

3 outlook

CATTLE SLAUGHTER during first half 1972 rose 1 percent over a year earlier but heavier weights and a little higher dressed yield boosted total beef output 2 percent. Fed cattle output, up 5 percent, accounted for all the increase. Cow slaughter fell 4 percent, while nonfed steer and heifer slaughter was down by about a third.

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CATTLE FEEDERS plan to market 7 percent more cattle this fall and will probably keep marketing large during the first half of the new year, too. On October 1 there were 10 percent more cattle on feed than a year earlier. Also operators had large numbers of medium weight cattle on feed that will be sold in the winter. Moderately bigger marketings next spring will likely stem from a larger feeder supply, expanded feedlot capacity, and large cattle placements this fall.

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COW SLAUGHTER hit a

record low proportion of total cattle slaughter for the first 9 months of 1972—17 percent of all cattle slaughtered in federally inspected plants, compared with the average 20 percent. Despite high cow prices, excellent feeder cattle prices encouraged stockmen to hold back cows in an effort to increase their 1973 calf crop.

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HOGAROUND . . . Farmers in 10 Corn Belt States are having 1 percent more sows farrow during June-November 1972 than a year earlier and expect to have 7 percent more sows farrow during December-February. This reverses the downtrend in production that began in early 1971 and expanded pork supplies are expected by next spring.

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PIG PRICES . . . At seven major markets barrows and gilts ran \$29 per 100 pounds in early October, up \$9 from a year earlier. And while some price weakness is developing as

slaughter reaches a seasonal high this fall, prices should run substantially ahead of 1971's October-December average of \$20. During 1973's first half hog prices should pretty much match this year's January-June average of \$25 as strong consumer demand for meat absorbs production increases.

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EGG EXPECTATIONS TOPPED . . . This year's healthier hens are laying more eggs than in 1971 due to the dramatic effects of Marek's disease vaccine. So, despite an estimated 5 percent drop in layer numbers by yearend, egg production for 1972 will likely stand very close to 1971's 71.6 billion eggs. On September 1 the Nation's layers numbered 309 million, 4 percent below a year earlier, but the rate of lay was up 2 percent and it continues to set new records despite an aging flock.

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IN EVERY POT . . . The number of broilers raised in 1972 will probably exceed last year's total of 2.9 billion by around 6 percent. Output, however, will exceed last year's 7.8 billion pounds by more than 6 percent because average broiler weights increased and condemnations were sharply lower.

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HOLIDAY BIRDS . . . A record 128 million turkeys are headed for

holiday dinner tables, 7 percent more than last year and 1 percent more than the previous high of 1967. Out put of turkey meat for the heavy September-December marketing season, which usually accounts for half the annual volume, will continue moderately above last year's total.

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MORE MILK AND BETTER PRICES mean dairy cash receipts for the year will probably hit \$7.1 billion, up about 4½ percent from 1971. Milk production, up 1½ percent during January-August on a daily average basis, looks likely to hit 120½ billion pounds for 1972. That's up from 1971's 118½ billion pounds. Prices, too, have been up—2½ percent through August over a year earlier. Averaging \$5.90 per 100 pounds through August, they may run about \$6.05 for the entire year.

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MILK CONSUMPTION, per capita, may increase this year, the first break in a long downtrend that has lasted since the mid-1950's. Last year's figure was 558 pounds per person. Steady factors include higher meat prices, aggressive dairy promotion, and relatively small increases for retail dairy products. Through August large sale gains were reported for cheese, and fluid skim and low fat milks. Butter, frozen dessert, and

cream sales gained moderately. In August retail dairy prices were less than 1 percent above a year earlier. However, larger increases may occur in the fourth quarter

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FEED . . . The feed grain supply for 1972-73 totals about 242 million tons, slightly above last year's record volume. Anticipated disappearance of around 4 percent over 1971-72 will exceed this year's crop of 193 million tons, resulting in a carryover decline next September. While supplies are ample, feed grain prices for the coming season will average stronger than in 1971-72.

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HERE AND THERE . . . Domestic feed grain use is projected to rise about 3 percent above 1971-72's 164 million tons due to more grain consuming animals (particularly cattle), continued heavy feeding rates, and a decline in wheat feeding. Exports are projected to increase 5 to 10 percent over the 27 million tons shipped abroad in 1971-72. Export totals hinge upon large sales to the U.S.S.R., Japan, and Europe, and also upon the size of spring feed crops in Argentina and Australia.

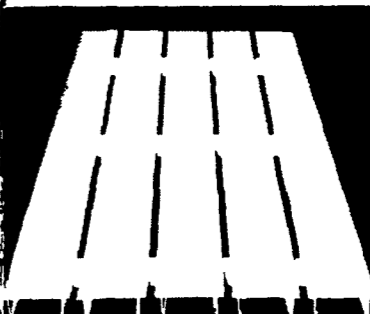
Use the Positive Approach

You can maintain discipline with your children without ever using these words: "Don't do that; stop that; quit it." James Van Horn, Extension family life specialist at The Pennsylvania State University, says the secret is to use the positive approach and transform all the don'ts into do's. For example, say "Roll the ball on the floor" rather than "Don't throw the ball." or "Hold the kitten gently," instead of "Don't squeeze the kitten." By using a negative approach you tell your child only that he has done something wrong. The positive approach, on the other hand, offers an accepted alternative that will make life more pleasant for you, your child and your family.

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