

Growers To Preview Latest Technology At Classic

ST. LOUIS, Mo.—A record number of the nation's top farmers plan to blaze a trail to Phoenix, Ariz. to keep up-to-date with the latest information and cutting-edge technology being previewed at the 1996 Commodity Classic.

The inaugural combined convention and trade show of the American Soybean Association (ASA) and National Corn Growers Association (NCGA) takes place Feb. 25-27 at the Phoenix Civic Plaza.

"If early registrations are an indication, the combined convention, innovative program, Phoenix location, and trade show opportunities are a hot item with the nation's leading producers," said Kent Kleinschmidt, NCGA board member and convention co-chairman.

Registrations to date currently exceed combined individual ASA and NCGA convention attendance. More than 60 percent of those registered growers own and/or operate more than 1,000 acres and are under the age of 60.

"The Commodity Classic is a golden opportunity for growers to profit by picking up the latest management and marketing techniques and cutting-edge technology in one place, at one time," said Gordon Wassenaar, ASA convention board member co-chairman.

More than 130 companies plan to display the industry's newest products and services at a sold-out trade show featuring more than 400 exhibitors. The trade show also serves as the convention hub for the Sunday

evening Grand Opening Reception and Monday and Tuesday luncheons.

It's "All Aboard" Sunday evening as more than 3,000 growers and industry leaders can ride the rails to the future during an evening of food and fun, On Track to the Future, sponsored by DuPont Agricultural Products, to celebrate the historic partnership of ASA and NCGA by reenacting the "Golden Spike Ceremony." While the original ceremony in 1869 commemorated the completion of our nation's first transcontinental railway and the economic prosperity that followed, this 1996 event will open the inaugural Commodity Classic and celebrate "How the West was One" and its economic impact on the future of



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agriculture.

As an added feature, the trade show includes What is New (WIN) Mini-Theater Sessions on Monday afternoon for growers to preview the latest innovation of new products and serves introduced to the marketplace. Special drawings

and activities also highlight the trade show schedule.

For additional Commodity Classic information and registration and housing materials, call (314) 275-9915. Phoenix area visitor information is available by calling (602) 254-6500.



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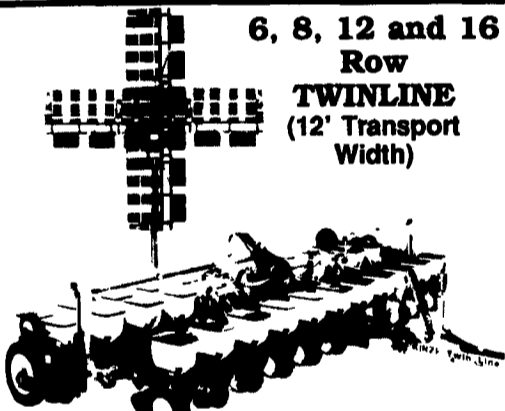
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