

## 'Contract and Concentrate' Keynote of N.H. Conference of NEPPCO Co-op

Contract and concentrate — this was the theme of the business management conference for egg and poultry marketing cooperatives sponsored by the Division of Cooperatives of the Northeastern Poultry Producers Council (NEPPCO) at North Conway, N.H.

Firing the opening gun in the program was Hermon I. Miller, poultry division director for the U.S. Department of Agriculture. Miller traced the successful, highly-integrated course of marketing cooperatives on the West Coast, laying emphasis upon key elements in their progress.

Contracts between producer and marketing organization are fundamental requirements, Miller told his audience. These are set up so that eggs will be available to the marketing agency in such a way that it can coordinate merchandising programs in the most efficient manner.

"MANY OF THE agencies involved have such efficient quality control measures that hand candling is kept to a minimum," reported Miller in stressing the quality end of the marketing program. "In fact, under this

system, the only observation of the eggs through the candling procedures is on a flash basis in order to detect obvious defects such as blood spots."

An actual field report on results from quality contract arrangements was described by K. M. Souders, manager of the Producers Cooperative Exchange, Coatesville, Pa. In discussing the new contract program adopted by his organization, Souders related how the coop has now set up contracts with about 28 large shippers.

SINCE LARGER shippers are more economical for the co-op to handle, Souders reported, they have been able to offer these a quantity incentive of approximately one cent per case. Since this is added atop the incentive price for producing best quality eggs "Fancy-One," it means that some growers are taking in an additional \$1200 to \$1500 per year, he said.

Souders indicated that eventually cooperatives and other marketing agencies may have to exert controls in other directions in order to maintain or increase premiums based upon quality

and quantity. The selection of the strain of chicks, type of feed, housing conditions and poultry health programs are all items that may eventually become part of the contract arrangements, he intimated.

"The quality egg of 10 years ago is not good enough for today's needs," Souders told the cooperative leaders. "Members seem to be slow to recognize that others could steal their markets with integrated programs."

"WHETHER WE LIKE it or not," he continued, "if we want to keep our members producing eggs profitably, sooner or later we shall have to pay members on a graded-out basis for quality and size."

This type of program, he declared, would bring home to members the importance of such things as chicks, feed and health in the quality picture.

Clayton H. Stams, Flemington, N.J., was named as chairman of the Division of Cooperatives. C. T. Newsom, Columbiana, Ohio, was chosen as vice chairman, with Dr. Alfred Van Wagenen, NEPPCO managing director, continuing as secretary.

Newsom and George Angevine, Warren, Conn., were named to three-year terms on the board of directors. Joseph P. Farrelly, Providence, R.I., was picked to fill the unexpired term of Philip Wadhams, East Hartford, Conn.

## Legumes Grow Best at 70 to 85 Degrees, PSU Researcher Says

Under controlled temperature and growing conditions, the best growth of white clover, red clover, alfalfa, and orchardgrass takes place at air temperatures of 70 to 85 degrees Fahrenheit and when soil temperatures are 10 degrees cooler.

This report was made July 14 by Vance G. Sprague, agronomist for the U.S. Regional Pasture Research Laboratory at Pennsylvania State University, speaking at the Northeastern branch meeting of the American Society of Agronomy at Cornell University.

DR. SPRAGUE REPORTED the relative growth of Sudangrass in tests at Penn State increased regularly with increasing temperature ranging from 40 to 95 degrees F.

Trials using red clover as a test plant at increasing temperatures from 50 to 80 degrees increased phosphorus uptake from the soil, and also from the fertilizers applied in bands or mixed

with the upper soil layer. More phosphorus was removed from unfertilized soil at 80 degrees than at lower temperatures. Relative growth responses from banding were greater 50 degrees, but a 180 degrees or above during the summer growth responses were similar between banding and mixing.

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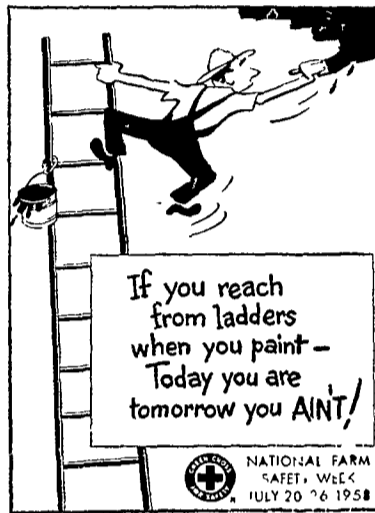


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