

Reiners Heads BASF Agricultural Products Division

MOUNT OLIVE, N.J. — As of Jan. 1, Hans-Walther Reiners will become the head of the global agricultural products division of BASF Aktiengesellschaft.

He will succeed Dr. Friedrich Vogel, who will take on responsibility for various projects in North America.

Reiners was the head of the

team responsible for integrating the agricultural products business acquired by BASF this year and is thus well-versed in the structure and challenges of the business.

The organizations integration of the acquired agricultural products business was successfully completed at beginning of October 2000.

Company Offers Farm Show Collector Models

GAP (Lancaster Co.) — For the 11th consecutive year, limited edition collector models will be offered at the state Farm Show.

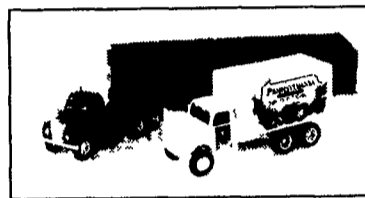
All models are built with permission and under license of the Pennsylvania Farm Show Commission and the Pennsylvania Department of Agriculture.

A vintage Mack cab pulling a flatbed loaded with a simulated load of hay bales is the feature truck this year. It is made by the Ertl Company with the load of hay manufactured in central Pennsylvania. Also included is an International 10-wheeler delivery van featuring the state's colorful "Pennsylvania Produce" logo. The trucks are sold as a set and only 1,250 sets are being made.

For bank collectors, there is a replica of an Ertl '51 Ford F-1 pickup truck. In the early '50s, many family farms in Pennsylvania had a farm pickup. Each bank has 85th Farm Show graphics and certificates.

Allis Chalmers G show tractors are the official show tractor. Built in 1/16th scale, they feature custom-built cultivators made in Pennsylvania.

HO scale Pennsylvania Railroad caboose and "F-7 dummy"



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engine. Two hundred fifty sets were produced and this is the fourth and fifth item in the HO series, built by Mantua Company and gift boxed.

Beanie-type horse "Pete," the Percheron horse (not by TY), will be for sale. He has color embroidery commemorating the 85th show and is a Farm Show ear tag.

Collector models will be on sale at the '85th Farm Show in the main exhibition building, in the cow barn, and lower level near the main arena.

Hot Water Pressure Washer Is Zero-Discharge System

WEST PALM BEACH, Fla. — RGF Environmental, known worldwide for their environmental systems, announces a new, multipurpose wash rack zero discharge system, the WashMaster Mark IV.

RGF's engineering team, utilizing 15 years of experience and more than 15,000 successful applications, has developed an advanced system for end users who want to meet or exceed every environmental, conservation, operational, and financial goal.

By combining the best features of the RGF WashMaster Systems, with the advanced technology of the RGF 700+ gpd dry chamber flash evaporator utilizing RGF's proprietary, patent-pending, award winning Thermo Ox technology, zero dis-

charge is easily achieved. By incorporating a hot water high pressure washer and the RGF Turbo heat exchange into the compact system, the heat produced by the evaporator heats the wash water as well as the facility. The problems of multiple vendors, system incompatibilities, and multiple capital expense are virtually eliminated.

The Mark IV is ideal for the client for whom recycling of wastewater is neither required nor preferred. This system will heat and pressurize the water and then fully eliminate it to a dry ash.

The Mark IV is a hot water high pressure washer, wastewater evaporator, waste oil eliminator, and can be a facility/building heater.

Loaders Offer Key Improvements

RACINE, Wis. — Case IH introduces six new L "5" Series front-end loaders, designed with cycle time and performance improvements that will meet farmers' diverse needs for performance, durability, and serviceability.

"Teamed with a Case IH 'X' Series tractor, an L "5" Series loader will provide farmers with an integrated system for almost any material-handling chore," said Larry Lanie, Case IH marketing manager for utility tractors and loaders. "Depending on a customer's specific needs, we offer standard or deluxe models to match their requirements."

New standard models include the L405, L505, L605 and L705. The new deluxe models are designated as L455, L555, L655 and L755.

"Design changes incorporated into the new loaders specifically address the input we've received from customers," Lanie said.

"The bucket cylinder down force is four times greater than previous models. This is very helpful in operations such as back dragging, hardpan scraping, and feedlot operations."

An improved location for the loader control valve and self-leveling valve provides better routing of hoses and tubes. Also, a new right-hand tower hose guide positions the loader hoses to provide the operator with in-



New Case IH L "5" Series front-end loaders offer numerous design enhancements for better performance, durability, and reliability. Six new models and 13 standardized attachment options provide for versatility and productivity.

creased visibility between the tractor's hood and right-hand loader tower. The hose material, Xtratuff™, is resistant to chaffing.

One of the industry's first two-way hydraulic self-leveling systems remains a key feature of these loaders. The system keeps the bucket level during both raising and lowering of the loader boom arm.

Thanks to the exclusive Case IH Quick Coupler attachment, loader operations can increase their versatility and productivity when changing from one attachment to another. The Quick Coupler is standard equipment on all deluxe L "5" Series loaders and optional on standard models.

"Changing attachments has

never been easier than with Case IH Quick Coupler technology," said Lanie. "The operator simply releases the spring-loaded locking pin, disconnects one attachment, then drives up to the new attachment and engages the rollback circuit to secure the locking pins."

Mid-mount hydraulic quick couplers have been repositioned and reconfigured for enhanced ease of mounting or dismounting of the loader from the tractor.

Two high-capacity bucket options have been added to the L "5" Series loaders.

• General purpose "square-back" buckets in 72- or 84-inch sizes have five percent greater struck capacities than their predecessor. Bucket mounting is available with either quick coupler or pin-on style.

• Heavy-duty "square-back" buckets in 72-, 84-, or 96-inch sizes have 15 percent greater struck capacities than previous models. Bucket mounting is available with either quick coupler or pin-on style. These buckets also have a heavy-duty grapple attachment. A factory-installed option on the quick coupler version is available.

All Case IH "square-back" buckets feature a unique two-piece back bottom sheet construction, which provides added strength and longer working life of the bucket.

New Idea Expands Hay Tool Line

ATLANTA, Ga. — Since 1899, when a former schoolmaster from Maria Stein, Ohio, invented the first mechanical manure spreader, New Idea has become a well-respected and recognized name in the farm equipment industry.

While manure spreaders have continued as part of the line for the past century, New Idea hay tools have been an important segment of the product offering since 1930, when side delivery rakes and hay loaders were brought under the company umbrella.

Now, more than 100 years later, the New Idea hay tool line has been significantly expanded with the addition of 32 new products, 19 of which will be available through all Agco New Idea dealers in North America.

Included in the lineup for 2001 are five new round balers, four new square balers, eight new wheel rakes, and a 3 x 3-foot big rectangular baler with



New Idea 7233 large square baler is one of a completely new lineup of New Idea hay tools that includes square and rectangular balers, new big baler systems, round balers, wheel rakes, and self-propelled windrowers.

optional accumulator.

In addition, New Idea will offer a line of 13 new commercial hay tools through a select group of qualified New Idea dealers who have been factory trained in product service and customer care. Included in the commercial hay tool line are

three new self-propelled windrower models, a full selection of auger and draper headers, and two new big baler systems, which include a 3 x 4-foot model, a 4 x 4-foot model and a matching accumulator.

"These new products will supplement the current New Idea hay tool line, which already more than 20 different models," said Tony Solon, general marketing manager for New Idea products. "For several years now, we've offered New Idea customers a full selection of disc mowers, disc mower-conditioners, sickle mowers, side-delivery rakes, tedders and round balers. Now, with the expanded lineup, New Idea customers will have access to one of the broadest hay tool lines in the industry."

"In the meantime, New Idea continues to offer eight different manure spreader models with struck capacities from 59 to 270 cubic feet," Solon said.

Seedway Expands Mifflinburg Facility

HALL, N.Y. — Don Wertman, Seedway president, recently announced the expansion of the Company's Mifflinburg, Pa. warehouse.

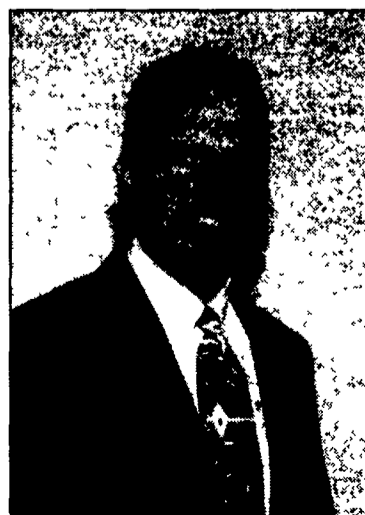
"Sales growth has continued to accelerate in recent years,

necessitating a third addition to the warehouse within the last decade," Wertman said.

Additional seed mixing capability has also been installed to accommodate increased demand for turf and forage seed

mixtures. "These investments all focus on insuring our customers superior service," said Wertman.

Seedway markets a full line of farm, turf, and vegetable seed in the eastern U.S.



Edward S. van der Veen

Company Names Communications Manager

LONDONDERRY, N.H. — Edward S. van der Veen recently joined Blue Seal Feeds as communications manager.

Based at Blue Seal headquarters in Londonderry, N.H., he will oversee all Blue Seal advertising, public relations, and marketing communications in print and on-line, and manage the company's customer service and training programs.

Van der Veen has a bachelor's degree in dairy science from Virginia Tech in Blacksburg, Va. and a master's degree in agricultural economics from University of Kentucky in Lexington, Ky. For nine years prior to coming to Blue Seal, he was promoted through a series of public relations, advertising, and product management positions at Kent Feeds in Muscatine, Iowa.

