

● Local Farmers

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taking place," Keating said.

The Farm Bureau official was speaking to a group of livestock producers at a Pennsylvania Farmers Association Livestock Conference in Dillsburg. Attending from Lancaster county were Clyde Wivell, Marietta R1; James Garber, Mt. Joy R2; Joe Hess, Mt. Joy R1; Roger Thome, Elizabethtown R3; John Henkel, Strasburg R1; Harold Hess, Intercourse; J. Robert Musser, Wheatland School Rd.; Lane Harold Rohrer, Book Rd., Lancaster.

"Farm Bureau has a long history of working to improve the marketing position of farmers and ranchers. In fact, history shows that one of the first things the American Farm Bureau Federation did following its formation in 1919 was to study the livestock marketing system.

As a result of this early action the Farm Bureau played a major role in the establishment of most cooperative livestock marketing agencies. Some are direct affiliates of state Farm Bureaus.

"Because of the dramatic changes that have taken place in livestock marketing in recent years the American Farm Bureau Federation, at the request of and in cooperation with 36 state Farm Bureaus, has conducted extensive livestock marketing studies over the past three years," Keating said.

A large cross section of producers, feeders and grant university personnel, packers, retailers and market agency representatives were contacted. Hundreds of producers were also contacted by county Farm Bureaus in several states. In addition all recent major land grant university and USDA livestock marketing research reports were reviewed to determine

1 How livestock is being marketed.

2 What, if anything, might be done to meet the changes taking place."

These studies show that times are definitely changing — production — marketing and distribution are changing." Both large and small producers and feeders contacted indicated an interest in accomplishing several major marketing objectives.

1 Effectively meet the movement toward direct marketing, contracting and vertical integration.

2 Exert more influence on terms of sale including price received for products marketed.

3 Analyze and adjust production to meet the increase in specification buying of retailers.

4 Work together in the development and support of meaningful marketing services.

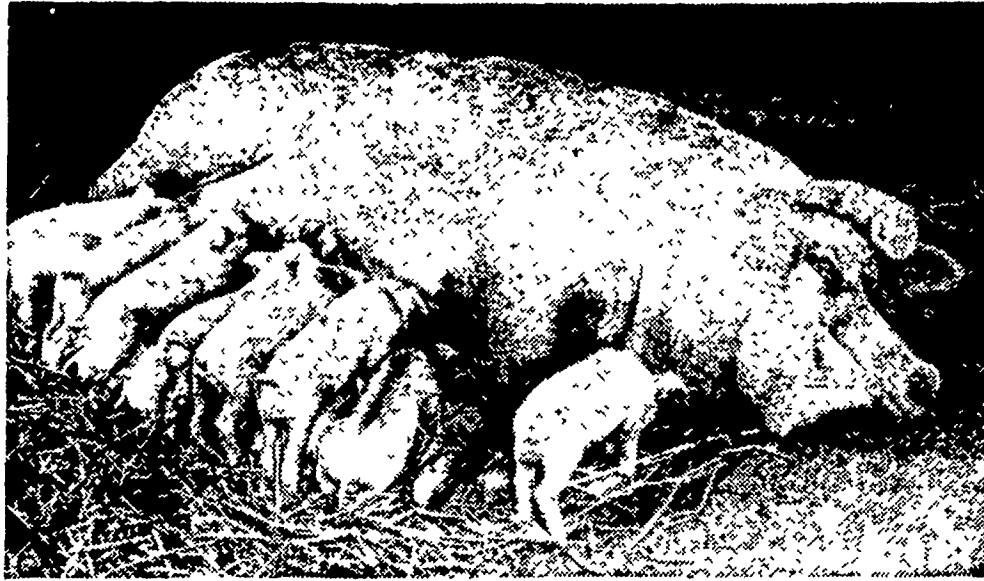
"Marketing day needs to be one of the important days on a farm or ranch," Keating concluded.

Farm Bureau will continue to support the traditional system of marketing livestock when ever and where ever it effectively serves the marketing needs of Farm Bureau members. Keating stated "However, since a high percentage in particularly finished livestock in many states is now moving direct from producer to packer, the organization feels it also has a responsibility to serve these sellers, both large and small, most of which are Farm Bureau members.

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Feed Per Lbs. Of Gain During This Period

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