

## Case Introduces New Axial-Flow Combines

ST. LOUIS, Mo. — At its annual dealer business meetings held here, Case Corporation unveiled the new Case IH 2100 Series Axial-Flow® combines, featuring an all-new cab, as well as upgraded electronics, hydraulics and power train.

The new 2144, 2166 and 2188 replace the 1644, 1666 and 1688, respectively.

For more than two years, Case has brought owners of Case IH

and competitive brands of combines to its combine manufacturing plant in East Moline, Ill., to review the design and construction of its machines. Case has also sent engineers and manufacturing personnel into the field with dealers and customers to gather information and feedback about equipment performance and features. Customer input obtained from these activities has been used to develop the new line of Axial-Flow combines.

For instance, the large, curved-glass windows which provide a panoramic view to the sides and an uninterrupted view to the header were developed in response to customer requests for improved visibility.

"Increased visibility was a priority, but we've enhanced a lot more than the view," said Gerry Salzman, Case senior product manager, combines and cotton equipment systems.

The cab incorporates dozens of

comfort and convenience features designed in response to customer requests, according to Salzman. For starters, the new Case IH cab frame is bigger—a full 8 inches wider than on 1600 Series models. This helps to accommodate the wide, suspension seat, as well as the improved passenger seat with cushioned back and under-seat storage compartment.

"The operator who is more comfortable is more productive,"

said Salzman. "That's why the seats and critical controls on these cabs adjust to the operator, and not the operator to the cab." He pointed out that the steering column can be adjusted at the floor and additionally near the wheel to accommodate a wide range of operator preferences.

The new "soft-ride" cab uses state-of-the-art mounting to minimize bounce, even in rough terrain, for a smooth, comfortable ride. "This unique cab mounting gives the operator the feeling that the cab is suspended at the operator's center of gravity rather than at the floor," said Salzman. "Operators experience less movement of the head and upper body, especially when traveling on rough ground."

"Too often the words 'shields' and 'serviceability' are mutually exclusive," Salzman said. "Shields on the 2100 Series combines are designed to provide both enhanced customer safety and convenient service access."

Among other improvements, gas cylinders have been added to ease opening of the front right and left service panels, and the left rear service panel has been hinged for easier access.

The Case IH 2144, 2166 and 2188 Axial-Flow combines are rated at 180, 215 and 260 net engine horsepower, respectively.

## Deere Names New Vice President

MOLINE, Ill. — Deere & Company has appointed Robert W. "Bud" Porter as vice president of farm equipment marketing in the U.S. and Canada, replacing Neil O. Christenson, who retired in October after a 36-year career with the company. The announce-

ment was made by Bernie L. Hardiek, executive vice president of Deere's worldwide agricultural equipment division.

Porter, 55, brings 30 years of marketing experience with Deere to his new position, which has been expanded to include his former duties as director of sales

branches, in addition to the marketing responsibilities of the agricultural equipment division.

A native of Reynoldsburg, Ohio, and a graduate of The Ohio State University, Porter began his career with John Deere in 1964 in Lansing, Mich. While there, he

served as assistant territory manager, territory manager, and dealer management adviser. In 1971 he was appointed division manager, retail finance at the company's sales branch in Columbus, Ohio.

In 1972 he transferred to the Memphis branch office as business management advisor and the following year, was appointed division sales manager at the Kansas City branch office. He became general sales manager at the Minneapolis sales branch in 1976. Three years later he was appointed general manager.

In 1984 he was promoted to director of sales branches, the position he held until his appointment as vice president of market-

## Networking Helps Pork Producers Access Resources

ST. LOUIS, Mo. — Strategies on how pork producers can work together to produce and market their hogs were discussed at a networking conference in December sponsored by the National Pork Producers Council (NPPC) in association with the National Pork Board.

Networking is the '90s term being used today in the pork industry to describe business arrangements between producers as well as between producers and ag suppliers. This was the second in a series of NPPC conferences on networking. The conference featured speakers who are members of producer networks in addition to ag industries who work closely with networks.

"Producer networking is one management strategy producers

can use to address the changes that are taking place in the pork industry," said NPPC president Glen Keppy, a producer from the Daventry, Iowa, area.

"The pork industry is gradually transforming itself from a commodity to a product-oriented industry. This shift will require producers to change to meet the requirements set by the rest of the pork chain," Keppy said.

Producer networks are established throughout the United States, said Earl Dotson, NPPC director of producer education. "These networks vary from producing seedstock or feeder pigs, to buying ag supplies collectively, to marketing hogs together," Dotson said. "There are also networks that are formed solely to share information among members."

"Networking is a way of doing something that you cannot do alone," said Iowa State University ag economist John Lawrence. "It provides a mutual benefit to its members. The group needs to have a common vision as well as a leader." Lawrence says group leadership may be provided by one of the members, or by someone in the community, such as a local veterinarian, feed company, lender, or accountant.

Pork producers may learn more about networking by watching a live 90-minute satellite program on Feb. 28, sponsored by NPPC. To find out the satellite coordinates or the viewing site nearest you, call (800) 987-7447.

## Dairy Producers

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Producers should keep in mind that "we don't feed the cows, we feed the rumen," said Hoover.

The relationship between feed and the rumen is a complex one, involving many variables.

Swisher, dairy agent, stressed the importance of exercise lot management in the overall prevention of mastitis and providing improvements in herd profitability.

There are many benefits to rotating exercise lots, not only in the decrease of mastitis (which costs all milk producers nationwide about \$1.75 billion annually) but environmentally as well.

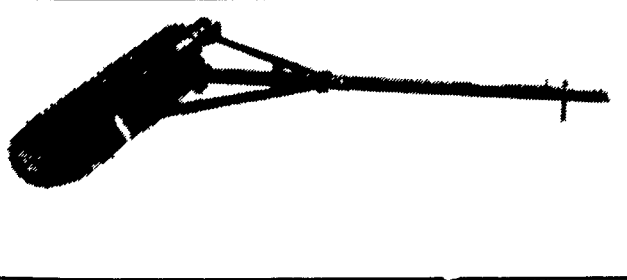
A clean and neat exercise lot, carefully rotated, also "sends a more positive, healthier, more wholesome picture of the dairy industry" to consumers, said Swisher. "It has a real impact."

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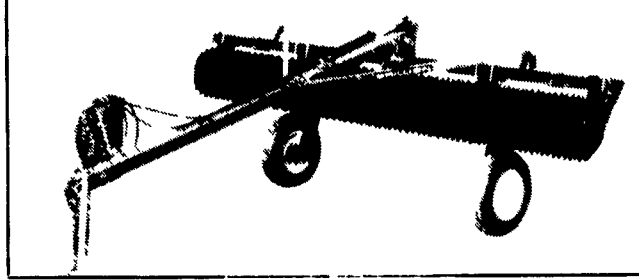
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