

WHY THE SMALL FARMER SHOULD RAISE PURE BREDS

Community Organization Places Smallest Scale Breeder on Substantially the Same Basis Occupied by the Large Scale Breeder—Opportunities in Home and Foreign Markets.

Time was—and not so long ago—when the small farmer could not afford to breed purebred animals.

The time has come—just now, perhaps—when the small farmer can hardly afford not to breed purebred animals, and at least he should use purebred sires.

That is particularly true if his line of live stock is cows and, more particularly, if they are dairy cows, according to men in the United States Department of Agriculture who have given their lives to the study of dairy farming.

What has brought about the change? Principally, community organization. The small farmer who has to operate alone and unaided—as practically all of them did 10 years ago—has a rocky road if he aspires to purebred stock. Now, the whole situation is changed, or is rapidly changing. The small farmer does not stand alone, and he

has all kinds of aids. There, to start with, is the county agent, ready to bring the accumulation of expert knowledge to bear on the problems of the small farmer. There is the county farm bureau, perhaps. There is the cowtesting association. There is the cooperative bull association. There are enough things, if they are used, to pull the community together and make it possible for the smaller scale breeder to enjoy many of the advantages formerly obtained only by the largest breeder.

A Land of Purebreds. "Why not," inquire the dairy experts of the Department of Agriculture, "make the United States a purebred country, put it in the mind of the world as a purebred country?" People do not think of it that way now. Try it out with yourself. You think of the Island of Jersey, say, as simply a breeding ground for pure Jersey cows, of Scotland as the top o'ch in Aberdeen—Angus cattle, of Clydes-

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dale horses, even of Collie dogs. Your picture of England is likely to be one of purebred Herefords or Shorthorns. And you have a sort of feeling of reverence toward them.

Do you think of America, from a live stock standpoint, in that way? Of course not. You think of it as a meat-producing country, a range country, a grade cattle country.

Both estimates are, in a manner, correct. But, to the individual farmer on the Island of Jersey or in the white-face country of England or the black-cattle country of Scotland, the matter of having his animals purebred is simply a matter of doing what everybody else is doing. It is easier—or, to say the least, just as easy—to do it as not to do it.

Until just now, that condition never existed in the United States; it does exist now. Communities have organized an dare organizing still more closely. Breeding associations are being formed with secretaries who can give help in keeping the records of all animals straight, one of the things with which the small farmer operating alone has greatest difficulty. When a community organizes and starts raising purebred stock of any kind, it brings a market for that kind of stock to the door of every farmer in the community. The man who, operating alone, could not have sold a purebred animal for a dollar more than he could have got for a good grade animal can get the worth of every animal he raises under the community system.

Opportunity Is Here.

America has the opportunity just now to develop as a great breeding institution. South America wants pure bred "stuff." As an indication of how active the wants is, Argentina recently appropriated \$100,000 to encourage the importation of purebreds. If the United States gets any considerable portion of the business in South America, Department experts say, it must be because American animals compete successfully on final test with animals from anywhere else in the world. They see no trouble in doing that, with dairy cattle, where production is the test. The thing to be done is to give the South Americans what they want in dairy cattle.

There is likely, also, to be a pretty big market in France for American purebred dairy cows. The problem of supplying that demand is somewhat different from the South American problem. France wants a general-purpose cow, while the United States is the home of the specialized cow. The thing that has to be done in that case is to give France the specialized dairy cow that most nearly meets the requirements, with the hope that when her production records show up they will be so good that other Frenchmen will want other cows like her.

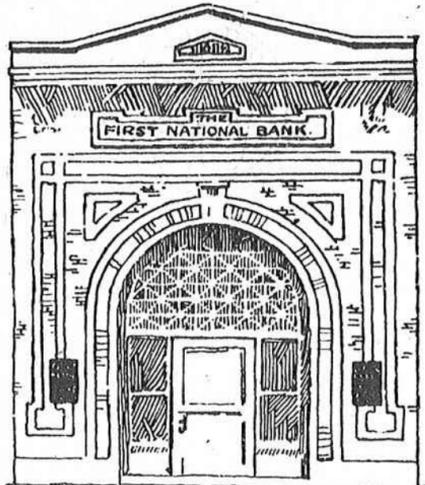
Big Purebred Market at Home. But, after all, the big market for purebred animals is at home. The same facts that apply to foreign markets ought to apply to beginners in this country. Take the man who has been operating a dairy farm with grade cows. Let him have a purebred that not only look shetter than any cow he ever owned before, but also produces better, and he is pretty certain to start substituting purebreds for his grades. If he gets a poor producer, of course, he is likely to make up his mind that "the purebred business is mostly bunk." Community organization tends to see to it that the beginner gets a good producer, which, in turn, tends to make him a steady customer for purebred cows until he has placed his herd on a purebred basis.

Now that he can afford to do it, the small farmer should give himself the pleasure—and the actual benefit—of having dairy animals that he can be enthusiastic over.

"You never saw a man," says one of the Government's dairy experts, "just boiling over with enthusiasm about grade cows. The grade-cow man may think about getting up early in the morning to work with his cows; but the pure-bred-cow man is perfectly willing to stay up all night to work with them." In all of this discussion the good purebred is understood, and not the scrub purebred, for there are some of that kind.

With the growing scarcity of feeder cattle and the advance in value of farm lands, says the United States Department of Agriculture, the baby beef industry is of increasing importance and is receiving the attention of farmers in all live-stock sections of the country. Farmers' Bulletin 811 discusses the various phases of producing baby beef for market.

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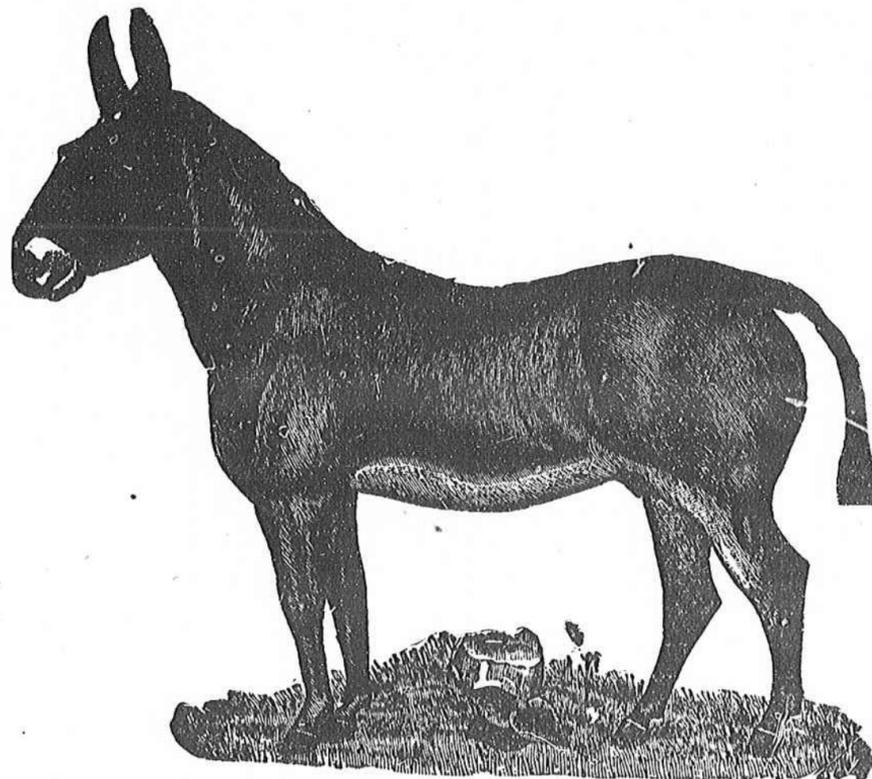
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