

Top Producer Uses "Na-Churs" Liquid Fertilizer



Lewis Steger, R. D. 1, Locke, N. Y., reports — "Have used "Na-Churs" Liquid Fertilizer now for 3 years. My Dad says that we have had the best crops since we went on the "Na-Churs" Program. We especially like the way "Na-Churs" really gets your crop off to a good, healthy start, and the bigger yields that we get. Using "Na-Churs" Liquid Fertilizer in the row at planting time is a lot easier — it sure gets the crops away — and I like the bigger yields!"

● Egg Retailing

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An often asked question is, "Can I receive more for my eggs if I perform more of the marketing services by selling eggs to retailers or consumers?" Yes, you can get more for your eggs if you retail, BUT you may NOT increase net profit. As a matter of fact you may end up with LESS profit than when sell-

ing eggs to a wholesaler.

All too often, when deciding to change methods of marketing eggs, analysis of costs and potential profits is not complete. The decision may be based on the hope of selling more grade A eggs. It may be based on the thought that the job can be done cheaper on the farm because there are no assembly costs — or because eggs come direct from the farm they will be of better quality and will be preferred by homemakers. For a particular situation, none of these conditions may hold.

Unless a thorough analysis of costs, factors affecting costs and potential returns is made, one could be disillusioned and disappointed. Once the investment has been made in building and equipment for cleaning, grading, packing and delivering, it may be too late to turn back. All costs do not show up in the financial statements or budgets. Lower average price per dozen, than anticipated or budgeted in relation to a specific market, could be considered a hidden cost.

All too often when an analysis is made of the anticipated costs of candling,

cartoning and delivering eggs, budgeted expenses are divided by the total number of eggs marketed. This would be OK if all eggs were sold as candled and cartoned eggs or the prices received for all other eggs were high enough to cover marketing costs budgeted for cartoned eggs.

Factors to consider which affect costs and/or average returns for eggs are:

What proportion of the volume would be sold as cartoned eggs?

How are eggs which are not cartoned sold?

Are satisfactory markets available for undergrades and smaller sizes?

What percent of the total volume will be loss eggs?

Can you produce sufficient volume to meet peak needs or will you need to buy eggs to meet these needs?

How will surplus eggs be marketed and at what prices?

What will it cost to perform the services formerly provided by the dealer?

How many outlets of the desired type are available?

*Will competition for markets result in lower prices than anticipated?

*Will maintaining multiple ages of layers on the premises result in reduced production and higher production costs?

*Will devoting time to marketing mean insufficient time spent on production?

*What will be the cost of increased credit and investment needs?

How much will bad debts add to costs?

If higher costs are incurred, can higher prices be obtained to offset expenses?

These are not necessarily all the hidden costs, but there are many facets of the marketing program to consider. If you are considering a change, analyze the potential carefully. Remember — determining which alternative will return the most profit is not easy. It is necessary to consider both production and marketing when making the analysis. Each producer's situation is different. Work out the analysis for your particular situation.

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