

ASA Announces Call For Contestants

ST. LOUIS, Mo. — The American Soybean Association (ASA) announces a call for contestants for the Soybean Marketing Challenge, which begins December 1 and runs until November 1, 1996.

During that time, producers get hands-on experience for both before and after harvest. The Challenge is sponsored by the American Soybean Association and American Cyanamid.

This popular program affords producers an opportunity to practice marketing soybeans for more profit, without actually risking a dime. Producers in 17 states participated in last year's contest.

The Challenge provides an opportunity to test marketing skills on the Chicago Board of Trade using a fictitious soybean crop. Whoever makes the most money on those soybeans will win. But even though there are great prizes for winning marketers, the Soybean Marketing Challenge is more than a game or contest. It is a unique educational opportunity based on real time trading.

Here's how it works: producers will be marketing the soybeans raised on the "Challenge Farm," 500 acres of soybean production based on the 1995 national aver-

age soybean yield. Participants will "open an account" with the Challenge trading desk and market new-crop 1995 soybeans. The contest will work just like the market and "authentic" account

statements will be issued.

A special 800 number is provided to make "transactions." Accounts are treated like real ones, with margin calls, commission fees and storage costs to be drawn

from an imaginary beginning cash balance of \$20,000. The account statements will reflect these deductions and all transactions. In addition, participants will receive a trading manual and monthly

newsletters from a University economist.

Open to all soybean farmers, the registration fee for a full-playing member is just \$59. If you wish to receive the marketing materials and observe the game without actually playing, the fee is \$39. A special student rate is also offered for just \$25.

The grand prize winner of the Challenge will be awarded 400 acres of Pursuit herbicide and a trip for two to the Chicago Board of Trade! (Grand prize value approximately \$7,500. First, second and third prizes also awarded.) On top of the grand prize, last year's contest winner added 87 cents per bushel based on the techniques he learned using the Challenge contest materials. How much additional value would that 87 cents have added to the average crop last year?

Find out how good a marketer you can be, and maybe win some great prizes in the process. For more information, contact the American Soybean Association at (800) 698-5770 or write to ASA Soybean Marketing Challenge, PO Box 419200, St. Louis, MO 63141-9200.

How To Expand Facilities

The Expo will be held at the Lebanon Fairgrounds in Lebanon. Hours are 9 a.m. to 3 p.m.

The event is sponsored by Penn State Cooperative Extension in conjunction with local agribusinesses. In addition, there will be numerous other displays, demonstrations, and presentations on topics related to animal care and housing.

The program for Wednesday, Nov. 8 is:

- 9:30 a.m. - "Avoiding Building Failures," by Tim Royer of Timber Tech Engineering.

- 10:15 a.m. - "A Vet's Common Sense Perspective of Cow Comfort, With a Focus On Freestall Barns," by Gordon Jones, veterinarian, Wisconsin.

- 1:30 p.m. - "Your Business - Will It Continue On Into The Fu-

ture?" by Gary Heim, attorney, Mette, Evans and Woodside plus Liz Brown, tax consultant and preparer.


On Thursday, Nov. 9, the speaking program is:

- 9:30 p.m. - "Do You Have Sufficient Coverage?" by Doug Wallick, Agway Insurance.

- 10:15 a.m. - "Paying Attention to Swine Production Details," by a veterinarian-producer panel.

- 1:30 p.m. - "A Vet's Common Sense Perspective of Cow Comfort With a Focus On Freestall Barns" by Gordon Jones, veterinarian, Wisconsin.

Admission is free. Food will be available and drawings will be made for door prizes. For more information, contact your local cooperative extension office.

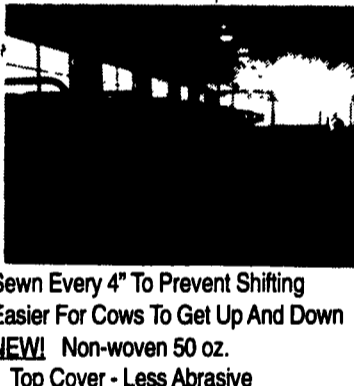


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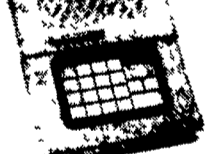
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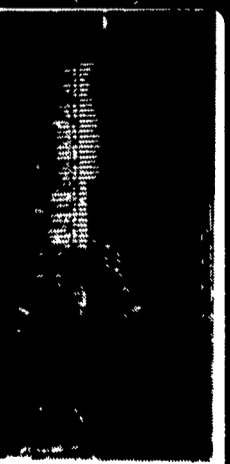
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