THE USE OF SELECTED SOURCES OF POULTRY MARKET NEWS --A STUDY IN COMMUNICATION

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Clara Elizabeth Henning Lowe

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This is to certify that the

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THE USE OF SELECTED SOURCES OF POULTRY MARKET NEWS --A STUDY IN COMMUNICATION

By

Clara Elizabeth Henning Lowe

A THESIS

Submitted to the School of Graduate Studies of Michigan State College of Agriculture and Applied Science in partial fulfillment of the requirements for the degree of

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Chapter 1. Introduction to the Study

A. Sociology and the Communication Process

The sociologist is interested in the socialization process of a cultural phenomenon to see how it is passed or transmitted from person to person and whether this phenomenon is accepted, rejected or something toward which individuals and groups are indifferent.

A study of the use of selected sources of poultry market news is of interest to the sociologist for the opportunity it provides for observing the systems of communication used in the transmission of such cultural values and the degree of acceptance or rejection of these values by individuals and groups.

B. Origin and Scope

A study of the farmer's use of and reactions to sources of marketing information was started in the fall of 1947 to bring about a more effective dissemination of market news. This study was made in conjunction with the Research and Marketing Act of 1946 which was designed "...to improve and facilitate the marketing and distribution of agricultural products".[1]

The marketing of poultry and poultry products was chosen since poultry is one of the enterprises most frequently found on Michigan farms. Fifty-eight percent of

1. H.R. 6932, Calendar No. 1881, 79th Congress, 2nd. Session, Report No. 1843.

the farmers of Michigan reported the sale of poultry and poultry products from their farms in the 1945 census of agriculture. Such sales totaled eleven percent of the value of all farm commodities sold from Michigan farms during the previous year.[1]

C. Objectives

The objectives of the project were to obtain and analyze data on the use of and reactions to sources of poultry marketing information in Michigan, and to make recommendations based on these data designed to lead to more effective dissemination of market information. An attempt was made to obtain answers to the following questions regarding Michigan poultry farmers and dealers:[2]

1. What knowledge do they have about the available sources of market information?
2. What sources of information about market conditions do they customarily use?
3. How adequate and useful do they consider the available market information to be?
4. What suggestions do they have for improving the reporting of market conditions?

D. Importance of the Study

Since the origin of the elaborate system of assembling and disseminating price and market information by

---

1. State Table 3, U.S. Census of Agriculture, 1945, Volume 1, part 6.
2. Poultry dealers were also questioned as a means of evaluating how well the marketing information was working for rural people, and to test the hypothesis that the market information might actually be working better for the dealers than for the producers.

the Federal Government very little has been done in an attempt to discover the farmer's reaction to the various types of material available; the type of farmer using the information; what kind of material is most used or desired, or what problems of interpretation arise.

The need for farmers to know how to obtain and interpret market information has been realized more and more as the problem of providing adequate agricultural commodities for the use of the consumer is faced. Unless the farmer can sell his product for a reasonable return he will turn to some other commodity or business that will give him the compensation he thinks is necessary for the time and effort involved. If the farmer receives the highest price possible for the product he sells, the consumer tends to be assured of an adequate flow of the agricultural commodities he needs.

Since extension workers of the Michigan State College are often confronted with the problem of interpreting market prices and information for the farmer it seemed advisable to obtain criticism and suggestions on the market information currently available. It is only when market reports are easily understood by the farmers that they are serving the purpose for which they were intended.

The review of the literature, which will be presented a little later, shows that very little research has been made to appraise the effectiveness with which exist-

ing market information is meeting the needs of the farmer.

E. Methods of Collecting Data[1]

The data for the study were collected through mailed questionnaires to poultry and egg producers and dealers, together with one follow-up mailing and interviews.

The mailing list for the poultry and egg producers was obtained from the United States Bureau of Agricultural Economics.[2] Through this sample of Michigan farmers it was expected that a wider range of types of poultry production could be reached than by using a list of those who were primarily poultry producers. After the original mailing and one follow-up letter, interviews were held with all the non-respondents to the two mailings.

Some of the questions thought to have the most bearing on the problem of market information were included on a two page supplement to the 1948 Survey of Agriculture. New sample segments were drawn from the same 22 counties used in the 1947 survey, so that interviews from farmers other than those on our mailing list were obtained.

Since the poultry questionnaire was designed primarily for securing chicken and egg marketing information it could not adequately cover the turkey industry

---

1. Only a brief general description of the methods used in the study will be given here. As each of the samples is discussed in a later chapter a detailed description of the methodology followed will be presented.
2. This was a list of names and addresses of farmers in 22 counties chosen by the Bureau of Agricultural Economics as representative of the agricultural areas of Michigan for the 1947 Survey of Agriculture.

because of its highly seasonal nature. A special questionnaire was constructed to send to the turkey growers, since it was thought necessary to include these producers in the study. A list of the names of turkey growers was obtained from the Bulletin Office of the Michigan State College.

Since the buyers of poultry and poultry products also make use of the market information available it was decided that these men must be included in the study if it was to be complete. A mailing list of the poultry and egg dealers was obtained from the American Poultry Review, "Who's Who In The Egg And Poultry Industries", 1947.

During a preliminary analysis of the mailed returns it was found that only a very few suggestions for improving the market quotations were offered by the informants, although many said that the quotations were not "applicable to my own situation". Questions specifically designed to obtain new suggestions appeared necessary if the objectives of the study were to be realized. Accordingly, to supplement the data obtained, interviews were held in various counties throughout the state of Michigan.[1] Those chosen for personal interviews were selected both because they were making the poultry industry a large part of their business, and because they were thought to

1. The farmers interviewed were not on the mailing list referred to previously.

be sufficiently well acquainted with the industry to be able to give the information desired.

F. Procedure in Analyzing the Data

In order to determine which groups were more and which groups were less favorable toward the use of poultry and egg marketing information, the general procedure followed was to analyze the data in terms of the responses to various questions classified in various ways: by the size of the farmer's poultry flock; the person who markets the poultry and eggs; the type of marketing outlet used by the farmer; and, the farmer's conception of who set the price at which he sold his poultry products.

Tables are used throughout the analysis to point out the significant findings from the data. Responses to specific questions are given in percentages rather than in actual numbers to facilitate comparing the responses of different groups.

The principal measure of reliability used to test the difference between sample percentages is that of the calculation of the standard error of the difference between two percentages. If we divide the actual difference between two given percentages by the standard error of the difference, a "T-score" is obtained, by which the probability ratio[1] is determined. The probability ratio

1. The probability ratio is the percent of 100 that such a difference between the two samples would occur if successive samples of the same size were taken.

of .05[1] or less will be considered significant in this study.

The intensive interviews were used to clarify the questions raised when appraising the findings from the mailed returns and the interviews from the 1948 Survey of Agriculture. In general they helped to develop a clearer picture of the farmer's use of and reactions to sources of poultry market information than was possible on the basis of the other data alone.

G. Other Studies Dealing with an Evaluation of the Effectiveness of Price and Market Information

In making a review of the literature on similar studies the Michigan State College library facilities were examined exhaustively. Theses, Extension Bulletin lists, the Agricultural Experiment Station Record, indexes to the publications of the United States Department of Agriculture, indexes to periodicals, and books were examined for what information they might reveal on other research strictly along the lines of the present study. Only two such studies were found:

(1) a thesis, entitled "Use of Price and Market Information by Farmers in Calhoun County, Michigan", completed by C. D. Wilcox in partial fulfillment of the requirements for his Master's degree at Michigan State College in 1932.

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1. The probability ratio of .05 means that 95 percent of the time the difference would occur in successive samples, or that there are five chances in 100 that the difference is a chance difference due to sampling.

(2) a study briefly mentioned by Mr. Wilcox, but which could not be located.[1] Mr. Wilcox wrote:

> "Mr. C. J. Borum, State College of Agriculture, Brookings, South Dakota, mailed a questionnaire to the crop reporters to ascertain the effectiveness of their station KFDY, and also of the South Dakota Farm Outlook, the papers used to secure economic information, and what additional information was wanted. A little over half of those who replied used the Outlook and also used many of the standard papers."[2]

The first study was made "...to determine for the area studied the number of farmers who used information, and how the use of this information was influenced by such factors as age of the farmer, time on farm, ownership or tenancy, attendance at farm meetings, education, organizational and educational contacts of children, and the bearing of such items as the size and condition of the farms, the distance from town and the types of roads."[3]

Calhoun County was selected by Mr. Wilcox since he had worked in that county and was more familiar with it than with any other county in Michigan.

One-hundred and sixty farmers were interviewed in four townships. These townships were selected by the Calhoun County Agricultural Agent as representative town-

---

1. Both Mr. Borum and the State Agricultural College of South Dakota were contacted, but neither could furnish a copy of the report on the study or further information about it.
2. Use of Price and Market Information by Farmers in Calhoun County, Michigan, an unpublished thesis for the degree of M.A., Wilcox, C.D., Michigan State College, 1932. p. 12.
3. Ibid. p. 13.

ships of the county.

Mr. Wilcox reported in 1932 that:

> "Economic information is found at present to be used mostly by farmers:[1]
>
> (a) occupying farms of 100 acres or more
>
> (b) whose farms are best equipped and kept in best condition
>
> (c) occupying one farm more than five years and less than 25
>
> (d) whose age ranges between 40 and 60 years
>
> (e) who have a high school education or better
>
> (f) who attend most of the extension meetings
>
> (g) having a member of the family in Smith-Hughes or 4-H Club work."

Mr. Wilcox' study differs from the present study in that his questionnaire was primarily based on information desired on the farmer's use and attitude toward the Agricultural Outlook, an agricultural economic paper sent out periodically by the Michigan State College to assist the farmer in planning his production to fit a long-time marketing scheme. There were four questions included about the WKAR radio programs, and twelve questions were used as control items. The rest of the schedule was in tabular form for checking specific farm crops or livestock the farmer produced, what information from the Outlook he used for each item checked, and the remarks made about the paper.

---

1. Ibid. p. 58.

Suggestions were made in the thesis for improving the price and market information to meet the farmer's needs. These suggestions made by Mr. Wilcox could only apply with confidence to Calhoun County since the sample used was only intended to represent the county.

With so few studies in the field of marketing research of this type it becomes quite apparent why Congress felt legislation was necessary to aid and encourage such studies.

Because the present study is breaking new ground it might be considered an exploratory study in which, in addition to obtaining subject matter data dealing specifically with poultry market news, different methods of gathering the data are tried and tested against the objectives to find out how such information can best be obtained from rural people.

Chapter 2. Sources of Egg and Poultry Market Information

There are various ways that a farmer may obtain poultry and egg price and market information. The U.S. Bureau of Agricultural Economics releases material for publication from time to time. Much of this material is made applicable to each state by that state's agricultural college or its Department of Agriculture. This material is suitable for long-range production and marketing planning. Together the Federal and State Departments of Agriculture furnish the Federal-State Market News reporting service from the terminal markets throughout the country.[1] These reports are used by many radio stations and newspapers for their daily market news service to the farmer. Commercial periodicals furnish marketing information to their customers as do, also, the cooperative marketing associations for their members.

As an exploratory procedure in the early stages of this study the radio stations and newspapers of Michigan were investigated to see how much price and market information was available to the poultry farmer. Since many farm homes either have a radio, or subscribe to a daily or weekly newspaper, these two media seemed the most important sources of market information for the farmer.

1. The Federal-State Market News Service will be discussed more fully later in this chapter.

A. The Radio as a Channel for Price and Market Information

Questionnaires[1] were sent to the 49 radio stations[2] in Michigan and to three Chicago stations[3] to find out how often these market news programs were broadcast, and their sources for market information. Thirty-eight[4] of the stations returned the completed questionnaires from which the following data were obtained.

A greater number of the 38 radio stations broadcast prices and market information for livestock than for any other agricultural product. Information on eggs ran a close second, and poultry, grain, and fruit or vegetables followed in importance in the order given. Table 1 lists the products for which market information was being given by the 38 stations, and the percentage of the radio stations presenting such material for each commodity listed as of January, 1948.

The United Press and the Associated Press are the services most used by the radio stations as their sources of poultry and egg market information. However, both the United Press and the Associated Press use the Federal-State Service as one of their sources of price and market information. This probably accounts for the fact that

---

1. See page 171 in the Appendix.
2. See page 176 in the Appendix.
3. Chicago's three 50,000 watt stations were also sent questionnaires since many Michigan residents on the western side of the state receive their programs.
4. See page 178 in the Appendix.

the Federal-State Market News Service was reported by the radio stations as a source of market information only about half as often as the two press services mentioned previously.

Table 1. The Percentage Distributions of the Responses of 35 Michigan and Three Chicago Radio Stations to the Question: "Do you carry any market information on livestock, grain, fruit or vegetables, eggs, poultry or other items?". January, 1948.

Commodity	"Yes"	"No"	Total (N=38)
	Percent	Percent	Percent
Livestock	68.4	31.6	100.0
Eggs	65.8	34.2	100.0
Poultry	60.5	39.5	100.0
Grain	57.9	42.1	100.0
Fruit or vegetables	36.8	63.2	100.0
Other (celery, butter, cheese or lard)	7.9	92.1	100.0

Table 2 lists the sources of information, and the proportion of stations using them, for the 25 radio stations presenting egg market information to their listeners and for the 23 stations carrying poultry information.

Table 2. Percentage Distributions of Radio Stations Carrying Egg or Poultry Market Information Which Reported the Use of Specified Sources of Information. January, 1948.

Source	Proportion* of Stations Using Source of Information For: Eggs (N=25)	Poultry (N=23)
	Percent	Percent
Associated Press	44.0	43.5
United Press	44.0	30.4
Local Dealers	32.0	26.0
Federal-State Service	24.0	17.4
USDA-Production Marketing Administration	20.0	17.4
International News Service	12.0	13.0

* The proportions total more than 100 since more than one source was mentioned by some of the radio stations.

As might be expected, about 65 percent of the radio stations quoted prices from the Detroit market. Some of the stations included Chicago and local prices along with the Detroit market quotations. Chicago is the next most frequently quoted market, with the local and the New York markets quoted the least number of times. One station reported the presentation of an "over-all market", but did not list its sources. (See Table 3)

Table 3. Percentage Distributions of Michigan and Chicago Radio Stations Quoting Egg and/or Poultry Prices from Specified Markets. January, 1948.

Market	Proportion of Stations Quoting Prices from Specified Market: Eggs (N=25)	Poultry (N=23)
	Percent	Percent
Detroit	32.0	26.0
Detroit and Chicago	16.0	17.4
Detroit and local	8.0	13.0
Detroit, Chicago and local	8.0	8.7
Chicago	16.0	17.4
Chicago and New York	4.0	4.4
Local	12.0	8.7
"Over-all market"	4.0	4.4
Total Percent	100.0	100.0

Twice daily was the most that any of the respondent radio stations carried egg and poultry market information. Over half of the stations carried the reports only once a day, and a few carried the information only once or twice a week. Table 4 shows the frequency of egg and poultry market reports being carried by the radio stations.

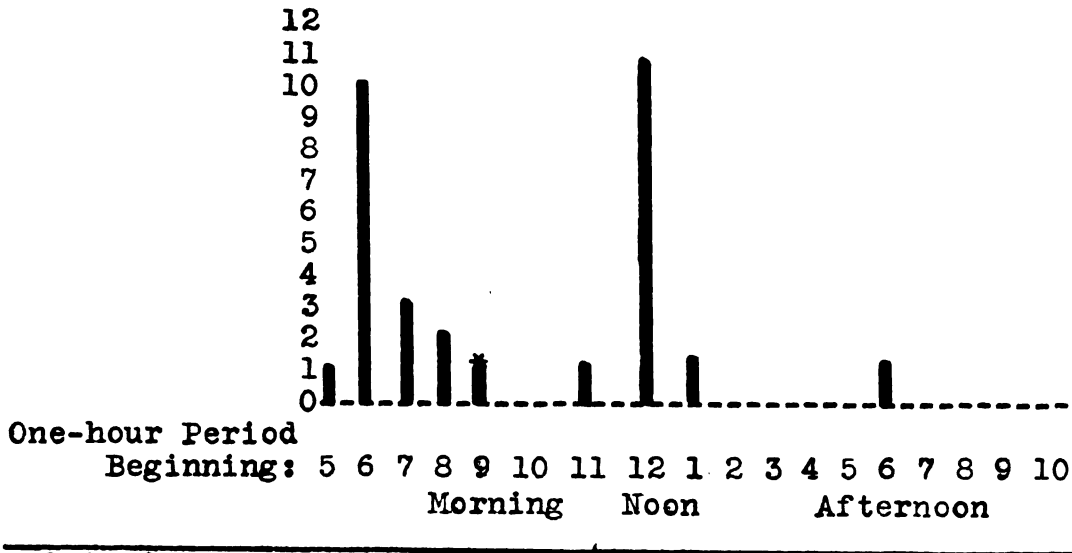
When the time of broadcasting of market reports was classified by hourly periods, it was found that a farmer

Table 4. Percentage Distributions of the Frequency with which Egg and Poultry Market Reports were Carried by the Respondent Stations During Each Week. January, 1948.

Frequency	Proportion of Stations Quoting Prices: Eggs (N=25)	Poultry (N=23)
	Percent	Percent
Once daily	64.0	65.2
Twice daily	16.0	17.4
Once a week	8.0	13.0
Twice a week	4.0	0.0
No response	8.0	4.4
Total percent	100.0	100.0

could most expect to hear the reports over his favorite radio station between the hours of six and seven each morning, and between twelve and one o'clock each noon. Figure 1 represents the broadcast times of market news programs, including egg or poultry quotations, of 23 Michigan and three selected Chicago radio stations.

Figure 1. Radio Market Quotations on Eggs and Poultry Available to Michigan Poultrymen by One-hour Periods Throughout the Day. January, 1948.



* Saturday only.

On the basis of the questionnaires returned by the 38 radio stations a farmer in the lower peninsula of Michigan[1] would have a two-to-one chance that the radio station in his area would carry egg and poultry market quotations from Detroit some time during each day. The lower peninsula farmer would have less than a fifty-fifty chance of hearing the Chicago market included in the quotations, and only four chances in 25 of hearing local reports. He could expect to hear these reports at breakfast, if he ate between six and seven o'clock, or at noon.

B. The Newspaper as a Channel for Price and Market Information

The Michigan newspapers taken by the Public Relations Office of the Michigan State College were examined to see whether or not they contained egg and poultry price and market information. Fourteen Michigan dailies and 50 Michigan weeklies were examined.[2] The cities and towns in which these papers are published are spotted on the map in Figure 2.

Nine of the 14, or 64.2 percent, Michigan daily

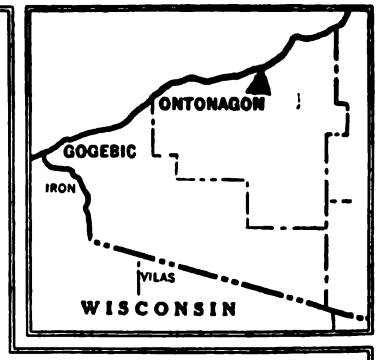
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1. The primary coverage areas of the Detroit and Chicago 50,000 watt stations, do not reach into the upper peninsula, and the two stations reporting egg and poultry market news in that area do not have the power to cover the entire upper peninsula.
2. The 14 dailies and 50 weekly newspapers were the total number of newspapers subscribed to by the Michigan State College Public Relations Office as of October 16, 1947 when these papers were examined.

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Figure 2.

Cities and Towns Publishing the Newspapers Examined for Egg and Poultry Market News



KEWEENAW
HOUGHTON
BARAGA
MARQUETTE
IRON
DICKINSON
VILAS
FOREST
FLORENCE
MENOMINEE
WISCONSIN
MARINETTE
ALGER
DELTA
SCHOOLCRAFT
LUCE
MACKINAC
CHIPPEWA
CANADA
EMMET
CHEBOYGAN
PRESQUE ISLE
CHARLEVOIX
ANTRIM
OTSEGO
MONT-MORENCY
ALPENA
LEELANAU
BENZIE
GD. TRAVERSE
KALKASKA
CRAWFORD
OSCODA
ALCONA
MANISTEE
WEXFORD
MISSAUKEE
ROSCOMMON
OGEMAW
IOSCO
MASON
LAKE
OSCEOLA
CLARE
GLADWIN
ARENAC
HURON
BAY
OCEANA
NEWAYGO
MECOSTA
ISABELLA
MIDLAND
TUSCOLA
SANILAC
MONTCALM
GRATIOT
SAGINAW
MUSKEGON
KENT
GENESEE
LAPEER
OTTAWA
IONIA
CLINTON
SHIAWASSEE
ST.CLAIR
OAKLAND
MACOMB
ALLEGAN
BARRY
EATON
INGHAM
LIVINGSTON
VAN BUREN
KALAMAZOO
CALHOUN
JACKSON
WASHTENAW
WAYNE
CANADA
CASS
ST.JOSEPH
BRANCH
HILLSDALE
LENAWEE
MONROE
BERRIEN
LA PORTE
ST. JOSEPH
ELKHART
LAGRANGE
STEUBEN
WILLIAMS
FULTON
LUCAS
INDIANA

Key

Dailies with egg and poultry news - ○

Dailies without egg and poultry news - ●

Weeklies with egg and poultry news - △

Weeklies without egg and poultry news - ▲

0 5 10 20 30 40 50 60 MILES

newspapers examined carried egg and/or poultry market information. All of the nine papers carried Detroit quotations. Five of the papers included quotations from Chicago; three carried local prices, and one included the quotations from the New York market.

Two-thirds of the daily newspapers used the Federal-State Market News Service as their source of information for Detroit market prices. The other one-third used the Detroit Bureau of Weights and Measures'[1] report as their source for the Detroit quotations.

The U.S.D.A.-Production Marketing Administration and the Associated Press provided the information from the Chicago and New York markets while local dealers and local farmers' markets were used as sources for local prices.

Only three weekly newspapers, or six percent of the weekly papers, carried egg and poultry quotations. They quoted only local prices being paid by local dealers at the time the paper went to press.

Since it is not known to what degree the 14 daily newspapers are representative of the 52 dailies in the State or to what degree the 50 weekly newspapers are representative of the 339 weeklies published in Michigan[2]

1. This bureau has offices on the Detroit Public Farmers' Markets.
2. There was no place found, not even the State Library of Michigan, that suscribed to all the newspapers in Michigan.

there is little that can be said with assurance as to what a poultry farmer might expect to find in his newspaper. However, it might be safe to say that there is very little chance that marketing information would be in his weekly newspaper and, if market prices were given, they would probably be only local prices paid by local dealers.

Since all of the daily newspapers which carried egg and poultry quotations carried Detroit quotations it might be reasonable to expect that Detroit prices would be in the daily newspaper subscribed to by a poultry farmer, if the newspaper carried egg and poultry quotations at all. If a farmer suscribed to two daily newspapers the chances are that at least one of the papers would carry egg and poultry market information.

C. The Federal-State Market News Service

1. Origin and Purpose:

Federal market news reports on dairy and poultry products were first issued in 1918 during the first World War.

> "The purpose from the beginning has been to provide various types of information to all persons who might use it as an aid toward more intelligent production, marketing, and distribution."[1]

The information is gathered through local market reporters in the key markets covered. Summarized market

1. The Market News Service on Dairy and Poultry Products, United States Department of Agriculture, Production and Marketing Administration, Washington, D. C., June, 1948. p.1.

reports are sent out promptly each day by radio, telegraph, telephone, and through the newspapers and the mails. In addition to the funds provided from Federal sources, co-operative arrangements are made with State agencies to provide a larger budget with which to work and to allow the two agencies to work together for the good of all concerned.

The Detroit office was set up in 1946 when several markets were added to bring about more complete coverage throughout the United States.

2. Nature and Scope:

The nature and scope of the reporting service at each office depend upon the national importance of that particular market, which commodities are of prime importance, and the facilities and personnel available. The service is more complete in markets that have a nation-wide significance, since the current market information originating at these points is in demand throughout the country. Since it is important for local producers and handlers to have information regarding market conditions and prices applicable to their immediate outlets there has been an increasing interest in and demand for such information during recent years.

The local market reports on dairy and poultry products vary as to type of information they contain but, generally, they include market prices and comments, primary and terminal market receipts, dealers' floor stocks,

cold-storage stocks, retail movements, and such miscellaneous information as production reports, feed-egg ratios, and announcements regarding Government buying programs, and purchases. Information is also carried about other markets that is of local importance and interest.

A market reporter at each market is responsible for collecting and compiling information obtained from local buyers and sellers, cold-storage warehouses, transportation agencies, and other such sources. Statistical information is obtained partially by telephone or from mailed reports, but information on prices is generally obtained by the reporter through personal interviews with appropriate persons each day. This information is furnished voluntarily, with the understanding that the sources will be kept confidential and the data will be used only in preparing summarized statements for the market as a whole. Any attempt to sway the market is usually easily recognized since the prices quoted during the interview will not be in line with the rest of the market. The reporter is in contact with both the producer and the handler and the information received is checked with both the producer and handler.

When the market reporter is suspicious of a buyer's prices he talks to some of the producers unloading their poultry products at the buyer's place of business. If the prices of the transaction do not coincide the reporter

asks to see the bill of sale and thereby is able to verify the prices quoted.

After the information is compiled and summarized it is made available to the public through the channels of wire, radio and press. Mimeographed reports are sent out daily to anyone requesting this service.

3. Recipients of the Service:

In order to obtain some idea of the value placed on the service by the producers and handlers of the dairy and poultry products, it was decided to find out who used the service. Copies of the Detroit and the Chicago mailing lists to Michigan residents were obtained and classified according to the address of the persons requesting the market reports. Table 5 shows the result of this classification.

Table 5. Percentage Distributions of Mailing Addresses of the Detroit and Chicago Federal-State Market News Service Daily Reports on Dairy and Poultry Products.*

Mailing Address	Detroit N=227	Chicago N=459
	Percent	Percent
Cities and towns	91.1	90.0
Rural addresses (RFD)	7.1	6.7
Unknown as to location (no street or RFD address)	1.8	3.3
Total percent	100.0	100.0

* The Detroit mailing list was secured November 8, 1947, and the Chicago list was compiled as of January 13, 1948.

This table shows that close to nine-tenths of the

Federal-State Daily Market Reports go to people with urban addresses. Most of these addresses are those of wholesale buyers: packers and shippers, distributors, and so forth. Only seven percent could definitely be classified as rural. Egg and poultry handlers then are receiving most of the individual daily market reports mailed directly from the Federal-State offices.

Since the daily market report of the Service is sent free to anyone upon request, it would seem logical that it would be used by those making their living from the production or the marketing of farm products. It was decided to find out just how much the service was being used by poultrymen. This was done when the intensive interviews were taken.

At the close of the interview, if there had been no mention of using the Federal-State Market News Service, the farmer was asked if he had ever heard of the Service. If the reply was "No", or "Don't know" a copy of a recent report was shown to him with the question, "Does it look as though this would be useful to you, or not?". Table 6 shows the use made of the Service, and the producers' knowledge of the Federal-State Market News Service.

Many of those producers who knew about the service were not receiving the daily market report. They had seen it either at their feed store or local co-operative, had seen references to it in the newspaper reports, or their poultry buyer had shown it to them.

Table 6. Percentage Distributions of the Poultry Producers, Classified by the Use of, and the Acquaintance with the Federal-State Market News Service on Dairy and Poultry Products. Michigan, 1948.

Classification	Egg & Chicken Producer N=32	Turkey Producer N=32
	Percent	Percent
Users of the Service	0.0	15.6
Non-users of the Service:		
1. Know about it . . .	34.4	40.6
2. Do not know about it	65.6	43.8
Total percent	100.0	100.0

Upon request to the interviewer, the address of the Detroit office was provided and a record was kept of those who desired the address. Eight months later the mailing list of the Federal-State Office in Detroit was checked to see how many egg and chicken producers, and turkey growers wrote to the office requesting the service. Table 7 shows the numbers in proportions of those who requested the address of the Federal-State office from the interviewer, and those who wrote to the Detroit office requesting a daily market report after asking for and receiving the address of the office from the interviewer.

Many of the farmers interviewed had not heard of the service and could not understand why they had not been informed of such available information. "Why haven't we been told of this before?", and, "This would have been a big help to me last fall!" were characteristic comments

Table 7. Percentage Distributions of Producers Interviewed Who Asked for the Address of the Federal-State Market News Office in Detroit and the Producers Requesting the Address of the Detroit Office Who Actually Wrote for the Service. Michigan, 1948.

Type of Producer	Requested Address	Wrote for Service	Size of Sample
	Percent	Percent	
Egg and chicken	59.5	25.0	32
Turkey	81.5	21.8	32

of those who learned about the service. Yet only 42 percent of the egg and chicken producers and 27 percent of the turkey growers who asked for the address of the Detroit office actually wrote for the service in the course of the eight months following the interviews.

Because less than half of the informants who asked for the address, and went to the bother of noting down the address, actually wrote to request the daily market report, it was decided to examine the data to see if any characteristics could be found that might be responsible for fifteen farmers writing for the Service and the 30 others not going to the bother. The following characteristics were found for the egg and chicken producers who requested the service:

1. There were twice as many women marketing the poultry products alone, and one-third as many wives and husbands marketing together as in the group not requesting the service.

2. The average size of the chicken flock was larger: nearly 4 in 10 of the producers of this group had 800 chickens and over, as compared with less than 1 in 10 of the producers in the group not requesting the service.

3. Nearly twice as many of these farmers felt that they were in a position to bargain with the poultry and egg buyer, i.e. "set their own price", as in the non-responding group.

4. Only about half as many of these farmers listened to the market reports over the radio or read the reports in the newspaper every day as in the group who did not write for the service.

No appreciable difference was found between the two groups of turkey growers, i.e. those growers who wrote in for the service and those who did not request the service, except in two instances:

1. Only two-thirds as many farmers 'felt' that they could bargain with the buyer, i.e. "set their own price", as in the group who did not request the service.

2. Only two-thirds as many growers listened to the radio market reports or read the newspaper reports every day as in the group not requesting the Federal-State service.

When the characteristics of the egg and chicken producers are compared with the turkey growers, we find that the only point in which they are in agreement is that of the frequency of the producers using daily newspaper or radio market reports. Those who wrote in to the Detroit office for the Market News Letter did not compare their prices as often with the daily newspaper and radio reports as did the growers not requesting the service.

In both these comparisons, however, the numbers of cases involved are too few to permit us to attach much significance to differences obtained. They may be suggestive of reliable relationships, but would need further

checking before they could be accepted as significant.

Perhaps the reason why the other farmers asked for the address of the Federal-State office was that they could see the value of such a report, but later realized that the same information was in their daily newspaper or came by radio each day and, therefore, did not bother to write for the News Letter. Another reason might be that the interviewer, unknowingly, did a good job of "selling" the service to the farmer when he did not actually feel the need for it.

4. Summary:

The Federal-State Market News Service is used by the radio and press as a source of market information, therefore, it should not be too surprising when it is discovered that better than nine out of every ten Market News Letters go to Detroit or to other urban addresses,[1] rather than to rural addresses, which would usually characterize the producer. Only those areas adjacent to Detroit are able to receive the News Letter the day it is mailed, and some areas in northern Michigan would receive it as much as two days later. The radio and press, generally, carry up-to-the-minute prices and the farmer knows he can expect to read or hear them at a certain time each day, while the mails are not so speedy, and may

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1. See Table 5, page 21.

be not quite so reliable. However, as many farmers commented, the News Letters are handy to refer to, or to show to a buyer when he tells them the newspaper or radio reports are not accurate.

Chapter 3. Market News and the Poultryman

A. Collection of the Data

Two major samples were used in collecting the data from the egg and poultry farmers. Intensive interviews followed these two samples using a very carefully selected sample of poultry farmers. The collection of the data for each of these samples will be discussed separately in the succeeding paragraphs.

1. The Questionnaire:

During the construction of the questionnaire each question was submitted to careful scrutiny. What purpose does it serve? Is it a useful control item, or will it yield information necessary to answer any of the four questions outlined in the objectives?[1]

Upon completion of the questionnaire[2] it was pretested in the rural communities around East Lansing. The results of these tests showed that revisions were necessary to make the questions clearer and to eliminate misunderstandings. These revisions were then tested and, in turn, revised and tested again until the interviews showed that the informants understood what was wanted from each question.

The covering letter[3] that accompanied the mailed

1. Chapter 1, page 2.
2. See page 180 of the Appendix.
3. See page 187 of the Appendix.

questionnaires explained why the farmer, to whom the letter was addressed, was included in the mailing list. It explained what the study hoped to accomplish through the data obtained by the questionnaires, and who was conducting the study. The letter also pointed out that the questionnaire was devised, in spite of its apparent length, to facilitate its being completed quickly.

The covering letter[1] included in the follow-up mailing a month later was an appeal to the farmer to do his part in helping to present a clear picture of the farmer's use of and reaction to poultry market information. It was pointed out in this letter that even if the farmer did not have any chickens it was desired that he note this fact on the questionnaire and return it. An offer was also made to send the farmer a copy of the report on the study as an added appeal to enlist his cooperation.

The mailing list used for the sample was obtained from the United States Bureau of Agricultural Economics. This was a list of names and addresses of farmers in the 22 counties chosen by the Bureau as representative of the agricultural areas of Michigan for the 1947 Survey of Agriculture. Through the use of this list it was thought that more types and a wider range of sizes of poultry enterprises would be included in the sample than if a specialized list of poultrymen were to be obtained.

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1. See page 180 of the Appendix.

Each farmer on the mailing list was sent a questionnaire in March, 1948. Those who did not respond to the first questionnaire were sent a second questionnaire a month later. Personal interviews were held with all the non-respondents to the second mailing so that each of the 349 farmers on the B.A.E. list was contacted either by a mailed questionnaire or by personal interview. These interviews were taken by Michigan State College students of agricultural economics and poultry husbandry during their spring vacation.

2. The Michigan Supplement to the April, 1948 Survey of Agriculture:

Arrangements were made with the United States Bureau of Agricultural Economics to include a two-page supplement[1] with the April, 1948 Survey of Agriculture schedule for Michigan. This supplement included as many of the questions from the mailed questionnaire, thought to have the most bearing on the farmer's use of and attitude toward poultry market information, as the limited space permitted.

New sample segments were drawn for Michigan by the Bureau of Agricultural Economics to eliminate duplication of the original mailing list.

During the interview the national Survey of Agriculture schedule was completed first, followed by the supple-

1. See page 189 of the Appendix.

mentary questions. This was an unfortunate though unavoidable circumstance, since the informant had already answered 23 pages of questions and both the interviewer and the informant might well have felt ready to quit by the time they began the supplementary questions. The tendency to hurry through these additional questions was noticeable in the records of these interviews as the information was not always complete and some rather vague responses were recorded.

Since the interviewers who obtained the data were not primarily interested in the market news study, it is possible that additional comments above and beyond the answers to the actual schedule questions were often ignored. However, the information supplied by the supplementary questions was illuminating, provided an invaluable check on the earlier B.A.E. mailing list data, and seemed definitely worth the added expense involved.

3. The Intensive Interviews:

Preliminary analysis revealed that the two cross-section samples tended to yield only vague suggestions for improving market quotations, or lacked them entirely, although criticism of the existing quotations was given. It was then decided to supplement the coverage of the questionnaire in that area by holding personal interviews with farmers throughout the state, selected because of their ability to give constructive criticism or suggestions on the subject.

In devising this "intensive interview" schedule the original questionnaire was used as far as possible. New questions were added to test the suggestions for improvement in the egg and poultry market quotations appearing frequently as the questionnaires and schedules were examined.

The order of the questions in the intensive interview schedule[1] was changed in some instances; take, for example, the question, "What kinds of changes would you like to see made in the egg market information available to you?". Since suggestions of other farmers were to be tested, this question could no longer appear at the close of the questionnaire, but had to be asked before the farmer's opinions on others' suggestions were obtained, lest these new questions bias the informant's responses.

Cards were devised to show various ways of quoting prices and presenting comments in order to draw out the poultryman on this subject. It was hoped that the farmer would make his own needs and desires known when he saw these tangible examples of egg and poultry market reports formulated in different ways.

Since very few farmers mentioned the use of the Federal-State Market News Service when filling out the questionnaires, a question about the farmer's knowledge of the service was introduced at the close of the schedule,

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1. See page 192 of the Appendix.

to be asked only if the Service was not mentioned during the interview.

Extension personnel of the Poultry Husbandry Department of the Michigan State College were called upon to furnish for the various major poultry producing counties lists of poultry farmers who were large producers of poultry products and/or were thought to be sufficiently well acquainted with the business to have constructive ideas on how marketing information could be improved to meet the poultryman's needs.

These lists of farmers to be interviewed were not intended to be representative samples of poultry farmers, but were to be used to amplify and explain, when possible, the questions raised as a result of an analysis of the mailed questionnaires and the supplementary responses.

The names on the lists to be interviewed were checked against all farmers previously contacted to eliminate duplication.

The interviewing procedure used was to inquire at each farm for the person who generally handled the marketing of poultry products, and to interview that person. The introduction was usually as follows:

> "How do you do. I'm...(name of interviewer).. from Michigan State College. We are making a study of poultry marketing in Michigan, trying to find out how we can make poultry market information more useful to you. I would like to ask you a few questions about your poultry marketing practices. May I talk with you a few minutes?"

The wording of the questions was followed just as written to keep the interviews as much alike as possible. If the information supplied by the informant was vague, time was taken to draw out just what was meant by his statement. These interviews were taken for the insight they could give to the responses from the questionnaires and the survey supplement. Encouragement was given to the farmer to expand upon his answers to the questions, and, as far as possible, all such information was recorded on the spot.

B. The Poultry Enterprise on the Farms Studied

Personal and economic factors such as the age of the farm operator, relative proportion of total farm income acquired from the sale of poultry products, and the size of the poultry flock are presented in an analysis of the study since it was expected that there might be a relationship between such factors and the farmer's source of market price comparison and his use of radio and printed market information. An analysis of the personal and economic factors found in the data will be presented here and then used later in the chapter to classify the egg and chicken producer's source of price comparison and his relative use of radio and printed market news to see if the source of market information utilized is related to the personal and economic factors of the producer.

Table 8 shows the percentage distributions of the

size of the farmer's poultry flocks as they occured in all three samples. These figures must be considered in relation to the season;[1] most of the questionnaires and schedules were completed during March and April when chicken flocks tend to be at their smallest.

The April, 1948 Survey of Agriculture schedules showed that one in 10 farmers of the 209 farms studied received their principal income from poultry and/or eggs, and two in 10 farmers received their next largest income from poultry products.[2]

Table 8. Percentage Distributions of the Size of the Chicken Flocks of Farmers Who Have Sold Eggs and/or Chickens in the Past Year. Michigan, 1948.

Size of Flock	1947 B.A.E. Survey Sample N=121	1948 B.A.E. Survey Sample N=209	Intensive Interviews N=32
	Percent	Percent	Percent
No data	0.8	0.0	0.0
None	4.9	1.4	0.0
1-24	8.3	13.9	0.0
25-49	17.3	26.8	0.0
50-99	25.7	28.8	3.1
100-199	24.1	17.2	6.3
200-399	14.0	10.0	34.4
400-599	4.1	0.9	21.9
600-799	0.0	0.5	15.6
800 & over	0.8	0.5	18.7
Total percent	100.0	100.0	100.0

1. The intensive interviews were taken during the months of August and September, 1948 and must be excepted in this statement.
2. This question was not included in the 1947 B.A.E. Survey Sample questionnaire.

The size of the chicken flocks of the "principal income" farms and the "next largest income" farms were compared on the hypothesis that the size of the flock increases with the proportion of the total income received

Table 9. Percentage Distributions of the Size of the Chicken Flock, Classified by the Proportion of Farm Income Derived from the Sale of Poultry Products. Michigan, 1948. (1948 B.A.E. Survey Sample)

Size of Flock*	Principal Income Farms N=23	Next Largest Income Farms** N=45
	Percent	Percent
1-99	43.5	46.7
100-399	39.1	46.7
400 & over	17.4	6.6
Total percent	100.0	100.0

* These three size groups were used following empirical observation of the data. Within each group similar marketing practices were used. Charles C. Sheppard of the Poultry Husbandry Department of the Michigan State College substantiated this empirical g rouping by stating that flocks ranging in size from 1-99 chickens had "no marketing problem ten months of the year--use as many eggs as they get, except April and May"; those flocks ranging in size from 400-800 and over had "enough money tied up in the business to do a good job of it"; and, the remainder fell into a intermediate group, hence are presented by themselves.

** Upon rechecking the data it was found that 10 of the 45 farmers in the "next largest income" group were also represented in the "principal income" group. This resulted from the 10 farmers stating that the returns from the sales of eggs represented their principal income and the sale of chickens represented their next largest income, or vice versa. The percentages recalculated on the basis of N=35 would give the 1-99 flock group 45.7 percent, the 100-399 bird group 54.3 percent, with 0.0 percent for the 400 and over bird group. These 10 producers were allowed to remain in the "next largest income" group since they do receive their next largest income from the sale of poultry products.

from the sale of poultry products. Table 9, however, does not show any significant difference in the size of the flocks of these two groups, and further testing of the hypothesis is necessary to disprove or substantiate such an hypothesis.

Table 10 shows the percentage distribution of the age of the farm operators[1] in the 1948 B.A.E. Survey Sample reporting the sale of poultry products during the previous year. Better than 8 out of every 10 of these farmers were between the ages of 40 and 69 years.

Table 10. Percentage Distribution of the Age of the Farm Operators Reporting the Sale of Poultry Products. Michigan, 1948. (1948 B.A.E. Survey Sample)

Age	N=209 Percent
Under 20 years	0.5
20-29	3.8
30-39	13.4
40-49	23.0
50-59	27.7
60-69	21.5
70-79	9.1
80-89	1.0
Total percent	100.0

When the age of the farm operators was classified by the relative proportion of the total income which was derived from the sale of poultry products, better than 7 out of every 10 "principal income" farmers were in

1. This information was taken from the April, 1948 Bureau of Agricultural Economics schedule since the question of the age of the farm operator was not included among the questions for the present study.

their fifties or sixties while only a little better than 5 out of every 10 next largest income farmers were in this age group. This difference, however, is not statistically significant and could well be a chance occurrence since the samples are small. There is a very real difference, however, at the 40-49 age level. Here only 1 in 20 farmers derives his principal income from poultry products, while nearly 3 in every 10 farmers, or 6 in 20, obtain their next largest income from the sale of poultry products. The tendency then would seem to be that up to the age of 49 years a farmer raises chickens to supplement his income, but as he grows older he relies increasingly upon the sale of poultry products for the major proportion of his income. (See Table 11)

Table 11. Percentage Distributions of the Age of the Farm Operator, Classified by the Proportion of Farm Income Derived from the Sale of Poultry Products. Michigan, 1948. (1948 B.A.E. Survey Sample)

Age	Principal Income N=23	Next Largest Income N=45
	Percent	Percent
20-29	4.4	6.6
30-39	13.0	6.6
40-49	4.4	26.7
50-59	26.0	31.1
60-69	47.8	24.5
70-79	4.4	4.5
Total percent	100.0	100.0

C. Marketing Practices of the Poultry Farmers

In studying the process of the communication of radio and printed market news to the egg and chicken producer it was thought that there might be a relationship

between the farmer's marketing practice and his relative use or rejection of prepared market information. The following paragraphs point out the marketing practices of the egg and chicken producer. These practices will be used later in the chapter to classify the poultryman's source of price comparison and his relative use of radio and printed market news to see if the source of information utilized is related to the marketing practice of the poultry farmer.

The farmer's wife takes a large share of the responsibility for the poultry and egg marketing on the farms of Michigan. Table 12 shows the percentage distribution of various farm family members who serve as the marketing agent for poultry products on their farm.

Table 12. Percentage Distributions of Family Relationship of the Person or Persons Responsible for the Marketing of Poultry Products on Michigan Farms. Michigan, 1948.

Family Relationship	1947 B.A.E. Survey Sample N=121	1948 B.A.E. Survey Sample N=209	Intensive Interviews N=32
	Percent	Percent	Percent
Wife	43.8	53.2	31.2
Husband	25.6	30.1	43.8
Wife and husband	15.7	4.3	25.0
Daughter	0.0	2.8	0.0
Son	1.7	1.0	0.0
Others	7.4	8.1	0.0
No data	5.8	0.5	0.0
Total percent	100.0	100.0	100.0

There is a greater proportion of husbands and wives doing the marketing together in the 1947 B.A.E. Survey Sample than in the 1948 B.A.E. Survey Sample. This difference is large enough to be statistically significant.

When the member of the farm family serving as the marketing agent is classified by the size of the poultry flock the following consistent tendencies are observed:[1] (See Tables 13, 14, and 15.)

1. As the size of the flock increases the proportion of wives serving as the marketing agent decreases.

2. The proportion of husbands marketing the poultry flocks tends to increase with the size of the poultry flock, except at the 50-99 bird level where there is a sharp decrease only to increase again at the next larger group and thereafter.

These observations are statistically significant in Table 13, but are still within the realm of chance in Table 14.

Other practices in preparing eggs for marketing that some farmers follow and others do not are: selling on a color basis; grading; and, candling. These marketing practices are discussed in the four paragraphs that follow.

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1. In the analysis that follows in this chapter data from the two cross-section samples will be treated as one when discussed, except when they differ substantially and appear to merit separate discussion. This procedure seems justifiable since the 1947 B.A.E. Survey Sample and the 1948 B.A.E. Survey Sample segments were drawn in the same manner and all farms in both samples were contacted.

Table 13. Percentage Distributions of the Marketing Agent for Poultry Products, Classified by Size of the Chicken Flock. Michigan, 1948. (1947 B.A.E. Survey Sample)

Marketing Agent	1-49 N=31	50-99 N=31	100-399 N=46	400 & over* N=6
	Percent	Percent	Percent	Percent
Wife	61.2	54.8	28.3	50.0
Husband	22.6	3.2	36.9	50.0
Wife and husband	3.2	25.8	21.7	0.0
Son	0.0	6.5	0.0	0.0
Others**	6.5	6.5	10.9	0.0
No data	6.5	3.2	2.2	0.0
Total***	100.0	100.0	100.0	100.0

* Although the number of "400 and over" flock farms is too small to be significant for purposes of analysis, the percentage distribution was calculated to give the reader some idea of the trends. Combining the two samples raises the number of farmers in this group only to ten. Since they are in a class by themselves, as far as marketing is concerned, they were not combined with the smaller size chicken flocks. Since more than one-half of the farm flocks in the Intensive Interview data are in this size group, they might be considered representative of the 400 and over flock group.

** There were no daughters serving as the poultry marketing agent in this sample.

*** The total number of responses is less than 121 since seven farmers either did not have chickens at the time the data was gathered, or they did not answer the question.

Nearly 6 in every 10 of the 121 farmers raising chickens in the 1947 B.A.E. Survey sample sell their eggs on a color basis, while nearly 4 in 10 farmers sell their eggs in mixed colors.[1] The remaining egg producers did not disclose whether or not they sorted their eggs by color.

1. This question was not included in the 1948 B.A.E. Survey supplement.

Table 14. Percentage Distributions of the Marketing Agent for Poultry Products, Classified by Size of the Chicken Flock. Michigan, 1948. (1948 B.A.E. Survey Sample)

Marketing Agent	1-49 N=85	50-99 N=60	100-399 N=57	400 & over N=4
	Percent	Percent	Percent	Percent
Wife	55.2	53.3	47.4	50.0
Husband	29.4	26.7	36.8	25.0
Wife and husband	2.4	5.0	7.0	0.0
Son	0.0	0.0	3.5	0.0
Daughter	4.7	3.3	0.0	0.0
Others	7.1	11.7	5.3	25.0
No data	1.2	0.0	0.0	0.0
Total*	100.0	100.0	100.0	100.0

* Three farmers did not have chickens on their farm at the time they were interviewed.

Table 15. Percentage Distributions of the Marketing Agent for Poultry Products, Classified by Size of the Chicken Flock. Michigan, 1948. (Intensive Interviews)

Marketing Agent	50-99 N=1	100-399 N=13	400 & over N=18
	Percent	Percent	Percent
Wife	100.0	38.5	22.2
Husband	0.0	23.0	61.2
Wife and husband	0.0	38.5	16.6
Total percent	100.0	100.0	100.0

The farmers generally do not grade or candle their eggs. The percentage distributions of the two cross-section samples and the intensive interviews are found in Table 16.

When the eggs are not sorted or graded by the producer, the buyer generally buys them "nest-run" rather than sort them himself and pay according to the way the

eggs grade. Nearly 8 in every 10 farmers in the 1947 B.A.E. Survey sample reported that their eggs were sold "nest-run" to the buyer. The 1948 B.A.E. Survey sample showed such a practice occuring more frequently, as better than 8 in every 10 farmers sold their eggs "nest-run".

The farmers pointed out during the intensive interviews that they quite often graded their eggs during the fall when their pullets were beginning to lay and that they continued to sort them until the eggs became more or less uniform in size.

Table 16. Percentage Distributions of the Egg Candling and Grading Practices of Farmers. Michigan, 1948.

Marketing Practice	1947 B.A.E. Survey Sample N=121	1948 B.A.E. Survey Sample N=209	Intensive Interviews N=32
	Percent	Percent	Percent
Candling:			
"Yes"	4.1	3.3	6.2
"No"	84.3	96.7	78.2
"Part of the time"*	0.0	0.0	9.4
"Do not sell eggs"	0.0	0.0	6.2
No data	11.6	0.0	0.0
Total percent	100.0	100.0	100.0
Grading:			
"Yes"	26.4	14.4	46.9
"No"	67.8	85.6	28.2
"Part of the time"**	0.0	0.0	18.7
"Do not sell eggs"	0.0	0.0	6.2
No data	5.8	0.0	0.0
Total percent	100.0	100.0	100.0

* The farmers sometimes candled their eggs in the fall when the pullets began laying.

** In the fall the pullet eggs were graded out, and those who sold eggs to hatcheries graded their eggs during the hatching season.

Wholesale buyers, retail stores and consumers are the main outlets for eggs produced on Michigan farms, while chickens are largely sold to wholesalers alone. Tables 17 and 18 show the types of egg and poultry buyers, respectively, and the percentage distributions of farmers reporting their most frequent poultry product outlet.

Table 17. Percentage Distributions of Types of Egg Buyers, as Reported by the Farmers. Michigan, 1948.

Type of Egg Buyer	1947 B.A.E. Survey Sample N=121	1948 B.A.E. Survey Sample N=209	Intensive Interviews N=35*
	Percent	Percent	Percent
Wholesaler	27.3	29.2	42.9
Retail store	26.4	34.4	8.6
Consumer	28.1	27.3	22.8
Huckster	4.1	4.3	0.0
Restaurant and Hospital	2.5	2.4	2.9
Hatchery	5.0	1.9	17.1
All other	0.8	0.5	0.0
No data	5.8	0.0	0.0
Do not sell eggs	0.0	0.0	5.7
Total percent	100.0	100.0	100.0

* Three farmers in this group sold half of their eggs to one type of buyer and the remainder to another type of buyer, rather than having only one principal buyer.

Nearly 6 in every 10 farmers have sold eggs to their present buyer for two or more years. Nearly 2 in 10 farmers have sold eggs to the same buyer from 12 to 23 months, and nearly 2 in 10 farmers have sold less than one year to the same buyer.[1]

1. Questions on poultry marketing practices were omitted from the 1948 B.A.E. Survey supplement because of limited space.

Table 18. Percentage Distributions of Types of Poultry Buyers, as Reported by the Farmers.* Michigan, 1948.

Type of Buyer	1947 B.A.E. Survey Sample N=106**	Intensive Interviews N=29***
	Percent	Percent
Wholesaler	41.6	41.5
Retail store	9.4	6.9
Consumer	29.2	17.2
Locker plant	1.9	3.4
Restaurant and hospital	1.9	13.8
More than one type of buyer	4.7	17.2
No data	11.3	0.0
Total percent	100.0	100.0

* Questions on poultry marketing practices were omitted from the 1948 B.A.E. Survey supplement because of limited space.
** Fifteen farmers stated that they did not sell their chickens, or did not fill out the questions in the poultry section of the questionnaire.
*** Three farmers did not sell their chickens.

The farmers usually deliver the eggs to the buyer's home or place of business. Only about one-third of the buyers go to the farms to pick up the eggs.

Those farmers who depend upon the sale of poultry products for their livelihood appear willing to take the extra time and effort that consumer sales entail to carton and distribute their products so that they might obtain the extra money usually absorbed by the middleman for these services, while the farmer whose major income is derived from some other commodity sells his poultry products to the wholesale or the retail store buyers. (See Table 19.)

Table 19. Percentage Distributions of the Type of Buyers Eggs are Sold to, Classified by the Proportion of Farm Income Derived from Poultry Products. Michigan, 1948.

Type of Buyer	Principal Income N=23	Next Largest Income N=45
	Percent	Percent
Wholesaler	21.7	37.8
Retail store	30.4	35.6
Huckster	4.4	8.9
Restaurant, hospital, etc.	4.4	0.0
Consumer	34.7	13.3
Hatchery	4.4	2.2
All other	0.0	2.2
Total percent	100.0	100.0

In Tables 20, 21 and 22 the type of buyer to whom poultry products were sold is classified by the size of the poultry flock. It was found that as the size of the poultry flock increases the greater the proportion of sales to the wholesaler. Farmers with flocks ranging from 50-100 chickens sell more frequently to retail stores, while the farmers raising the smallest flocks find their marketing outlets through retail stores and consumers.

Table 20. Percentage Distributions of Type of Poultry Buyer, Classified by Size of the Poultry Flock. Michigan, 1948. (1948 B.A.E. Survey Sample)

Type of Buyer	1-49 N=85	50-99 N=60	100-399 N=57	400 & over N=4
	Percent	Percent	Percent	Percent
Wholesaler	18.8	28.3	45.5	50.0
Retail store	40.0	43.3	19.3	25.0
Huckster	2.4	3.3	8.8	0.0
Restaurant, hospital, etc.	3.5	1.7	0.0	0.0
Consumer	35.3	21.7	21.1	0.0
Hatchery	0.0	0.0	5.3	25.0
All other	0.0	1.7	0.0	0.0
Total percent	100.0	100.0	100.0	100.0

Table 21. Percentage Distributions of Type of Poultry Buyer, Classified by Size of the Poultry Flock. Michigan, 1948. (1947 B.A.E. Survey Sample)

Type of Buyer	1-49 N=31	50-99 N=31	100-399 N=46	400 & over N=6
	Percent	Percent	Percent	Percent
Wholesaler	19.4	16.1	41.3	16.7
Retail store	38.8	32.3	13.0	16.7
Huckster	3.2	6.5	2.2	0.0
Restaurant, hospital, etc.	3.2	3.2	2.2	0.0
Consumer	32.2	19.4	26.1	66.6
Hatchery	0.0	3.2	6.5	0.0
All other	0.0	3.2	2.2	0.0
No data	3.2	16.1	6.5	0.0
Total percent	100.0	100.0	100.0	100.0

Table 22. Percentage Distributions of Type of Poultry Buyer, Classified by Size of the Poultry Flock. Michigan, 1948. (Intensive Interviews)

Type of Buyer	50-99 N=1	100-399 N=13	400 & over N=18
	Percent	Percent	Percent
Wholesaler	100.0	46.2	44.4
Retail store	0.0	7.6	11.1
Restaurant, hospital, etc.	0.0	7.6	0.0
Consumer	0.0	23.2	27.8
Hatchery	0.0	15.4	5.6
Do not sell eggs	0.0	0.0	11.1
Total percent	100.0	100.0	100.0

D. The Farmer's Knowledge About and Use of Market Information

It was assumed that data on farmers' attitudes toward the selling price of their poultry products would be helpful in a study of their use of market information. The question was asked:

> "Do you generally set your own price, or do you take what you get?"

Better than 7 in every 10 farmers reported that they "took what they could get" for their eggs,[1] and only a little more than 2 in every 10 farmers stated that they "set their own price".

Of the 106 chicken raisers who sold chickens better than 6 in 10 said they "took what they could get" and only 3 in every 10 "set their own price" for their chickens.[2] Whether the majority of chicken and egg producers are actually in a situation where there is no competitive bidding for their products cannot be determined at this time. But it is significant that they feel that they are at this type of disadvantage when marketing their poultry products.

When the egg producers who said that they "set their own price" or "took what they could get" were classified by the member of the family who serves as the marketing agent it was found that there was a tendency for the husband to more frequently "set his own price" than any other member of the family. Husbands and wives, together, and wives, alone, showed a greater tendency to "take what they could get". However, there was not a great enough difference between the proportions to be statistically significant.

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1. This question, unfortunately, had to be omitted from the 1948 Survey supplement because of limited space.
2. Wherever percentages do not total 100 percent, the remainder are those who did not respond to the question.

Table 23. Percentage Distributions of Farmers' Attitudes Toward Their Selling Price, Classified by the Marketing Agent for the Farm. Michigan, 1948. (1947 B.A.E. Survey Sample)

Attitude Toward Selling Price	Marketing Agent: Wife N=51	Husband N=31	Wife & Husband N=17	Son N=2	Others N=8
	Percent	Percent	Percent	Percent	Percent
"Set own price"	21.6	32.2	17.6	0.0	25.0
"Take what you get"	78.4	67.8	82.4	100.0	75.0
Total percent	100.0	100.0	100.0	100.0	100.0

Table 24. Percentage Distributions of Farmers' Attitudes Toward Their Selling Price, Classified by the Marketing Agent for the Farm. Michigan, 1948. (Intensive Interviews)

Attitude Toward Selling Price	Marketing Agent: Wife N=10	Husband N=14	Wife & Husband N=8
	Percent	Percent	Percent
"Set own price"	50.0	35.7	50.0
"Take what you get"	40.0	57.1	50.0
"Both"	10.0	7.2	0.0
Total percent	100.0	100.0	100.0

In Table 25 it is found that none of the farmers claim they set their own price when dealing with the wholesale buyer; very few set their price when selling to a retail store; but, better than two-thirds of the egg producers set their price when selling direct to the consumer.

When the farmers were asked: "What do you compare your (egg) selling price with?", market quotations and

Table 25. Percentage Distributions of Farmers' Attitudes Toward Their Selling Price, Classified by Type of Buyer.* Michigan, 1948. (1947 B.A.E. Survey Sample)

Attitude Toward Selling Price	Type of Buyer: Wholesaler N=32	Retail Store N=31	Consumer N=33
	Percent	Percent	Percent
"Set own price"	0.0	3.2	69.7
"Take what you get"	100.0	96.8	21.2
No data	0.0	0.0	9.1
Total percent	100.0	100.0	100.0

* Only the three main types of buyers were used in this table. The fourth category included those who sold eggs to more than one type of buyer, or to buyers other than wholesalers, retailers, or consumers. This group would only include 14 farmers.

Table 26. Percentage Distributions of Farmers' Attitudes Toward Their Selling Price, Classified by Type of Buyer. Michigan, 1948. (Intensive Interviews)

Attitude Toward Selling Price	Type of Buyer: Wholesaler N=15	Retail Store N=3	Consumer N=8	Other N=4
	Percent	Percent	Percent	Percent
"Set own price"	6.6	100.0	100.0	25.0
"Take what you get"	93.4	0.0	0.0	50.0
"Both"	0.0	0.0	0.0	25.0
Total percent	100.0	100.0	100.0	100.0

local stores were reported used more frequently for price comparison than any other source of price information by the farmers in the 1947 B.A.E. Survey sample. The farmers in the 1948 B.A.E. Survey sample reported comparing their prices with prices in local stores more frequently than any other market price source. Market quotations,

however, were used by the farmers just as often in this sample as in the aforementioned sample. The high proportion of "no response" returns to this question in the mailed questionnaire returns perhaps accounts for the apparent contradiction between the two samples. (See Table 27) This question seemed to confuse some of the farmers in the mailed sample--they did not understand just what the question was asking. The interviewers explained what the question was asking, when questioned, so that the proportion of "no data" responses dropped in the 1948 B.A.E. Survey sample.[1]

Farmers quite frequently remarked that they did not compare prices when this question was asked during the intensive interviews, but later added, "Oh, I watch prices in the stores"; "I notice the signs along the road"; or, "I check with my neighbor once in a while to see what he's getting for his". This practice raises considerable doubt as to the validity of the high proportion of "don't compare(s)" in the 1948 B.A.E. Survey sample. Unless the farmer was encouraged to think about the question, "don't compare" was his first impression of his own practice, not realizing how he off-hand checked on his prices with others, perhaps without any conscious effort on his part.

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1. This question caused trouble on the pre-tests, but there seemed no clearer way to state the question. It was not omitted as it appeared vital to the study if the proposed objectives were to be attained.

Table 27. Percentage Distributions of Egg Producers' Use of Various Sources of Market Price Information for Price Comparison. Michigan, 1948.

Source	1947 B.A.E. Survey Sample N=121	1948 B.A.E. Survey Sample N=209	Intensive Interviews N=30*
	Percent	Percent	Percent
Local stores	14.9	35.8	3.3
Other buyers	5.8	2.4	6.7
Market quotations	24.8	24.4	33.3
Neighbors	2.5	0.0	6.7
Other	0.0	5.3	10.0
Combinations of the above	5.0	0.5	36.7
Don't compare	7.4	21.5	3.3
No data	39.6	10.1	0.0
Total percent	100.0	100.0	100.0

* Two of the farmers interviewed raised chickens only to sell as broilers. There were no eggs produced on these two farms.

The percentage distributions of the sources of market price comparison for chicken sales closely resemble those of Table 27, except for the greater use of market quotations. (See Table 28.)

Table 30 shows the farmers with flocks of less than 100 chickens comparing their selling price with local stores almost twice as often as with market quotations. Table 29 might agree if half of the respondents had not left the question blank.

In the 100 to 399 bird group, Table 29 shows a tendency toward an increase in the use of market quotations and a decrease in the use of local stores for price information. This tendency, however, is not substantiated in Table 30.

Table 28. Percentage Distributions of Chicken Producers' Use of Various Sources of Market Price Information for Price Comparison. Michigan, 1948.

Source	1947 B.A.E. Survey Sample N=106	Intensive Interviews N=29
	Percent	Percent
Local stores	16.0	3.4
Other buyers	4.7	6.9
Market quotations	32.1	41.5
Neighbors	3.8	3.4
General market conditions	1.9	0.0
Combinations of the above	3.8	27.6
Don't compare	7.5	17.2
No data	30.2	0.0
Total percent	100.0	100.0

Table 29. Percentage Distributions of Sources of Market Price Comparison, Classified by Size of the Chicken Flock. Michigan, 1948. (1947 B.A.E. Survey Sample)

Source of Price Comparison	Size of Flock 1-99 N=62	100-399 N=46	400 & over N=6
	Percent	Percent	Percent
Local stores	17.7	13.0	16.7
Other buyers	4.8	6.5	0.0
Market quotations	19.4	23.9	83.3
Neighbors	1.6	4.3	0.0
Combinations of the above	0.0	8.7	0.0
Don't compare	4.8	13.0	0.0
No data	51.7	30.6	0.0
Total percent	100.0	100.0	100.0

Table 31, along with the very small samples in Tables 29 and 30, shows a primary use of market quotations, alone, or in combination with other sources of price comparison, in the largest flock group. The tendency toward an increase in the use of combinations of sources of price

information is apparent as the flock size increases. (See Table 31.) This increase is not statistically significant, however.

Table 30. Percentage Distributions of Sources of Market Price Comparison, Classified by Size of the Chicken Flock. Michigan, 1948. (1948 B.A.E. Survey Sample)

Source of Price Comparison	Size of Flock 1-99 N=145	100-399 N=57	400 & over N=4
	Percent	Percent	Percent
Local stores	40.0	28.0	0.0
Other buyers	1.4	5.3	0.0
Market quotations	22.8	24.6	75.0
Neighbors	0.0	0.0	0.0
Combinations of the above	0.0	1.8	0.0
Other	3.4	10.5	0.0
Don't compare	24.1	15.8	0.0
No data	8.3	14.0	25.0
Total percent	100.0	100.0	100.0

Table 31. Percentage Distributions of Sources of Market Price Comparison, Classified by Size of the Chicken Flock. Michigan, 1948. (Intensive Interviews)

Source of Price Comparison	Size of Flock 1-99 N=1	100-399 N=13	400 & over N=18
	Percent	Percent	Percent
Local stores	0.0	7.7	0.0
Other buyers	0.0	7.7	5.5
Market quotations	0.0	30.8	44.5
Neighbors	100.0	0.0	0.0
Combinations of the above	0.0	30.8	44.5
Other	0.0	15.3	5.5
Don't compare	0.0	7.7	0.0
Total percent	100.0	100.0	100.0

As would be expected, the farmers that obtain the

major portion of their income from the sale of poultry products compare their selling prices largely with the local stores. Since they compete with the local stores for consumer trade (See Table 19) they must be in line with the prevailing price.

The "next largest" income poultry farmer compares more often with market quotations. This probably is a result of his selling largely to wholesalers and retailers--market quotations furnish the prices they need for their sales. (See Table 32)

Table 32. Percentage Distributions of the Sources of Market Price Comparison, Classified by the Proportion of Farm Income Derived from the Sale of Poultry Products. Michigan, 1948. (1948 B.A.E. Survey Sample)

Source of Market Price Comparison	Principal Income N=23	Next Largest Income N=45
	Percent	Percent
Local stores	52.1	22.2
Other buyers	4.4	2.2
Market quotations	30.4	35.6
All other	0.0	6.6
Don't compare	4.4	17.8
No data	8.7	15.6
Total percent	100.0	100.0

The poultry farmers' replies to the question:

> "How often do you compare your selling prices with other prices?"

ranged from "daily" to "rarely or never" with "once a week" reported as the most common practice. Table 33 presents the percentage distributions of the three samples to this question.

Table 33. Percentage Distributions of Poultry Farmers' Replies to the Question: "How often do you compare your selling prices with other prices?" Michigan, 1948.

Frequency of Price Comparison	1947 B.A.E. Survey Sample N=64	1948 B.A.E. Survey Sample N=143	Intensive Interviews N=29
	Percent	Percent	Percent
Daily	10.9	14.0	17.2
Two to 3 times weekly	4.7	2.8	6.9
Once a week	45.5	53.8	48.3
Twice a month	1.5	2.8	10.3
Once a month	1.5	2.8	3.5
Occasionally	15.6	3.5	10.3
Rarely or never	4.7	1.4	3.5
Don't know	0.0	0.7	0.0
No data	15.6	18.2	0.0
Total percent	100.0	100.0	100.0

Nearly 4 in every 10 egg producers stated that their selling price was the same as the price with which they compared. Better than 2 in 10 egg producers said that their selling price was lower, another 2 in 10 farmers stated that they sold their eggs at a higher selling price than the price used for comparison, and the remaining egg producers sold eggs at a price lower or higher than the price with which they compared, depending on the character of the sale.

A greater proportion, nearly 5 in every 10, of the farmers selling chickens sold them at the same price as that used for comparison. The number of farmers selling their chickens at a lower price is comparable to that of the egg producers, but there were fewer, only 1 farmer in 10, selling at a higher price than the price with which

they compared. This procedure is no doubt caused by farmers raising chickens mainly for the eggs they produce and selling them for meat only when culling the non-layers out of the flock. These culls could not be sold at a premium price, thus the acceptance of the current selling price by the chicken farmer.

The farmers were asked a direct question about their use of market quotations:

> "How often do you refer to radio or printed egg market quotations?"

Whereas about a third of the egg producers made price comparisons once a week, only a little better than 1 farmer in 10 used market quotations weekly. There was an increase in daily comparison by the farmer using market quotations, however, the number of farmers rarely or never using egg market quotations ranged from 2 in every 10 producers in the 1947 B.A.E. Survey sample to better than 5 in 10 producers in the 1948 B.A.E. Survey sample.

Table 34. Percentage Distributions of the Frequency of Use of Radio or Printed Egg Market Quotations by Farmers. Michigan, 1948.

Frequency of Use of Market Quotations	1947 B.A.E. Survey Sample N=121	1948 B.A.E. Survey Sample N=209	Intensive Interviews N=30
	Percent	Percent	Percent
Daily	29.7	23.4	43.4
Weekly	13.2	12.9	33.3
Occasionally	24.8	10.0	6.7
Rarely or never	22.3	52.7	16.6
No data	10.0	1.0	0.0
Total percent	100.0	100.0	100.0

The farmers who sold chickens used the market quotations less frequently. (See Table 35.) This, probably, is largely due to the fact that many egg producers sell chickens only when they are culling their laying hens, or reducing the size of their chicken flocks. This practice would mean that market price information for chickens would only be useful on the occasions when the egg producers have chickens to market.

Table 35. Percentage Distributions of the Frequency of Use of Radio or Printed Chicken Market Quotations by Farmers. Michigan, 1948.

Frequency of Use of Market Quotations	1947 B.A.E. Survey Sample N=106	Intensive Interviews N=29
	Percent	Percent
Daily	19.8	20.7
Weekly	13.2	31.0
Occasionally	29.3	17.3
Rarely or never	19.8	31.0
No data	17.9	0.0
Total percent	100.0	100.0

There was no statistically significant difference between the "principal income" and the "next largest income" groups in the frequency of their use of market quotations.

The size of the poultry flock tends to make a difference in the farmer's use of market quotations. As the number of chickens in the flock increases there is a consistent tendency for greater use of poultry and egg market quotations, and fewer farmers rarely or never use them. (See Tables 36, 37, and 38.)

Table 36. Percentage Distributions of the Use of Market Quotations, Classified by Size of the Chicken Flock. Michigan, 1948. (1947 B.A.E. Survey Sample)

Frequency of Use of Market Quotations	Size of Flock 1-49* N=31	50-99 N=31	100-399 N=46	400 & over N=6
	Percent	Percent	Percent	Percent
Daily	9.7	25.8	39.3	83.3
Weekly	19.3	9.7	13.0	0.0
Occasionally	19.3	25.8	30.4	0.0
Rarely or never	42.0	25.8	13.0	0.0
No data	9.7	12.9	4.3	16.7
Total percent	100.0	100.0	100.0	100.0

* In these tables the small flock group (1-99) has been divided to show the greater use of market quotations as the size of the poultry flock increases.

Table 37. Percentage Distributions of the Use of Market Quotations, Classified by Size of the Chicken Flock. Michigan, 1948. (1948 B.A.E. Survey Sample)

Frequency of Use of Market Quotations	Size of Flock 1-49* N=85	50-99 N=60	100-399 N=57	400 & over N=4
	Percent	Percent	Percent	Percent
Daily	15.3	28.3	31.6	25.0
Weekly	4.7	15.0	21.1	0.0
Occasionally	9.4	10.0	8.8	50.0
Rarely or never	69.4	45.0	38.5	25.0
No data	1.2	1.7	0.0	0.0
Total percent	100.0	100.0	100.0	100.0

Table 38. Percentage Distributions of the Use of Market Quotations, Classified by Size of the Chicken Flock. Michigan, 1948. (Intensive Interviews)

Frequency of Use of Market Quotations	Size of Flock 50-99 N=1	100-399 N=13	400 & over N=18
	Percent	Percent	Percent
Daily	0.0	46.1	50.0
Weekly	0.0	30.8	33.3
Occasionally	0.0	7.7	5.6
Rarely or never	100.0	15.4	11.1
Total percent	100.0	100.0	100.0

When the use of market quotations was classified by the age of the farm operator, there was a tendency for more operators in their sixties to use the quotations daily than in any other age group. The two extremes of the age continuum tend to use the quotations less than those farmers who are between the ages of 40 and 69 years. These differences, however, are not great enough to be statistically significant. (See Table 39)

Table 39. Percentage Distributions of the Frequency of Use of Market Quotations, Classified by the Age of the Poultry Farm Operator. Michigan, 1948. (1948 B.A.E. Survey Sample)

Frequency of Use of Market Quotations	Age of Farm Operator 20-39 N=37	40-49 N=48	50-59 N=58	60-69 N=45	70-89 N=21
			Percent		
Daily	21.6	20.8	22.4	31.1	19.0
Weekly	8.1	14.6	12.1	13.3	19.0
Occasionally	8.1	16.7	12.1	4.4	4.8
Rarely or never	62.2	47.9	51.7	49.0	57.2
No data	0.0	0.0	1.7	2.2	0.0
Total percent	100.0	100.0	100.0	100.0	100.0

Table 40. Percentage Distributions of the Frequency of Use of Market Quotations, Classified by the Marketing Agent for the Farm. Michigan, 1948. (1947 B.A.E. Survey Sample)

Frequency of Use of Market Quotations	Marketing Agent Wife N=53	Husband N=31	Wife & Husband N=19	Others N=11
	Percent	Percent	Percent	Percent
Daily	18.9	51.6	31.6	27.3
Weekly	17.0	6.5	10.5	0.0
Occasionally	24.5	16.1	31.5	45.4
Rarely or never	24.5	25.8	21.1	18.2
No data	15.1	0.0	5.3	9.1
Total percent	100.0	100.0	100.0	100.0

In Tables 40 and 42 it is observed that husbands serving as the marketing agent for poultry products use daily market quotations more frequently than do wives, but this trend is not substantiated in Table 41.

Table 41. Percentage Distributions of the Frequency of Use of Market Quotations, Classified by the Marketing Agent for the Farm. Michigan, 1948. (1948 B.A.E. Survey Sample)

Frequency of Use of Market Quotations	Marketing Agent: Wife N=111	Husband N=63	Wife & Husband N=9	Others N=25
	Percent	Percent	Percent	Percent
Daily	24.3	15.9	44.5	32.0
Weekly	10.8	14.3	11.1	20.0
Occasionally	10.8	7.9	11.1	12.0
Rarely or never	54.1	60.3	33.3	32.0
No data	0.0	1.6	0.0	4.0
Total percent	100.0	100.0	100.0	100.0

Table 42. Percentage Distributions of the Frequency of Use of Market Quotations, Classified by the Marketing Agent for the Farm. Michigan, 1948. (Intensive Interviews)

Frequency of Use of Market Quotations	Marketing Agent: Wife N=10	Husband N=14	Wife & Husband N=8
	Percent	Percent	Percent
Daily	40.0	64.3	25.0
Weekly	20.0	14.3	75.0
Occasionally	0.0	14.3	0.0
Rarely or never	40.0	7.1	0.0
Total percent	100.0	100.0	100.0

There was no statistically significant difference in the frequency of use of market quotations when classified by the producer's attitude toward his selling price; the type of buyer the farmer sells his poultry products to; or, in the source of the farm's principal income, i.e.,

whether the principal income comes from the sale of poultry products, livestock, grain, dairy, or some other agricultural product.

The radio ranks first as the medium through which farmers obtain market quotations in the 1948 B.A.E. Survey sample, but the tendency in this direction in the 1947 B.A.E. Survey sample is not large enough to be statistically significant. Daily newspapers and a combination of both the radio and the daily newspaper are the next most used media for obtaining market reports. (See Table 43.)

Table 43. Percentage Distributions for the Media Used by Egg Producers for Obtaining Market Reports. Michigan, 1948.

Medium	1947 B.A.E. Survey Sample N=82	1948 B.A.E. Survey Sample N=97	Intensive Interviews N=25
	Percent	Percent	Percent
Radio	31.7	51.6	12.0
Daily newspapers	23.2	26.9	28.0
All other	1.2	5.1	0.0
Daily newspaper and the radio	24.4	15.4	44.0
Radio and other than newspaper	3.7	1.0	4.0
Newspaper and other than radio	4.9	0.0	4.0
Radio, newspaper and other	0.0	0.0	8.0
No data	10.9	0.0	0.0
Total percent	100.0	100.0	100.0

Very few farmers mentioned that they used some other media than the newspaper and radio for obtaining egg and poultry market news.

When all the proportions are added together, where either the radio and/or the press is used alone or in combination with some other channel, the 1947 B.A.E. Survey sample totals 87.9 percent and the 1948 B.A.E. Survey sample totals 94.9 percent.

In the 1947 B.A.E. Survey sample the radio was used alone or in combination with some other channel for egg market reports by 59.8 percent of the egg producers. Sixty-eight percent of the egg producers in the 1948 B.A.E. Survey sample used the radio alone or in combination with some other channel, and the intensive interview data agreed in proportion with the latter sample.

Nearly 53 percent of the farmers in the 1947 B.A.E. Survey sample used the newspaper alone or in combination with some other channel for egg market reports as compared with 42 percent of the producers in the 1948 B.A.E. Survey sample. The intensive interviews, however, showed nearly twice as many egg producers, or 84 percent, using the newspaper alone or in combination with some other channel for egg market reports.

The producers of poultry products were asked to name ways or places where they could obtain market quotations beside the medium they were using. (See Table 44)

When the "None", "Don't know", and "No data" proportions in Table 44 are combined in each of the samples it is found that almost one-half of the farmers in the 1947 B.A.E. Survey sample did not mention any other way

or place for obtaining market quotations beside the medium they were using at the time. A little over a third of the producers of poultry products in the 1948 B.A.E. Survey sample did not mention additional media.

Table 44. Percentage Distributions of the Media Mentioned by Poultry Farmers When Asked: "What other ways or places are there where you could get market quotations but don't?". Michigan, 1948.

Media	1947 B.A.E. Survey Sample N=82	1948 B.A.E. Survey Sample N=97	Intensive Interviews N=25
	Percent	Percent	Percent
Daily newspaper	13.4	24.8	0.0
Radio	19.6	20.3	20.0
Other buyers or the local store	9.7	5.2	4.0
Neighbors	0.0	1.0	0.0
Federal-State Market News Service	0.0	1.0	0.0
Combinations of the above	8.5	7.2	8.0
Other	0.0	2.3	8.0
None	7.3	24.8	32.0
Don't know	8.5	5.2	28.0
No data	33.0	8.2	0.0
Total percent	100.0	100.0	100.0

It is interesting to note, too, that the proportion of "No data" cases in the 1947 B.A.E. Survey sample is greatly reduced in the 1948 B.A.E. Survey sample, but the number of cases responding "None" is more than tripled. This would seem to indicate that when no data is given in response to a question on a questionnaire, in reality it means that the informant has nothing to suggest, rather than meaning just that he has skipped or over-looked the question. In an interview the informant says enough to indicate to the interviewer that he knows of no other

place where quotations could be found. Further investigation, of course, is necessary before such a statement could be made with any degree of certainty.

Convenience was rated highest by the poultrymen when they were asked to state why they preferred to use their present source of market information. Other reasons given were: "applicable to personal situation"; "quicker"; and "reliable and accurate" in the order mentioned.

E. The Farmer's Attitudes, Opinions, and Suggestions for Improving Market Information

When the respondents in the 1947 B.A.E. Survey sample were asked to make suggestions for improvement of the present marketing information, 3 in every 10 of these poultrymen could not make suggestions as they did not consult radio or printed market information. Two in 10 producers used the question as an occasion to state some grievance they felt toward the farmers' place in the marketing setup as a whole, and not specifically in relation to the market quotations as they were available to them. Another 2 in 10 farmers did not answer the question at all, and 1 in 10 respondents replied "none"; "all right as is"; "hadn't considered it"; or, "little use in changing". Less than 1 farmer in 10 answered that he had "too few chickens" and less than 1 in 10 poultrymen had any suggestions to offer.

Better than 5 in every 10 informants in the 1948 B.A.E. Survey sample could not make suggestions since

Table 45. Percentage Distributions of the Replies of Egg Producers to the Question: "What kinds of changes would you like to see made in the egg market information available to you?". Michigan, 1948.

Response	1947 B.A.E. Survey Sample N=121	1948 B.A.E. Survey Sample N=209	Intensive Interviews N=30
	Percent	Percent	Percent
Suggestions:			
"more local and district news"	2.5	2.9	0.0
"quote both wholesale and retail prices"	2.5	0.9	3.3
"differentiate more by grades"	0.8	0.0	0.0
"weekly bulletins"	2.5	0.0	0.0
"clarify complex standards and grades"	0.0	0.0	3.3
"quote truckers' paying price to farmers"	0.0	0.0	3.3
"buy and sell eggs by quality and weight"	0.0	0.9	0.0
"don't want to see eggs sold by the pound"	0.0	0.9	0.0
"way market is given is confusing as to color"	0.0	0.5	0.0
"have it on the radio more times during the day"	0.0	0.5	0.0
"Doesn't make any difference. We take what is offered."	0.0	0.5	0.0
"Little use in changing"	1.7	0.5	0.0
"Too few chickens"	4.1	1.9	0.0
"All right as is", or "hadn't considered it"	3.3	1.4	43.4
"None"	6.6	29.7	30.0
Grievance about marketing conditions	20.7	0.5	0.0
No data	23.1	3.8	0.0
Do not use quotations	32.2	55.1	16.7
Total percent	100.0	100.0	100.0

they did not use radio or printed market quotations. Three in 10 of the informants replied "none", hadn't considered it", or "little use in changing". Less than one farmer in 10 gave no data, or said that he had "too few eggs", and, again, less than one producer in 10 made suggestions for improvement in the egg and poultry market quotations. Table 45 gives the responses made to the question by the three samples.

The interviewers for the 1948 B.A.E. Survey sample eliminated the use of the question to state grievances. This no doubt accounts for the greater proportion of these farmers saying that they could not think of any necessary changes.

Table 46 lists the responses of the Chicken producers to the same question.

"What are your main reasons for not using egg market quotations?" was asked of those farmers who reported that they did not use market quotations. "Sell too few eggs to merit use" was the common answer to both the questionnaire and interview samples, with "not applicable to local situation" and "have to take what we get" offered about half as often. "Trustworthy dealers" and "lack of time" were mentioned several times, along with individual reasons for not using the quotations, such as: "We don't get a daily newspaper, and our radio doesn't work", or, "The radio bothers Grandma, and the paper reports are

Table 46. Percentage Distributions of the Replies of Chicken Producers to the Question: "What kinds of changes would you like to see made in the chicken market information available to you?". Michigan, 1948.

Response	1947 B.A.E. Survey Sample N=106	Intensive Interviews N=29
	Percent	Percent
Suggestions:		
"more local and district news"	1.9	0.0
"quote both retail and wholesale prices"	2.8	3.4
"quote broker price to retailers"	0.9	0.0
"weekly bulletins"	1.9	0.0
"state whether prices are for local chickens or not"	0.9	0.0
"more complete market quotations"	0.9	0.0
"broadcast a good report"	0.9	0.0
"quote current prices more accurately"*	0.0	3.4
"define and standardize terms, i.e., meaning of broilers, roasters, friers, etc."	0.0	6.9
Do not use quotations	37.8	31.0
No data	24.6	0.0
"None", "all right as is", or, "hadn't thought about it"	16.1	55.3
Grievance about marketing conditions	7.5	0.0
"Too few chickens", or, "sell rarely"	3.8	0.0
Total percent	100.0	100.0

* This farmer said that he could not get the prices the Detroit Federal-State Market News quoted when he took his chickens to Detroit.

a day late", and so forth. It is interesting to note that none of these farmers criticized the present market news reports on the grounds that they could not understand the quotations.[1]

1. In this and subsequent questions the absence of comment regarding the chicken producers indicates that the proportions are comparable and that there is no significant differences from the information given for the egg producers.

F. Testing the Suggestions for Improvement of Market Quotations Through the Intensive Interviews

As has been stated previously the intensive interviews were taken to test the suggestions for improvement in market information offered by the poultry and egg producers in the mailed and interview samples and to answer questions raised in the minds of those involved in making the study. The following paragraphs are taken from the data obtained by the 32 interviews held with poultry farmers in various counties throughout the state of Michigan.

Since the informants in the intensive interviews were not selected for representiveness, it may be well to remind the reader of some of the distinctive characteristics of these cases. (See Table 8, page 35.) They tend to involve larger flocks than the average; men are more likely to handle the marketing; there were more sales to wholesalers, but relatively few to retail stores; producers were more likely to "set their own price" than the average; and, a tendency for quotations, alone, or in combination with some other source of market information, to be used more than any other source of market information, with more frequent use of market quotations than found in the two representative samples for the state of Michigan.

Since more local and district quotations were requested by farmers in the two samples, the informants in the intensive interviews were asked: "What cities are

these market reports for?", and then, "Would you consider one of these your local market?". Only three farmers said that the prices which were quoted were not local prices. When they were asked: "Would local quotations be helpful to you, or not?", only one farmer said "Yes". It must be remembered that the word "local" was not defined to the informants. The farmers considered the prices were from a local market ("local" enough) even if the market in question was a large terminal market quotation, so long as the same prices applied in their area. Seventeen towns, other than Detroit and Chicago, were mentioned from which prices were quoted, and all but one of the farmers were satisfied that the markets reported were local enough for them.

One-third of the informants thought that information about the prices of eggs raised and sold in other states would be useful to them. Another one-third thought they would not be useful and the remainder were not sure.

Three-quarters of the farmers interviewed said that egg and poultry quotations were carried by their local newspaper.

Better than 8 in 10 of the informants said that their local radio station carried daily egg and poultry market quotations. One in 10 informants was not sure, and another 1 in every 10 said that their local station did not give daily market quotations.

Eight in every 10 of the producers of poultry products who used market quotations listened to the radio at noon for them. Only two farmers wanted the quotations given earlier in the day than they were currently receiving them. These two farmers suggested: "Before seven o'clock" and "Eight o'clock" each morning, respectively.

Practically all the farmers reported that they considered the market quotations generally reliable. Only one farmer did not trust any of them; another farmer said: "The radio is; the newspaper isn't."

The egg and chicken producers based their opinion of the reliability of the quotations on whether or not they could get the quoted price for their poultry products; on whether the prices checked with those locally; or, on the integrity of those agencies presenting the quotations.

Examples of five different ways of quoting market prices in the market quotations[1] were next shown to the producers with the question:

> "Which of these ways would you prefer to see the prices quoted; or do you have something different to suggest than any of them?"

Better than 5 in 10 of the producers said that they would like to have the "spread" and the "mostly" prices quoted. Two farmers in 10 wanted the "mostly" price, only, and

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1. See Appendix, page 206 for a copy of the three forms presented to the respondents at this point in the interview.

the others had varied opinions. Those who wanted just the "mostly" price quoted thought that then there would be no quibbling over the price between themselves and the buyer. They stated that the producer wanted to be paid the top price of the quoted spread and the buyer wanted to pay the bottom price.

When three different ways[1] for quoting the same market prices were shown the farmers, 3 informants in 10 chose example "C"; nearly 3 in every 10 farmers wanted "B"; and, 2 in 10 chose "A". The remainder were uncertain, or said that "it really doesn't make any difference".

Interestingly enough, example "A" was copied without change from a December, 1947 Daily Market Report put out by the Federal-State Market News Service. When looking at this example the producers objected to the U. S. grades being written in paragraph form instead of tabular form like the Commercial and Wholesale grades.

The tabular form used for all the quotations in example "C" seemed to appeal to most of the informants. Some of them thought that more information was given in "C" than was presented in example "A" when, in reality, both examples gave the same information, except that "C" gave the "mostly" price, only, and "A" presented only the "spread".

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1. Turn to the Appendix, page 206 for a copy of the card used at this point in the interview.

Reasons given for preferring example "B" were that it was "brief" and "easy to read when busy". Those who chose it said that it gave them all the information they needed.

The five farmers who did not use market quotations gave the following reasons: "have to take what we get"; "sell too few eggs to merit use"; "have trustworthy dealer"; and, "I only change my price twice a year".

G. Interpretation and Evaluation of the Data Presented

The data have shown that the use of market quotations increases with the size of the poultry flock, but that there was no significant relationship between the use of market quotations and the position in the family of the person, or persons, who serves as the farm's marketing agent; the type of market outlet used; or, the farmer's conception of who sets the price at which he sells his poultry products.

There was a tendency for quotations to be used more frequently by the larger flock producers but this tendency was not statistically significant.

The increased use of market quotations by large flock owners might be expected since the larger the flock the more important it is to the total farm income, and the increased necessity to make sure of obtaining the best possible prices for the products.

Making market price comparisons once a week was the most common practice of the poultry producers. Since they generally marketed their poultry products only once a week they did not feel the necessity to check more frequently on market prices.

Women comprised nearly one-half of the persons marketing poultry products. However, the proportion of wives serving as marketing agents tends to decrease as the flocks increase in size. This is understandable since, as the flock becomes larger, the income increases and is more important to the total farm income. Thus, when it reaches such a size that the poultry industry becomes an important, or a major, source of the farm income it is natural in our culture for the husband to become sufficiently interested to take over the marketing.

The radio was the most important source of market quotations since it could be listened to while the farmer was eating or doing chores. The newspaper, too, was relied on, for the information it contained could be read at any time convenient to the farmer. Some producers preferred the newspaper to the radio because the newspaper reports were always available, and it was necessary for them or some other family member to be near a radio at certain hours during the day or miss the market news entirely. Many producers used the newspaper and radio both as sources of market news. They used the radio for

up-to-the-minute quotations, and the newspaper to turn to for additional information, or to refer to if the radio reports were missed or needed to be verified--if the announcer talked too fast, or the buyer would not agree on the market price.

Those farmers with flocks small enough to need to sell eggs only during the peak laying season, naturally, made very little use of market quotations. In such cases the flock was kept to provide poultry products for the family. The few sales that were made during the year would not be important enough in the total farm income to warrant the time and effort taken to follow market reports. If the farmer happened to be listening to other farm market reports and heard quotations for eggs and chickens, all well and good, if not, well, it did not matter, surplus eggs would go at whatever price was offered for them.

H. Conclusions and Recommendations

The objectives of the study were to obtain and analyze data on the use of and reactions to sources of poultry marketing information in Michigan, and to make recommendations based on these data designed to lead to more effective dissemination of market information. In order to carry out these objectives, four questions[1] were

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1. See Chapter 1, page 2.

to be answered. Each of these questions appear below with the information gained from the data answering it.

What sources of information about market conditions do they customarily use?

In answer to the question, "What do you compare your selling price with?", the producers replied that they checked with market quotations, local stores, other buyers and neighbors more than with any other sources. Feed stores, co-operatives, farm papers, city or community poultry markets, grading or cream stations, newspaper advertisements, farmer's signs, and even cost, plus labor as compared with meat prices were mentioned by the poultry producers.

Another question was asked of the farmers who used radio or printed market quotations about their sources of such information. The radio and daily newspaper were most frequently mentioned. Neighbors, farm papers, dealers, egg stations, feed stores and co-operatives, city markets and Canadian Bulletins were mentioned also.

What knowledge do they have about available sources of market information?

To discover if farmers were aware of other sources of market quotations than those they were using, they were asked, "What other ways or places are there where you could get market quotations but don't?". If the producer was listening to radio reports, the daily newspaper was mentioned, or even another radio station that

broadcasts market reports. Other buyers, local stores and neighbors were suggested. Only one farmer in all three samples mentioned the Federal-State Market News Service. Nearly one-half of the producers in the 1947 B.A.E. Survey sample did not answer the question or replied, "Don't know" or "None". Four out of 10 farmers in the 1948 B.A.E. Survey sample replied in the same manner --that they did not know of other places to obtain market quotations.

The foregoing data show that farmers knew they could hear current price and market information over the radio or read it in the daily newspaper, but beyond these two sources they were not sure how to obtain such information except in a round-about way that perhaps was not always accurate or up-to-the-minute.

How adequate and useful do they consider the available market information to be?

It has been shown that 3 in 10 poultry producers in the 1948 B.A.E. Survey sample were either satisfied with the present quotations or had no suggestions to offer. Nearly 9 in 10 farmers in the intensive interviews were either satisfied with the present quotations or did not offer suggestions. Through a misunderstanding of the question in the 1947 B.A.E. Survey sample it would be difficult to say how many were satisfied with the quotations since they used the question largely as an opportunity to state their dissatisfactions with the

farmers' place in the marketing set-up as a whole and failed to give an appraisal of the market quotations as they were currently available to them.

"What are your main reasons for not using market quotations?" was asked of those farmers who were not using radio or printed market quotations. Only four farmers in the two samples criticised the market quotations available to them. They said they wanted "retail prices, not wholesale prices".

About the only interpretation that these data seem to provide in response to the third question in the objectives is that poultry farmers were not using radio or printed market quotations because they thought them inadequate, but because they did not see the need of such information for the marketing of their relatively few poultry products.

What suggestions do they have for improving the reporting of market conditions?

The suggestions offered for improving the reporting of market conditions were:

1. "more local and district news"
2. "quote both wholesale and retail prices"
3. "differentiate more by grades"
4. "weekly bulletins"
5. "clarify complex standards and grades"
6. "quote truckers' paying price to farmers"
7. "buy and sell eggs by quality and weight"

8. "way market is given is confusing as to color"

9. "have it on the radio more times during the day"

In the light of these findings the following conclusions are presented:

1. The producers of poultry products in Michigan have an adequate knowledge of the available sources of market information. While they are not acquainted with the Federal-State Market News Service they obtain much of the information from this Service through their daily newspapers or over the radio.

2. The larger the poultry flock the farmer has the more he uses market quotations.

3. Farmers with small flocks generally do not think it worth their time and effort to follow the market quotations. When they are in doubt about the price they check with the retail store, a trustworthy buyer, their neighbors or other secondary sources of market prices.

4. The four sources of marketing information most used by the poultry farmers in Michigan are:
    1. local stores
    2. market quotations
    3. other buyers
    4. neighbors

5. There was no evidence of any great dissatisfaction with the market quotations available to the poultry farmers. There was very little agreement in the few suggestions offered by the farmers to make the quotations of more value to them.

6. When the suggestions obtained from the B.A.E. sample informants for improving market quotations were tested among the informants in the intensive interviews there was general agreement among the latter that the proposed revisions were not necessary or that current quotations were already providing such information.

7. Reporting of market prices in a tabular form was generally agreed by the intensive interview respondents to be an improvement over the paragraph form, with the spread and the "mostly" prices given for each size and grade.

With these conclusions in mind the following recommendations are suggested:

1. Any marketing information that agricultural agencies want to be certain will reach the attention of the poultry farmer should be presented both over the radio and in the daily newspaper.

2. The small poultry farmer should be educated through agricultural agencies that primary marketing information is essential for the marketing of even small quantities of poultry products if the farmer would obtain the best possible returns for his labor.

3. Any simplification of grades and standards in wholesale market quotations with explanation of such classifications would lead to less confusion on the part of those not familiar with the commercial marketing terms.

4. The radio and newspaper market reporters need to recognize that they are the major sources of marketing information to the poultry farmers, and try to include not only prices, but trends, quantities in storage, and any other information that would be of value to the producer with an explanation of how this information may be used to his advantage.

5. Poultry farmers should be educated to understand and interpret the comments made about the current market conditions, trends and outlook, along with storage reports and out-of-state shipments to their market, in order that they will cease to feel at a disadvantage when selling to commercial buyers.

Chapter 4. Market News and the Turkey Grower

A. Collection of the Data

As was mentioned in Chapter 1, it was deemed advisable to construct a special questionnaire to send to the turkey producers because of the industry's highly seasonal nature. The turkey producer was considered too important to the total gross income[1] from poultry production in the state of Michigan to be overlooked in this study.

There was only one major sample used in collecting the data from the turkey producers. Intensive interviews followed this sample, using a very carefully selected group of turkey farmers. The collection of the data for each of these samples will be discussed separately in the succeeding paragraphs.

1. The Questionnaire:

In the development of the turkey questionnaire[2] the questions were constructed, as far as possible, comparable to those in the egg and poultry questionnaire. The same set of control items were used, re-worded when necessary to make them applicable to the turkey growers. The information was restricted to the marketing of turkeys

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1. The value of eggs produced in Michigan for 1946 was $50,430,000; chicken meat that same year brought $26,464,000; turkeys, $5,902,000; and broilers, $1,060,000. See: Crop Report for Michigan, issued by the United States Department of Agriculture, Bureau of Agricultural Economics, in co-operation with the Michigan Department of Agriculture, Jan.-Feb., 1947.
2. See Appendix, page .

within the last six months. This period included the previous holiday season.

A specific question was asked about the time of marketing, whether most of the birds were sold before Thanksgiving, between Thanksgiving and Christmas, or after Christmas. This question was asked in order to obtain a more precise idea of the time when the turkey grower had greatest need for special turkey marketing information.

In conjunction with this question there were questions on breed, classes, and weights of the birds marketed to permit comparison of the classifications used by the farmers with those used in market reports.

Upon completion of the first draft of the questionnaire the same manner of pretesting was used as described in Chapter 3. (See page 28.)

The covering letter[1] enclosed with the questionnaire explained how the grower's name came to be included in the mailing list, and just what the study was trying to do. It was suggested that the member of the family in charge of marketing the turkeys could best fill out the questionnaire. The reader was also told that the questionnaire had been worded in such a way as to take very little time for its completion. A copy of the report on

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1. See page 218 of the Appendix.

the study was offered to the farmer if he desired it.

The covering letter[1] included in the follow-up mailing a month later was an appeal to the farmer to do his part in helping to present a clear picture of the turkey producers' use of and reaction to turkey market information. It was pointed out in this letter that even if the farmer did not have any turkeys at the present time it was desired that he note this fact on the questionnaire and return it. An offer was again made to send the farmer a copy of the report on the study as an added appeal to enlist his co-operation.

The turkey growers created a problem as far as sampling was concerned. The B.A.E. Master Sample used in the egg and chicken study would not reach a large enough sample of the turkey growers since the majority of the growers were not evenly distributed over the state of Michigan. The only list of growers that seemed likely to include the small turkey farmer as well as the large specialized grower was that held by the Bulletin Office of the Michigan State College. This list included 905 turkey growers who had at some time or other requested information on the production of turkeys. It is recognized that this list creates a bias in the report since the names on it were only for those growers, or would-be growers, interested enough in the production of turkeys

1. See page 219 of the Appendix.

to write Michigan State College for information. Also it is admitted that, since the data were obtained through mailed questionnaires, there is further bias in the findings: only those who were interested enough in the study to fill out the questionnaire did so. However, it seemed apparent that a larger group of turkey growers could be contacted through use of the Michigan State College list than through any other plan.

From the original mailing to persons on this list, and one follow-up letter to non-respondents, 311 identifiable returns were received. Of these, only 87 were usable in the sense that they had been filled out by turkey growers who had sold some turkeys within the past year.[1]

2. The Intensive Interviews:[2]

Preliminary analysis of the returned questionnaires revealed only vague suggestions for improving market quotations, or lacked them entirely. It was then decided to intensify the coverage of the questionnaire in that area and to make personal interviews with turkey growers throughout the State in the same manner as described in Chapter 3 regarding egg and chicken producers. (See page 31.)

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1. By the time of the follow-up mailing a six months period would not have included the previous year's holiday season.
2. See page 220 of the Appendix.

B. The Turkey Enterprise on the Farms Studied[1]

The number of turkeys raised by the farmers in the mailed returns ranged from three growers who were feeding less than 100 birds to two turkey producers whose flocks were over 10,000 birds. Table 47 shows the percentage distributions of the size of the turkey grower's flocks as they occurred in the mailed returns and in the intensive interviews.

Three turkey growers included in the intensive interviews refused to give information about the size of their flocks. One grower still would not disclose the information after he was assured that the information would be kept confidential. He said, "A group of us turkey growers have gotten together and decided not to let any of that kind of information out. Theives like that information and so does the government--it's our business and nobody else's!". Another grower said, "The government sends out questionnaires like that and then they pass out the information to the housewife that there are plenty of turkeys and they'll be cheap! That's what they did last year and it spoiled our market.".

One-half of the 87 growers had other kinds of poultry on their farms, but 8 in every 10 respondents said that they received most of their poultry income from

1. Turn to Chapter 3, page 34 for an explanation of why economic factors were included in analysis of the present study.

turkeys. The other 2 in 10 growers listed chickens or eggs as their major source of poultry income.

Table 47. Percentage Distributions of the Size of the Turkey Flocks Sold by Growers in the Past Year. Michigan, 1948.

Size of Flock	Mailed Returns N=57*	Intensive Interviews N=29**
	Percent	Percent
1-99	5.2	0.0
100-299	19.3	3.5
300-499	21.2	13.8
500-999	17.4	31.1
1000-1499	8.8	24.2
1500-2999	15.8	20.4
3000-4999	7.1	3.5
5000-9999	1.7	3.5
10,000 and over	3.5	0.0
Total percent	100.0	100.0

* Only 57 out of the 87 respondents gave information about the size of their flocks.

** Three farmers would not disclose the number of turkeys they sold during the past year. Total number of intensive interviews with turkey growers was 32.

C. Marketing Practices[1]

It is interesting to note that less than 1 in every 10 turkey farm marketing agents in the mailed returns were wives, while in the egg and chicken returns better than 4 in 10 farm marketing agents were wives. (See Table 12, page 39 and Table 48.)

Three in 10 turkey growers reported that the husband and wife co-operated in the marketing activities while in

1. Turn to Chapter 3, pages 38 and 39 for a discussion of possible value of farmers' marketing practices in relation to this study.

4 cases out of 10 the husband does the marketing alone. The higher proportion of husbands marketing alone than couples marketing together is not statistically significant.

Other members of the family or the hired man did the marketing in the remainder of the farms producing turkeys.

Table 48. Percentage Distributions of Family Relationship of the Person Responsible for the Marketing of Turkeys. Michigan, 1948.

Family Relationship	Mailed Returns N=87	Intensive Interviews N=32
	Percent	Percent
Wife	9.2	9.4
Husband	41.4	37.5
Wife and husband	29.9	46.9
Wife, husband and son(s)	0.0	6.2
Son	4.6	0.0
All others (not family)	14.9	0.0
Total percent	100.0	100.0

In Table 49 the marketing agent for turkeys has been classified by the size of the flock. It is unfortunate that 30 farmers failed to disclose the number of birds they sold the previous season, for without them the groups are too small to be significant. However, with the help of the data from the intensive interviews in Table 50 perhaps trends can be shown that would need to be substantiated by a larger sampling.

The following consistent tendencies are observed:

1. As the size of the flock increases the proportion of wives (alone) serving as the farm's marketing agent decreases.

2. As the turkey flock increases the proportion of husbands (alone) serving as marketing

agents for the farm increases up to the 2999 bird level. But for the largest flock size the number of cases is too few to yield reliable figures.

Table 49. Percentage Distributions of the Marketing Agent for Turkeys, Classified by Size of Flock* Michigan, 1948. (Mailed Returns)

Marketing Agent	Size of Flock 1-299 N=14	300-999 N=22	1000-2999 N=14	3000 & over N=7
	Percent	Percent	Percent	Percent
Wife	21.4	4.5	0.0	14.3
Husband	28.6	45.5	57.2	28.6
Wife & husband	28.6	18.2	28.6	42.8
Son	7.2	4.5	7.1	0.0
Others	14.2	27.3	7.1	14.3
Total percent	100.0	100.0	100.0	100.0

* These four size groups were used following empirical observation of the data. Within each group similar marketing practices seemed to be followed.

Table 50. Percentage Distributions of the Marketing Agent for Turkeys, Classified by Size of Flock. Michigan, 1948. (Intensive Interviews)

Marketing Agent	Size of Flock 1-299 N=1	300-999 N=13	1000-2999 N=13	3000 & over N=2
	Percent	Percent	Percent	Percent
Wife	0.0	15.4	7.7	0.0
Husband	0.0	53.8	23.1	50.0
Wife & husband	100.0	23.1	61.5	50.0
Wife, husband & son(s)	0.0	7.7	7.7	0.0
Total percent	100.0	100.0	100.0	100.0

Nearly 6 in every 10 turkey growers sold their birds before Thanksgiving. Better than 3 in 10 growers sold their turkeys between Thanksgiving and Christmas. The remaining farmers spread their sales over the two periods, including a few post-Christmas sales.

The intensive interviews brought out the fact that many turkey growers, lacking the capital to continue feed-

ing their turkeys, were forced to sell at Thanksgiving time even though they knew that prices were generally higher for the birds at Christmas time. Lack of capital might also account, in part, for the high proportion of growers selling their birds before Thanksgiving.

Some of the turkey raisers are building locker plants, or are renting storage space in town in order to dress and freeze their birds when they have reached their prime. This eliminates excessive feeding costs, and the birds are kept at the desired weight and condition. When the turkeys are stored in such a way the grower is not forced to sell at any certain time and he is better able to hold his birds until the price is right.

Young hens and toms were the only classes of birds sold at the holiday season. The older birds, if any, were held over and sold at the close of the hatching season--May through July.

Most of the farmers considered their turkeys prime birds when sold. Such qualities were expressed as: "firsts", "special", "prime", "No. 1", and "U.S. Grade AA". Only two farmers reported that they had sold "seconds" or commercial grade "C".

Young birds were sold at weights ranging from 10 pounds to 30 pounds. The proportions of birds sold weighing from 10 to 15 pounds and those sold weighing from 18 to 24 pounds were nearly equal. Less than 2 in every 10 farmers sold turkeys at any other weight.

Table 51. Percentage Distributions of Types of Turkey Buyers, as Reported by the Producers. Michigan, 1948.

Type of Buyer	Mailed Returns N=90*	Intensive Interviews N=35*
	Percent	Percent
Wholesale buyers	31.2	45.7
Consumer	30.0	28.6
Retail store	12.2	14.3
Locker plant	1.1	0.0
Restaurant, hospital, etc.	2.2	2.8
Factories for gifts	0.0	8.6
Combinations of the above	17.8	0.0
Don't know	1.1	0.0
No data	4.4	0.0
Total percent	100.0	100.0

* Farmers who sold one-half of their turkeys to one type of buyer and the rest to another type of buyer could not report that they sold most of their turkeys to one type of buyer, thus the multiple answers. The combinations were made up of those farmers who sold a few here and a few there with no special type of buyer in the majority.

Wholesale buyers and consumers represent outlets for better than 6 out of 10 turkey farms in Michigan. There is no significant difference between the proportions of farmers reporting these as the most typical outlets. (See Table 51.)

Slightly more than one turkey grower in 10 sells to retail stores, and the remaining farmers sell to institutions, restaurants, factories, and combinations of such buyers.

Although the samples are not large enough for a significant difference to occur between the proportions there seems to be a tendency to increase sales to wholesalers as the size of the turkey flock increases. (See

Tables 52 and 53.) There is a noticeable drop in retail store sales when the flock reaches the 1000-2999 bird group. Consumer sales tend to be greater where the flocks are small. All of these tendencies, however, are not statistically significant and would need to be verified with future studies.

Table 52. Percentage Distributions of the size of the Turkey Flock, Classified by the Type of Turkey Buyer. Michigan, 1948. (Mailed Returns)

Type of Buyer	1-299 N=14	300-999 N=22	1000-2999 N=14	3000 & over N=7
	Percent	Percent	Percent	Percent
Wholesale	21.4	41.0	50.0	14.3
Retail store	0.0	22.7	7.2	28.6
Consumer	50.0	13.6	21.4	0.0
Combinations of the above	21.4	22.7	21.4	57.1
No data	7.2	0.0	0.0	0.0
Total percent	100.0	100.0	100.0	100.0

Table 53. Percentage Distributions of the Size of the Turkey Flock, Classified by the Type of Turkey Buyer. Michigan, 1948. (Intensive Interviews)

Type of Buyer	1-299 N=1	300-999 N=13	1000-2999 N=13	3000 & over N=2
	Percent	Percent	Percent	Percent
Wholesale	100.0	30.8	53.9	50.0
Retail store	0.0	23.1	7.7	50.0
Consumer	0.0	38.4	15.3	0.0
Combinations of the above and other	0.0	7.7	23.1	0.0
Total percent	100.0	100.0	100.0	100.0

In Table 54 there is a greater tendency for husbands to sell to the wholesaler than any other family member serving as the turkey marketing agent. Wife and husband combinations sell more frequently to the consumer trade.

than to the wholesaler. However this trend is not substantiated in Table 55 which presents the data from the intensive interviews. "Others" in Table 54 sell more frequently to the consumer trade, with wholesalers and retail stores buying their birds about half as often. However, none of these trends are statistically significant and must be tested with future data before any weight can be placed on these findings.

Table 54. Percentage Distributions of Type of Buyer, Classified by Member of the Farm Family Serving as the Turkey Marketing Agent. Michigan, 1948. (Mailing List)

Type of Buyer	Wife N=8	Husband N=36	Wife & Husband N=36	Others N=17
	Percent	Percent	Percent	Percent
Wholesaler	25.0	44.4	23.1	17.6
Retail store	0.0	8.3	15.4	17.6
Consumer	50.0	13.9	42.3	35.3
Combinations of the above	12.5	27.8	15.4	11.8
Other	0.0	0.0	0.0	11.8
No data	12.5	5.6	3.8	5.9
Total percent	100.0	100.0	100.0	100.0

Table 55. Percentage Distributions of Type of Buyer, Classified by Member of the Farm Family Serving as the Turkey Marketing Agent. Michigan, 1948. (Intensive Interviews)

Type of Buyer	Wife N=3	Husband N=12	Wife & Husband N=15	Others N=2
	Percent	Percent	Percent	Percent
Wholesaler	33.3	41.7	46.6	100.0
Retail store	33.3	8.3	20.0	0.0
Consumer	33.3	25.0	26.7	0.0
Factories (for Christmas gifts)	0.0	16.7	0.0	0.0
Combinations of the above	0.0	8.3	6.7	0.0
Total percent	99.9	100.0	100.0	100.0

Half of the turkey farmers who responded to the questionnaire sold their birds on a live-weight basis. Those who sold their birds feather-dressed and those selling drawn birds were nearly equal in proportion. The remaining growers sold part of their birds one way and the rest another. (See Table 56)

Table 56. Percentage Distributions of the Manner in Which Birds are Marketed by Michigan Turkey Growers. Michigan, 1948.

Manner of Marketing	Mailed Returns N=87	Intensive Interviews N=32
	Percent	Percent
Alive	50.6	47.0
Feather-dressed	17.3	21.8
Drawn	18.5	21.8
"Live" & feather-dressed	2.3	0.0
"Live" & drawn	3.4	3.1
Feather-dressed & drawn	4.6	6.3
"Live", feather-dressed & drawn	1.1	0.0
Other	1.1	0.0
No data	1.1	0.0
Total percent	100.0	100.0

The manner of marketing the turkeys was classified by the marketing agent for the farm to see if there might be any relationship between the two. Tables 57 and 58 present the proportions resulting from such a classification.

Live-weight sales are still in the majority of sales regardless of who serves as the marketing agent. Husbands tend to favor drawn rather than feather-dressed as an alternative manner of marketing the birds, but the wife

and husband combination feather-dress the birds if they do not sell them alive. These proportions, however, are not statistically significant and these tendencies are still within the realm of chance.

Table 57. Percentage Distributions of the Manner in Which Birds are Marketed, Classified by the Farm Marketing Agent. Michigan, 1948. (Mailing List)

Manner of Marketing	Wife N=8	Husband N=36	Wife & Husband N=26	Others N=17
	Percent	Percent	Percent	Percent
Alive	37.5	58.3	50.0	35.3
Feather-dressed	25.0	11.1	19.3	23.5
Drawn	25.0	16.6	15.5	23.5
Combinations of the above	0.0	14.0	15.2	11.8
Other	12.5	0.0	0.0	0.0
No data	0.0	0.0	0.0	5.9
Total percent	100.0	100.0	100.0	100.0

Table 58. Percentage Distributions of the Manner in Which Birds are Marketed, Classified by the Farm Marketing Agent. Michigan, 1948. (Intensive Interviews)

Manner of Marketing	Wife N=3	Husband N=12	Wife & Husband N=15	Others N=2
	Percent	Percent	Percent	Percent
Alive	66.7	41.6	40.0	100.0
Feather-dressed	0.0	16.7	33.3	0.0
Drawn	0.0	33.3	20.0	0.0
Combinations of the above	33.3	8.4	6.7	0.0
Total percent	100.0	100.0	100.0	100.0

As might be expected the majority of turkeys sold alive go to the wholesalers with about half as many going to a combination of various types of buyers. The consumer

trade tends to take more of the drawn turkeys than any other group. (See Table 59.) The samples in Table 60, with the exception of the wholesale group, are too small for a statistical comparison but are included as they might be of interest to the reader.

Table 59. Percentage Distributions of the Manner in Which Birds are Marketed, Classified by the Type of Buyer to Which the Birds are Sold. Michigan, 1948. (Mailing List)

Manner of Marketing	Wholesaler N=27	Retail Store N=10	Consumer N=26	Combination N=17
	Percent	Percent	Percent	Percent
Alive	81.5	30.0	26.9	47.2
Feather-dressed	3.7	50.0	23.1	17.6
Drawn	3.7	10.0	38.5	17.6
Combinations of the above	11.1	10.0	11.5	17.6
Total percent	100.0	100.0	100.0	100.0

Table 60. Percentage Distributions of the Manner in Which Birds are Marketed, Classified by the Type of Buyer to Which the Birds are Sold. Michigan, 1948. (Intensive Interviews)

Manner of Marketing	Wholesaler N=15	Retail Store N=5	Consumer N=8	Combination N=4
	Percent	Percent	Percent	Percent
Alive	86.7	40.0	0.0	0.0
Feather-dressed	13.3	40.0	37.5	0.0
Drawn	0.0	20.0	50.0	50.0
Combinations of the above	0.0	0.0	12.5	50.0
Total percent	100.0	100.0	100.0	100.0

In Table 61 the proportion of birds sold alive in all the size groups remains very near that of the proportion of the turkeys sold alive by the whole 87 growers.

(See Table 56, page 93.) Thus it would seem that the size of the flock has little bearing on the manner in which the birds are sold. The proportions for the other ways of preparing birds for market do not differ significantly.

Table 61. Percentage Distributions of the Manner in Which Turkeys are Marketed, Classified by Size of Flock. Michigan, 1948. (Mailing List)

Manner of Marketing	Size of Flock 1-299 N=14	300-999 N=22	1000-2999 N=14	3000 & over N=7
	Percent	Percent	Percent	Percent
Alive	50.0	59.0	42.8	42.8
Feather-dressed	0.0	18.2	21.4	28.6
Drawn	28.4	9.1	21.4	14.3
Combinations of the above	21.6	13.7	14.4	14.3
Total percent	100.0	100.0	100.0	100.0

Table 62. Percentage Distributions of the Manner in Which Turkeys are Marketed, Classified by Size of Flock. Michigan, 1948. (Intensive Interviews)

Manner of Marketing	Size of Flock 1-299 N=1	300-999 N=13	1000-2999 N=13	3000 & over N=2
	Percent	Percent	Percent	Percent
Alive	100.0	38.4	46.0	50.0
Feather-dressed	0.0	38.4	23.2	0.0
Drawn	0.0	23.2	15.4	50.0
Combinations of the above	0.0	0.0	15.4	0.0
Total percent	100.0	100.0	100.0	100.0

Following the question on how the birds were dressed when sold, the respondent was asked:

> "Which of these weights was the price based on?"

Instead of selling the birds according to the manner in which they were prepared for sale, better than 5 in every 10 growers sold the birds at their live weight; 3 in 10 growers sold their turkeys at the feather-dressed weight; and less than 1 in 10 farmers sold them at their drawn weight. The rest of the turkey growers used more than one weight, depending on the character of the sale.

D. The Turkey Grower's Knowledge About and Use of Market Information

When the turkey growers were questioned about their attitudes toward their selling prices better than 5 in every 10 reported setting their own price for their birds. Slightly more than 4 in 10 said they took what they could get, and the remainder either reported that they followed both practices, depending on the character of the sale, or did not respond to the question at all.

Table 63. Percentage Distributions of Turkey Growers' Attitudes Toward Their Selling Price, Classified by the Marketing Agent for Turkeys. Michigan, 1948. (Mailing List)

Attitude Toward Selling Price	Marketing Agent: Wife N=8	Husband N=36	Wife & Husband N=26	Others N=17
	Percent	Percent	Percent	Percent
"Set own price"	75.0	41.6	53.8	58.8
"Take what you get"	12.5	55.6	42.4	35.3
"Both"	12.5	0.0	3.8	0.0
No data	0.0	2.8	0.0	5.9
Total percent	100.0	100.0	100.0	100.0

If the "wife" category is ignored in Table 63 because the sample is so small the remaining proportions for the

various classifications are not statistically significant. However, there is a greater tendency for the wife and husband combination to "set their own price" than husbands who serve alone as marketing agent. This tendency is substantiated in Table 64.

Table 64. Percentage Distributions of Turkey Growers' Attitudes Toward Their Selling Price, Classified by the Marketing Agent for Turkeys. Michigan, 1948. (Intensive Interviews)

Attitude Toward Selling Price	Marketing Agent: Wife N=3	Husband N=12	Wife & Husband N=15	Others N=2
	Percent	Percent	Percent	Percent
"Set own price"	100.0	66.7	86.7	50.0
"Take what you get"	0.0	33.3	13.3	50.0
Total percent	100.0	100.0	100.0	100.0

Even though Tables 65 and 66 do not agree in relative proportions for the various classifications they do agree in the greater tendency for farmers to "feel" that they have to "take what they can get" when dealing with the wholesale buyer. More farmers selling to retail stores "set their own price" than when selling to wholesalers. When farmers sell to consumers a greater proportion of them "set their own price" than when selling either to a retail store or to wholesalers. This difference is statistically significant.

There is very little indication that the farmer's attitude toward his selling price is affected by the size of his turkey flock. Perhaps with a larger sample of all

the size groups a trend in one direction or another might be found.

Table 65. Percentage Distributions of Turkey Growers' Attitudes Toward Their Selling Price, Classified by Type of Turkey Buyer. Michigan, 1948. (Mailing List)

Attitude Toward Selling Price	Type of Buyer: Wholesaler N=27	Retail Store N=10	Consumer N=26	Combinations of the Three N=17
	Percent	Percent	Percent	Percent
"Set own price"	22.2	50.0	88.5	64.7
"Take what you get"	74.1	40.0	11.5	23.5
"Both"	0.0	0.0	0.0	11.8
No data	3.7	10.0	0.0	0.0
Total percent	100.0	100.0	100.0	100.0

Table 66. Percentage Distributions of Turkey Growers' Attitudes Toward Their Selling Price, Classified by Type of Turkey Buyer. Michigan, 1948. (Intensive Interviews)

Attitude Toward Selling Price	Type of Buyer: Wholesaler N=15	Retail Store N=5	Consumer N=8	Combinations of the Three N=4
	Percent	Percent	Percent	Percent
"Set own price"	66.7	80.0	87.5	100.0
"Take what you get"	33.3	20.0	12.5	0.0
Total percent	100.0	100.0	100.0	100.0

The turkey farmers in the mailed sample used market quotations for price comparison more than any other source of market price information. (See Table 67.) The intensive interviews show a similar proportion for market quotations, but more than 5 in every 10 of these turkey growers compared their price with several sources of price

comparison. All the sources itemized in the table were used in various combinations, plus feed circulars, turkey publications, the price of "red meat", and extension newsletters. Perhaps, if the growers in the mailed sample had taken the time to write in all their sources of price comparison rather than the first source that came to their minds the proportions for combinations of various sources of market price information might have been more comparable. However, the growers in the intensive interviews have larger flocks than the average grower in the mailed sample, and were selected for their interest in the production of turkeys. Hence the intensive interview growers might be expected to be better informed and more willing to use more than one source of market price information.

Table 67. Percentage Distributions of Various Sources of Market Price Information Used by Turkey Producers for Price Comparison. Michigan, 1948.

Source	Mailed Returns N=87	Intensive Interviews N=32
	Percent	Percent
Local stores	3.5	0.0
Other buyers	12.6	6.2
Market quotations	32.2	34.4
Neighbors	3.5	3.1
U. S. Dep't. of Agriculture	5.7	0.0
Combinations of sources	8.0	53.2
Don't compare	4.6	3.1
No data	29.9*	0.0
Total percent	100.0	100.0

* See foot-note, page 51.

When the turkey producers' use of various sources of market price information for price comparison was classified by the person, or persons, responsible for marketing the turkeys there was no relationship apparent.

Tables 68 and 69 do not show a statistically significant relationship between the type of buyer the turkeys are sold to and the source of market price information used by the turkey farmer. There is, however, a tendency for greater use of radio and printed market quotations by those farmers selling to wholesalers and retail stores as compared with those selling to consumers, or to combinations of the three marketing outlets.

Table 68. Percentage Distributions of Various Sources of Market Price Information used by Turkey Producers for Price Comparison, Classified by Type of Buyer. Michigan, 1948. (Mailing List)

Source	Type of Buyer			
	Wholesaler N=27	Retail Store N=10	Consumer N=26	Combinations of the Three N=17
	Percent	Percent	Percent	Percent
Local stores	0.0	0.0	11.5	0.0
Other buyers	18.5	30.0	7.7	5.9
Market quotations	40.8	40.0	15.4	29.4
Neighbors	0.0	0.0	7.7	5.9
U. S. Department of Agriculture	3.7	0.0	0.0	23.5
Combinations of sources	0.0	20.0	11.5	11.8
Don't compare	3.7	0.0	11.5	0.0
No data	33.3	10.0	34.7	23.5
Total percent	100.0	100.0	100.0	100.0

Table 69. Percentage Distributions of Various Sources of Market Price Information used by Turkey Producers for Price Comparison, Classified by Type of Buyer. Michigan, 1948. (Intensive Interviews)

Source	Type of Buyer			
	Wholesaler N=15	Retail Store N=5	Consumer N=8	Combinations of the Three N=4
	Percent	Percent	Percent	Percent
Other buyers	13.3	0.0	0.0	0.0
Market quotations	53.4	60.0	12.5	0.0
Neighbors	0.0	0.0	12.5	0.0
Combinations of sources	26.7	40.0	75.0	100.0
Don't compare	6.6	0.0	0.0	0.0
Total percent	100.0	100.0	100.0	100.0

There is no statistically significant relationship between the turkey producers' use of various sources of market price information for price comparison and the size of flock the farmer owns. An upward tendency is observed, nevertheless, in the use of radio and printed market quotations and in the use of various combinations of sources[1] of market price information as the size of the flock increases. The proportion of farmers who stated they did not compare their turkey market prices with any other price decreases as the number of birds in the farm flock increases. (See Tables 70 and 71.)

1. This appears also as a possible explanation for greater dependence on combinations of sources among interviewees than among questionnaire respondents. The latter's flocks are smaller size, while, if anything, the opposite is true for the interviewed group. Furthermore, the interviewees were selected on the basis of presumed superior ability in the turkey business, and hence might be expected to be better informed on a variety of sources of information and more willing to use more than one source.

Table 70. Percentage Distributions of Various Sources of Market Price Information used by Turkey Producers for Price Comparison, Classified by Size of Flock. Michigan, 1948. (Mailing List)

Source	Size of Flock 1-299 N=14	300-999 N=22	1000-2999 N=14	3000 & over N=7
	Percent	Percent	Percent	Percent
Local stores	14.3	0.0	0.0	0.0
Other buyers	7.1	22.7	21.4	14.3
Market quotations	14.3	31.9	35.8	57.1
Neighbors	7.1	4.5	0.0	0.0
U. S. Dep't. of Agriculture	0.0	9.1	7.1	14.3
Combinations of sources	7.1	9.1	14.3	14.3
"Don't compare"	14.3	4.5	0.0	0.0
No data	35.8	18.2	21.4	0.0
Total percent	100.0	100.0	100.0	100.0

Table 71. Percentage Distributions of Various Sources of Market Price Information used by Turkey Producers for Price Comparison, Classified by Size of Flock. Michigan, 1948. (Intensive Interviews)

Source	Size of Flock 1-299 N=1	300-999 N=13	1000-2999 N=13	3000 & over N=2
	Percent	Percent	Percent	Percent
Other buyers	0.0	7.7	0.0	0.0
Market quotations	0.0	38.4	46.2	0.0
Neighbors	0.0	7.7	0.0	0.0
Combinations of sources	100.0	46.2	53.8	50.0
"Don't compare"	0.0	0.0	0.0	50.0
Total percent	100.0	100.0	100.0	100.0

The turkey grower's attitude toward the manner in which he arrives at his selling price, i.e., "set own price" or "take what I can get", has no apparent influence on his source of market price information for price

comparison. The differences in proportions are so slight that they are not statistically significant, nor is there a tendency apparent since the proportions in the mailing list sample and the intensive interviews appear contradictory.

Of the 74 turkey growers who answered the question

> "When you were marketing your turkeys, how often did you compare your selling prices with other turkey prices?"

better than 7 in every 10 stated that they used the market price information daily. Better than 1 in 10 used the information weekly, and the rest made an occasional use of price information; set one price at the beginning of the marketing season and stuck to it; or used it whenever they felt they were not getting enough for their turkeys.

One-half of the turkey producers stated that their selling price was the same as the price, or prices, with which they compared. Better than 1 in 10 turkey growers said that they used a lower price, and a little more than 2 in 10 stated that they received a higher price for their birds than the price with which they compared. Those farmers receiving a lower price said that the price they received was from 1 to 11 cents lower, with 1 to 2 cents lower being the most common response.

The farmers receiving a higher price than that with which they compared reported that they received from 1 to

5 cents higher, with 1 to 2 cents more being the most common price.

This price difference was accounted for by the growers by such factors as quality; middle-man's profits; price specified by a contract; special trade; processing expense; and transportation expense, listed according to frequency of mention.

While making the intensive interviews it was discovered that turkeys growers often used a marketing price for comparison that represented either more or less processing and worked down or up from that price. This, in part, might account for some of the prices relatively much higher or much lower than the current market price.

When the farmers were asked

> "How often did you use radio or printed turkey market quotations?"

close to 6 in every 10 of these farmers stated that they used the market quotations daily. Table 72 presents the percentage distributions of the replies of the turkey growers to this question.

There was no statistically significant relationship found between the frequency of the turkey grower's use of market quotations and the person, or persons, marketing the turkeys. Table 73 shows a tendency for the wife and husband combination using market quotations less often than the husband alone. This tendency is substantiated in Table 74.

Table 72. Percentage Distributions of the Frequency of Use of Radio or Printed Turkey Market Quotations by Turkey Growers. Michigan, 1948.

Frequency of Use of Market Quotations	Mailed Returns N=87	Intensive Interviews N=32
	Percent	Percent
Daily	57.5	78.1
Weekly	3.4	9.4
Occasionally	13.8	3.1
Rarely or never	16.1	9.4
No data	9.2	0.0
Total percent	100.0	100.0

Table 73. Percentage Distributions of the Frequency of Use of Radio or Printed Turkey Market Quotations by Turkey Growers, Classified by the Farm Marketing Agent for Turkeys. Michigan, 1948. (Mailing List)

Frequency of Use of Market Quotations	Marketing Agent: Wife N=8	Husband N=36	Wife & Husband N=26	Others N=17
	Percent	Percent	Percent	Percent
Daily	75.0	64.0	57.8	35.3
Weekly	0.0	2.8	7.7	0.0
Occasionally	0.0	13.8	3.8	35.3
Rarely or never	12.5	13.8	19.2	17.6
No data	12.5	5.6	11.5	11.8
Total percent	100.0	100.0	100.0	100.0

Table 75 reveals a statistically significant relationship between the size of the turkey flock and the frequency of the turkey farmers' use of market quotations. This relationship exists only between the 1 to 299 group and the 1000 to 2999 bird group. The difference between the 1 to 299 group and the 300 to 999 group does not quite reach the five percent level of significance. However, it does show an increase of daily use of the turkey

Table 74. Percentage Distributions of the Frequency of Use of Radio or Printed Turkey Market Quotations by Turkey Growers, Classified by the Farm Marketing Agent for Turkeys. Michigan, 1948. (Intensive Interviews)

Frequency of Use of Market Quotations	Marketing Agent: Wife N=3	Husband N=12	Wife & Husband N=15	Others N=2
	Percent	Percent	Percent	Percent
Daily	100.0	66.6	80.0	100.0
Weekly	0.0	16.6	6.7	0.0
Occasionally	0.0	8.4	0.0	0.0
Rarely or never	0.0	8.4	13.3	0.0
Total percent	100.0	100.0	100.0	100.0

market quotations over the smaller group and there are fewer "rarely or never" users. Because of the small sample in the size groups in the intensive interviews this relationship cannot be confirmed, but the proportions of the two middle size groups do follow the tendency shown in Table 75.

Table 75. Percentage Distributions of the Frequency of Turkey Growers' Use of Radio or Printed Turkey Market Quotations, Classified by Size of Flock. Michigan, 1948. (Mailing List)

Frequency of Use of Market Quotations	Size of Flock: 1-299 N=14	300-999 N=22	100-2999 N=14	3000 & over N=7
	Percent	Percent	Percent	Percent
Daily	28.6	68.2	92.8	57.1
Weekly	7.2	0.0	7.2	0.0
Occasionally	14.2	22.7	0.0	14.3
Rarely or never	28.6	9.1	0.0	28.6
No data	21.4	0.0	0.0	0.0
Total percent	100.0	100.0	100.0	100.0

Table 76. Percentage Distributions of the Frequency of Turkey Growers' Use of Radio or Printed Turkey Market Quotations, Classified by Size of Flock. Michigan, 1948. (Intensive Interviews)

Frequency of Use of Market Quotations	Size of Flock 1-299 N=1	300-999 N=13	1000-2999 N=13	3000 & over N=2
	Percent	Percent	Percent	Percent
Daily	100.0	69.2	84.6	50.0
Weekly	0.0	15.4	7.7	0.0
Occasionally	0.0	7.7	0.0	0.0
Rarely or never	0.0	7.7	7.7	50.0
Total percent	100.0	100.0	100.0	100.0

The turkey growers selling their birds to wholesale buyers and those who sell to several types of buyers more often make daily use of turkey market quotations than do those farmers selling their birds wholly to consumer trade. There is a tendency apparent in Table 77 that the growers selling to retail stores also make more daily use of the market quotations than do the growers catering to consumer trade, but the sample is too small to be statistically significant and would need to be verified with future studies.

Statistically significant, also, are the proportions in Table 77 that indicate more farmers selling to consumers rarely or never use turkey market quotations than is true of those selling to wholesalers. The proportions for the other two groups do not differ significantly.

There is very little relationship between the turkey grower's attitude toward his selling price and the frequency of his use of turkey market quotations. (See Table

Table 77. Percentage Distributions of the Frequency of Turkey Growers' Use of Radio or Printed Turkey Market Quotations, Classified by Type of Buyer. Michigan, 1948. (Mailing List)

Frequency of Use of Market Quotations	Type of Buyer			
	Wholesaler N=27	Retail Store N=10	Consumer N=26	Combinations of the Three N=17
	Percent	Percent	Percent	Percent
Daily	74.1	60.0	34.6	76.4
Weekly	3.7	0.0	7.7	0.0
Occasionally	11.1	30.0	11.5	11.8
Rarely or never	7.4	10.0	30.8	11.8
No data	3.7	0.0	15.4	0.0
Total percent	100.0	100.0	100.0	100.0

Table 78. Percentage Distributions of the Frequency of Turkey Growers' Use of Radio or Printed Turkey Market Quotations, Classified by Type of Buyer. Michigan, 1948. (Intensive Interviews)

Frequency of Use of Market Quotations	Type of Buyer			
	Wholesaler N=15	Retail Store N=5	Consumer N=8	Combinations of the Three N=4
	Percent	Percent	Percent	Percent
Daily	80.0	100.0	75.0	50.0
Weekly	13.3	0.0	12.5	0.0
Occasionally	0.0	0.0	0.0	25.0
Rarely or never	6.7	0.0	12.5	25.0
Total percent	100.0	100.0	100.0	100.0

79.) The only statistically significant difference in the proportions was found in the "rarely or never" category. Thus it would appear that those farmers taking what they can get make more frequent use of turkey market quotations than do those who set their own price. This significance is doubtful, for when the "no data" proportions are added to the "rarely or never" figures for each group the relationship is not significant. This was done on the

theory that those farmers not answering the question might be those making infrequent use of turkey market quotations. There is no indication, however, that such is the case and it cannot be verified at this time.

Table 79. Percentage Distributions of the Frequency of Turkey Growers' Use of Radio or Printed Turkey Market Quotations, Classified by Attitude Toward Selling Price. Michigan, 1948. (Mailing List)

Frequency of Use of Market Quotations	Attitude Toward Selling Price "Set own Price" N=45	"Take What You Can Get" N=38
	Percent	Percent
Daily	51.2	65.8
Weekly	6.6	0.0
Occasionally	11.1	18.4
Rarely or never	26.7	5.3
No data	4.4	10.5
Total percent	100.0	100.0

Table 80. Percentage Distributions of the Frequency of Turkey Growers' Use of Radio or Printed Turkey Market Quotations, Classified by Attitude Toward Selling Price. Michigan, 1948. (Intensive Interviews)

Frequency of Use of Market Quotations	Attitude Toward Selling Price "Set Own Price" N=25	"Take What You Can Get" N=7
	Percent	Percent
Daily	76.0	85.7
Weekly	8.0	14.3
Occasionally	4.0	0.0
Rarely or never	12.0	0.0
Total percent	100.0	100.0

The 65 farmers in the mailed sample who stated that they used radio or printed market quotations were asked where they obtained the information. The radio alone was

used by better than 4 out of every 10 of these farmers. The daily newspaper and radio together were used by better than 2 in every 10 of these farmers and the daily newspaper, alone, accounted for more than 1 in 10 turkey growers. There is not a significant difference between the last two proportions mentioned. (See Table 81.)

Table 81. Percentage Distributions for the Media Used by Turkey Growers for Obtaining Turkey Market Reports. Michigan, 1948.

Medium	Mailing List N=65	Intensive Interviews N=29
	Percent	Percent
Daily newspaper	15.4	13.8
Radio	41.6	6.9
Daily newspaper & radio	23.1	27.6
Weekly farm publications	1.5	0.0
Federal-State Market News Letter	3.1	0.0
Other	9.2	0.0
Combinations of the above	4.6	51.7
No data	1.5	0.0
Total percent	100.0	100.0

The farmers included in the intensive interviews made greater use of various combinations of media than any medium alone. Five in every 10 of these growers used a combination of media; nearly 3 in 10 used the daily newspaper and radio together for securing the turkey market reports; and, greater than 1 in 10 used the daily newspaper alone. The radio, alone, as a medium for securing the market reports was used by less than 1 in 10 of these farmers.

Perhaps the difference in the proportions of the

mailed sample and the intensive interviews lies in the respondent making out the questionnaire in a hurry and did not take the time to write-in more than the first medium that came to mind. Too, the intensive interviews were taken from a select group of farmers whose flocks were large and the grower was definitely interested in making his turkeys pay. He would in all probability be more interested in the market reports and be constantly looking for any information available.

Five out of every 10 of the 65 farmers using radio or printed market quotations in the mailed returns stated that the quotations they used were wholesale; 2 out of 10 turkey growers said the quotations they used were both wholesale and retail; less than 1 in 10 of the growers used retail quotations only, and the remainder either gave no data or were not sure whether the quotations they used were wholesale prices or retail prices.

The price for young hens was the quotation the growers paid the most attention to, with young toms as their next preference.

When the 65 growers were asked

> "Where else could you have gotten turkey market quotations, but didn't?"

better than 5 in 10 knew of no other medium for obtaining turkey market quotations. Buyers were the one source that the farmers mentioned most frequently. The radio or daily newspaper was mentioned if the farmer wasn't using

that particular medium at the present time. Sometimes the grower mentioned a particular business that posted such information, or suggested newsletters sent out by feed companies or by the Michigan State College.

Convenience, up-to-the-minute reporting, reliability and accuracy were the reasons most often mentioned by the turkey growers for their preference for the medium they were using to obtain the turkey market reports.

E. The Turkey Grower's Attitudes, Opinions, and Suggestions for Improving Market Information

Less than half of the 65 farmers using Turkey market reports offered suggestions to improve the turkey market information. The suggestion most frequently mentioned was that the turkey market quotations should be broadcast earlier in the day. This suggestion, though the most frequently mentioned, was offered by less than 1 farmer in 10. This suggestion was, also, offered by the growers in the intensive interviews, but when they were informed that the only quotations that could be broadcast before noon were the previous day's prices, they said they would rather wait until noon, and the buyers would have to wait.

The suggestion next in importance to the turkey grower was that price reports should begin earlier in the season. Comments by the growers included in the intensive interviews revealed that many growers in the summer resort areas of Michigan were selling turkeys throughout the summer, and that other growers now had storage plants for

freezing their birds when they were in their prime condition and would, in this way, not be forced to sell during the holiday season if the prices were not good. Such growers found summer or year-around prices valuable. They asked that cold-storage prices be furnished if there were not enough birds sold at various times throughout the year to establish a market.

A few farmers wanted "farm" prices reported--in other words, what the buyers were paying for birds at the farm. This was especially desired by the farmers in the northern part of the Lower Peninsula. They reported the buyers offered them prices below the current market price because of the buyer absorbing the transportation costs and shrinkage in the weight of the birds. These growers did not object to this practice, but they wanted some price to go by to prevent the buyer from taking advantage of the situation. At the present time the only price they had to go by was what their neighbor received for his turkeys.

Suggestions offered by one or two growers are as follows: "information on number of turkeys in the United States, as compared with last year and five years ago"; "storage information should be given"; "give oven-dressed prices"; "broadcast market reports for turkeys every day during the holiday season".

The remaining suggestions offered were to satisfy the individual farmer's marketing need. Some suggestions

were merely outlets for grievances the farmer felt toward his place in the marketing set-up as a whole, and not in relation to the market quotations as they were available to him.

The reasons most often mentioned by turkey growers for not using turkey market quotations were: "not applicable to local area"; "obsolete price reports"; "lack of time to listen to radio"; "set one price for entire season"; and, "convenience of present source of price information".

Suggestions offered by these turkey growers for improving the market quotations were few and far between. Those who offered suggestions wanted: "direct daily quotations"; "prices applicable to area"; "retail prices"; or, some adjustment in the marketing set-up as a whole, so the farmer would receive more for his labor.

F. Testing the Suggestions for Improvement of Market Quotations Through the Intensive Interviews

As has been mentioned before, the intensive interviews were held primarily to test the suggestions for improvement in the turkey market quotations that were offered by the turkey producers in the mailed returns. A few additional questions raised in the minds of those conducting the study, following an examination of the mailed returns, were also included.

The turkey growers who stated that they found only wholesale prices in the market reports available to them

were asked

> "If retail prices were given in the reports, would they make the quotations of more value to you, or not?"

Nearly 7 in 10 of these farmers replied, "Yes"; better than 2 in 10 said, "No"; and, the remaining farmers were not sure of the value of retail prices to them.

Nearly 5 in every 10 farmers using market reports reported that only "live" prices were given; 4 in 10 stated both "live" and "dressed" prices were included in their turkey market reports; the remaining growers said they found only "dressed" prices in their market reports, or were not sure what the prices represented.

Each farmer reporting the use of turkey market reports was asked

> "What cities are these market reports for?"

Upon naming the city, or cities, he was asked

> "Would you consider one of these your <u>local</u> market and if so, which one?"

Better than 8 in 10 of these farmers stated that one of the cities mentioned was considered his <u>local</u> market.[1] Only one of the informants who stated the reports were from a local market did not find such quotations helpful.

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1. The word "local" was not defined to the informants. The informants considered the prices were from a local market (local enough) even if it was a large terminal market quotation if the same prices applied in their area.

The five growers not receiving local reports were asked

> "Would local quotations be helpful to you, or not?"

Three of them replied, "Yes"; two, "No".

> "Would information about the prices of birds raised and sold in other states be useful to you, or not?"

was asked of the informants. Nearly 5 in 10 informants replied, "No"; 4 in 10 said, "Yes", and 1 in 10 farmers was not sure.

Nearly 8 in 10 farmers said that their local daily newspaper carried turkey market quotations during the holiday marketing season. Of the 7 farmers who did not find turkey market quotations in their local daily paper, only one farmer stated that such information would be useful to him.

Nearly 6 in 10 of the informants stated that their local radio station gave daily turkey market quotations during the holiday season; better than 2 in 10 said they were not sure if their local station gave such quotations, and the remaining informants replied that their local stations did not present such reports.

With the exception of two farmers, all of the informants that listened to turkey market reports over the radio heard them at the noon hour. The two remaining farmers heard them before seven o'clock in the morning.

All but one of the farmers not receiving turkey market reports over their local stations stated that such quotations would be of value to them.

Nearly 4 in 10 farmers felt the market reports should come earlier in the day, between seven and nine in the morning, but when it was pointed out to them that at that time of day the current day's prices would not be available, they said they would rather wait until noon for the reports.

Seven turkey growers in 10 wanted the turkey market reports earlier in the season. The highest proportion of these informants wanted the reports to begin at least by the first of November. September first and August first were also mentioned several times. Other dates were mentioned by individual farmers to meet their personal marketing needs. Year-around reports were highly favored, but the informants were well aware of the difficulties involved, since there were not always enough turkeys marketed throughout the year to establish a market price.

Better than 8 in 10 of the intensive interview informants thought the turkey market quotations were reliable as far as they were concerned. They said they were "satisfied".

Following the procedure in the egg and poultry intensive interviews, examples of possible turkey market quotations were displayed, and the farmer was questioned as

to his preference for certain ways of quoting prices.[1] Better than one-half of the informants wanted the high, low and mostly prices quoted for each size and class of turkeys. The next highest proportion of informants wanted the high price, only, given for the sizes and classes. This type of quotation was desired by these growers since their buyers always wanted to pay the price on the low end of the spread. They thought that if the low price wasn't given the buyer would have to pay the price listed.

The tabular form "C", as described on page 72 of the previous chapter, was chosen by better than 5 out of 10 of the growers.[2] "A" was selected as the "next best", and "B" was selected by only a few turkey growers. The growers chose "C" because they thought it gave more complete price coverage with trends, and it was easy to read and to understand. The informants, however, wanted the "spread" included as well as the "mostly" price.

G. Interpretation and Evaluation of the Data Presented

Although market quotations were used as a source of market price information for price comparison twice as often as any other source, there was no significant relationship found in the source of market price information used and the person responsible for marketing the turkeys; the type of buyer the birds were sold to; the

1. See Appendix, page 206 .
2. See Appendix, page 211 .

size of the turkey flock; or, the farmer's conception of who sets the price at which he sells his poultry products. There are some relationships apparent in these classifications that, if the samples were larger, might prove to be statistically significant. These tendencies will be discussed in the paragraphs that follow.

The tendency toward greater use of radio and printed market quotations by the turkey growers selling to wholesalers and to retail stores than those growers selling to consumers or to various combinations of the three marketing outlets might, in part, be explained by the information gained in the intensive interviews. The growers selling to consumers said that they found it necessary to set a certain price per pound for their birds and keep it throughout the holiday season. The informants claimed that their customers did not like a fluctuating price, and that it was necessary for the farmer to take a long-range price view and settle on a price that might be high at Thanksgiving and low at Christmas, but would more or less balance out during the holiday marketing season. Thus, when the actual marketing time came they paid little attention to the market reports as these reports would not help them after their price was once established.

As the size of the turkey flock increases an upward tendency is observed in the use of radio and printed market quotations and in the use of various combinations of

sources of market price information. Also, as the size of the turkey flock increases the number of farmers stating that they did not compare their selling price with any other price tends to decrease. The increased use of market quotations by large flock owners might be expected since, as the flock grows larger, the marketing of the birds becomes more important to the total farm income. This brings with it the increased necessity to make sure of obtaining the best possible price for the turkeys.

The tendency for the wife and husband combination to use market quotations less frequently than the husband doing the marketing alone might be explained by the significant findings in Table 75: as the size of the turkey flock increases, the more frequent is the use of turkey market quotations. A tendency was found earlier in Table 49 that the husband was responsible for the marketing of more of the turkey flocks as the size of the flock increases. Thus, the husband would be expected to make more frequent use of the market quotations since he is more than likely to be in charge of the marketing of the larger flocks.

A relationship was found between the type of buyer the turkeys are sold to and the frequency of the turkey growers' use of the turkey market quotations. Those growers selling to wholesale buyers and those selling to various combinations of buyers make greater daily use of

the turkey quotations than do the farmers selling their turkeys to the consumer trade. This might be expected since in Tables 52 and 53 a tendency occurred: the proportion of sales to wholesale buyers increases as the flock grows larger. There was a hint of this same tendency for those selling to combinations of buyers, but there were so few farmers dividing their sales in this manner that the proportions can not carry much weight. The preceding paragraph stated that as the size of the turkey flock increases, the more frequent is the use of market quotations; hence, since wholesale buyers take more of the larger flocks, it would be expected that these farmers would make more frequent use of turkey market quotations. Also, it has been stated that the farmers selling to consumer trade have found it necessary to set a price for their turkeys once a season and stick with it.

The same reasons were offered by turkey growers for the greater use of the radio in obtaining market quotations as were given on page 74 of the preceding chapter. The newspaper was, also, used by the turkey farmers as a source of additional information, and to turn to when radio turkey reports were missed.

That wholesale quotations were used by 5 in every 10 turkey farmers is not surprising since only 3 in 10 of the informants for the intensive interviews said retail prices were given in the quotations they used. Evidence

of a desire for retail prices was found when nearly 7 in 10 of the informants stated that retail prices would make the quotations of greater value to them.

The young hen quotation was followed by most of the growers because this price generally represented the top price on the market, and they hoped to obtain this price for their turkeys if possible. The growers were puzzled over the difference in the quotations for hens and toms, and the difference in the quotations between the light and heavy birds in these classes. They did not think these differences should be allowed to occur, although a few understood that demand brought about these price adjustments.

H. Conclusions and Recommendations

As was done in the previous chapter the four questions appearing in the objectives will be given below with the information gained from the data following as an answer to them.

What sources of information about market conditions do they customarily use?

In the order of their use by the turkey growers, selling prices were compared with market quotations, other buyers, the U. S. Department of Agriculture publications, local stores and neighbors.

Those growers using radio or printed market quotations mentioned such sources as the radio; daily newspaper;

the Federal-State Market News Letter; weekly farm publications; feed company letters; and bulletins in feed stores.

What knowledge do they have about available sources of market information?

One-half of the growers knew of no other source of market quotations than that they were using. The remainder mentioned buyers; the radio or daily newspaper (if only one of the two was being used as a source of market quotations); businesses that posted such information; feed companies' newsletters; and, newsletters from the Michigan State College or other State Agricultural Colleges.

The radio, daily newspaper, and the Federal-State Market News Letter were the only primary sources of market news the turkey grower knew about. All of these sources are good, and, if adequate information for the turkey grower's marketing needs is provided in each of these sources, the turkey grower should be well taken care of.

How adequate and useful do they consider the available market information to be?

Six turkey growers in 10 did not have suggestions for changes in the turkey market information as it was available to them, or, were satisfied with the present information. Another 1 in 10 of these farmers used the question to state his grievance toward the farmer's place in the marketing setup as a whole. The remaining 3 farmers in 10 offered suggestions for changes they felt were

necessary. Thus it would appear that about one-third of the turkey growers thought the turkey market quotations could be improved.

Those who were not making use of turkey market quotations gave the following reasons: "not applicable to local area"; "obsolete price reports"; "lack of time to listen to the radio"; "set one price for entire season"; and, "convenience of present source of price information". Only two farmers out of the 16 farmers from the mailed returns who did not use market quotations had suggestions for improving the quotations: "send daily direct quotations" and "make prices applicable to area".

It would appear from the foregoing paragraph that if the changes suggested by the two farmers in the "rarely or never" group were made, these two might use the quotations, but it is doubtful whether the remaining farmers would use the information if the changes were incorporated since they were not sufficiently interested in turkey market quotations to make suggestions for improvement in the quotations.

What suggestions do they have for improving the reporting of market conditions?

The following suggestions for improvement of market quotations were offered by the turkey growers:

1. "broadcast market quotations earlier in the day"

2. "price reports should begin earlier in the season"

3. "add farm or retail prices"

4. "information on number of turkeys in the United States, as compared with last year and five years ago"

5. "storage information should be given"

6. "give oven-dressed prices"

7. "broadcast market reports for turkeys every day during the holiday season"

In the light of these findings the following conclusions are presented:

1. The producers of turkeys in Michigan have an adequate knowledge of the available sources of primary market information.

2. Market quotations are used for price comparison by the turkey producer more than any other source of market price information.

3. The larger the turkey flock, the more frequent the use of market quotations.

4. Turkey growers selling to consumer trade are compelled by consumer demand to keep a uniform price throughout the holiday marketing season--to set a price before Thanksgiving and keep that same price until after the Christmas holiday. Because of this marketing practice these growers generally do not feel the need for turkey market quotations after their price has been established.

5. The five sources of marketing information most used by the turkey producers in Michigan are:
   1. market quotations
   2. other buyers
   3. the U. S. Department of Agriculture publications
   4. local stores
   5. neighbors

6. About one-third of the turkey growers thought the turkey market information could be improved.

7. When the suggestions for improvement of market quotations were tested by the intensive interviews the growers agreed that the turkey market quotations should give the retail turkey prices as well as wholesale prices, and that turkey market reports should begin earlier in the season, if possible.

8. A tabular form of reporting turkey market information was generally agreed an improvement over the paragraph form, with the spread and the "mostly" prices given for each size and grade.

With these conclusions in mind the following recommendations are suggested:

1. Any marketing information that agricultural agencies would have reach the poultry farmer should be presented both over the radio and in the daily newspaper.

2. The turkey producer, no matter what the size of his turkey flock, whould be educated to realize that primary marketing information is essential for the marketing of his birds if he would obtain the best possible returns for his labor.

3. Those responsible for market reporting should look into the possibilities of presenting retail prices as well as wholesale prices for turkeys, and present turkey market quotations whenever there are enough birds sold to establish a market price. When such quotations cannot be given perhaps storage prices could be quoted so the farmers can have a price from which they can work.

4. Radio and newspaper market reporters should keep in mind that they are the major sources of marketing information to the turkey producer, and they should try to include not only prices, but trends, quantities in storage, and any other

information that would be of value to the producer with an explanation of how this information may be used to his advantage. Price information should be placed in tabular form in the newspaper with the spread and "mostly" prices given.

5. Turkey farmers should be educated to understand and interpret the comments made about the current market conditions, trends and out-look, along with storage reports and out-of-state shipments to their market, so that they might not <u>feel</u> they are at a disadvantage when selling to wholesale buyers.

Chapter 5. Market News and the Poultry Dealer

A. Collection of the Data

As was indicated in Chapter 1, buyers of poultry and poultry products make use of the marketing information available. It was deemed advisable to include these men in the study since their attitudes and suggestions would make for a more complete analysis of the use of marketing information.

Only one major sample was used in collecting the data from the dealers. Intensive interviews followed the mailed questionnaire collection of data, as in the poultry and turkey grower samples, using a list of dealers suggested by the poultry specialist of the Section of Agricultural Economics and members of the Section of Poultry Husbandry of the Agricultural Experiment Station of the Michigan State College. The collection of the data for each of these samples will be discussed separately in the succeeding paragraphs.

1. The Questionnaire[1]

Control questions were asked concerning the dealer's type of business; percent of total business represented the previous year in egg and/or poultry sales; volume in cases of eggs and pounds of poultry meat bought; source of purchases of poultry and poultry products; and, types of buyers such purchases were sold to. The rest of the

1. See Appendix, page 229 .

questionnaire was devoted to questions concerning the dealer's use of and attitude toward the marketing information available, along with the methods used for determining buying and selling price; the particular medium or channel used for obtaining egg and poultry market quotations; and, suggestions for improvement of marketing information. The information was restricted to only those dealers ordinarily buying and selling eggs and/or poultry products.

Upon completion of the questionnaire for egg and poultry dealers the same manner of pretesting was used as described in Chapter 3, except that dealers in or around Lansing were interviewed as informants.

The covering letter[1] that accompanied the questionnaire explained why the dealer, to whom the letter was addressed, was included in the mailing list. It explained what the study hoped to accomplish through the data obtained by the questionnaires, and who was conducting the study. It was pointed out that the questionnaire was devised to facilitate its being completed quickly. Appreciation was expressed for a prompt return of the completed questionnaire. The letter suggested that, if the addressee were no longer dealing in eggs and poultry, he fill out the first section and return the questionnaire. A copy of the report on the study was offered to the

1. See Appendix, page 236.

respondent as a compensation for his cooperation, if it was desired.

The mailing list used for the sample was obtained from the 1947 edition of Who's Who in the Egg and Poultry Industries, published by the American Egg and Poultry Review. There were 539 names in this list, all of whom received a copy of the questionnaire. One-half of the dealers received the questionnaires in the first mailing in April, 1948, and a follow-up letter and questionnaire were sent to the non-respondents to this mailing. At the time of the follow-up mailing, questionnaires were also sent to the second half of the 539 dealers. From these a total of 102 usable returns were received, that is, these respondents had bought and sold eggs and/or poultry during the previous year.

2. The Intensive Interviews[1]

Suggestions for improvement of market information were so varied that scarcely were there two alike. As a result it was difficult to know just what changes might be necessary to make the egg and poultry market quotations of more value to the dealers. Personal interviews were deemed advisable to obtain additional information that would aid in interpreting the questionnaires, and might yield some consensus as to the changes most desired by poultry buyers.

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1. See Appendix, page 239.

The original questionnaire was used as far as possible. Particular emphasis was placed on questions dealing with the criticisms and suggestions offered by the mailed returns. Examples of market quotations were shown to encourage suggestions for improvement of existing marketing information.

The list of informants chosen included those who were thought to be particularly well qualified to give the type of information that would aid in this study; who represented the several major poultry purchasing centers in the state; and, who were assumed to be sufficiently interested in the purposes of the study so that their cooperation could be expected. These names were checked against the list of mailed returns to eliminate duplications.

The procedure followed was for the interviewer to go to the dealer's place of business and wait until he was free to take time for the interview. The introduction was, usually,

> "How do you do. I'm ...(name of interviewer) ..from Michigan State College. We are making a study of egg and poultry marketing in Michigan, trying to find out how we can make the egg and poultry market information more useful to you. I would like to ask you a few questions about your poultry buying practices and the kinds of marketing information you use. May I talk with you a few minutes?"

The wording of the questions was followed just as written to keep the interviews as much alike as possible.

If the information supplied by the informant seemed to be vague, time was taken to draw out as clearly as possible what was meant by his statement. Since these interviews were taken for the insight they could give to the responses from the questionnaires, encouragement was given to the dealer to expand upon his answers to the questions. As far as possible, all such information was recorded during the interview.

B. Type of Business of Dealers Sampled

Economic factors are presented in an analysis of the egg and poultry dealers' use of and reaction to market information since it was expected that there might be a relationship between such factors and the dealers' source of market price information and his use of radio and printed market information. An analysis of the economic factors found in the data will be presented here and then used later in the chapter to classify the dealers' source of market information and his relative use of radio and printed market news to see if such a relationship exists.

Better than 3 in 10 of the respondents in the mailed returns make the buying and selling of poultry and poultry products their principal business. Two in 10 buyers in these returns were retail grocers, and 1 in 10 buyers were feed dealers. Table 82 shows the percentage distributions of the principal type of business of the egg and poultry buyers in the two samples.

Table 82. Percentage Distributions of Respondents to the Question, "What is your principal type of business?". Michigan, 1948.

Business	Mailed Returns N=138*	Intensive Interviews N=27*
	Percent	Percent
Egg and/or poultry	34.8	92.6
Retail grocer	20.4	0.0
Feed	12.3	0.0
Cream station	8.7	0.0
Hatchery	2.9	0.0
Dairy products	4.3	7.4
Produce	2.9	0.0
Farmer	0.7	0.0
Other	12.3	0.0
No data	0.7	0.0
Total percent	100.0	100.0

* Some of the respondents gave two businesses since one-half of their income came from one, and one-half from another business.

For nearly two-thirds of the poultry dealers the buying and selling of eggs represented less than 25 percent of their business.

Nearly one-half of the respondents in the mailed returns either did not buy and sell poultry or did not answer the question about the proportion of their total business represented in poultry. The largest proportion here, as in the case of the egg business, was in the lowest category, i.e., the buying and selling of poultry represented less than 25 percent of the dealer's total business.

Better than 9 out of every 10 respondents ordinarily bought and sold eggs. Of these dealers 3 in 10 bought

between 1 and 49 cases of eggs during March, 1948. The percentage distributions of volume (in cases) of eggs bought by these dealers and the dealers in the intensive interviews during the month just previous to the time of questioning are found in Table 85.

Table 83. Percentage Distributions of the Dealers' Responses to the Question: "About what percent of your total business in 1947 was represented by eggs or poultry of all kinds?". Michigan, 1948. (Mailed Returns)

Proportion of Total Business	Eggs N=102	Poultry N=102
	Percent	Percent
1-24 percent	60.8	29.4
25-49	9.8	10.8
50-74	5.9	2.0
75-100	17.6	9.8
None	2.0	36.2
No data	3.9	11.8
Total percent	100.0	100.0

Table 84. Percentage Distributions of the Dealers' Responses to the Question: "About what percent of your total business in 1947 was represented by eggs or poultry of all kinds?". Michigan, 1948. (Intensive Interviews)

Proportion of Total Business	Eggs N=25	Poultry N=25
	Percent	Percent
1-24 percent	20.0	24.0
25-49	8.0	8.0
50-74	16.0	4.0
75-100	24.0	40.0
None, or under 1 percent	32.0	24.0
Total percent	100.0	100.0

Table 85. Percentage Distributions of the Volume of Eggs Bought by Dealers the Month Previous* to the Time of Questioning. Michigan, 1948.

Volume of Eggs Bought (in Cases)	Mailed Returns N=97**	Intensive Interviews N=17***
	Percent	Percent
1-49	30.0	11.8
50-99	11.3	0.0
100-199	12.4	5.9
200-299	3.1	5.9
300-399	5.1	11.8
400-499	7.2	11.8
500-999	16.5	5.9
1000-4999	5.1	41.0
5000 and over	6.2	5.9
No data	3.1	0.0
Total percent	100.0	100.0

* The mailed returns used March, 1948 as the month for which the dealers estimated the volume of eggs bought. Purchases for July or August were estimated by the intensive interview informants.

** Five of the 102 dealers did not ordinarily buy or sell eggs.

*** Eight out of the 25 dealers interviewed did not ordinarily buy or sell eggs.

One-half of the respondents in the mailed returns ordinarily bought and sold poultry. The largest proportion in volume of poultry bought by these dealers the month previous to the time of questioning showed 2 in 10 dealers buying from 1000-4999 pounds of poultry. Table 86 shows the dealers in the intensive interviews to have a much larger volume of poultry outlets, for the largest proportion is found in the "10,000 pounds and over" category, with one buyer having bought over one million pounds of poultry the month before he was interviewed.

These larger purchases of poultry might be expected since the dealers in the intensive interviews were selected for their interest in the buying and selling of poultry and poultry products, and for the information they could furnish from a primary interest in the marketing of eggs and poultry. It was assumed that a man spending all his time buying and selling poultry would be vitally interested in the improvement of poultry market news could valuably supplement the type of information supplied by part-time egg and poultry buyers.

Table 86. Percentage Distributions of the Volume of Poultry Bought by Dealers the Month Previous to the Time of Questioning. Michigan, 1948.

Volume of Poultry Bought (in pounds)	Mailed Returns N=50	Intensive Interviews N=19
	Percent	Percent
None	6.0	0.0
1-99	12.0	0.0
100-499	8.0	10.5
500-999	10.0	10.5
1000-4999	20.0	15.8
5000-9999	6.0	10.5
10,000 and over	8.0	52.7
No data	30.0	0.0
Total percent	100.0	100.0

Better than 8 out of every 10 respondent dealers bought their eggs directly from farmers, or from farmers and some other source, such as truckers, retail grocers, cream stations, feed dealers, and wholesalers.

The poultry buyers bought most of their poultry direct from the farmers. The proportion of such purchases,

however, was not as large as the egg purchases direct from the growers. Only 6 poultry buyers in every 10 respondents in the mailed returns bought directly from the producer. Other sources for poultry purchases were truckers, cream stations, feed dealers, small country buyers, jobbers, out-of-state producers and shippers.

Four in 10 egg buyers sold the eggs to wholesalers; better than 2 in 10 sold eggs to retail stores; and, better than 1 in 10 sold eggs directly to the consumer. The remaining dealers sold eggs to hucksters, restaurants, truckers, and creameries.

Wholesalers, consumers, and retail stores made up the bulk of most of the outlets for the sales of poultry by buyers in the mailed returns. The intensive interviews showed the retail store as the leading outlet, with consumers, restaurants, hospitals, and other institutions, and wholesalers following in the order of use as outlets for their poultry purchases. These differences, however, are not statistically significant and might very well change if additional samples were used.

B. Buying Practices of Dealers

Better than 6 out of 10 egg dealers in the mailed returns said that they "sized up" the general market situation before deciding on a buying price, while slightly more than 2 in 10 buyers said that they used definite differentials to determine the price they would pay for

eggs. The remaining respondents said that both methods were used in setting a price to be paid for the eggs they bought, or did not respond at all to the question.

Better than 5 out of 10 of the poultry buyers sized up the general situation, while 3 in 10 used definite differentials to determine the price they would pay for poultry. The remaining poultry buyers gave no information on this point.

About the same proportions of methods were used by the egg and poultry buyers for setting a selling price. (See Tables 87 and 88.)

Table 87. Percentage Distributions of the Methods Used by Egg Buyers for Setting a Buying and Selling Price. Michigan, 1948. (Mailed Returns)

Method Used	Buying Price N=97	Selling Price N=97
	Percent	Percent
Definite differentials	22.7	18.6
Size up general situation	64.9	67.0
Both	2.1	2.0
No data	10.3	12.4
Total percent	100.0	100.0

Table 88. Percentage Distributions of the Methods Used by Poultry Buyers for Setting a Buying and Selling Price. Michigan, 1948. (Mailed Returns)

Method Used	Buying Price N=50	Selling Price N=50
	Percent	Percent
Definite differentials	32.0	28.0
Size up general situation	54.0	58.0
No data	14.0	14.0
Total percent	100.0	100.0

The intensive interview data does not agree with the mailed returns in the method used by the egg and poultry buyers in determining a selling price. (See Tables 89 and 90) Perhaps the difference lies in the larger volume of eggs and poultry bought and sold by these dealers. Table 85 shows that almost 5 in 10 dealers interviewed bought between 1000 and 4999 cases of eggs a month, and nearly twice as many of these dealers bought over 400 cases of eggs a month as did the egg buyers in the mailed returns. Table 86 shows better than six times as many dealers in the intensive interviews as in the mailed returns doing business in the largest weight category. This larger volume of sales might necessarily demand a definite margin of profit in the selling price to allow for the over-head required in a large business. Furthermore, a larger business usually has a more uniform turnover of business and can more easily operate on a definite margin.

Table 89. Percentage Distributions of the Methods Used by Egg Buyers for Setting a Buying and a Selling Price. Michigan, 1948. (Intensive Interviews)

Method Used	Buying Price N=17	Selling Price N=17
	Percent	Percent
Definite differentials	23.5	58.8
Size up general situation	53.0	29.4
Both	23.5	11.8
Total percent	100.0	100.0

Table 90. Percentage Distributions of the Methods Used by Poultry Buyers for Setting a Buying and a Selling Price. Michigan, 1948. (Intensive Interviews)

Method Used	Buying Price N=19	Selling Price N=19
	Percent	Percent
Definite differentials	26.3	63.2
Size up general situation	63.2	26.3
Both	10.5	10.5
Total percent	100.0	100.0

D. The Dealer's Knowledge About and Use of Market Information

As might be expected, the egg buyers[1] in Michigan used the Detroit market quotations for egg and poultry prices more than any other city market quotation. Chicago quotations were preferred by the buyers about half as often as the Detroit quotations, but were often used in combination with the Detroit quotations. (See Table 91)

The mailed returns showed that the egg buyers consulted the current receipt price in the Detroit quotations more than any other of the quotations. Government graded egg quotations, commercial consumer grades, and commercial wholesale grades were consulted less often in the order mentioned.

1. Questions concerning the dealer's knowledge about and use of market information were not asked in the poultry section of the questionnaire since it was expected that there would be very few poultry buyers who did not also buy eggs. This expectation was justified since only five of the respondents did not ordinarily buy and sell eggs.

Table 91. Percentage Distributions of the Various City Market Quotations Consulted by Egg Dealers. Michigan, 1948.

City Market	Mailed Returns N=97	Intensive Interviews N=17
	Percent	Percent
Detroit only	36.0	29.4
Chicago only	18.6	5.9
Other only	8.2	0.0
Detroit and Chicago	18.6	17.6
Detroit and other than Chicago	2.1	0.0
Detroit and other than Chicago and New York	0.0	5.9
Chicago and other than Detroit	3.1	0.0
Detroit, Chicago and New York	0.0	35.3
All three, plus broiler and storage markets	0.0	5.9
All other	6.2	0.0
None	1.0	0.0
No data	6.2	0.0
Total percent	100.0	100.0

Current receipts were used most by the buyers consulting the Chicago quotations with a combination of commercial wholesale grades and current receipts following in order of use.

The New York quotations were used primarily for both the commercial consumer grades and the commercial wholesale grades, with commercial wholesale grades and commercial consumer grades used, individually in the order mentioned.

The respondents preferred the "average" price quoted alone more often than any other way of quoting prices for particular grades. This choice, however, is not statistically significant since the proportions for the choices

of "high, low and mostly" and "high, low and average" were almost equal to the "average" choice. Nearly 8 in 10 buyers in the intensive interviews chose "high, low and mostly" as the manner in which they would like to have the price quoted for a particular grade.

The dealers apparently failed to differentiate between an "average" and a "mostly" price. When interviewed, many said they preferred the "average" price, but when asked to explain their idea of such a price they gave the definition for the "mostly" price--the price received for a majority of the day's sales; not, the arithmetic average of the lowest and the highest price.[1] Perhaps, if such a check could have been made for the mailed returns the choice of the dealers would have been different.

The daily newspaper was preferred over the Federal-State Market News Letter and the radio as a medium for obtaining egg and poultry market quotations by the dealers. The difference in these proportions, however, is not statistically significant. (See Table 92.)

Leased wire services, Urner Barry's market price information (a mailed service), and the radio were preferred as sources of market price information by the buyers

1. The "purist" would probably insist on a weighted average price, but the market reporters find an arithmetic average more practical for their purposes.

in the intensive interviews. Again, this is probably due to the larger volume of business handled by these buyers. Their business is of such a size that they feel the need of, and can afford the expense of, special price information.

Speed, accuracy, reliability, and availability were the reasons most often offered by the buyers for preferring a certain medium for obtaining the egg and poultry market quotations.

Better than two poultry dealers in 10 said that they used the special turkey market reports issued during the holiday season. Another 2 in 10 dealers reported they were not sure they had used the special turkey reports, and the remaining poultry buyers either gave no information or did not use the special reports. Six out of 10 informants in the intensive interviews made use of these turkey reports and 4 in 10 said that they made no use of the reports. This difference, again, is probably due to the volume of business handled by the dealers in the intensive interviews.

One-half of the poultry dealers, when consulting the poultry market quotations, looked for the live poultry prices. Two in 10 dealers used both the live and dressed poultry prices, and, except for a very few who used dressed poultry prices, the remainder gave no data or did not use the quotations. The intensive interview data agreed substantially with the mailed returns, except that there

were twice as many dealers using both live and dressed poultry prices as found in the mailed returns.

Table 92. Percentage Distributions of the Medium or Channel Preferred by the Dealers for Obtaining Egg and Poultry Market Quotations. Michigan, 1948.

Medium or Channel	Mailed Returns N=107*	Intensive Interviews N=17
	Percent	Percent
Daily newspaper(s)	30.9	5.9
Federal-State Market News Letter	22.5	5.9
Radio	18.7	17.7
Federal-State News Letter and radio	0.0	5.9
Federal-State News Letter and Chicago Board of Trade...	0.0	5.9
Radio and newspaper	0.0	5.9
Western Union	0.0	5.9
Leased wire	0.0	17.7
Trade paper or magazine	0.9	0.0
All other	3.7	11.5
No preference	8.4	17.7
No data	14.9	0.0
Total percent	100.0	100.0

* Multiple coding was used for the mailed returns.

The medium preferred by egg dealers for obtaining egg and poultry market quotations was classified by the proportion which the buying and selling of eggs represented in the dealer's total business. The only significant relationship between the two was the greater use of the radio for obtaining the market quotations by those dealers in the 50 to 100 percent group. (See Table 93.)

The intensive interviews do not show the same relationship in the use of the radio by the two groups. (See

Table 94.) As was mentioned previously the leased wire services were used extensively by the large egg and poultry dealers, and these men are represented in the "all other" category of the 50 to 100 percent group. This no doubt accounts for the lower proportion of radio users in this group than in the comparable group in Table 93.

Table 93. Percentage Distributions of the Medium or Channel Preferred for Obtaining Egg and Poultry Market Quotations, Classified by the Proportion of the Dealer's Total Business Represented in the Buying and Selling of Eggs. Michigan, 1948. (Mailed Returns)

Medium or Channel	Proportion of Total Business in Eggs 1-49 Percent N=78	50-100 Percent N=27
	Percent	Percent
Federal-State Market News Service	21.8	22.2
Radio	10.3	44.5
Daily newspaper(s)	32.1	22.2
All other	2.6	7.4
No data	33.2	3.7
Total percent	100.0	100.0

Table 94. Percentage Distributions of the Medium or Channel Preferred for Obtaining Egg and Poultry Market Quotations, Classified by the Proportion of the Dealer's Total Business Represented in the Buying and Selling of Eggs. Michigan, 1948. (Intensive Interviews)

Medium or Channel	Proportion of Total Business in Eggs 1-49 Percent N=8	50-100 Percent N=11
	Percent	Percent
Federal-State Market News Service	12.5	9.1
Radio	37.5	27.3
Daily newspaper(s)	0.0	18.2
All other	25.0	45.4
None	25.0	0.0
Total percent	100.0	100.0

There was no statistically significant relationship between the medium preferred for obtaining market quotations and the type of marketing outlets used by the dealers in selling the eggs they buy.

E. The Dealer's Attitudes and Opinions Regarding Market Information, and Suggestions for Improvement

Of the 97 dealers who stated that they bought and sold eggs, nearly 7 in 10 did not respond to the request for suggestions for improvement in the egg market information available to them. Not quite 1 in 10 respondents were satisfied with the quotations they were using, and the remaining 2 in 10 gave suggestions for improving the quotations. Table 95 lists the suggestions offered by these dealers.

The suggestion most frequently mentioned was that the egg market quotations should list dealers' paying prices to farmers, sometimes called the "country buying price". Those who asked that this price be included in the egg market quotations said that they had no way of telling whether or not they were in line with the prices other buyers were paying unless they asked competitors, and then they were not sure the information was correct.

Those who wanted more emphasis on the lower grades said that when buying eggs nest-run from the farmers it was necessary for them to know the prices for "current receipts", "checks" and "dirties" since a good share of the eggs would fall into these categories.

Up-to-date reports were requested by those dealers receiving day-late reports over the radio, in the newspaper or through the mail. The time taken by mail probably cannot be shortened, but the information in the radio and newspaper reports could be more timely if the information were not required before noon each day.

More accurate pricing in the reports was requested by two dealers. One dealer said that he received two cents less than the quoted price when he took his eggs to the Detroit market and, therefore, the price quoted could not be accurate. The second respondent said that Chicago quotes prices from one to two cents lower than prices the local dealers found they had to pay for eggs, especially in late summer and fall.

Two dealers proposed that eggs be sold by quality and weight, and the remaining suggestions for improvement in the egg market quotations were to satisfy individual needs, but were listed since they might be of interest to the reader.

The dealers included in the intensive interviews offered the same kinds of suggestions to improve the egg and poultry market quotations, except for those suggestions made in the mailed returns for more accurate pricing and up-to-date reporting. However, better than 6 informants in 10 either were uncertain about changes necessary for improvement or seemed to be satisfied with the information

as it was available to them.

Table 95. Percentage Distributions of the Dealers' Suggestions for Improving Egg Market Information Available to Them. Michigan, 1948.

Suggestion for Improvement	Mailed Returns N=97	Intensive Interviews N=17
	Percent	Percent
"Make quotations more brief, and quote paying prices to farmers"	5.1	5.9
"More emphasis on lower grades--current receipts, checks and dirties"	4.1	0.0
"Up-to-date reports"	3.1	0.0
"More accurate pricing in the reports"	2.1	0.0
"Buy and sell eggs by quality and weight"	2.1	0.0
"Lessen the spread through definite quality"	0.0	5.9
"List prices for areas where summer tourists create egg shortages"	1.0	0.0
"List out-of-state quotations that are nearer the real buying area"....	1.0	0.0
"Daily figures and statistics on the 10 markets"...	0.0	5.9
"Make reports more general and take in all wholesale markets"	1.0	0.0
"Too wide a spread quoted on one or two grades"	1.0	0.0
"More rigidly defined price--definite price being paid"...	0.0	5.9
"Quote prices first receivers get from sales"	0.0	11.7
"Quote Consumer Grade A for large and medium eggs"	1.0	0.0
"Give information on the number of chicks hatched each month and a year ago in order to regulate storage eggs".....	1.0	0.0
Uncertain	0.0	11.7
Satisfied with reports	9.4	53.0
No data	68.1	0.0
Total percent	100.0	100.0

F. Testing the Suggestions for Improvement of Market Quotations Through the Intensive Interviews

Of the 16 dealers using Detroit egg and poultry market quotations about one-third said that they used the current receipts quotations and the remaining did not consult that particular quotation. Those who used Chicago quotations were divided equally: one-half of the dealers used the current receipts price and the remainder did not consult the quotation. Those who stated that they did not use such quotations as current receipts, dirties, and checks were asked if such quotations were at all helpful, or not. Less than 3 dealers in 10 replied, "Yes", and the rest said that such information was of little or no value.

Unfortunately the suggestion of quoting paying prices to farmers was overlooked due to a coding error during the preliminary analysis, and was not systematically checked in the intensive interviews. However, it was mentioned by one of the informants when asked for suggestions for improvement in the egg and poultry market quotations.

Four in 10 informants stated that the quotations that were available to them were a day or so late.

Seven dealers in 10 said that in the light of their own experience the market quotations they used were reliable. Better than 2 in 10 stated that they were not reliable, and less than 1 in 10 of the informants was not

sure about the reliability of the quotations he used. Opinions of the reliability of the quotations were based mainly on whether the quoted price could be obtained for the poultry products sold.

Almost 8 in 10 of the dealers interviewed wanted a "high, low and mostly" price given for each price quoted.

Examples "A" and "C" were chosen by the dealers as the type of presentation they preferred for quoting egg prices. "A" was selected over example "C" by a small majority, largely because it is the manner of presenting quotations being used at the present time and the dealers are accustomed to it. The dealers, however, wanted the "mostly" price included with the spread.

G. Interpretation and Evaluation of the Data Presented

Most of the egg and poultry dealers responding to the mailed questionnaires were at the same time engaged in some other business and only bought and sold poultry products as a side line. Only about one-half of such dealers bought and sold poultry, the rest dealt solely in eggs as far as poultry products are concerned.

These dealers' primary source of eggs and poultry was direct from the producer. Wholesalers, retail stores and consumers were the main outlets for such purchases.

Since Detroit is the nearest terminal market for most Michigan farmers, it is not surprising that the Detroit egg and poultry quotations were consulted more

frequently than any other market. Chicago quotations followed the Detroit quotations in use, since the Chicago market generally affects the western half of the State of Michigan.

The daily newspaper was preferred by the dealers over the Federal-State Market News Letter and the radio as a medium for obtaining egg and poultry market quotations. This preference, however, is not statistically significant. The dealers consulted the newspaper quotations since they were readily available at any time, while the radio reports were broadcast only at definite hours when the dealers were not always free to listen.

The Federal-State Market News Service was valued by the buyers, but, because of its coming through the mail, it was always too late to be used as the basis for current transactions--except for a general over-all picture of the market.

A significant tendency to use the radio for obtaining egg and poultry market quotations was found among the buyers who obtain a major portion of their income from the buying and selling of poultry products. These buyers, like most of the buyers in the intensive interviews, are dependent upon the buying and selling of eggs and poultry for their livelihood and they want the market information just as soon as they can get it, but, unlike the large buyers in the intensive interviews, most of them do not

have the volume of business to afford leased wire service.

Quoting the buyers' paying price to farmers was the improvement most desired by egg and poultry dealers. This suggestion, unfortunately, was not tested in the intensive interviews so it is uncertain how the informants would have responded. However, one of these dealers independently suggested that he would like the country buying price as an improvement in the egg and poultry market quotations.

The prices for lower grades--current receipts, checks and dirties--were not consulted by most of the informants in the interviews. However, many of these buyers stated that they generally sorted the eggs and paid by grade rather than on the basis of a nest-run price. In this way they had little use for current receipts prices, while those dealers buying eggs nest-run used the current receipts price as a basis from which they figured their paying price to farmers. Perhaps, if the suggestion in the preceding paragraph were incorporated in the market quotations the need for more emphasis on the lower grades would be eliminated.

Four out of 10 informants in the intensive interviews stated that the egg and poultry market quotations available to them were a day or so late. Even though some of these informants listened to the radio reports the information was a day late since the only time they

could listen was early in the morning before they started on their rounds or went to work. They realized that the day's quotations could not be prepared before eleven each morning, but they would like to find some way to get the information the same day. The newspapers were said by most of the informants to carry the previous day's quotations.

Market quotations were generally thought to be reliable, except for a few dealers who said they could not obtain the prices quoted in the reports. Various explanations might account for a buyer not receiving the quoted price: the product might not meet the standards set for the grade the dealer priced; the dealer might expect the top price and receive the "mostly" or the low price; or, by the time the dealer reached the market the price might have dropped.

Although the "average" price, alone, was preferred by a larger proportion of respondents in the mailed returns, the choice of "high, low and mostly" was not far behind, and the latter preference was the choice by 8 in 10 informants in the intensive interviews. Thus it would seem, if the preference for the "average" price was really a preference for the "mostly" price, as was found to be the case in the intensive interviews, that, if the "high, low and mostly" prices were included for each size and grade everybody would be satisfied, for all three

prices would be there. Those dealers who wanted only the "mostly" price quoted said that if it were given alone the farmers would not always be wanting the top price for "barnyard" eggs, when the high price was generally paid only to those producers who were producing excellent eggs from quality henneries.

The informants wanted the egg and poultry market reports to be presented in the same manner as that being used by the Federal-State Market News Service at the time of the interviewing. Consequently, they selected example "A" as preferable over "C", except that they wanted the "high, low and mostly" prices quoted for each item listed. Example "C" was chosen nearly as often because of its tabular form with the request that the spread be included with the "mostly" price. Perhaps the only reason, and so stated by many of the informants, for preferring the "A" form ofer the "C" was because it was the type of presentation the informants were accustomed to, hence they would know right where to look for the price in which they were interested.

H. Conclusions and Recommendations

As in the previous chapters the information gained from the data will be used to answer the four questions appearing in the objectives of the study before the conclusions and recommendations are presented.

What sources of information about market conditions do they customarily use?

Daily newspaper quotations, the Federal-State Market News Letter, and the radio quotations were the sources of information about market conditions customarily used by the egg and poultry dealers.

What knowledge do they have about available sources of market information?

The newspaper and radio quotations were known by all dealers as sources of egg and poultry market information, and only a few dealers were not acquainted with the Federal-State Market News Service. Leased wire and commercial market reporting services were also mentioned as primary sources of market information.

How adequate and useful do they consider the available market information to be?

Since 7 in 10 dealers did not respond to the request for suggestions for improvement in the egg market information available to them it is difficult to answer this question. The lack of a response might mean that the dealer was satisfied, or that he thought it was useless to make suggestions for improving the quotations. However, of the 3 in 10 respondents answering the question 1 in 10 was satisfied and the rest offered suggestions for improvement.

What suggestions do they have for improving the reporting of market conditions?

The following suggestions for improvement of egg

market quotations were offered by the dealers:

1. "list paying prices to farmers"
2. "more emphasis on lower grades--current receipts, checks and dirties"
3. "up-to-date reports"
4. "more accurate pricing in the reports"
5. "buy and sell eggs by quality and weight"
6. "list prices for areas where summer tourists create egg shortages"
7. "list out-of-state quotations that are nearer the real buying area"
8. "make reports more general and take in all wholesale markets"
9. "too wide a spread quoted on one or two grades"
10. "quote Consumer Grade A for large and medium eggs"
11. "give information on the number of chicks hatched each month and a year ago in order to regulate storage eggs"

In the light of these findings the following conclusions are presented:

1. The dealers in poultry products in Michigan have an adequate knowledge of the available sources of primary market information.
2. Newspaper quotations, the Federal-State Market News Service, and the radio quotations are the sources of egg and poultry market information generally used by the dealers in Michigan.
3. Use of the radio as a source of market quotations was a tendency found among the dealers with between 50 and 100 percent of their total business in eggs.

4. The dealers were generally agreed that the buyers' paying price to farmers should be included in the market quotations, and that the newspapers ought to try to present up-to-date egg and poultry market quotations.

5. Examples "A" and "C" were chosen as the forms in which market quotations should be presented, with "A" preferred slightly more often than "C", and with the provision that the spread and the "mostly" prices be given for each size and grade.

With these conclusions in mind the following recommendations are suggested:

1. Those responsible for market reporting should look into the possibilities of including the dealers' paying price to farmers in the egg and poultry market quotations.

2. The farm market reporters should try to obtain up-to-the-minute quotations if their newspaper is printed after eleven o'clock[1] in the morning.

3. The market reporting services might make it a practice to point out the causes of market price fluctuation, and the rather broad classifications by grade so that those who are not so familiar with the economic factors involved will not think the market quotations unreliable if they do not receive the "high", or the "mostly" price for their poultry products.

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1. See page 154.

Chapter 6. Summary and Conclusions

In this study it was found that the communication process of such a cultural phenomenon as egg and poultry market quotations tends to be dependent upon such economic factors as the size of the poultry flock and the type of buyer to which the poultry products are sold, rather than to knowledge of primary sources of market price information. The producers and dealers knew where primary market price information could be obtained even though they were not using such information themselves.

Rejection of market quotations was not due to inadequacy of the information given in the quotations, but to the producer being satisfied with his present source of price information since it satisfied his marketing needs; to the producer's acceptance of the rather general idea among farmers that they are at a disadvantage in the marketing set-up as a whole and "have to take what we can get, anyway"; or, to the feeling that the poultry products produced were too few to bother about.

The systems of communication used by the farmers and dealers in this study in the transmission of egg and poultry market information were: the radio, daily newspapers, local stores, other buyers, neighbors, feed stores, cooperatives, farm papers, city or community poultry markets, grading or cream stations, newsletters from the State Agricultural College, feed companies, and trade magazines,

Federal-State Market News Letters, and farmers' signs along the road.

A. Summary of the Findings

The following statements summarize the significant findings from the data analyzed in the previous chapters:

1. The poultry producers and dealers have an adequate knowledge of the available sources of market information.

2. Market quotations and local stores were the sources of market price comparison most used by the egg and chicken producers, while market quotations, alone, were the preferred source of turkey market price comparison by the turkey growers.

3. Daily newspapers and the Federal-State Market News Service were the sources of egg and poultry market quotations most used by the dealers.

4. Making market price comparisons once a week was the most common practice of the egg and chicken producers, while 7 in 10 of the turkey growers used market price information daily.

5. The radio was the medium most used by the egg, chicken and turkey producers. The daily newspaper was used by these producers when they missed the radio reports or wanted to verify the market prices they had heard.

6. The use of market quotations increases with the size of the chicken flock, but there was no significant relationship found in the use of market quotations and the size of the turkey flock.

7. The turkey growers who sell their birds to wholesale and to various combinations of buyers make greater daily use of the turkey quotations than do the farmers selling their turkeys to consumers. There was no significant relationship found in the frequency of use of egg and poultry market quotations by the egg and chicken producers and the market-

ing outlet they used.

8. The producers who wrote in to the Detroit office for the Federal-State Market News Letter after the intensive interviews were taken did not compare their prices as often with the newspaper and radio reports as did the growers who did not request the service.

9. The egg and chicken producers were not agreed on the improvements necessary in the egg and poultry market reports, and the informants in the intensive interviews did not think the suggestions offered in the mailed returns would make the quotations of more value to them.

10. The turkey growers were generally agreed that the turkey market quotations should give the retail turkey prices as well as the wholesale prices, and that the market reports should begin earlier in the season, if possible.

11. The dealers were generally agreed that the buyers' paying price to farmers should be included in the market quotations, and that the newspapers ought to try to present up-to-the-minute egg and poultry market quotations.

12. A tabular form of reporting market information was generally agreed an improvement over the paragraph form, with the spread and the "mostly" prices given for each size and grade, by the chicken and turkey growers, but the dealers preferred keeping the market quotations in the form used by the Federal-State Market News Service at the time the interviews were taken.

B. Conclusions

The following conclusions are presented after taking note of the over-all findings from the study:

1. The poultry producers and dealers have an adequate knowledge of the available sources of market information. Since the radio and the daily newspaper are the media most used by the farmers and dealers, it is up to the farm market reporters for these media to

present up-to-the-minute, complete market price reports with comments on market conditions and the outlook for the future.

2. Except for placing the market quotations in a tabular form and giving the spread and the "mostly" price for each size and grade, the egg and chicken producers were not agreed on improvements necessary in the egg and poultry market reports.

3. The same form and manner of quoting prices noted in the preceding paragraph was desired by the turkey growers and, in addition, they wanted the retail turkey prices quoted along with the wholesale prices, and to have the turkey market reports begin earlier in the season, if possible.

4. The dealers were satisfied with the current manner of presenting market quotations used by the Federal-State Market News Service, but they wanted the buyer's paying price to farmers included in the quotations. They, also, would appreciate up-to-date quotations presented in the daily newspapers.

5. The small poultry farmer should be encouraged to make greater use of market quotations and information, even though his poultry enterprise is small, that he might obtain the best possible return for his labor.

6. Education in marketing is necessary for the egg and poultry producers and small country buyers that they might understand the reasons for a fluctuating market price, and why some eggs, though graded the same as others, bring a better price than others. When the farmer understands the relationship of quality, quantity and pricing he is not as liable to think that he is at a disadvantage in the marketing world.

7. Any information that agricultural agencies would have reach the poultry farmer should be presented by radio between six and eight o'clock in the morning or at noon, and in the daily newspapers.

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Appendix B

Discussion of Methodology Used

As was mentioned in Chapter One this study was treading on new ground, and might be considered an exploratory study in which different methods of gathering data are tried and tested against the objectives to find out how such information can best be obtained from rural people. Because of this factor it might be wise now to look back over the study and point out its weaknesses, and make suggestions, when possible, that will aid in future studies in this field.

Sampling by mail has its limitations since it requires an up-to-date mailing list, a co-operative addressee, and questions that are self-explanatory and require as little time as possible of the respondent.

The 1947 B.A.E. Survey Sample was an up-to-date list of farmers, but which of them were egg and chicken producers was not known. The list was made up of 349 farmers and all of them were contacted through mailed questionnaires, a follow-up mailing to the non-respondents and, finally, interviewing of those who still did not respond. This procedure resulted in only 121 egg and chicken producers--a number too small to make a break-down into sub-samples of much significance.

The sampling of turkey growers did not work out as well, for the mailing list had not been revised in years, and a good many questionnaires were returned with the notation: "moved--address unknown". From this list many

prospective turkey growers were contacted that were not useful in the study since they had never raised turkeys, even though interested at one time, or had not produced and sold turkeys the previous year. After one follow-up mailing there were only 87 returns out of a list of 905 names that met the qualifications set in the study. Interviews were not taken to complete the sampling since it was thought a waste of time and money to try to separate out the turkey producers from the former or non-turkey producers. This procedure, however, resulted in a sample that was small and difficult to break down into classified groups and still have the sub-samples large enough to carry any significance.

The dealer mailing list did not present the problems described above since the list had been recently compiled for publication.

There is an admitted bias that enters into mailed returns since certain personalities are more sympathetic to an appeal for data than others. However, since the 1947 B.A.E. non-respondents were interviewed this bias would only occur in the turkey and dealer samples.

The most noticeable error in the questionnaire was the misinterpretation of the question: "What do you compare your selling price with?". Those involved in the study were unable to improve upon this formulation of the question even though it was recognized on the basis of the pre-tests to be somewhat ambiguous.

Another problem brought about by mailed returns is that of determining whether "no data" means the respondent has over-looked the question; whether he does not like the question and rejects it; or, whether by not responding to the question he means "No", "I'm satisfied as is", or "To answer would be futile anyhow".

The need for questionnaires to require brief answers so the addressee will not ignore the questionnaire entirely brings about a problem of interpretation, for sometimes a little more information would present a clearer picture of the actual situation. The intensive interviews provided a check on the questions raised through the problems of interpretation, but they were not a cross-section sample and they could not be used to test the interpretations given to the responses in the mailed returns.

The 1948 B.A.E. Survey Supplement sample did serve as an additional check on the findings of the mailed returns for the egg and chicken producers, but the supplement was taken at the "tail-end" of a long interview and there was a tendency on the part of both informant and interviewer to be brief in the giving and in the recording of the data.

Recognizing the limitations in a mailed sample, it is, perhaps the only way a sample can be obtained for a study of this kind if an up-to-date list of a cross-section sample of producers is not available. It would be

very expensive to locate and interview producers of a certain commodity by going to all the addresses of an old mailing list, or to try to sample farms throughout a state until a sample of 200 or so producers of the commodity was obtained.

Since a sampling of some 200 or more producers is desirable so that break-downs into sub-samples will not be too small to carry some weight, perhaps the manner in which the 1947 B.A.E. Survey mailing list was treated would be the most satisfactory procedure for the money involved. By mailing questionnaires to all the names on the list, with a follow-up mailing to the non-respondents, followed by personal interviews with those producers still not responding, the bulk of the mailing list could be reached with little expense involved. Contacting the remaining non-respondents through interviews would give those making the study a chance to talk with the producer to obtain more complete collection of the data. Such interviews may help to throw some light on the responses in the mailed questionnaires if care is taken to allow for the possibility that the characteristics of the non-respondents to the mailed questionnaire are different from those of the respondents.

Questions on age[1] and education; organizational and

1. The age of the informants in the 1948 B.A.E. Sample was obtained from the schedules taken at the same time as supplement data, and was used in the analysis of that data.

educational contacts; and size and condition of the producer's farm might have proved valuable in determining whether or not there was any relationship to be found between these factors and the farmer's use of sources of market information.

Appendix B

Questionnaire and Covering Letters Sent to the Radio Stations

REPLY FORM

Dr. Edgar A. Schuler
Department of Sociology
and Anthropology
Michigan State College
East Lansing, Michigan

(1) Does your station carry any market news information on the following products?

		Yes	No
(a)	livestock	( )	( )
(b)	grain	( )	( )
(c)	fruit or vegetables	( )	( )
(d)	eggs	( )	( )
(e)	poultry	( )	( )
(f)			
(g)			

(If other, list)

(2) If your station carries any poultry or egg market news, where do you get the information? Check:

		Eggs	Poultry
(a)	Federal-State Market News Service	( )	( )
(b)	USDA-Production Marketing Administration	( )	( )
(c)	Local dealers	( )	( )
(d)	UP	( )	( )
(e)	AP	( )	( )
(f)	INS	( )	( )
(g)			

(If other, list)

(3) What egg and poultry markets do you report?

		Eggs	Poultry
(a)	Detroit	( )	( )
(b)	Chicago	( )	( )
(c)	Local	( )	( )
(d)			
(e)			

(If other, list)

(4) How often do you give market reports?

On eggs_____; poultry_____

(5) At what time of day do you give market reports-- are the quotations for the current or for the preceding day's markets?

	Time of day	Check day for which quotations apply: Current	Preceding
(a)	_____	( )	( )
(b)	_____	( )	( )

Time of day	Current	Preceding
(c)_____	( )	( )
(d)_____	( )	( )

Signed:_____

Radio Station_____

Power_____watts

Department of Sociology and
Anthropology
Michigan State College
East Lansing, Michigan
November 11, 1947

TO: Radio Station Manager

Dear Sir:

The Michigan State College departments of Agricultural Economics and of Sociology and Anthropology are conducting a study of poultry and egg market news information.

The study is designed to ascertain what sources farmers use for their market news, and whether or not the present information available to them is adequate for their needs.

As a part of this study, we find that we need certain information from the state's radio stations. We would very much appreciate your answers to the questions on the accompanying form.

If you wish, we will be glad to send you the results of our study when we have completed it.

Sincerely yours,

Dr. Edgar A. Schuler
Associate Professor of
Sociology and Anthropology

Department of Sociology and
Anthropology
Michigan State College
East Lansing, Michigan
December 4, 1947

TO: Radio Station Manager

Dear Sir:

Recently we mailed you a questionnaire and a letter requesting some information concerning your market news coverage on eggs and poultry.

Possibly you did not have an opportunity to fill out the form when you received it and laid it aside for later attention. For your convenience we are enclosing a new copy of the form.

Even though you have no market news coverage may we urge you to return the questionnaire, as we need to know where market news is not available as well as where it is.

We are anxious to obtain 100% returns from the state's radio stations and, therefore, need your reply.

Sincerely yours,

Edgar A. Schuler
Associate Professor of
Sociology and Anthropology

Appendix C

Radio Stations in Michigan
July 1, 1947

Radio Stations in Michigan, July 1, 1947

City	Call Letters		Frequency	Power
Adrian	WABJ		1500 kc.	250 Watts Day
Alpena	WATZ		1450	250
Ann Arbor	WHRV	CP	1600	1000
Ann Arbor	WPAG		1050	250 D
Battle Creek	WELL		1400	250
Bay City	WBCM		1440	1000 D, 500 N
Benton Harbor	WHFB	CP	1060	1000 D
Cadillac	WATT		1240	250
Calumet	WIDF		1400	250
Dearborn	WKMH		1540	1000 D
Detroit	WJBK		1490	250
Detroit	WJLB		1400	250
Detroit	WJR		760	50,000
Detroit	WWJ		950	5,000
Detroit	WXYZ		1270	5,000
Detroit-Windsor	CKLW		800	5,000
East Lansing	WKAR		870	5,000 D
Escanaba	WDBC		1490	250
Flint	WFDF		910	1,000
Flint	WBBC		1330	1,000
Flint	WMRP		1510	250 D
Flint	WTOB		600	1,000 D, 500 N
Flint	WWOK	CP	1470	1,000
Grand Rapids	WJEF		1230	250
Grand Rapids	WLAV		1340	250
Grand Rapids	WOOD		1300	5,000
Iron Mountain	WIKB		1230	250
Iron Mountain	WMIQ		1450	250
Ironwood	WJMS		1450	250
Jackson	WIBM		1450	250
Kalamazoo	WGFG	CP	1360	1,000
Kalamazoo	WKZO		590	5,000
Lansing	WILS		1430	500
Lansing	WJIM		1240	250
Lapeer	WMPC		1230	250
Ludington	WKLA	CP	1450	250
Marquette	WDMJ		1340	250
Muskegon	WKBZ		1490	250
Muskegon	WMUS		1090	1,000 D
Petoskey	WMBN		1340	250
Pontiac	WCAR		1130	1,000 D
Port Huron	WHLS		1450	250
Royal Oak	WEXL		1340	250
Saginaw	WKNX		1210	1,000 D
Saginaw	WSAM		1400	250
Saulte St. Marie	WSOO		1230	250 D, 100 N
Traverse City	WTCM		1400	250

Appendix D

A List of the 35 Michigan and 3 Chicago Radio Stations Returning the Completed Questionnaires

A List of the 35 Michigan and 3 Chicago Radio Stations Returning the Completed Questionnaires

City	Call Letters	Frequency	Power
Adrian	WABJ	1500 kc	250 watts
Ann Arbor	WHRV CP	1600	1,000
Ann Arbor	WPAG	1050	250 D
Battle Creek	WELL	1400	250
Bay City	WBCM	1440	1,000 D, 500 N
Benton Harbor	WHFB CP	1060	1,000 D, FM 9,200
Cadillac	WATT	1240	250
Dearborn	WKMH	1540	1,000 D
Detroit	WJLB	1400	250
Detroit	WJR	760	50,000
Detroit	WWJ	950	5,000
Detroit	WXYZ	1290	5,000
Detroit-Windsor	CKLW	800	5,000
East Lansing	WKAR	870	5,000 D
Escanaba	WDBC	1490	250
Flint	WBBC	1330	1,000
Flint	WMRP	1510	250 D
Flint	WWOK CP	1470	1,000
Grand Rapids	WJEF	1230	250
Grand Rapids	WLAV	1340	250
Grand Rapids	WOOD	1300	5,000
Iron Mountain	WIKB	1230	250
Jackson	WIBM	1450	250
Kalamazoo	WGFG	1360	1,000
Kalamazoo	WKZO	590	5,000
Lansing	WILS	1430	500 D
Lansing	WJIM	1240	250
Ludington	WKLA	1450	250
Marquette	WDMJ	1340	250
Muskegon	WKBZ	1490	250
Pontiac	WCAR	1130	1,000 D
Saginaw	WKNX	1210	1,000 D
Saginaw	WSAM	1400	250
Saulte St. Marie	WSOO	1230	250 D, 100 N
Traverse City	WTCM	1400	250
Chicago	WGN		50,000
Chicago	WLS		50,000
Chicago	WMAQ		50,000

Appendix E

Egg and Poultry Questionnaire and Covering Letters

THIS INFORMATION WILL BE USED FOR STATISTICAL PURPOSES AND WILL BE REGARDED AS STRICTLY CONFIDENTIAL

Michigan State College — SURVEY OF POULTRY MARKETING PROBLEMS — February 12, 1948 — Agricultural Experiment Station

For Office use only

We are making a study of egg and poultry marketing in Michigan to learn about the places where you get prices of eggs and poultry, and how such price news can be improved. 1-3___

First, we would like to know who takes care of the marketing of eggs and poultry on your place 4.____
1.Wife( ) 2.Husband( ) 3.Other( ), specify _____

Now, for some general information about your poultry flock. What breed are most of your chickens?_____ 5.____

About how many chickens do you have that are:
More than 18 months old?_____ 6.____
From 6 to 18 months old?_____ 7.____
Under 6 months old?_____ 8.____
How many of the chickens under 6 months are:
Pullets?_____ 9.____
Cockerels?_____ 10.____

Adding items 6, 7, and 8 together, you have about_____chickens altogether. 11.____

Do you have any turkeys? 1.Yes( ) 2.No( ) 12.____

IF YES: How many?_____ 13.____

Do you have any other poultry? 1.Yes( ) 2.No( ) 14.____

IF YES: What other poultry do you have? 15.____
_____

How many?_____ 16.____

During the past year what did you get most of your poultry income from? Was it eggs, chickens, turkeys, or other? (Check only one) 17.____
1.Eggs( ) 2.Chickens( ) 3. Turkeys( )
4.Other( ), specify_____

What other sources did you get poultry income from? (Check as many as apply) 18.____
1.Eggs( ) 2.Chickens( ) 3.Turkeys( ) 4.Other( ),
_____
specify

PART II -- EGGS

How many dozens of eggs have you sold within the past week? 1.Dozens_____ 2.None( ) 19.____

IF NONE: Have you sold any eggs within the past year? 20.____
1.Yes( ) 2.No( )

IF YES: How recently?_____ 21.____

Do you sell your eggs as brown, white, or mixed? 22.____
1.Brown( ) 2.White( ) 3.Mixed( )

Do you grade for size? 1.Yes( ) 2.No( ) 23.____

IF YES: What sizes do you use?_____ 24.____

_____

Do you occasionally check your grading by means of an egg scale? 1.Yes( ) 2.No( ) 25.____

Do you candle your eggs for quality? 26.____
1.Yes( ) 2.No( )

IF YES: In candling your eggs what groups do you sort them into?_____ 27.____

_____

Who do you <u>usually</u> sell <u>most</u> of your eggs to?__ 28.____

_____

About how long have you sold most of your eggs to this buyer? 29.____
1. Less than six months( )
2. Six months to less than one year( )
3. One year to less than two years( )
4. Two years and over( )

What type of buyer is he? 30.____
1.Wholesale( ) 4.Restaurant
2.Retail store( ) hospitals,etc.( )
3.Huckster (a peddler)( ) 5.Consumer( )
6.Other( ), specify_____

Does he pick the eggs up at your farm? 31.____
1.Yes( ) 2.No( )

IF EGGS ARE GRADED FOR SIZE (QUESTION 23) OR CANDLED (QUESTION 26): Does this buyer pay on the basis of your grading? 32.____
1.Yes( ) 2.No( )

IF EGGS ARE NOT GRADED FOR SIZE OR CANDLED: Does this buyer sort your eggs and then pay for them, or does he buy them nest-run? 1.Sort and pay( ) 2."Nest-run"( ) 33.____

Do you generally set your own price, or do you take what you get? 34.____
1.Set your price( ) 2.Take what you get( )

What do you compare your selling price with?__ 35.____
_____

Is your selling price usually the same as, lower, or higher than the price you compare with? 36.____
1.Same( ) 2.Lower( ) 3.Higher( )

IF LOWER OR HIGHER: Usually about how much lower or higher?_____ 37.____

How do you account for this price difference?_____ 38.____
_____

How often do you compare your selling prices with other prices?_____ 39.____

How often do you refer to radio or printed egg market quotations? 1.Daily( ) 2.Weekly( ) 3.Occasionally( ) 4.Rarely or never( ) 40.____

IF DAILY, WEEKLY, OR OCCASIONALLY: Where do you get this information?__ 41.____
_____

Are these wholesale or retail quotations? 1.Wholesale( ) 2.Retail( ) 3.Both( ) 4.Not sure( ) 42.____

Among the quotations given is there any one you pay particular attention to, such as, a special color, size or grade? 1.Yes( ) 2.No( ) 43.____

IF YES: Which one?_____ 44.____

What other ways or places are there where you could get market quotations but don't?_____ 45.____

_____

Are there any particular reasons why prefer the source you now use to these others?_____ 46.____

What kinds of changes would you like to see made in the egg market information available to you?_____ 47.____

_____

IF RARELY OR NEVER ON QUESTION 40:
What are your main reasons for not using egg market quotations?_____ 48.____

_____

Would you suggest any way of improving these quotations?_____ 49.____

_____

_____

PART III -- CHICKENS

Have you sold any chickens within the past month? 1.Yes( ) 2.No( ) 50.____

IF YES: How many?_____ 51.____

Were these the same breed you named in Question 5, page 1? 52.____
1.Yes( ) 2.No( )

IF NO: What breed are they? 53.____

_____

What kinds or classes were these? 54.____

_____

About what was the average weight per bird?_____ 55.____

IF NO: When was the last time you sold some chickens?_____ 56.____

Who do you usually sell your chickens to?____ 57.____

_____

What type of buyer is he? 58.____
1.Wholesaler( ) 4.Restaurant, hospital,
2.Retail store( ) etc.( )
3.Locker plant 5.Consumer( )
6.Other( ), specify_____

Do you usually sell them "live", "feather dressed", or "drawn"? 59.____
1.Live( ) 2.Feather dressed( ) 3.Drawn( )

Which of these weights is the price based on? 60.____
1.Live( ) 2.Feather dressed( ) 3.Drawn( )

Do you generally set your own price for your chickens or do you take what you get? 61.____
1.Set your price( ) 2.Take what you get?( )

What do you compare your selling price with? 62.____
_____

Is your selling price usually the same as, lower, or higher than the price you compare with? 1.Same( ) 2.Lower( ) 3.Higher( ) 63.____

IF LOWER OR HIGHER: Usually about how much lower or higher? 64.____
_____

How do you account for this price difference? 65.____
_____
_____

How often do you compare your selling prices with other prices? 66.____
_____

How often do you use radio or printed poultry market quotations? 67.____
1.Daily( ) 2.Weekly( ) 3.Occasionally( )
4.Rarely or never( )

IF DAILY, WEEKLY, OR OCCASIONALLY:
Where do you get this information? 68.____
_____
_____

Are these wholesale or retail quotations? 69.____
1.Wholesale( ) 2.Retail( )
3.Both( ) 4.Not sure( )

Among the quotations given is there any one you pay special attention to, such as, broilers, roasters, fowl, etc.? 70.____
1.Yes( ) 2.No( )

IF YES: Which one?_____ 71.____

What other ways or places are there where you could get market quotations but don't?_____ 72.____

_____

Are there any particular reasons why you prefer the source you now use to these others?_____ 73.____

_____

What kinds of changes would you like to see made in the chicken market information available to you?_____ 74.____

_____

_____

IF RARELY OR NEVER ON QUESTION 67:

What are your main reasons for not using chicken market quotations? 75.____

_____

_____

Would you suggest any way of improving these quotations?_____ 76.____

_____

_____

We would appreciate your name and address since it might be necessary to write to you for further information.

Name_____ Date_____1948

Address_____

_____

Would you like to have us send you a copy of the report on this study? 1.Yes( ) 2.No( )

Thank you very much for your co-operation. The answers you have given us will help to determine the usefulness of market information now available to poultrymen and to suggest improvements.

We would appreciate your writing in the space below any further comments or suggestions you would care to make.

_____

_____

_____

_____

_____

MICHIGAN STATE COLLEGE
East Lansing

Experiment Station
Office of the Director
V. R. Gardner

February 12, 1948

Dear :

As you know, your farm is included in the sample of Michigan farms which are being used as a basis for finding out important trends in Michigan agriculture.

The enclosed questionnaire is part of a study of Michigan marketing problems, with emphasis on the ways in which poultry and egg market reports could be improved and made more useful to you. Many farmers have raised questions with us about the market news and information now available to them. The answers you give us will help determine how useful market information now is, and how it might be improved.

This study is being made by the Agricultural Experiment Station of Michigan State College with the assistance of the U. S. Department of Agriculture.

In order to save you time, this questionnaire is worded so as to require very little writing on your part. It is mainly a matter of checking the right answer. We will appreciate it very much if you can fill it out and return it to us within the next few days.

Sincerely yours,

Edgar A. Schuler,
Associate Professor

Henry E. Larzelere,
Assistant Professor

MICHIGAN STATE COLLEGE
East Lansing

Experiment Station
Office of the Director
V. R. Gardner

March 11, 1948

Dear :

Recently we wrote you to ask your help in a study of Michigan poultry marketing problems. We would like to know how poultry and egg market reports could be improved and made more useful to you.

You are one of the 400 farmers throughout Michigan to whom we have written for this information. Your ideas will give us a better understanding of how Michigan farmers feel about poultry market information.

If you have not yet filled out the questionnaire will you kindly do so at your earliest convenience. It may be that you have no poultry now, and for that reason did not return the questionnaire. If that is the case we need to know it. Please write a note on the first page of your questionnaire to that effect, and return it to us.

You may have sent in your questionnaire while we were getting this letter off to you. If so, of course, you need not fill out another one.

If you'd like a copy of the report on this study, we have provided a place at the end of the questionnaire where you can indicate your request.

We want to thank you very much for your co-operation.

Very truly yours,

Edgar A. Schuler,
Associate Professor

Henry E. Larzelere,
Assistant Professor

Appendix E

Michigan Supplement to the April, 1948 Survey of Agriculture

ASK ALL FARMERS:

Q. MARKETING OF EGGS

Q-1. Does the wife, husband, or someone else, take care of the marketing of eggs and poultry on your farm?

_____
(Specify)

Q-2. How many dozens of eggs have you sold in the past 7 days? _____Doz.

a. If None: How many months since you last sold any eggs? _____Months
(IF NONE SOLD IN PAST YEAR ENTER "0" AND CLOSE THE INTERVIEW.)

IF EGGS SOLD LAST WEEK OR DURING PAST YEAR ASK FOLLOWING QUESTIONS:

Q-3. Do you candle your eggs for quality? Yes( ) No( )

Q-4. Do you grade them for size? Yes( ) No( )

IF "YES" ASK "a" THEN SKIP TO Q-6

IF "NO" SKIP TO Q-5

a. Does the buyer pay on the basis of your grading?
Yes( ) No( )

Q-5. Does the buyer sort your eggs and pay for them by grade or does he buy them nest run?
Sort and pay( ) Nest run( )

Q-6. To which one of the following do you usually sell most of your eggs? (Check one)

Wholesaler( ) Hospital( )
Retail store( ) Direct to Consumer( )
Huckster( ) Other buyer_____( )
Restaurant( ) (Specify)

Q-7. Does the buyer pick up the eggs at your farm?
Yes( ) No( )

Q-8. With what price do you compare your selling price?

_____

a. How often do you make this comparison?_____

_____

Q-9. How often do you refer to radio or printed egg market quotations? Daily( ) Weekly( ) Occasionally( )
Rarely or Never ( )

IF "DAILY", "WEEKLY", OR "OCCASIONALLY" ASK Q-10, "a" through "e" AND CLOSE INTERVIEW.

IF "RARELY OR NEVER" SKIP TO Q-11.

Q-10. Where do you get this information?_____

_____

a. Are these wholesale or retail quotations?
Wholesale( ) Retail( ) Both( ) Not sure( )

b. Do you pay particular attention to any prices on apecial color, size or grade?
IF "YES": Which one?_____

c. Where else could you get egg market quotations? (If None skip to "e")

_____

_____

d. Why do you prefer the sources you now use to these others?_____

_____

_____

e. What kinds of changes would you like to see made in the egg market information available?_____

_____

_____

_____

Q-11. What are your main reasons for not using egg market quotations?_____

_____

_____

_____

a. What improvements in the egg market quotations would you suggest?_____

_____

_____

_____

Appendix G

Egg and Poultry Intensive Interview Schedule

THIS INFORMATION WILL BE USED FOR STATISTICAL PURPOSES ONLY AND WILL BE REGARDED AS STRICTLY CONFIDENTIAL

Michigan State College

SURVEY OF POULTRY MARKETING PROBLEMS
July 29, 1948
Interview Form

Agricultural Experiment Station

For Office use only.

We are making a study of egg and poultry marketing in Michigan to learn about the places where you get prices of eggs and poultry, and how such price news can be improved. 1-3.__

First, we would like to know who takes care of the marketing of eggs and poultry on your place. 4.____
1.Wife( ) 2.Husband( ) 3.Other( ), specify _____

Now, for some general information about your poultry flock. What breed are most of your chickens?_____ 5.____

About how many chickens do you have that are:
More than 18 months old?_____ 6.____
From 6 to 18 months old?_____ 7.____
Under 6 months old?_____ 8.____
How many of the chickens under 6 months are:
Pullets?_____ 9.____
Cockerels?_____ 10.____

Adding items 6, 7, and 8 together, you have about_____chickens altogether. 11.____

Do you have any turkeys? 1.Yes( ) 2.No( ) 12.____

IF YES: How many?_____ 13.____

Do you have any other poultry? 1.Yes( ) 2.No( ) 14.____

IF YES: What other poultry do you have? 15.____
_____

How many?_____ 16.____

During the past year what did you get most of your poultry income from? Was it eggs, chickens, turkeys, or other? (Check only one) 17.____
1.Eggs( ) 2.Chickens( ) 3.Turkeys( )
4.Other( ), specify_____

What other sources did you get poultry income from? (Check as many as apply) 18.____
1.Eggs( ) 2.Chickens( ) 3.Turkeys( ) 4.Other( ), _____ specify

PART II -- EGGS

How many dozens of eggs have you sold within the past week? 1.Dozens_____ 2.None( ) 19.____

IF NONE: Have you sold any eggs within the past year? 20.____
1.Yes( ) 2.No( )
IF YES: How recently?_____ 21.____

Do you sell your eggs as brown, white, or mixed? 22.____
1.Brown( ) 2.White( ) 3.Mixed( )

Do you grade for size? 1.Yes( ) 2.No( ) 23.____

IF YES: What sizes do you use?_____ 24.____

Do you occasionally check your grading by means of an egg scale? 1.Yes( ) 2.No( ) 25.____

Do you candle your eggs for quality? 26.____
1.Yes( ) 2.No( )

IF YES: In candling your eggs what groups do you sort them into?_____ 27.____

Who do you usually sell most of your eggs to? 28.____

About how long have you sold most of your eggs to this buyer? 29.____
1.Less than six months( )
2.Six months to less than one year( )
3.One year to less than two years( )
4.Two years and over( )

What type of buyer is he? 30.____
1.Wholesale( ) 4.Restaurant, hospitals, etc.( )
2.Retail store( ) 5.Consumer( )
3.Huckster (a peddler) ( )
6.Other( ), specify_____

Does he pick the eggs up at your farm? 31.____
1.Yes( ) 2.No( )

IF EGGS ARE GRADED FOR SIZE (QUESTION 23) OR CANDLED (QUESTION 26): Does this buyer pay on the basis of your grading? 32.____
1.Yes( ) 2.No( )

IF EGGS ARE NOT GRADED FOR SIZE OR CANDLED: Does this buyer sort your eggs and then pay for them, or does he buy them nest-run? 1.Sort and pay( ) 2."Nest-run"( ) 33.____

Do you generally set your own price, or do you take what you get? 34.____
1.Set your price( ) 2.Take what you get( )

What do you compare your selling price with? 35.____
_____
_____

Is your selling price usually the same as, lower, or higher than the price you compare with? 36.____
1.Same( ) 2.Lower( ) 3.Higher( )

IF LOWER OR HIGHER: Usually about how much lower or higher? 37.____
_____

How do you account for this price difference? 38.____
_____
_____

How often do you compare your selling prices with other prices? 39.____
_____

How often do you refer to radio or printed egg market quotations? 40.____
1.Daily( ) 2.Weekly( ) 3.Occasionally( ) 4.Rarely or never( )

(IF RARELY OR NEVER, GO TO QUESTION 71)

IF DAILY, WEEKLY, OR OCCASIONALLY: What kinds of changes would you like to see made in the egg market information available to you? 41.____
_____
_____
_____
_____

Where do you get the market information you use? _____ 42.____

_____

Are these wholesale or retail quotations? 43.____
1.Wholesale( ) 2.Retail( )
3.Both( ) 4.Not sure( )

(IF "WHOLESALE") If retail prices were given in the reports, would they make the quotations of more value to you, or not? 44.____
1.Yes( ) 2.No( ) 3.Don't know( )

What cities are these market reports for?_____ 45.____

_____

Would you consider one of these your local market and if so, which one? 46.____
1.Not local market( ) 2.Local market( )

_____
(specify)

(IF "LOCAL MARKET") Do you find the local quotations helpful to you, or not? 47.____
1.Yes( ) 2.No( ) 3.Don't know( )

(IF NOT "LOCAL MARKET") Would local quotations be helpful to you, or not? 48.____
1.Yes( ) 2.No( ) 3.Don't know( )

Among the quotations given is there any one you pay particular attention to, such as, a special color, size or grade? 1.Yes( ) 2.No( ) 49.____

(IF YES) Which one?_____ 50.____

_____

What other ways or places are there where you could get market quotations but don't?_____ 51.____

_____

Are there any particular reasons why you prefer the source you now use to these others?_____ 52.____

_____

Would information about the prices of eggs raised and sold in other states be useful to you, or not? 1.Yes( ) 2.No( ) 3.Don't know( ) 53.____

Does your local daily newspaper carry egg market quotations? 1.Yes( ) 2.No( ) 3.Don't know( ) 54.____

(IF "NO") Would the newspaper quotations be useful to you if they were given in local paper? 1.Yes( ) 2.No( ) 3.Don't know( ) 55.____

Does your local radio station give daily egg market quotations? 1.Yes( ) 2.No( ) 3.Don't know( ) 56.____

(IF "YES") What time of day?_____ 57.____

(IF "NO") Would these quotations be of value to you if they were given by your local station? 1.Yes( ) 2.No( ) 3.Don't know( ) 58.____

Some farmers think that radio broadcasts of the egg quotations should come earlier in the day. What do you think about it? 1.Early now( ) 2.Earlier( ) 3.OK as is( ) 4.D.K.( ) 59.____

(IF "EARLIER") When do you think they should be given?_____ 60.____

_____

Some egg producers have told us that the quotations they get are not reliable. Now, in the light of your experience, would you say the market quotations you use are reliable, or not? 1.Reliable( ) 2.Not reliable( ) 3. Don't know( ) 61.____

(IF "RELIABLE" OR "NOT RELIABLE":) Is there any special basis for this opinion, or not?_____ 62.____

_____

Here is a card showing some of the different ways that the prices of eggs could be quoted for the different sizes and classes. For example, the highest and lowest prices at which eggs were sold could be given, or the highest, the lowest and the price at which most of them moved, and so on. Which of these ways would you prefer to see the prices quoted, or do you have something different to suggest than any of them? 1.High and low( ) 2.High, low and "mostly"( ) 3.High, low and average( ) 4."mostly"( ) 5.Average( ) 6.Other_____ 63.____

Here are three different ways that egg prices could be quoted for the same big city market on the same day. Would you please look them over and tell me which one of the three you like best. Do you prefer A, B, or C? 64.____
1.A( ) 2.B( ) 3.C( ) 4.None of them( )
5. Uncertain( )

(IF A, B, OR C:) What do you like best about it?_____ 65.____

Is there anything you don't like about it?_____ 66.____

Do the others have any good points? 67.____
( )_____ 68.____

(IF F-SMNS HAS NOT BEEN MENTIONED)

Form A was copied directly from a report made one day last December by the Federal-State Market News Service. Did you ever happen to hear of the Service? 69.____
1.Yes( ) 2.No( ) 3.Don't know ( )

Here is a copy of one of the reports. Does it look as though this would be useful to you, or not?_____ 70.____

(IF RARELY OR NEVER, QUESTION 40):

What are your main reasons for not using egg market quotations? _____ 71.____

(IF THIS QUESTION PROVES TO BE A "STOPPER", SUCH AS, RELIABLE DEALER, TOO FEW EGGS TO BOTHER, ETC., CLOSE THE INTERVIEW.)

Would you suggest any way of improving these quotations?_____ 72.____

Here is a card showing some of the different ways that the prices of eggs could be quoted for the different sizes and classes. For example, the highest and lowest prices at which eggs were sold could be given, or the highest, the lowest and the price at which most of them moved, and so on. Which of these ways would you prefer to see the prices quoted, or do you have something different to suggest than any of them? 73.____

1.High and low( ) 5.Average( )
2.High, low and "mostly"( ) 6.Other_____
3.High, low and average( ) _____
4."Mostly"( ) 7.None of them( )

Here are three different ways that egg prices could be quoted for the same big city market on the same day. Would you please look them over and tell me which one of the three you like best. Do you prefer A, B, or C? 74.____

1.A( ) 2.B( ) 3.C( ) 4.None of them( ) 5.Uncertain( )

(IF A, B, OR C): What do you like best about it? 75.____

_____
_____

Is there anything you don't like about it? 76.____

_____

Do the others have any good points?
( )_____ 77.____
_____
( )_____ 78.____
_____

If such changes were made in the market reports available to you, would you be more likely to use market quotations? 79.____

1.Yes( ) 2.No( ) 3.Don't know( )

(IF F-SMNS HAS NOT BEEN MENTIONED):

Form A was copied directly from a report made one day last December by the Federal-State Market News Service. Did you ever happen to hear of the Service? 80.____

1.Yes( ) 2.No( ) 3.Don't know( )

Here is a copy of one of the reports. Does it look as though this would be useful to you, or not? 81.____

PART III -- CHICKENS

Have you sold any chickens within the past month? 1.Yes( ) 2.No( ) 1.____

(IF YES): How many?_____ 2.____

Were these the same breed you names in Question 5, page 1? 1.Yes( ) 2.No( ) 3.____

(IF NO): What breed were they? 4.____
_____

What kinds or classes were these?_____ 5.____

About what was the average weight per bird?_____ 6.____

(IF NO): When was the last time you sold some chickens?_____ 7.____

Who do you usually sell your chickens to?_____ 8.____
_____

What type of buyer is he? 9.____
1.Wholesale( ) 4.Restaurant, hospital, etc.( )
2.Retail store( ) 5.Consumer( )
3.Locker plant( ) 6.Other( ), specify_____

Do you usually sell them "live", "feather-dressed", or "drawn"? 10.____
1.Live( ) 2. Feather-dressed( ) 3.Drawn( )

Which of these weights is the price based on? 11.____
1.Live( ) 2.Feather-dressed( ) 3.Drawn( )

Do you generally set your own price for your chickens or do you take what you get? 12.____
1.Set your price( ) 2.Take what you get( )

What do you compare your selling price with? 13.____
_____

Is your selling price usually the same as, lower, or higher than the price you compare with? 14.____
1.Same( ) 2.Higher( ) 3.Lower( )

(IF LOWER OR HIGHER): Usually about how much lower or higher?_____ 15.____

How do you account for this price difference?_____ 16.____

How often do you compare your selling prices with other prices?_____ 17.___

How often do you use radio or printed poultry market quotations? 18.___
1.Daily( ) 2.Weekly( ) 3.Occasionally( ) 4.Rarely or never( )

(IF RARELY OR NEVER GO TO QUESTION 49)

(IF DAILY, WEEKLY, OR OCCASIONALLY):

What kinds of changes would you like to see made in the chicken market information available to you?_____ 19.___
_____
_____

Where do you get the market information you use?_____ 20.___
_____

Are these wholesale or retail quotations? 21.___
1.Wholesale( ) 2.Retail( ) 3.Both( ) 4.Not sure( )

(IF WHOLESALE): If retail prices were given would they make the quotations of more value to you, or not? 22.___
1.Yes( ) 2.No( ) 3.Don't know( )

What cities are these market reports for? 23.___
_____

Would you consider one of these your <u>local</u> market, and if so, which one? 24.___
1.Not local market( ) 2.Local market_____ (specify)

(IF LOCAL MARKET): Do you find the local quotations helpful to you, or not? 25.___
1.Yes( ) 2.No( ) 3.Don't know( )

(IF <u>NOT</u> LOCAL MARKET): Would local quotations be helpful to you, or not? 26.___
1.Yes( ) 2.No( ) 3.Don't know( )

Among the quotations given is there any one you pay special attention to, such as, broilers, roasters, fowl, etc.? 1.Yes( ) 2.No( ) 27.___

(IF YES): Which one?_____ 28.___

What other ways or places are there where you could get market quotations but don't?_____ 29.____

_____

Are there any particular reasons why you prefer the source you now use to these others? 30.____

_____

_____

Would information about the prices of chickens raised and sold in other states be useful to you, or not? 31.____

1.Yes( ) 2.No( ) 3.Don't know( )

Does your local daily newspaper carry chicken market quotations? 32.____

1.Yes( ) 2.No( ) 3.Don't know( )

(IF NO): Would the newspaper quotations be useful to you if they were given in your local paper? 33.____

1.Yes( ) 2.No( ) 3.Don't know( )

Does your local radio station give daily chicken market quotations? 34.____

1.Yes( ) 2.No( ) 3.Don't know( )

(IF YES): What time of day?_____ 35.____

(IF NO): Would these quotations be of value to you if they were given by your local station? 36.____

1.Yes( ) 2.No( ) 3.Don't know( )

Some farmers think that radio broadcasts of the chicken quotations should come earlier in the day. What do you think about it? 37.____

1.Early now( ) 2.Earlier( ) 3.OK as is( ) 4.Don't know( )

(IF EARLIER): When do you think they should be given?_____ 38.____

_____

Some chicken producers have told us that the quotations they get are not reliable. Now, in the light of your experience, would you say the market quotations you use are reliable, or not? 39.____

1.Reliable( ) 2.Not reliable( ) 3.Don't know( )

(IF RELIABLE OR NOT RELIABLE): Is there any special basis for this opinion, or not?_____ 40.____

Here is a card showing some of the different ways that the prices of chickens could be quoted for the different sizes and classes. For example, the highest and lowest prices at which the chickens are sold could be given, or the highest, the lowest and the price at which most of them moved, and so on. Which of these ways would you prefer to see the prices quoted or do you have something different to suggest than any of them? 41.____

1.High and low( ) 4."Mostly"( )
2.High, low and "mostly"( ) 5.Average( )
3.High, low and average( ) 6.Other_____

Here are three different ways that chicken prices could be quoted for the same big city market on the same day. Would you please look them over and tell me which one of the three you like best. Do you prefer A, B, or C? 42.____

1.A( ) 2.B( ) 3.C( )
4.None of them( ) 5.Uncertain( )

(IF A, B, OR C): What do you like best about it? 43.____

_____
_____

Is there anything you don't like about it? 44.____

_____

Do the others have any good points? 45.____

( )_____
_____

( )_____ 46.____
_____

(IF F-SMNS HAS NOT BEEN MENTIONED):

Form A was copied directly from a report made one day last December by the Federal-State Market News Service. Did you ever happen to hear of the Service? 47.____

1.Yes( ) 2.No( ) 3.Don't know( )

Here is a copy of one of the reports. Does it look as though this would be useful to you, or not? 48.____

_____
_____

(IF RARELY OR NEVER ON QUESTION 18):

What are your main reasons for not using chicken market quotations?_____ 49.____

_____

_____

(IF THIS QUESTION PROVES TO BE A "STOPPER", SUCH AS: RELIABLE DEALER, TOO FEW CHICKENS TO BOTHER, ETC., CLOSE THE INTERVIEW.)

Would you suggest any way of improving these quotations?_____ 50.____

_____

Here is a card showing some of the different ways that the prices of chickens could be quoted for the different sizes and classes. For example, the highest and lowest prices at which chickens were sold could be given, or the highest, the lowest and the price at which most of them moved, and so on. Which of these ways would you prefer to see the prices quoted, or do you have something different to suggest than any of them? 51.____

1.High and low( ) 5.Average( )
2.High, low and "mostly"( ) 6.Other_____
3.High, low and average( ) _____
4."Mostly"( ) 7.None of them( )

Here are three different ways that chicken prices could be quoted for the same big city market on the same day. Would you please look them over and tell me which one of the three you like best. Do you prefer A, B, or C? 52.____

1.A( ) 2.B( ) 3.C( ) 4.Uncertain( ) 5.None of them( )

(IF A, B, OR C): What do you like best about it? 53.____

_____

_____

Is there anything you don't like about it?_____ 54.____

_____

Do the others have any good points?

( )_____ 55.____

( )_____ 56.____

If such changes were made in the market reports available to you, would you be more likely to use market quotations? 57.____

1.Yes( ) 2.No( ) 3.Don't know( )

(IF F-SMNS HAS NOT BEEN MENTIONED):

Form A was copied directly from a report made one day last December by the Federal-State Market News Service. Did you ever happen to hear of the Service? 58.____

1.Yes( ) 2.No( ) 3.Don't know( )

Here is a copy of one of the reports. Does it look as though this would be useful to you, or not? 59.____

_____

_____

Date_____1948 Name_____

Address_____

_____

Would you like to have us send you a copy of the report on this study?

1.Yes( ) 2.No( )

Appendix H

Copies of Cards Used in the Intensive Interviews

Copies of Cards Used in Intensive Interviews

1. Card used with questions 63 and 73, Part II and questions 41 and 51, Part III in the Egg and Poultry schedule; questions 57 and 67 in the Turkey schedule; and question 55, Part II and question 5, Part III in the Dealers' schedule.

Ways of Reporting Egg and Poultry Prices

1. High and low
2. High, low and "mostly"
3. High, low and average
4. "Mostly"
5. Average
6. Other? (What is it?)

2. Card used with questions 64 and 74, Part II, Egg and Poultry schedule and question 56, Part II, Dealers' schedule.

A

EGGS

Commercially Graded:	Prices Paid FOB Market	
Consumer Grades:	White	Brown
A Ex Lg	63-69	60-65
A Lg	60-65	58-63
A Med	56-59	55-56
A Small	47-51	46-50
B Lg	53-56	52-55
Wholesale Grades:		
Ext. 1 & 2 Lg (Min. 60% A Qual.)	58-63	56-59
Ext. 1 & 2 Med (Min, 60% A Qual.)	54-59	52-55
Standards (Min. 60% B. Qual.)	-	-
Current Receipts (Cases included)	53-55	
Dirties	36-42	
Checks	36-40	

Market on both Government and commercially graded very weak on Extra Large A and Large A mixed colors, steady on Mediums and Pullets, balance barely steady. Prices sharply declined 2-4¢ on all grades, colors and sizes.

Consumer resistance and decided drop in other large distribution markets has been the factor contributing to the present existing condition.

Prices paid FOB Detroit by first receivers for case lots of Government graded eggs from Grading Stations, per doz; Whites US A Ex Lg 72¢, Lg 63½-70¢, Med 57¢, US B Lg 61¢. US Light Dirties Lg 61½¢, Med 56½¢.

B

Eggs: U.S. Grade A Large: White 63½-70¢, mostly 65¢; Brown 65-67¢, mostly 66¢.

Commercial Grade Large: White 60-65¢, mostly 61¢; Brown 58-63¢, mostly 60¢.

Wholesale Grade Extras 1 & 2 Large: White 58-63, mostly 60¢; Brown 56-59, mostly 58¢.

Current Receipts: 54¢.

C

Eggs: Market on both Government and commercially graded very weak on Extra Large A and Large A mixed colors, steady on Medium and Pullets, balance barely steady. Prices sharply declined 2-4¢ on all grades, colors and sizes. Consumer resistance and decided drop in other large distribution markets has been the factor contributing to the present existing condition.

	Prices Paid FOB Market		
	White (mostly)		Brown (mostly)
Government graded eggs:			
A Ex Lg	72¢		70¢
A Lg	65¢		66¢
A Med	61¢		57¢
B Jumbo	67¢		-
B Lg	61¢		61¢
Light Dirties Lg		61½¢	
" " Med		56½¢	
Commercially graded:			
Consumer Grades:			
A Ex Lg	66¢		62¢
A Lg	61¢		60¢

Commercially Graded: (con't)	Prices Paid FOB Market White (mostly)	Brown (mostly)
A Med	58¢	55¢
A Small	49¢	47¢
B Lg	55¢	53¢
Wholesale Grades:		
Ext. 1 & 2 Lg (Min. 60% A Qual.)	61¢	57¢
Ext. 1 & 2 Med (Min. 60% A Qual.)	57¢	54¢
Standards (Min. 60% B Qual.)	-	
Current Receipts (Cases included)	54¢	
Dirties	38¢	
Checks	37¢	

---

3. Card used with questions 42 and 52, Part III, Egg and Poultry schedule.

A

Live Poultry (No. 1)*

*Extras No. 2 Med not reported

Classes:	Prices Paid FOB Market	Wholesale Selling Prices
Heavy Type Fowl	27-30	34-38
Light " "	21-23	28-30
Heavy " Roasters	37-41	40-46
" " Fryers	38-43	40-45
" " Broilers	38-42	38-42
Old Roosters	20-22	25-30

Market unstabilized with nervous undertone existing. Receipts were exceedingly limited today to actually define FOB values and listed prices were nominally unchanged. Supplies on dealers floors are full ample to present quiet demand with possible exception of Fowl, Heavy Roasters, and Capons which are very short. Anticipated holiday trading based on extensive inquiry is expected this coming Sunday. Canadian imports have reached a low point resulting in most receivers seeking other sources to satisfy normal trade requirements.

B

LIVE POULTRY: Heavy Type Fowl 27-30¢, mostly 29¢; Light Type Fowl 21-23¢, mostly 22¢; Heavy Type Roasters 37-41¢, mostly 38¢; Heavy Type Fryers 38-42¢, mostly 40¢; and Heavy Type Broilers 38-42¢, mostly 40¢; Old Roosters 20-22¢, mostly 21¢.

C

POULTRY:
Market unstabilized with nervous undertone existing. Receipts were exceedingly limited today to actually define FOB values and listed prices were nominally unchanged. Supplies on dealers floors are full ample to present quiet demand with possible exception of Fowl, Heavy Roasters, and Capons which are very short. Anticipated holiday trading based on extensive inquiry is expected this coming Sunday. Canadian imports have reached a low point resulting in most receivers seeking other sources to satisfy normal trade requirements.

Classes	Prices Paid FOB Market (mostly)
Heavy Type Fowl	29¢
Light " "	22¢
Heavy " Roasters	38¢
" " Fryers	40¢
" " Broilers	40¢
Old Roosters	21¢

---

4. Card used with questions 58 and 68, Turkey schedule, and question 6, Part III, Dealers' schedule.

A

LIVE TURKEYS: Market unstabilized. Some dressers are temporarily off the market and curtailing operations and refusing to buy turkeys at present high appraised values. Turkey receipts increasing, all Hens 52-54¢, preference for Young Toms under 18 lbs. 43-45¢ and over 18 lbs. 40-42¢.

DRESSED TURKEYS: Market very unstable with definite nervous undertone. Premium being offered for fresh of 4¢ per lb. in preference to Frozen which are being discounted. Eviscerated in excellent demand and clearing

closely. Sales at a minimum, everyone waiting for last minute purchasing, dressers maintain that if this occurs it will be impossible to process. Some dressers are curtailing operations and refusing to buy Turkeys at present high appraised values until definite commitments are made by the distributor. Wholesale selling prices: (Hard Scald) Young hens all sizes 62-67¢, Young Toms all sizes 45-54¢. Grade A (Dry Packed) Young Hens 8-12 lbs. 61-64¢, 12-14 lbs. 60-63¢, over 14 lbs. 60-62¢; Young Toms 12-16 lbs. 50-55¢, 16-20 lbs. 49-54¢, over 20 lbs. 49-53¢. Grade A (Dry Packed) eviscerated Young Hens 9-14 lbs. 72-78¢, Young Toms 12-16 lbs. 62-68¢.

B

LIVE TURKEYS: Hens 52-54¢, mostly 53¢; Young Toms under 18 lbs. 43-45¢, mostly 45¢; and over 18 lbs. 4042¢, mostly 40¢.

C

LIVE TURKEYS

Market unstabilized. Some dressers are temporarily off the market and curtailing operations and refusing to buy Turkeys at present high appraised values. Turkey receipts increasing, preference for Young Toms.

Class	Mostly
Hens	53¢
Young Toms, under 18#	45¢
Young Toms, over 18#	40¢

DRESSED TURKEYS

Market very unstable with definite nervous undertone. Premium being offered for Fresh of 4¢ per lb. in preference to Frozen which are being discounted. Eviscerated in excellent demand and clearing closely. Sales at a minimum, everyone waiting for last minute purchasing, dressers maintain that if this occurs it will be impossible to process. Some dressers are curtaining operations and refusing to buy Turkeys at present high appraised values until definite commitments are made by the distributor.

Class	Whlse. Selling Price (mostly)
(Hard Scald)	
Young Hens, all #	65¢
Young Toms, all #	50¢
Grade A (Dry Packed)	
Young Hens, 8-12#	62¢

Class	Whlse. Selling Price (mostly)
Grade A (Dry Packed) (Con't.)	
Young Hens, 12-14#	61¢
Young Hens, over 14#	60¢
Young Toms, 12-16#	53¢
Young Toms, 16-20#	52¢
Young Toms, over 20#	51¢
Grade A (Dry Packed) Eviscerated	
Young Hens	75¢
Young Toms, 12-16#	66¢

Appendix I

Turkey Questionnaire and Covering Letters

Michigan State College

SURVEY OF POULTRY MARKETING PROBLEMS: TURKEYS

Agricultural Experiment Station

March 5, 1948

This information will be used for statistical purposes only and will be regarded as strictly confidential

Leave Blank

We are making a study of poultry marketing in Michigan to learn about the places where you get prices of poultry, and how such price news can be improved. 1-3.____

First, we would like to know who takes care of the marketing of turkeys on your place. 4.____
1. Husband( ) 2.Wife( ) 3.Other, _____ (specify)

Do you have any turkeys on your place now? 5.____
1.Yes( ) 2.No( )

IF YES: How many?_____ 6.____

Do you have any other poultry? 1.Yes( ) 2.No( ) 7.____

IF YES: What other poultry do you have and how many of each?
How many chickens?_____ 8.____
How many ducks?_____ 9.____
How many geese?_____ 10.____
How many other poultry?___ 11.____

During the past year what did you get most of your poultry income from? 12.____
1.Turkeys( ) 2.Eggs( ) 3.Chickens( ) 4.Other( )
_____ (specify)

What other sources did you get poultry income from? (Check all that apply) 13.____
1.Turkeys( ) 2.Eggs( ) 3.Chickens( ) 4.Other( )
_____ (specify)

Did you sell any turkeys during the last six months? 14.____
1.Yes( ) 2.No( )

IF YES: How many did you sell during this period?_____ 15.____

When did you sell most of these turkeys? 16.__
1.Before Thanksgiving( )
2.Between Thanksgiving and Christmas( )
3.After Christmas( )

What breed were they?_____ 17.__
_____

What kinds or classes were they?_____ 18.__
_____

About what was the average weight of each kind or class?_____ 19.__
_____

IF NO: When was the last time you sold some turkeys?_____ 20.__

Who did you sell most of your turkeys to?_____ 21.__
_____

What type of buyer was he? 22.__
1.Wholesale( ) 4.Restaurant, hospital, etc.( )
2.Retail store( ) 5.Consumer( )
3.Locker plant( ) 6.Other, specify_____

Do you sell most of your turkeys "live", "feather dressed", or "drawn"? 23.__
1.Live( ) 2.Feather dressed( ) 3.Drawn( )

Which of these weights was the price based on? 24.__
1.Live( ) 2.Feather dressed( ) 3.Drawn( )

Did you usually set your own price for your turkeys, or did you take what you could get? 25.__
1.Set your own price( ) 2.Take what you could get( )

In order to get as good a price as possible, what other turkey prices did you compare your probable selling price with?_____ 26.__
_____

When you were marketing your turkeys, how often did you compare your selling prices with other prices? 27.__
1.Daily( ) 2.Weekly( ) 3.Other( )_____
(specify)

Was your selling price usually the same as, lower or higher than the prices you compared with? 28.__
1.Same( ) 2.Lower( ) 3.Higher( )

IF LOWER OR HIGHER: About how much lower or higher?_____ 29.____

How do you account for this price difference?_____ 30.____

_____

_____

How often did you use radio or printed turkey market quotations? 1.Daily( ) 2.Weekly( ) 3.Occasionally( ) 4.Rarely or never( ) 31.____

IF DAILY, WEEKLY, OR OCCASIONALLY (ON QUESTION 31):

Where did you get this information?_____ 32.____

_____

Were these wholesale or retail quotations? 33.____
1.Wholesale( ) 2.Retail( )
3.Both( ) 4.Not sure( )

Among the quotations given was there any one you paid special attention to, such as young hens, old hens, light toms, heavy toms? 1.Yes( ) 2.No( ) 34.____

IF YES: Which quotation?_____ 35.____

Where else could you have gotten turkey market quotations but didn't?_____ 36.____

_____

Are there any particular reasons why you prefer the sources you actually used to these others?_____ 37.____

_____

What kinds of changes would you like to see made in the turkey market information available to you?_____ 38.____

_____

IF RARELY OR NEVER (ON QUESTION 31):

What are your main reasons for not using turkey market quotations?_____ 39.____

_____

_____

Would you suggest any way of improving these quotations?_____ 40.____

_____

Thank you very much for your co-operation. The answers you have given us will help to determine the usefulness of market information now available to the poultryman and to suggest improvements.

We would appreciate your writing in the space below any further comments or suggestions you would care to make.

_____

_____

_____

_____

_____

Date_____1948 Name_____

Address_____

_____

Would you like to have us send you a copy of the report on this study? 1.Yes( ) 2.No( )

MICHIGAN STATE COLLEGE
East Lansing

Experiment Station
Office of the Director
V. R. Gardner

March 5, 1948

Dear Sir:

As you may know, your name is included in the Michigan State College mailing list of turkey producers. That is how we happen to be writing to you. This study is being made by the Agricultural Experiment Station of Michigan State College.

The enclosed questionnaire is part of a study of Michigan marketing problems, with emphasis on the ways in which poultry market reports could be improved and made more useful to you. Many farmers have raised questions with us about the market information now available to them.

We would like to make the facts and ideas about turkey marketing comparable to the information we have recently obtained about other poultry. For this reason the answers should be given in terms of your use of market information during the last turkey marketing season. The answers you give us will help determine how useful you have found the market information to be, and how it might be improved.

We would prefer to have the questionnaire filled out by the person who is in charge of marketing the turkeys. In order to save time, this questionnaire is worded so as to require very little writing. It would be very much appreciated if the questionnaire could be filled out and returned to us within the next few days.

If you'd like a copy of the report on this study, we have provided a place at the end of the questionnaire where you can indicate your request. We'll see that you get one.

Sincerely yours,

Edgar A. Schuler, Associate Professor

Henry E. Larzelere, Assistant Professor

MICHIGAN STATE COLLEGE
East Lansing

Experiment Station
Office of the Director
V. R. Gardner

May 19, 1948

Dear :

Recently we wrote you to ask your help in a study of Michigan turkey marketing problems. Our purpose is to find out how turkey market reports could be improved and made more useful to you.

You are one of the 905 turkey producers throughout Michigan to whom we have written for this information. Your ideas will give us a better understanding of how turkey producers feel about the market information available to them.

If you have not yet filled out the questionnaire will you kindly do so at your earliest convenience. It may be that you have no turkeys now, and for that reason did not return the questionnaire. If that is the case we need to know it. Please write a note on the first page of your questionnaire to that effect, and return it to us.

You may have sent in your questionnaire while we were getting this letter off to you. If so, of course, you need not fill out another one.

If you'd like a copy of the report on this study, we have provided a place at the end of the questionnaire where you can indicate your request.

We want to thank you very much for your co-operation.

Yours very truly,

Edgar A. Schuler,
Associate Professor

Henry E. Larzelere,
Assistant Professor

Appendix J

Turkey Intensive Interview Schedule

INTERVIEW FORM

Michigan State College — SURVEY OF POULTRY MARKETING PROBLEMS: TURKEYS — Agricultural Experiment Station

July 28, 1948

THIS INFORMATION WILL BE USED FOR STATISTICAL PURPOSES ONLY AND WILL BE REGARDED AS STRICTLY CONFIDENTIAL

Leave Blank

We are making a study of poultry marketing in Michigan to learn about the places where you get prices of poultry, and how such price news can be improved. 1-3.____

First, we would like to know who takes care of the marketing of turkeys on your place. 4.____
1.Husband( ) 2.Wife( ) 3.Other,_____ (specify)

Do you have any turkeys on your place now? 5.____
1.Yes( ) 2.No( )

IF YES: How many?_____ 6.____

Do you have any other poultry? 1.Yes( ) 2.No( ) 7.____

IF YES: What other poultry do you have and how many of each?
How many chickens?_____ 8.____
How many ducks?_____ 9.____
How many geese?_____ 10.____
How many other poultry?_____ 11.____

During the past year what did you get most of your poultry income from? 12.____
1.Turkeys( ) 2.Eggs( ) 3.Chickens( ) 4.Other( )_____ (specify)

What other sources did you get poultry income from? (Check all that apply) 13.____
1.Turkeys( ) 2.Eggs( ) 3.Chickens( ) 4.Other( )_____ (specify)

Did you sell any turkeys during the last six months? 14.____
1.Yes( ) 2.No( )

IF YES: How many did you sell during this period?_____ 15.____

When did you sell most of these turkeys? 16.___
1.Before Thanksgiving( )
2.Between Thanksgiving and Christmas( )
3.After Christmas( )

What breed were they?_____ 17.___
_____

What kinds or classes were they?_____ 18.___
_____

About what was the average weight of each kind or class?_____ 19.___
_____

IF NO: When was the last time you sold some turkeys?_____ 20.___

Who did you sell most of your turkeys to?_____ 21.___
_____

What type of buyer was he? 22.___
1.Wholesale( ) 4.Restaurant, hospital, etc.( )
2.Retail store( ) 5.Consumer( )
3.Locker plant( ) 6.Other, specify_____

Do you sell most of your turkeys "live", "feather dressed", or "drawn"? 23.___
1.Live( ) 2.Feather dressed( ) 3.Drawn( )

Which of these weights was the price based on? 24.___
1.Live( ) 2.Feather dressed( ) 3.Drawn( )

Did you usually set your own price for your turkeys, or did you take what you could get? 25.___
1.Set own price( ) 2.Take what you could get( )

In order to get as good a price as possible, what other turkey prices did you compare your probable selling price with?_____ 26.___
_____

When you were marketing your turkeys, how often did you compare your selling prices with other prices? 27.___
1.Daily( ) 2.Weekly( ) 3.Other( )_____
(specify)

Was your selling price usually the same as, lower or higher than the prices you compared with? 28.___
1.Same( ) 2.Lower( ) 3.Higher( )

IF LOWER OR HIGHER: About how much lower or higher?_____ 29.____

How do you account for this price difference?_____ 30.____
_____

How often did you use radio or printed turkey market quotations? 1.Daily( ) 2.Weekly( ) 3.Occasionally( ) 4.Rarely or never( ) 31.____

(IF RARELY OR NEVER, GO TO QUESTION 65)

IF DAILY, WEEKLY, OR OCCASIONALLY (ON QUESTION 31):

What kinds of changes would you like to see made in the turkey market information available to you?_____ 32.____
_____
_____

Where did you get the market information you used?_____ 33.____
_____

Were these wholesale or retail quotations? 34.____
1.Wholesale( ) 2.Retail( )
3.Both( ) 4.Not sure( )

IF "WHOLESALE": If retail prices were given in the reports, would they make the quotations of more value to you, or not? 35.____
1.Yes( ) 2.No( ) 3.Don't know( )

Were these live or dressed prices, or both? 36.____
1.Live( ) 2.Dressed( )
3.Both( ) 4.Don't know( )

What cities were these market reports for? 37.____
_____
_____

Would you consider one of these your <u>local</u> market and if so, which one? 38.____
1.Not local market( ) 2.Local market( )
_____
(specify)

IF "LOCAL MARKET": Did you find these local quotations helpful to you, or not? 39.____
1.Yes( ) 2.No( ) 3.Don't know( )

IF "NOT LOCAL MARKET": Would local quotations be helpful to you, or not? 1.Yes( ) 2.No( ) 3.Don't know( ) 40.____

Among the quotations given was there any one you paid special attention to, such as young hens, old hens, light toms, heavy toms? 1.Yes( ) 2.No( ) 41.____

IF "YES": Which quotation?_____ 42.____

_____

Where else could you have gotten turkey market quotations but didn't?_____ 43.____

_____

Are there any particular reasons why you prefer the sources you actually used to these others?_____ 44.____

_____

Would information about the prices of birds raised and sold in other states be useful to you, or not? 1.Yes( ) 2.No( ) 3.Don't know( ) 45.____

Does your local daily newspaper carry turkey quotations during the marketing season? 1.Yes( ) 2.No( ) 3.Don't know( ) 46.____

IF "NO": would the newspaper quotations be useful to you if they were given in your local paper? 1.Yes( ) 2.No( ) 3.Don't know( ) 47.____

Does your local radio station give daily turkey market quotations during the marketing season? 1.Yes( ) 2.No( ) 3.Don't know( ) 48.____

IF "YES": What time of day?_____ 49.____

_____

IF "NO": Would these quotations be of value to you if they were given by your local station? 1.Yes( ) 2.No( ) 3.Don't know( ) 50.____

Some farmers think that radio broadcasts of the turkey quotations should come earlier in the day during the marketing season. What do you think about it? 51.____
1.Comes early now( ) 3.OK as is( )
2.Should be earlier( ) 4.Don't know( )

IF "SHOULD BE EARLIER": When do you think they should be given?_____ 52.____

Would you like the turkey market reports earlier in the season, or not? 53.____
1.Yes( ) 2.No( ) 3.Don't know( )

IF "YES": When would you like to have them begin?_____ 54.____

Some turkey growers have told us that the quotations they get are not reliable. Now, in the light of your own experience, would you say the market quotations you use are reliable, or not? 55.____
1.Reliable( ) 2.Not reliable( ) 3.Don't know( )

IF "1" OR "2": Is there any special basis for this opinion, or not?_____ 56.____

Here is a card showing some of the different ways that the prices of turkeys could be quoted for the different sizes and classes of birds. For example, the highest and lowest prices at which birds sold could be given, or the highest, the lowest and the price at which most of them moved, and so on. Which of these ways would you prefer to see the prices quoted, or do you have something different to suggest than any of them? 57.____
1.High and low( ) 4."Mostly"( )
2.High, low and "mostly"( ) 5.Average( )
3.High, low and average( ) 6.Other_____

Here are three different ways that turkey prices could be quoted for the same big city market on the same day. Would you please look them over and tell me which one of the three you like best. Do you prefer A, B, or C? 58.____
1.A( ) 2.B( ) 3.C( )
4.None of them( ) 5.Uncertain( )

IF A, B, OR C: What do you like best about it?_____ 59.____

Is there anything you don't like about it?_____ 60.____

Do the others have any good points?
( )_____ 61.____

( )_____ 62.____

IF F-S INS HAS NOT BEEN MENTIONED:

Form A was copied directly from a report made one day last December by the Federal-State Market News Service. Did you ever happen to hear of the Service? 63.____
1.Yes( ) 2.No( ) 3.Don't know( )

Here is a copy of one of the reports. Does it look as though this would be useful to you, or not?_____ 64.____

IF RARELY OR NEVER (ON QUESTION 31):

What are your main reasons for not using turkey market quotations?_____ 65.____

(IF THIS QUESTION PROVES TO BE A "STOPPER, SUCH AS: RELIABLE DEALER, TOO FEW TURKEYS TO BOTHER, ETC., CLOSE THE INTERVIEW.)

Would you suggest any way of improving these quotations?_____ 66.____

Here is a card showing some of the different ways that the prices of turkeys could be quoted for the different sizes and classes of birds. For example, the highest and lowest prices at which birds sold could be given, or the highest, the and the price at which most of them moved,

and so on. Which of these ways would you prefer to see the prices quoted, or do you have something different to suggest than any of them? 67.____

1.High and low( ) 4."Mostly"( )
2.High, low and "mostly"( ) 5.Average( )
3.High, low and average( ) 6.Other( )___

_____
(specify)

Here are three different ways that turkey prices could be quoted for the same big city market on the same day. Would you please look them over and tell me which one of the three you like best. Do you prefer A, B, or C? 1.A( ) 2.B( ) 3.C( ) 68.____
4.None of them( ) 5.Uncertain( )

IF A, B, OR C: What do you like best about it?_____ 69.____

Is there anything you don't like about it?_____ 70.____

Do the others have any good points?
( )_____ 71.____

( )_____ 72.____

If such changes were made in the market reports available to you, would you be more likely to use market quotations? 73.____
1.Yes( ) 2.No( ) 3.Don't know( )

IF F-S[illegible] HAS NOT BEEN MENTIONED:

Form A was copied directly from a report made one day last December by the Federal-State Market News Service. Did you ever happen to hear of the Service? 74.____
1.Yes( ) 2.No( ) 3.Don't know( )

Here is a copy of one of the reports. Does it look as though this would be useful to you, or not?_____ 75.____

Date_____1948 Name_____

Address_____

_____

Would you like to have us send you a copy of the report on this study?

1.Yes( ) 2.No( )

Appendix K

Dealers' Questionnaire and Covering Letter

THIS INFORMATION WILL BE USED FOR STATISTICAL PURPOSES ONLY AND WILL BE REGARDED AS STRICTLY CONFIDENTIAL

Michigan State College | SURVEY OF POULTRY MARKETING PROBLEMS: DEALERS' March 31, 1948 | Agricultural Experiment Station

I Introduction:

Leave Blank

We are making a study of egg and poultry marketing in Michigan to learn about the places where egg and poultry dealers and farmers get prices of eggs and poultry, and how such price news can be improved. 1-3.____

What is your principal type of business? (Check one, or specify after "other".) 4.____

1.Poultry and egg dealer( ) 3.Cream station( )
2.Retail grocer( ) 4.Feed dealer( )
5.Other (specify)_____

About what per cent of your total business in 1947 was represented by eggs or poultry of all kinds?

a.Eggs: 1.None( ) 5.____
2.1% but under 25%( )
3.25% but under 50%( )
4.50% but under 75%( )
5.75% and over( )

b.Poultry: 1.None( ) 6.____
2.1% but under 25%( )
3.25% but under 50%( )
4.50% but under 75%( )
5.75% and over( )

II Egg Market Information:

Do you ordinarily buy and sell eggs? 7.____
1.Yes( ) 2.No( )

IF "NO", SKIP PAGES 2 AND 3. BEGIN TOP OF PAGE 4, WITH QUESTION 44.

IF "YES": About how many cases of eggs did you buy during March, 1948? 8.____
Cases_____

From what sources did you get any eggs during March, 1948? (Check as many of the following as apply.) 9.____

Farmers?( ) 10.____
Truckers?( ) 11.____
Retail grocers?( ) 12.____
Cream stations?( ) 13.____
Feed dealers?( ) 14.____
Other types of dealers?_____ 15.____
(specify)

_____

If you checked more than one source in the list above, double check the one source from which you got the most eggs during March, 1948. 16.____

To what types of buyers did you sell any eggs during March, 1948? (Check as many as apply) 17.____

Wholesale( ) 18.____
Retail store( ) 19.____
Huckster (a peddler)( ) 20.____
Restaurant, hospital, etc.( ) 21.____
Consumers( ) 22.____
Others_____ 23.____
(specify)

If you checked more than one type of buyer in the list above, double check the one type to whom you sold the most eggs during March, 1948. 24.____

Here is a list of some of the types of regularly available egg market quotations. Which of these types of quotations do you usually consult? (Check as many as apply) 25.____

Detroit a.Commercial Consumer Grades( ) 26.____
b.Commercial Wholesale Grades( )
c.Government Graded Eggs( )
d.Current Receipts( )

Chicago a.Commercial Wholesale Grades( ) 27.____
b.Current Receipts

New York a.Commercial Consumer Grades( ) 28.____
b.Commercial Wholesale Grades( )

Other City (specify city and quotation: 29.____

City_____

Quotation_____

_____

How would you prefer to have the quotations given for a particular grade? (Check the one you prefer) 30.____

1.High and low( )
2.High, low, and "mostly"( )
3.High, low, and average( )
4."mostly"( )
5.Average( )
6.Other_____
(specify)

Some egg dealers base their buying and selling on rather definite differentials above or below the prices given in one of the series or types of quotations listed above. Others try to size up the general market situation and base their prices accordingly. Which of these methods would you say you follow for buying price? 31.____

1.Definite differentials( )
2.Size up general situation( )

Which of these methods would you say you follow for selling price? 32.____

1.Definite differentials( )
2.Size up general situation( )

Through which of the following media or channels do you get the egg and poultry market quotations you use?

Federal-State Market News Letter? 33.____
1.Yes( ) 2.No( )

Radio? 1.Yes( ) 2.No( ) 34.____

IF YES: Which station or stations? 35.____

_____

Daily newspapers? 1.Yes( ) 2.No( ) 36.____

IF YES, SPECIFY: _____ 37.____

Weekly newspapers? 1.Yes( ) 2.No( ) 38.____

IF YES, SPECIFY: _____

Trade papers or magazines? 1.Yes( ) 2.No( ) 39.____

Other (specify)_____ 40.____

_____

Do you definitely prefer any one of these media as a means of getting egg and poultry market quotations? 1.Yes( ) 2.No( ) 41.____

IF YES: Which one do you prefer?
(Check only one.)
Federal-State Market News Letter( )
Radio( )
Daily newspapers( )
Weekly newspapers( )
Other( )

Why do you prefer this particular medium or channel for getting egg and poultry market quotations?_____ 42.____

_____

What kinds of changes would you like to see made in the egg market information now available to you?_____ 43.____

_____

_____

III Poultry Market Information:

Do you ordinarily buy and sell poultry? 1.Yes( ) 2.No( ) 44.____

IF "NO", SKIP QUESTIONS 44-61, AND GO TO 62.

IF "YES": About how many birds, including chickens, turkeys, ducks, geese, etc., did you buy during March,1948? Total_____ 45.____

From what sources did you buy any birds during March, 1948? (Check as many as apply.) 46.____

Farmers?( ) 47.____
Truckers?( ) 48.____
Cream stations?( ) 49.____
Feed dealers?( ) 50.____
Other types of dealers? 51.____

_____
(specify)

If you checked more than one source in the list above, double check the one source from which you got the most poultry during March, 1948. 52.____

To what type of buyer did you sell any poultry during March, 1948? (Check as many as apply.) 53.____

1.Wholesale( ) 4.Restaurant, hospital, etc.( )
2.Retail store( ) 5.Consumer( )
3.Locker plant( ) 6.Other_____
(specify)

If you checked more than one type of buyer in the list above, double check the one type of buyer to whom you sold the most poultry during March, 1948. 54.____

Here is a list of some of the types of regularly available poultry market quotations. Which of these types do you usually consult? 55.____
IF "NONE": Check here( )
(Check as many as apply)

Live Poultry: Detroit( ) 56.____
Chicago( )
New York( )
Other_____
(specify)

Dressed Poultry: Chicago( ) 57.____
New York( )
Other_____
(specify)

Some poultry dealers base their buying and selling prices on rather definite differentials above or below the prices given in one of the series or types of quotations listed above. Others try to size up the general market situation and base their prices accordingly. Which of these methods would you say you follow for buying price? 1.Definite differentials( ) 58.____
2.Size up general situation( )

Which of these methods would you say you follow for selling price? 59.____
1.Definite differentials( )
2.Size up general situation( )

Do you use the special turkey market reports issued during the holiday season? 60.____
1.Yes( ) 2.No( ) 3.Uncertain( )

What kinds of changes would you like to see made in the poultry information now available to you? 61.____
_____
_____
_____
_____

Thank you very much for your co-operation. The answers you have given us will help to determine the usefulness of market information now available to poultry dealers and farmers and to suggest improvements.

We would appreciate your writing in the space below any further comments or suggestions you would care to make. 62.____

_____

_____

_____

_____

_____

Date_____1948 Name_____

Address_____

_____

Would you like to have us send you a copy of the report on this study?

1.Yes( ) 2.No( )

MICHIGAN STATE COLLEGE
East Lansing

Experiment Station
Office of the Director
V. R. Gardner

April 2, 1948

Gentlemen:

As you may know, the name of your firm is included in the 1947 edition of Who's Who in the Egg and Poultry Industries, published by the AMERICAN EGG AND POULTRY REVIEW. That is how we happen to be writing to you.

The enclosed questionnaire is part of a study of Michigan marketing problems being made by the Agricultural Experiment Station of Michigan State College. The emphasis of the study is on the way in which egg and poultry market reports could be improved and made more useful to you as a dealer in poultry or eggs, and to the producers of poultry and eggs. Some dealers feel that the market information now available to them could be improved upon.

It would be very much appreciated if you would fill out this form and return it to us within the next few days. In order to save time we have worded this questionnaire so as to require very little writing. It can usually be filled out in about fifteen minutes.

We have found in previous studies that our mailing lists may not be completely up-to-date. If you are no longer dealing in poultry or eggs it will definitely help us if you will at least fill out the first section of the questionnaire (Part I, Introduction) and return it to us in the enclosed envelope.

If you'd like a copy of the report on this study, we have provided a place at the end of the questionnaire where you can indicate your request.

We want to thank you very much for your co-operation.

Sincerely yours,

Edgar A Schuler
Associate Professor

Henry E. Larzelere
Assistant Professor

Appendix L

Dealers' Intensive Interview Schedule

THIS INFORMATION WILL BE USED FOR STATISTICAL PURPOSES ONLY AND WILL BE REGARDED AS STRICTLY CONFIDENTIAL

Michigan State College | SURVEY OF POULTRY MARKETING PROBLEMS: DEALERS' July 30, 1948 | Agricultural Experiment Station

I Introduction:

Interview Form

Leave Blank

We are making a study of egg and poultry marketing in Michigan to learn about the places where egg and poultry dealers and farmers get prices of eggs and poultry, and how such price news can be improved. 1-3.____

What is your principal type of business? 4.____
(Check one, or specify after "other".)
1.Poultry and egg dealer( ) 3.Cream station( )
2.Retail grocer( ) 4.Feed dealer( )
5.Other (specify)_____

About what per cent of your total business in 1947 was represented by eggs or poultry of all kinds?

a.Eggs: 1.None( ) 5.____
2.1% but under 25%( )
3.25% but under 50%( )
4.50% but under 75%( )
5.75% and over( )

b.Poultry: 1.None( ) 6.____
2.1% but under 25%( )
3.25% but under 50%( )
4.50% but under 75%( )
5.75% and over( )

II Egg Market Information:

Do you ordinarily buy and sell eggs? 7.____
1.Yes( ) 2.No( )

IF "NO", SKIP PAGES 2 AND 3. BEGIN TOP OF PAGE 4, WITH QUESTION 44.

IF YES: About how many cases of eggs did you buy during March, 1948? 8.____
Cases_____

From what sources did you get any eggs during March, 1948? (Check as many of the following as apply.) 9.___

Farmers?( ) 10.___
Truckers?( ) 11.___
Retail grocers?( ) 12.___
Cream stations?( ) 13.___
Feed dealers?( ) 14.___
Other types of dealers?_____ 15.___
(specify)

_____

If you checked more than one source in the list above, double check the one source from which you got the most eggs during March, 1948. 16.___

To what types of buyers did you sell any eggs during March, 1948? (Check as many as apply.) 17.___

Wholesale( ) 18.___
Retail store( ) 19.___
Huckster (a peddler) ( ) 20.___
Restaurant, hospital, etc.( ) 21.___
Consumers( ) 22.___
Others_____ 23.___
(specify)

If you checked more than one type of buyer in the list above, double check the one type to whom you sold the most eggs during March, 1948. 24.___

Some egg dealers base their buying and selling prices on rather definite differentials above or below the prices given in the quotations. Others try to size up the general market situation and base their prices accordingly. Which of these methods would you say you follow for buying price, or do you do both? 25.___

1.Definite differentials( )
2.Size up general situation( )
3.Both( )

Which of these methods would you say you follow for selling price? 26.___

1.Definite differentials( )
2.Size up general situation( )
3.Both( )

Now I'd like to know something about the sources you usually use for your egg and poultry market quotations.

Do you usually use the Federal-State Market News Letter? 1.Yes( ) 2.No( ) 27.___

How about radio reports? Do you use them? 1.Yes( ) 2.No( ) 28.___

Which station or stations do you listen to for them?_____ 29.___

Do you use reports given in your daily newspaper? 1.Yes( ) 2.No( ) 30.___

How about a weekly newspaper? Do you take one, and if so, do you follow the reports given? 1.Yes( ) 2.No( ) 3.Do not take( ) 31.___

Do you use the reports from the Produce Packer? 1.Yes( ) 2.No( ) 3.Do not get PP( ) 32.___

Do you use reports from trade papers or magazines? 1.Yes( ) 2.No( ) 33.___

Is there any other way that you get market reports?_____ 34.___
_____

Do you definitely prefer any one of these sources we have been talking about as a means of getting egg and poultry market quotations, and if so, which one? 35.___
1.Federal-State Market News Letter( )
2.Radio( )
3.Daily newspapers( )
4.Weekly newspapers( )
5.Produce Packer( )
6.Other( )_____
7.None of them( )

Why do you prefer this particular source?____ 36.___
_____
_____

What kinds of changes would you like to see made in the egg market information now available to you?_____ 37.___
_____
_____

Now we'd like to know which market or markets you usually consult for egg quotations. Do you follow Detroit, Chicago, New York, or some other city? 1.Detroit( ) 2.Chicago( ) 3.New York( ) 38.___
4.Other( )_____ 5.None( )

(IF "NONE", GO TO QUESTION 51)

(IF "DETROIT"): Do you follow Commercial Consumer Grades? 39.___
1.Yes( ) 2.No( ) 3.Don't know( )

Commercial Wholesale Grades? 40.___
1.Yes( ) 2.No( ) 3.Don't know( )

Do you consult Government Graded egg prices? 1.Yes( ) 2.No( ) 3.Don't know( ) 41.___

How about current receipts, do you usually use them? 42.___
1.Yes( ) 2.No( ) 3.Don't know( )

(IF CHICAGO): Do you usually follow Commercial Wholesale Grades? 43.___
1.Yes( ) 2.No( ) 3.Don't know( )

How about current receipts, do you usually use them? 44.___
1.Yes( ) 2.No( ) 3.Don't know( )

(IF NEW YORK): Do you usually follow Commercial Consumer Grades? 45.___
1.Yes( ) 2.No( ) 3.Don't know( )

Do you use Commercial Wholesale Grades? 46.___
1.Yes( ) 2.No( ) 3.Don't know( )

(IF "OTHER CITY"): What type of quotation do you usually follow from the quotations given?_____ 47.___

_____

(IF "NO" TO CURRENT RECEIPTS FOR DETROIT AND CHICAGO, AND ARE NOT MENTIONED IN "OTHER"):

Are such quotations as Current Receipts, Dirties, and Checks at all helpful to you, or not? 48.___
1.Yes( ) 2.No( ) 3.Don't know( )

_____

(IF ONLY ONE CITY MARKET HAS BEEN MENTIONED, ASK):

Is there any particular reason why you follow just the (name of city) market? 49.___

_____

_____

(IF LACK OF AVAILABILITY IS MENTIONED): Would it help you to have quotations on more than one market, and if so, which one? 1.No help( ) 2.Yes( )_____ (specify) 50.___

Some dealers say that the quotations that are available to them are a day or so late. Do you find this to be the case with you? 51.___
1.Yes( ) 2.No( ) 3.Don't know( )

We've been told by some dealers that the quotations they get are not reliable. Now, in the light of your own experience, would you say the market quotations you use are reliable, or not? 52.___
1.Reliable( ) 2.Not reliable( ) 3.Don't know( )

(IF "RELIABLE" OR "NOT RELIABLE"): Is there any special basis for this opinion, or not? 53.___

It was suggested that at least once a week the general trend and market demands should be pointed out along with the market quotations. What do you think about this idea? 54.___

Here is a card showing some of the different ways that the prices of eggs could be quoted for the different sizes and classes. For example, the highest and lowest prices at which eggs are sold could be given, or the highest, the lowest and the price at which most of them moved, and so on. Which of these ways would you prefer to see the prices quoted, or do you have something different to suggest than any of them? 55.___
1.High and low( ) 5.Average( )
2.High, low and "mostly"( ) 6.Other_____
3.High, low and average( )
4."Mostly"( )

Here are three different ways that egg prices could be quoted for the same big city market on the same day. Would you please look them over and tell me which one of the three you like best. Do you prefer A, B, or C? 56.___
1.A( ) 2.B( ) 3.C( ) 4.None of them( ) 5.Uncertain( )

(IF A, B, OR C): What do you like best about it?_____ 57.___

Is there anything you don't like about it?_____ 58.___

Do the others have any good points?

( )_____ 59.___

( )_____ 60.___

After thinking over the whole matter of market information, are there any other things that you have thought of that would help to make the quotations more useful to you?_____ 61.___

III Poultry Market Information

Do you ordinarily buy and sell poultry? 62.___
1.Yes( ) 2.No( )

(IF "NO", CLOSE THE INTERVIEW AT THIS POINT)

IF "YES": About how many birds, including chickens, turkeys, ducks, geese, etc., did you buy during March, 1948? Total_____ 63.___

From what sources did you buy any birds during March, 1948? (Check as many as apply.) 64.___

Farmers( ) 65.___
Truckers( ) 66.___
Cream stations( ) 67.___
Feed dealers( ) 68.___
Other types of dealers( ) 69.___

_____
(specify)

If you checked more than one source in the list above, double check the one source from which you got the most poultry during March, 1948. 70.___

To what type of buyer did you sell any poultry during March, 1948? (Check as many as apply.) 71.___

1.Wholesale( ) 4.Restaurant, hospital, etc.( )
2.Retail store( ) 5.Consumer( )
3.Locker plant( ) 6.Other_____
(specify)

If you checked more than one type of buyer in list above, double check the one type of buyer to whom you sold the most poultry during March, 1948. 72.___

Some poultry dealers base their buying and selling prices on rather definite differentials above or below the prices given in one of the series or types of quotations listed above. Others try to size up the general market situation and base their prices accordingly. Which of these methods would you say you follow for buying price? 1.Definite differentials( ) 73.___
2.Size up general situation( )

Which of these methods would you say you follow for selling price? 74.___
1.Definite differentials( )
2.Size up general situation( )

Do you use the special turkey market reports issued during the holiday season? 75.___
1.Yes( ) 2.No( ) 3.Uncertain( )

Now we'd like to know which type of poultry quotations you look for when consulting market quotations. Do you usually look for live poultry or dressed poultry prices, or both? 76.___
1.Live( ) 2.Dressed( ) 3.Both( )

What city market or markets do you consult for quotations?_____ 77.___

_____

(IF ONLY ONE CITY MARKET HAS BEEN MENTIONED, ASK):

Is there any particular reason why you follow just the (name of city) market? 78.___

_____

_____

(IF LACK OF AVAILABILITY IS MENTIONED):
Would it help you to have quotations on more than one market, and if so, which one? 79.___
1.No help( ) 2.Yes( )_____
(specify)

(IF "DRESSED POULTRY" QUOTATIONS ARE NOT MENTIONED):

Are dressed poultry quotations included in the quotations available to you? 80.___
1.Yes( ) 2.No( ) 3.Don't know( )

Card No.2

IF "NO": Would such quotations be helpful to you, or not? 1.___
1.Yes( ) 2.No( ) 3.Don't know( )

_____

_____

Would information about the prices of birds raised and sold in other states be useful to you, or not? 1.Yes( ) 2.No( ) 3.Don't know( ) 2.___

Some dealers say that the quotations that are available to them are a day or so late. Do you find this to be the case with you, or not? 3.___
1.Yes( ) 2.No( ) 3.Don't know( )

Some dealers have told us that the quotations they get are not reliable. Now, in the light of your own experience, would you say the market quotations you use are reliable, or not? 4.___
1.Reliable( ) 2.Not reliable( ) 3.Don't know( )

(IF "1" or "2"): Is there any special basis for this opinion, or not? 5.___

_____

_____

It was suggested that at least once a week the general trend and market demands should be pointed out along with the market quotations. What do you think about this idea? 6.___

_____

_____

Here is a card showing some of the different ways that the prices of turkeys could be quoted for the different sizes and classes of birds. For example, the highest and lowest prices at which birds sold could be given, or the highest, the lowest and the price at which most of them moved, and so on. Which of these ways would you prefer to see the prices quoted, or do you have something different to suggest than any of them? 7.___
1.High and low( ) 4."Mostly"( )
2.High, low and "mostly"( ) 5.Average( )
3.High, low and average( ) 6.Other_____
7.None of them( ) _____

Here are three different ways that turkey prices could be quoted for the same big city market on the same day. Would you please look them over and tell me which one of the three you like best. Do you prefer A, B, or C? 8.____

1.A( ) 2.B( ) 3.C( ) 4.None of them( )
5.Uncertain( )

(IF A, B, OR C): What do you like best about it? 9.____
_____
_____

Is there anything you don't like about it? 10.____
_____
_____

Do the others have any good points?
( )_____ 11.____
_____
( )_____ 12.____
_____
_____

After thinking over the whole matter of market information, are there any other things that you have thought of that would help to make the poultry quotations more useful to you? 13.____
_____
_____
_____
_____

Date_____1948 Name_____

Address_____

_____

Would you like to have us send you a copy of the report on this study? 1.Yes( ) 2.No( )

ROOM USE ONLY

ROOM USE ONLY

Nov 21 '50

MR 4 '58

Apr20 '56