

To Law of Supply and Demand Broilers Seemingly Fail to Respond

(Continued from page five) the average price received by farmers for broilers is at its highest level for the year in the

summer. Why this paradox? Do not the forces of supply and demand hold equally well for broilers as for hogs?

Certainly, but price equates supply and demand. The seasonal changes in the price of a product reflect the month-to-month changes in both supply and demand. If month-to-month variations in the supply of a commodity are greater than month-to-month variations in the de-

mand for it, monthly average prices will dip while marketings increase.

HOWEVER, IF MONTH-to-month variations in demand are greater than month-to-month variations in supply, monthly average prices will rise with marketings. The former case appears to describe the seasonal pattern of the hog prices, while the latter case appears to be a more suit-

able explanation for broiler prices.

Experience seems to show monthly changes in demand for pork are small. Demand declines somewhat in the hot months. However, marketings of hogs decrease so greatly in late summer that prices are at their high point for the year, despite little apparent change in demand.

FOR BROILERS, WARM weather probably means an increased demand. People want easily prepared, less fatty foods in the heat of summer; a smaller supply of red meat also boosts demand for broilers declines sharply at Thanksgiving time when turkeys become the favorite source of poultry.

It is quite important for the poultry producer to have some idea of the seasonal demand and prices for a product if he is to plan production and marketing wisely.

If a broiler producer considered only seasonal changes in supply, he would feel that large supplies in the summer would mean low prices, and therefore he would reduce placements of chicks for summer marketings.

By ignoring the summer seasonal increase in broiler demand, the producer would have reduced the number of broilers available for selling at a time when prices are at their peak for the year.

However, if the seasonal variation in broiler marketings increased as sharply as for hogs, the seasonal swings in demand would be offset so that the seasonal swing in price would probably level out.

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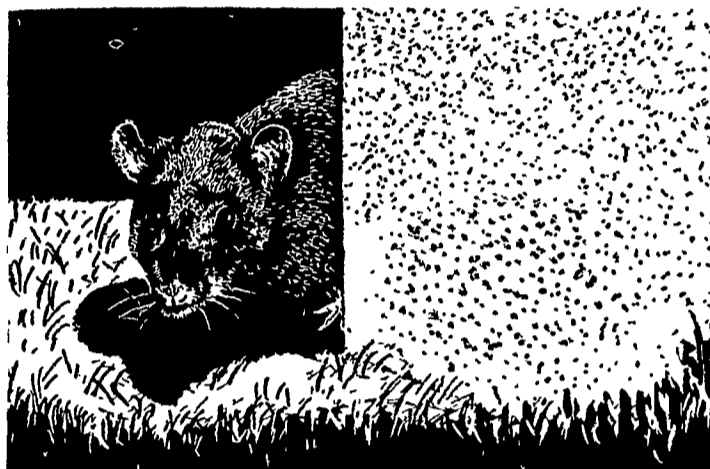
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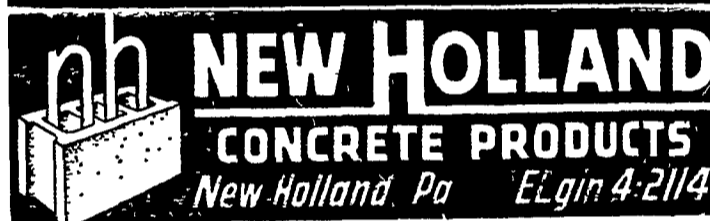
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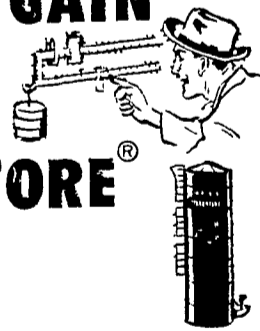
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