

Latest Innovations Unveiled At Commodity Classic Trade Show

ST. LOUIS, Mo. — The nation's top farmers are making plans to gather in Tampa, Fla., to see the industry's latest innovations unveiled at the 1997 Commodity Classic™ trade show.

The combined convention and trade show of the National Corn Growers Association (NCGA) and American Soybean Association (ASA) will be held at the Tampa Convention Center, Feb. 27 - March 1.

The nation's fastest growth commodity trade show spotlights the industry's latest products and services in more than 475 exhibit booths. Farmers will also have the opportunity to stay on top of the industry's latest technology by attending a variety of WIN (What Is New) minitheaters on Friday afternoon, Feb. 28. WIN sessions unveiling products or services recently introduced to the marketplace will feature:

- Rhone-Poulenc Ag Co. — Grower to Grower on the Future of Corn Crop Protection
- Atlas Forecasts — Weather Forecast for the 1997 Growing Season

- American Cyanamid Co. — New Technology: Lightening Herbicide for Use in Corn
- Dow Elanco — Broad-leaves Beware!
- Trace Chemicals, Inc. — On-Farm Treating of Soybeans Made Easy
- The AgCast Network — Managing Information in the 21st Century
- AMSOIL — Tomorrow's Oils Are Here Today.

"The trade show serves as the convention's hub of activity with sponsored meals and special events throughout the convention," said Kent Kleinschmidt, NCGA board member and convention co-chairman.

The trade show opens at 5 p.m. on Thursday, Feb. 27 with a "Bridge to the Future" evening of food, fun, and facts. Just as the economic growth of the Tampa, Fla. area was built via bridges, the Trade Show's Grand Opening Reception sponsored by DuPont Agricultural Products will commemorate the building of the strong partnership of two premier grower organizations — ASA and NCGA — at this second historic Commodity Classic™.

Friday's trade show lunch is cosponsored by Chicago Board of Trade and FMC Corporation. Archer Daniels Midland Company is the sponsor for Saturday's trade show lunch, which closes the hall at 1 p.m.

"This trade show is the cutting-edge grower's one-stop shopping place as it features an elite display of the latest and greatest," said Gordon Wasenar, ASA grower and convention co-chairman.

The all-inclusive Commodity Classic registration package includes admission to the trade show, a variety of educational sessions. Friday's General Session featuring Jane Bryant Quinn, a choice of Friday evening's ASA or NCGA banquet, Saturday's Finale, Feast and Fun event and then the grand finale Evening of Entertainment headlining Pam Tillis and opening act The Patsy Cline Tribute with the legendary Jordanaires.

Commodity Classic™ registration and housing information is available by calling (417) 232-4999 or by visiting the association's web sites. The NCGA page is at



CORN TALK NEWS

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www.ncga.com or ASA is at www.oilseeds.org/asa. For general area information, call

Tampa/Hillsborough visitor information at (800) 448-2672.

More E-85 Vehicles

ST. LOUIS, Mo. — The Ford Motor Co. announced plans to quadruple production of its E-85 Taurus model automobiles. Ford took orders for 3,200 of the E-85 vehicles this year. The cars, which can run on 85 percent ethanol and 15 percent unleaded gasoline, completely sold out.

"This commitment on the part of a major U.S. automaker shows we can continue to grow the market for E-85 fuel," said Bill Northey, president of the National Corn Growers Association (NCGA).

Most ethanol is made from corn, and the national corn organization and its affiliated state associations and boards work in partnership with the Governor's Ethanol Coalition (GEC) to install E-85 pumps at existing gas stations through-

out the U.S.

In addition to building more E-85 vehicles, Ford will offer the flexible fuel vehicles for \$345 less than identical models of its Taurus that run only on unleaded gas.

"The purpose of the cost savings is to show our support for the E-85 infrastructure program currently under way," said Ford spokesperson Karen Holtschneider. "While drivers will be able to refuel with gasoline, we would like to see them use E-85."

The National Ethanol Vehicle Coalition expects E-85 pumps at 40 existing gas stations to be fully functional by the end of the year. The E-85 model Taurus can run on the 85 percent ethanol blend or regular unleaded gas.

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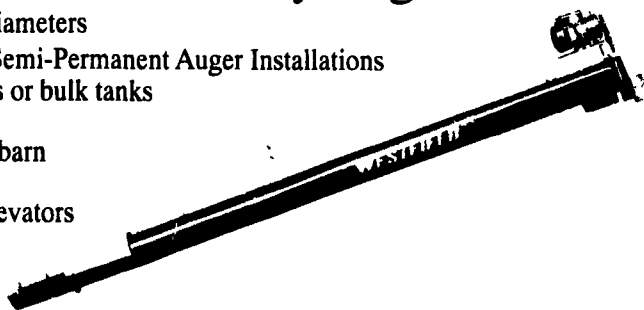


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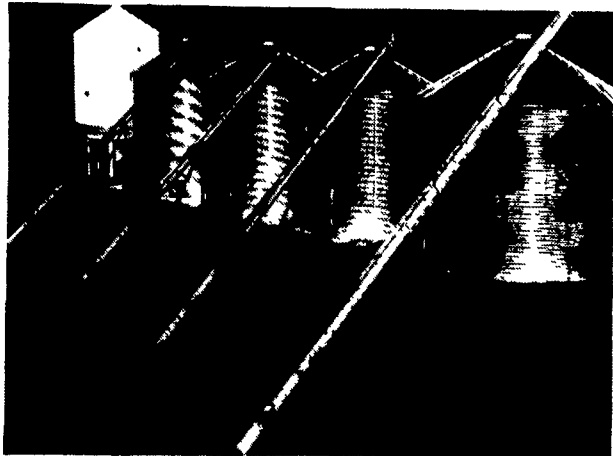
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