

**State Turkey Breeders Plan 8% More in 1971**

Pennsylvania turkey breeders contemplated crop in heavy expect to raise 2,450,000 of the breeds and the remaining 18 per cent in 1971, an increase of eight per cent from last year. On the national level, the anticipated crop will be one per cent smaller than a year ago. A Pennsylvania Crop Reporting Service survey, taken January 1, indicates that state growers will raise 82 per cent of the

breeds and the remaining 18 per cent in the light breeds, increases of 95 and 125 per cent respectively. The Service notes in its report that the number of turkeys actually raised in the Commonwealth this year may vary from the January 1 survey because of economic developments

**McHale Says 'Loss Leaders' Hurt Farmers**

The practice of selling selected items of food at less than cost to attract patrons to the food market, not only works against the farmer, but can also result in eventual loss to the

consumer as well, says State Secretary of Agriculture, Jim McHale.

What's more, this form of advertising could also be in violation of the 1941 Pennsylvania Unfair Sales Law.

McHale said that in addition to causing economic depression to the farm community by driving farm prices well below the break-even point at times, the policy of using farm commodities as bribes to get patrons into the store is a gross deception of the consumer as well.

This is particularly true of farm commodities such as eggs and poultry which are retailed to a great extent in their natural form and are among the most common of so-called "loss leaders" employed to entice patrons to shop at today's super market.

Commenting on the effect of the practice on the consumer, Pennsylvania's new Secretary of Agriculture, said the adverse effect is two-fold.

"On the one hand, mere facts of business economics dictate that if a merchant marks eggs five cents a dozen below their cost, he must in turn recover this loss through other merchandise. And he does just that — a penny here, a penny

there — until he makes up the loss

"In addition, by depressing the market through this unfair practice, considerable dislocation in the farming enterprise is caused, a resulting loss in production drives prices up, and the consumer loses again."

This, he maintained, is equally true whether the farm commodity is poultry, eggs, red meat, potatoes or any other farm product used to divert business from competitors.

"As one whose life has been so intimately related to actual farm production and marketing, I can assure you nothing has a greater demoralizing impact on the agricultural industry," he said.

Continuing, he stated, "If the 1941 Act, which prohibits the wholesale or retail sale of merchandise below its cost applies to the 'loss leader' advertising practice so common today, there is no indication that anyone has ever made any attempt in the past to enforce the law

"If we find that the law applies in this case, and that violations exist as alleged, this office will act to see that necessary legal action is initiated on behalf of Pennsylvania Agriculture and its consuming public," he concluded.

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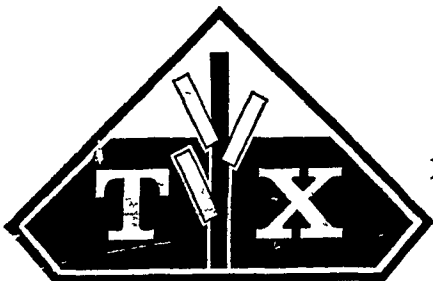
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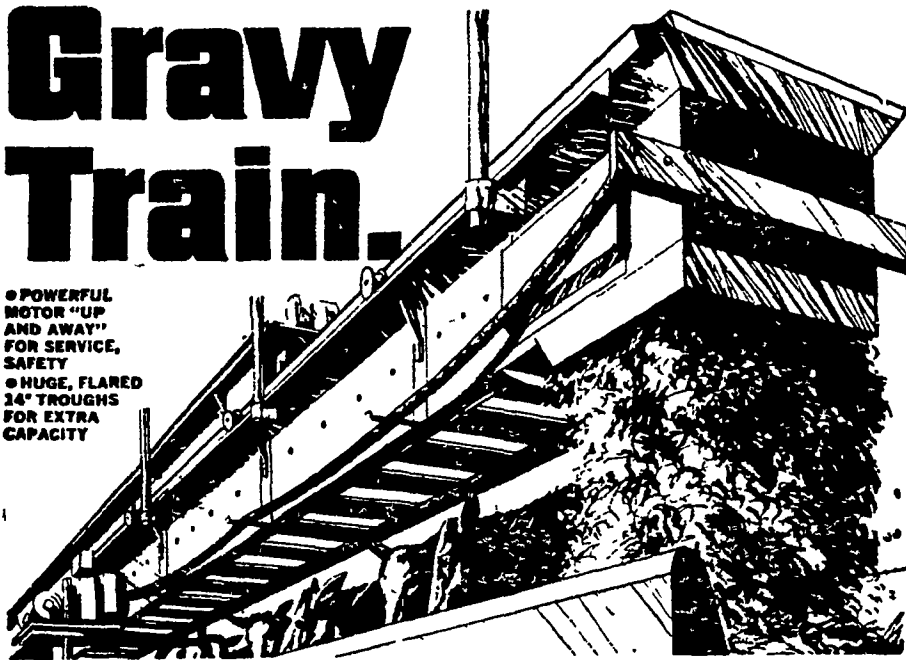
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