

## The Farm-Agribusiness

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grain or range livestock production, management resources can be used more effectively. Too, intensive farming requires a large volume of capital inputs, which are relatively easy for industrialized firms to get. **Makes sense.** To processors and distributors, it makes good business sense to get into farming because they generally deal in perishable items and because the market demands products of uniform quality.

Perishability and product quality both bear on the ability of a processing or distribution firm to meet the market requirements for finished food products. Production schedules for

perishable commodities must be closely coordinated with processing schedules and marketing. One way to do that is to run your own farm. Direct ownership likewise enables better control of product quality than by dealing with large numbers of independent farmers.

For the firms studied, much of the integration involving livestock commodities was oriented toward inputs, dairy excepted, as opposed to marketing activities. From half to all of the beef cattle and poultry farm firms were integrated into inputs, principally feed manufacturing. The reverse held true for crop and dairy production, which was

## Silver Spurs 4-H Club

The Silver Spurs 4-H Club held its monthly meeting May 3 at Wylie and Sue Baker's. The meeting started with 2 demonstrations done by Patti Nauman on color breeds and Wylie Baker on putting on a tail set.

The president then led the club pledge followed by roll call and introduced two new members. The junior and senior treasurers gave their reports preceded by the secretary's report. They were approved as read.

Discussed under old business was the club's local grooming and showmanship to be held June 18 at Glick's Trailer Shop. The Junior division is to be held at 7:00 and the Senior at 8:00 p.m. Also discussed was the changing of the district show to Mechanicsburg on Sept. 14.

A novice clinic was

usually coordinated with the marketing functions.

This strongly suggests that the basic motivating factors for vertical integration in most livestock production enterprises is related to the input-production linkage. Vertical integration in crop and dairy enterprises, on the other hand, appears to be motivated mainly by the need for coordination between the production and marketing stages.

**Just large farms.** Production of cotton, cash grains, and range livestock was largely confined to firms that claimed farming as their first interest and to firms primarily engaged in nonagricultural activity. Integration with other agribusiness functions was limited. The ERS study said these farms were basically nothing more than large farms.

The nonagricultural firms producing these commodities were mainly conglomerates and firms with landbased activities.

planned to be held June 8 at Wylie and Sue Baker's by the teen leaders.

Donna Bare concluded the meeting by giving a report of her week-end spent at teen retreat.

Every member is urged to bring a picture of their project for the scrapbook. The next meeting will be held June 14 at Cheri Gochnauer's at 7:00 p.m.

Cheri Gochnauer,  
 Club Reporter

## New Milk Report

Recent articles suggesting that drinking cow's milk is bad for children are "sensational and alarmist," the American Academy of Pediatrics says.

The academy's committee on nutrition issued a new report Sunday saying milk may be bad for a few children, but for most youngsters, it is "nutritionally beneficial." "Some articles have been sensational and alarmist. Therefore, it seems timely for the committee to re-examine the possible advantages and disadvantages of consuming cow's milk at various ages and in various quantities," the report said.

Milk drinking should be restricted only in children with three common types of health problems, the academy said.

"These are the child with nutritional iron deficiency, the child who won't eat (anorexia), and the child who tends to be constipated."

The names of all candidates who pass a state civil service examination are placed on an employment list in score order, highest score first. State agencies interview and select their employees from these "eligible lists."

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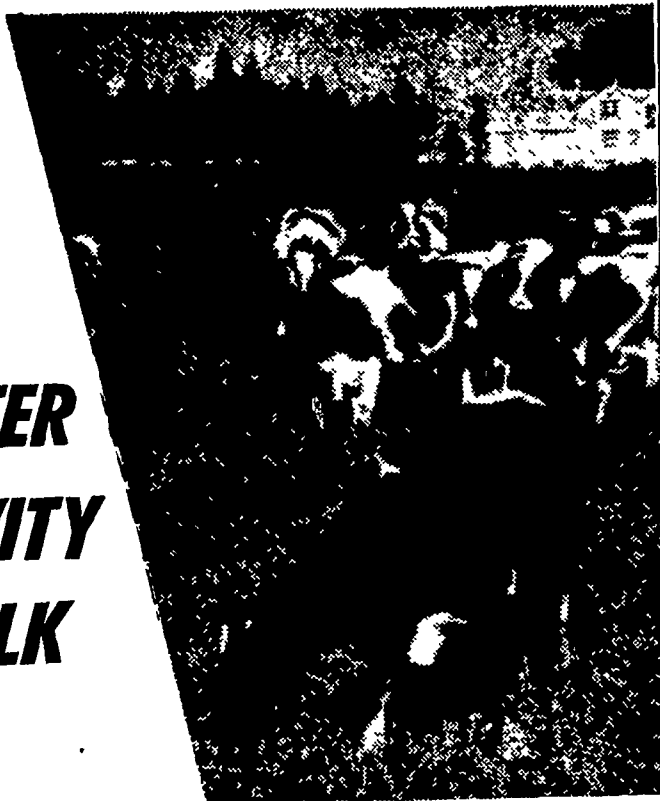


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