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Quality Franchise Offers
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GARRISON VANGUARDS
FOR MORE WEIGHT-MORE MEAT

Garrison Vanguards are the result of 28 years of pure Cornish breeding. You will get more yield — more breast meat — a finer finish at all stages of development. Garrison Cornish are the quality meat birds. Vanguards make wonderful broilers, roasters, capons.



GARRISON X-300 LEGHORNS

X-300 Leghorns had the highest 2 year average in the *Pennsylvania R.S.T. Contest. The X-300 Leghorn, a strain cross of two of America's oldest blood lines, has great vigor, top egg quality, and a feed efficiency so outstanding that it has placed "first" in every contest it has ever entered. In the New Jersey Random Sample Test just finished, X-300 Leghorns laid 265.9 eggs with 3.94 lb. feed conversion per bird (floor birds).



GARRISON GOLDEN SEX LINKS



Pullets are golden red — male White Columbian. These hardy, most efficient brown egg producers lay beautiful golden brown eggs — biggest egg size of all breeds — have a feed conversion not usually found in heavy breeds.

For inquiries on Garrison breeding stock and franchise, write us today.

EARL W. GARRISON, Inc.
BRIDGETON 20, NEW JERSEY U.S.A.

*Entered by Stever

England's Agribusiness

By Geoffrey Sykes

●Food retailing is being revolutionized. A new self-service store starts in Britain every working day. Four hundred self-service stores began operating in 1960. It is easy to see that within 15 to 20 years, 15 to 20 individuals, employed by a few chains of stores, will have the major say in the buying of most of the products of British farms.

In farming today, the business structure is not suited to this kind of development. Food production will have to be organized from top to bottom. Agriculture will have to be converted into agribusiness, if we farmers are going to satisfy the stringent requirements of these few buyers regarding quality, quantity, grading, and timing. A considerable amount of integration is going to be essential between production, processing and marketing. Production will have to be tailored to the specific requirements of the buyer.

Let us look at the problem through the eyes of a buyer for a chain of self-service stores. A chain of stores represents a large investment. The buyer is interested in building volume sales of anything he buys. For the buyer to have sufficient confidence in an agricultural product, he must feel that he is backed by an agribusiness capable of mass production, quality control, and the ability to deliver the goods precisely when he wants them. If he also believes that the price is likely to remain reasonable over a long period of time, and that the product is attractive to the consumer, then that product will be given the priority in shops that the producer would like to see. For example, with broilers, 3.7 to 5.5 meters of chilled display counter, instead of .6 meters.

Where do the marketing boards and the agricultural cooperatives

come into the agribusiness concept? I have been a keen supporter of these boards and of agricultural cooperatives. But times are changing. The weakness of these boards is that they have to try to find a good market for all that is produced—the good, the not-so-good, and the poor quality. They have no control over the production methods or volume. The same applies to the cooperatives.

Ninety-five percent of the vast American broiler industry operates on integrated lines. The majority of the control is in the hands of the feed manufacturer, and to a lesser extent, the processor and the chick producer. These businesses finance the chicks, the feed, the litter, etc., and own the birds. They pay the farmer a salary each week for looking after the birds, and for the use of his house. If there is any profit when the birds are marketed, it is shared.

The feed manufacturers are only interested in pushing up a vast consumption of broiler feed. They made the appalling mistake by failing to adequately build up the merchandising side at the same time they built up the volume of the broiler industry.

These food manufacturers did a good production job with this system, aided by extremely close supervision by their fieldmen of the growing of their birds. Through plenty of finance, great efficiency of production resulted. Each broiler grower built houses for 10,000, 20,000 and 40,000 birds instead of 2,000 to 6,000 birds. The grower was also taught good management practices as a result of the close supervision of the qualified fieldman.

Usually, new techniques in agriculture develop slowly, inefficiently, and inadequately capitalized; technique is learned by experience;

thousands of farmers try it. The United States broiler industry, by using integration, has raised the U.S. broiler production from 500 millions in 1949 to the 1959 level of 1,800 millions.

The large feed companies have now recognized their mistake and, because their investment in poultry production is so large, they cannot withdraw. Consequently, the trend is for feed men to go into poultry product merchandising.

One reason why I study the U.S. poultry situation closely (so I always tell my many American friends) is that I like to allow them the honor of making the expensive mistakes in the development of these new ideas.

In the British broiler industry, the feed men have kept out of financing and controlling the industry, and most of the control now lies in the hands of the grower interest. Furthermore, we have seen that the merchandising of the final product has kept in step with production.

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Farm Bureau Expands Trade Service

The American Farm Bureau Federation's Overseas Trade Development program is changing. It is being shifted from a strictly promotional program to one of sales and service. The program is implemented by the Farm Bureau Trade Development Corporation, an affiliate of the Farm Bureau, which has offices in Chicago, Illinois, U.S.A., and Rotterdam, The Netherlands.

The Trade Development Corporation now assists both importers and exporters of U. S. goods in fulfilling transactions and locating parties seeking to buy various poultry products. The trade center is nongovernmental and makes use of no government funds in its work.

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Master-Bilt Names Export Agency

Master-Bilt Refrigeration Manufacturing Company, New Albany, Mississippi, has appointed The Rocke International Corporation of New York as their exclusive overseas agency. Master-Bilt manufactures a complete line of coolers, freezers, and refrigeration units for poultrymen.

INVITATION TO FEED MANUFACTURERS AND DISTRIBUTORS

Join General Mills for Growth

Looking for new opportunities in the formula feed business? You can find them with General Mills. We're expanding our export market and invite alert overseas feed manufacturers and distributors to capitalize upon our 45 years of research in poultry management and nutrition.

We'd like to work with you and for you. Perhaps our technical knowledge or 'Farm-Tested' Sure Feeds can give you a sharp, competitive edge. Maybe one of our concentrates or pre-mixes will give you new products—or broad new markets. Write and tell us your goals and we'll show you how we can help you achieve them faster.

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