

Egg Promotion Coalition Has Successful Year

WASHINGTON, D.C. — Egg producers in the Northeast are about to read some good news in the form of the Northeast Egg Promotion Coalition (NEPC) 1993 Annual Report.

The report indicates that more than 10 million favorable impressions were made through the consumer media at a cost of about one-half cent per impression.

"That's a lot of good coverage for a very good price," said Paul Sauder, coalition co-chairman. "We've been able to cost-effectively communicate strong pro-egg messages to millions of consumers during a time of negative publicity from other sources."

The coalition was set up to give egg producers a greater return on their promotion investment by harnessing the collective industry resources of states in the Northeast to increase the impact on consumers.

Coalition Co-Chairman Paul Hann said, "We have tried to

reach our prime objective in three ways: by building on American Egg Board promotion programs, by organizing a regional crisis response team, and by enhancing state promotion efforts."

The coalition carried out these overall strategies through consumer media relations activities and direct contact with key decision makers such as food service leaders, health professionals, and state and federal regulators.

Media relations accounted for 74 percent of the Coalition's 1993 expenditures. This work resulted in favorable coverage in both print and broadcast media in the four largest metropolitan areas in the region: Boston, New York, Philadelphia, and Washington-Baltimore, plus other markets. Media relations activities also included establishing the NEPC crisis response team to provide accurate and timely information to reporters should a crisis occur.

The coalition spent 13 percent

of its budget on contact with key decision makers through trade shows and other means, and on AEB printed materials, which supported communication efforts.

The remainder of the budget both enabled coalition representatives to travel to AEB meetings and allowed the coalition to lay the groundwork for a possible advertising campaign in early 1994.

Eight of the 11 states served by the coalition provided financial support, the pledges for the next year are already being made.

Producers are voicing strong support for NEPC. Peter Hudson of Hudson Egg Farms, Elbridge, N.Y., said "All of us . . . are happy to see that, finally, something is being done on a regional basis."

Producers will be receiving copies of the report soon. If you need extra copies, contact Mac McLaurin, NEPC, 808 17th Street, N.W. #200, Washington, DC 20006, (202) 296-8248.

Multiflora Rose Solutions On Trial

WELLSBORO (Tioga Co.) — "In any group of farmers, 100-percent will be able to tell you stories about their multiflora rose bushes. This is always a common discussion topic at meetings," said Craig Williams, Tioga County extension ag agent.

It was time to find out what works and what doesn't. Thus the Tioga County Multiflora Rose Study was born. The study started in late September 1993 and will continue until the fall of 1994.

Bill Curran, weed specialist from Penn State, had conducted a similar study at the Northeast Crop Expo and is consulting on this study. Two sites for the study have been selected — the Eric Coolidge Farm near Wellsboro and the Wood Farm in Knoxville.

"We had no trouble locating two test sites out of the 700 plus farms in Tioga County. We had plenty of volunteers for the asking on this study," said Williams.

The two sites would be conducted the same. "We wanted to test several common herbicide products, used in the fall and spring, on a single farm, side by side. This would give our farmers

a single site to go look at the test results," said Williams.

The applications to the bushes will be a late fall treatment in 1993 of a group of bushes, a spring 1994 application of a second group, and a single winter application on a single bush. A group of farmers met at both farms to learn about the study and see the semi-killed multiflora rose bushes in November. The educational field

days will continue during this long-term study. The field days discussed the reasons the multiflora rose is invading the pastures.

The products that are being used are Crossbow, Ally, Roundup, Banvel, and Spike. Each product was applied according to the label directions and calculated out for a per bush charge and a per gallon mixed charge. This is the cost that was discussed:

Product	Rate	Cost
Crossbow (\$38.00/gal)	1% solution/gal =	\$.38/gal or \$.19/bush
Roundup (\$44.00/gal)	1% solution/gal =	\$.48/gal or \$.24/bush
Ally (\$30.00/oz)	1.0 oz pr/100 gal or .2835 grams/gal	= \$.34/gal or \$.17/bush
Spike (\$9.25/lb)	20 lbs/acre on spot treat. =	\$.64/bush applied on rate of 1 bush = 100 sq. ft. (10x10)
Banvel (\$73.00/gal)	6% solution/quart =	\$1.14/quart or \$.74/bush (Banvel carrier volume equals 1 pint/bush)

Other products included Emulsifier/NIS at \$15/gallon and No 2 Diesel at \$.80/gallon. Both Roundup and Ally required NIS and Banvel required NIS and diesel. At future meetings, the farmers will be able to see how each bush has been affected.

Grazing and hay restrictions for

grass forage and pasture herbicides given in the Penn State University Agronomy Guide were also discussed.

For more information, contact Craig Williams at the Penn State Cooperative Extension Office in the Courthouse Annex in Wellsboro by calling (717) 724-9120.



Craig Williams, left, Tioga County extension agriculture agent, discusses the multiflora rose control study that is being conducted on two farms in Tioga County. Pictured are Craig Williams; Joe Bohnert; Melissa Bravo, CMA technician; Ralph Mattison; Erick Coolidge; and Jeff Cornell of Agway.



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FARM EQUIPMENT

(1) 3300 gas combine, 13' head, \$4,950. Larry Stalter "The Combine Man" 1-800-248-2151

1934 10-20 McCormick iron wheel tractor w/ matching plow, good original condition. 908-329-2225.

1936 JD A, unstyled, completely restored, original round spoke rims. Asking \$4,500 (609)799-1297.

1941 Oliver HG crawler, motor runs good, \$1100 OBO, 1941 Molene model Z w/4R corn planter & matching cultivators, tractor runs but needs magneto work, \$1000 OBO. 410/756-6027 after 5pm.

1941 unstyled JD G, engine rebuilt, runs excellent, but needs radiator and fuel tank repair. Asking \$4,000. Call evenings (717)222-4432.

1947 John Deere A; John Deere 420 crawler; 8N. 215-267-2497 after 4PM.

1969 John Deere 4520, power shift, dual hyds., 125 horsepower, cab (717)267-1489.

1980 6620 dial-a-matic chopper, very good, Finance. \$24,900. Larry Stalter, "The Combine Man" 1-800-248-2151

1985 F-350, 4 speed, 460 engine, power steering, no bed 1993 Black Bear trailer, 16' long, 78" wide, full width ramps. (717)267-1489

1986 Ford 555A backhoe 4x4, cab, extend-a-hoe, 2800 hours, excellent condition, \$28,500 OBO. 304/829-4449 evenings only, Wheeling, WV.

1989 Case IH 1660 combine, 4WD, 6R 1063 corn head, 1600 hrs., excellent condition, financing available. 914-876-6614.

1 JD 210C Backhoe Loader 717-573-2215.

2N Ford, very good condition, just gone over, \$2500 OBO 717-622-6722.

3,000 gallon tank spreader, new tank, \$8,300. Kawasaki 250 3 wheeler, \$900 Kawasaki 125 4 wheeler, \$100 All go Make offer. (717)548-2968.

3 PTH Equipment, Mechanical 1R Transplanter, NH 7' 450 Sickle Mower, Bartville 1R Water Wheel Planter (New), 5' disc; 2X 12" plow; 1R cultivator; 5' MC flail mower w/bagger & roller Thom Wheary (717)687-0102.

4400 D, low hrs., \$6,950.; 4400 gas, \$3,950. Larry Stalter "The Combine Man" 1-800-248-2151

4425 JD Combine, 1275 hours, excellent condition, one owner, field ready, w/443 corn head, \$35,000 OBO 215/766-0534.

477 New Holland haybine for parts, \$600; Land-O-Matic Chlorinator \$400. 717-734-3694

47 Farmall Cub, Restored Like New, w/4' Mott Mower Asking \$3300. (717)784-9488 8AM-5PM (717)437-2334 Evenings.

4500 watt generator w/8hp Briggs & Stratton engine. 215/286-9343.

560 Cockshutt diesel tractor, excellent condition, new paint, new tires, completely restored. Ohio, (614)796-6755.

60 hp diesel, water cooled, recently overhauled, runs OK \$1400; also new Kohler 4 hp, still in the box \$250; also 2-cylinder Wisconsin baler engine, runs, \$500; Dauphin Co 717/365-3967.

6600 Deere, spin shield, very good, \$7,950. Larry Stalter "The Combine Man" 1-800-248-2151

(76) full set track pads for 95512A CAT, new, \$800. 815-436-8973.

'80 7720, very good, chopper, EHC, \$23,150. Can be 4x4 Finance. Larry Stalter "The Combine Man" 1-800-248-2151

843 Bobcat with 911 backhoe, scoop, forklift attachment, 50 hp diesel, only 1400 hrs, bought new \$32,000, sell \$14,900. Great for contract farmer. 717/361-7664.

8x18 metal rack bale wagon, no gear, \$1,150. Vandale S600 bale processor \$1,600 Chem-tech chlorinator pump, \$200. Badger 1100L tank spreader, needs repairs, \$900. JD 1065 wagon gear \$400. Wenger 10 ton w/quick adjustable tongue, no wheels, \$600. Lancaster County. (717)656-2615.

AC 185, new rubber, 3,700 hrs., clean, \$6,250. 410-833-9091

AC 220 w/cab, \$4,800 410-833-9091

AC 5050, clean, low hrs., diesel, excellent condition, weights 717-768-3508.

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AC 8030 diesel, 4WD, powershift, cab, 140hp, excellent condition, \$21,500, 315-393-3435

Antique JD LA tractor, unstyled grill, nice, \$2,000 1-800-248-2151

Antique Kwik Mix cement mixer w/Stover 2 1/2 hp hit-n-miss engine, \$1000; 200 gal. pull-type sprayer, 10 row booms, \$450; 79 Ford F150 302 3-speed w/little rust, \$500 717/694-3099

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Case Cat 1, 3pt. mod hitch assembly, mounts in place of backhoe on 580A or 580B. \$650 OBO 215/584-0494.

Athens #84 disc, 14', \$1800, ear corn in narrow crib 717-589-7481

Chipper 16" disc chipper, 5 cylinder, air-cooled Deutz diesel, hydraulic feed, extra set of blades, top condition, \$8,900 (717)938-1864.

Cozy cab for JD 2240 tractor, \$500 717-733-7408.

Craftsman's welder, 295 amp, good condition, \$150. Int Cub Cadet 70, no engine, snow plow; Wheel Horse 7hp electric start 7 1 7 / 6 5 6 - 6 8 9 3 , 717/656-3279.

Deere 5830, 2,250 hours, metal detector, super sharp, \$71,500. Trade & finance Larry Stalter "The Chopper Man" 1-800-248-2151.

DISC HARROW JD 8' offset, "Killafer", like new, \$600. 410-833-9091

DISK ATHENS 10', \$1,200. 410-833-9091

DISK OLIVER 253, 12', excellent, \$1,000 410-833-9091

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Farmall Cub with 48" Mower, Sharp \$1800; IH 16' Spring Tooth Harrow, \$250, Farmall B 6' IH Belly Bower \$1250 (215)968-4808.

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