

Aggressive Plans Underway For Summer Grilling Program

DENVER, Colo. — An aggressive campaign to move more beef during summer 2003 will be conducted through the beef check-off's Summer Grilling promotion.

The intent of the promotion, aimed at increasing demand for all cuts of beef, including under-

valued cuts from the chuck and round, is to convince current grill users to grill beef more often.

The integrated retail marketing program, which included radio advertising, in-store merchandising, and strong public relations activities, will be conducted on behalf of the

Cattlemen's Beef Board by the National Cattlemen's Beef Association (NCBA) and state beef councils. Extensive manufacturer and retailer tie-ins will significantly expand the campaign.

It is expected that more than 110 million coupons will be distributed through free-standing in-

serts in newspapers, and more than 22 million through in-store efforts. The coupon support com-

pletely funded by partner participation will drive consumers to purchase more beef.

Beef Up Your Meals[®]

Big balers that are built to last

The BB940 and BB960 are designed for big capacity - year after year. These features make sure you get the job done right.

InfoView™ baler control system lets you monitor and control the entire baling process.

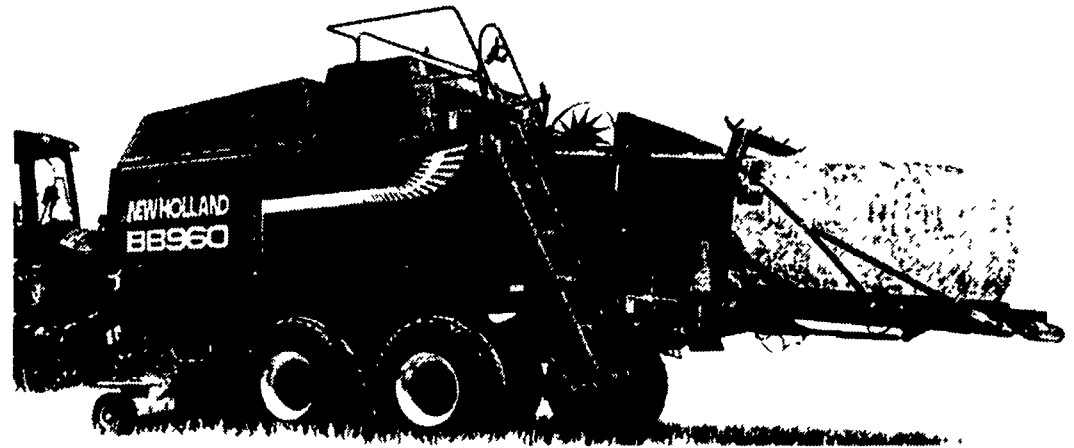
New Holland precompression system delivers consistent bale density in all crops.

Extra-wide pickups handle your widest windrows.

Roller bale chute folds up hydraulically for easy one-person transport preparation.

Optional Bale-Slice™ Crop Cutting System slices bales for easier feeding.

Easy maintenance from flip-up shields, maintenance-free bearings in twine fingers and knotters that are always greased.



BB940
32"x35"

BB960
47"x35"



Quality 4x6 bales in any crop

The Model 658 All-Purpose baler from New Holland is one durable baler that produces top-quality bales in a wide variety of crops - from dry hay and corn stalks to silage. It's built custom-harvester tough.

- **Endless belts** are backed by Bonded Protection for 3 years or 15,000 bales.
- **Dual-cam pickup** ensures long life in heavy crops.

Check the Model 658 All-Purpose baler today.

Put quality silage under wraps

New Holland round bale wrappers are the low-cost alternative to traditional silage storage - they seal your silage bales in "mini silos." You can harvest silage during peak feed quality, store it with greater flexibility, and feed it more efficiently with less waste.

Two models offer a side-mounted lifting arm, three-belt turntable, two large side-support rollers, and cable controls. The B37P is available with computer controls.



SEE YOUR NEAREST NEW HOLLAND DEALER FOR DEPENDABLE EQUIPMENT & SERVICE

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BHM Farm
Equipment, Inc.
RD 1, Rte. 934
717-867-2211

Carlisle, PA
R&W
Equipment Co.
35 East Willow Street
717-243-2686

Elizabethtown, PA
Messick
Equipment
Rt. 283 - Rheem's Exit
717-367-1319

Pitman, PA
Schreffler
Equipment
Pitman, PA
570-648-1120

Tamaqua, PA
Charles S.
Snyder, Inc.
R.D. 3
570-386-5945

MARYLAND

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Ceresville New
Holland, Inc.
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Outside MD, 800-331-9122

Hagerstown, MD
Antietam Tractor &
Equipment Inc.
Leitersburg Pike
800-553-6731
301-791-1200

Rising Sun, MD
Ag Industrial Equipment
Route 1,
50 N. Greenmont Rd.
1-800-442-5043

NEW JERSEY

Washington, NJ
Smith Tractor &
Equip., Inc.
15 Hillcrest Ave.
908-689-7900

Bridgeton, NJ
Leslie G. Fogg, Inc.
Canton & Stow Creek
Landing Rd.
856-451-2727
856-935-5145

Woodstown, NJ
Owen Supply Co.
Broad Street &
East Avenue
609-769-0308



**NEW HOLLAND
CREDIT**