

# Business News



## Tough Tires Handle Rough Terrain

NEW HOLLAND (Lancaster Co.) — Tired of flat tires on your skid steer loader? Does the equipment "downtime" cost too much?

Ford New Holland has the answer — new Segmented skid steer loader tires.

These new tires feature hollow, easily replaceable rubber segments that eliminate flat tire problems. These tough tires can handle even the roughest terrain with ease.

Ford New Holland offers two



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special tread designs to meet a variety of applications. The industrial tread design features a thick tread for excellent wear and traction equal to that of pneumatic tires. The traction tread design features a wide tread for high flotation and a smooth, stable ride in rugged conditions. Both designs include cut and tear resistant compound for extra durability.

For more information, contact your local Ford New Holland dealership.

## Greenhouse Systems Conference

ITHACA, N.Y. — Greenhouse Systems: Automation, Culture, and Environment, a conference to be held in New Brunswick, New Jersey on July 20-22, will provide in-depth information on the engineering principles of greenhouse system design and management. Presentations focusing on current technology and case studies will relate the fundamentals to day-to-day management decisions.

The conference consists of four half-day sessions. The automation session will discuss sensors for monitoring the greenhouse environment, controllers and computers for decision making, and machines and layouts for efficient operation. The culture session will discuss water and nutrient delivery and other factors that affect plant growth and response. The environment session will discuss systems used to control heat, lighting, and the gaseous environment within the greenhouse. The last session will focus on integrating the systems discussed in the first three sessions to create an efficient and profitable greenhouse that minimizes environmental impact.

Each evening will include opportunities for focused learning. On the first evening, workshops will be offered; topics will be chosen based on input from conference registrants on their registration forms. During the second evening, teams of participants will each design a greenhouse system. The designs will be reviewed during the last session on the following day.

The intended audience includes greenhouse production systems owners and their advisors and managers, equipment suppliers and manufacturers, cooperative extension educators, designers, writers and publishers within the industry, teachers, government policy makers, and regulators.

The conference planning committee includes Gene Giacomelli, K. C. Ting, and William J. Roberts, professors of bioresource engineering at Rutgers University; Louis D. Albright, professor of agricultural and biological engineering at Cornell University; John W. Bartok, Jr., extension professor of natural resources management and engineering at the University of Connecticut; and

Marty Sailus, director of the Northeast Regional Agricultural Engineering Service.

The conference is being organized by the Northeast Regional Agricultural Engineering Service (NRAES) and the Center of Controlled Environment Agriculture at Rutgers University, in conjunction with the American Society of Agricultural Engineers. It will be held at the Hyatt Regency Hotel, 2 Albany Street, New Brunswick, New Jersey.

Registration postmarked before

June 19 is \$350. Registration postmarked after June 19 and for walk-ins is \$410. This fee includes admittance to the conference, one lunch, breaks, a reception evening workshops, and a copy of the conference proceedings. Make check payable (in U.S. funds) payable to NRAES and return your registration form before June 19, 1994 to NRAES, Cooperative Extension, 152 Riley-Robb Hall, Ithaca, NY 14853-5701. No refunds if notice of cancellation is received after July 8.

## Dauberman Appointed District Manager

LANDISVILLE (Lancaster Co.) — Gary Dauberman of Bellefonte has joined Hoffman Seeds, Inc. as a district manager.

Dauberman will manage all Hoffman sales outlets in central Pennsylvania, including Hoffman Service Centers and their associates.

A graduate of Penn State University with a bachelor's in agricultural science, he had been manager for Agway's Bellefonte store since 1989.



Gary Dauberman

## BASF To Market Insecticidal Baits

RALEIGH, N.C. — Two target-specific insecticidal baits for outstanding control of rootworm and cucumber beetles, but with greatly reduced toxicant levels, are being first offered in 1994 by the Agricultural Products Group of BASF Corporation.

Slam® is for use against corn rootworm beetles, while Adios™ controls the cucumber beetles that often severely cut yield and quality of vegetables.

The launch, announced by Peter Oakley, group vice president, BASF Agricultural Products, marks the entry of BASF into the

U.S. agricultural insecticide market.

"We believe the prescriptive control approach, combining the high efficacy, minimal environmental impact, and target-specific qualities of Slam and Adios, is in keeping with the concerns and needs of our customers today," said Oakley.

"Slam and Adios are sprayable bait formulations targeted specifically at the Diabrotica family of insects. These insects will feed voraciously on this bait, which means very little toxicant is needed for control.

## Glass Heads Up New N.E. DHIA Region

ITHACA, N.Y. — Dave Glass, a Northeast DHIA Field Technician for the past 15 years, has recently accepted a position as region manager for Allegany and Steuben counties in New York and counties in north central and western Pennsylvania.

The decision was made to add another region to the organizational structure to better service dairies in Pennsylvania and New York. Northeast DHIA looks forward to this region realignment because it means increased service opportunities in the area. It also means being able to provide current and future members with the high quality service and support



Dave Glass

they have come to associate with the Northeast DHIA organization.

For more information, contact the DHIA Center at (800) 344-2697.

## AGCO To Acquire Massey Ferguson

ATLANTA, Ga. — AGCO Corporation (NYSE AG) announced that it has entered into an agreement to acquire Massey Ferguson Group Ltd. from Varsity Corporation for \$310 million cash and 500,000 shares of AGCO common stock, valuing the transaction at approximately \$328 million.

The acquisition will make AGCO one of the world's largest manufacturers and distributors of agricultural equipment, with estimated annual sales of \$1.5 billion.

AGCO Corporation, headquartered in Duluth, Georgia, is currently the exclusive distributor of Massey Ferguson products in North America. The acquisition of U.K.-based Massey Ferguson, which distributes its products to 140 countries, will make AGCO a global manufacturer and distributor of agricultural equipment.

According to Robert J. Ratliff, AGCO's chairman and chief executive officer, "The acquisition of Massey Ferguson represents a logical next step in AGCO's growth strategy, adding to the successful acquisition of the North American distribution operations of Massey in January 1993. The acquisition will also provide AGCO Corporation with significant growth opportunities, including international expansion of other AGCO products currently sold principally in North America."

"The addition of Massey Ferguson's international network of 4,000 dealers and distributors to AGCO's 2,600 North American dealers will give AGCO the largest worldwide dealer network in the agricultural equipment industry," said Ratliff.

## Insecticide Registered To Control Beetle

UNIVERSITY PARK (Centre Co.) — A new 24(c) Special Local Need Label permits use of Furadan® 4F Insecticide as a soil treatment to control striped cucumber beetle in cucurbits.

Under terms of the label, the flowable insecticide is applied in-furrow at planting at a rate of 3.8 oz. per 1,000 linear feet of row. A systemic insecticide, Furadan 4F is taken up by the young plant and kills beetles when they begin feeding.

The registration is important since supplies of granular Furadan 15G will become increasingly limited this season, according to Steve Spangler, Pennsylvania State University Extension associate for vegetables and field crops.

Striped cucumber beetle is the No. 1 insect pest in cucurbits, one of Pennsylvania's most important vegetable crops. The overwintering adult beetle emerges from soil plant litter to attack melons, squash, cucumbers and pumpkins almost as soon as plants sprout from seed or are transplanted, Spangler said. The beetle can damage or destroy vines. It also spreads bacterial wilt disease which is particularly fatal to cantaloupe and cucumber vines.

Applying Furadan 4F at planting controls the striped cucumber beetle for a month or more, according to Steve Fisher, FMC sales representative for Pennsylvania. "Often no additional foliar spraying for this pest is needed," he said.

## Woods Introduces Secondary Customer Service Number

OREGON, Ill. — Woods Equipment Company, a leading producer of tractor-powered attachments, has inaugurated a second 800 phone line for its dealers.

Effective immediately, the number, (800) 31-WOODS, is available to Woods dealers as a secondary customer service number to be used for detailed product and order inquiries only. Parts and

whole goods orders are to continue to be served by Woods' primary customer service fax number (800) 399-6637.

The new customer service (800) line is created specifically for dealers to ask questions, get answers, and resolve issues directly with Woods Customer Service representatives, said Steve Kowish, director of customer service.