

Nation's Top Growers To Dig In Heels For Latest Issues



ST. LOUIS, Mo. — The nation's leading growers will be digging in their heels at the National Corn Growers Association's (NCGA) Corn Classic in Nashville, Tenn. to get their hands on the latest industry issues, farming techniques, and management practices. More than 2,000 of the nation's top growers and industry leaders will meet at this easy-access Midwest location Feb. 26-28 at the Nashville Convention Center.

The lineup begins with Monday morning's Opening General Session as legendary football star Terry Bradshaw kicks off the event, sponsored by DowElanco. United States Vice President Al Gore has been invited to speak, as

will be the U.S. Secretary of Agriculture. Monday afternoon attendees will gather for "Hands-On" working knowledge on two topics of importance to a farming operation's long-range effectiveness.

The Site Specific Farming session will offer an in-depth look at this new farming practice through the eyes of a panel of growers and industry suppliers. The panel discussion, moderated by Lynn Henderson of Doane's Agricultural Report, will be followed by breakouts on specialty areas of site specific farming. These key players in the concept will be sharing their expertise and product information: Deere & Company, Crop Technology, Inc., Infielder and Resource 21.

"There are so many new technologies being discovered to help corn growers increase yields or save expenses. This workshop will give corn growers an overview of what to watch for in the future," said Henderson. "You will hear from growers who are actually practicing site specific farming and learn from their results. This topic will be to the next century what no-till was to the '80s."

Dr. Donald Jonovic will also be leading a Hands-On Session Monday afternoon on Integrating Personal Life with Farm Business, sponsored by Successful Farming/Corn Farmer magazine. Jonovic is back by popular demand after his standing-room-

only session at last year's Corn Classic. A nationally-recognized authority on managing successful family-owned businesses, Jonovic will also conduct a Tuesday morning Breakout Session on Developing Successors and an Ownership Transfer Plan.

In addition to Dr. Jonovic's session, growers may choose to glean profit-enhancing ideas from the following Tuesday morning Breakout Sessions:

- **1995 Farm Bill** A panel of farmer leaders and media and industry experts will explore how this upcoming legislation is impacting the industry's bottom-line and future actions. The session is sponsored by Farm Journal.

- **Future Worlds, Future Minds** Dr. Lowell Catlett will take a futuristic look at agriculture in the next century, sponsored by Ciba Seeds. Dr. Catlett is a professor of agricultural economics and agricultural business at New Mexico State University. Also active as a consultant and author, he teaches and conducts research in the areas of marketing, policy, futures and options markets, management and futuristic issues.

- **How to Communicate with Your City Cousins** Attendees will learn through group participation how to make a difference by sharing their perspective with city neighbors as taught by Jolene Brown. Mrs. Brown, who grew up on a grain and livestock farm, draws on her experience as a teacher, management consultant and training in psychology, business and agriculture to relate to her audience. Moreover, she and her husband continue to operate a farm in Eastern Iowa. Session sponsor is Pioneer Hi-Bred International, Inc.

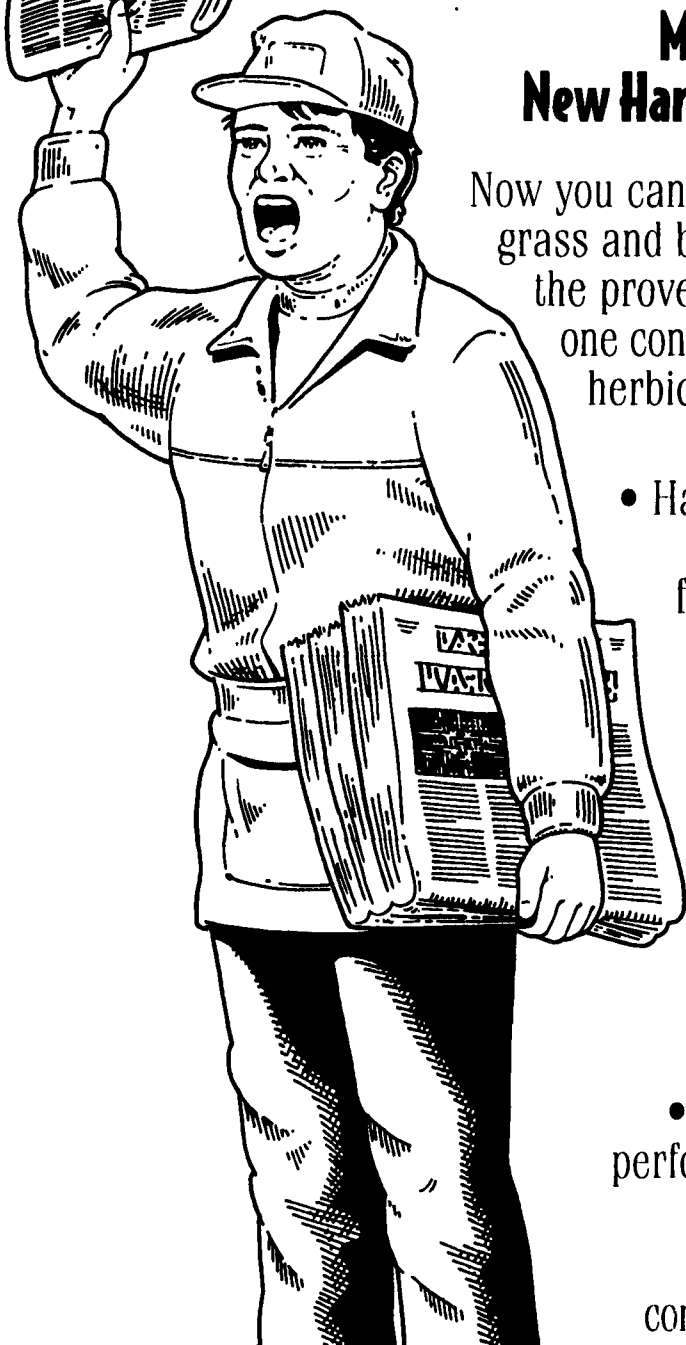
- **How is World Trade Impacting You** Growers will have a chance to listen and ask questions about how these global issues impact their operation and how to become actively involved in making a difference on the operation's bottom-line by increasing global demand through this world market opportunity.

The Early-Riser Marketing Sessions will headline Down-on-the-Farm Tool Box for Risk Management, sponsored by Rain and Hail Insurance Service, Inc., on Monday and additional marketing tips by the Chicago Board of Trade on Tuesday.

For more information on how you can get in tune by attending Corn Classic, call NCGA at 314-275-9915 for a complete registration packet. Corn Classic's registration fee includes participation in all educational sessions, the 275+ booth trade show, five trade show meals and receptions, Monday evening Awards Banquet and Tuesday's Evening of Entertainment featuring Louise Mandrell and Lee Greenwood.



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Jeff Vance
Lancaster, PA
717-560-8894

Rex Pettit
Monroeville, PA
412-373-8633

Sloan Rausser
Salisbury, MD
301-758-2950

Mike Kuhns
Sellinsgrove, PA
717-374-3734

Jay Baratelli
Annapolis, MD
410-268-5513

Bill Tucker
Amherst, VA
804-946-7154

