



New Products

► Introducing products, services for cattlemen

New multimedia tool

Lallemand Animal Nutrition has developed the Rumen Management Program CD-ROM. Using animated graphics and videos, the multimedia tool explains the inner workings of the rumen and describes the problems that can occur during the life cycle of dairy or beef cattle and the rumen's effect on health and performance. It also provides solutions for managing the rumen successfully.

Targeted to producers, technicians and herd managers, free copies of the CD-ROM are available by contacting kast@lallemand.com.

Equipment, auction company partner

Agco Corp. and IronPlanet have announced a partnership to benefit Agco dealers. The joint initiative provides Agco's 1,200 North American dealers a faster and more profitable channel to market and sell used equipment through IronPlanet auctions.

IronPlanet's online auctions of used construction and agricultural equipment will help Agco dealers reach more than 370,000 registered users worldwide, averaging 14,500 visitors per auction. Dealers using the online auctions will have their machines inspected by a trained IronPlanet equipment inspector, and can take advantage of the IronClad Assurance™ — IronPlanet's guarantee that inspection reports are true representations of equipment condition. In addition, Agco dealers can sell used equipment direct from their locations anywhere in the U.S., avoiding the costly transportation and make-ready expenses associated with selling equipment through traditional auctions.

For more information visit www.agcocorp.com or www.ironplanet.com.

New outdoor vehicles

Yamaha has announced new features for two of its outdoor vehicles for farmers, ranchers and outdoor enthusiasts.

The 2008 Grizzly® 700 FI ATV (all-terrain vehicle) now comes with or without electric power steering (EPS) to meet the needs of customers who want a lower price point in a big-bore ATV.

The 2008 Rhino® 700 FI Automatic 4×4,

a side-by-side (S×S) vehicle, now has more power and fuel injection, while also adding new features that enhance the two-person riding experience, according to the release.

For more information visit www.yamaha-motor.com.



New co-marketing agreement

ZyGem Corp. Ltd. and Zee Tags Ltd. have announced a non-exclusive agreement to co-market ZyGem's new livestockGem™ DNA extraction kits.

The kits use the company's thermophilic enzymes to extract DNA from samples in a single closed-tube system, simplifying laboratory workflow, minimizing error and reducing the risk of contamination while reducing costs to a level that makes genetic analysis feasible for routine applications such as breeding studies, according to the release.

The patented Zee Tags Tissue Sampler System allows farmers or ranchers to simultaneously take a very small tissue sample directly from an animal while using the company applicator that is widely used for ear-tagging for identification (ID) purposes. The sample can then be transported in a specially designed tube to a laboratory for DNA extraction and testing, minimizing the time, trouble and cost of collecting DNA samples, according to the release.

For more information visit www.zygem.com/Products/Products-Ovw.html or e-mail infor@zygem.com.

Customized vintage soda machines

American Soda Machines (ASM) restores and sells vintage soda machines. In addition to restoring the machines with the familiar Coke® and Pepsi® motifs, ASM can customize the machines into all kinds of themes for individual buyers. The machines can

be adorned with any equipment manufacturer, a specific breed of animal, or a picture of a farmstead or champion animal — whatever the buyer wants.

There have been multiple makes, models and manufacturers of these

machines through the years, with three primary classifications or styles — sliders, round tops and square tops, with the square tops providing the best “canvas” for customization, according to the company.

Though several makes and models of the square top are available, the company most often uses the Vendo 63 made by the Vendo Co. during the 1960s, which provides clean lines and a compact size at 53 inches (in.) high × 27.5 in. wide × 21.5 in. deep, making it easy to fit into a home, office or wherever a buyer wants to put it, according to the release. The machine can be made to vend either bottles or cans.

For more information visit www.americansodamachines.com, call 303-478-6193 or e-mail info@americansodamachines.com.

New tractor

New Holland has introduced the TV6070 Bidirectional™ tractor, a tractor that can be operated cab-end or engine-end, depending on the application. An operator can work facing either the engine or the rear because the exclusive Turnabout™ console rotates the seat and primary controls 180° so the operator always faces the work.

Both ends of the tractor can be equipped with three-point hitches, power-takeoff



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(PTO) systems, hydraulic valves and drawbars. Depending on the application, the tractor can push and pull implements simultaneously. Full-time four-wheel-drive and 45° articulated steering can provide excellent traction and maneuverability in any conditions, according to the release.

While not designed for heavy tillage work, the new tractor can be used for loader work, mowing hay, spraying, baling hay, spreading manure and most other chores around the farm.

For more information visit www.newholland.com.

New web site

Smithfield Foods Inc. has a newly redesigned corporate web site with new graphics and a simpler navigation system. The goal of the web site makeover was to develop an engaging and informative site that reflected the company's position as a trusted and respected food industry leader that excels at bringing delicious and nutritious pork, beef, turkey and specialty food products to millions of people every day, according to the release.

Visitors can find investor information, the latest corporate social responsibility initiatives, new product offerings and recipes.

Visit www.smithfieldfoods.com for more information.



New welding helmets

Hobart Welding Products has introduced new fixed-shade welding helmets with graphic U.S. Flag and Tribal Flame designs. Both designs are a part of the company's fixed-shade non-auto-darkening helmet line, which feature a No. 10 fixed-shade lens measuring 4.5 in. × 5.25 in.

The helmets are covered by a 12-month warranty and meet ANSI, CSA and CE standards.

For more information call 1-877-462-2781 or visit www.hobartwelders.com.

