

Heavier lambs and uniformity in marketing called for

By JOAN LIESAU
STATE COLLEGE — The pooling together of producers to sell uniform lots of lamb and going towards the trend of heavier lambs was stressed by Walter Streightiff at the April 23, Pennsylvania Sheep and Wool Growers Association annual banquet here. Streightiff, who is the North East Director for

lamb marketing with the American Sheep Producers Council, said that in 1977, for 19 weeks the 55 to 60 pound dressed lamb dominated the market. In 1978 this trend increased for 27 weeks. "I have no doubts that the 60 pound dressed lamb will be the top priced and demanded lamb on the New York market" he said. Here in the East,

Streightiff explained we have the capability of short shipping runs with our lambs. We can save one half days life on a carcass giving the meat one to two more days of bloom. Also we save extra dollars from two way freight charges (which comes out of the producers pocket). "There is no way you are going to turn out over night a

truck load (about 700) of uniform lambs." The lambs dressed in abattoirs in the west can be picked for consistent size, quality and uniformity" because of the large number of lambs these slaughterhouses have. Freight, warehousing, and distribution costs are some of the greatest expenses a retailer has. Streightiff cited that in long distance freight,



Walter Streightiff

your main objectives, so you can get together and market lambs in a single size." "If you have your lambs mixed "it will discount every lamb in that pool."

Because we see the lamb prices in the paper so high "we think that's where our lambs belong." Streightiff suggested we follow our lambs through the dressing rail at the abattoir and see if we get the same picture as what we thought our lambs looked like. "Learn by comparison" he emphasized.

"We have to start at the grass roots. We need all the lambs we can get. Let's produce what we can, to the best market finish we can. Pool together and keep uniformity in the market and you'll have more dollars in your pocket. You have to start out on a good base and follow the lambs through." Streightiff stressed "you have to get together on the market, as well as a state, to increase production. Don't worry about the slaughter capability because we do have slaughter capability."

Discussing feeder lambs, Streightiff said that in late August, western producers are forced to market feeder and fat lambs together because grass is a limiting factor. Forty per cent need further feed finishing. "With forage here at that time of year, there is no reason that the dollars couldn't be kept in the hands of the producers." Streightiff felt these western lambs would finish off beautifully with good forage and perhaps a small grain supplement.

It was suggested by Fred Lloyd, National Blueprint for Expansion Coordinator with the Sheep Industry Development program, that if the producer is interested in shipping in western lambs, to check into the shipping cost. Lloyd felt that the feeder could do a better job of buying lambs locally. "Lambs are available in Pennsylvania but are being shipped out."

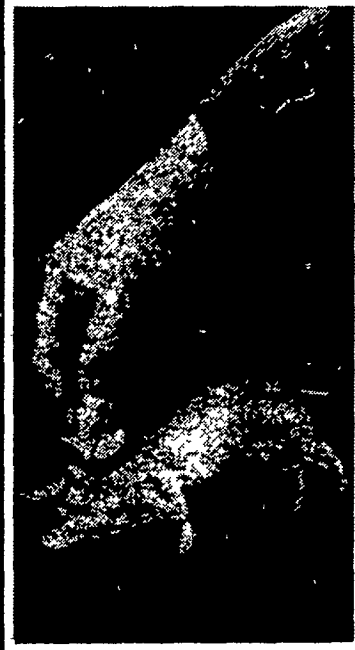
Streightiff said "I think marketing has to be one of

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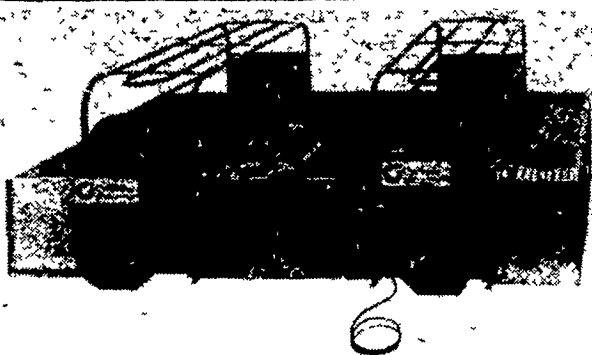
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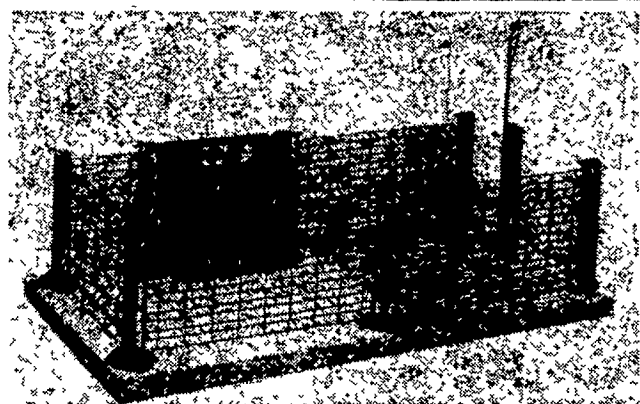


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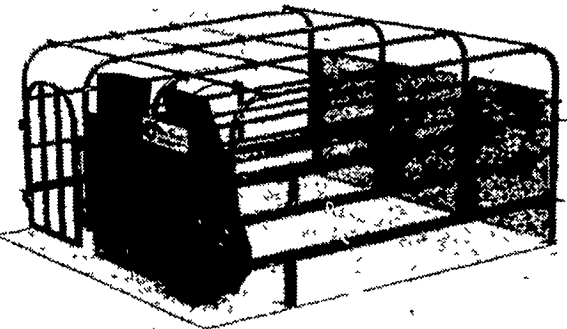
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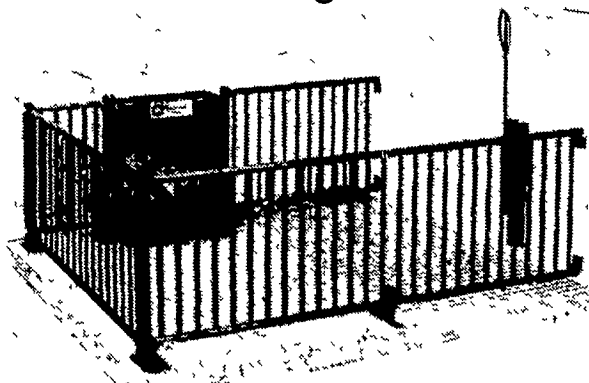
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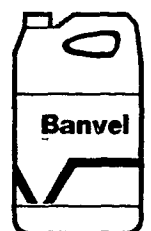
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