

# U.S. Urges 5% Cutback in Broiler Numbers in 3rd Quarter

The U.S. Department of Agriculture has recommended five per cent reductions from a year earlier in the setting of eggs for broiler marketings and the placement of pullet chicks for the broiler hatchery supply flock in the third quarter of 1971.

These recommendations are made by USDA's Consumer and Marketing Service, in "Broiler Marketing Guide, Third Quarter 1971," PMG-19. The guides are issued at the request of the broiler industry to help the industry plan production and marketing schedules to meet demand prospects.

The positive factors influencing demand for broilers in the third quarter are expected to be: a pickup in economic activity and higher wage rates thereby providing increased consumer incomes. Beef production may be up a little but prices are expected to be strong. This will begin to ease the keen competition from red meats experienced by broilers for a year.

On the negative side will be the larger than a year ago pork

output and broiler prices will likely be depressed in the second quarter, which will tend to depress prices in the third quarter.

Against this prospective demand situation is an uncertain outlook for feed costs and an increase in the cost of other items of production.

In view of the prospective demand and cost situation, the five per cent reduction in eggs set for broiler marketings was recommended. This would provide a smaller per capita supply than last year, but would be slightly above that of the same period of 1969. Output of broilers at this level would be

expected to result in a nine-city average price of about 29 cents a pound during the third quarter.

The five per cent reduction in pullet chick placement for the third quarter was recommended because with continued improvement in the number of eggs set per breeder, an expect-

d sharp reduction in mortality, and higher output through the use of an effective vaccine against Marek's disease, fewer layers would provide for a modest increase in the number of broilers produced in 1972.

PMG-19, which gives details of the recommendations, will soon be available from state and county Agricultural Extension Service offices in broiler producing areas.

Copies of the guide will also be available from the Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, 26 Federal Plaza, New York, N.Y. 10007.

## McHale Asks Study of Ways To Cut Food Marketing Costs

Jim McHale, Pennsylvania Secretary of Agriculture, has challenged the Department's Research Administration Committee to study ways to distribute a greater amount of food at the same basic cost, just as the farmer has been doing for 20 years.

Secretary McHale said this effort, consistent with Governor Shapp's commitment to improve economic and social conditions in Pennsylvania, could result in two

benefits, a more realistic sharing of the consumer dollar with the producer, as well as lower prices to the consumer.

"Why is it that we expect farmers to apply findings of scientific research in a manner to insure more food at the same wholesale cost without expecting the same effort and sacrifice from those engaged in marketing?"

"How long can we expect rural people to stand for the injustice of a double set of standards?"

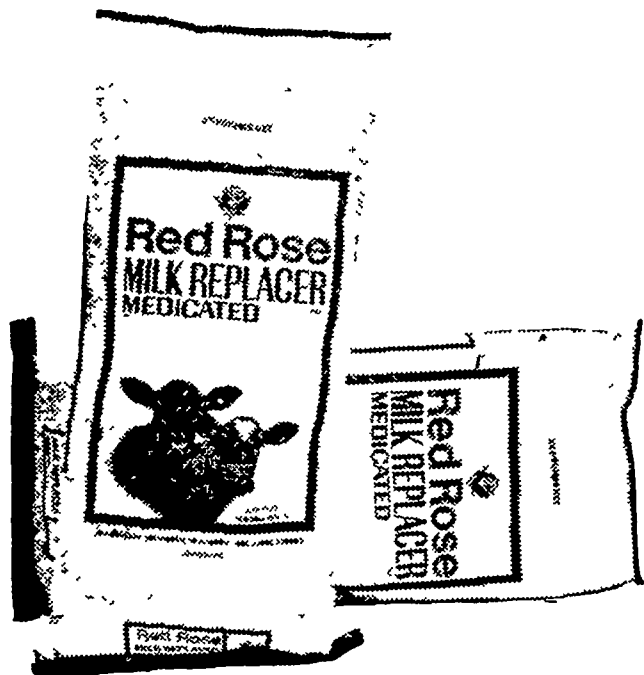
In calling for the new direction of research efforts, Secretary McHale expressed disappointment that requests for research funds presented him by the committee recently failed to encompass this problem.

Acknowledging the success of the past research efforts, which

have resulted in a continual increase in agricultural production with less labor and fewer acres, he challenged the committee to seek solutions to narrowing the margin between farm prices and the prices consumers pay.

In question is the allocation of more than \$195,000 for various research projects at Pennsylvania State University, the University of Pennsylvania, and the Delaware Valley College of Science and Agriculture.

The Research Administration Committee, mandated by the Harness Racing Act, includes representatives of the two universities, representatives of state farm organizations, the State Fair Association, Pennsylvania Department of Agriculture and representatives of the State Senate and House of Representatives.



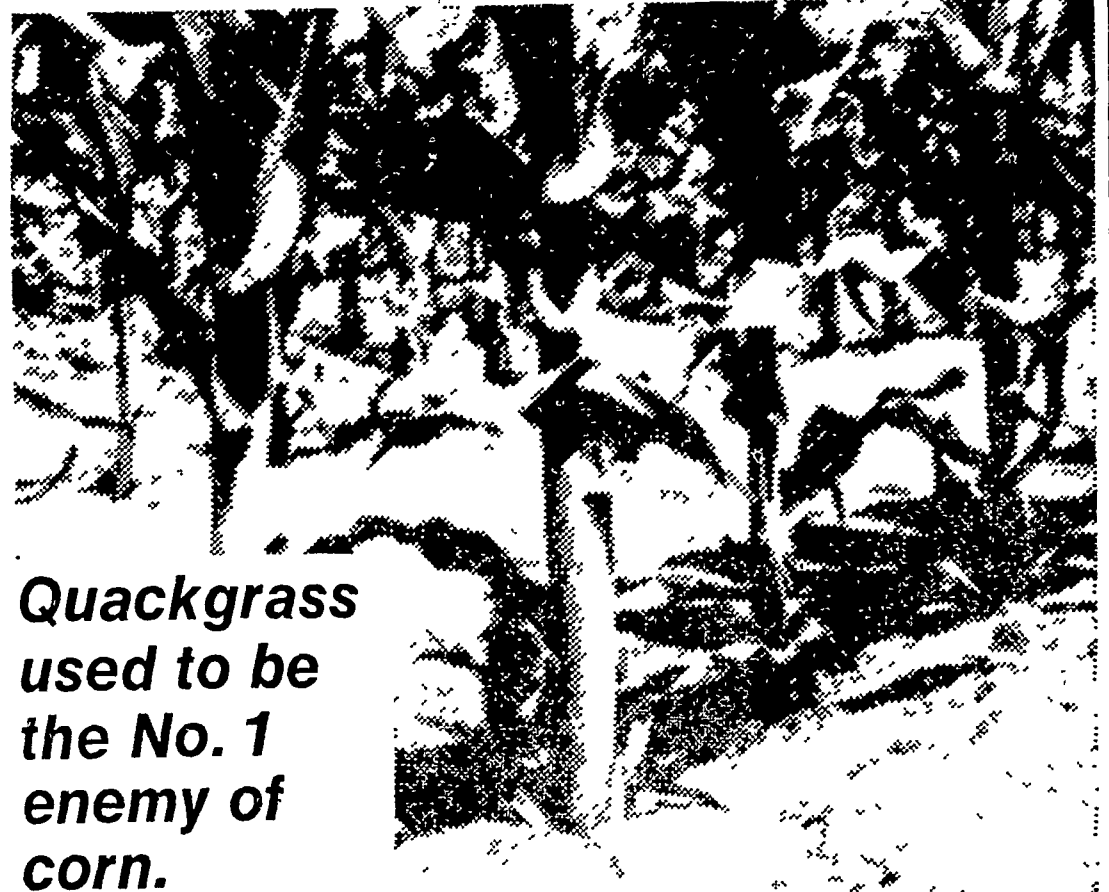
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