Friday, February 20, 1959

THE NEW BERN MIRROR, NEW BERN, N. C.

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and the second second

Broilers Pay Off For NC Poultrymen

A record-breaking year has just 34.7 cents. However, in 1948 the ended in North Carolina broiler state's total broiler income was production. In 1958, the state's \$18.4 million, or nearly \$60 million broiler income jumped to \$77.9 less than 1958. million or \$18.9 million more than in 1957

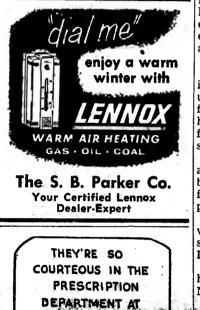
North Carolina, which was fifth they were in 1948," said Clayton P. in broiler production in 1957, is Libeau, poultry and egg marketing now the second largest broiler pro-specialist for the N. C. Agricultural ducer in the nation. Georgia is Extension Service. first.

in 1958, prices per pound were rather than as a store of value, down. They only averaged 17.6 there are a lot of people who are cents per pound.

years ago when prices averaged

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IMPORTANT AS KNOW-ING HOW CAREFUL

THEY ARE !

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"I realize that profits on individual broilers may not be as high as

"However, when we consider While total production was up money as a medium of exchange, This is in sharp contrast to 10 ress in broiler production."

The first to benefit is the housewife, Libeau said, for she can now buy broilers as cheaply as she could 20 years ago. Then there are the bankers, Li-

beau added, who are seeing their deposits and loans climb as the result of this increased economic activity. The broiler industry is providing

new employment for farm families. New jobs are also being created by farm firms, hatcheries, processing plants, trucking agencies and equipment companies.

That's not all, Libeau continued. Even sawmill operators are finding a market for the shavings they used to throw away. Carpenters are finding a new demand for broiler houses, and hardware stores are finding new-markets for hammers, saws and nails.

Grain producers and millers are also benefitting from the growing broiler business, because they are finding a ready market for their products and services.

There are even long-range advantages to be gained from the state's thriving broiler business, Libeau pointed out. The manure from the chicken

houses can increase the fertility of North Carolina soil. "So you see," Libeau concluded.

"It is not just individual pour which count. It is increased action ty which provides income and employment for many people."

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