

Commission On Food Marketing Recommends Agr. Market Changes

The head of the meats and poultry study for the National Commission on Food Marketing told several hundred cattle producers recently that emerging changes in the marketing of cattle and beef in the United States require agricultural analysts "to borrow some tools from analysts of industrial markets."

In a luncheon speech before the Third Coordinated Beef Improvement Conference of the American National Cattlemen's Association at Texas A & M University, Dr. Paul L. Farris of the Commission staff said "the farmer's business is becoming increasingly interwoven with the business of the marketing system."

As nonfarm business and industry methods replace traditional marketing patterns of farmers, he added, "it will be more and more necessary to examine the various kinds and intricacies of market relationships among processing and distributing firms, and between these firms and farmers, in order to identify problems accurately and to set forth realistic alternative solutions in the agricultural economy."

Dr. Farris said that his study of the marketing of meats and poultry between farm gate and supermarket checkout counter shows that all Americans, and particularly farmers and consumers, are affected by the dramatic changes taking place in food marketing.

Pointing out that forces causing these changes originate in the economy's marketing sector, Dr. Farris explained:

"Large scale organizations create new procurement and distribution patterns. There are increasing pressures and incentives to standardize product quality and to gear large and regular volumes of supplies to particular market outlets.

"We are unable to say what new forms or dimensions the system will include," he went on, "but the development of the marketing system for cattle and beef is not predetermined and can be shaped and guided by conscious effort."

"I think it is safe to say," he added to the cattlemen, "that the cattle industry does

not intend to observe passively developments affecting it so profoundly."

Dr. Farris cited technological advances, such as computers and improved transportation, as leading to the elimination of some traditional marketing functions. He also said that it is increasingly important for a producer to have a specific sales outlet before making production decisions.

"Without it, market uncertainties are too great. Once production is undertaken," he added, "a producer is relatively dependent on the selling arrangements he has made."

A fossil is defined as some evidence of plant or animal life preserved in rock.

"Honey Queen" Girls To Register By Aug. 1

The Pennsylvania Beekeepers Association announces the 1965-1966 Pennsylvania Honey Queen Contest to girls between the ages of 17-22. The girl does not have to be a beekeeper but must be sponsored by a beekeeper, a 4-H Bee Club, a County Association, or a Commercial Beekeeper.

The contestant should register as soon as possible with the Chairman of the State Honey Queen Committee, Mrs. Edwin J. Anderson, 307 South Garner Street, State College, Pa., who will furnish further details of the rules of the contest and the brochure to be prepared by each contestant.

The queen promotes the use of honey and makes appearances throughout the state on behalf of the honey industry.

The present State Honey Queen, Miss Joyce Conklin,

Sec. Bull Says Added Drought Relief Needed

Grain shortages on drought area farms emphasize an urgent need for added drought relief if "dairy and livestock operations are to survive," State Secretary of Agriculture Leland H. Bull declared this week.

Thirty-three counties have been granted hay and grazing privileges by the U.S. Department

Milesburg, Pa., will crown the new queen at the Pennsylvania Beekeepers Annual Picnic at Cook's Forest, west of Tionesta, Pa. on August 21, 1965. All contestants, however, must be registered and have their brochures in the hands of Mrs. Anderson by August 1, the closing date set for the entries.

ment of Agriculture on diverted acres. "This added forage has been a real help, but these same farmers also urgently need feed grain," Secretary Bull declared. He added that any recommendation for feed grain by the state USDA disaster committee would get his immediate support.

Drought relief requests, he explained, originate within the counties and, if recommended by county and state disaster boards, are forwarded to Governor William W. Scranton for his approval and certification to USDA. Hay and grazing requests from eight additional counties have been certified by the Governor and are awaiting final action in Washington.

Feed grain relief makes Commodity Credit Corporation corn available to farmers at seventy-five per cent of market price. Thirty-six Pennsylvania counties shared in this program over winter until June 15 because of 1964 drought-induced crop shortages.

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