

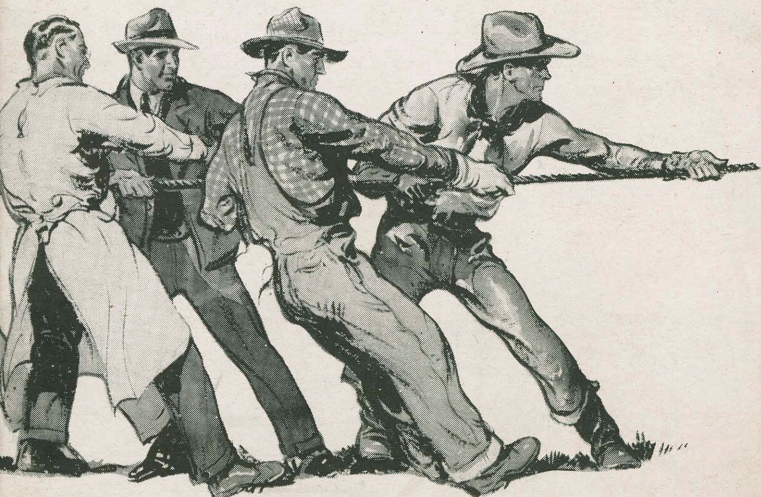
WHAT THE FUTURE HOLDS for the LIVESTOCK INDUSTRY in Oklahoma



(An address delivered by Mr. Thomas E. Wilson, Chairman of the Board, Wilson & Co., Inc., at the first annual Oklahoma Live Stock Conservation and Production Clinic, Municipal Auditorium, October 20th, 1944.)

VETERINARIAN COUNTY AGENT FARMER

RANCHER



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WHAT THE FUTURE HOLDS
for the
LIVESTOCK INDUSTRY
in Oklahoma

OKLAHOMA LIVE STOCK CONSERVATION AND
PRODUCTION CLINIC

Oklahoma City, Oklahoma

October 20-21, 1944

The objectives of this meeting were:

To focus attention on the tremendous wastes of feed, labor, poultry, dairy and animal products and the resulting financial loss to livestock and poultry producers in the Southwest due to the ravages of disease, parasites and improper handling of livestock.

To bring to producers, industry and the educational agencies of this area the most recent findings and developments for the conservation and efficient production of livestock and poultry.

To bring together producers, educational agencies and industry to develop and formulate a unified action program that will stimulate and increase the use of conservation measures for more efficient production of livestock and poultry in this area during the postwar period.

To discuss possible adjustments in livestock production methods that may become necessary in the postwar period.

To determine as nearly as possible what the future holds for the livestock and poultry producers in the southwest and to develop factual information as to how these industries can best meet the situation.

To establish a pattern of co-operation among all segments of the Livestock and Poultry Industry interested in the advancement and welfare of these great enterprises.

Coming to Oklahoma City to visit with the people of this great State, is always a pleasure to me. I am especially happy to have a part in this Clinic on Livestock Conservation and Production because of my enthusiasm for the constructive possibilities it holds. Governor Kerr, Oklahoma A & M College, your State Board of Agriculture, the Oklahoma City Chamber of Commerce and all others who have joined in sponsoring this meeting are to be congratulated.

The fact that you are giving serious thought to conservation and more efficient production, further confirms my confidence in the future of the Oklahoma Live Stock and Poultry Industry. It shows that you realize the importance of these things in your State and that you want to be forehanded in meeting the problems that lie ahead.

My interest and belief in Oklahoma goes back many, many years. I took an active part in the selection of Oklahoma City as a location for a public stockyards and meat packing plants shortly after the turn of the century, and my interest in Oklahoma as a livestock state has continued and broadened ever since that time.

Not only have we provided a market outlet for a substantial part of your meat animals for many years, but we also have par-



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ticipated in the processing of your vegetable oils and the marketing of your dairy and poultry products. Our produce operations have grown in your State as in few others. As many of you know, we have produce buying stations throughout Oklahoma as well as plants that assemble, process, manufacture, and distribute your Oklahoma eggs, chickens, turkeys, butter and cheese to the great consuming centers of our Country. I mention this as an indication of the extent of our confidence in Oklahoma as an agricultural and industrial State.

I am glad to speak to you about "What the Future Holds for the Livestock Industry in Oklahoma," because I can talk of great opportunities.

Stability of Livestock Production Needed

First of all, Mother Nature has given Oklahoma an abundant measure of the natural resources needed to produce livestock. You have advantages in climate compared with much of our country's livestock producing area. You have a longer grazing season than many other states, yet you do not have the semi-tropical problems in livestock production that are prevalent in some other areas. You have, through bitter experience, learned how to greatly reduce the effects of those recurring periods of deficient rainfall. I hope that you will be conservative during these years of better conditions, and not forget to hedge against the realistic possibilities of the future. The future of your livestock and poultry industry will be

greatly improved by minimizing wide swings in production—by greater stability—so that good breeding and fine herds and flocks will not be liquidated, and so that improved production practices will not be interrupted.

You have an advantage in the diversity of your Oklahoma land resources. There are wide areas that clearly are best adapted to grass because of physical, climatic and economic reasons, such as the Osage-Blue Stem section, and the Wichita and Arbuckle Mountain areas. In addition to these grazing areas, you are often able to make extensive use of winter wheat pastures. Yet you have large areas that will produce enough feed grains and protein supplements to finish a substantial part of your meat animals for the quality-conscious consumers of our best markets. In the thirties you learned a great deal about the kind of grain and forage crops that are most productive and certain in Oklahoma. I hope that every year you will plant enough of the early-maturing or drouth-resisting crops to provide an ample supply of feed for your livestock and poultry, rather than to depend heavily on the chances of a good corn crop.

We are now hearing and reading much about postwar adjustments in agriculture. You people in Oklahoma are of course much concerned with the future of two crops that pose serious national and international postwar questions—wheat and cotton. In considering how best to use the land resources of Oklahoma, may I suggest that you very



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carefully examine the outlook for livestock, dairy and poultry products, in contrast with the long-term outlook on some of these cash crops.

Greater Efficiency Possible

There are other reasons for my optimism about the future of the Oklahoma livestock and poultry industry. There are great possibilities for more efficient livestock production through better herds and flocks, improved feeding practices and, especially, conservation practices. I am confident that you folks will continue to take advantage of these opportunities.

I have this confidence, in the first place, because of the progress that has already been made by your Agricultural College, your outstanding FFA Chapters and 4-H Clubs. Secondly, I think you will meet this challenge because of the long record of whole-hearted co-operation in this State between the business and industrial interests and agriculture. This meeting demonstrates that your State Government and your city people recognize the interdependence of industry and agriculture, and sense the importance of improved methods and practices in livestock and poultry production.

There are many benefits to be derived from greater livestock conservation. By livestock conservation, I do not mean the holding back or accumulation of livestock or poultry. I mean the wise utilization of our livestock and livestock production resources. This calls for the elimination of needless

waste in the whole livestock and poultry industry—the control of diseases and parasites and the reduction of the huge losses that come from the improper care and handling of livestock and livestock products.

Livestock Conservation Pays

In considering the benefits from livestock conservation, we naturally think first of greater profits to the farmer or rancher who, for example, saves more pigs per sow or holds down his calf and lamb losses to a minimum. However, we should not overlook other real benefits. As livestock conservation practices become more general and more widely effective, your producers are more prosperous and better customers. Business, industry and labor are therefore better off too, especially in a State like yours where so much of your business and industry depends directly on handling farm products, or selling to farmers. This in turn provides a broader local market for your meat and dairy and poultry products.

I like to go even a little farther, and speculate on a more intangible, but nonetheless real and worthwhile, benefit. If we can produce *better quality* livestock and meat, dairy and poultry products, we shall have products that will be easier to merchandise and be demanded by more people.

Meat Education and Research Increased

The livestock and meat industry is putting more effort and more money into promoting the consumption of meat than ever



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before in history. This includes the Nationwide advertising programs of the American Meat Institute and of individual meat packing companies, and the splendid research and educational activities of the National Live Stock and Meat Board. Real progress is being made in getting consumers better acquainted with the nutritional value of meat and the best methods of preparing it for the table.

Right in this connection, I am especially happy to announce the formation of the American Meat Institute Foundation, by unanimous action of the Institute's Board of Directors at our recent annual meeting. An extensive technical and creative research program is to be undertaken, with a substantial investment in laboratories and equipment. We are enthusiastic about the broad program that is being developed, looking as it does to the improvement of methods used in the growth, production and distribution of livestock and other food products; the preparation and preservation of such products; and finally, the dissemination of information from such research to everyone concerned.

These programs are improving and will further increase the consumer acceptance of meat, but to fully and permanently capitalize on this greater demand, we must make available to the consumer an adequate and stable supply of high quality products. A broader application of livestock conservation practices will go a long way in helping us reach this objective.



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We are most fortunate in the livestock and poultry industry. We have the "know-how" to make great strides in conservation and in more efficient production. We do not have to wait for more research or more development before we can go ahead. We have the benefit of the valuable research of the U. S. Department of Agriculture, and the state experiment stations. Furthermore, here in Oklahoma, with your fine Extension Service, your youth groups, your State Board and all, you already have the experience and leadership to go forward.

Conservation Problems Outlined

Now, what specifically are some of these conservation problems in Oklahoma? I have been very much interested in the past several months in the National Live Stock Conservation Program and wish to take this opportunity to emphasize some of these problems and the possibilities of correcting them. In doing this, I do not mean to minimize the importance of improved breeding and feeding practices, but others on the program will consider those matters with you quite fully during this meeting.

Wasteful and costly losses, due to the ravages of parasites and diseases and the improper handling of livestock, have always given us great concern. Especially have we been mindful of these during the War when maximum production of livestock and poultry products has been so important.

Sometimes I have felt, as both a producer and processor of livestock and poultry prod-



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ucts, that there is no greater opportunity for increased efficiency and economy in livestock production than through improving the standards of animal health, and, giving more care to the protection and handling of livestock.

I have in mind the losses in Oklahoma from such things as: Baby Pig Deaths and Cholera in Hogs, Cattle Grubs, Bang's Disease, Mastitis, Screwworms, Blackleg, Internal Parasites in Sheep and Bruises. Let me give you an idea of the losses suffered from these things and the opportunities we have to reduce or control them.

Hog Losses Continue Heavy

First, take this problem of baby pig deaths. Three out of every ten pigs farrowed, die before weaning, I am told. Do I need to elaborate on what this means? Save even one of those pigs, and you reduce the overhead on the entire farrowing by 14 percent. Savings like that certainly would pay well for some night work at farrowing time, and for a lot of pig brooders, guard rails and other improvements in facilities. There is nothing new or startling in this program, but we still have to arouse many more producers to action.

Another heavy loss to the hog producers is caused by Cholera. Measures for the control of this plague to the hog industry, have been well-known for many years. Nevertheless, over two million hogs died from Cholera in 1942. Some new methods have recently been developed for Cholera con-

trol. They are said to be gaining in popularity and to show considerable promise. The fact is that if we practiced all we know about cholera control, it could be eliminated as a serious problem of our swine industry.

Cattle Grubs Can Be Eliminated

You already know about the wide-spread prevalence of cattle grubs in Oklahoma, but I wonder if you fully appreciate the importance of cattle grub losses. We have observed that over two-thirds of the beef and dairy cattle originating from this area have grubby hides, which is considerably above the average for the country as a whole. While this means a large direct loss through the reduced value of hides, and has added to our shortage of leather during the War, it is only a part of the total loss involved. The more important loss comes from the decrease in milk production and reduced gains of beef cattle. It has been conservatively estimated that heel flies and cattle grubs cause a loss of as much as \$5 per year on every head of cattle that has cattle grubs. Again we are talking about something which can be controlled. In recent years, we have learned much about the migratory habits of the heel fly and have developed effective, economical methods of treating grubby cattle. We know it is possible to entirely eradicate this pest, either from a small locality or from any large area.

Recognition of the importance of cattle grub losses, and our knowledge of how to control grubs, has now advanced to the



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point where national and state enabling legislation, providing financial support, is worthy of consideration. Tuberculosis in cattle has been practically eliminated in our country through the united efforts of our federal, state and local governments in co-operation with cattle producers. With similar efforts and co-operation, there is no good reason why we should not look to the day when cattle grubs will no longer be a menace to our cattle industry.

Bang's Disease and Mastitis Widespread

Bang's disease has been a growing problem of the cattle industry of this country for a good many years. It is estimated that in 1942 Bang's disease caused losses to producers amounting to some 30 million dollars due to sterility, breeding difficulties, dead and weak calves and reduced milk and beef production. It is estimated that around five percent of all the cattle on farms are infected with Bang's disease. While we cannot be as positive about how to control or eliminate Bang's disease as in some of these other things, we do know that certain preventive measures and sanitary practices will reduce its incidence, and prohibit its spread. We must develop a greater consciousness of this number one problem of the cattle industry, and proceed to apply those practices that offer most hope and which are already being used widely with success.

Mastitis is another cattle disease that you should consider seriously. According to recent estimates, dairy herd production in 1942 was reduced as much as 20 percent in

many instances, and in some areas 25 percent of the dairy herds were infected. The general opinion is that the prevalence of mastitis and losses from this disease have increased considerably since 1942. While there are hopeful current developments on specific treatments for this disease, we do not need to wait for the final answer. We already know that proper sanitary measures and the isolation of infected animals will yield excellent results. Producers can readily learn to recognize mastitis. They can go far toward controlling it by good, sound management practices and the prompt isolation or disposal of infected animals.

It is hardly necessary to remind you that both the prevalence of screwworms and the incidence of blackleg constitute serious threats to livestock producers throughout this Southwestern country. It is estimated that screwworm losses in the United States amount to about 10 million dollars each year. Effective controls for screwworms and blackleg are well known to most producers and are being used rather extensively. However, we continue to have substantial losses and must strive for more universal application of these control measures.

Phenothiazine Controls Internal Sheep Parasites

The last animal health problem that I am going to mention specifically is that of internal parasites in sheep. I have made no attempt to speak of these problems in order of their significance, either in your State



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or in the country, but have tried only to mention some of the more outstanding conservation problems that we should consider carefully in these meetings.

Internal parasites of sheep have for many years been the most serious problem confronting the sheep and lamb industry of the Nation. Stomach worms and nodular worms are the principal internal parasites affecting sheep and lambs under your climatic conditions. Both of these parasites are prevalent throughout the sheep producing areas in this State and greatly impair profitable sheep and lamb production. You sheep men will be interested in knowing that 45 percent of the sheep slaughtered last year at our plant here in Oklahoma City were so heavily infested with nodular disease that the entire intestinal tract had to be tanked. This means that the production of surgical sutures from the sheep slaughtered in this plant last year was reduced by nearly one-half, for we cannot use nodular casings for surgical suture production. Moreover, it is generally believed that such a high degree of nodular worm infestation greatly increases the cost of sheep and lamb production.

Real progress is being made in the reduction of nodular worms and stomach worms in sheep through the use of the relatively new drug, phenothiazine. We can now be very optimistic about the control of the internal parasites of sheep. Phenothiazine is effective and it is more convenient and practical to administer than some of the control measures we formerly relied upon.



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Our job now is to bring the story of sheep parasite losses, and the remedy, to our sheep and lamb producers in such a way that they will really go "all-out" to bring these losses under control.

Bruises Waste 50,000,000 Pounds of Meat

There is one more livestock conservation problem that I should discuss with you. It is this matter of bruise losses. At least 50 million pounds of meat were wasted in the United States in 1942 because of bruises. That amount of meat was equivalent to a meatless day for all consumers in that year.

About half of this loss is due to dead and crippled livestock, with which you are more familiar. The other 25 million pounds is the meat that has to be trimmed off of the dressed carcass and used for *inedible* purposes—not for sausage or some other edible product, but *actually* used for feed or fertilizer. I wish you might see under the hair, under the hide and under the wool, like we packers do, for then you would really decry this waste.

Bad as these losses always have been, they have been on the increase during the War period. Perhaps this has been unavoidable with labor shortages, overtaxed transportation facilities, frayed nerves and so on. We must renew our efforts to curtail these appalling losses. This calls for an extensive educational program, promoted and supported by all elements of the industry. It is especially important to tackle this prob-



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lem after this War period of haste and handicaps.

Again let me emphasize that we know how to attack each of these conservation problems. We know what to do, and your progress in Oklahoma shows that you know how to go about the job. I am just wondering, however, if we have fully capitalized on the appeal that we have to producers. I mean the appeal to the profit motive.

There are direct producer benefits in the application of these conservation practices that will not only pay their cost, but pay immediate and substantial dividends. We do not need to sell these ideas on intangible, industry or social needs. This should encourage all of us to expect more rapid progress and more lasting results.

Postwar Plan for Livestock Production

These are not new problems to you, and in view of your past activities, it is neither necessary nor proper for me to suggest ways and means of getting this conservation job done. Nevertheless, I cannot refrain from reminding you of the wonderful contribution that your farm boys and girls have made. With their boundless energy and enthusiasm, I am sure they can do much, much more. Give them "the ball"—let them have your help and blessing—and watch them go!

What the future holds for the Live Stock Industry in Oklahoma will depend in no small part on the extent to which the objec-

tives of this very meeting are attained. If in the future it is necessary to somewhat curtail our livestock and poultry numbers from the war-time high levels, then it will be all the more important to increase the efficiency of our production.

In postwar planning, industry is giving much attention to the reduction of operating and production costs. Industry believes that greater efficiency will be a very effective means of withstanding postwar adjustments. I think this type of postwar planning would be good for agriculture generally and for your Oklahoma livestock and poultry business. Therefore, your Clinic and its objectives are most timely.

I hope that we may all go home from this Clinic, not only with increased knowledge and inspiration, but also with a practical program of action that can and will be used in every community of Oklahoma. To develop such a program is the greatest challenge before this gathering.

This job is big enough, and certainly it is worth enough, to engage us all.



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A decorative element consisting of three vertical lines of varying heights, with the central line being the tallest, positioned above a horizontal line.

Our Ideal

“To make well and to trade fairly. To profit not alone in dollars but in the good will of those with whom we deal. To correct our errors. To improve our opportunities and to rear from the daily work a structure which shall be known for all that is best in business.”

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PACKERS AND PROVISIONERS

(An address delivered by Mr. Thomas E. Wilson, Chairman of the Board, Wilson & Co., Inc., at the first annual Oklahoma Live Stock Conservation and Production Clinic, Municipal Auditorium, October 20th, 1944.)

RETAILER PROCESSOR MARKETING AGENT TRANSPORTATION RURAL YOUTH VETERINARIAN COUNTY AGENT FARMER RANCHER



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