REPORT OF EXTENSION ACTIVITIES

of the Department of Poultry Husbandry

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The projects previously submitted and discussions that followed would lead one to believe that there are two types - the one cultural and the other cultured. It has never been my feeling that our project had other than cultural implications. It is purely an attempt at either proving that more profit could be made by a change in methods or the same amount could be made with less effort.

Our one effort is that of increasing income.

There always seems to be more avenues open to spending any available cash than there are sources of income. Give any American sufficient money and he will both find needs to which it could be put and use for his own leisure time.

We are, in this field, competing with commercial interests. They are offering comparable services profitable to themselves. The choice of following one or the other entails no psychological deduction. It becomes a question of assured profit with the secondary satisfaction that always comes from a good job performed at a profit.

Cost should always accompany any recommended practice in the cultural class of projects. Yield is intangible, for increasing yield does not necessarily mean increasing profit. In fact, any suggested practice is not worth the paper required to outline it until it has been tried out on farms as a result demonstration and yielded a cash return. Cost accounts and extension recommendations are one and inseparable.

Poultry is an added source of farm income - a means of diversifying.

In 1911 poultry returned 5.4% of the gross farm income. In 1915 the return was 5.5%. Each period has shown a substantial increase, that is, 1921 - 5.3%; 1931 - 10.6%; and 1938 - 11%.

Poultry keeping has graduated from the back lot, doorstep class of "kept-by-the-farm-wife-for-pin-money" to an accepted place in our farming program.

In this development the cooperation and assistance has been solicited and secured of many other agencies and departments such as:

Agricultural Engineering, in the early days of old fashioned housing bees where with the help of the neighborhood we would build a Wisconsin type 20x20 house in a day. Later assistance included the perfection of plans and demonstrations for other buildings and conversion jobs.

Veterinary Science, in laboratory diagnosis and holding clinics with veterinarians, hatcherymen, feed dealers, etc.

Animal Husbandry, in the original "Ham and Eggs" meetings to stress
sanitation and later in marketing by the meat meetings.

Home Economics, in the canning of cull hens.

Farm Management, in stressing the use of good flocks for diversification and better farm management.

Commercial agencies, such as, the Carbolineum Company of Milwaukee in furnishing supplies of their products for control of nites in the poultry house.

Oscar Mayer Company with car lot rates on meat scraps to promote summer feeding of dry mash containing animal protein.

Yocum Faust Company with cost rates on cod liver oil for feeding demonstrations.

Public utilities in a cooperative demonstration of electric brooding trials that included motor installations for obtaining costs.

Masonite Company in furnishing insulation board for brooding trials.

Marketing agencies in special shipments to try sales and packages.

Department of Agriculture and Markets, in establishment of grades and formation of Breeder organizations.

Livestock Sanitary Board, with a trailer exhibit for promotion of sanitation and production in Avian T.B.

Swift & Company in Turkey killing and dressing schools.

Project S. L. 23 is generalized as Poultry Management. This covers the routine of feeding, management, care and the other accepted items in good poultry husbandry.

As a means of checking our general recommendations in practice and to better gauge the profitability of poultry we conduct Record Flocks.

General farm flocks report each month the egg production, food consumption, feed prices, mortality and egg price. From this report a computed feed cost record is made and returned to the owner with so-called "Hints" or suggested new practices, reemphasized on old or news.

This sheet also gives the county agent a news release for each month and is in contact with Smith-Hayes teachers, farm papers and some other institutions by request.

The nine year average for these flocks shows a return over feed of $1.51 per bird per year or better than $150.00 per 100 hen flock from eggs alone.

The Poultry Program is given in the following outline:
1. A farm flock of 150 with increase in multiples thereof or only sufficient hens, possibly 30-40, to supply fresh eggs and some meat for the family. Elimination of the uneconomic farm unit of about 60 which offers neither an added source of farm income or an economical use of time, equipment or buildings.

2. Early hatching.
   a. Selling cockerels as broilers on the highest market.
   b. Having pullets matured and in production during the late fall and early winter period of high egg price.

3. Following a strict sanitation program.

4. Building or remodeling to combine the principles involved in the Wisconsin Straw Loft Poultry House.

5. Feeding home mixed rations that utilize to the fullest extent home grown products supplemented by necessary concentrates and minerals to maintain consistent 50 percent production from the laying flock and steady growth with young stock.

6. Producing the kind of product when and as the market wants it. Demand for:
   a. Clean, fresh eggs with uniform golden yellow yolk from cod liver oil fed hens.
   b. Early broilers; well fleshed roasters and capons.
   c. Well finished 10-16 pound turkeys.

7. Marketing to the best advantage through the most profitable outlet.
   a. Cooperative marketing from some regions of large volume.
   b. On a graded basis for the state generally.
   c. Through the special Chicago & Milwaukee buyers along the Lake Shore region.

8. Cost Records. Utilizing the data obtained from production costs as a guide to changes required in methods.

In the selection of sub-projects we have others than "culling". An increase in problems presented by increased poultry population has meant attention to other special phases.

Culling and Pullet Selection - Culling gained instant acceptance because it was that type of demonstration that could become immediately applicable. It is now an accepted practice.

Pullet selection is a newer phase of the same general recommendation. Some pullets should never be housed.

Poultry House Construction and Equipment - Housing bees were a means of establishing a few permanent result demonstrations. Since that time plans have been made to provide for larger buildings and such other equipment as colony house, range shelter and furnishings.
Chick Rearing - Establishment of result demonstrations with growing costs to broiler age. Brooding report, cost sheets, brief series of post card reminders and special circulars on chick feeding and sanitation furnished.

Sanitation and Adult Mortality - Mortality in adult flocks is the problem of immediate and greatest concern at this time. This project deals with care and management from source of chicks through the growing and production period to reduce this loss.

Egg and Poultry Marketing - Conference and suggestions on set-up and production problems. Now considering car lot marketing of dressed turkeys on grade.

Turkey Rearing - Encouraging large commercial flocks and discouraging small units that do not receive adequate care and management. Probably a minimum would be a colony house and 200 poulets started. Maximum size in the state last season was 20,000 started on one farm.

Progeny Testing - With the advent of R.O.P. has come the necessity for better organized and properly planned breeding programs. Special attention needs be directed toward longevity, low mortality and the identification of individuals and families that meet specific requirements. Cooperating with the larger breeding plants and commercial poultry farms.

4-H - This project is referred to G. E. Annin (half-time extension) in organizing and training. Includes project selection and information.

I carried a special Junior project the last two years in cross breeding Dark Cornish males and New Hampshire females for the production of heavily breast mated capons.

References:

Bulletin 433 - Produce Good Eggs for Hatching
434 - Chick Feeding
371 - New Chick Feeding Facts
Circular 56 - Fight Poultry Lice & Mites
141 - Feeding for Eggs
177 - Control Round Worms and Tape Worms in Poultry
180 - Cull Your Flock
298 - Colony Houses for Poultry
210 - Tuberculosis in Poultry
228 - Coccidiosis of Chickens
231 - Turkeys
256 - Disinfectants
284 - The Straw Loft Poultry House
285 - Chick Brooding

Special Circulars - Produce Pullets that Live
Caro & Food of Baby Chicks
Poultry on the Dairy Barn
Coccidiosis in Chickens
The Range Shelter for Wisconsin Farms