

## Agway Announces Valuable New Service: Futures Trading

DEWITT, N.Y. — Agway Futures Trading (AFT), a new service just launched by the Northeast's largest agricultural cooperative, now allows farmers to better control profitability in crop and milk production, and the buying of feed. The undertaking recently gained CFTC approval to do business on all futures exchange markets.

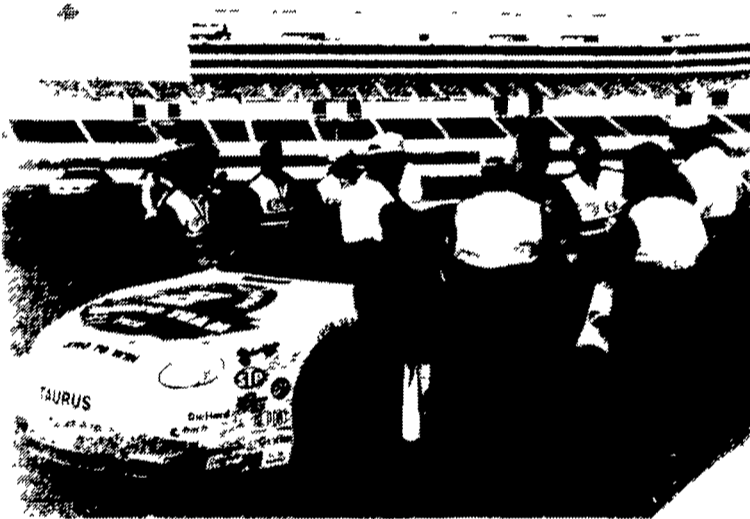
By using futures trading to their advantage, agribusiness owners can successfully hedge against volatile prices, bad weather, poor growing seasons, and other variables which threaten their livelihood.

Futures trading offers an opportunity to combat market volatility by locking in a set price for the sale of their commodities or the purchase of their supplies. This gives them better control of certain costs and makes it possible to more accurately forecast results.

"American farmers are among the most productive in the world," said AFT President Richardson B. Smith. "They are experts in the art of producing crops and milk, and at AFT we'd like to help them to become just as proficient with the marketing of their production and the buying of their feed."

The new company employs a staff of highly trained, knowledgeable futures trading advisers. AFT, an owned subsidiary of Agway Inc., is unique in its ability to combine knowledge of the futures markets with knowledge of available marketing alternatives.

"Unlike many brokerage firms whose employees are paid on commission and must constantly push their customers to make trades, our approach will emphasize what is best for the customer, not the broker," said Smith.



To create excitement among 1,200 of its parts dealers, New Holland North America held its fall dealer meeting at the Las Vegas Motor Speedway. Dealers experienced hands-on product training and attended marketing and merchandising seminars.

## New Holland Trains Dealers In Unique Way

NEW HOLLAND (Lancaster Co.) — Breaking tradition, Peter Bond, the parts business unit manager for New Holland North America, moved the company's 1998 fall dealer meeting from a hotel conference room to the fast-lane.

More than 1,200 New Holland North American parts dealers participated in the two-day meeting, which was held for five separate groups over a 10-day period at the newly built Las Vegas Motor Speedway in Nevada.

The infield suites at the track were converted into small classrooms where dealers attended hands-on product training seminars. The media center was used for the hospitality center. And the garage that generally hums with busy stock car teams on race day became a full-scale New Holland

parts store, where the dealers learned the latest in marketing and merchandising techniques.

"We knew that holding the annual meeting at the racetrack would generate excitement among the dealers," Bond said. "But what's really pleased us is how the dealers took the experience and enthusiasm home with them. The result of any dealer meeting should be improved knowledge and service, and that's definitely what we're seeing."

In the weeks after the meeting, New Holland field personnel throughout North America reported that many dealers were implementing the marketing skills they learned in Las Vegas. "Obviously, that's our goal," he said. "It's been especially gratifying to hear the dealers tell us they're motivated because of how we put this meeting on — at the racetrack."

## Martin Retires From ENB's Board

EPHRATA (Lancaster Co.) — Leon Z. Martin recently retired from the board of directors of The Ephrata National Bank after serving more than 14 years.

Martin is president of Martin Paving, Inc. Brickerville, a company he founded in 1974.

Martin serves as chairman of the board of Lighthouse Rehab, Blue Ball, and is a board member of Woodcrest Retreat, Ephrata, as well as Day Seven Ministries, Elizabethtown.

To commemorate Martin's retirement from the bank's board of directors, fellow directors and spouses held a retirement dinner for him and his wife at the Olde Lincoln House, Ephrata, Jan. 28.

Ephrata National Bank has announced that Robert J. Hamilton IV will replace Martin on its board of directors. Hamilton, born in Lancaster and raised in Akron, is the son of Grace (Hess) Hamilton of Akron and the late Robert J. Hamilton, III, who formerly served on Ephrata National's board of directors.

Hamilton is president of



Leon Z. Martin

Hamilton Equipment, Inc., an agricultural machinery distribution company based in Ephrata and founded by his father in 1938. Hamilton is also president of Hamilton Distribution, Inc., a paint distribution company based in Leola.

Hamilton was graduated from Gettysburg College in 1973 with a bachelor's degree in business administration. He was graduated with honors from Babson College, Babson Park,



Robert J. Hamilton IV

Mass. with a Master's degree in business administration.

In addition to serving as a past president of the Farm Equipment Wholesalers Association, Hamilton serves as a trustee of the Hancock Shaker Village in Pittsfield, Mass. is a board member of the Canterbury Shaker Village, Canterbury, New Hampshire, and serves on the acquisition committee of the Heritage Center in Lancaster.

## Herbicide Thwarts Canada Thistle

FELTON (York Co.) — In Pennsylvania, the issue is not whether you have Canada thistle, it's how much Canada thistle you have. But a newly registered, post-emergence corn herbicide takes down Canada thistle as well as tackles triazine-resistant lambsquarters, pigweed, and other tough annual and perennial broadleaf weeds.

"Distinct® herbicide, which is a reduced risk pesticide, is the first product from a new class of chemistry known as semicarbazones," said BASF Corporation agronomist Bill O'Neal. "The active ingredient, diflufenzopyr, is the first new mode of action available to corn growers in nearly a decade."

Diflufenzopyr is unique because it works much more quickly than the modes of action currently available to corn growers, O'Neal explains. Unlike other herbicides, when Distinct is sprayed it immediately begins to restrict hormone movement in the plant. Since the hormones cannot be transported throughout the weed for development, they accumulate at the growth points of the weed. The weed essentially overdoses on hormones and dies.

Felton corn grower Bill Rinas witnessed the quick performance of Distinct last summer. "We saw a fast take-down of Canada thistle and slower grass control that seemed to keep new seedlings from coming up," said Rinas, who had an Experimental Use Permit (EUP) plot on his farm during the 1998 season. "We also dug up roots in the fall and there was no regrowth."

"Distinct looked very good," he continues. "I was impressed with the control of Canada thistle and all of the other broadleaf weeds present, including lambsquarters, pigweed and velvetleaf. We also saw some residual control of grasses."

Herbistatic grass control, or grass suppressions, in addition to broad-spectrum, broadleaf weed control, are not the only advantage Distinct offers Pennsylvania corn growers. "Distinct is not prone to resistance," said BASF Field Biologist Gar Thomas, Chesapeake

City, Md. "Distinct is effective across all tillage types, from no-till to conventional tillage, which is a nice fit for Pennsylvania, and Distinct has no rotation restrictions or carryover concerns to following year crops."

That is important for corn growers like Rinas who also raise soybeans, wheat, barley and some sorghum. "We did not have any drift problems," said Rinas, who sprayed the EUP plot on his farm himself. "Distinct was easy to mix. The sprayer was easy to clean out, and there was no residue."

Rinas first applied Bicep®, Prowl® and Gramoxone® as a preemergence treatment over his entire EUP plot. For postemergence control, he sprayed half of the plot with 6 ounces per acre of Distinct and the other half with a tank mix of Beacon® and Banvel® herbicide. "Side by side, the

control Distinct provided was very impressive," he said.

BASF Sales Representative Ted Huhn, Elkton, Md., agrees. "Distinct controls everything better than the Beacon/Banvel combination," he said. "Beacon/Banvel only suppresses Canada thistle, where Distinct has very good activity on it."

Distinct can be paired with other preemergence herbicides or a postemergence grass herbicide for a total weed control program. Huhn typically recommends growers use Guardsman® herbicide as a preemergence treatment to keep weeds from getting too big before Distinct is applied as a postemergence treatment.

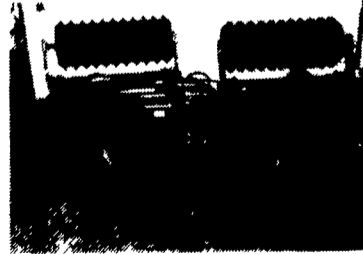
"The best application time for Distinct is when corn is small (4-10 inches)," he said. "Distinct provides excellent knockdown and in-season residual control through crop canopy."

## Hamilton Becomes Pulverizer Distributor

EPHRATA (Lancaster Co.) — R J Equipment, Blenheim, Ontario, Canada, has appointed Hamilton Equipment, Inc. as the exclusive wholesale distributor of their R J Transpacer soil pulverizers.

R J Equipment manufactures soil pulverizers in single gang pull-type models, hydraulic wing x-fold models, and the popular R JF hydraulic wing flat-fold soil pulverizers. All models are available in 15-inch smooth/sprocket wheels, 18-inch smooth/sprocket wheels, 20-inch crowfoot wheels, and 20-inch ductile notched wheels for rocky conditions.

Hamilton Equipment, Inc., Ephrata, Pa., and Raphine, Va., is a wholesale distributor of farm equipment for Pennsylvania, New



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Jersey, Delaware, Maryland, Virginia, and West Virginia. Hamilton Equipment has a network of approximately 1,000 dealers to sell and service R J Equipment.

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