

AGRICULTURAL EXTENSION SERVICE
WASHINGTON STATE UNIVERSITY
PULLMAN, WASHINGTON

EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS IN COOPERATION WITH U.S. DEPARTMENT OF AGRICULTURE

E.M. 2066A

Observations on Agree - Disagree Statements
on
Poultry, Egg and Dairy Marketing

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- (x) () 1. Figure it this way. For the chicks which cost 16.80 per hundred + 89 = 1.88 cents per chick; and for the 17.50 per hundred chicks + 99 = 1.77, or 1/10 of a cent less per chick on the more expensive ones. Hence, because of the high mortality in the cheaper chicks, the costlier ones are more economical.
- () (x) 2. A constant flow of eggs allows the organization to plan its marketing and do a more efficient job. If there will be a constant supply, it can assure its retail customers of a supply of eggs. Possibly these retailers would be willing to pay a small premium for this steady supply which might be returned to the producer.
- (x) () 3. It is more profitable to market old hens in the spring, so far as net profit at time of sale is concerned. There is a possibility that the eggs which are produced over the summer will more than compensate for the drop in price which may occur when more poultry is moving to market in the fall. Another factor is the cost of feed. Generally speaking, however, it is usually more profitable to sell in the spring when fewer poultry are moving to market.
- (x) () 4. Quality of eggs for consumption is more affected by management practices and care of the eggs on the farm than by what happens after the eggs leave the farm.
- () (x) 5. Poultrymen must concern themselves about distances. Poultry from other states is coming in and will continue to do so as long as the price is high enough to permit it to do so. The cost of production plus the costs of shipping determines how far an agricultural product can be shipped. When these combined totals are lower for poultry from elsewhere it will flow into this market and continue to do so until locally produced poultry becomes competitive pricewise.
- () (x) 6. Fluid milk production is usually more profitable than the production of cream. However, some producers may not have an outlet for marketing fluid milk, but do for cream. The particular market with which they deal may want cream rather than fluid milk. Then to state that it is always more profitable to produce fluid milk would not be true, but would be true only when certain conditions are present, and make themselves felt. Surpluses of fluid milk may make it more profitable to produce cream.

7. Usually transportation and handling of milk after it leaves the farm have less effect on quality than does the method of production and handling on the farm. The farmer can do a great deal to enhance the quality of the milk, both before and after it is taken from the cow. He can prevent off flavors due to feeding and other faulty management practices. He should have (1) clean utensils; (2) clean milkers; (3) proper cooling and handling facilities; (4) clean cows, clipped and washed; (5) clean barns and milking parlors; (6) an effective fly control program. These are some of the things the farmer can do to maintain the quality of his milk, and may even improve it. Admittedly, there is considerable deterioration in quality after the milk leaves the farm, especially if it is transported over long distances. But usually there are more precautions taken to preserve the quality after it leaves the farm than before.
8. Generally speaking, this is always true. If a distributor wants to maintain his market, he will give the consumer what he wants. He will continue to market the produce. Although not making as much immediately, his business will be greater over the long run.
9. It seems that this would encourage importation. These high prices may be high enough that a low cost of production area in another area might be encouraged to ship in its surplus milk, finding it more profitable to pay the additional shipping costs than to sell it locally.
10. Bacteria count is one of the primary methods of determining quality, but it is not the only one.

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