

## Science, Opinion Studies Cite New Ethanol Information

ST. LOUIS, Mo. — Two new studies — one regarding ethanol's role in reducing air pollution, and the other on the general public's attitude toward providing tax incentives for ethanol — reveal widespread satisfaction in the renewable fuel.

The scientific report, conducted by California-based Systems Applications International, shows the use of oxygenated fuels such as those blended with ethanol results in notable reductions of carbon monoxide. Last year, a National Research Council study encouraged additional conclusive evidence regarding the impact of oxygenated fuels on reducing pollutants.

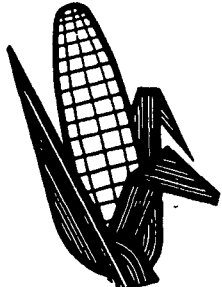
"This new information is important to the nation's corn growers because of ethanol's role in winter oxygenated fuel programs," said Wallie Hardie, president of the National Corn Growers Association (NCGA). Several major U.S. cities require motorists to use oxygenated fuel in winter to curb carbon monoxide and other air pollutants.

The public opinion study, conducted by the Sustainable Energy Coalition, reveals strong public support for tax policies that encourage the production and use of domestically produced renewable fuels

such as ethanol. The survey, "America Speaks Out on Energy: A Survey of 1996 Post-Election Views," found that more than 80 percent of voters prefer redirecting current federal tax policies to encourage the use of domestically produced renewable fuels. Specifically, the poll found that 71 percent of voters support continuing the federal 5.4-cent per gallon excise tax incentive for ethanol-blended fuels.

"These numbers indicate Americans want to kick the habit of being addicted to imported foreign oil and also want to reduce air pollution," Hardie said. "We hope lawmakers on Capitol Hill take a long, hard look at these numbers when they consider new tax policy this year."

U.S. Rep. Bill Archer (R-Texas), chairman of the House Ways & Means Committee, has already indicated elimination of the ethanol tax incentive is one of his top priorities. A similar effort by Archer in 1995 failed.



ST. LOUIS, Mo. — The corn industry set an ambitious goal. Corn growers and representatives of different parts of the corn industry developed a shared vision that strives to realize a \$40 billion market value for corn at the farm gate by the year 2002.

Last year's 7.3 billion bushel corn crop was worth about \$27 billion. If the most recent estimate from the U.S. Department of Agriculture holds through this year's harvest, the 1996 corn crop could be worth more than \$30 billion to corn growers.

Wallie Hardie, president of the National Corn Growers Association (NCGA), believes the Corn Industry Vision is aggressive. "The vision is formidable, but achievable," he said.

Hardie, a Fairmount, N.D. farmer, along with Everett Nordine, an Albert City, Iowa farmer who serves as chairman of the National Corn Development Foundation (NCDF), helped lead a "Corn Sector Vision Task Force" that spent almost half a year developing a list of assumptions about the future. The assumptions helped lead the group to develop the corn industry vision.

"The 40 billion level can be reached in several ways," Nordine said. "We can increase demand. We can also add value to our product in current markets by using new technology

and developing new uses for corn."

The beef, dairy, pork and poultry industries far outdistance any other competitors for U.S. corn, both here and abroad. But food, seed and industrial use for the nation's top crop has grown steadily in recent years, thanks in part to tenacious research and promotion efforts of state corn grower associations, promotion councils and marketing boards. "The idea behind the vision is to increase our advantage, not to sit tight and maintain, or lose, the market share we've got," Hardie said.

The process of establishing the vision is part of the larger "Global Positioning Corn: New Thinking for a New Age," process. Leaders of the NCGA and NCDF want to establish a long range, strategic plan for the organizations. The process

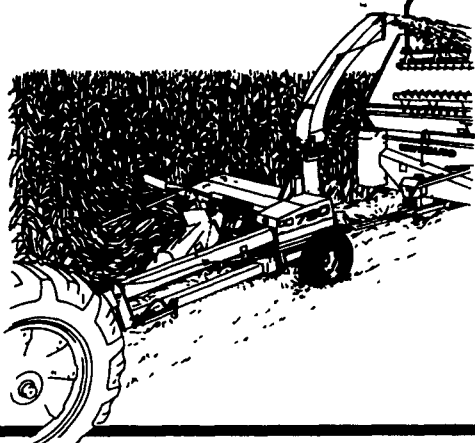
entered its second phase last summer with the formation of a Strategic Planning Task Force.

"A business or association every so often has to take a look in the mirror and see where it has been, where it's going, and where it wants to get to," said Bob Fox, NCGA director from Minnesota. Fox and Ron McCartney, and NCGA director from Iowa, served on both the Vision Task Force and the Strategic Planning Task Force. Both are corn growers.

"We're kind of on top of the heap right now already, but there's still so much more potential there," McCartney said. "We tend to sit back on our heels and wait for things to respond. We don't want to do that. A successful organization is going to be out front steering the boat."



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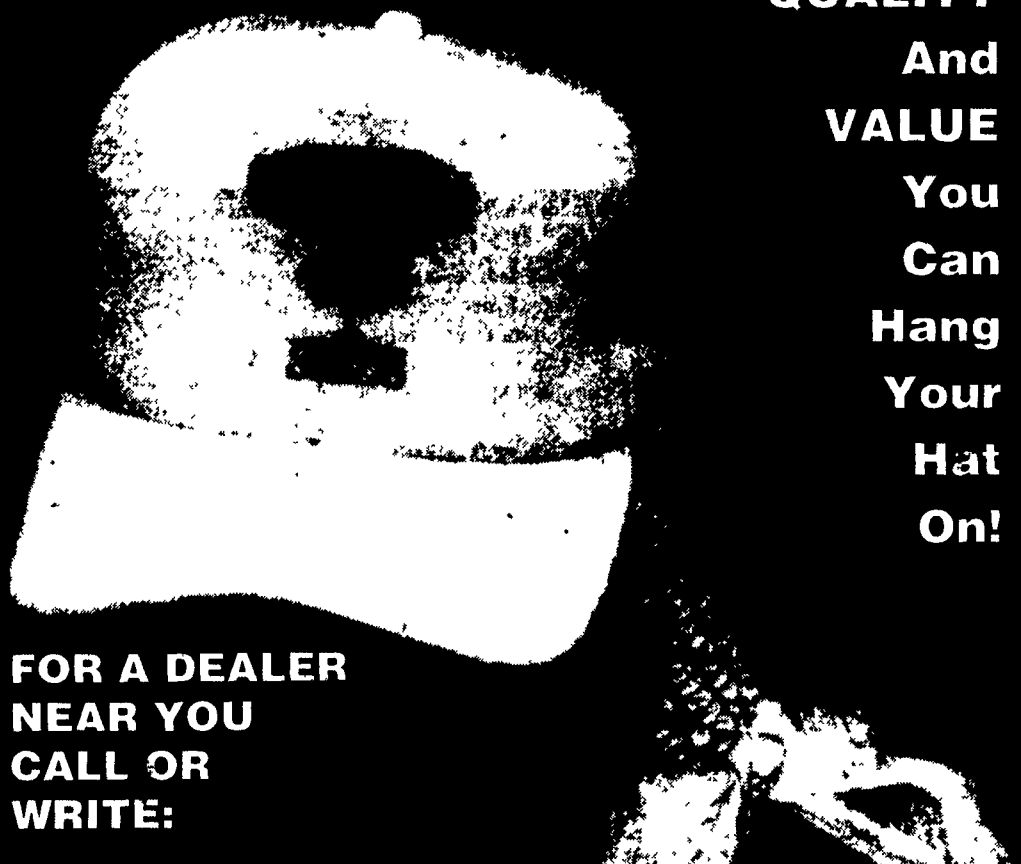
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