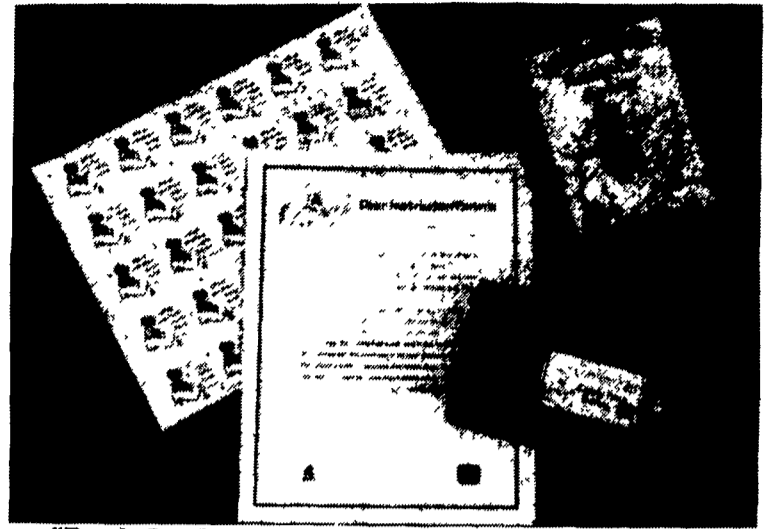


Deere Video Teaches Children To Play Safely

MOLINE, Ill.—He's b-a-a-c-k!
Following highly successful appearances on lollipops, pencils, and crayon boxes, as well as in his own coloring book, John Deere's Ready Rooster™ returns to the spotlight—this time starring in a new video for children called "Ready for Safety."

Though some may think Ready has gone Hollywood, this rooster continues to take his responsibility as Deere's safety "spokescharacter" seriously.
In the video, Ready teaches children how to play safely on a farm through an entertaining blend of animation and live farm footage. Like any good teacher,

Ready checks his students' learning with a review and brief quiz at the end of the lesson.
For real-life teachers who want to use the video in their classrooms, a discussion guide complete with a Safety Scout quiz and stickers is available. This learning resource helps not only teachers, but also group leaders and parents evaluate what children have



"Ready For Safety" is an entertaining blend of animation and live farm footage that features John Deere's safety "spokescharacter" Ready Rooster™ teaching children how to play safely on a farm. A discussion guide and Safety Scout stickers are also available to reinforce the key learning points of the video.

Does Color Indicate Cattle Quality?

BOZEMAN, Mont. — Perception or reality: Coat color of cattle reflects carcass quality and profitability?
Many people have their own perception about the issue. Some say that any black-hided animal will be of superior quality (quality grade, yield, taste, tenderness, etc.).
Others may say that a red-hided animal will out-perform a black-hided animal. Still other people will say that coat color doesn't

make a difference, and that good management and strict performance programs will give the industry what they need, not the color of an animal's skin.
In Kansas, the Commercial Cattle Improvement Program (CCIP) is addressing the issue and studying the effect of coat color on profitability and quality; therefore, bringing reality to most people's perceptions. For four years the CCIP has tracked coat color, performance, and profitability on

859 head of steers to determine if coat color can in fact affect quality and profitability.
"Color discrimination is a fad without the facts to support it," said Dean Haddock, manager of the CCIP. "We have witnessed in recent years black bulls of all breeds bringing \$1,000 or more than a red or flower bull with superior performance and EPDs. In our test we have seen an equal distribution of color when comparing it to profitability."
The CCIP program proves that performance pays. In 1995, a rat-tail steer recorded the highest profits and a red and white spotted steer won in 1992 and 1994. In each of those years, the least profitable animal was black-hided.

learned, while reinforcing key points stressed in the tape.
The video is intended for children age 3 to 10 who live on a farm or who visit a farm. The tape runs six minutes and 30 seconds.
The tape and discussion guide are available through John Deere dealers or by mailing a check or money order to the Ready Rooster

Department, John Deere Distribution Center, 1400 13th Street, East Moline, IL 61244.
The suggested list price is \$9 for the tape (DKV940261) and \$1 for the discussion guide and 60 stickers (DKE6186). All Distribution Center orders (any quantity) should include \$3 for shipping and handling.



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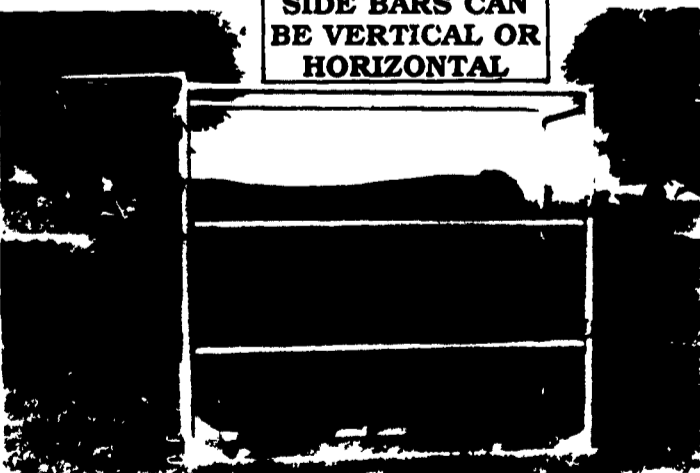
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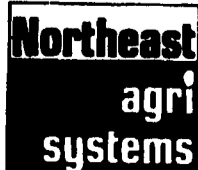
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