

Robert Buehler



Aaron Sanders

Pennfield Announces Feed Marketers

LANCASTER (Lancaster Co.) — Pennfield Feeds has announced that Robert (Bob) Buehler has joined the Pennfield Feed Marketing sales team.

Buehler joined Pennfield as the southern regional manager of feed marketing. He will be overseeing the dairy operations in Maryland and parts of southern Pennsylvania.

a. He will also be in charge of development and expansion of the horse feed business.

Aaron Sanders, a graduate of the University of Maryland with a bachelor's in animal science and A.I. certified, will work as a dairy consultant in Frederick County, Maryland. Prior to his move to join Pennfield, he was a partner in a 350-head dairy located in Idaho.

Case Goes Global With New Web Site

RACINE, Wis. — Case Corporation has announced its presence on the Internet with the launch of a new site on the World Wide Web.

"In this 'Information Age,' this is one way we can make sure our customers are getting the data they need from us to help succeed in their businesses," said James Hatch, Case vice president and chief information officer.

Key features of the Case Web site include on-line and e-mail access to the Case IH and Case used equipment remarketing program, as well as a way of locating the nearest Case IH or Case dealers.

"Our goal was to create a home page that provides relevant, timely information to a broad spectrum of audiences," said Hatch. "We accomplished that in a user-friendly, readily accessible package."

The new site at <http://www.casecorp.com> welcomes the user with a home page that offers four links through which detailed information about Case and its products can be accessed. The links are Corporate Information, Case IH Agricultural Equipment, Case Construction Equipment, and Case Credit.

The section dedicated to the used equipment remarketing service is available through the Corporate Information, Case IH Agricultural and Case Construction Equipment links. Here, forms to sell or buy used Case IH or Case equipment can be electronically filled out with such information as equipment manufacturer, model, year and price range and e-mailed to Case remarketing personnel. The remarketing team forwards the data to the local dealer who in turn contacts the customer to help arrange the sale or purchase.

If there is no local dealer, a member of the remarketing team handles the request personally.

"Every request receives a response," said Hatch. Whether through the dealer or through the Case remarketing team, we make sure every request is processed."

This is also true, Hatch noted, for other e-mail addresses Case posts on its web page, including afs@casecorp.com, the address customers can use to ask questions about Case IH Advanced Farming Systems.

Another important feature of the web site is the dealer locator,

Marketing Rep Named

BOZEMAN, Mt. — Bob Metzger, Lester, Iowa, has reached agreement with the American Simmental Association (ASA) to serve as the organization's Commercial Marketing Representative.

As a Commercial Marketing Representative, his primary focus will be on increasing the awareness and identity of Simmental genetics in the commercial sector through a combination of marketing, promotion and education.

"We are very pleased that Bob Metzger has agreed to serve in this capacity," said Robert Haralson, Atkins, Arkansas, Chairman of the ASA Board of Trustees. Haralson said that Metzger will be working to assist commercial producers in marketing of their feeder and fed cattle. He will work closely with ASA, state Simmental associations and various other cattle groups.

"His long career as a cattle buyer has given him a wealth of experience and knowledge upon which to draw," Haralson said.

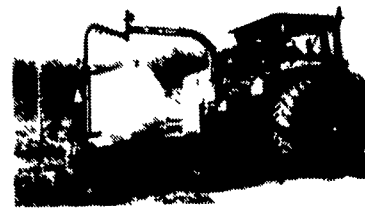
Hesston Puts Wrap On Baling Needs

ATLANTA, Ga. — In response to the move to baling silage, or high moisture crop, Hesston® is expanding its hay systems to include the BW 40 and BW 45 bale wrappers.

Baling silage is gaining popularity because it improves efficiency, provides greater flexibility in dealing with weather, and can enhance nutritional value of feed.

"The introduction of these two models recognizes the trends in the hay business," said Ron Hess, Hesston general marketing manager. "Hesston wants to satisfy all of the farmer's haying needs and the bale wrapper is simply an extension of our current product lineup."

Both models can handle either a round or square bale with a



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diameter/length of five feet and weighing up to 2,600 pounds. The more economical BW 40 features a rotating platform on a three-point mounted frame. The operator uses the tractor's hydraulics to perform all tasks.

A set of four rollers on the platform cradles the bale and turns it smoothly for an even wrap. As the table rotates, the plastic film is applied up to 22 revolutions per minute. Once completed, the platform tips, and the bale gently rolls onto the ground.

The self-loading BW 45 features a stationary platform with rotating rollers. As the bale turns on the rollers, a rotating arm circles the bale to tightly seal it in film. A programmable control unit on the BW 45 allows the operator to wrap each bale the same number of times with equal overlap. The control unit also displays the number of bales wrapped, the revolutions per minute of the wrapping arm, and other functions of the machine.

Zetor Tractor Celebrates Anniversary

STONE HARBOR, N.J. — In just half a century Zetor has earned the respect of the whole world for its innovative tractor designs and unique production capabilities.

Zetor tractors are acclaimed by farmers on five continents, earning applause for their affordable pricing as much as for their high quality standards.

In August 1946, just 50 years ago, the tractor Model 25A was born in the new Czech Republic by Zbrojovka Brno, a major engineering company. The tractor was christened Zetor, coined by joining the letter Z or Zet in the Czech alphabet and the last two letters in the word tractor ... Zetor.

From its inception in 1946,



Zetor Tractor Model 10540 delivers 103HP.

Zetor's manufacturing commitment was based on a concept of "high-quality at affordable prices," a unique philosophy for its time and, still, a viable ethic in today's aggressive business climate. Yet despite its worldwide success, Zetor did not aggressively enter the U.S. tractor market until 1984, when American Jawa, Ltd., a subsidiary of Motokov a.s. (a major Czech export/import organization) initiated distribution of Zetor tractors. American Jawa's management corporation established a sales and marketing structure under the experienced leadership of General Sales Manager Marvin Brown, formerly of the sales management team of International Harvester.

Within the year's end of 1984, Zetor had established a unified

regional management team, a strong dealer organization and an aggressive consumer and trade advertising campaign, which amplified quality tractors at affordable prices, delivering sales in the U.S. equal to that of many long standing European countries.

In addition to enjoying sales increases in excess of 100 percent per year, 1984 through 1987, American Jawa, Ltd. has continued to increase Zetor's penetration in the United States marketplace and now boasts a secure base of several hundred dealers in 48 states. Through the years, continuing upward sales have made the United States one of Zetor's strongest world markets.

The year 1995 saw the introduction of the Zetor-Power concept which emphasized performance and extra safety because of Zetor's exclusive heavy weight cast iron chassis that extended, balanced power-to-weight ratio delivering more thrust with less horsepower. Zetor's classic example of the Ultimate Power Tool, Model 10540, produces 103HP and includes features such as front and rear wipers, entrance from both sides of cab, seat belts and many more comforts.

Oswalt Introduces Hay Saw Option For Mixers

FORT ATKINSON, Wis. — J-Star Industries has introduced a new optional "Hay Straw™" Hay Processor for its Oswalt® feed mixer line to meet the need to process bales of long-stemmed hay without other processing equipment.

The new Hay Saw option will quickly process good quality, long stemmed hay into a blended, uniform, highly digestible ration.

The hay straw processor is available on most new Oswalt Models and can also be retrofitted on many existing Oswalt models. Constructed from abrasion resistant steel, Rockwell C40 hardness, the hay saw is installed in a continuous ribbon on the leading edge



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flighting of the two bottom augers. As hay is pulled into the lower augers, an even sawing action cuts effortlessly through the long stemmed hay. Because it saws as the auger turns, it actually processes hay and other ration feedstuffs with a lot less torque, saving time and fuel.

By simply regulating the processing time, farmers will have the ability to control the particle length of the ration. (Most dairy operations choose a particle length of approximately 4 inches-6 inches). A farmer only has to add hay bales to the mixer and, in about the time it takes to add other ingredients, hay has been reduced to the desired length.

New Feed Supplement Available

LEOLA (Lancaster Co.) — Gro-Mor Plant Food Company, Inc. has released a new product which has been getting the attention of many farmers.

Gro-Mor, which provides liquid fertilizers and agronomic services to the farm community of the Northeast and Mid-Atlantic reg-

ions, offers the Profit Maker Mineral Supplement, a mineral feed supplement suitable for ruminant animals which contains 55 percent crude protein.

Profit Maker can be purchased from Gro-Mor in bulk or small quantities.