

**Management**  
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to correct rapid problem identification with the producer. If any one of these is not functioning, it or he ought to be changed to function properly. Many problems still have no answers but a systematic approach to a solution helps solve the ones that can be solved.

One poultryman seems to use poor pullets, moldy feed, poor equipment and an inferior marketing system. Another poultryman shows an intense interest in the quality as well as the quantity of product or service he buys. This intense interest is magnified in all those who do business with him so that he is continually up-grading the farm into high quality products, high volume output per bird and good service at a reasonable price. Evaluation of goods and services can only be properly done with the right informa-

tion. Thus, a complete filing system is vitally important to a manager.

One poultryman constantly markets thru a firm, the manager of which he has little or no communication with, while another poultryman constantly analyzes his marketing system and executes necessary changes in egg quality, in egg production, and in egg handling, processing or marketing, to realize the highest net income with the most effective total farm labor force effort. Time on a successful poultry farm is always the good manager's ally. Time should not be something a manager is always out of. Wise time use and planning is a must.

One poultryman uses shotgun treatments for ailments that never are identified while another poultryman constantly observes bird performance and examines sick birds to MAXIMIZE BIRD HEALTH. An unhealthy flock seldom if ever sets new production or financial records. The younger a pullet is when the ailment is found and identified the more chance you have of a complete cure.

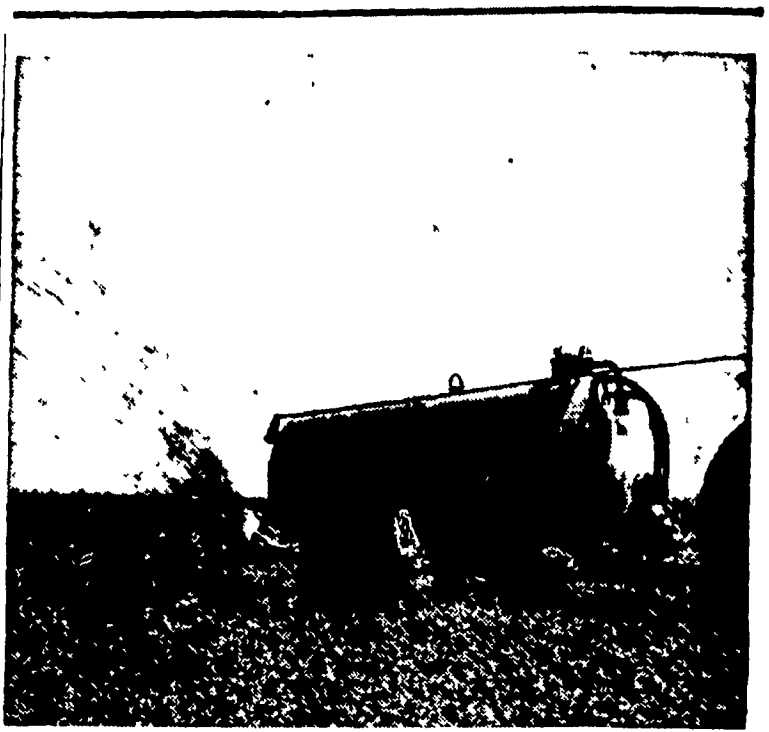
There is good fortune or luck involved in good management.

However, we can say management is the combination of the functions of planning, organizing, directing and supervising of an enterprise, interest, or project to achieve specific objectives.

Poultry farm management involves correct decision making using all applicable facts and experiences then implementing the decision to create a constructive outcome for the farm. If you do not have a complete filing system, record keeping system or management system, improve it now.

Beyond all of this there is the manager who must be prepared to handle ANY situation that may arise. So we must have good people who have the management know-how. With real able managers the poultry farm will have a much better chance to succeed. Self taught or educated, management training is a continuous process for the one who makes the decision on your poultry farm.

If a billion dollar bills were placed one on top of another the pile would be over 59 miles high. In terms of wages, if a man worked 40 hours a week, 50 weeks a year, at \$5 an hour, it would take him 100,000 years to earn a billion dollars.



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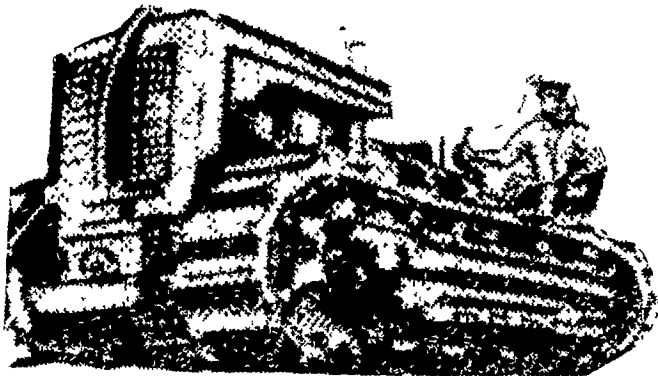
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