It's What's for Dinner." speaks to the increasingly diverse tastes and interests of today's family. These folks love burgers and steaks, but they want to experiment with new recipes, too," says Monica Eorgoff, director of advertising for the Beef Industry Council/Beef Board.

The new creative features con-

temporary beef recipes that can be prepared in 30 minutes or less — from Steak Diane to Kung Pao Beef — appealing to the convenience-oriented family which enjoys beef as part of a balanced diet.

"Our research tells us that consumers are tired of being told what to eat and what not to eat," says Eorgoff. "The new advertising demonstrates how families can continue enjoying the foods they love — like beef — in moderation. All of the recipes featured throughout the new campaign are convenient, nutritious and taste great."

Launch of the new advertising is being supported by a comprehensive media and promotion campaign.

An extensive print schedule features recipe distribution via popular women's and general interest publications. Television will reach beef consumers across the country with a round-up of

contemporary beef recipes set to rousing "appetite appeal" music such as Copland's "Rodeo." Thirty- and 60-second spots will air on primetime, daytime and sports programming.

An impactful promotional campaign includes a cooperative in-store tie-in which Lea & Perrins Steak Sauce, point-of-purchase materials, and local merchandising opportunities.

"It's one of the largest consumer campaigns the beef industry has ever extended to support new advertising and promotion," says Eorgoff.

Beef advertising and promotion is a producer-funded program of the Beef Board and the Beef Industry Council of the National Live Stock & Meat Board.

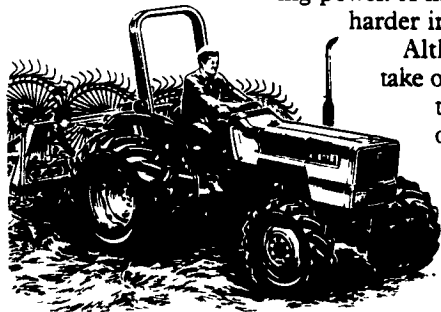
The Beef Industry Council is a federation of 44 state beef councils that conducts promotion, research and consumer information programs on behalf of the beef industry.

## HANDLES ANYTHING THAT CROPS UP.



Kubota M-Series farm tractors are built for any kind of work that crops up. And with 4-wheel drive, they easily pull implements you'd expect to find behind a much larger tractor.

These Kubota tractors are built with strong, liquid-cooled diesel engines. With 44-85 PTO horsepower. Optional shuttle-shift transmissions. A turbo-charged model offers increased pulling power. A narrow new version works harder in close quarters.



Although a Kubota is built to take on work, it doesn't come with the big fuel bill or other operating expenses of many larger tractors.

Before you plow, cultivate, spray, load, mow, or bale, take one look at the Kubota M-Series. It handles any work that crops up.

# Kubota.

YOUR FULL LINE KUBOTA PRODUCT HEADQUARTERS  
• INVENTORY • PRICE • KNOWLEDGEABLE SALES STAFF  
• SERVICE EXPERIENCE

OVER 100 NEW KUBOTA TRACTORS IN STOCK!

**KELLERBROS.**  
**KUBOTA**

FINANCING OR CASH DISCOUNTS AVAILABLE

WE SHIP PARTS UPS DAILY

TRACTORS & EQUIPMENT  
Serving Central PA Since 1921

CALL FOR DETAILS ON LEASING

**LEBANON**

Rt. 47 Box 405, Lebanon, PA 17042  
Rt. 419 1 mile West of Schaefferstown

717-949-2000

STORE HOURS  
MONDAY-FRIDAY 7:30-5:00  
SATURDAY 7:30-12:00

2 Locations

**LANCASTER**

1989 Fruitville Pike, Lancaster, PA 17601  
At Route 30 & Fruitville Pike

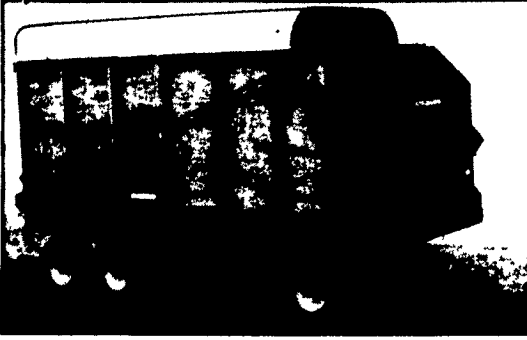
717-569-2500

PENNSYLVANIA'S LARGEST KUBOTA DEALER

## ZIMMERMAN MFG. CORP.

125 King Court/  
Hollander Rd.  
New Holland, PA 17557  
(717) 354-9611

Contact Us  
For  
Literature  
& Prices!



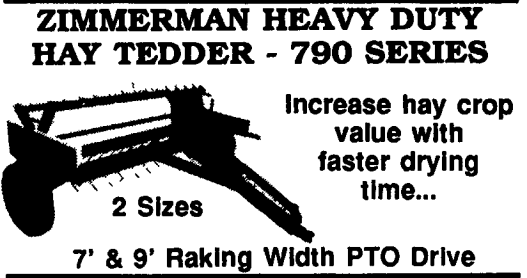
**380 SERIES PORTABLE ELEVATORS**  
A Versatile Economical Elevator For Bales and Ear Corn  
WELL BALANCED, RUGGEDLY BUILT FOR MANY YEARS OF TROUBLE FREE SERVICE

**MODEL 990 FORAGE BOX**  
Hydraulic Drive, Front & Rear Unloading  
ALSO AVAILABLE: **MODEL 991 FORAGE BOX**  
Hydraulic Drive, Rear Unloading Only

**ZIMMERMAN Rugged, Heavy Duty WAGON GEAR - Models 06-08-10 Also Models 12 & 14.5 Tandem**



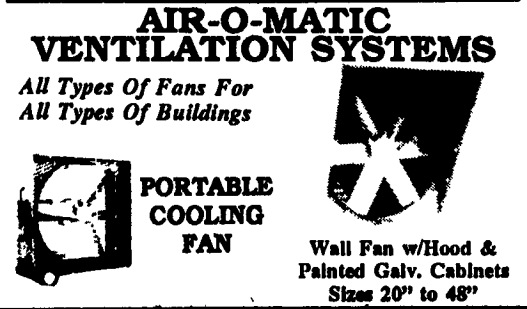
**390 Series ROLL-A-WAY CONVEYOR**  
This Is A Rugged High Speed Unit For Ear Corn, Silage, Bulk Feeds, Small Grains, Manure or Bales.



**ZIMMERMAN HEAVY DUTY HAY TEDDER - 790 SERIES**  
Increase hay crop value with faster drying time...  
2 Sizes  
7' & 9' Raking Width PTO Drive



**UTILITY TRAILERS FRT SERIES**  
Available In 5000 Thru 10,000 GVW. Other Models 3000 to 24,000 GVW Also Available.



**AIR-O-MATIC VENTILATION SYSTEMS**  
All Types Of Fans For All Types Of Buildings  
**PORTABLE COOLING FAN**  
Wall Fan w/Hood & Painted Galv. Cabinets Sizes 20" to 48"



**880 SERIES PORTABLE BALE ELEVATOR & MOW CONVEYOR SYSTEM**