

Banker Says All Delmarva Poultry Could Be Marketed Under One Label

A marketing organization for all Delmarva poultry could apply industrial concepts and set quality controls, said a banker at a regional poultry meeting and short course last week in Salisbury, Md.

Willis Hancock of the Southern National Bank, Lumberton, N.C. told more than 150 poultry industry representatives and growers that he believes the Delmarva Peninsula would benefit from setting goals and organizing to market the entire poultry production through one organization. He added, "At present all the broilers on Delmarva are marketed by about 12 companies."

One organization could establish quality controls and regulate production on the same basis as industry does. He cited one large hog raising

corporation organized and managed by his bank. He said this corporation is successful because it has a large enough volume to be able to bargain in the market place. He said he believes that the corporation principle is a sound way to finance agricultural production.

"One deterrent to farm financing is the rapid ups and downs in agricultural prices," he said. "But a corporation can borrow capital and put it where it will return the most income."

He added, "The cost of credit has continued to rise just as the cost of equipment and labor has risen — and I don't see much change in the future."

Marketing Association
"We are here to stay," said Dr. Kenneth Hood of the American Agricultural Marketing Association.

"We are not out to wreck any existing organization. We are going to be fair, but we are going to be firm," he added.

In explaining the Farm Bureau's Broiler Program, he said the marketing organization will help growers negotiate new contracts and help them understand present contracts.

He said the Farm Bureau believes it is impossible to "corner any phase of agricultural production", because of imports, substitutes, other agricultural products and consumer preferences. "Rather, we believe there is merit in contracting ahead and gearing production to meet the need."

He added, "A bargaining organization can do only two things: get the best price possible by knowing as much as those on the other side of the bargaining table, and help growers earn more by producing better quality more efficiently."

Packers & Stockyards Act
James Tuggle, chief of the Poultry Branch, Packers and Stockyards section U.S. Department of Agriculture, said a very small percentage of the complaints reaching his office result in formal action.

Since 1962 his office has issued only eight formal complaints. Five of these came, he said, from farmers complaining against integrators while the other three were from integrators complaining against others.

The farmer complaints were failure to pay the agreed price, failure to remit proceeds to consignors, inaccurate and false accounting on weights and payment, and boycotting of farmers by integrators because the farmer joined marketing organizations.

The integrator complaints

were for unjustified rejections by a chain store, false and inaccurate records under a contract and predatory pricing (prices below costs to drive out competition).

All but one of these complaints resulted in a "cease and desist order" from the courts.

He said the Secretary of Agriculture last fall announced a five point program for the poultry industry:

1. The P. and S. recognizes the problem and will meet with poultry organizations including farmer groups.

2. The P. and S. will immediately investigate all complaints of boycotting because of belonging to any organization.

3. The P. and S. will conduct random audits of integrators' contracts.

4. The P. and S. will give immediate attention to any complaints of unfair competitive practices.

5. Formation of a poultry advisory committee to work with the P. and S.

Stokes Homan of Esham Farms, Inc., Parsonburg, Md., told about his committee's plan for a broiler Placement Zoning program.

This system would set target dates for placement of chicks in a geographic area so that all chickens in the zone would be of the same age. The theory is that younger chicks would not be likely to pick up diseases if there were no older broilers in the area.

He said the disease problem was so bad on Chincoteague Island that some companies were thinking about "quitting". But after the storm and flood in 1962 rot a chicken was left alive on the island. After this forced "depopulation" and sea water sterilization of all poultry houses, "Chincoteague produced the best broilers ever for about three cycles."



MAKE EACH HOG YOU RAISE

MAKE MONEY!

RED ROSE SWINE FEEDS will produce the results you expect. Call your dealer. Order what you need . . . and place good feeding on your farm.

PIG PRE-STARTER PELLETS

Pigs accept them early. Contain sugar concentrates and high levels of antibiotics.

PIG STARTER PELLETS

Supplement the sows milk.

PIG & SOW MEAL

Meets the exacting nutritional requirements during late gestation.

PORKMAKER

Complete . . . balanced . . . for finishing hogs.

40% HOG SUPPLEMENT

Mix with your grains for that "nutritional balance".

- | | |
|--------------------------------------------------------------------------|----------------------------------------------------------|
| Walter Binkley & Son
Lititz | Martin's Feed Mill, Inc.
R. D. 3, Ephrata, Pa. |
| Brown & Rea, Inc.
Atglen | Mountville Feed Service
Mountville |
| Elverson Supply Co.
Elverson | Musser Farms, Inc.
Columbia |
| Henry E. Garber
R. D. 1, Elizabethtown, Pa. | Musser's Mill
The Buck |
| L. T. Geib Estate
Manheim | Chas. E. Sauder & Sons
Terre Hill |
| I. B. Graybill & Son
Refton Strasburg | Ammon E. Shelly
Lititz |
| E. Musser Heisey & Son
R. D. #2, Mt. Joy, Pa. | L. M. Snively
Lititz |
| Heistand Bros.
Elizabethtown | E. P. Spotts, Inc.
Honey Brook |
| A. L. Herr & Bro.
Quarryville | H. M. Stauffer & Sons, Inc.
Witmer |
| David B. Hurst
Bowmansville | |

Royster BONANZA

GET CORN STARTED RIGHT WITH 8-24-8 BONANZA

Guarantees All Essential Plant Foods

- Nitrogen
- Calcium
- Copper
- Molybdenum
- Phosphorus
- Sulfur
- Iron
- Zinc
- Potash
- Magnesium
- Boron
- Manganese

KIRKWOOD FEED and GRAIN

Kirkwood, Pa.

Ph. 529-2132

Don't plant for the BIRDS!

See us now for



Crows, blackbirds, pheasants — any bird that steals seed won't come back a second time for seed treated with ORTHO Bird Repellent. They spit it out and fly away. It's easy to get this kind of protection for your seed. All you do is pour this repellent right in with the seed in your planter box.

Actually, you're getting more than bird protection with this product. The full name is ORTHO Bird Repellent and Seed Protectant. It also contains an insecticide to control soil insects such as wireworms, seed corn maggots and corn rootworm. And a fungicide for extra protection against diseases like seedling blight, damp-off, and seed decay.

This is the only bird repellent that combines all these protections. So this year, don't plant for the birds. When you get your seed, ask us for ORTHO Bird Repellent.



P. L. ROHRER & BRO., INC.

Smoketown, Pa.

397-3539

TM Reg U.S. Pat. off: ORTHO, on all Chemicals, Read Directions And Cautions Before Use.