

Feed Crisis Probed At Neppco Meeting

Some 90 growers and turkey industry men from six states gathered in Gettysburg last week for the Mid-Atlantic Turkey Conference sponsored by the Northeastern Poultry Producers Council (NEPPCO) in cooperation with the Turkey Division of the Pennsylvania Poultry Federation.

Highlight of the Conference was a report by John H. Frazier, Jr., president of the National Grain & Feed Association and partner of Hennessy &

Associates, Chicago, titled, "An Overview of the Developing Feed Crisis".

"Overall, there will be no shortage of feed grain - corn, wheat, oats and barley - in 1973," Mr. Frazier declared, "but fishmeal is almost unobtainable and we do not have soybean supplies to carry us through to the new crop year starting in September. Unquestionably, this is a crisis."

He then ticked off the series of seemingly coincidental circumstances that led to the

current crisis - an accelerated demand for meat by many peoples of the world; droughts in Russia, China, India, Southeast Asia, Australia and Central Africa; almost flood conditions in the U.S. soybean producing areas; fish off the coast of Peru that disappeared; a tremendous shortage in the U.S. of not only railroad cars, but engines and train crews as well; plus the international currency realignments that favor exporting for the U.S.

All of these conditions, coming at approximately the same time, caused the crisis, he said. What they presage for the immediate future is high feed prices and a world-wide protein shortage. To counteract both, Frazier reported on Secretary Butz's recent decision to bring set-aside acres back into production and go for large crops of beans and feed grains on the risk that the U.S. could find markets for the excess production.

"I have great faith in Secretary Butz and Assistant Secretary Brunthaver," Frazier said. "I believe they will come up with changes to achieve the desired acreage. Weather, as always, is in the hands of the Almighty, but if we plant the acreage the government wants and are blessed with favorable weather, we will be more than comfortable, supply-wise. If not, or if anything else goes wrong, feed grain prices will explode upward and the crisis will continue for another year or more," he concluded.

Following Frazier to the podium was Dr. L.M. Potter of Virginia Polytechnic Institute & State University who discussed "Ingredient Substitutes for Least-Cost Turkey Feed Formulation".

After lunch, the group heard the new president of the National Turkey Federation, Charles "Chip" Strickler of Harrison-

burg, Va., call for "A Positive Action Program for the Turkey Industry". The industry needs to unite, Strickler said, and become an aggressive, militant force both politically and from a promotional standpoint.

Dr. Joseph H. MacNeil of Penn State showed slides and explained the mechanical deboning of turkey as well as how to use and market the deboned meat.

Concluding the day-long program, Prof. Robert M. Grover of the University of Massachusetts told "How to Set Your Price and Get It". His remarks were directed at those growers who by virtue of their location produce, process and market a limited volume to a discriminating clientele willing to pay a premium for a locally-grown bird.

"It is likely that production costs in 1973 will reach an unprecedented high," Grover said. "Added to ever increasing processing and marketing costs, prices that were considered premium in past years will not yield a satisfactory return in

1973," he said. "It is essential, therefore, that turkeymen carefully recompute their expenses in light of current costs."

If costs indicate that selling price should be raised, the turkeyman must evaluate how his customer views the product and its price in relation to the availability and price of competing turkeys as well as substitute food products. Also, the average income and affluence of his customers must be considered.

"The more accurately he can predict the attitude of his customers as to how they see his products in relation to these factors," Grover concluded, "the more precisely he can set a selling price acceptable to him and his customers."

During the business meeting of the NEPPCO Turkey Division held during the Conference, Ross V. Smith of Thurmont, Md., David Timmerman of LaFargeville, N.Y., and Leroy Zimmerman of East Earl, Pa. were elected to the Division's Executive Committee.

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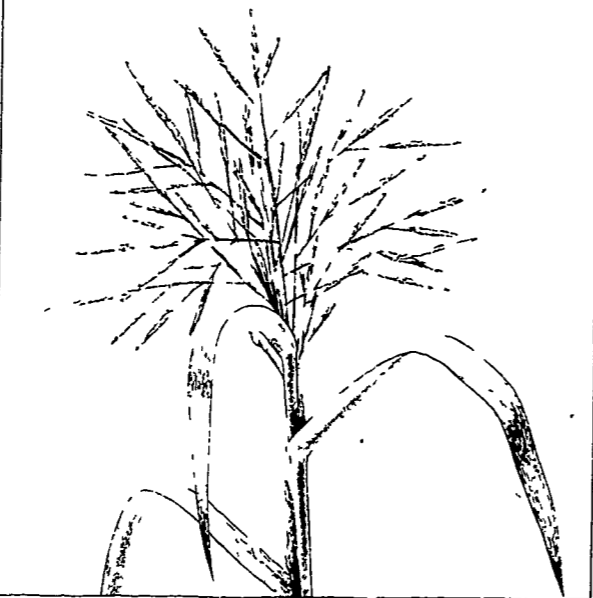


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