



March 1958 Volume 6, No. 3

APPLIED JOURNALS, ACS

Director of Publications: C. B. Larrabee

Editorial Director: Walter J. Murphy

Executive Editor: James M. Crowe

Production Manager: Joseph H. Kunej

AGRICULTURAL AND FOOD CHEMISTRY

Editor: Rodney N. Hader

EDITORIAL HEADQUARTERS

WASHINGTON 6, D. C.
1155 Sixteenth St., N.W.
Phone Republic 7-5300

Associate Editors: G. Gladys Gordon,
Stella Anderson, Ruth Cornette, Katherine I. Biggs, Margaret S. McDonald,
George B. Krantz

Assistant Editors: Betty V. Kieffer,
Arthur J. Poulos, Robert J. Riley, Robert J. Kelley, Hanns L. Sperr, Ruth M. Howorth, Eugenia Keller, Sue M. Solliday

Editorial Assistants: Malvina B. Preiss,
Marjorie H. Swenson, Ruth Reynard,
Gloria H. Willis

Staff Artist: Melvin D. Buckner

BRANCH EDITORIAL OFFICES

CHICAGO 3, ILL.
Room 926
36 South Wabash Ave. Phone State 2-5148

Associate Editors: Howard J. Sanders,
Chester Placek

Assistant Editor: Laurence J. White

HOUSTON 2, TEX.
718 Melrose Bldg. Phone Fairfax 3-7107

Associate Editor: Bruce F. Greek

Assistant Editor: Earl V. Anderson

NEW YORK 16, N. Y.
2 Park Ave. Phone Oregon 9-1646

Associate Editors: William Q. Hull,
Harry Stenerson, David M. Kiefer, D. Gray Weaver, Walter S. Fedor, Morton Salkind

Assistant Editor: Louis A. Agnello

SAN FRANCISCO 4, CALIF.
703 Mechanics' Institute Bldg.
57 Post St. Phone Exbrook 2-2895

Associate Editor: Richard G. Newhall

Assistant Editor: David E. Gushee

EASTON, PA.
20th and Northampton Sts.
Phone Easton 9111

Associate Editor: Charlotte C. Sayre

Editorial Assistants: Joyce A. Richards,
Elizabeth R. Rufe, June A. Barron

EUROPEAN OFFICE
Bush House, Aldwych, London
Phone Temple Bar 3605 Cable JIECHEM

Associate Editor: Albert S. Hester

Advisory Board: Raoul Allstotter, Joseph W. Britton, Everette M. Burdick, Leland G. Cox, Charles H. Fisher, Leo R. Gardner, Joseph W. E. Harrison, Lloyd W. Hazleton, Lea S. Hitchner, Kenneth D. Jacob, Allen B. Lammon, Maurice H. Lockwood, Walter H. MacIntire, George L. McNew, Olaf Mickelson, Herbert E. Robinson, J. D. Romaine, Warren C. Shaw, Hazel K. Stiebling, John C. Sylvester, Charles P. Zorsch

Advertising Management
REINHOLD PUBLISHING CORP.
430 Park Ave., New York 22, N. Y.
(For Branch Offices see page 240)

Broilers Blaze a Trail

INTEGRATION has revolutionized the broiler industry in recent years. This trend finds a feed dealer or other entrepreneur controlling every aspect of broiler production, from the volume purchase of chicks and the provision of feeds and other supplies, to marketing—or in some cases even to processing and packaging. The grower in this integrated system works under contract, greatly reducing his risk of loss, but relinquishing his chance to “make a killing” in exceptionally good years.

Whether integration is good or bad for the broiler grower, it is a reality. It represents perhaps the ultimate in community of interest among food producers, processors, and the auxiliary industries that serve both, since in the integrated system major decisions on all aspects of the business come from a single source.

There may be some question as to whether other segments of the food industry—those that deal, for example, with fruits and vegetables, grains, or beef or dairy cattle—will ever be integrated in the same way or to the same extent that the broiler industry is. But there is little question that growers and processors of foodstuffs are constantly being drawn closer together.

Writing in the *American Vegetable Grower*, John Carew of Michigan State University predicts that integration and contract farming will surely spread in the vegetable industry, far beyond the processor contracts and cooperatively-owned packing and processing sheds already fairly common.

Actually these arrangements differ in a basic way from broiler industry integration. But “substitute a spray chemical firm, a fertilizer manufacturer, or a chain store company for the feed dealer,” says Carew, “and picture where you might go with the vegetable industry. Local deals of this nature are already operating in the South and West. They promise to spread as the need for volume production and sales increases.”

If it can happen with chickens, or with vegetables, why not with corn and hogs, or beef cattle?

We hold no brief for—or against—integration. But we do think the ever closer working relationships between growers and processors need to be taken into account by manufacturers of fertilizers, pesticides, or other products for which the grower is a potential customer.

The point was driven home during the 1958 annual convention of the National Canners Association by P. K. Shoemaker, chairman of the NCA's canner-grower coordinating committee. Noting that the canner's relationship to his supplier of raw material is considerably different from that of any other type of manufacturer, Shoemaker observed that the canner is in fact a part of the industry to which his supplier belongs: agriculture.

“While it is true that the canner's job is distinctly different from that of the grower of canning crops,” Shoemaker said, “their two jobs tend to merge into one another to such an extent that there is in some cases no definite line of demarcation between many separate and distinct jobs within the canning and growing operation, each of which requires a specialist to do.” When all these specialists work at their respective jobs with mutual understanding and appreciation, they form a “well integrated team” for the effective marketing of fruits and vegetables.

At the same NCA convention, J. Jerome Thompson, vice president of Chas. Pfizer & Co., called for increased attention on the part of the chemical and pharmaceutical industries to the scientific advancement of agriculture, and closer cooperation between those industries and food processors in helping farmers hold down production costs.

Whatever the functional form it eventually assumes, cooperation among growers, processors, and the suppliers of such auxiliaries as pesticides, fertilizers, and processing aids or additives will continue to intensify. The fertilizer or agricultural chemicals producer who fails to give these trends weight in his planning for the future may be inviting trouble.