

YUMALADE EGGS BRING QUALITY PRICE

By S. L. Owens

Yuma Valley Poultry Association Demonstrates Value of Quality Production
In Eggs; Methods Used by Association Briefly Outlined

RECOGNITION of Yumalade eggs as a superior product has only been brought about during the past year.

An average price above case run eggs of 10 cents per dozen is a very satisfactory indication that the buying housewife is willing to pay for quality and quantity. Quality is not the least consideration, for Yumalade eggs are guaranteed to weigh 24 ounces per dozen and above and in most instances the average pack will run nearer 27 ounces.

This naturally brings up the subject of how this was accomplished, and why it was necessary to organize the "Yuma Valley Poultry Association," for most, if not all, of the successful cooperative marketing associations have been organized and held together by necessity rather than by any spirit of philanthropy.

It was only during the years of 1925 and 1926 that poultry became to be considered as a financially successful venture in Yuma County. Previous to that time, small farm flocks of fifty to a hundred birds were the rule. It was with the introduction of several larger flocks of 500 to 700 laying hens, and eggs being brought to market by the case rather than in the basket under the arm, that the egg marketing problem arose.

By a careful survey covering each local dealer and restaurant in Yuma Valley it was not surprising to learn that California eggs to the amount of 7092 cases per year were a great contributing factor acting toward low local prices and the tendency of some buyers to not want locally produced eggs. But this was not the only item acting toward the barrier built against local eggs. Yuma boasts of a climate second to none in the year round production of crops. It seems that this climate works both ways in the production of eggs, for restaurant men and produce merchants were unanimous in their statements that our local eggs were not collected often enough to keep many from being spoiled by the warm sun during the summer months, and that roosters running with the hens produced both eggs and baby chicks, not at all con-



The Production of High Quality Eggs Makes Poultry Profitable

tracted for by the purchaser of our local eggs.

To remedy these production difficulties and to obtain a price better than the incoming California pullet eggs, for such they were, was the objective of the "Yuma Valley Poultry Association," as organized in October, 1926.

That all egg marketing problems in Yuma Valley could be solved in one year was past anyone's fondest hopes, but the fact that basket and case count eggs are bringing the grower at this writing 42 cents per dozen while Yumalades bring the grower 56 cents per dozen, demonstrates that an advanced step has been taken.

There are nearly 12,000 hens represented in the association composed of 14 members. Eggs are marketed through three local dealers. Each member has an Acme egg grading scale and all eggs going into cartons carrying the association brand must weigh 24 ounces and above. Each package must be stamped with the individual producer's number and the date of pack. Should there be any complaint, the individual packing the eggs must make it good with a new carton of eggs. Thus far, the association is proud to say there have been practically no complaints.

During the summer months, the eggs are gathered twice daily and kept in a cool place. No roosters are kept with the laying flock. By fol-

lowing these rules, the restaurants have gotten over their prejudice toward eggs produced by association members and are using for cooking purposes, many of the eggs too small for selling in the cartons.

The only cost attendant to marketing under the association brand is the ten dollar membership fee and one cent per carton for advertising purposes.

Mr. Gus Nelson, president, W. N. Westphal, vice-president, Mrs. Fred Blohm, secretary, and Mr. James McBride, W. C. H. Mott, and W. H. Dickson, directors, are responsible for the success of the association. Messrs. Nelson and Westphal each have nearly 1000 laying hens and are keeping cost account records. We should hear more from them.

EMPIRE BUILDING IN YUMA COUNTY

(Continued from Page 3)

clear, sparkling, sand filtered water into the irrigation ditches, where the gravity system is not already acclimated, through the simple expedient of turning a switch.

Private capital and syndicate development operate in Utopia since nature has provided every requisite. Truth is more alluring and pertinent than imagination and Yuma County today is the greatest exponent of desert reclamation in the annals of history.