



Swine Producers' Seminar Held

Nearly 30 Pennsylvania pork producers and industry representatives recently attended a free seminar entitled "Beyond 2000: Managing the Modern Sow." Held at the Country Table Restaurant in Mt. Joy, the meeting was sponsored by White Oak Mills Inc. Dr. Betsy Newton, of Newsham Hybrids, Colorado Springs, Colorado, serves as guest speaker. John Chapman, White Oak's vice president, pork production, served as master of ceremonies. Dr. Newtown addressed the management and feeding of today's leaner sows as well as maximizing sow production. Attendees had an opportunity to address specific questions to Dr. Newtown, Chapman and other members of White Oak's professional pork production team. In the photo are from left, John Chapman, vice president, pork production, Steve Hays, Newsham Hybrids, and John Wagner, vice president.

DMI Plans Integrated Cheese Marketing Campaign

ROSEMONT, Ill. — Dairy Management Inc. (DMI) has assigned creative development for its cheese advertising business to Leo Burnett Co., Chicago, as part of its plan to develop the industry's first nationally integrated marketing campaign to build domestic sales of U.S. produced cheese products.

The study, which identified priority growth opportunities for dairy product sales, surveyed nearly 5,000 consumers. As a result of the study, two major cheese consumer segments surfaced which staff and agency planning teams will address.

With the assignment, pending USDA contract review, Burnett will add creative for cheese advertising to its current media planning and buying assignments on both milk and cheese for DMI. The assignment is part of a projected \$53 million integrated marketing effort on cheese being planned by DMI for 1998.

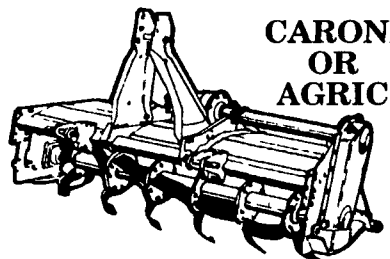
In addition to advertising, the plan will include retail promotion, public relations, foodservice marketing and the strategic application of DMI-funded product, ingredient and nutrition research to enhance current and future marketing efforts.

The integrated marketing plan is being based on a landmark segmentation study conducted recently by Burnett for DMI.

DMI is the domestic and international planning and management organization responsible for increasing demand for dairy products on behalf of America's dairy farmers. The organization manages the American Dairy Association, National Dairy Council and U.S. Dairy Export Council.

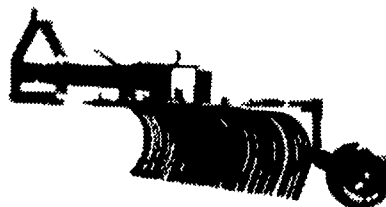
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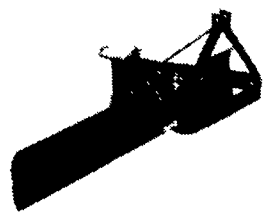
CARONI OR AGRIC

ROTOTILLERS
3 Point Hitch PTO Drive • Offset without detaching from tractor • Depth Control Runners • 40 HP Gear Box & Drive • Heavy-duty Construction



3-POINT ROCK RAKE

Used to Remove Rocks, Debris or to spread top soil & available in Medium & Heavy-duty models All models feature Structural Steel frames & heat treated Spring Teeth Heavy-duty model comes with gauge wheels



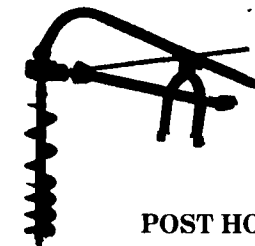
3-POINT GRADER BLADE

Available in sizes 5' through 8' in regular & adjustable models All models have adjustable blade angle & can be reversed for backblading Adjustable model has offset feature & 20 degree tilt Backboards are heat treated & reversible & replaceable



3-POINT TANDEM DISK HARROW

Available in Structural Strength Angle Iron - Cast Iron Bearings Angle Iron models utilize self sealing Grey Iron bearings with two grease fittings Gang angling is adjustable Sizes range from 4'3" to 7'6" Disk blade scrapers are available as an option Tubular design & sealed bearings are also available



POST HOLE DIGGER

Designed to Dig & Last • Heavy wall tubular mast with lifting blade to lift standard Cat I & Cat 2 hitch • Shielded PTO shaft • Heavy flighting • Replaceable cutter head, tip and cutting teeth • Complete with augers



3-POINT FINISH MOWER

Available in 4', 5', 6' and 7'7" models The finish mower comes with four large gauge wheels & a free floating deck to cut all types of grass Heavy-duty gear box is standard The 4', 5' & 6' models feature a three blade cutting system that exhaust grass to the right & exhaust grass to the rear All models have adjustable cutting height settings from 1" to 4" for tractors from 12 HP to 40 HP



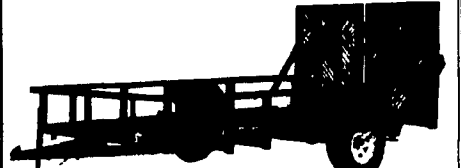
ROTARY CUTTER

Available in Light, Medium & Heavy-duty models, sizes 38" to 11" • All models are shear bolt or slip clutch protected • All models have free swinging blades mounted to a round blade carrier & have Stump Protection Heavy-duty rubber tail wheels and shielded PTO are standard Available in 3 point pull & hay side models



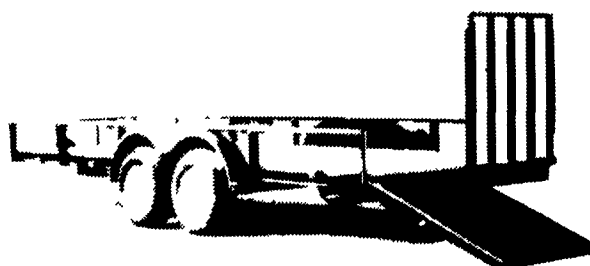
DECK-OVER TRAILER

Low Profile 8'x18' Deck Over with Dove Tail • 10,000 GVW • Adjustable 2 5/16" hitch or Pintle with Chain Basket • Pine or Oak floor • Brakes on all four wheels • Available with Landscape Gates or Equipment Ramps



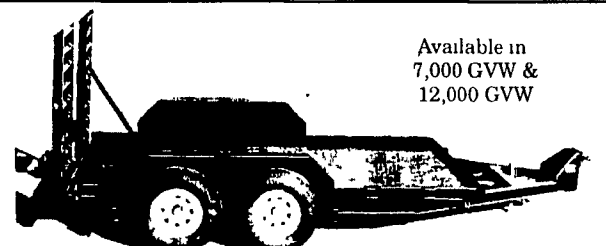
UTILITY TRAILER WITH GATE

3500 GVW
Angle Iron Design • Includes safety chains, full flighting 2" Coupler, P-205x15 tires & top Wind Jack Stake Pocket Tie Downs Chain Basket Wheel, Electric Brakes & Mesh Sides



LANDSCAPE TRAILER

Angle Iron Design, 7,000 GVW Light Weight models 16E (6'4" x 16) Angle Iron-Top Rail Tubular design also available



BOBCAT TRAILER

The Bobcat Trailer Main-Frame construction is 3"x5"x1/4" Angle Iron GVW is 2-4000 lb Drop Axles Wheel & Tires are 7 00x15" Deck is painted Oak or #1 Pine Trailer width is 6'4" Trailer also includes Top Wind Jack Stake Pocket Tie Downs Chain Basket Ramps Safety Chains Full Lighting and Electric Brakes

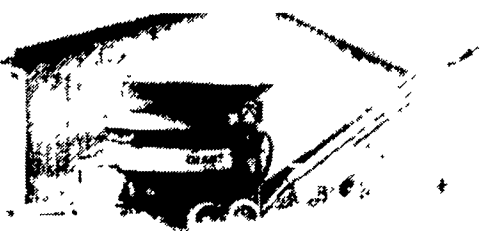
Available in
7,000 GVW &
12,000 GVW

1 FARM EQUIPMENT



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4x4, Excellent Condition
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Taneytown Farm Equipment
410/751-1500



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Good Condition

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