

## Bruise Damage In Broilers Studied

Improved broiler houses and equipment and better handling procedures could cut bruise damage losses in the broiler industry, the U S Department of Agriculture reports

Cooperative studies by USDA's Agricultural Research Service and the Georgia College of Agriculture Experiment Stations, Athens, showed that the broiler industry is losing about \$49 million a year because of bruises that have to be trimmed from chickens during processing. The studies were part of a broad program to improve the industry's live broiler handling operations.

In experiments to find the exact sources and extent of bruising

in the chickens before processing at poultry plants, the researchers found that about 20 percent of the birds handled by a commercial crew were sufficiently bruised to require trimming. Of these, 58 percent were bruised before pickup on the farm.

By pinpointing the causes of bruise damage, researchers will be able to develop better equipment and handling techniques to reduce losses.

Complete results of the studies are contained in a 10-page report prepared by ARS agricultural engineer Albert D. Shackelford, industrial engineer Rex E. Childs, and marketing specialist John A. Hamann.

Single free copies of the publication, ARS 52-47, "Determination of Bruise Rates in Broilers Before and After Handling by Live Bird Pickup Crews," may be obtained from the Transportation and Facilities Research Division, ARS, USDA, Federal Center Building, Hyattsville, Md. 20782. Please use zip codes.

### Advertising Is Key To Ag-Lime Sales Program

Product awareness through proper advertising is essential when developing a profitable sales program for agricultural lime, an Extension agronomist at The Pennsylvania State University said last week during a conference in Minneapolis, Minn.

James H. Eakin, speaking at the Annual Limestone and Plant Nutrient Short Course at the University of Minnesota, pointed out that when promoting ag-lime the aim must be to create a healthy attitude for your product in the minds of your customers.

"You may possibly have the finest ag-lime in your state, but if your potential buyers aren't aware of your product it doesn't really exist," Eakin told the short course participants.

Those in business today, he added, must let others know they are in business if they have hopes for success. We have too many ag-lime producers who expect the product to sell itself.

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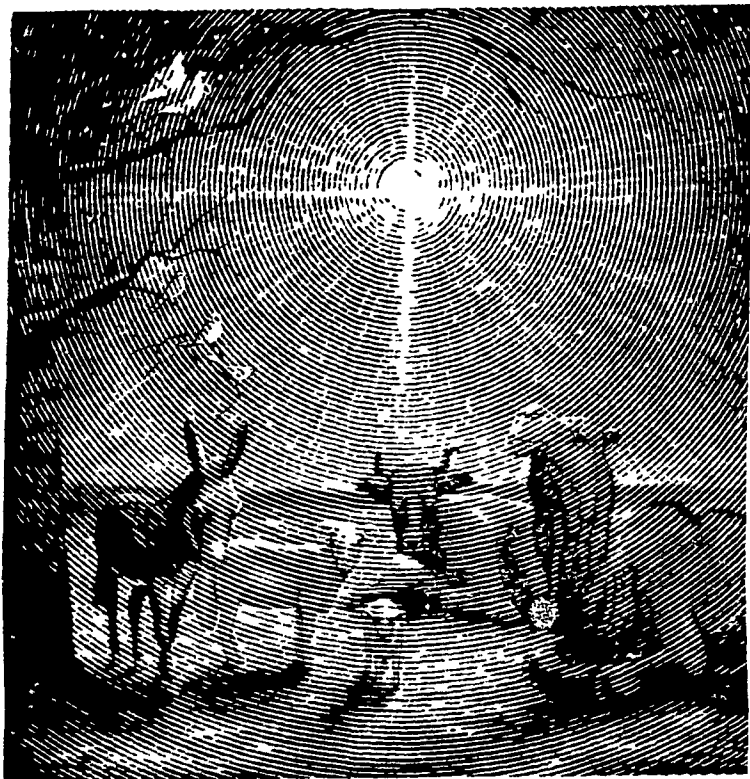
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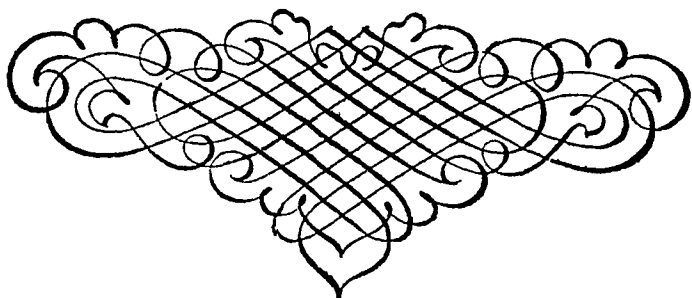
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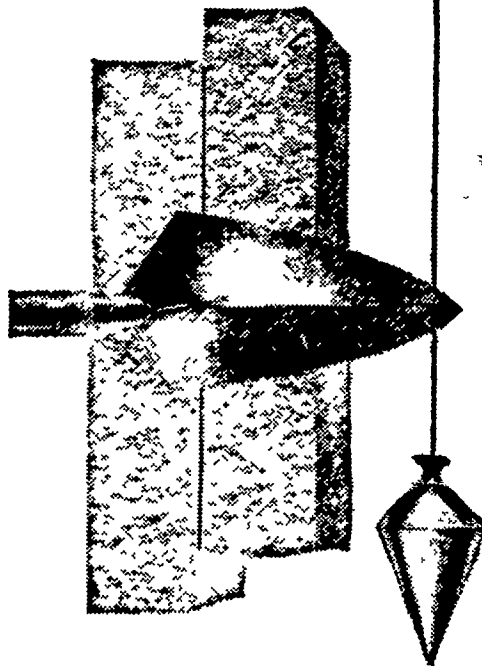
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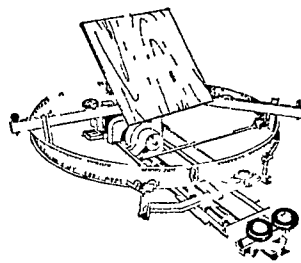
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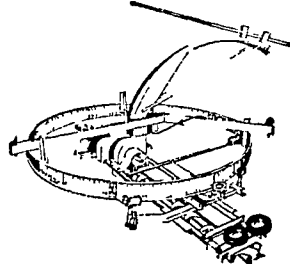
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