

# Market Together, PFA Speaker Says

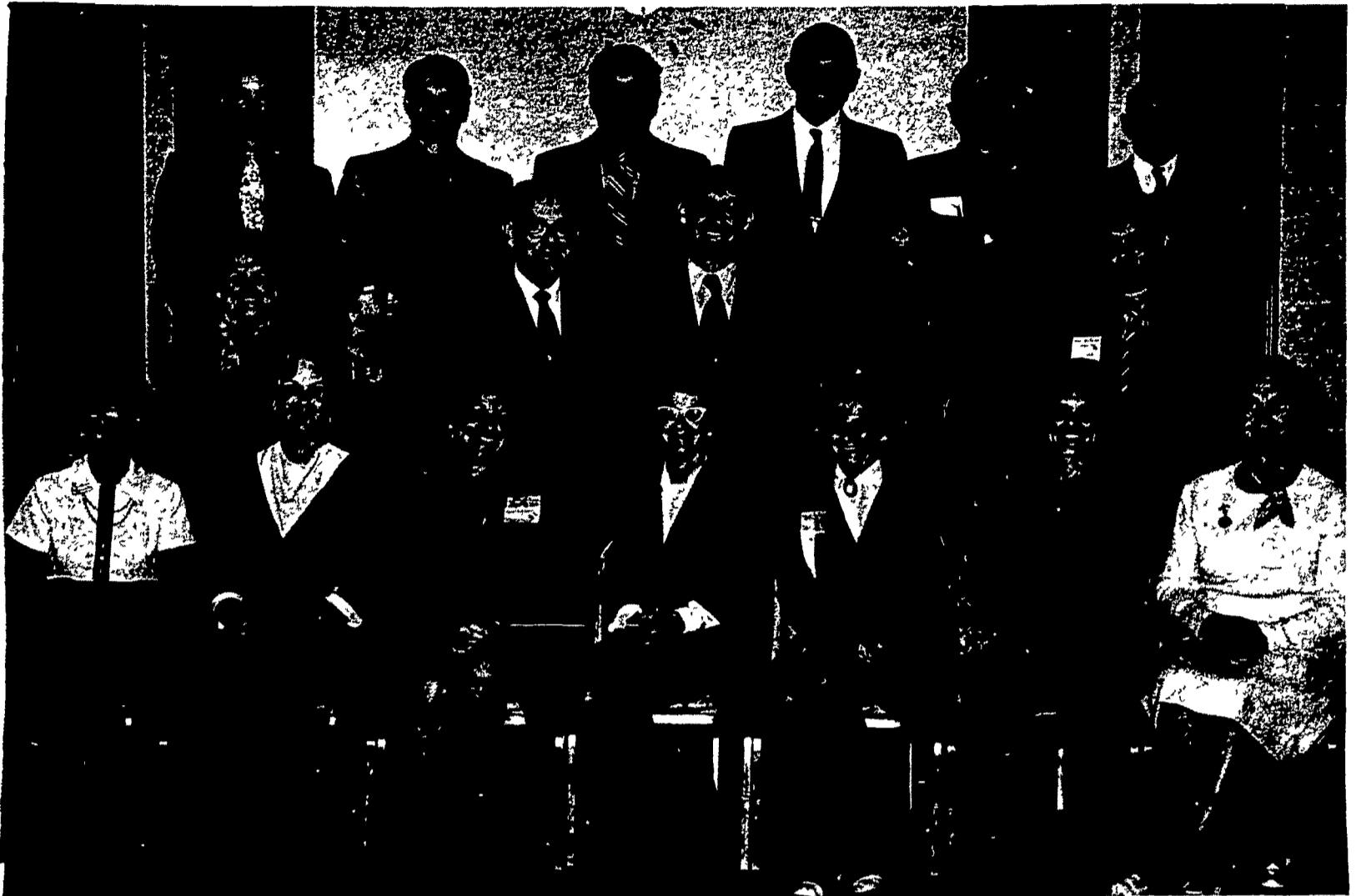
"Farmers and ranchers can meet developments in direct marketing, contract marketing and vertical integration, only if they agree to work together," Al Keating, manager, livestock operations, American Agricultural Marketing Association (AAMA) said this week in addressing participants of the Pennsylvania Agricultural Marketing Association (PACMA) annual meeting and conference at Camp Hill.

PACMA and AAMA are the marketing affiliates of the Pennsylvania Farmers' Association and the American Farm Bureau Federation, respectively. Keating predicted that the development of PACMA will be one of the key vehicles used by Pennsylvania farmers to work through in solving their future individual marketing problems.

"AAMA's entry in the livestock marketing area," Keating said, "is the result of requests for national coordination from some 35 state Farm Bureau marketing associations now offering or in the process of developing livestock marketing services designed to meet the changes taking place."

"The AAMA livestock program was initiated about two years ago, after the completion of a comprehensive three year livestock marketing study by the American Farm Bureau Federation in cooperation with 36 state Farm Bureaus."

"Currently, 20 state Farm Bureau marketing associations have entered into the AAMA Feeder Cattle Marketing Program. They are: Arizona, Arkansas, Colorado, Florida,



The Lancaster County delegation at the Pennsylvania Farmers Association convention at Camp Hill this week included: left to right, first row, Mrs. Ivan Yost, Mrs. Noah Wenger, Mrs. Helen Wivell, Mrs. James Martin, Mrs. James Garber, Mrs. Roger Thome, Mrs. Ellis

Idaho, Illinois, Indiana, Iowa, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, New Mexico, Ohio, Oklahoma,

South Carolina, Virginia, Wisconsin and Wyoming. It is expected that several more states will be involved in this

program by the end of 1971. Cattle are moving through the program in large numbers, from coast to coast, for Farm Bureau members," Keating said.

"It is also anticipated that 15 or more states will be participants in the AAMA Beef Breeding Stock and Dairy Replacement Program by the end of 1971. Twelve states are now participating and cattle are moving."

"The AAMA coordinated program for feeder cattle, for example:

- Encourages the production of the type of livestock demanded by today's market - animals that yield a high percentage of lean meat. Carcass evaluation is stressed.
- Provides uniform lots of improved animals for sale.

- Substitutes communications for handling, where possible, in moving these animals from producer to feeder to reduce costs, injury, disease, and weight loss, utilizing the state Farm Bureau marketing association and AAMA framework.
- Identifies the needs for feeder cattle in feeding areas and provides animals needed to fill these needs.

- Provides a national exchange of marketing information between producers and feeder.

"One of the coordination points for this national program is the AAMA livestock supply-demand data center, which was inaugurated on April 1, 1970. This center provides a national communications point for member state marketing associations and was established

at their request," Keating said.

"Farmers and ranchers have access to the center through their own state marketing association."

"The center's major function is to coordinate the national flow of livestock supply and demand and other up-to-date marketing information between and among member associations."

"Since April 1, 1970, information concerning several thousand head of feeder cattle, beef breeding stock and dairy replacements, which were later marketed through AAMA member associations, has been cleared through the system."

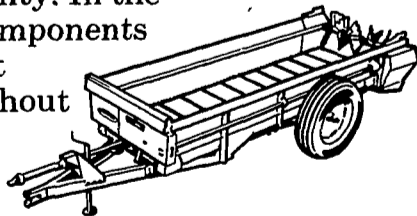
Keating said the major activities of the AAMA Livestock Program are to assist member state Farm Bureau marketing associations in the development and operation of livestock marketing services; provide marketing information to producer members; coordinate interstate and national marketing activities involving member associations; develop contracts with feedlots and processors; and to work with existing marketing agencies to improve the overall marketing of livestock.

In addition to programs for feeder cattle, beef and dairy replacements, Keating told of marketing services already being provided by several state marketing associations for slaughter cattle, slaughter hogs, slaughter lambs, and feeder pigs. "AAMA programs will be initiated for these classes of livestock as sufficient interest is indicated," he said.

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