

New Loader For Compact Tractors

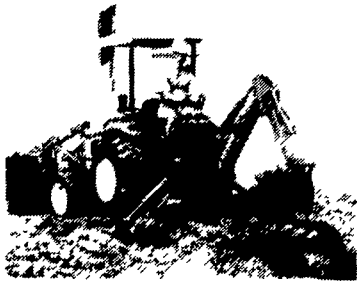
NEW HOLLAND (Lancaster Co.) — The new Model 7308 front-end loader fits the new 25- and 30-series Boomer™ New Holland compact diesel tractors as well as Models 1320, 1520, 1620, 1715, 1720 and 1920 compact tractors.

An integrated parking stand and quick-attach mounting system allow loader mounting or removal in less than five minutes without tools. Double-acting lift cylinders and bucket level indicators are standard. A mounting kit and tractor-connect hoses are provided.

The new loader is controlled by a single joy-stick that mounts on the tractor near the operator for more convenient operation. The frame is reinforced with lower torque tube design for unmatched visibility. Heavily chrome-plated cylinder rods and husky non-rotating pivot pins add reliability.

Heavy-duty buckets, 60 or 68 inches wide, have reversible, replaceable cutting edges.

The combination of this new loader and a compact tractor provides highly maneuverable scraping and loading capability for close-quarters work on dairy and



Model 7308 front end loader fits the new 25- and 30 series Boomer™ compact New Holland tractors as well as Models 1320, 1520, 1620, 1715, 1720 and 1920 compact tractors. A single lever joystick control mounts on the tractor for easy operation. A quick-attach mounting system allows mounting or removal in minutes without tools.

livestock farms, and bulk materials handling in warehouses, nurseries, and landscaping. Its reliable maneuverability also makes it an attractive unit for "stoning in" foundations are subgrades for builders and concrete contractors.

DuPont Expands Service Offering

INDIANAPOLIS, Ind. — Dupont Agricultural Products will expand its FarmCare™ service offering in 1998, providing participating farmers an enhanced service policy, new incentives, and updated qualifications to encourage new farmers to join FarmCare, the company announced.

"FarmCare, and its new elements, are reflective of what farmers have been telling us over the past several years," said Yale Schalk, U.S. marketing manager, DuPont Agricultural Products. "Farmers have been saying that they need more information and better services and tools to help

them make even better decisions. FarmCare was designed to meet these needs, and based on what we've seen this year, it's a winner."

Launched in 1997, FarmCare brings farmers together with DuPont and their local retailers to offer a weed and insect control program tailored to the farmer's needs — backed by an enhanced service policy from DuPont. The farmer can also receive safety training materials, business skills development tools, and information to help them cultivate relationships within their communities.

Company Opens Milk Replacer Plant

FRANCONIA (Montgomery Co.) — Select Veal Feeds, Inc. has announced the opening of its new milk replacer manufacturing plant in Franconia. Select Veal Feeds and Marcho Farms, Inc. is a vertically integrated veal production company owned and operated by the Marcho family since 1984 in Harleysville.

The new feed plant started full production on Aug. 1, after a thorough testing of all equipment and systems for two months.

"This is a milestone and a significant commitment to our veal growers and to the industry," said

Wayne Marcho, president. The production rate of the new plant is 12 tons per hour and can hold an entire week's production inventory in its 24,000-square-foot area.

In addition to the complete automation of production, bagging and palletizing operations, a unique fat freezing system was researched and developed for the new plant. The special steel frame and insulated wall panel construction design allowed for total environmental control.

The entire plant is air conditioned to maintain a 68- to 70° temperature at all times.

Case Acquires Sprayer Manufacturer

RACINE, Wis. — Case Corporation has acquired Gem Sprayers Limited, a privately-owned maker of self-propelled, trailed, and mounted sprayers for agricultural applications.

Gem, based in Lincoln, England, is a supplier of sprayers in England and Ireland.

"Innovation and fast response to market trends have given Gem its leadership position. A continuing commitment to producing top-quality products also contributes to its success," said Jon Carlson, senior vice president and general manager, North American Agricultural Equipment Business Unit, Case Corporation. "Through the global Case IH distribution network we'll expand Gem's presence in the worldwide agricultural application equipment

industry."

The Royal Agricultural Society of Engineers recently recognized Gem's product quality and engineering skill by awarding the company the silver medal for design excellence.

"The role spraying equipment plays in the crop production process is becoming increasingly important. Greater environmental awareness and advances in crop genetics are driving demand for technologically-advanced sprayers," said Carlson. "That fits well with technologies we are developing for the rest of our agricultural product line, such as our Advanced Farming System (AFS)."

By integrating new AFS control systems into spraying equipment, sprayers could become an integral part of site-specific farming.

These systems would allow farmers and applicators to automatically apply the right chemical of fertilizer in exactly the right spot in the field, while generating an electronic application record. With the trends towards more precise applications and regulatory reporting requirements, using this new technology may be necessary in the future.

The acquisition of Gem is another element of Case's strategy to offer solutions that will make its customers more productive and successful. Earlier this year, Case acquired Agri-Logic, an agricultural software development firm. In June, the company announced a research collaboration with Pioneer Hi-Bred International, Inc. and DowElanco to develop information for site-specific crop production decision-making.

Zeneca Tests Wheat Herbicide

WILMINGTON, Del. — Zeneca Ag Products announced that it is conducting commercial-scale testing of Achieve®, a post-emergence herbicide for grass control in spring and winter wheat, durum, and barley, in the United States this summer.

The company received a federal Experimental Use Permit (EUP) for the applications. Achieve was also granted an EUP for trial applications in 1996.

Achieve controls wild oats, foxtails (pigeongrass), Persian darnel, annual ryegrass and other annual

grasses, according to Ed Thiessen, product service manager at Zeneca. It's applied postemergence, and can be tankmixed with several popular broadleaf herbicides. Crop tolerance of the herbicide is excellent, Thiessen said.

Under the EUP, Zeneca is working with growers and custom applicators to treat about 5,000 acres of wheat, durum, and barley in north-central, northwestern, and southern states. The product is also being tested at major land grant universities in the same areas.

Achieve has been registered

commercially in Canada for six years and has become the most widely used grass herbicide for cereals there. "It's popular for its effective control of wild oats and other grasses, tankmix flexibility, wide window of application, and crop tolerance," Thiessen said.

Zeneca has submitted a petition to the U.S. Environmental Protection Agency for a full federal registration for the product. The EPA has designated Achieve a "reduced risk pesticide" because of its favorable toxicological and environmental profile.

Taurus Announces Area Rep

MEHOOPANY (Wyoming Co.) — Vernon L. Kauffman, Akron, has joined Taurus Service, Inc. as an area representative. Dick Witter, president of Taurus, stated in announcing the employment of Kauffman that "Taurus is proud that Vernon has joined the Taurus family. He has a very good understanding of dairy cattle breeding, is well educated, and has worked within the AI industry. Vernon is personable and has a strong desire to help dairymen profit more. Our goal at Taurus is to provide the best genetics at realistic prices and represent our sire line-up candidly. Vernon will know the strong traits of the Taurus sires and also be able to provide our customers with suggestions as to what the bull may not improve, thus helping breed a more profitable dairy cow that can milk for more lactations."

Kauffman has lived in Lancaster County the past nine years. He



Vernon L. Kauffman

was raised on a Mifflin County dairy farm and is a 1970 graduate of Belleville Mennonite High School. He worked for five years in the feed industry and picking up bulk milk. Prior to his employment at Atlantic Breeders

Cooperative and most recently Genex as a herdsman and livestock specialist, Kauffman owned and operated Garver Farms in Belleville and maintained a 45-cow registered Holstein herd.

Kauffman is a member of the Lancaster County Holstein Club, Pennsylvania Holstein Association, and Holstein Association USA. He served one term as president of the Mifflin County Holstein Club and two terms as local secretary of Atlantic Dairy Co-op when he was a member.

Kauffman will be serving an area in southeast and south central Pennsylvania, Maryland, and Northern Virginia for Taurus. According to Witter, "Vernon will have primary responsibility for sales within his area selling direct and through Taurus dealers and technicians. In addition, he will be involved with sire selection, sire analysis, and progeny-testing Taurus Sires."

Caterpillar, Claas Announce Joint Venture

PEORIA, Ill. — Caterpillar Inc. (NYSE-CAT) and German-based Claas KGaA announced they have received all necessary approvals and will now form the North American joint venture company Caterpillar Claas America LLC.

The joint venture company will market and eventually manufacture several models of the Lexion line of combine harvesters. The combines are designed to meet North American customer requirements and will be distributed

under the Caterpillar trademark.

"This demonstrates Caterpillar's strong commitment to the ag industry and our desire to bring new technology to North American farmers," said Bob Strube, president of Caterpillar Agricultural Products Inc. "It brings together two premier manufacturers with reputations for innovation and market-leading specialization."

"We are excited that North American farmers can now realize

the high productivity inherent with Lexion combines," said Theo Freye, general manager of Caterpillar Claas America LLC.

The Claas range of Lexion combines, introduced two years ago in Europe, incorporates the latest in harvesting technology, including automated machine controls and a patented threshing system. During last year's harvest, the combines underwent extensive field testing in North America, producing exceptional results.