



Mickelsen Joins Semex USA

MADISON, Wis. — Semex USA has announced the addition of Wendell Mickelsen as a direct herd salesman.

Mickelsen, who had worked as a sales trainer for Semex USA East, replaces Dwight Martin of Ephrata. Martin was appointed by his local school board to a teaching position this fall. His successful career in the AI industry ended on a high note this summer as he became one of the top 10 Semex distributors in the country.

Mickelsen has been in the dairy industry all his life. He was born in Utah and raised on the Utah State Dairy Farm, where his father was the herd manager.

After graduation from Utah State with an agri business degree, Mickelsen spent a num-

ber of years working in the AI industry as a direct herd salesman, a district sales manager, and also as an evaluator for various AI mating programs.

He has travel extensively around the country and worked with all kinds of dairy operations. He brought this experience to Semex, where he worked briefly as a trainer for other sales representatives.

As his own hoof trimming business rapid expanded, Mickelsen was forced to devote his time solely to that. Now, as his work team grows, Mickelsen was able to rejoin Semex and fill in as the new direct herd representative. Customers in Lebanon, northern Lancaster, and northern Chester counties saw uninterrupted Semex service.

New Holland Adds Compact Tractors

NEW HOLLAND (Lancaster Co.) — The new 25- and 30-series Boomer™ compact tractors from New Holland share the styling, serviceability, and construction of the larger New Holland Genesis™ tractors. They are manufactured in a new factory at Dublin, Ga., which was built specifically to manufacture compact tractors.

On farms the Boomers are maneuverable choretime machines with front-end loaders and blades. They have ample power and hydraulics to handle sicklebar and rotary mowers, side-delivery rakes, windrow inverters, trailers, and snow blowers. Their compact size lets them mow yards, too.

The Boomers offer fingertip controls, high-capacity live hydraulics, unmatched serviceability, and tight-turn SuperSteer™ FWD front axles. All are powered by 3-cylinder diesels, feature hydrostatic power steering and have wet-disc brakes.

The 25 (engine) hp Model 1530 is available with cruise control hydrostatic or 9x3 gear drive transmission, 2WD and FWD with SuperSteer™ front axle. Like the Model 1630, the "1530" has a swivel seat to view backhoe or other rear implement operations.

The Model 1630 is powered by a 27.3 hp engine with similar drive options, SuperSteer FWD plus cruise control on hydrostatic drive



New Holland 15- and 30-series Boomer™ tractors share low profile styling, flip up hoods for easy service access, and hydrostatic power steering. Optional SuperSteer™ front axles for tight turn maneuverability.

units. Like the "1530", it offers a 2000 RPM midpoint PTO in addition to the rear 540 live PTO, deluxe headlights for wrap-around lighting and optional deluxe 3-point hitch with flexible link ends for easy implement attachment.

The new Model 1725 is powered by a 29 hp diesel and is available as 2WD and FWD with 9x3 gear transmission.

The Model 1925 is powered by a 34 hp diesel and is available with hydrostatic with live PTO or 9x3 gear-drive transmission, 540 PTO, 3-point hitch and FWD.

Factory installed fixed or folding ROPS are available on all Boomer tractors.

Gehl Offers Skid Loader Replica

WEST BEND, Wis. — Gehl Company announces a new 1/25th scale model replica of the Gehl SL 5635 DXT Series skid loader. This new replica represents one of the new 35 series skid loaders introduced by Gehl for 1997.

The scale model features die

cast construction, moveable bucket, load arms and wheels, detailed design, authentic decals, and colorful individualized packaging. Manufactured by Die-Cast Promotions, the scale model will be available in late November through authorized Gehl dealers.

MILK AMERICA'S HEALTH KICK

Pennfield Buys Kintner Milling

LANCASTER (Lancaster Co.) — On Nov. 24, Pennfield Corporation announced the purchase of Kintner Milling Company, South Montrose.

Ray Lehr, senior vice president, Ag Products Division, said that Kintner Milling will be operated as a division of Pennfield Corporation. The combined forces of Pennfield and Kintner Milling are better positioned to service growth opportunities faster and more ef-

fectively.

This acquisition demonstrates Pennfield's commitment to meeting the needs of dairy producers in the Mid-Atlantic region. The purchase of Kintner Milling is the second step of Pennfield's aggressive growth plan to better serve the dairy producers in northern Pennsylvania and the state of New York.

Bill Kintner Sr. purchased the mill in 1986 to consolidate his

feed business from Meshoppen. In the time the Kintner family owned the feed mill, they were able to double the tonnage.

The majority of the feed sales today are bulk, while the mill also offers bagged feeds and ingredients for sale. Also located at the mill site is a retail store where miscellaneous farming needs can be purchased. Pennfield plans to relocate its Canton warehouse to the new South Montrose location.

Snider's Elevator Hosts Open House

LEMASTERS (Franklin Co.) — Recently Snider's Elevator Inc., a feed and grain mill, hosted its 2nd annual open house and guided tours at the Lemasters facility.

More than 1,000 people attended the festivities, which included a free pancake breakfast and free lunch, door prizes, and a 10 percent off sale.

Snider's Elevator, a manufacturer of dairy, horse, and livestock feeds, serves Washington County, Maryland, and Franklin County, Pennsylvania, and surrounding areas. Snider's Elevator, a family owned and operated business since 1929, started in Williamson. Snider's Elevator acquired the Lemasters facility 11 years ago. Now Snider's Elevator Inc. is headquartered at the Lemasters location.

Under a tent, vendors from 20 different major manufacturers greeted guests and answered questions. Vendors gave out product samples and brochures. Also, Snider's Elevator hosted local certified journeyman farrier Sharon Hanna. While pounding out horse shoes, Hanna explained her profession. Miniature horses from Harmony Hill and South Lawn Stables put smiles on the faces of children and adults.

Customers gathered around "Taz", the Mercersburg Narcotics Detection Dog, and K-9 Officer William Sheppard. They demonstrated Taz's ability to search a vehicle and detect hidden drugs.

A 1902 original Abbott Downing stage coach was on display. During the 1950s, it was featured in movies, such as "Gun Smoke." Owned by R.H. Morgan Lumber Company, the stage coach was on loan to Snider's Elevator Inc. for their open house. Authentically



Snider's Elevator Inc., a feed and grain mill in Lemasters, hosted as many as 20 vendors during their 2nd annual open house. Participating vendors traveled from as far away as Florida to make Snider's Elevator open house a success. Pictured here are, front, Tom Sempowski, Bradley Caldwell, rep. Left, Kevin Miller and Marion Weston of Fort Dodge Animal Health. Jim Bradley, C.E.O. of Bradley Caldwell Inc., Steve Wright, Regional sales manager for Durvet Inc., Susan Snider, marketing manager of Snider's Elevator Inc. and Orville Wolters, sales representative for Trophy Animal Health.

restored by owner Ramon Morgan, the coach hauled mail through Texas, Southern California, and New Mexico for the Butterfield Stage Company. Also, it was used by this company to carry passengers, so that the trips were more profitable. Four or six part-draft horses (used for their speed as well as muscle) were used to pull the stage coach. The stage coach was purchased from a private museum in New England.

Customers gathered at the dairy nutritionists tables to learn about new dairy feed technologies, and to gain fresh insight into the farm industry. Snider's Elevator dairy feed nutritionists Rick Ruppert and Mark Potter attended the open house to discuss their roll as full service Master Mix technicians. Also on hand, Southern States dairy nutritionist Harry Walker, and Equine Feed and Tech Rep. Heather Heider. White Oak

Mills representative Staci Barnett was present, as well as Renaissance Nutritionists Jon Reifsnider and Doug Adams to explain their consulting services. The nutritionists make farm calls and design custom rations for each particular herd of cows.

Snider's Elevator then receives cow feed rations from the nutritionists, and uses the rations to manufacture feed. The nutritionists use computers to formulate the feed rations. Each ration is tailored to suit the animals needs.

Open house attendees had an opportunity to tour the Snider's Elevator facility. Tours included the grain receiving department and then the mill, where the stored grain gets processed into finished feed. Snider's Elevator manufactures feed for a variety of animals including dairy and beef cows, horses, hogs, chickens, sheep, and goats.

DowElanco Changes Name

INDIANAPOLIS, Ind. — Dow AgroSciences will be the new name for DowElanco, company officials announced in a move reflecting the venture's new status as a wholly owned subsidiary of The Dow Chemical Company. The name change will be effective Jan. 1.

"As a new name, Dow AgroScience reflects Dow's belief that science and technology are critical to helping the agricultural industry grow to meet the needs of our world's expanding population," said William S. Stavropoulos, president and CEO of The Dow Chemical Company. "During the next two decades, world agriculture will change dramatically, and Dow AgroSciences will help lead the agricultural industry's efforts to initiate, shape and direct this transformation."

DowElanco's name change follows a June announcement by The

Dow Chemical Company that it would acquire Eli Lilly and Company's 40 percent interest in the joint venture. The two companies had joined their plant science businesses to form DowElanco in 1989.

A U.S.-based company with more than \$2 billion in annual sales, DowElanco researches, develops, manufactures and markets a wide range of products for enhancing global crop production and urban pest management customers and markets.

DowElanco is also majority owner of the biotechnology venture Mycogen, which researches, develops and markets genetically enhanced, insect-resistant crops. DowElanco and Mycogen are collaborating on a wide range of research projects targeted at developing enhanced crops for a variety of higher value end uses.

"Agriculture is an industry that

is rapidly reinventing itself," said John Hagaman, DowElanco president and CEO. "Our new name, Dow AgroSciences, reflects a broad sense of our mission that has been inherent in our strategic planning for a number of years. As a result, our company's investment in technologies of the future is funded and supported by traditional pest control products, so that both our older and newer businesses provide a platform for growth.

"In the years ahead, global agriculture will need to be able to support sustainably a world population in excess of eight billion people," said Hagaman. "Our mission as a company is to develop and commercialize the technologies needed to make that happen."

DowElanco's website can be accessed at <http://www.dowelanco.com>.