A STUDY OF A COOPERATIVE TURKEY MARKETING PROJECT IN OHIO

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A STUDY OF A COOPERATIVE TURKEY MARKETING PROJECT IN OHIO

By

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AN ABSTRACT

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In this study, an analysis was made of the operation of the Ohio Turkey Growers Marketing Association for the 1954 marketing season involving 34 Ohio turkey producers.

No significant correlation was found between the volume of sales made to buyers and the net prices received in any of the weight classes.

Producers marketing hens up to 14 pounds in weight during December received the highest price. Under similar marketing conditions, this would necessitate starting poults in June to have the desired weight hens by December. Hens weighing 14 pounds and up brought the highest price when marketed in November. This would necessitate starting poults in April or early May to have the desired weights by November.

This study showed that producers who marketed toms under 20 pounds during December received 1.2 cents per pound more than those in the same weight range but marketed in November. To produce this desired weight by December would require starting the poults in June. Toms in the weight range of 20 to 24 pounds brought more favorable prices than did the lighter weight toms during November and December. Toms that weighed over 24 pounds could have been marketed at any time from the standpoint of prices received during the period of this study. However, it was suggested that the additional cost of producing toms over 24 pounds in weight may more than offset higher prices received.

There were no statistically significant differences between prices received for ready-to-cook Grade A turkeys of the various sizes and the average quoted live prices for Ohio. However, the 311,888 pounds of hens marketed through the association in 1954 netted $ 916.98 more (.029 cents per pound more) than they would have received if the turkeys had been marketed at the average quoted live prices (ready-to-cook equivalent). On the same basis, the 718,381 pounds of toms marketed through the association netted $ 15,951.76 more (2.2 cents per pound more). The 89,473 pounds of fryers marketed through the association netted $ 2,690.97 or 3.0 cents per pound less during the period of study.

Over-all, the prices received by producers who marketed Grade A hens and toms were higher than the prices they would have received through alternative methods of marketing based upon the average quoted live prices. However, in the case of fryers, producers would have received more by marketing them alive at the average quoted live prices. The importance of processing at maturity, reduction of risk, payment on the basis of quality, and a storage program to provide for more orderly marketing, are important factors in making comparisons between alternative methods of marketing.

The primary reason for the failure of the program to obtain greater support from the turkey producers was because of the delay in payment between the time of processing and the time of selling.

A postal survey in 1958 of former active members indicated that due to increased production and few live buyers and processing plants operating, there is greater need for the marketing program now than in 1954, the last year of operation.

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TABLE OF CONTENTS

	Page
INTRODUCTION	1
REVIEW OF LITERATURE	4
PROCEDURE	28
CONCLUSIONS	59
SUMMARY	62
BIBLIOGRAPHY	65
APPENDIX	66

LIST OF TABLES

TABLE		Page
1.	PRODUCTION OF TURKEYS IN THE UNITED STATES AND OHIO, 1929 - 1954	11
2.	NUMBER, POUNDS, READY-TO-COOK AVERAGE WEIGHT, GRADE, AND AVERAGE READY-TO-COOK PRICE RECEIVED FOR TURKEYS MARKETED THROUGH OHIO TURKEY GROWERS ASSOCIATION DURING THE 1954 MARKETING SEASON	25
3.	AVERAGE PRICES FOR LIVE TURKEYS QUOTED IN CLEVELAND, COLUMBUS, AND CINCINNATI MARKETS DURING OCTOBER, NOVEMBER, AND DECEMBER 1953 AND 1954	30
4.	LIVE WEIGHT, READY-TO-COOK WEIGHT, AND DRESSING PERCENTAGES ON SELECTED LOTS OF TURKEYS	32
5.	DIFFERENCE IN AVERAGE QUOTED LIVE PRICES AND READY-TO-COOK PRICES CONVERTED TO LIVE PRICE EQUIVALENT FOR THE 1954 MARKETING SEASON	35
6.	TOTAL SALES BY MARKET PERIODS OF GRADE A TURKEYS, AVERAGE READY-TO-COOK PRICE RECEIVED COMPARED TO BREAK-EVEN PRICE (BASED ON A QUOTED LIVE PRICE CONVERTED TO READY-TO-COOK PRICE EQUIVALENT) DURING THE 1954 MARKETING SEASON, NOVEMBER	43
6a.	TOTAL SALES BY MARKET PERIODS OF GRADE A TURKEYS, AVERAGE READY-TO-COOK PRICE RECEIVED COMPARED TO BREAK-EVEN PRICE (BASED ON QUOTED LIVE PRICE CONVERTED TO READY-TO-COOK PRICE EQUIVALENT) DURING THE 1954 MARKETING SEASON, DECEMBER	43a
6b.	TOTAL SALES BY MARKET PERIODS OF GRADE A TURKEYS, AVERAGE READY-TO-COOK PRICE RECEIVED COMPARED TO BREAK-EVEN PRICE (BASED ON QUOTED LIVE PRICE CONVERTED TO READY-TO-COOK PRICE EQUIVALENT) DURING THE 1954 MARKETING SEASON, JANUARY 1955	43b
7.	SHOWING DISTRIBUTION OF SALES, AVERAGE READY-TO-COOK PRICE RECEIVED AND AVERAGE LIVE BREAK-EVEN PRICE (READY-TO-COOK EQUIVALENT), GRADE A TURKEYS, SOLD NOVEMBER AND DECEMBER, 1954, JANUARY AND LATER, 1955	46

TABLE Page

8. COEFFICIENT OF CORRELATION OF VOLUME OF SALES vs. PRICE, NOVEMBER AND DECEMBER SALE PERIODS, HENS AND TOMS BY WEIGHT CLASSES FOR TURKEYS MARKETED DURING THE 1954 MARKETING SEASON 53

LIST OF FIGURES

FIGURE		Page
1.	LOCATION OF PROCESSING PLANTS AND ACTIVE MEMBERS - 1954	23
2.	AVERAGE QUOTED LIVE TURKEY PRICES FOR CLEVELAND, COLUMBUS, AND CINCINNATI MARKETS, OCTOBER, NOVEMBER, AND DECEMBER, 1953 - 1954	31
3.	COMPARISON OF AVERAGE QUOTED LIVE PRICES AND READY-TO-COOK PRICES (CONVERTED TO LIVE EQUIVALENT) FOR TURKEYS MARKETED IN 1954	33
4.	COMPARISON OF READY-TO-COOK PRICES RECEIVED AND THE AVERAGE LIVE PRICE (READY-TO-COOK EQUIVALENT) FOR HENS CALCULATED FROM AVERAGE LIVE PRICE FOR 1954 MARKETING SEASON	39
5.	COMPARISON OF READY-TO-COOK PRICES RECEIVED AND THE AVERAGE LIVE PRICE (READY-TO-COOK EQUIVALENT) RECEIVED FOR TOMS DURING THE 1954 MARKETING SEASON	44
6.	COMPARISON OF READY-TO-COOK PRICES AND AVERAGE QUOTED LIVE PRICES (READY-TO-COOK EQUIVALENT) RECEIVED FOR FRYERS DURING THE 1954 MARKETING SEASON	45

LIST OF APPENDIX TABLES

TABLE		Page
1.	DISTRIBUTION OF FRYERS 4 - 8 POUNDS BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING THE RESPECTIVE SALES PERIODS	66
2.	DISTRIBUTION OF HENS 8 POUNDS - 9 POUNDS 15 OUNCES WEIGHT CLASS ACCORDING TO DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING THE RESPECTIVE SALES PERIODS	67
3.	DISTRIBUTION OF HENS 10 POUNDS - 11 POUNDS 15 OUNCES WEIGHT CLASS ACCORDING TO DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS	68
4.	DISTRIBUTION OF HENS 12 POUNDS - 13 POUNDS 15 OUNCES WEIGHT CLASS ACCORDING TO DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS	69
5.	DISTRIBUTION OF HENS 14 POUNDS AND UP BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS	70
6.	DISTRIBUTION OF TOMS TO 16 POUNDS BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS	71
7.	DISTRIBUTION OF TOMS 16 POUNDS - 19 POUNDS 15 OUNCES WEIGHT CLASS BY DATE OF PROCESSING AND TIME OF SALE, AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS	72
8.	DISTRIBUTION OF TOMS 20 POUNDS - 23 POUNDS 15 OUNCES WEIGHT CLASS BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS	73
9.	DISTRIBUTION OF TOMS 24 POUNDS AND UP BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS	74

INTRODUCTION

During the period of 1940 to 1950, turkey growers in Ohio were repeatedly confronted with the problem of locating dependable marketing facilities; especially (was this true) in years of heavy production. The opinion held by many turkey growers was that the major portion of their marketing problems could be minimized or solved by the formation of a strong producer-controlled marketing association. With this type of marketing facility, a program in which turkey quality could be improved and controlled, more favorable returns to producers would be realized. In developing this idea, many turkey growers met at frequent intervals to study and discuss various methods of marketing turkeys.

In 1942, leaders in the turkey industry in the state of Ohio approached Extension Staff members in the Department of Poultry Husbandry at Ohio State University with their turkey marketing problems. A majority of turkey growers were convinced that a producer-controlled turkey marketing association would prove successful if the program included two major facilities - processing and storage for handling their turkeys. However, there was considerable opposition to the formation of the proposed marketing association by turkey growers who had established their own processing facilities and market outlets. The individuals in this latter minority group felt that an association selling in large volume would tend to absorb their established markets

and, further, tend to lower prices they would receive.

In the formation of the proposed cooperative turkey marketing program, detailed studies were made of successful marketing programs which had been established by turkey growers in Virginia, Illinois, Pennsylvania, and Wisconsin. Thus, in 1953, more than ten years after the initial stimulus, the Ohio Turkey Growers Marketing Association was formed.

As an Extension Staff member in the Department of Poultry Science, Ohio State University, the author was intimately associated with the formation, organization, and operation of the Ohio Turkey Growers Marketing Association.

After the Association had been in operation for two marketing seasons, there was considerable divergence of opinion, within the membership and among non-cooperating turkey growers, as to the impact and effectiveness of the Association in providing improved processing and storage facilities for Ohio turkey producers. Further, the question most frequently raised was: "How did this method of marketing compare with other methods of marketing in net returns to the producer?"

The objectives of the study reported herein were: (1) to determine the relationship between time of processing and month of sale and prices received per pound for ready-to-cook turkeys, (2) to determine the relationship between volume of sales and prices received, (3) to compare the net returns from turkeys marketed through the Ohio Turkey Growers Marketing Association with the average live prices quoted

for Ohio turkeys during the same period, (4) to determine if the rapid turnover of active membership was justified from net prices received through the Association as compared to alternative methods of marketing, and (5) to study the attitudes of the former active members toward cooperative turkey marketing three and one-half years after the Association had discontinued its operation.

These objectives are discussed under the following headings: Review of Literature, Reasons for Cooperative Marketing Interest in Ohio, Description of the Marketing Program, The Method of Operation, The Analysis of One Year's Operation, Survey of Current Opinions of Members as to the Value of the Marketing Program, and Conclusions.

REVIEW OF LITERATURE

Cooperative turkey marketing had its beginning when the Clay County Farm Bureau in West Point, Mississippi, marketed a shipment of five turkeys in 1918. By 1922, twelve turkey marketing organizations were located in Minnesota, Colorado, Missouri, Wyoming, and Mississippi. In 1923, eight more cooperative turkey marketing organizations were started in Montana, Colorado, Idaho, Utah, and Texas.[1]

This movement developed rapidly and by 1936, 115 such farmer cooperatives were handling turkeys. At this point, expansion ceased and turkey marketing cooperatives began to decline in number. By 1936, only 30 cooperative turkey marketing organizations remained. This reduction in the number of associations was due to the basic changes in the industry and not the decline in the importance of cooperative turkey marketing.

The typical early turkey organizations were called "pools."[2] They were actually small informal groups of turkey raisers who processed their own turkeys on the farm and delivered them to a central point of assembly for grading, boxing, and shipping to markets, usually in distant cities. The turkeys were usually dry picked and either sold ahead of shipping or consigned to brokers for selling after arrival at the market.

From these informal early pools came the development of incorporated marketing organizations, which hired a

manager to handle the assembling and selling functions during the fall marketing period. Usually the personnel was made up of one or more leading producers who had an interest in getting their own production marketed to a better advantage.

One good characteristic of these early organizations was that producers shared in the returns and expenses in proportion to the volume and quality of turkeys they marketed through the organization. The selling function was usually composed of two "pools" in a season, Thanksgiving and Christmas. Later, some developed a "freezer pool" that carried over into the out-of-season marketing period after the holidays.

The early associations encountered many difficulties. The lack of support from members, insufficient capital to carry on operations, and usually only one or two bids received for each pool made it difficult to develop good outlets. Frequently, the manager was forced to sell the pool immediately, regardless of price, because producers wanted immediate payment for the turkeys they consigned.

The consignment of shipments to be sold on arrival at terminal markets was followed in some instances. This was especially true where associations could make an "advance" which constituted a partial payment when the turkeys were shipped. The balance was then paid to the growers when the returns were received from the shipment and all expenses deducted.

Cooperative marketing organizations soon realized that growers wanted their money as soon as possible after shipment to the market. The need to build up operating capital became apparent. A small amount per pound (usually a fraction of a cent) was retained to accumulate funds in order to provide operating capital.

A basic weakness of the turkey marketing pools was that they were not large enough in volume and capital to provide efficient marketing service. By operating as individual marketing units they competed with each other for marketing outlets, thus often lowering the price to sell their volume. Out of this weakness came the development of "federated"[3] sales organizations.

The first of these federated sales organizations to be organized was the Northwestern Turkey Growers Association, in 1930, with headquarters at Salt Lake City, Utah. Later the name was changed to "Norbest" which was the brand name for turkeys marketed by this sales organization.

This organization originally handled turkeys for about forty-five organizations in the western states. Marketing organizations were developed in Colorado, Texas, Oklahoma, and North Dakota to serve the turkey pools located in these areas.

The development of the federated sales organizations proved to be an important forward step in cooperative marketing. Establishing a brand name and the development of their own sales agencies in the larger cities in order to

sell to large wholesalers and retailers rapidly improved their competitive position in the market. The elimination of competition among pools, plus standardized grading and packing, helped to reduce marketing costs. By handling a larger volume of turkeys, the effect of economy of large-scale purchasing of supplies was demonstrated. By initiating a program to build up operating capital through withholding a fraction of a cent on a pound, called patronage retains, they were able to strengthen their financial position. This enabled them to make more prompt payments to growers. It was also the basis for securing additional operating capital through private banks and banks for cooperatives.

During the 1930-31 marketing season, the Norbest marketing organization marketed 3,500,000 pounds of turkeys, New York dressed weight. By the 1940-41 marketing year, over 10,000,000 pounds were handled by Norbest. After 1951, nearly all the turkeys were sold on a ready-to-cook basis. During the 1956-57 marketing season, 65,000,000 pounds of turkey were marketed by Norbest.[4]

Due to its strong financial position, many of Norbest's member organizations now make payment, or a substantial advance on the value of the turkeys, at the time turkeys are delivered to the plant. The pool method has been discontinued because birds are usually bought on an outright basis. Member organizations of the Norbest organization have, for the most part, been able to expand their plants, providing the most modern processing and freezing facilities. Thus,

they have been able to continue to be a very strong influence in turkey marketing in the western and midwestern states, where they now operate.

By having well developed sales outlets in principal cities, Norbest turkeys are found in most of the major market areas. Their quality control program has gained for them a good reputation wherever Norbest turkeys have been distributed.

While there are many other cooperative marketing organizations that are processing and marketing turkeys, the federated type of sales organization developed by Norbest Turkey Growers, of Salt Lake City, Utah, has not spread to any extent to other turkey marketing groups.

Land O'Lakes Creameries, Incorporated[5] was organized in 1924 to serve as a sales agent for a group of cooperative creameries in Minnesota and Wisconsin. While the organization built its business around butter, it started handling poultry in 1928 and turkeys were added in 1931. The volume of turkeys handled by Land O'Lakes Creameries, Incorporated jumped from 2,927,000 pounds in 1931 to 10,798,000 pounds in 1947. This vertically integrated marketing organization sought to carry the diversified products as far toward the consumer as possible by performing the marketing functions of wholesale assembly, grading, branding, and selling to the trade in wholesale and job lots.

The accomplishments and limitations of the turkey marketing cooperatives were cited by a special committee

made up of leaders in the field of marketing and grading and United States Department of Agriculture officials in 1937.[6] The committee stated that turkey marketing cooperatives had, by adopting uniform grades and grading methods, encouraged the selling of dressed turkeys in more attractive packages. By their educational program they were able to influence the grading of live birds which resulted in a better quality product, at the same time lowering processing costs. Turkey cooperatives, in 1937, were not financing growers and thereby they had very little influence in the production and marketing of turkeys financed by private agencies. An important problem of these cooperatives was that growers who were not familiar with cooperative marketing principles expected better prices in every instance when marketing cooperatively and they failed to see the benefits beyond comparative prices. Their disappointments often resulted in dropping out of the associations.

During the early part of 1952, a study was completed in Indiana[7] in regard to the need for cooperative marketing in that state. The study included an analysis of production areas, processing facilities, potential markets, and producer attitudes toward financing their own marketing program and facilities. Although the study showed there could be benefits from the existence of a cooperative marketing program, an urgent need was not evident. The idea of developing a marketing program in Indiana was dropped at this point. However, this study was not completed until after the group

of Ohio turkey producers made definite plans to organize a cooperative turkey marketing association.

REASONS FOR COOPERATIVE MARKETING INTEREST IN OHIO

Turkey production in Ohio increased rapidly during the period of 1935 to 1954. Table 1 shows the production of turkeys in the United States and Ohio from 1929 to 1954.

By 1952, Ohio reached ninth in importance in turkey production in the United States and, in 1953 and 1954, it ranked sixth and fifth, respectively.

During 1936, a small group of Ohio turkey producers organized a pool to market their turkeys. The producers participating in this program processed and delivered the turkeys they consigned to a central point for grading and packaging. The graded birds were then sold to wholesale buyers and retail chain stores. The producers were paid on the basis of quality of the turkeys delivered to the central point for grading.

The group believed they could improve their bargaining position with large wholesaler and retailer outlets. They felt they would receive a higher price commensurate with the quality grade of turkey delivered to the association. However, it failed the first year for lack of support by Ohio turkey producers.

During World War II, producers experienced difficulty in getting turkeys processed due to production expanding

TABLE 1. PRODUCTION OF TURKEYS IN THE UNITED STATES AND OHIO, 1929-1954.

YEAR	UNITED STATES	OHIO	OHIO PERCENT OF U.S. PRODUCTION
	Number	Number	Percent
1929	18,476,000	195,000	1.5
1934	21,702,000	660,000	3.0
1939	33,587,000	771,000	2.3
1944	35,132,000	979,000	2.8
1949	41,266,000	1,186,000	2.9
1952	60,868,000	1,878,000	3.1
1953	56,541,000	1,972,000	3.4
1954	65,945,000	2,960,000	4.8

faster than processing facilities. This resulted in many producers buying processing equipment. After processing, the turkeys were sold by the individual growers to wholesalers and commission houses in the larger cities in Ohio and adjoining states. Wholesale buyers boasted of the fact that it was easy to get turkeys at a lower price than actual price quotations due to price cutting competition among the many individual marketers. This situation meant that the growers had little bargaining power.

The Ohio Turkey Association, for several years, sponsored a Research and Development Committee that took an active interest in what was being done in other areas in the fields of production and marketing. Frequent trips were made to some of the major turkey production areas to study methods of production and marketing.

As production in Ohio increased, the marketing problem became more acute and growers found themselves more and more at the mercy of the buyers. In years of heavy production, the common complaint was that buyers would contract for the entire flock at a definite price, then during the major marketing season take the hens only and leave the toms until after the holidays. The buyers then frequently failed to take the toms later unless the producer would adjust the price downward.

Producers in the central western part of the state in 1945 and 1946 investigated the possibility of building a processing plant. The study revealed that the minimum cost

to build a modern plant, equipped with fast-freezing facilities, would be from $250,000 to $300,000. The idea was dropped because financing was impossible at that time.

Following the 1952 marketing season, many growers again expressed dissatisfaction with the methods of marketing. They urged that a cooperative turkey marketing program be given serious consideration as a possible solution to their problem. A group of Northwestern Ohio growers made a visit to the Penn's Best Turkey Marketing Cooperative at Johnstown, Pennsylvania, to study this marketing setup. The group was of the opinion that a similar program would materially help to promote more orderly marketing of turkeys in Ohio and urged that a more detailed study be made.

A committee of 20 growers was called together in April, 1953, to discuss the plan. Other meetings were held to explore the possibility. Finally, a steering committee of 14 producers was formed. From this group, a committee was appointed to study processing and marketing costs. Other committees had the task of getting information on the different types of marketing organizations. This included consideration of the methods of financing, the constitution, and the by-laws. A management committee was charged with the responsibility of working out details for the operation of the proposed organization.

After the committee on marketing programs had reported its findings, it was decided to pattern the proposed marketing association after the one at Johnstown, Pennsylvania. This

association served as a procurement and sales organization and had the turkeys processed on a custom basis with privately owned dressing plants. The plants packed the turkeys in printed cryovac bags and boxes at a previously contracted price per pound. The turkeys were then moved to cold storage warehouses and stored until sold.

The objectives of the marketing program as set up by the over-all committee were as follows:

1. To stabilize live turkey prices by providing processing and storage facilities so that growers could get their flocks processed when they reached maturity.

2. To reduce price depressing factors by more orderly movement of turkeys to retail outlets in quantities that market conditions would warrant.

3. To reduce competition in the markets among growers who had been processing and marketing their own birds because too frequently they were bidding against each other for the same markets which usually resulted in price cutting.

4. To secure outlets which individual growers could not service because of insufficient volume of the desirable market weights.

5. To establish a brand name by which the association could build a reputation for Ohio-grown turkeys to better compete with out-of-state brands.

6. To conduct a sales program throughout the year. Orderly marketing would be provided through a storage program to ~~provide~~ market outlets for heavy toms as well as fryer-

roaster turkeys.

7. To benefit the entire turkey industry because of the stabilizing influence of the storage program, even though the association expected to market only a small percentage of the total volume of turkeys sold in Ohio.

DESCRIPTION OF THE MARKETING PROGRAM

Organization Plans

In June, 1953, the following program was presented at a meeting of nearly 150 growers.

1. The association was incorporated as a producers' marketing cooperative under the cooperative laws of Ohio, with the requirement that each member purchase one share of common stock of $100.00 par value. The share of stock was purchased when the grower joined the association.

2. Additional working capital was raised by sale of certificates of investment to members and others having an interest in the marketing program. Members were required to purchase a $100.00 certificate of investment for each 1,000 birds marketed through the association. Certificates were interest-bearing and were to be redeemed when the association had sufficient working capital. It was planned that the association would raise $30,000.00 to $40,000.00 from sale of stock and certificates of investment during the 1953 marketing season, the first year of operation.

3. The association was governed by a Board of Directors elected from the membership. The state was divided

into four districts. Two members on the Board of Directors were elected from each district, with one member a director at large, or a total of nine directors. Four directors were elected for one-year terms and four directors for two-year terms. The director at large was elected for one year.

4. The association hired a full-time general manager.

5. The association made contracts with various processing plants to process, package, freeze, and deliver to cold storage warehouses all the turkeys that were consigned by members to the association.

6. Processors agreed to provide the processing service including freezing and delivering to the cold storage warehouse (for $5\frac{1}{2}$ cents "ready-to-cook" weight).

7. The association furnished the bags and boxes printed with the association label to the processors.

8. The association sold the birds to established wholesale outlets, including chain store buyers. Costs in addition to those for processing and packaging were: (1) selling, 1 cent per pound; (2) reserve for operating capital, $\frac{1}{2}$ cent per pound; (3) transportation and storage were extra; (4) the $\frac{1}{2}$ cent per pound for operating capital was to be revolved and returned to members when the association had sufficient operating capital.

9. The association agreed to advance sixty per cent of the market value at the time of delivery of the turkeys, less processing and packaging charges. This advance was paid after the processed turkeys reached the cold storage

warehouses and warehouse receipts were issued to the association. This procedure applied to both hens and toms. The association then could borrow on the official warehouse receipts. The balance was paid after all birds in the particular pool were sold. After the first year, individual producers' lots were sold and returned to the producer, based on the selling price of each lot.

10. All birds were graded according to grades established by the Board of Directors. Separate pools were established based on the time the turkeys were processed for the months of September, October, November, and December. After January 1, the length of the pool period depended upon the type and volume of birds consigned to the association for processing and selling.

11. The association established a brand name for grade "A" turkeys.

12. The association marketed only turkeys from producers who were members of the marketing association.

13. Members were asked to make tentative commitments by June 15, after the first marketing season, as to the number and sizes of birds they planned to market through the association during the year.

14. Flocks were scheduled for processing well ahead of marketing time so that producers knew in advance when and where their birds were to be processed.

15. A year-round marketing program for fryer-roaster turkeys was attempted.

The 150 growers attending the organization meeting represented a tentative production of 529,400 turkeys that year, which represented nearly 27 per cent of the actual production in Ohio for 1953. Thus it was demonstrated, beyond a doubt, that leading turkey producers were interested in their marketing problem. During the meeting, 45 producers agreed to become members and indicated a willingness to support the organization, immediately pledging an average of $500.00 per member to provide capital to get the association incorporated. Plans were made to complete the incorporation procedure and to start operations by October 1, 1953.

The Finance Committee had indicated that it would take a minimum of $50,000.00 to provide office equipment and packaging materials. With this amount of working capital, producers could not be paid for their turkeys until after they were sold. After the sale of each producer's lot of turkeys, an advance of about sixty per cent of the net market value was made to the producers. The balance was not paid until the entire pool was sold.

At an early meeting of the Board of Directors, Herbert Beyers, General Manager of Norbest Turkey Growers Association, Salt Lake City, Utah, suggested that the Ohio Turkey Growers Marketing Association become an associate member of the Norbest organization. At that time, Norbest had accrued nearly $1,000,000.00 in operating capital plus open credit with private banks and banks for cooperatives of around $5,000,000.00. Thus Norbest was in financial

position to finance consignments of turkeys if the association desired to sell turkeys through the Norbest sales organization. The attorneys employed by Norbest were in a position to give opinions on legal matters. Their accountants were available for help in setting up a recommended bookkeeping system for cooperatives. Norbest could also provide weekly market information as to price trends in major terminal markets by telephone and letters. This type of service was provided to marketing cooperatives that would become associate members of Norbest.

Norbest's fee for this service was one-fourth cent per pound to be paid by the association on all turkeys sold in Ohio by the association. For sales outside Ohio by the Ohio Association, Norbest was to receive one cent per pound. This fee was to protect their sales agency from competition by their own associate members. The extra fee of 3/4 of a cent for out-of-state sales made it difficult to sell in competition with their sales agencies located in principal terminal markets.

The penalty of 3/4 of a cent per pound for out-of-state sales, plus the fact that the Salt Lake City office was too great a distance away to get rapid service on financing through the surrender of warehouse receipts, made the associate membership in Norbest impractical. The Ohio association continued as an associate member for only the first year of operation. However, no turkeys were consigned to the Norbest sales organization for selling during the 1954 marketing season.

Marketing Charges:

Marketing charges based on oven-ready weights were set up as follows:

1.	Processing all sizes of turkeys	4½ cents per pound
2.	Packaging (bags and boxes)	2 cents per pound
3.	Freezing	½ cent per pound
4.	Transportation to the freezer	½ cent per pound
5.	Selling	1 cent per pound
6.	Operating capital reserve	½ cent per pound

In the first year of operation when the pool method of selling was in effect, any storage charges against any lot of turkeys in the particular pool were merely added and charged in the expense against the pool. During the time the pool method of selling was used, the average expense, including the storage and the ½ cent operating reserve, was 9½ cents.

After operating four months under the pool arrangement, the Board of Directors decided to make settlement to individual producers on the actual price their turkeys sold for, minus the marketing charges and actual storage charges. Many members objected to the pool method of selling. They felt they should receive the actual price the individual lots of turkeys sold for, minus the marketing costs. The pool method had proved to be time consuming both from a bookkeeping standpoint and from the fact that final returns to producers had to be delayed until all the turkeys in that

particular pool had been sold. Producers did not like the long wait for final settlement.

To simplify bookkeeping and to speed up final settlement with producers, a Cardex system was set up. All information on processing, including number of turkeys, weight class, etc., was recorded on a producer's card for each lot of turkeys handled by the association. When the lot was sold, the card was reversed and the sales information was recorded, including the date, buyer, and amount, which made it easy to transfer the information to the producer's settlement forms. This change in method of selling and records greatly simplified the office work. Instead of charging actual storage against each lot of turkeys, a charge of one cent was added to the marketing ~~charges~~ to cover the storage charges for sixty days after the turkeys were processed. Thus a total charge of 10 cents per pound was made on all turkeys sold within 60 days of processing.

Financing

During the two years of operation there was a total of 75 members ~~at~~ $100.00 ~~per~~ share of common stock. By issuing certificates of investment through the assessment of $100.00 per thousand turkeys marketed, plus the one-half cent per pound deducted for operating reserve, a total of $28,000.00 was raised. With such limited financing, it was difficult to purchase boxes in sufficient quantity to make savings on volume purchasing. The larger box companies refused to sell the association on credit. However, one

smaller company designed a box for the association and was willing to extend some credit.

Procurement

One of the objectives that marketing authorities had emphasised to the members was that a quality product was a "must" in order to establish a good reputation for the product of the association. Whenever possible, the manager or the custom processor checked the turkeys for feather maturity, fleshing, and the amount of finish before processing. This was necessary, especially early in the season for the producers for the most part had been selling alive and had very little appreciation of the quality factors necessary for a turkey that would grade "A" after it was processed.

Processing

As turkeys were custom processed in several plants, it was difficult to keep the grading up to uniformly high standards. Five of the plants were owned by members of the association, two of whom did an excellent job of processing and grading. During the first year of operation, seven different plants processed turkeys and in the second year five plants processed turkeys for the association. Uniform grading was difficult because the graders were employed by the plant and not by the association.

Figure 1 shows the location of the five processing plants that processed turkeys for the association in 1954 and the location of the 34 active turkey growers during that year.

FIGURE I. LOCATION OF PROCESSING PLANTS AND ACTIVE MEMBERS 1954

● LOCATION OF PROCESSING PLANTS

+ REPRESENTS LOCATION OF AN ACTIVE MEMBER

Selling

All of the major chain store organization meat buyers and the large wholesalers in Cleveland, Columbus, Toledo, and Cincinnati were contacted ahead of the time the association started operating. It was through these contacts, and prospective buyers directed to the association by members. that the sales program was developed.

Market outlets in Ohio included Columbus, Cincinnati, Cleveland, Akron, Canton, Youngstown, and Toledo. Sales during the two years outside Ohio indluded Detroit, Michigan; Albany, New York; Pittsburgh, Pennsylvania; Washington, D.C.; and Miami, Florida.

During the first year of operation the association marketed 81,019 turkeys, totaling 1,013,522 pounds, for 40 producer members, netting a total of $426,202.76 returns to growers after all deductions. In addition, $5,176.00 was assigned to the members' credit as operating reserve. After paying all expenses the first year of operation, there was a balance of $17.23 undistributed savings, in addition to the ½ cent per pound which had been accumulated in the operating reserve. This indicated that the marketing charges had been set at the right level as the actual cost of performing the marketing functions provided by the association.

Table 2 shows the volume marketed through the association during the 1954 marketing season. There was an increase of 1,174 turkeys and 182,235 additional pounds marketed as compared to 1953. This volume netted the members $394,199.72

TABLE 2. NUMBER, POUNDS, READY-TO-COOK AVERAGE WEIGHT, GRADE, AND AVERAGE READY-TO-COOK PRICE RECEIVED FOR TURKEYS MARKETED THROUGH OHIO TURKEY GROWERS ASSOCIATION DURING THE 1954 MARKETING SEASON.

CLASS	GRADE	NUMBER	VOLUME*	READY-TO-COOK AVERAGE WEIGHT	GRADE A & B	TOTAL RECEIVED**	READY-TO-COOK AVERAGE PRICE
			pounds	pounds	per cent		cents per pound
HENS	A	27,310	311,888	11.42	92.7	$ 122,042.87	39.1
	B	2,024	24,429	12.07	7.3	6,789.48	28.0
TOMS	A	36,689	718,381	19.90	94.3	219,069.02	30.5
	B	2,373	42,728	18.01	5.7	10,222.69	23.4
FRYERS	A	12,556	89,473	7.13	91.0	33,239.11	37.1
	B	1,241	8,828	7.61	9.0	2,836.55	32.1
		82,193	1,195,757			$ 394,199.72	

*Ready-to-Cook Weight

**Net returns to producers after processing, packaging, freezing, storage, transportation, and selling costs were deducted. The one-half cent per pound operating reserve was not deducted.

or $32,003.04 less than the volume marketed in 1953, due to lower turkey prices. However, the ½ cent per pound operating reserve of $5,978.79 was not deducted on the volume handled in 1954. While the increase in production in the United States in 1954 was 9,401,000 turkeys, production increased in Ohio 988,000 over the 1953 figure.

The membership in the association totaled 75 members. Forty members marketed turkeys through the association in 1953. Sixteen who marketed through the association in 1953 did not do so in 1954. Only 34 members marketed turkeys through the association in 1954, but they consigned a larger total number of turkeys. Twenty-four members did not consign turkeys either of the two years of operation. In most instances, the reason given by this inactive group for joining was that they felt it was a good program and wanted to support it. In addition, they felt that they could fall back on the association if another outlet were needed.

In the group of 16 that dropped out of the association after the first year, the reasons given at the time of withdrawal were: (1) A higher net price had been expected, (2) final payment was often delayed too long after birds were processed, and (3) dissatisfaction with the percentage of turkeys that graded "A."

Some of the complaints about price were the result of several marketing only toms. These were held in storage and were later sold on a declining market. Furthermore, additional storage charges reduced the net price to the producers.

One producer openly accused the processor of switching the birds because he thought he delivered higher quality toms than the grade report reflected. In fact, one producer threatened to bring suit against the association if money invested in his membership and certificate of investment was not immediately returned. He had made one shipment through the association and was very dissatisfied with grade and price received. Records showed that this particular producer had not attended any of the preliminary educational or organizational meetings but joined because he thought it was a way to net a much higher price for his turkeys.

THE ANALYSIS OF ONE YEAR'S OPERATION

In an attempt to interpret the results of the marketing program to the producer in providing marketing service, the following questions were raised:

1. Was it more profitable or less profitable to market turkeys through the cooperative marketing program, rather than to market them alive? (the customary alternative at the time)

2. Did the association consistently return more or return less than the average quoted live prices for Ohio markets?

3. Did the prices received show any relationship between the month of processing and the period of selling?

4. Was there a definite relationship between the prices of the different weight classes of turkeys and the time of year they were actually marketed?

5. Was there a correlation between the volume of sales units and the prices received per pound?

Procedure

The data used in the study were taken from the producers' and sales records for the 1954 marketing season, involving 34 producers. The sales were divided into three marketing periods: November, December, and January and later. The processing periods were: (1) before September, (2) September, (3) October, (4) November, and (5) December.

The breakdown on ready-to-cook weight sizes included:

Fryers	4 pounds to 9 pounds
Hens	8 pounds to 9 pounds 15 ounces
Hens	11 pounds to 11 pounds 15 ounces
Hens	12 pounds to 13 pounds 15 ounces
Hens	14 pounds - - up
Toms	Under 16 pounds
Toms	16 pounds to 19 pounds 15 ounces
Toms	20 pounds to 23 pounds 15 ounces
Toms	24 pounds and up

The data were taken from the 1954 market year records, rather than the first year of operation (1953) because the pool method of selling was used with the pool based on the month of processing. Information as to the month the turkeys

were sold was not kept in 1953 except on individual sales invoices. To secure the information from the pools would have been very difficult. In the second year of operation, with the use of the Cardex system of record keeping of processing and marketing information, it was possible to get the pertinent information. In addition, the average marketing charge of ten cents per pound ready-to-cook weight was established. This made the net price available without extensive calculations on each pool for each grade and weight size for hens, toms, and fryers. On turkeys held over to January and later marketing periods, the extra storage charges were added.

The 34 members who were active in 1954 were contacted in 1958 to see if they had kept actual live prices which they had received in 1954. Only a small number indicated they had records of live prices on turkeys sold alive in 1954. Therefore, the live prices for October, November, and December were taken from the special turkey market report published daily in Chicago for Cleveland, Columbus, and Cincinnati by the United States Department of Agriculture. Production and Marketing Administration, Dairy and Poultry Market News Service, Chicago, Illinois. The January price was estimated from the average price reported in Ohio for both hens and toms as given by the Federal State Crop Reporting Service, Columbus, Ohio.

These live prices are shown in Table 3 below.

TABLE 3. AVERAGE PRICES FOR LIVE TURKEYS QUOTED IN CLEVELAND, COLUMBUS, AND CINCINNATI MARKETS DURING OCTOBER, NOVEMBER, AND DECEMBER, 1953 and 1954.

MONTH	HENS CENTS PER POUND		TOMS CENTS PER POUND		FRYERS CENTS PER POUND	
	1953	1954	1953	1954	1953	1954
October	37.3	31.0	32.1	24.3	36.1	32.0
November	38.7	30.4	31.3	23.8	41.0	32.6
December	40.6	35.2	31.4	23.6	40.3	30.0*

Source: Data from Special Turkey Market Report, United States Department of Agriculture Dairy and Poultry Market News Service, Chicago, Illinois, 1953 and 1954.

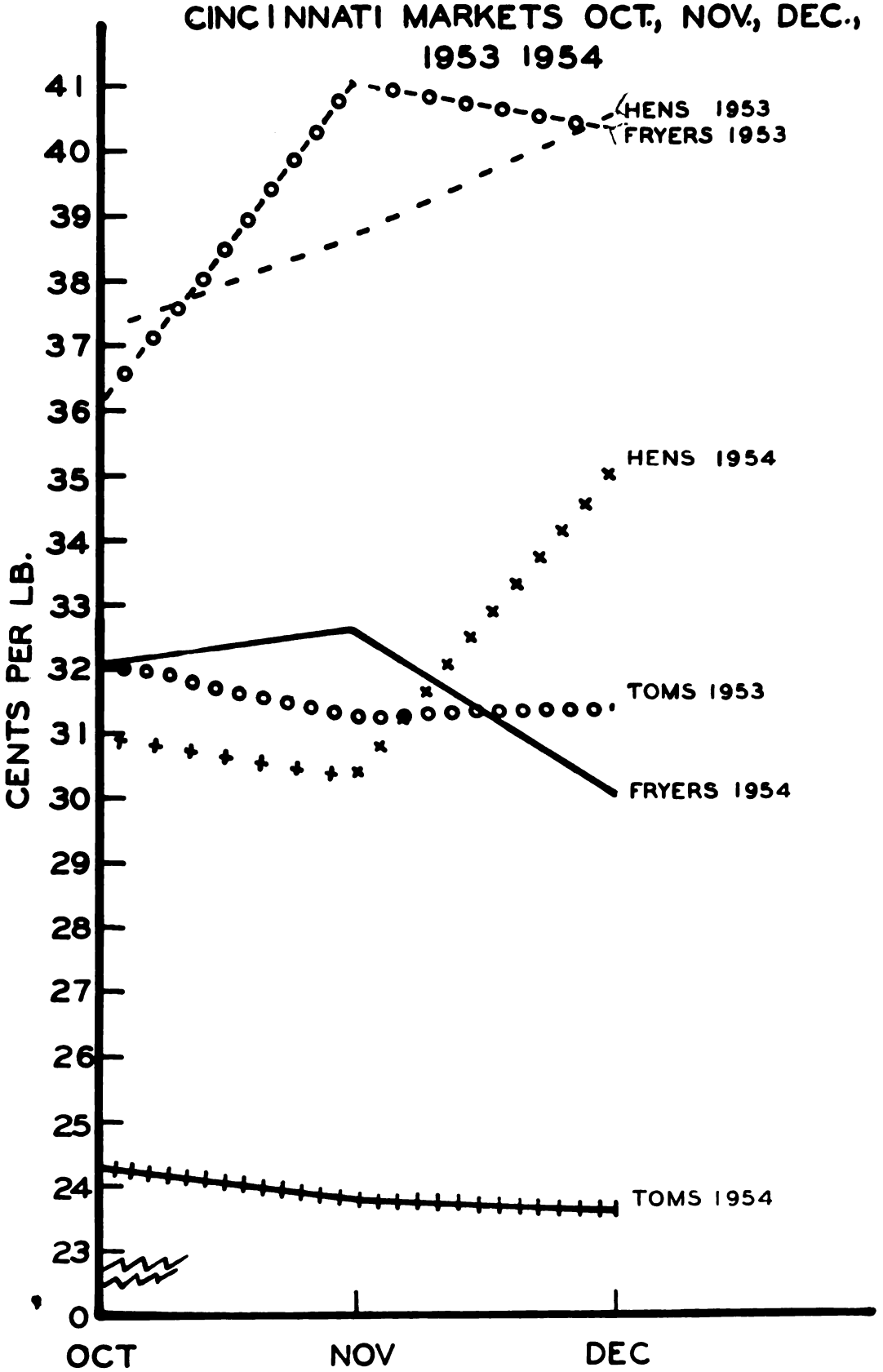
*No fryer price quoted on the live market. Average price from Federal State Crop Reporting Service, Columbus, Ohio.

Figure 2 and Table 3 show that live prices for toms were relatively stable during October, November, and December during 1953 and 1954 while hens in 1953 advanced 3.3 cents from October to December and 4.2 cents from October to December in 1954. Fryer prices advanced 4.9 cents between October and November, 1953, but showed a slight decline from November to December in 1954.

To answer the question whether it was more profitable or less profitable to market turkeys through the association than through live buyers, it was necessary to convert the actual ready-to-cook prices received to live weight price equivalents. This was done by determining the average ready-

FIG. 2

AVERAGE QUOTED LIVE TURKEY PRICES FOR CLEVELAND, COLUMBUS, AND CINCINNATI MARKETS OCT., NOV., DEC., 1953 1954



to-cook yield and converting the prices received for ready-to-cook weight to a live weight price equivalent.

In Table 4, the live and ready-to-cook weights were taken from selected producers' processing records where turkeys had been weighed alive on or near the farm. These yield records were secured on 33.00 per cent of the turkeys marketed through the association in 1954. The ready-to-cook per cent yield in the fryers was higher than would be expected and was due to the fact that practically all of the live weights were secured from shipments of toms of the large white breed of turkeys. The hens in these flocks were grown to maturity.

TABLE 4. LIVE WEIGHT, READY-TO-COOK WEIGHT, AND DRESSING PERCENTAGES ON SELECTED LOTS OF TURKEYS*

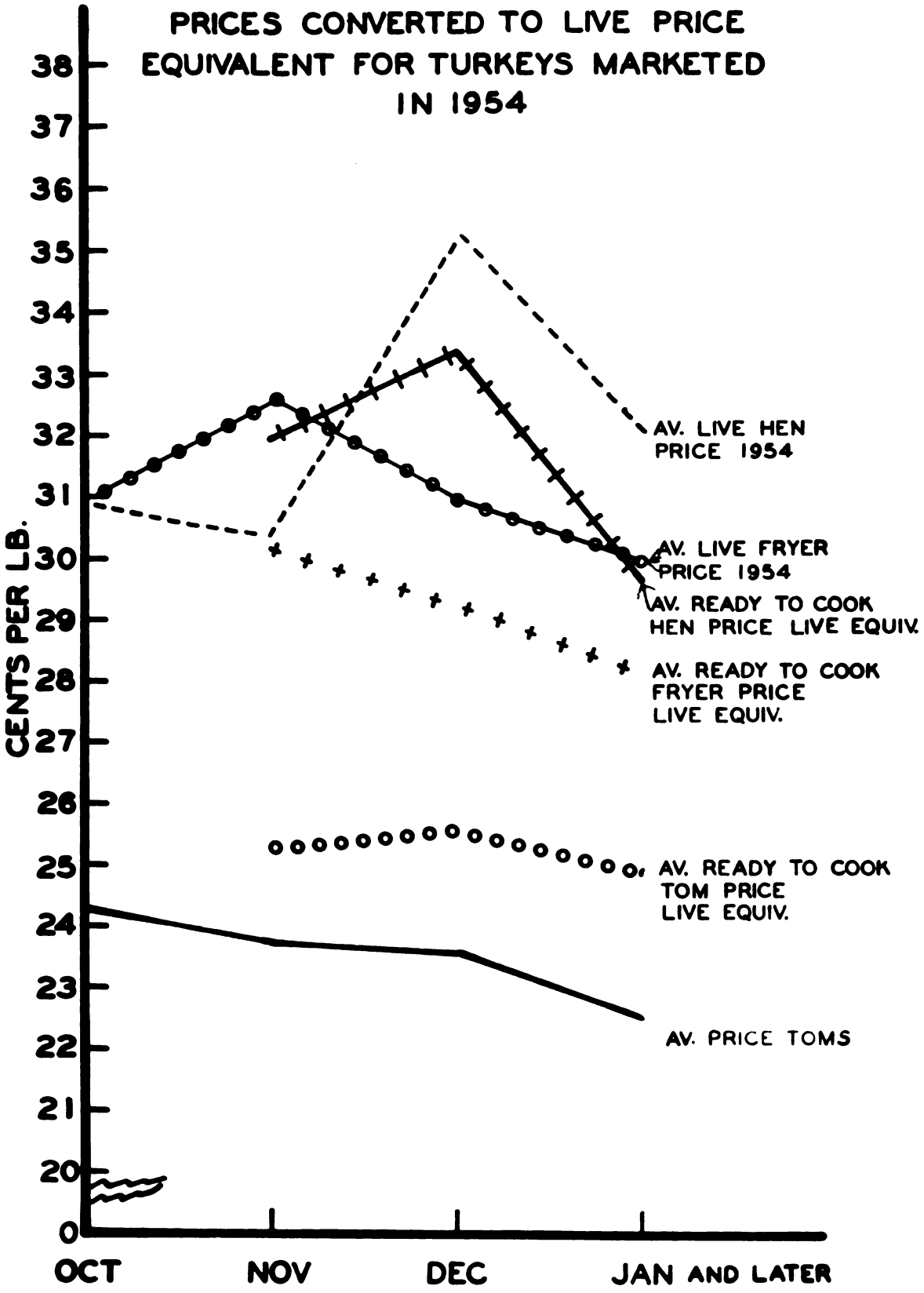
	NUMBER	TOTAL POUNDS LIVE WEIGHT	LIVE WEIGHT PER BIRD	TOTAL READY-TO-COOK WEIGHT	AVERAGE READY-TO-COOK WEIGHT PER BIRD	PER CENT READY-TO COOK WEIGHT OF LIVE WEIGHT
	head	pounds	pounds	pounds	pounds	per cent
HENS	7,356	121,549	16.5	100,228	13.6	82.5
TOMS	14,904	388,147	26.0	321.720	21.6	83.0
FRYERS	4,905	48,690	9.9	39,160	8.0	80.5
TOTAL	27,165	558,386		461,108		

*Data from selected producers' shipments weight alive at the farm

Table 5 shows live prices quoted for Cleveland, Columbus, and Cincinnati during October, November, and December, 1954, from the Special Turkey Market Report, United States Department of Agriculture, Dairy and Poultry Market News

FIG 3

COMPARISON OF AVERAGE QUOTED LIVE PRICES AND READY TO-COOK PRICES CONVERTED TO LIVE PRICE EQUIVALENT FOR TURKEYS MARKETED IN 1954



Service, Chicago, Illinois, and the estimated average live prices for Ohio in January, 1955. The January prices were calculated from the average live prices for both hens and toms provided by the Federal State Crop Reporting Service, Columbus, Ohio. The ready-to-cook price on a live equivalent basis was calculated, using the average yield percentages shown in Table 3, in order to convert ready-to-cook weight and price to a live weight and live price equivalent.

The average live price was calculated from the delivered prices at the markets in Cleveland, Columbus, and Cincinnati. The average ready-to-cook prices were calculated F.O.B. at the processing plants to make the comparisons comparable. The producers were required to truck their turkeys to the processing plant or pay the transportation charges from the farm to the processing plant when the association arranged for the trucking. (See figure 3.)

For the hens marketed in 1954, the ready-to-cook price (live price equivalent) exceeded the average quoted live price during November only when the ready-to-cook price was 1.5 cents per pound higher than the live price.

For example, the average grower received 31.9 cents per pound for oven-ready hen turkeys consigned to the association that were sold during December, 1954. If the turkeys had been sold to a live buyer at the quoted live price delivered to the terminal markets, 30.4 cents per pound would have been received.

TABLE 5. DIFFERENCE IN AVERAGE QUOTED LIVE PRICES AND READY-TO-COOK PRICES CONVERTED TO LIVE PRICE EQUIVALENT FOR THE 1954 MARKETING SEASON.

MONTH	HENS			TOMS			FRYERS		
	Live Price	Ready-to Cook Price[1]	Difference	Live Price	Ready-to Cook Price[1]	Difference	Live Price	Ready-to-Cook Price	Difference
	cents			cents			cents		
October	31.0			24.3			32.0		
November	30.4	31.9	⁄1.5	23.8	25.3	⁄1.6	32.6	30.2	-2.4
December	35.2[2]	33.3	-1.9	23.6[2]	25.6	⁄2.0	31.0[2]	29.3	-1.7
January	32.0[2]	29.6	-2.4	22.5[2]	24.9	⁄2.4	30.0[2]	28.2	-1.8

[1]Ready-to-cook price converted to live price equivalent using average yield figures from Table 4.

[2]Estimated from average live prices for Ohio, January, 1955, Federal State Crop Reporting Service, Columbus, Ohio.

During December and January, the ready-to-cook hen price (live price equivalent) was 1.9 and 2.4 cents less, respectively. The sharp rise in live hen prices was responsible for the live prices being more favorable than the ready-to-cook price. January hen prices declined due to reduced demand for hens after the holiday season.

A high percentage of the hens were delivered to the processing plants by members prior to December as evidenced by the fact that the association handled only 1,950 hens during December, 1954, as compared to 6,461 hens in November.

In the case of toms, the ready-to-cook prices (live price equivalent) exceeded the average quoted Ohio live price by 1.5, 2.0, and 2.4 cents per pound for November, December, and January, respectively. This indicated that holding toms until January or later netted 2.4 cents per pound more than the average quoted live price for January.

The ready-to-cook price received for fryers failed to equal the average (live price equivalent) for any period they were marketed. Therefore, it is questionable whether the extra cost of packaging and freezing to sell fryers frozen rather than in fresh form was justified.

It was hoped that a year-round fryer marketing program on a fresh basis could be developed. However, the price level was not favorable enough to encourage fryer production during the winter and early spring months.

Even though ready-to-cook prices in the case of hens during December and January and fryers in November, December,

and January did not equal the average live price, the fact that the flocks were processed at maturity which reduced the cost of additional feed for carrying the birds to a later period was a distinct advantage. In addition, holding turkeys through more severe weather in December and January involved greater risk of losses, which likewise would have increased production costs.

The results of analyzing the data on the basis of comparison of the ready-to-cook price received for the turkeys marketed through the association and the quoted average price converted to the ready-to-cook price equivalent are summarized in Table 6. The live prices and the percentage yield were taken from Tables 3 and 4. For example, the average quoted live hen price for November was 30.4 cents, which divided by the percentage yield of 82.5 per cent for hens gives the calculated ready-to-cook equivalent price of 36.8 cents. Converting the average quoted live prices to ready-to-cook equivalent prices gives a direct comparison between ready-to-cook prices received and the quoted live prices, which are referred to as break-even prices in this discussion.

The sales were divided into the November, December, and January sales periods by weight classes. Some fluctuation was observed in the prices received for the various weight classes. In the case of the hens, the price pattern was relatively uniform for all weight classes except the 14 pound and up group that were marketed during November. This weight

class involved only 857 birds and all were sold to a buyer who was willing to pay a premium for heavy weight hens of excellent quality for a special order.

The live price (ready-to-cook equivalent) reflected the sharp rise in the live hen price during December. Another interesting fact is that the price pattern for hens 12 pounds to 13 pounds 15 ounces was higher for all sales periods than the 10 pound to 11 pound 15 ounce weight class. Otherwise the price pattern for the different weight classes was actually in the price relationship that would be expected, namely, that lighter weights are usually higher priced.

Table 6 reveals that it was not profitable to hold hens processed in any of the processing periods into January or later, because the ready-to-cook prices received fell faster than the live price (ready-to-cook equivalent). However, practically all of the hens were from one producer who held them too long and failed to get them marketed alive for the Christmas season trade. They were then consigned to the association and processed after the Christmas holiday.

In addition to the depressed price received, a storage charge of .8 cent per pound was assessed on the lots of hens sold during the sales period of January or later. Figure 4 shows graphically the price relationship of hens for the various weight classes (ready-to-cook prices received) and the average live price (ready-to-cook price equivalent). The live price converted to ready-to-cook equivalent is the average breakeven price.

FIG 4

COMPARISON OF READY TO-COOK PRICES AND AVERAGE LIVE PRICES READY TO COOK EQUIVALENT RECEIVED FOR HENS DURING THE 1954 MARKETING SEASON

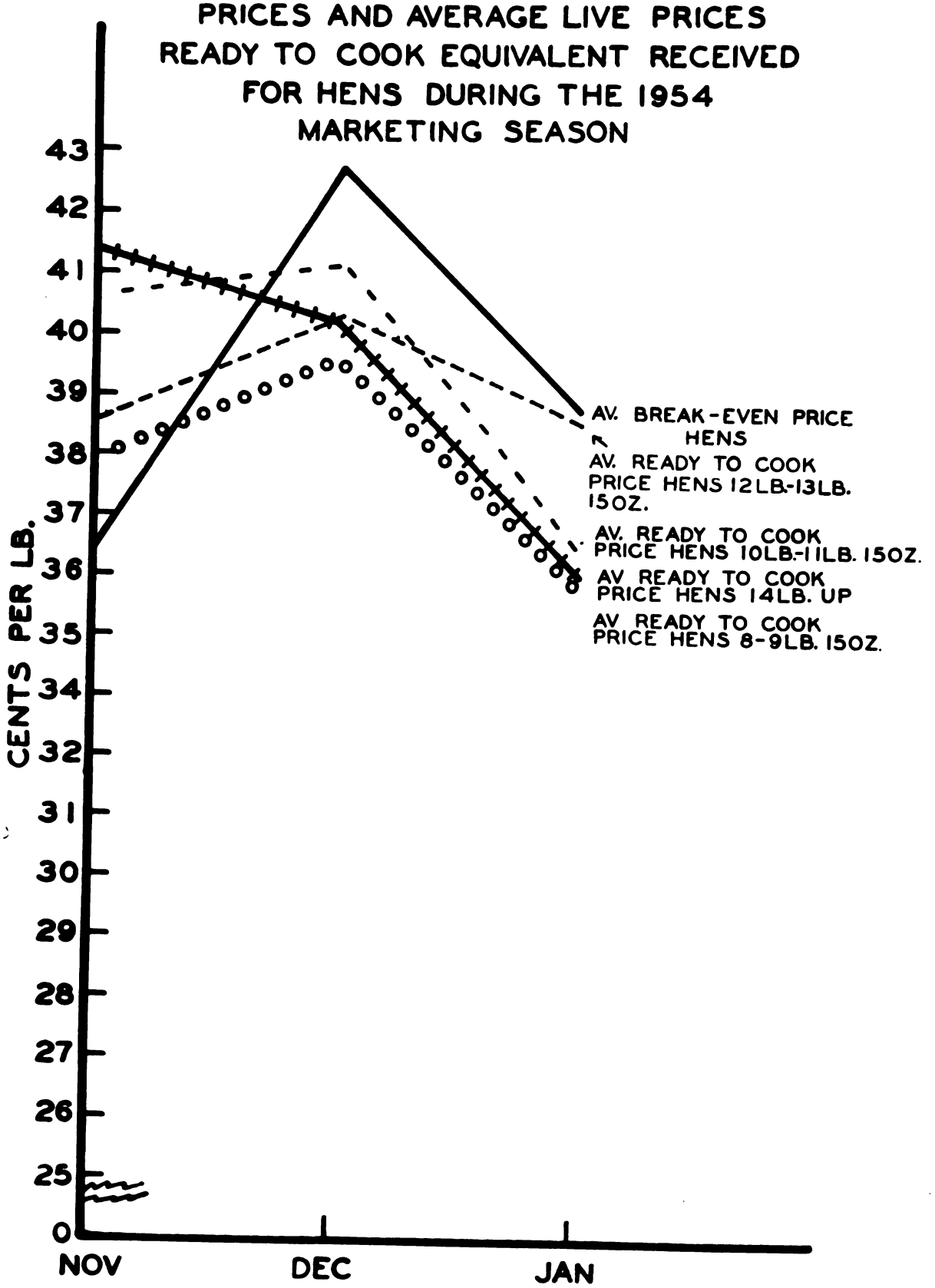


Table 6 shows that the net price received for toms of all weights during the three marketing periods was greater than the average live price (ready-to-cook equivalent). There were two distinct price patterns, the toms in the weight classes under 16 pounds and less than 20 pounds falling into one pattern and the 20 pound and up falling into the other pattern. Figure 5 shows the price relationship between the different weight classes of toms and the average live price (ready-to-cook equivalent). The price line was flattened, showing less change during the three marketing periods. One exception to this was that chain stores tended to bid higher for the toms in the weight classes under 20 pounds for retail trade at Christmas. Later the price of these lighter weights was depressed due to less demand for toms of the lighter weights. The cost of holding heavy toms 24 pounds and up into the January and later marketing period was 0.75 cents per pound, slightly below that for hens.

The ready-to-cook fryer price was 2.6, 2.1, 2.1 cents below the average live price (ready-to-cook equivalent) for the November, December, and January and later marketing periods. (See Figure 6.)

By using the average ready-to-cook prices received for Grade A turkeys for the three marketing periods, in comparison to the average live price (ready-to-cook equivalent) the net gain for 311,888 pounds of hens was $916.98 or .029 cent per pound. For the 718,381 pounds of toms, the net gain was $15,951.76 or 2.2 cents per pound. For the 89,473 pounds of

fryers, there was a loss of $2,690.97 or 3 cents per pound. Due to the fact that there was only a small percentage of Grade B turkeys marketed, they were not included in the comparison. Thus, on the total volume of 1,196,767 pounds of Grade A turkeys there was a margin of $14,167.77 or 1.2 cents per pound in favor of marketing through the association for the 1954 marketing season.

For the producers who consigned fryers to be sold during any of the sales periods or consigned hens that were sold in the selling periods of December and January, the participation in the program meant a lower price than they could have received if they had sold their turkeys at the quoted live prices. On the other hand, those who consigned toms that were sold during any of the marketing periods realized a greater price than the average live price.

Statistical analysis, using Chi Square, was used to determine if there were significant differences in the ready-to-cook prices received for the various weight classes, as compared to the break-even prices which were calculated from the average quoted live prices converted to ready-to-cook price equivalent. There were not significant differences in any of the comparisons.

Although statistically there were no significant differences in ready-to-cook prices received and the quoted adjusted live prices, from a practical standpoint the average producer would have benefited if the net price received had been only 1/4 to 1/2 cent per pound above the price that

could have been secured through alternative methods of marketing. While the quality program was not in effect long enough to build a good reputation for the association brand of turkeys, the producer did receive a price in proportion to the quality of turkeys he delivered to the processing plant. The advantages of processing at the time of maturity and decrease of risk by not having to hold the turkeys longer before marketing are advantages difficult to measure from a marketing standpoint, but nevertheless important.

Due to lack of sufficient producer support and their unwillingness to provide adequate financing, it was decided to terminate the operation of the marketing association after the close of the 1954 marketing season. The association was then dissolved without loss of investment to members.

TABLE 6. TOTAL SALES BY MARKET PERIODS OF GRADE A TURKEYS, AVERAGE READY-TO-COOK PRICE RECEIVED, COMPARED TO BREAK-EVEN PRICE (BASED ON QUOTED LIVE PRICE CONVERTED TO READY-TO-COOK PRICE EQUIVALENT) DURING THE 1954 MARKETING SEASON.

	NUMBER	NOVEMBER VOLUME	AVERAGE PRICE	AVERAGE BREAK-EVEN PRICE *
		(pounds)	(cents)	(cents)
Hens				
8 lb.				
9 lb. 15 oz.	929	8,211	40.6	36.4
10 lb.				
11 lb. 15 oz.	5,741	64,062	37.9	36.4
12 lb.				
13 lb. 15 oz.	4,444	57,539	38.7	36.4
14 lb. up	1,204	15,433	41.4	36.4
Toms				
Under 16 lb.	758	11,390	31.3	28.6
16 lb.				
19 lb. 15 oz.	4,130	74,130	30.5	28.6
20 lb.				
23 lb. 15 oz.	2,638	54,236	30.3	28.6
24 lb. up	57	1,320	32.7	28.6
Fryers	9,837	70,212	37.8	40.4

*Break-even price calculated on ready-to-cook basis using average live prices and average yields.

TABLE 6a. TOTAL SALES BY MARKET PERIODS OF GRADE A TURKEYS, AVERAGE READY-TO-COOK PRICE RECEIVED, COMPARED TO BREAK-EVEN PRICE (BASED ON QUOTED LIVE PRICE CONVERTED TO READY-TO-COOK PRICE EQUIVALENT) DURING THE 1954 MARKETING SEASON.

	NUMBER	DECEMBER VOLUME	AVERAGE PRICE	AVERAGE BREAK-EVEN PRICE*
		(pounds)	(cents)	(cents)
Hens				
8 lb. 9 lb. 15 oz.	1,869	16,569	41.2	42.7
10 lb. 11 lb. 15 oz.	5,880	64,037	39.6	42.7
12 lb. 13 lb. 15 oz.	3,941	50,346	40.4	42.7
14 lb. up	647	9,301	40.2	42.7
Toms				
Under 16 lbs.	1,826	25,873	32.5	28.4
16 lb. 19 lb. 15 oz.	5,584	100,464	30.7	28.4
20 lb. 23 lb. 15 oz.	4,367	92,399	30.3	28.4
24 lb. up	771	19,072	32.6	28.4
Fryers	1,330	9,012	36.3	38.5

*Break-even price calculated on ready-to-cook basis using average live prices and average yields.

TABLE 6b. TOTAL SALES BY MARKET PERIODS OF GRADE A TURKEYS, AVERAGE READY-TO-COOK PRICE RECEIVED, COMPARED TO BREAK-EVEN PRICE (BASED ON QUOTED LIVE PRICE CONVERTED TO READY-TO-COOK PRICE EQUIVALENT) DURING THE 1954 MARKETING SEASON.

	JANUARY			
	NUMBER	VOLUME	AVERAGE PRICE	AVERAGE BREAK-EVEN PRICE **
		(pounds)	(cents)	(cents)
Hens				
8 lb.				
9 lb. 15 oz.	2,038	18,178	36.5	38.7
10 lb.				
11 lb. 15 oz.	239	2,578	35.8	38.7
12 lb.				
13 lb. 15 oz.	143	1,857	38.5	38.7
14 lb. up	235	3,507	35.9	
Toms				
Under 16 lb.	2,533	31,820	30.0	27.1
16 lb.				
19 lb. 15 oz.	3,808	71,457	28.2	27.1
20 lb.				
23 lb. 15 oz.	7,185	161,377	30.1	27.1
24 lb. up	3,032	75,142	31.9	27.1
Fryers	1,389	10,249	35.1	37.2

**January price calculated from average live hen and tom prices, Federal State Crop Reporting Service, Columbus, Ohio.

FIG 5

COMPARISON OF READY TO-COOK PRICES AND AVERAGE LIVE PRICES READY TO COOK EQUIVALENT RECEIVED FOR TOMS DURING THE 1954 MARKETING SEASON

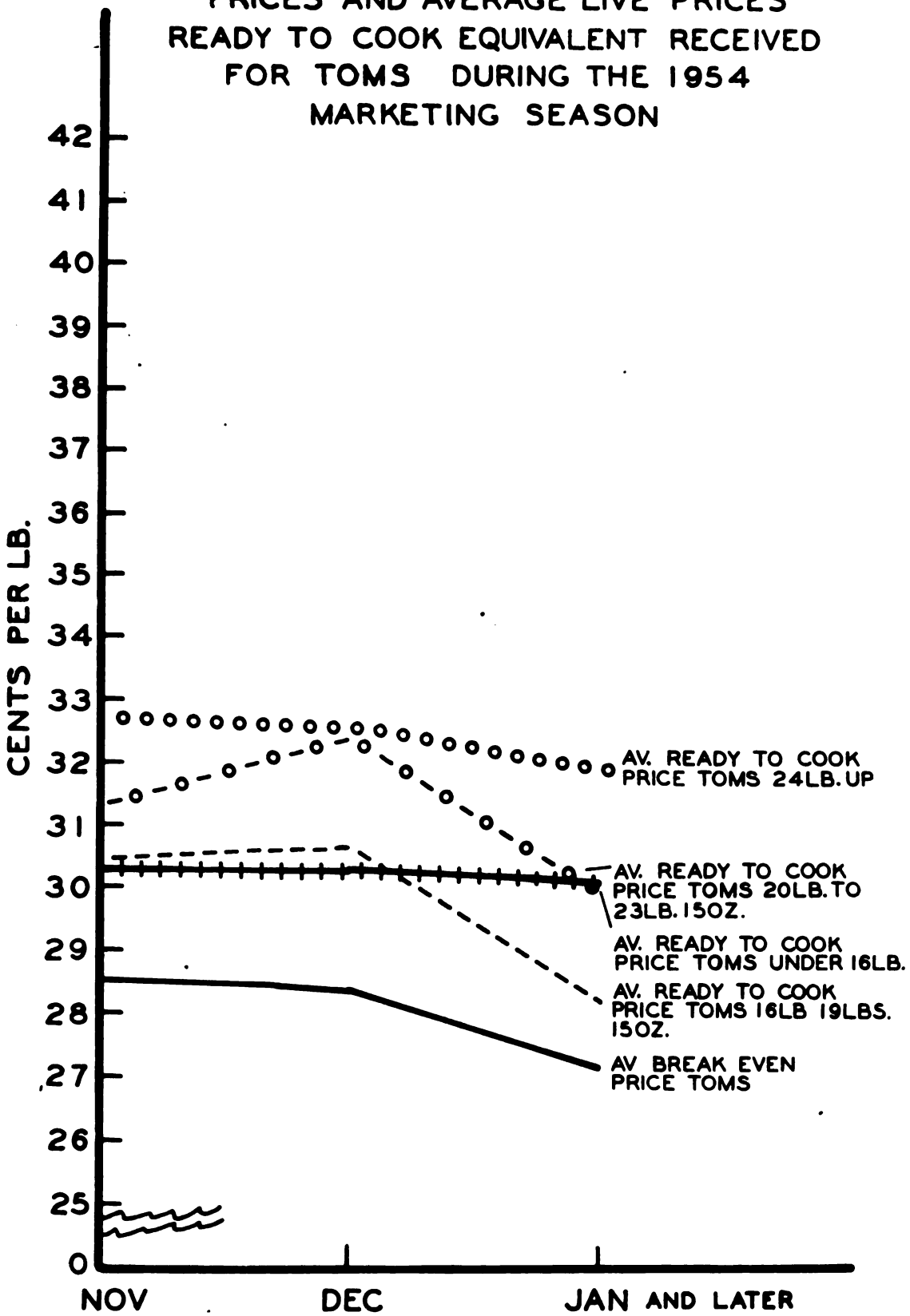


FIG 6

COMPARISON OF READY TO-COOK PRICES AND AVERAGE LIVE PRICES READY TO COOK EQUIVALENT RECEIVED FOR FRYERS DURING THE 1954 MARKETING SEASON

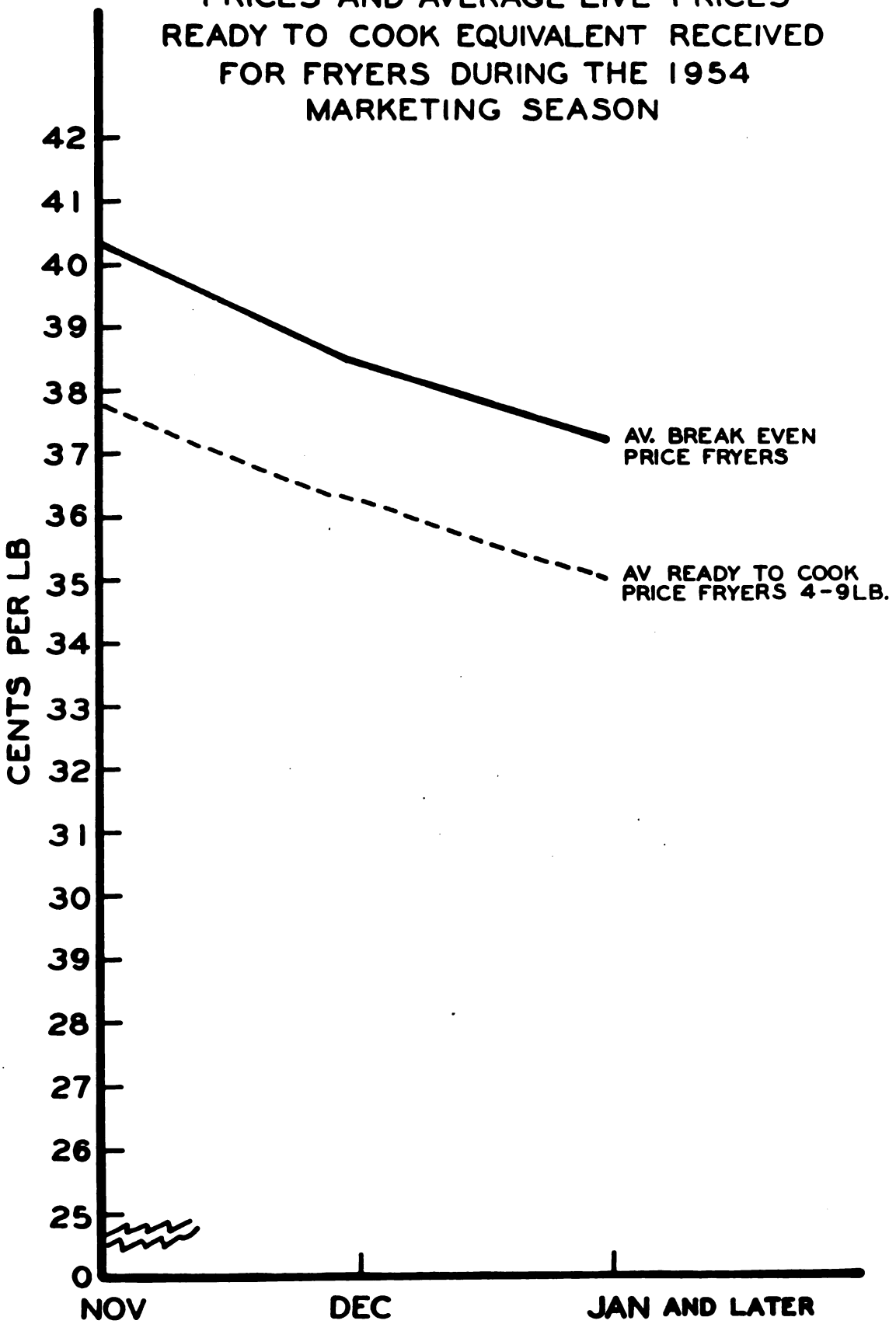


TABLE 7. SHOWING DISTRIBUTION OF SALES, AVERAGE READY-TO-COOK PRICE RECEIVED AND AVERAGE LIVE BREAK-EVEN PRICE (READY-TO-COOK EQUIVALENT), GRADE A TURKEYS, SOLD NOVEMBER AND DECEMBER, 1954, JANUARY AND LATER, 1955.

CLASS	TOTAL MARKETED	VOLUME	AVERAGE PRICE*	AVERAGE BREAK-EVEN PRICE **
	(pounds)	(pounds)	(cents)	(cents)
		NOVEMBER		
Hens	31,188	145,245	38.7	36.4
Toms	718,381	141,076	30.4	28.6
Fryers	89,473	70,212	37.5	40.4
		DECEMBER		
Hens		9,301	40.2	42.7
Toms		237,808	30.9	28.4
Fryers		9,012	36.3	38.5
		JANUARY AND LATER		
Hens		26,120	35.9	38.7
Toms		339,496	30.0	27.1
Fryers		10,249	35.0	37.2

*Price received ready-to-cook weight.

**Average live price (ready-to-cook equivalent) calcualted from average live price quoted and converted to ready-to-cook, using dressing percentage yields in Table 4.

Table 7 summarizes the total volume sold according to marketing periods for hens and toms and fryers and the comparison of ready-to-cook prices received and average quoted live prices (ready-to-cook equivalent).

RELATIONSHIP BETWEEN THE TIME OF PROCESSING AND SELLING FOR MAXIMUM RETURNS FOR VARIOUS SIZED BIRDS

Some of the members indicated at the time of consignment when they preferred to have the turkeys sold. In some instances, members who consigned hens in September or October asked that they be sold during December. Other members who consigned heavy toms preferred to have them sold after the holiday season when they felt the price for 24-pound and up toms would be higher. Other members left the time of selling to the discretion of the manager.

The relationship between the month of processing and the best month to sell from the standpoint of maximum return is summarized in Tables 1 through 9. (See appendix.)

Fryers 4 - 9 pounds

The fryers sold in November brought a higher price than those marketed during any other marketing period. Those processed before September and sold in November brought 38.6 cents per pound compared to September processing which brought only 36.8 cents per pound. This was due primarily to the quality of the fryers consigned to the association during the two months. September processed fryers sold in December brought only 36.3 cents per pound. Those processed in December and sold in January netted only 35.1 cents per

pound due to less demand after the holiday marketing period.

Hens 8 pounds - 9 pounds 15 ounces

The turkeys processed in September and sold in December brought 41.4 cents per pound as compared to those processed and sold in December which averaged 41.3 cents per pound. Birds processed in October and sold in December averaged 41.0 cents per pound. December proved to be the best selling period regardless of the processing period.

Hens 10 pounds - 11 pounds 15 ounces

The highest price received for turkeys of this class was for those processed in November and sold in December, averaging 41.8 cents per pound, followed by those processed in December and sold in December, averaging 39.4 cents per pound. January and later was the period in which the lowest average price was received. Hens in this class processed in November and sold brought the highest price.

Hens 12 pounds - 13 pounds 15 ounces

Hens in this weight class that were processed in December and sold in December brought 41.4 cents per pound. November processed birds sold in December brought 41.3 cents per pound, followed by September processing sold in December which brought 40.0 cents per pound. Those sold in January brought the lowest price regardless of period of processing. Those processed in November and sold in January brought 39.5 cents per pound whereas those processed in December and sold in January brought only 35.7 cents per pound. This was due to only a small number remaining to sell after the

holiday season.

Hens 14 pounds and up

Hens in this weight class processed in September and marketed in November brought the highest price, 42.4 cents per pound, followed by those processed before September and sold in November, bringing 41.7 cents per pound. Only a limited number of this weight class were sold in December and January or later. The birds processed in September were of excellent quality and sold at a premium to one buyer.

Toms under 16 pounds

Table 6 shows that the toms processed in September and sold in December brought an average price of 33.8 cents per pound, whereas toms processed in October and November and sold in December brought 33.5 and 33.3 cents per pound, respectively. December proved to be the best time to sell lightweight toms regardless of when they were processed.

Toms 16 pounds - 19 pounds 15 ounces

In this weight class turkeys processed in October and sold in December brought 33.7 cents per pound, followed by November processed turkeys sold in November bringing 31.9 cents per pound. Those processed in December and sold in December brought 31.0 cents per pound. The average prices for November and December were 30.5 and 30.7 cents per pound, respectively, indicating very little difference in prices received for the two markets.

Toms 20 pounds - 23 pounds 15 ounces

While toms in this weight class processed in November and sold in ~~November~~ December brought 33.3 cents per pound, those processed in December and sold in December brought 31.7 cents per pound, followed by those processed in September and sold in December, netting 31.3 cents per pound. The average for November and December was the same, 30.3 cents per pound, and January was only slightly below with an average of 30.1 cents per pound. From a practical standpoint, it did not make too much difference when turkeys in this weight class were sold.

Toms 24 pounds and up

Only 57 birds in this weight class were processed in September and November and marketed in November, and this was not a large enough sample for analysis. September, October, and November processed turkeys brought 32.5, 32.8, and 32.6 cents per pound, respectively, when marketed in December. January net prices averaged 31.9 cents per pound after a charge of .075 cents per pound storage. The demand for turkeys in this weight class was the reason the average price was higher and remained stable even after the holiday period.

One intangible factor was the cold storage location which had a bearing on the price received for turkeys sold after the holidays. Lots of turkeys stored in cold storage warehouses in Canton, Cincinnati, and Toledo were more difficult to sell than the lots stored in Cleveland. This

situation probably can be attributed to the larger number of volume buyers located in Cleveland than in the other cities. In some instances, it was necessary to truck the turkeys from these points to other warehouses, reducing the net price due by added storage, handling, and transportation charges.

The general relationship of time of sale for the different weight classes was as follows:

The lighter weight hens sold best in December, including 8 pounds to 9 pounds 15 ounces, 10 pounds to 11 pounds 15 ounces, and 12 pounds to 13 pounds 15 ounces weight range. In the 14-pound and up hens, slightly higher prices were netted in November.

Light weight toms sold best in December which included the birds up to 20 pounds. In the 20 to 23 pound 15 ounce and up and 24 pound and up weight classes the price averaged nearly the same for the three sales periods. (See appendix tables 1 - 9 for details.)

A COMPARISON OF VOLUME OF SALES AND PRICES RECEIVED

To determine whether there was a correlation between the volume of specific sales and price received, coefficients of correlation were calculated for the hens and toms by weight classes. As there were only a few sales of fryers 4 to 8 pounds, they were omitted from the analysis.

The results of the analysis is summarized in Table 8.

One explanation why the analysis failed to show a correlation between volume of sales and prices received was

due to the method of selling. The ready-to-cook turkeys were sold by producer lots regardless of how large or small the sale. In most instances, it was possible to get the same price for a large volume as for a small volume sale. There were times when certain producer lots were sold at a premium price due to the fact that they were above average quality.

Another explanation of the failure to show a correlation between volume of sales and price received was the shift in wholesale prices within a month. The variation in the type and quality of turkeys consigned by the members made it necessary to adjust prices for different lots of turkeys even though they all met the minimum grade requirements. ~~Then, too~~, frequently small lots more specifically fitted the needs of a particular buyer, but he was unwilling to pay a higher price for a small number of birds. In calculating the coefficient of correlation for the different weight classes as to volume of sales and price received, only the toms 16 to 19 pounds 15 ounces for November and the toms 24 pounds and up for December even approached the level of significance. For the toms 16 to 19 pounds 15 ounces, it was .2909 and the level of significance was .340. For the toms 24 pounds and up, it was .3945 and the level of significance was .532.

TABLE 8. COEFFICIENT OF CORRELATION OF VOLUME OF SALES vs. PRICE, NOVEMBER AND DECEMBER SALE PERIODS, HENS AND TOMS BY WEIGHT CLASSES FOR TURKEYS MARKETED DURING THE 1954 MARKETING SEASON

	NOVEMBER			DECEMBER		
WEIGHT CLASS	VOLUME	AVERAGE PRICE	COEFFICIENT OF CORRELATION	VOLUME	AVERAGE PRICE	COEFFICIENT OF CORRELATION
	pounds	cents		pounds	cents	
HENS						
8 lb. - 9 lb., 15 oz.	8,211	40.66	-.0392	10,266	41.05	.2779
10 lb. - 11 lb., 15 oz.	64,068	38.32	-.1945	64,307	40.71	-.0176
12 lb. - 13 lb., 15 oz.	57,542	38.37	-.1280	50,342	40.17	-.2342
14 lbs., and up	15,433	39.54	.2847	9,301	39.51	.3682
TOMS						
Under 16 lbs.	22,617	30.01	.05763	14,735	32.95	.0546
16 lb. - 19 lb., 15 oz.	75,255	29.58	.2909	100,347	29.71	-.1109
20 lb. - 23 lb., 15 oz.	57,755	28.44	.0427	92,545	28.30	.0582
24 lb., and up				19,072	29.89	.3945

POSTAL SURVEY OF CURRENT OPINIONS OF MEMBERS AS TO THE VALUE OF THE MARKETING PROGRAM

A questionnaire of seven questions regarding the activities and value of the marketing program was sent to 52 former members of the Ohio Turkey Growers Marketing Association. (See questionnaire in Appendix.)

In addition to the seven questions, information as to date, make-up of shipment, and ready-to-cook weight was requested on the questionnaire. The former members were asked to fill in the live weight and price if they had split shipments, with part of the flock going to a live buyer or independent processor and the remainder consigned through the association.

It was hoped that these growers would be in a position to fill in the live weight and price information so that the actual live prices could be used in making comparisons in the study along with the average live Ohio turkey prices.

Thirty members filled out the questionnaire and returned it, but were unable to provide the live weight and price information because they had not kept live weights or had not sold any alive at the time the birds were consigned to the association. They also indicated that they had not kept any record of live prices.

Below are the questions together with the most representative answers:

Question 1. Having marketed turkeys through the program, what were the important advantages and disadvantages?

Advantages

a. "Strengthened live prices."

b. "Birds could be processed when finished, not when the buyer wanted to take them."

c. "Grower had an interest in marketing as well as production."

d. "Not at the mercy of the live buyer."

e. "Didn't have to worry about selling the turkeys - liked the selling service."

f. "Paid on the basis of quality."

g. "More orderly marketing."

h. "Greater bargaining power than individual producers competing against each other."

Disadvantages

a. "Lacked proper dressing facilities."

b. "Not enough working capital."

c. "Lacked uniformity in processing and grading due to not owning processing plant."

d. "Provided competition for own markets already established."

e. "Not able to get paid when turkeys delivered to the processing plant."

f. "Producers used the association as a fire escape or dumping ground for turkeys they could not market somewhere else."

g. "By-laws with more teeth to compel producers to support the organization were lacking."

h. "Uncertainty of favorable sale soon."

Question 2. From the standpoint of the individual grower, is there more or less need for a similar program now? Yes or no.

All but one grower indicated there was greater need now from the standpoint of the individual grower. The

grower that answered "no" felt that he had established his own markets and could do very well without the help of an association.

The other growers indicated strongly that today's buyers are large buyers such as chain stores. Producers operating individually cannot bid for such markets and business goes to out-of-state marketers. One person said that with the coming of integration there is greater need for cooperative marketing. It was the consensus of opinion of several producers that some similar program is essential for the future welfare of the producer because it is getting more difficult to get buyers.

Question 3. From the standpoint of the turkey industry in Ohio, is there more need, less need, for a similar program in Ohio?

All replies but one answered "yes." The one felt that Ohio growers have not changed and are too individualistic to cooperate.

"The compulsory inspection law is going to change the picture," reported one leading grower. He stated that some who would not support the program are now going to be hit the hardest by the new inspection laws. Several plants are already shut down and others will have to close as soon as compulsory inspection begins. In view of the fact that the program did not get the proper support before, he felt that he would not favor starting another marketing program.

Question 4. Did the program measure up to what you expected in prices received for your turkeys? Yes or no. Comments.

Two-thirds of the producers answered "yes." Most of them said they did not expect a higher price, especially in the beginning. Some felt they should have received more for high quality turkeys which they stated were delivered to the processing plants. Several commented that the downward trend in prices during the period of operation handicapped the program. Some believed that if the association had been started several years earlier when prices were more stable or now with prices lower, it would have been more successful.

Question 5. Do you think that because the association operated two years, it had any influence on live prices?

Answers to this question were half "yes" and half "no." Those who said "yes" felt it removed enough turkeys to make live buyers bid up and therefore helped their own live market. The "no" answers felt the association was too small a factor to have any influence on the market price.

Question 6. Did the association provide the kind of service you expected, trucking, processing. storage, selling?

More than two-thirds answered "yes" but indicated dissatisfaction that the processing was not satisfactory because so many plants were used to process the turkeys. They expressed the opinion that one or two large capacity ultra-modern government inspected processing plants, with a United States grading program for standards of quality and cooperatively owned, would meet today's producers' and

market needs. However, some expressed concern as to how a producer organization might be started now in the face of integration rapidly moving into certain areas.

Question 7. Do you think a similar marketing program would receive greater or less support, if organized now, rather than 1953?

More than 75 per cent said "yes." One reason given was that there were fewer live buyers and fewer processing plants so producers would be more interested in such a program now than they were in 1953. Individual producers have lost their direct selling and retailer outlets due to the low prices in chain stores, expressed one grower. One grower felt that unless the association could be set up to pay the grower at the time the turkeys were processed, it would have difficulty getting volume because more growers are financed now than at the time the association was in operation.

The answers to the questionnaire, given by the growers, indicate that the marketing problem is more acute now than three and a half years ago. With a continued expansion in production and lower prices, many growers expressed the opinion that unless prompt payment could be made after turkeys were delivered to the processing plants it would be a serious disadvantage that would keep many out of the program if they could find alternative outlets that would make payment immediately.

CONCLUSIONS

There are several important lessons that can be learned from this study that would be very helpful to other groups contemplating the development of a similar cooperative turkey marketing program.

The most important facts are listed below:

1. From the experience gained in being associated with this cooperative marketing program, it would be recommended for any group interested in a marketing project to first have a comprehensive survey as to the major production areas and the existing marketing facilities in or near the areas to arrive at the feasibility of providing additional marketing facilities. The study should include the potential volume needed for efficient operation, availability of membership, their attitudes towards cooperatives, and their willingness to furnish capital necessary to develop the program.

2. The association should have its own processing facilities. Privately owned plants or other cooperatives doing the processing would be in direct competition with the association. This custom processing contract procedure with plants did not work for the best interests of the association.

3. With the heavy investment that would be required to set up processing facilities and provide working capital, it would be essential to associate with a federated sales organization that could advance capital to provide

immediate payment when turkeys were processed.

4. Producers did not fully appreciate that this program was a method of marketing designed to provide processing of birds at maturity, thereby reducing production costs. This also permitted more orderly marketing by adjusting the sales to the market situation.

5. The experience showed clearly that producers are easily aroused to extreme enthusiasm when a program is developed that they feel will solve their marketing problems.

6. The experience also showed that producers have very little appreciation for the problems and costs involved in providing the essential functions in marketing. They fail to appreciate that cooperative marketing does not necessarily eliminate any functions or costs of marketing unless set up more efficiently than other marketing facilities.

7. With rapid changes in turkey production, fewer and larger flocks, and many growers becoming associated with integrated programs, it is doubtful if cooperative marketing could get sufficient support in a state like Ohio with the production of about 3,000,000 turkeys annually in widely scattered production areas.

8. Producers seem to expect higher prices for their product when handled by a cooperative. Such organizations should avoid selling their program on the basis that the producer necessarily is going to receive higher prices for his product. Rather, it should be sold as a way

of marketing in which the producers receive payment according to the quality of the birds marketed.

9. In widely scattered production areas, such as is the case in Ohio, it would be difficult to provide one centralized processing plant without increasing procurement costs.

10. For any producer group interested in marketing it would be desirable to give them a course of study in the functions of marketing and costs involved in moving products from the farm to consumers. This information may change their desire to form a marketing organization or engage in marketing operations individually.

SUMMARY

1. In this study, an analysis was made of the operation of the Ohio Turkey Growers Marketing Association for the 1954 marketing season in which 34 Ohio producers participated.

2. The review of literature for this study revealed that early turkey marketing pools did not receive the producer support anticipated because in most instances the payment for turkeys consigned could not be made until after the entire pool was sold.

3. Turkey marketing cooperatives led the way in quality improvement by adopting standardized grading, more attractive packaging, and establishing brand names for the turkeys they marketed.

4. A comprehensive study as to the need for additional marketing facilities and producers' attitudes toward financing their own marketing program was not made before organizing the Ohio Turkey Growers Marketing Association.

5. There was no significant correlation between the volume of sales and net prices received in any of the weight classes.

6. It was found that the producers marketing hens up to 14 pounds during December received the highest price. Under similar marketing conditions this would necessitate starting poults in June to have the hens at the desired weight by December.

7. For growers who had hens weighing 14 pounds and up, marketing in November was preferable. Similar marketing conditions would necessitate starting poults in April and early May to have the desired weight by November.

8. Producers marketing toms weighing under 20 pounds during December received 1.2 cents more per pound than those marketed in November. Under similar marketing conditions this would necessitate starting poults in June to have them at the desired weights by December.

9. Toms weighing 20 to 24 pounds brought more favorable prices than lighter weights during November and December. Toms weighing over 24 pounds could have been marketed any time from the standpoint of prices received during the period of this study. However, the additional costs of producing over 24 pound toms may more than offset higher prices received.

10. There were no statistical significant differences between prices received for ready-to-cook turkey of the various weight sizes and the quoted average live prices for the period of this study. However, the ready-to-cook prices received for Grade A turkeys as compared to the quoted live prices revealed the following:

a. The 311,888 pounds of hens marketed in 1954 netted $916.98 more or .029 cents per pound more through the association.

b. The 718,381 pounds of toms marketed in 1954 netted $15,951.76 more or 2.2 cents per pound more through the association.

c. The 89,473 pounds of fryers marketed in 1954 netted $2,690.97 or 3.0 cents per pound less through the association.

11. On an over-all basis, the prices received by producers who marketed Grade A hens and toms were higher than they would have received through alternative methods of marketing using the average quoted live prices for the marketing period studied. In the case of the fryers, producers would have received more by marketing them alive at prices quoted for the period of the study. However, the importance of processing at maturity, reduction of risk, payment on the basis of quality, and storage program to provide for more orderly marketing are factors which must not be overlooked.

12. The biggest complaint by producers participating in the program was that there was too long a delay in receiving payment after the consigned turkeys were processed. To overcome this complaint a marketing association of this type should affiliate with a federated sales organization with sufficient financial backing that could provide enough working capital to make possible prompt payments to producers.

13. The postal survey of former active members indicated that due to increased production and fewer live buyers and processing plants operating, there was a greater need for the marketing program three and one-half years after the association ceased operations.

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APPENDIX

TABLE 1. DISTRIBUTION OF FRYERS 4 - 8 POUNDS, BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING THE RESPECTIVE SALES PERIODS

Processing Time	Number	Pounds	TIME OF SALE: November Number	November Pounds	November Price per Pound (cents)	December Number	December Pounds	December Price per Pound (cents)	January and Later Number	January and Later Pounds	January and Later Price per Pound (cents)
Before Sept.	5,113	36,953	3,783	27,941	38.6	1,330	9,012	36.3			
Per cent	100.0	100.0	73.9	75.6		26.1	25.4				
September	6,054	42,271	6,054	42,271	36.8						
Per cent	100.0	100.0									
October	None										
November	None										
December	1,389	10,249							1,389	10,249	35.1
Per cent	100.0	100.0							100.0	100.0	
Total	12,556	89,473	9,837	70,212	37.5	1,330	9,012	36.3	1,389	10,249	35.1
Per cent			78.3	78.4		10.5	10.0		11.2	11.6	

TABLE 2. DISTRIBUTION OF HENS 8 POUNDS - 9 POUNDS 15 OUNCES WEIGHT CLASS ACCORDING TO DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING THE RESPECTIVE SALES PERIODS.

Processing Time	Number	Pounds	TIME OF SALE: November Number	November Pounds	November Price per Pound (cents)	December Number	December Pounds	December Price per Pound (cents)	January and Later Number	January and Later Pounds	January and Later Price per Pound (cents)
Before Sept.	None										
September	351	3,312	111	1,063	39.0	240	2,249	41.4			
Per cent	100.0	100.0	31.6	32.1		68.4	67.9				
October	2,283	20,534	699	6,079	40.8	821	7,343	41.0	763	7,114	36.3
Per cent	100.0	100.0	30.6	29.6		36.0	35.8		33.4	34.6	
November	1,267	11,203	119	1,071	40.7	808	6,977	41.3	340	3,155	38.3
Per cent	100.0	100.0	9.4	9.6		63.8	62.3		26.8	28.1	
December	935	7,909							935	7,909	36.0
Per cent	100.0	100.0							100.0	100.0	
Total	4,836	42,958	929	8,211	40.6	1,869	16,569	41.2	2,038	18,178	36.5
Per cent			19.2	19.1		38.6	38.6		42.2	42.3	

TABLE 3. DISTRIBUTION OF HENS 10 POUNDS - 11 POUNDS 15 OUNCES WEIGHT CLASS ACCORDING TO DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS

Processing Time	Number	Pounds	TIME OF SALE: November Number	November Pounds	November Price per Pound (cents)	December Number	December Pounds	December Price per Pound (cents)	January and Later Number	January and Later Pounds	January and Later Price per Pound (cents)
Before Sept.	None										
September	3,752	42,097	2,975	33,250	37.0	733	8,346	37.9	44	501	34.5
Per cent	100.0	100.0	79.3	79.0		19.5	19.8		1.2	1.2	
October	4,407	47,884	2,232	24,842	38.7	2,017	21,377	36.0	158	1,665	35.8
Per cent	100.0	100.0	50.6	50.8		45.8	44.6		3.6	4.6	
November	3,625	40,123	534	5,970	39.2	3,068	33,898	41.8	23	255	37.8
Per cent	100.0	100.0	14.7	14.9		84.6	84.4		0.7	0.7	
December	76	843				62	686	39.4	14	157	36.3
Per cent	100.0	100.0				81.6	81.4		18.4	18.6	
Total	11,860	130,947	5,741	64,062	37.9	5,880	64,307	39.6	239	2,578	35.8
Per cent			48.4	49.0		49.6	49.1		2.0	1.9	

TABLE 4. DISTRIBUTION OF HENS 12 POUNDS - 13 POUNDS 15 OUNCES WEIGHT CLASS ACCORDING TO DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS

Processing Time			TIME OF SALE								
			November			December			January and Later		
	Number	Pounds	Number	Pounds	Price per Pound (cents)	Number	Pounds	Price per Pound (cents)	Number	Pounds	Price per Pound (cents)
Before Sept	None										
September	4,339	55,644	2,444	31,507	38.6	1,895	24,133	40.0			
Per cent	100.0	100.0	56.3	56.6		43.7	43.4				
October	2,205	28,210	1,440	18,425	38.3	765	9,785	39.4			
Per cent	100.0	100.0	65.3	65.3		34.7	34.7				
November	1,475	19,225	560	7,607	39.7	811	10,279	41.3	104	1,344	39.5
Per cent	100.0	100.0	38.0	39.6		54.5	53.5		7.5	7.9	
December	509	6,663				470	6,150	41.4	39	513	35.7
Per cent	100.0	100.0				92.3	92.3		7.7	7.7	
Total	8,528	109,742	4,444	57,539	38.7	3,941	50,346	40.4	143	1,857	38.5
Per cent			52.0	52.4		46.2	45.9		1.8	1.7	

TABLE 5. DISTRIBUTION OF HENS 14 POUNDS AND UP BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS

Processing Time			TIME OF SALE								
			November			December			January and Later		
	Number	Pounds	Number	Pounds	Price per Pound (cents)	Number	Pounds	Price per Pound (cents)	Number	Pounds	Price per Pound (cents)
Before Sept.	857	10,412	857	10,412	41.7						
Per cent	100.0	100.0	100.0	100.0							
September	311	4,489	128	1,855	42.4	183	2,634	40.9			
Per cent	100.0	100.0	41.2	41.3		58.8	58.7				
October	374	5,326	219	3,166	38.6	155	2,160	38.6			
Per cent	100.0	100.0	58.6	59.4		41.4	40.6				
November	94	1,364				85	1,233	38.9	9	131	36.3
Per cent	100.0	100.0				90.4	90.4		9.6	9.6	
December	450	6,650				224	3,274	40.7	226	3,376	35.8
Per cent	100.0	100.0				49.8	49.2		50.2	50.8	
Total	2,086	28,241	1,204	15,433	41.4	647	9,301	40.2	235	3,507	35.9
Per cent			57.7	54.6		31.0	33.0		11.3	12.4	

TABLE 6. DISTRIBUTION OF TOMS TO 16 POUNDS BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS

Processing Time	Number	Pounds	TIME OF SALE: November Number	November Pounds	November Price per Pound (cents)	December Number	December Pounds	December Price per Pound (cents)	January and Later Number	January and Later Pounds	January and Later Price per Pound (cents)
Before Sept.	97	1,276				97	1,276	33.8			
Per cent	100.0	100.0				100.0	100.0				
September	761	11,369				740	11,118	31.2	21	251	28.9
Per cent	100.0	100.0				97.2	97.8		2.8	2.2	
October	1,150	15,900	563	8,351	31.1	576	7,381	33.5	11	168	32.0
Per cent	100.0	100.0	48.9	52.5		50.1	46.4		1.0	1.0	
November	778	11,721	195	3,039	31.8	399	5,886	33.3	184	2,796	31.8
Per cent	100.0	100.0									
December	2,331	28,817				14	212	33.4	2,317	28,605	29.8
Per cent	100.0	100.0				0.6	.07		99.4	99.3	
Totals	5,117	69,083	758	11,390	31.3	1,826	25,873	32.5	2,533	31,820	30.0
Per cent			14.8	16.5		35.7	37.5		49.5	46.0	

TABLE 7. DISTRIBUTION OF TOMS 16 POUNDS - 19 POUNDS 15 OUNCES WEIGHT CLASS BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS

Processing Time	Number	Pounds	TIME OF SALE: November			December			January and Later		
			Number	Pounds	Price per Pound (cents)	Number	Pounds	Price per Pound (cents)	Number	Pounds	Price per Pound (cents)
Before Sept.	23	308	23	308	30.3						
Per cent	100.0	100.0	100.0	100.0							
September	2,069	37,315	1,104	19,167	30.0	965	18,147	29.7			
Per cent	100.0	100.0	53.4	51.4		46.6	48.6				
October	3,076	56,113	1,690	30,883	29.4	923	16,610	33.7	463	8,620	28.8
Per cent	100.0	100.0									
November	6,795	123,760	1,313	23,772	31.9	3,002	53,539	30.0	2,480	46,449	27.8
Per cent	100.0	100.0	19.3	19.2		44.2	43.3		35.5	36.5	
December	1,559	28,256				694	12,168	31.0	865	16,088	28.8
Per cent	100.0	100.0									
Totals	13,522	245,782	4,130	74,130	30.5	5,584	100,464	30.7	3,808	71,157	28.2
Per cent			30.5	30.2		41.3	41.0		28.2	28.8	

TABLE 8. DISTRIBUTION OF TOMS 20 POUNDS - 23 POUNDS 15 OUNCES WEIGHT CLASS BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS

Processing Time	Number	Pounds	TIME OF SALE: November Number	November Pounds	November Price per Pound (cents)	December Number	December Pounds	December Price per Pound (cents)	January and Later Number	January and Later Pounds	January and Later Price per Pound (cents)
Before Sept.	None										
September	2,595	56,380	542	11,375	30.5	1,063	22,371	31.3	990	22,634	30.0
Per cent	100.0	100.0	21.0	20.2		41.0	40.4		38.0	39.4	
October	4,503	95,959	1,246	24,348	30.5	1,473	31,092	29.8	1,784	40,519	30.3
Per cent	100.0	100.0	27.7	25.4		32.7	32.4		39.6	42.2	
November	5,461	120,118	850	18,513	29.6	1,651	35,182	33.3	2,960	66,423	29.7
Per cent	100.0	100.0	15.6	15.4		30.2	29.3		54.2	55.3	
December	1,631	35,555				180	3,754	31.7	1,451	31,801	30.2
Per cent	100.0	100.0				11.0	11.0		89.0	89.0	
Totals	14,190	308,012	2,638	54,236	30.3	4,367	92,399	30.3	7,185	161,377	30.1
Per cent			18.6	17.6		30.8	30.0		50.6	52.4	

TABLE 9. DISTRIBUTION OF TOMS 24 POUNDS AND UP BY DATE OF PROCESSING AND TIME OF SALE AND PERCENTAGE SOLD DURING RESPECTIVE SALES PERIODS

Processing Time	Number	Pounds	TIME OF SALE: November Number	November Pounds	November Price per Pound (cents)	December Number	December Pounds	December Price per Pound (cents)	January and Later Number	January and Later Pounds	January and Later Price per Pound (cents)
Before Sept.	None										
September	484	11,931	46	1,049	32.9	330	8,178	32.5	108	2,704	32.2
Per cent	100.0	100.0	9.5	8.8		68.2	68.5		22.3	22.7	
October	1,427	35,770				350	8,646	32.8	1,077	27,124	31.2
Per cent	100.0	100.0				24.5	24.2		75.5	75.8	
November	1,086	26,093	11	271	31.9	91	2,248	3.26	984	23,574	32.1
Per cent	100.0	100.0	1.0	1.0		8.4	8.6		90.6	90.4	
December	863	21,740							863	21,740	32.5
Per cent	100.0	100.0							100.0	100.0	
Totals	3,860	95,534	57	1,320	32.7	771	19,072	32.6	3,032	75,142	31.9
Per cent			1.4	1.4		20.0	20.0		78.6	78.6	

QUESTIONNAIRE

Live Prices of Shipments Through Ohio Turkey Growers Marketing Association
1953 & 1954 Marketing Season

The figures filled in below cover the shipments you made through the OTGMA. Please fill in the live prices for the same period, and the live weight if available for the respective shipments. Live price—the price received if you sold some birds alive at some time—or prices quoted at the time of shipment through the Association.

SHIP-MENTS	DATE	NO. TOMS	NO. HENS	LIVE WEIGHT TOMS	LIVE WEIGHT HENS	LIVE PRICE TOMS	LIVE PRICE HENS	DRESSED WEIGHT TOMS	DRESSED WEIGHT HENS
1.									
2.									
3.									
4.									
5.									
6.									
7.									
8.									

Please fill in the questions below.

1. Having marketed turkeys through the program, what were the important advantages and disadvantages? Please list below.

Advantages

Disadvantages

2. From the standpoint of the individual grower, is there (more need) (less need) - (underline one) for a similar program in Ohio now? Your comments—why.

3. From the standpoint of the total turkey industry in Ohio, is there (more need) (less need) - (underline one) for a similar program in Ohio now? Your comments--why.

4. Did the program measure up to what you expected in prices received for your turkeys? Yes or no. (Underline one.) Comments.

5. Do you think that because the Association operated two years it had any influence on live prices paid in your area by processors and live buyers? Yes or no. (Underline one.) Comments.

6. Did the Association provide the kind of service you expected (trucking, processing, storage, selling, etc.)? Yes or no. (Underline one.) Comments.

7. Do you think a similar marketing program would receive greater support by growers (actual number of turkeys marketed through it) if it had been organized in 1957 rather than in 1953? Comments.

(Note: If additional space is needed for comments, write on back of questionnaire--numbering the question.)

Circulation Dept.