

Poultry Industry In The Northeast Is Challenged

HARRISBURG, Pa. — A bold, imaginative program of industry improvement and expansion can put poultrymen from the Northeastern United States back in their former position at the head of the nation.

That is what Kenneth Hood, assistant secretary and commodity division director of the American Farm Bureau Federation, told members of the Northeast Poultry Producers Council (NEPPCO) on Tuesday.

Delivering the keynote address at NEPPCO's 28th Exposition and Convention in the Farm Show Building, Hood challenged poultrymen from a 14-state area to believe completely in their product and their ability to provide better service to the world's biggest market.

Using a series of eight charts Hood showed that the Northeast has declined steadily in the last decade from its position as No. 1 poultry and egg producer for the nation.

The Farm Bureau representative also urged farmers in the Northeast to resist with all their might government attempts to establish a quota control system for the poultry industry.

"A quota system based on recent history would freeze individual poultrymen and the whole Northeast into a rigid pattern that would permit neither change nor expansion," Hood said. "If you are going to grow, you must resist legislation which would nail you down where you are."

In summarizing the main points of his suggested program, Hood said, "Exploit your advantage of nearness to market to the fullest. You can furnish services which outside competitors can't touch—such as store door delivery and fill-in orders with fast delivery."

"Develop the large and growing institutional markets in the area. There may be opportunities to expand contract marketing with tight qualifications on quality, size, volume and time of delivery."

Since the Northeast is a deficit area many egg buyers have procurement problems . . . which can possibly be alleviated by contracting with large individual producers, farmer cooperatives or proprietary concerns for what they want when they want it."

The agriculture administrator urged farmers to develop more effective ways of handling surplus eggs, noting that "too many eggs head for the big markets without a home. There is too little coordination of shipments and information on what is being shipped," he added.

MODERN TRANSIT

Pennsylvania moved rapidly into the age of modern urban transit in the early 1900's. The horseless carriage created close contact between city and country but the urban community expanded most with the growth of the streetcar. By 1901 there were over two thousand miles of trolley track in the state. For the first time the working population could live at a distance from the commercial district, and thus residential and suburban areas grew in prominence.

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