



Business News

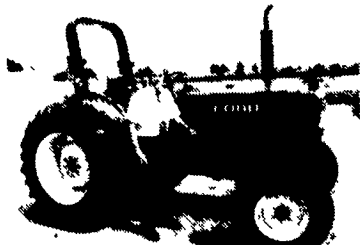
New Holland Updates Tractors

NEW HOLLAND (Lancaster Co.) — The popular 3-cylinder "30" Series New Holland tractors have been updated to boost power and improve operator convenience, according to Product Manager Dave Dell.

The Model 3430 has been boosted to 40 horsepower. The "3930" is a 45 HP unit while the Model 4630 is now equipped with a turbocharged engine for 55 horsepower at 2200 RPM. The "30" Series also includes the 4-cylinder 62 HP Model 5030.

The new 192 CID turbo engine in the "4630" provides high performance with lower noise levels, cleaner exhaust and lower fuel consumption, said Dell. He noted that the engine has oil-jet piston cooling to reduce internal operating temperatures.

Controls for the four models have been updated, too. The 8x8/16x8 synchronized shuttle shift is mounted on the left side of the steering column for easier operation. The 3-point hitch control has been relocated and a new PTO control provides improved



The 40 to 61 HP "30" Series tractors from New Holland have been updated with new controls and higher horsepower. ROPS units are foldable for use where limited overhead clearance mandates. The 8x8/16x8 synchronized shuttle shift is column mounted for easy left-hand operation to simplify shuttle work.

engagement control. A new electric engine fuel shutoff eliminates control cables.

A new foldable ROPS let the tractor go through low doorways. The ROPS unit folds by removing two pins, Dell said. He emphasized the ROPS unit should be used in the raised position anytime clearance allows.

New Holland To Drop Ford From Company Name

NEW HOLLAND (Lancaster Co.) — The New Holland Company will no longer carry the name "Ford" as part of its official company name, as a result of a 1991 sales agreement, according to a company spokesperson.

When Fiat, of Italy, bought the company from Ford Company, an agreement was made to phase out the "Ford" name with phasing out of ownership by Ford, according to Gene Hemphill, spokesman for the New Holland Co., at its Americas headquarters in New Holland.

However, the company name change does not reflect any elimination of company size, nor in product availability.

In fact, according to Hemphill, the adoption of the original New Holland name reflects a resurgence of the company's historic aggressiveness to develop leading-edge products.

When Ford company had acquired New Holland years ago, it placed the Ford name as a prefix to the already well-known New Holland name.

With the absence of Ford in company management and ownership, there is no reason to continue using the Ford name.

According to Hemphill, the sales agreement between Fiat and Ford stipulated that the name change was to occur in 1995, the estimated time for Ford Co. to lose all ownership. However, the Ford Co. has not had any ownership in New Holland since the summer of 1993.

On a global basis, the company name has been "New Holland" since the 1991 sale. Global head-

quarters are in London. However, in the Americas it still retained the "Ford" prefix.

"Worldwide, it has been New Holland since '91," Hemphill said in a telephone interview, adding that, at the same time in the Americas, "It was also called Ford-New Holland.

"As the 'Ford' share of the company diminished, the right time finally came to start to emphasize (that change)," Hemphill said. "Officially we are going to reincorporate next year as New Holland Inc., and New Holland Limited, in Canada."

The "Ford" name will not disappear from the brand of tractors that New Holland manufactures and markets for some time.

Ford-brand tractors will continue to be manufactured by the company, according to Hemphill until 2001. After that, a decision has not been announced.

"Even though the name is changing, the product is going to be the same," Hemphill said. "New Holland is respected around the world, it makes it easy for a name change."

He said that attitudes within the company are also up, with the name change.

"It's challenging and exciting. After several years of recession, it's nice to get the blood flowing.

"We are really aggressive pursuing product development," Hemphill said. "In the past 12 months, a lot of new products have been introduced. We're planning more in the future."

He said that the company's historic strategy is back in gear and

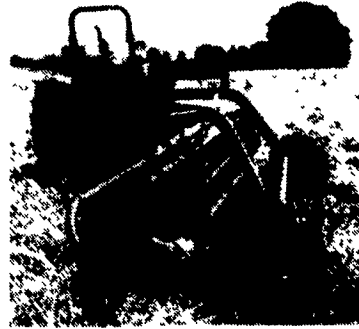
Deere Announces 4 Side-Delivery Rakes

MOLINE, Ill. — John Deere has replaced its 652, 662, 672, and 673 side-delivery rakes with its new 54, 64, 74, and 75 models that provide increased performance and durability. The company also announced its new 42 bale ejector with improved ease of operation that replaces the 40 bale ejector.

The new rakes feature one 3-point hitch model (54) and three pull-type machines. The two largest rakes have a working width of 9 1/2 feet to handle swaths cut with 9-foot mowerbars or mower/conditioners.

The rakes can also turn wide windrows produces with 12- to 16-foot auger platforms. The two smaller models have 8 1/2-foot rake in widths to accommodate 7-foot swaths, or windrows behind 7- or 9-foot mower/conditioners. The model 75 features right-hand delivery.

The rakes have five tooth bars with variable tooth spacing. Standard 4 5/8-inch spacing is for normal raking conditions. Optional 2 5/16-inch spacing is provided by installing additional teeth in the



The John Deere Model 64 side-delivery rake features a ground-driven reel that is powered by both rear wheels for positive drive in uneven terrain. The model 64 has a raking width of 8 1/2 feet.

predrilled bar holes for improved performance in short, light crops. A choice of rubber ball-joint or steel teeth; is available. New dual bearings on the front reel disk improve disk stability.

The 74 and 75 rakes can be equipped with either a ground-driven reel or optional hydraulic reel drive. The ground-driven reel is powered by both rear wheels for positive drive in uneven terrain. Hydraulic reel drive allows the operator to adjust reel speed from 60 to 120 rpm to match crop conditions independent of ground speed. The 64 is available with ground drive, the 54 with hydraulic reel drive.

Cooperative Increases Equipment Capacity

SHIPPENSBURG, (Franklin Co.) — Cumberland Valley Cooperative Association is completing another phase in its long range plan to increase the quality and service it offers to the local farm community. Future plans

include the doubling of storage capacity for grain.

Recently completed at the cooperative is the addition of a new pellet mill to increase the flexibility of custom-blended feeds. Other improvements made last year have been the addition of feed cleaning equipment and new roller mills. Both were installed to further improve the quality of products manufactured by the cooperative.

Young Named Elanco Marketing, Tech Associate

INDIANAPOLIS, Ind. — Elanco Animal Health has named Dr. Christopher A. Young, of Bowling Green, Ky., as marketing and technical associate for veterinary products.

A graduate with a D.V.M. from Auburn University, Young will be working with marketing and technical service activities supporting Micotil® and Tylan®

Injection in the United States.

Young, who studied in a pre-veterinary biology curriculum at Western Kentucky University, previously worked for Elanco in 1992. In this internship, he helped launch Micotil to veterinarians in the Midwest. He also has worked in large feedyards as well as dairy and swine operations. Young is a member of the American Association of Bovine Practitioners and the American Association of Swine Practitioners.

"As a veterinarian, I look forward to utilizing my technical knowledge, Micotil launch experience, and other field background to develop programs that will assist veterinarians in all cattle markets," said Young.

ASC Committee Elections Set

LANCASTER (Lancaster Co.) — December 5 is election day for Local Administrative Area 1. The communities in LAA1 are:

C... and West Donegal, Elizabeth East and West Hemphill, Manheim, Manor, Mount Joy, Rapho, and Warwick townships. These communities will be electing their representative to serve as community committee person for three years.

County and community ASC committees administer ASCS farm programs at county and community levels. County ASC committees selected by eligible farmers. The election of responsible farmers is important to all farmers.

Farm programs administered by county ASC Committees include commodity price support loans and payments, establishment of yields, the grain reserve, conservation cost-sharing, incentive, indemnity and disaster payments for commodities, dairy refund programs, and other farm disaster assistance programs. Farm owners, operators, tenants, and sharecroppers of legal voting age can vote if they are eligible to take part in any ASCS program.

Nocek Receives Professional's Award

SYRACUSE, N.Y. — Dr. James E. Nocek of LaFayette, N.Y. is recipient of the 1994 Nutritional Professional's Award in applied dairy nutrition.

The only industry researcher to receive this honor, Nocek is director of research and product development for Agway Inc., Syracuse, N.Y. The award was presented at the combined national meetings of the American Society of Animal Science and American Dairy Science Association held in Minneapolis, Minn.

Nocek received a bachelor's degree from Cornell University and master's from The Penn State University. The doctor in animal science was obtained in July 1980 from Virginia Polytechnic Institute where he was a post-doctoral fellow.

Nocek joined Agway Research



Dr. James E. Nocek

and Development Department in December 1980. He also serves as an adjunct professor in department of animal and nutrition science at the University of New Hampshire and the department of animal science at Penn State University.