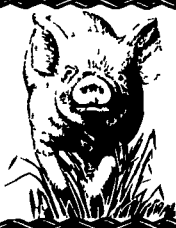


Swine Management News



Marketing Niches

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I've noticed over the last five years that some of the most successful farmers are the ones who have been able to find specific niches in the market. You may think this is improbable for a hog producer, and more likely for someone who grows fruits and vegetables, but a look at our industry might reveal niches you can pursue.

First, most hog producers have the capability to produce feeder pigs or market hogs. Some have already decided to address one or the other of these market niches while others leave themselves the flexibility of going either way, depending upon prices.

Obviously a producer with an expensive facility cannot afford this luxury. Large-scale production units need to be used if they are going to be paid for, and we all know that vacant buildings tend to deteriorate faster than those in use.

Other niches in the hog industry are seedstock production (either boars or gilts), feeder pigs for youth projects, and freezer hogs. These enterprises, however, involve more work than the two more traditional channels I've already mentioned.

If you decide to produce seed-

stock, you'll need to promote your breeding lines and the productive capabilities of those lines. Often seedstock producers get involved in the show ring end of hog production, trying to produce the type of hog that show-ring judges want. This can be either good or bad, depending on where their markets are. If they sell to producers who are interested in the show ring, then they are doing the right thing.

Some seedstock producers aim toward the production end of the industry, selecting for productive traits such as growth rate, feed efficiency, and carcass traits. Many more producers, other than just the show-ring type, are interested in these characteristics too, so this is a larger market.

A third group of seedstock producers try to address both the show ring and production markets, realizing that they can direct their breeding programs to show-type and still place emphasis on production traits. There are advantages and disadvantages to this thinking, but it does allow an ambitious person the opportunity to address two markets at once.

Each year numerous 4-H and FFA members show hogs at county, state, and regional fairs across the country. Many of these individuals may raise only a few hogs each year and must get their show prospects from swine breeders.

This provides another market niche for the hog producer to consider.

Feeder pigs to be raised as youth-project animals need to excel in the traits that judges are looking for at that time. It's hard to second-guess a judge, but for the most part, these animals must exhibit ideal carcass traits along with the ability to move freely. Reputations are made when particular breeders sell feeder pigs that eventually go on to become champions at the livestock shows around the area.

While individual animals command top dollar in this market, the number of animals that a producer can sell as project animals is rela-

tively small compared to those sold through normal marketing channels.

Another often neglected marketing niche is the freezer trade. Many people like to purchase their meat as whole animals at various carcass sizes. While some may want to buy a whole or half hog for the freezer, others may desire a lighter-weight carcass or carcasses cut to specifications they can't get in the grocery store. In addition, there is always a market for barbecue pigs of varying weights, especially through the summer.

With all the concern about antibiotics and feed additives, a potential market is evolving in antibiotic-feed, additive-free pork.

Members Named To American Egg Board

WASHINGTON, D.C. — Secretary of Agriculture Clayton Yeutter has named nine members and nine alternate members to the American Egg Board to serve two-year terms ending Dec. 31, 1991.

Appointed members and alternates, by region, are:

North Atlantic states: Jerry Kil, Franklin, Conn.; alternate, Paul Sauder, Lititz, Pa.

South Atlantic states: Kenneth R. Paramore, Greenville, N.C.; alternate, James R. Biggers, Winter Haven, Fla.; Vince L. Booker, Gainesville, Ga.; alternate, Danny R. Linville, Zephyrhills, Fla.

East North Central states: Duane L. Bunting, Palmyra, Wis.; alternate, Larry J. Seger, Dubois, Ind.

West North Central states:

Arthur H. Smith-Vaughn, Knob Noster, Mo.; alternate, David J. Gardner, Wakefield, Neb.

South Central states: Charley J. Kammerdiener Jr., Hope, Ark.; alternate, Hank Novak, Flatonia, Texas; R. Kenneth Looper, Jackson, Miss.; alternate, Melvin D. Russell, Collierville, Tenn.

Western states: Mary L. Murphy, Canby, Ore.; alternate, Duncan Holt, Santa Rosa, Calif.; Barrie F. Wilcox, Roy, Wash.; alternate, Glenn M. Hickman, Glendale, Ariz.

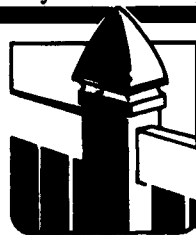
Yeutter also named Joseph W. Claybaugh, Carroll, Neb., and Stuart M. Friedell, Minneapolis, Minn., to fill member and alternate vacancies, respectively, in the West North Central states; and Jim R. Young, Little Rock, Ark., to fill an alternate vacancy in the

South Central states. These appointments will complete vacant board member terms expiring Dec. 31.

Membership terms on the 18-member board are staggered to provide a continuity in policy. The board administers an egg research and promotion program authorized by the Egg Research and Consumer Information Act of 1974. USDA's Agricultural Marketing Service reviews the program's budget, plans, and projects to assure that it operates in the public interest.

The program is funded entirely by a 5-cent per 30-dozen assessment on eggs marketed by egg producers with flocks of more than 30,000 hens.

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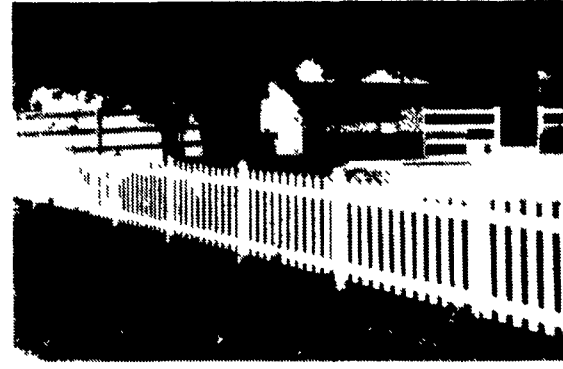
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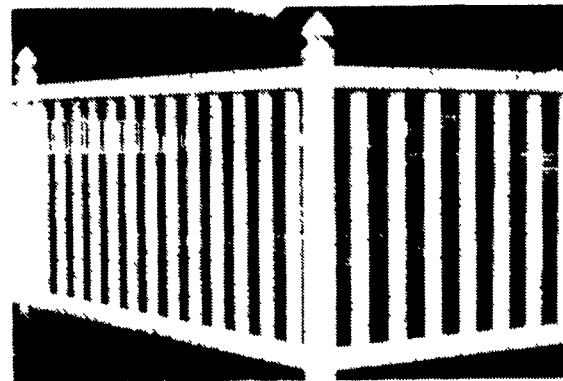
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