

Mighty Link in the Marketing Chain

[Continued from Page 53] areas. Thus it may be that farmers in some places have limited choices among feed suppliers.

Farmer cooperatives make an important contribution to the feed industry. They handle about a fifth of all the commercial feed business, besides providing improved services and helping to increase the competition among manufacturers.

Transportation. Of all the input industries, none binds them together more than the transportation industry. But because agriculturally related traffic accounts for less than a fifth of all freight traffic, agriculture's requirements often receive low priority in decisions made by the transportation sector.

Major issues center on the availability of freight cars to deliver fertilizer and haul grain to export terminals. Also worrisome has been the abandonment of rail lines serving elevators, farm supply firms, and other rural industries. These

longstanding difficulties are now compounded by prospects of major fuel shortages.

While transportation is the physical linkage among the elements of the food and fiber sector, finance is the economic lubricant. As of January 1, 1974, debt associated with assets of the farm production sector totaled \$80 billion, or 18 percent of the value of total assets. This was up from only \$12.4 billion, or 9.4 percent of total assets, in 1950.

In recent years the Federal land banks and production credit associations—farmer-owned cooperatives—have come under fire from commercial banks and insurance companies, which contend that breaks in taxation and regulations give the co-ops a competitive edge.

Federal land banks, for example, are exempt from interest ceilings imposed by many States but insurance companies are required to comply with these statutes. Rather than loan money for less than the market will pay

elsewhere, insurance companies divert their funds to unregulated markets.

Problems of some commercial bankers in getting loan funds have been eased in recent years by a policy

that allows the banks to borrow on a seasonal basis at Federal Reserve discount windows. This has made added funds available to agriculture in periods of peak demand.

Another input industry of importance to farmers is one which sells specialized services such as management and technical advice. Little is known about this industry, although in the

last agricultural census some 32,000 firms reported their primary business to be the supplying of services to farmers. Their gross receipts in 1969 came to more than \$2 billion.

Meat Industry Leaders Discuss Loss Situation

What's being done... what else should be done... and who should do what. Those three aspects of the current critical loss-taking situation in the livestock market were major topics of review, discussion and decision-making at the recent Midwinter Meeting of the National Live Stock and Meat Board here.

Leaders of organizations representing the nation's cattle, hog, and sheep growers and feeders, meat packers and processors, livestock marketers, retailers, purveyors and restaurateurs joined forces in developing and expanding programs and projects to alleviate the crucial problem and work toward future profitability of the meat industry.

Getting top priority is the acceleration of the Board's continuing programs of merchandising and promotion at the retail level — to stimulate consumer demand for available supplies and to encourage retailers to initiate more meat features, especially beef, in their advertising and merchandising campaigns. The Beef Industry Council of the Board has been aggressively pursuing this approach since last summer.

The Board's Directorate approved a budget of \$2,846,702 for 1974-75. It includes both immediate and long-range promotion, merchandising, advertising and public relations efforts as well as nutrition and education projects also related to maintaining and improving the position of meat in the marketplace.

HOG PRODUCERS!

Get Top Price for
Your Hogs at
New Holland



Sold in sorted lots the auction way. See them weighed and sold and pick up your check.

SALE EVERY MONDAY 10:00 A.M.

NEW HOLLAND SALES STABLES, INC.

Phone 717-354-4341

Abe Diffenbach, Manager

PENNSYLVANIA'S 1st PERFORMANCE TESTED BULL SALE

1:00 P.M.

FRIDAY, MARCH 29, 1974

At

Meat Animal Evaluation Center
Pennsylvania State University
University Park, Pa. 16802
(814-238-2527)

SELLING APPROXIMATELY

50 BULLS

Bulls on test include:

24 Angus	25 Charolais
1 Horned Hereford	6 Polled Hereford
7 Simmental	3 Chianina
1 Red Angus	1 Shorthorn

Approximately 75 percent of these bulls sell

Auctioneer

MORRIS FANNON, Pennington Gap, Va.
Son-o-Ray Results will be in Catalogue

**Average Daily Gain for 68 Bulls
after 84 Days**

3.32 lb./Day

For more information contact
Meat Animal Evaluation Center

SPONSORED BY

PENNSYLVANIA DEPARTMENT OF AGRICULTURE, PENNSYLVANIA STATE UNIVERSITY, PENNSYLVANIA CATTLEMEN'S ASSOCIATION, AND STATE BREED ASSOCIATIONS.

PUBLIC AUCTION

OF FARM EQUIPMENT
SATURDAY, MARCH 30, 1974

AT 11:30 A.M.

Location: 3 Miles South of Danville, along Route 54, Rush Township, Northumberland County, Penna.:

DAVID BROWN 1200 DIESEL

With Selectamatic, Power Shift Wheels, Front Weights

DAVID BROWN 770 DIESEL

With Selectamatic, Power Shift Wheels

John Deere 494-A 4-Row Corn Planter with Minimum Tillage Attachments; Insecticide and Herbicide Applicators; New Idea Cut-ditcher; John Deere 4-Bottom 14-inch Trip Plow with Leveling Harrow; Ford 2-Bottom 3-Point Plow; Allis Chalmers 12-Foot 3-Point Chisel Plow; Multi-purpose Disc Harrow with 32 Discs on Transport; Ford Rear Mount 2-Row Cultivator; 3-Point Spring Harrow; 7-Foot Allis Chalmers Chisel Plow, 3-Point; Plow Harrow; Land Roller; CASE 200 BALER AND THROWER; John Deere No. 9 3-Point Mower; Myers Hay Crusher; Ford 3-Point Mower; Massey Ferguson Wheel Rake; John Deere No. 896 Side Rake; Coby Flatbed Wagon; John Deere Flatbed Wagon with Hay Racks; Small 2-Wheel Utility Trailer; 40-Foot PTO Elevator with Drop-down Apron.

John Deere Running Gear with Gravity Flow Bin; 3-Point Rotary Cutter; John Deere 2-Row 3-Point Corn Planter; 8-Row Fiber Glass Trailer Type Crop Sprayer; 3-Point Tool Bar; 2-Row Cultivator for Oliver Cleat-track; Wagoner Loader for Allis Chalmers D-12 with Hydraulic Dump; Industrial Type Wagoner Loader; 2 Old Sauder Loaders; 3-Point Hydraulic Fork Lift; 3-Point Liquid Nitrogen Applicator; Trailer Type Liquid Nitrogen Applicator; John Deere PTO Corn Binder; Small Trailer for Generator.

**BS&B - 3250 BU. GRAIN BIN
ROUND WIRE CRIB, 12'x12'**

1959 JEEP PICKUP

With Dump Bed and Electric Lift Snow Plow
50-TON HYDRAULIC PRESS

Soo 15-Ton Truck Hoist; 2-Ton Chain Hoist; 200-Pound Anvil; Acetylene Torch; One New 10-28 Tractor Tire; Good Used Tractor Tires; 4 Bin Jacks for erecting bins; John Wood Portable Heater, as is; 2 Metal Stairs; 1 Propane Gas Storage Tank, as is; Used Lumber; Shop Tools and many other items too numerous to mention.

Sale time, 11:30 A.M.

Sale by

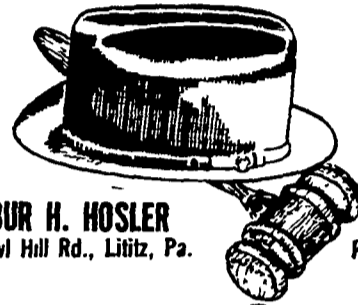
JOHN J. HURST

R.D.5, DANVILLE, PENNA. 717-275-5574

John E. and Paul E. Martin, Auctioneers
717-733-3511 — 733-3305

Refreshments Available

PUBLIC AUCTION at the New HAT & GAVEL



WILBUR H. HOSLER
306 Owl Hill Rd., Lititz, Pa.

JAY M. WITMAN
R.D.#3, MANHEIM, PA.

AUCTION CO.

Thursday, March 21, 1974

One mile North of Lititz, Pa. along Route 501

6:00 P.M.

HUNTERDELL FARMS COMPLETE MILKING HERD - BRED HEIFER DISPERSAL

LOCATION — At Farragut, Pa., 5 miles North of Montoursville, Pa., 14 miles Southeast of Williamsport, Pa., Lycoming County.



**SATURDAY,
MAR. 23, 1974**

AT 1 O'CLOCK

**32 HEAD HOLSTEIN DAIRY CATTLE 32
(SIRE POWER - CURTISS
CANADIAN BLOODLINES)**

17 REGISTERED 15 GRADES

30 High producing, milking age animals. Fresh cows, close springers, Summer freshening with size and udders you will like. 2 Registered Bred Heifers — due early Summer. Service Sires — Sire Power, ABS AI proven bulls.

1972 - DHIA 33 Cows 17,143M 3.8T 647F

1973 - DHIA 32 Cows 14,910M 3.8T 573F

(One Third First Calf Heifers)

CLASSIFIED — 1972 3 Very Good 2 Good Plus 3 Good
SAMPLE SOME SELLING:

Hunterdale Kingpin Favor — Classified V.G. Due May 20 - "Elevation" (dtr. Whirlhill Kingpin) 6-8 315d 23,673M 4.0T 943F 5-7 308d 22,897M-935F.

Hunterdale Ella Vernon - dtr. Favor — Fresh by sale date. Sire — Walhowdon President Vernon EX 12-3 338d 13,702M 4.1T 566F.

Hunterdell Wallie Favorite - dtr. Favor — Sire Walhowdon President Vernon EX. Fresh Jan. 7 2 yr. milking 57M 4.3T.

Hunterdell Fanny Duke — Classified VG 87 pts. Sire — Skokee Famous Duke. 5-10 311d 19,662M 713F.

Hunterdell Doty Gent — due sale date "Elevation". Sire — Simpson Farm Tidy Gent. 3-6 327d 15,528M 613F.

CERTIFIED & ACCREDITED CHARTS SALE DAY PREGNANCY CHECKED CATALOGUES

MILK EQUIPMENT

Surge SP 22 milker pump, 400-gal. Jamesway milk tank, 3 Surge milker units.

PRODUCE

2500 bales Good Mixed Hay

TERMS: CASH OR GOOD CHECK SALE DAY

EDGAR E. HUNTER, SR., Owner

CARL DILLER & EVERETT KREIDER, Auctioneers

JEFF WARNER, Clerk

Rockwell's Livestock, Sale Mgrs.

D. O. Rockwell, Prop., Troy, Pa.

Phone 717-297-3460

LUNCH AVAILABLE