

Farmers Cautioned to Keep Broiler, Turkey Output Down

A. Kermit Birth, Penn State marketing specialist, recently prepared the following report on the broiler and turkey outlook:

The caution flag is out for both broiler and turkey producers. Both are being urged to bring production in line with demand to avoid receiving disappointing prices.

Broiler chick placements have been averaging below a year ago since the end of August 1970, yet prices continue below a year earlier.

Increased pork supplies have made inroads into poultry meat sales. Pork supplies are expected to average well above those of a year earlier through the first half of 1971.

Changes in factors which affect demand for poultry meat such as changes in red meat supplies and prices must be considered when analyzing future potential for sales of poultry products. In the first quarter of 1970 high prices of red meats strengthened demand for broilers. In the first quarter of this year the opposite is likely to occur.

Another consideration is the effect the economic situation will have on the fast food and/or take-home food service. This has been and continues to be an important market for poultry meat.

As competition from other foods which are being featured by the fast food industry increases, poultry product sales may increase less than those of other foods. More unemployed persons plus less overtime as compared to a year earlier will tend to reduce sales of take-home foods, at least for the first quarter of the year.

As we travel about the country, we cannot help but be amazed at the number and

variety of fast food businesses and the foods featured other than chicken. How much can one expect sales of poultry products to increase in the fast food market? It is not likely to continue at the phenomenal growth rate of the past decade.

On the other hand, development of convenience poultry items for quick meals at home will continue to gain in importance and account for an increasing proportion of poultry production. But will these add to total sales or displace other forms of poultry meat.

Increasing per capita consumption will be more impor-

tant for expansion than increases in the human population from year to year. Currently population in the U.S. is increasing about one per cent per year and gives indications of going lower.

Will 1971 be the first year in the history of the broiler industry that production of broilers averaged below the previous year? This may be necessary to obtain prices which will return a profit to producers.

The broiler industry can adjust rapidly because of its short production cycle. Thus, it is difficult to predict prices of broilers six months in the future with a fair degree of accuracy.

Perhaps more questions are raised here than answers given. There are many considerations when analyzing the future profitability of the broiler industry as well as that of a particular business.

Turkey Outlook

The turkey industry is being urged to employ restraint in planning this year's production. Reports of the number of turkey breeder hens on farms indicate a potential for increased production of turkeys, and breeder flock owners intentions, if carried out, indicate about a seven per cent increase over the 1970 crop. Higher cold storage holdings plus more red meats will put downward pressure on turkey meat prices.

Not only are unfavorable prices anticipated but costs will also be higher. Higher corn prices will add to other cost-increasing factors.

Costs of production for both broilers and turkeys are expected to be higher than for the past year.

PUBLIC SALE

FARM MACHINERY AND FEED

Location — 1 mile east of Fairmount, off Noble Road, 20 mile south of Lancaster, 6 mile south of Quarryville.

THURS., FEB. 4, 1971 — 11:30 A.M.

Case 800 with Case-o-matic, wide front, New Idea manure loader 501 to fit, John Deere tractor model G, Farmall H, S.C. Case with cults., 3 bottom Case 16 in. trip bottoms, John Deere 3 bottom 14 in. trailer on rubber, IHC 2 bottom trailer on rubber, Case 32 disc transport (very good), Chattanooga cultipacker, 3 sec. spring harrow, 2 sec. spike harrow, IHC 4 row cornplanter fast hitch on tool bar with fertz., IHC 2 row cornplanter, IHC cultivator for H, 7 ft. Coop mower semi-mount, New Idea Cut. Ditioner, IHC #47 baler with thrower, IHC #15 hay rake, New Idea hay-crimper, Maywath bale elevator, 3 wagons with racks 1 heavy duty wagon good beds.

CASE SP COMBINE 9 FT. WITH BIN

2 McCurdy grain bins on wagons, 16 ft. grain auger, New Idea 1 row cornpicker (less than 100 acres), Brady chopper, New Idea 201 manure spreader, New Idea 10 ft. fert. drill, 2 corn shellers 1 power, 300 gal. water tank on rubber, sprayer, Denlinger hammermill, New Holland circular saw, hay tedder, 2 grain drills Dearborn and Superior, sleigh, buckboard, old seed cleaner, 12 Standard comfort stalls, tobacco press and 4,000 lath, 1,000 tomato baskets, platform scales.

40 ton 1st, 2nd, 3rd cuttings alfalfa hay, 60 ton corn.

2 iron butchering kettles, 2 large copper kettles, dinner bell, hog trough, hay cutter, hay knife, Model A Ford parts, heavy cable.

2 silage carts rubber, 2 DeLaval milker units SS Strainer, 16 milk cans, utensil rack, 2 elec. motors 1 HP & 3 HP (good), 8-25-20 truck tires and wheels, cow chains, forks, shovels and other articles not mentioned.

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Lunch by Fulton Grange

Former Ag Secretary Bull Returns To PSU

Leland H. Bull, former Pennsylvania Secretary of Agriculture, will return to The Pennsylvania State University as Professor of Agriculture and Special Assistant to the Dean of the College of Agriculture.

Professor Bull was appointed Secretary of Agriculture by Governor William Scranton in January, 1963, and reappointed by Governor Shafer in 1967. He was Deputy Secretary of Agriculture from 1955 to 1958 in the Leader Administration and had the unique distinction of being the first person to serve a full term as Secretary after previously serving as Deputy Secretary.

In his new position, Professor Bull will provide special assistance to the College of Agriculture in the planning and conduct of educational programs in such areas as public affairs, environmental resource management, rural area development, and agribusiness expansion.

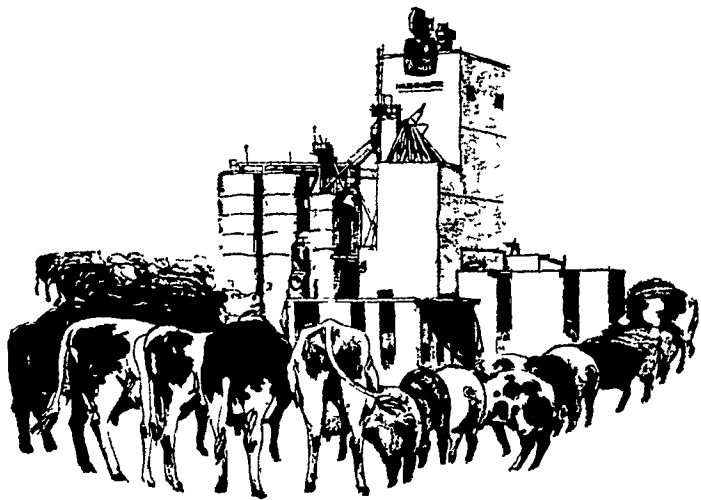
LEADERS' COUNCIL

The Lancaster County 4-H Leaders' Council will meet at 8 p.m. Thursday, Feb. 4 at the Extension Office, 1383 Arcadia Road.

Plans for the annual 4-H Leader Kick-off will be made.

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