

SPECIALIZED POULTRY MARKETING

I read on the editorial page in the December 22 issue of The Guide a statement concerning marketing poultry and eggs. The editor stated that the egg trade at present was not satisfactory, and I don't wonder at its not being so, for in the late fall and thru the winter months when the hens are not laying there is a scarcity of good eggs, but next spring and summer during the laying season, when there is an abundance of eggs the price comes down and the farmer in a great many instances tries to preserve his eggs and put them on the market when the price gets to his liking. The consequence is that there is a lot of stale or worthless eggs on the market and the market is badly injured. The editor also states that the condition in which dressed poultry is

sent to market is equally unsatisfactory, and I don't wonder at this either, for the reason that one farmer or his family will have a half dozen poultry, another two dozen, and but very few more than four or five dozen during the season to prepare for market, and the consequence is that they are all amateurs at poultry dressing and a great many of them poor amateurs. Now, I think this will be the condition as long as poultry dressing is continued on each farm in the community.

While stopping a few years near Vinita, Oklahoma, I observed a poultry and egg industry spring up there. Now Vinita at that time was a neighborhood town of about three or four thousand inhabitants, and when I first knew the place one thirty dozen crate of eggs or a dozen hens would glut the market, but it became different. There were some enterprising merchants there that

took hold of the egg trade. Their market was generally St. Louis, some 400 miles distant; but they shipped their eggs every day, and the consequence was that they had fresh or comparatively fresh eggs to market, and they got a good price for them. The consequence was that the market was not glutted today and nothing on the market tomorrow, but there was a constant flow keeping the requirements supplied as demanded.

They handled the poultry end of the industry in a different way. The merchants had nothing to do with the poultry. At first one man commenced in a small way to buy live poultry and prepare it for the local market, and a little later when his business had grown so that the local market would not consume his output he was in a position to send to the eastern market. When I left there there were two or three

slaughter houses running all the time and doing a good business. They were prepared to take any good healthy poultry at any time, and if it was not in a proper state of flesh for dressing they would prepare it and put it on the market in a finished condition. These therefore received the top of the market. The secret was that by making the poultry business their trade they gave it their time and study and they became experts in the business. Thus it was not only a success to them but their patrons that consumed the output got extra good products. In this way the poultry handlers made money by it, and they in turn could afford to pay the farmers more for their live poultry than the farmers could have realized had they prepared their poultry for market themselves.

W. E. K., Man.

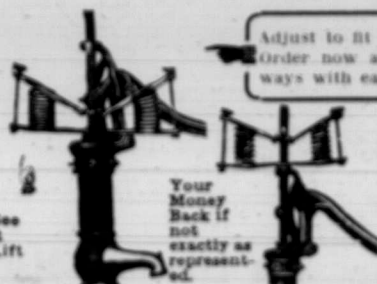
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