

Broilers Pay Off For NC Poultrymen

A record-breaking year has just ended in North Carolina broiler production. In 1958, the state's broiler income jumped to \$77.9 million or \$18.9 million more than in 1957.

North Carolina, which was fifth in broiler production in 1957, is now the second largest broiler producer in the nation. Georgia is first.

While total production was up in 1958, prices per pound were down. They only averaged 17.6 cents per pound.

This is in sharp contrast to 10 years ago when prices averaged

34.7 cents. However, in 1948 the state's total broiler income was \$18.4 million, or nearly \$60 million less than 1958.

"I realize that profits on individual broilers may not be as high as they were in 1948," said Clayton P. Libeau, poultry and egg marketing specialist for the N. C. Agricultural Extension Service.

"However, when we consider money as a medium of exchange, rather than as a store of value, there are a lot of people who are benefitting from the state's progress 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, Libeau 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 profits which count. It is increased activity which provides income and employment for many people."

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