

Speakers Survey Poultry Industry From Sales Promotion to Housing

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receptive to information showing them the many different ways to cook and serve eggs and poultry meat. Many are teenagers, just learning the art of planning meals three times a day. This is an opportunity to make nearly 12 million new homes each year more poultry-products minded.

Establishing programs aimed at these markets represents a long-time program for PENB and a profitable one for the poultry industry, Geil pointed out.

Another speaker, Charles Figy, assistant to the U. S. Secretary of Agriculture, said concerning government controls on the poultry industry

"Let me say the USDA is basically opposed to controls and regimentation which may in the long run stifle the impetus of any agricultural industry to evolve towards its destiny in a climate of freedom or which would promote the interests of a few without due regard for the many.

"In this regard, mention might be made here of some of the factors which have resulted in past decisions not to purchase broiler chickens. Broiler production is renewable at about nine to 10 week intervals on a year-round basis.

"This means that decisions concerning levels of production are continuously being made."

Figy pointed out that the government makes available data on eggs being set and chick placements in 22 states which produce some 85 per cent of the broilers.

"Inasmuch as such information is available to the industry, as well as other necessary pertinent data, and inasmuch as the industry could make the production adjustments which would effect price improvement within less than three months time, the feeling has been that purchase by the government, even if only at prices reflecting cash production costs, would tend to delay production adjustments which are necessary if prices are to improve."

The egg industry was surveyed by a panel discussing "Do Quality Egg Programs Pay Off?"

Berwyn B. Gehagan, Northeastern Poultry Cooperative Assn., New York, said that from the standpoint of a marketer, a quality egg program does pay off, provided that the eggs are not overpriced.

"Probably the greatest advantage would be that of ready acceptance by the customer. Uniformity of quality creates confidence in the mind of the customer and it becomes unnecessary for the marketer to continually shift eggs from customer to customer in an endeavor to obtain a steady outlet.

"When the market is soft, or under selling pressure, these eggs will move first and do not take as severe a price drop."

Clark Fleming, Belleville, Pa., producer agreed with Gehagan.

He noted that the same amount of feed, housing, equipment, and labor is required to produce premium eggs as to produce average quality eggs.

"From my own experience, I find that we get a premium of from three to six cents a dozen for our eggs as compared with prices received by other producers in our area. To me, this fact alone would be reason enough to spend some effort to maintain a high quality pack of eggs all the time.

"With an operation the size of ours, it can mean a difference in net income of from \$3,000 to \$4,000 and I've seen years when that would easily make the difference between profit and loss," Fleming concluded.

Another Keystone State speaker was Dr. Glenn O. Bressler, poultry specialist at the Pennsylvania State University. He explained some of the advantages and problems found in using the new "Solar House" for laying flocks.

"Research results are revealing the real potential of the Solar House as the 'Poultry House of the Future.' Maximum use of space, efficient and low cost housing and controlled environment are the key benefits of the house," he said.

However he noted that the present Solar House and its

Pennsylvania Poultry Capitol This Week

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The nation's new poultry queen won her title on the basis of her performance, and that of other members of her egg laying pen, at the Hunterdon (N. J.) Egg Laying Test during the past year. Top birds in all of the country's standard egg-laying test were eligible for competition in this prestige contest.

The Darby bird in the Hunterdon Test laid 318 eggs in 351 days of the contest year. Three years ago another Darby entry was runner-up in the Hen-of-the-Year competition.

In addition to selecting the Hen-of-the-Year, judges also picked the top bird in four breed classifications. The field was swept by three birds from Harco Orchards and Poultry Farms, South Easton, Mass., with a Barred Plymouth Rock, a Rhode Island Red and a crossbred entry. This marked the second year that Harco Reds and Plymouth Rocks topped their field. Points were as follows for these birds: the Plymouth Rock, 927.81 points, the Red, 921.48 points, and the crossbred, 916.28 points.

EGG-TO-CHICK SHOW
Grand Champion: York DeKalb Hatchery, York, Pa., Incross DeKalb 121.

Reserve Champion: Pennsylvania Farm Bureau Hatchery, Harrisburg, Pa.

Name of Entry

WHITE LEGHORNS
1. Penna. Farm Bureau Hatchery, Harrisburg, Pa. 95.97; 2. Babcock Poultry Farm, Ithaca, N. Y. 95.96; 3. George M. Anthony & Sons, Strausstown, Pa. 95.00; 4. Burling's Hatchery, Oxford, Pa. 92.65; 5. Wolf's Hatchery, Bloomsburg, Pa. 92.63.

equipment are only the beginning of the revolution in poultry production methods.

"New management techniques will have to be learned, equipment needs to be refined and made more foolproof, and possibly new strains of chickens and rations need to be developed to gain maximum benefits," he concluded.

Seven Per Cent Rise in Swine Can Break Bubble of Prosperity

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comparison, skimpily 41 per cent of the red meat consumed.

Beef and veal have both been rising constantly since 1951 when pork consumption first started to hit the skids.

Not only is pork losing in volume, but the consumer now spends only 1.8 per cent of his income for pork while he spends 2.6 per cent of his money for beef.

And the U. S. A. has lost most of the open world market for pork. This is caused mostly by embargos placed on U. S. pork by importing countries due to fear of importing VE and cholera.

Actually there is a world market deficit of pork and this is one area in which American produced products could compete without subsidy.

So after all these gloomy forecasts, what is ahead for the swine producer?

First of all, the spring pig crop will be larger. Seven per cent larger if present intentions are sustained.

A moderate increase in the 1958 spring pig crop would not in itself cause severe price declines. While hog production increased in 1956 and almost stood still this year, the consuming population grew at a rate of 3 million people a year. This larger population will make room for some increase in pork output in the fall and winter of 1958.

Another factor in the hogman's favor is the downswing in the cattle cycle. Unlike 1955, when beef and pork supplies were rising simultaneously, a decrease in beef output will accompany the upswing in pork.

INCROSSBREDS

1. York DeKalb Hatchery, York, Pa. (DeKalb 121) 96.52; 2. York DeKalb Hatchery, York, Pa. (DeKalb 101) 95.27; 3. George B. Many & Son, Hobart, N. Y. (DeKalb 101) 93.04; 4. Wolf's Hatchery, Bloomsburg, Pa. (DeKalb 101) 82.84; 5. Metz Hatchery, Belleville, Pa. (DeKalb 121) 91.29.

CROSSBREDS

1. Metz Hatchery, Belleville, Pa., Vantress x New Hampshire, 94.24. 2. Parmenter Reds, Inc., Franklin, Mass., Silver White Rock x R. I. Red, 92.12. 3. Pennsylvania Farm Bureau Hatchery, Vantress x White Rock, 91.53. 4. J. J. Warren, North Brookfield, Mass., Bared Rock x R. I. Red, 91.22. 5. Pennsylvania Farm Bureau Hatchery, Silver White Rock x New Hampshire, 91.12.

OTHER BREEDS

1. C. Nelson Hardy & Son, Essex, Mass., Rhode Island Reds, 91.79. 2. Pennsylvania Farm Bureau Hatchery, White Rocks, 89.81. 3. Keir Chickeries Co., Frenchtown, N. J., White Rocks, 89.67. 4. Pennsylvania Farm Bureau Hatchery, New Hampshire, 89.50. 5. Merryknoll Farms Inc., East Freetown, Mass., Bared Rocks, 88.93.

Red Rose DHIA Presents July Production Report

The highest 305 day lactation completed in July in the Red Rose DHIA was made by a registered Guernsey owned by L. E. Shoemaker & Sons, R1 Kirkwood. "Doty" produced 13,110 pounds of milk and 708 pounds of butterfat.

The high herd in butterfat production belonged to Samuel A. Daum, East Petersburg. The herd averaged 1,303 pounds of milk and 53 pounds of butterfat.

Second high in the 305 day lactation was a registered Holstein owned by John P. Stumpf, R7 Lancaster. "Piebe" produced 18,119 pounds of milk and 680 pounds of butterfat.

The second high herd belonged to Charles M. Long, R1 Manheim. The herd average was 1,116 pounds of milk and 49 pounds of butterfat.

Curtis E. Akers, who prepared the report, said that herds listed were tested during a period ranging from June 20 to July 20. The information was computed and compiled at Penn State.

A seven per cent increase would raise pork supplies in the fall and winter of 1958 to a little above the 1956-57 rate. Pork supplies per person would not be extremely large.

Prices to producers would be appreciably lower than in late 1956 and this year but they would probably be considerably higher than the prices of late 1955 and early 1956.

That is to say, the price would range from 12.7 cents to 15.9 cents a hundred on the farm.

The slumping market for pork at home is going to take much more than a review of market history to find even a partial answer. It is historical that as consumer income rises, he turns from pork to beef. Add to that the current "thin, slim look" popularity and consumer aversion to fat and you see another part of the problem.

Meat type hogs are part of the answer. The rest lies with packer who is going to have to put up the meat in a package and in a form that consumers want. More attention could be given profitably to the kind of pork cuts and products, especially fresh pork, to be produced and sold.

And as for getting our fair share of the world market, strict and enforced legislation on either the state or national level on the abolition of VE and the use of live virus treatment for cholera could hasten the day.

Advances are being made here. The only current quarantine area for VE is in a small portion of New Jersey. Many states have now banned the use of live virus serums for cholera.

However the action of producers will determine the outcome of the hog marketing situation. Each individual reacts differently to a given set of data.

But understanding the prospects ahead should help bring moderate rather than heavy expansion and thereby make progress toward the greater stability in the hog market that is so badly needed.

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