

The number of animals that will be registered or subject to registration in the area during the next five years cannot be ascertained with accuracy. There is likely to be more than an adequate supply of boars available and representatives of the industry generally believe that there will be no serious shortage of female breeding animals from within the area.

#### SUMMARY

Pork consumption both per capita and total will likely drop in the nine states in 1982. This decline is not expected to continue after 1982 and both per capita and total consumption should increase starting in 1983 and continuing at least through 1985.

Swine production in the area may not follow the pattern of consumption in the states as the area is deficit in both grain and pork. Transportation costs are thought to be certain to increase each year during the foreseeable future. Increased transportation costs will tend to provide economic incentives that favour the in-shipment of pork compared to feed. It is not illogical to assume that a higher portion of the area's pork will come from other sections of the country.

The swine breeding herd of the area is expected to decline through 1983 and to increase in 1984 and 1985. It is suggested that Georgia, North Carolina, and Tennessee will need more than 60 per cent of the area's replacements during the 1980-1985 period.

#### RECOMMENDATIONS FOR MARKETING BREEDING SWINE IN THE NINE-STATE AREA

Analysis of the evidence presented in this study does not reveal an apparent need for purebred swine breeding animals in the area. It must be recognized that promoting the sale of breeding animals in an area where the need for such animals is not apparent is difficult. In spite of the fundamental market restraints that are divulged in this study there are two separate avenues that Canadian swine interests could pursue in developing the markets for breeding animals in the nine-state area as follows.

1. While no shortage of purebred breeding swine is expected in the area there is usually a relative shortage of breeding animals of superior quality. This suggests that there are limited opportunities for Canadian breeders to sell superior quality purebred males in the southern United States. These animals should exhibit both conformation and other visible breed characteristics and be supported by performance data that indicate superior quality.