

Keep Broiler Increase Small

In its Broiler Marketing Guide for the third quarter of 1970, the U.S. Department of Agriculture recommends a moderate increase in broiler marketings over the same period in the previous year. The Guide recommends that egg setting to result in broilers for July-September slaughter not exceed last year by more than 7 per cent. It also recommends that the increase in pullet placements in hatchery supply flocks not exceed 45 per cent.

The Broiler Marketing Guide, published by USDA's Consumer and Marketing Service, is aimed at aiding both the broiler industry and consumers by recommending a level of production which will result in fairly stable and reasonable prices.

USDA economists expect the demand for broilers will remain strong during July-September 1970, but the increase in demand will not be as great as the unusually favorable situation seen in 1969. Consequently, USDA recommends only a moderate increase of 7 per cent in broiler egg settings. This is an increase about half as large as during January 1970.

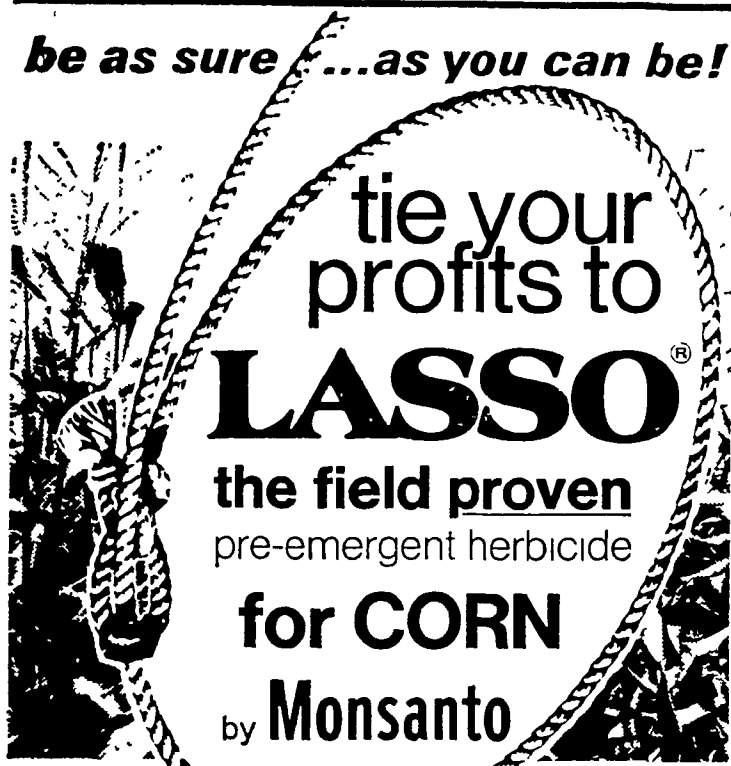
The broiler hatchery supply flock is gradually being reduced and will soon be leveling off at 5 to 6 per cent above 1969. Since this is near the long term growth pattern of the industry, USDA recommends an increase of 45 per cent for pullet placements during July-September 1970.

Complete details of these recommendations are contained in the "Broiler Marketing Guide-Third Quarter 1970," which will be available in about three weeks from The Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

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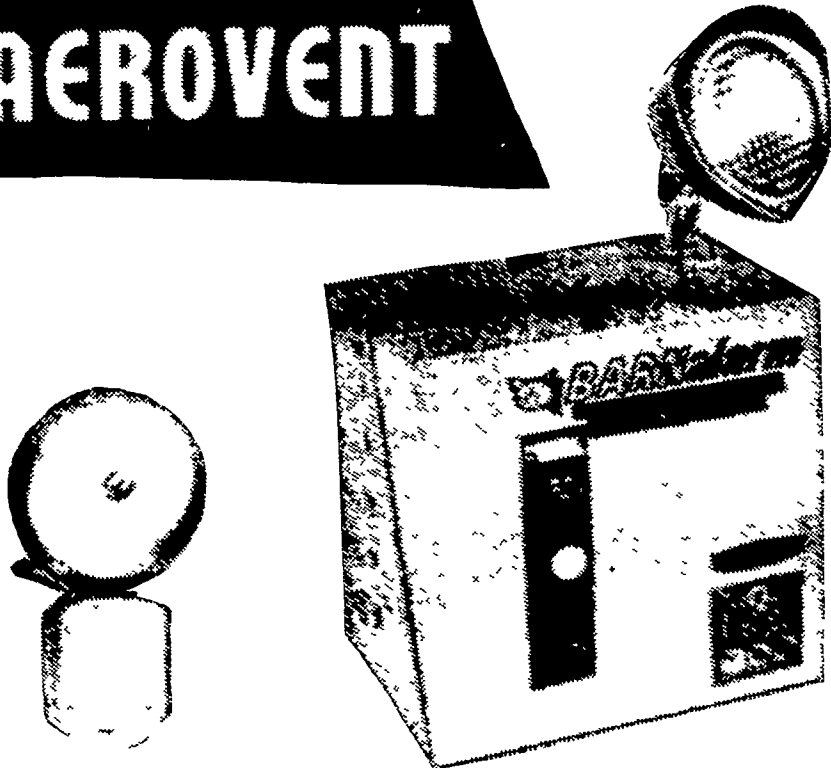
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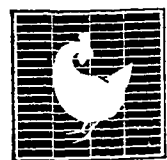
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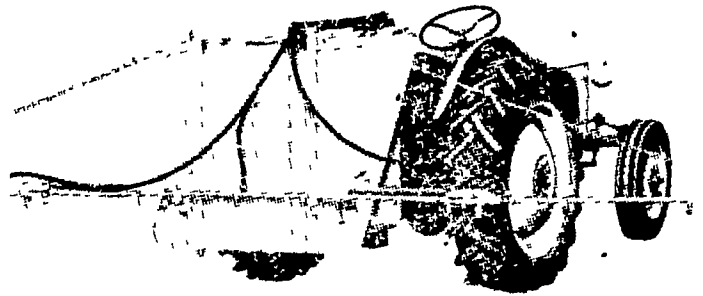
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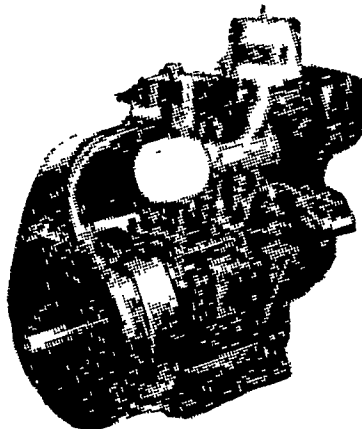
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