

## Swine Producers Of York County Hold Shows

In the fall of 1960 a group of swine breeders in cooperation with the Agricultural Extension Service organized the York County Swine Improvement Association. The Association has made surveys to see if there was a need for Breed Gilt Sales, Feeder Pig Sales, and Carcass Shows.

Since the Association was organized the group has sponsored three carcass shows and one live show along with several educational meetings. They have worked with J. Fred Fischer & Sons of York to sponsor the carcass show and also using the facilities of the York Livestock Market for their live show.

The carcass shows have been called "York County Quality Pork Show." This name was adopted to appeal to the consuming public to show them the swine producers were aiming to produce a pork product which would fit their diet. Mainly eliminating the term "fat" in all of its program.

There has been a large amount of improvement in the Quality Pork Shows since the first show. The results of the shows indicate the amount of improvement which has been made.

In the 1961 Spring Show, the entries averaged 224 pounds live weight with 1.55 inches of back fat. In the Spring Show in 1962, the average live weight was down to 205 pounds with only 1.44 inches of back fat.

But even more significant are the loin eye measurement and certification percentage differences. In 1961 the average loin eye was 3.68 and the smallest loin eye was 2.77, whereas in 1962 the average loin eye was 4.34 and the smallest loin eye was 3.30. In 1961 only 29.1 per cent made certification compared to 62.5 per cent in 1962.

This improvement shows the more ideal market weight with less fat on each hog. The loin eye measurement in the area between the 10th and 11th pork chop. This shows that Pork Producers are breeding more meat in the pork chop area. Certification is a standard set-up by the National Swine Breeds Association which each hog must meet in the amount of lean meat cuts in the carcass.

There have been many changes in the swine producers feeding and breeding programs to help make these changes possible. Producers are marketing their hogs at a more ideal market weight. Plus learning to exercise these animals to make the quality of meat better for the consumer. New

## General Mills Feed Business Is Dispersed

General Mills is getting out of the livestock feed business after 33 years of operation.

According to E. W. Rawlings, president, the company is selling its plants because of what he termed "sizable losses" due mainly to the company's broiler and turkey production contracts.

Rawlings announced that livestock and poultry feed accounted for 10 or 11 per cent

of the \$575-million-a-year business of the milling firm. Nutrena Mills of Minneapolis has purchased the General Mills plant at Tampa, Florida. Hales and Hunter has taken over operation of plants at Palmyra, Penna. and Ravena, Ohio. Two other plants were acquired by Central Soya of Fort Wayne, Indiana. Six plants not yet sold will be disposed of in an orderly liquidation program, Rawlings said.

General Mills manufactures flour, breakfast cereals, electronic products, and chemicals, and also processes oilseeds. On Feb. 28 the milling firm announced it was discontinuing broiler and turkey contract growing and suspending the financing of turkey production. At that time, 6 mills were reported closing. "Prices of broilers and turkeys" said Rawlings, "have

been below cost of production. As a result, our own poultry growing operations have been unprofitable and our customer business also has suffered as bad-debt losses have climbed. It does not appear that the feed division can be geared to a proper return on investment in the near future."

General Mills entered the formula feed field in 1929 when it bought the Larrow Milling Co., Detroit. The firm's "Larro" brand has been sold nationally since then.

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### DO YOU KNOW

The rotary hoe, an invention of 1890, got into commercial production about 1912. Later it was learned that the tool worked best at high speed behind the tractor, breaking up soil crust and killing young weeds.

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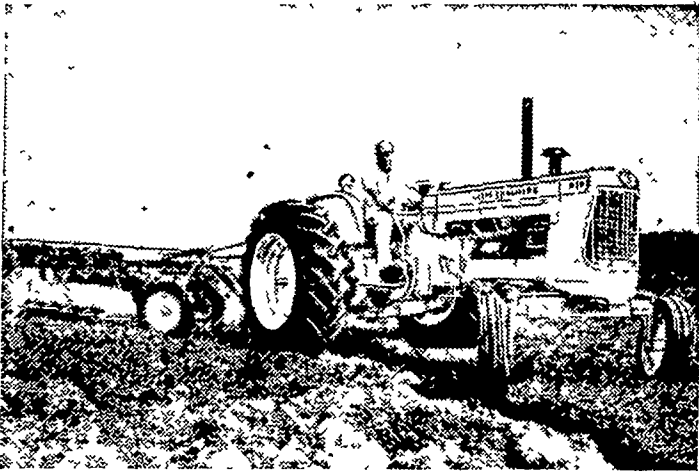
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## Who will break his yield record in tomato production this year?

A grower broke his yield barrier in tomato production last year when he grew 49.3 tons per acre. His high yield resulted from feeding the plants ORTHO 14-14-14 in an accelerated fertilizing program. He netted \$904 per acre after paying his investment in fertilizer.

Compare his fertilization experience with your own. His previous feeding program called for a sidedress application of 500 pounds of 14-14-14 to the acre. The ranch then produced 35 tons per acre for a net return of \$571.

This yield barrier was broken when he switched to this simple, stepped-up plant feeding program: The sidedress application was increased to 700 pounds of ORTHO 14-14-14 per acre. The crop was harvested with the following result. Each acre produced 49.3 tons of tomatoes. Despite the higher investment in fertilizer, he earned an extra \$333 per acre under the ORTHO "Break the Yield Barrier Program."

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