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## Memo from Charles F. Brannan, April 23, 1951

Charles Franklin Brannan

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UNITED STATES DEPARTMENT OF AGRICULTURE  
Office of the Secretary  
NATIONAL AGRICULTURAL MOBILIZATION COMMITTEE  
Washington 25, D. C.  
April 23, 1951

MEMORANDUM NO. 9

To: Members, State Agricultural Mobilization Committee

From: Charles F. Brannan, Secretary  
Chairman, National Agricultural Mobilization Committee

Subject: Program to Maintain High Level Livestock and Meat Production

I would like to emphasize to members of the Department's Mobilization Committees, the responsibility they have for guiding the pattern of production in the State so that agriculture will be able to produce the feed and fiber the Nation needs in the present emergency. The production guides handbook recently distributed to the States gives the factual basis of these needs. In total, the guides call for agricultural output 3 percent larger than has ever been produced in this country. The heavy emphasis on feed grains points to a key factor in our national food production program; this is the need for continued high level production of livestock and meat.

Because of the heavy continuing consumer demand for meat, an adequate supply is essential to the Nation's effort to stabilize food prices across-the-board. Experience during and after World War II demonstrates that a sufficient supply of meat will help ease the pressure on the whole food price front.

Our current livestock inventory is large, and meat production is now at a high level.

Meat production in 1951 is expected to run from 3 to 5 percent larger than in 1950. Supplies will likely be big enough to meet the increasing requirements of the Armed Forces and still give a slightly larger per capita share to civilians -- about 148 pounds compared with last year's 145 pounds. When poultry meat is added to the red meats, the total 1951 supply per capita will be about 180 pounds -- 4 more than in 1950. However, the demand for meat undoubtedly will rise faster than production. As supplies of durable goods such as refrigerators and automobiles become more limited, more consumer income will be spent for food -- and particularly meat. Furthermore, requirements for the Armed Forces will increase. Consequently, we are faced with the necessity of increasing meat production as much as possible within the limits set by labor and feed. Live animal prices are expected to continue in favor of large production.

The Department of Agriculture's responsibility is to give farmers and ranchers every possible assistance in meeting, now and in the future, the demand for meat and other livestock products. Agencies within the Department at Washington, and those represented on the State and County Mobilization Committees, must use all their resources to help farmers overcome limitations imposed on them by current livestock numbers, available feed supplies, labor, equipment, and similar factors. To promote the greatest efficiency in use of such Department facilities, the State Agricultural Mobilization Committees are requested to take the leadership in the direction of cooperative USDA effort that will achieve this end.

*Charles F. Brannan*

Attachment:

## ACTIVITIES THAT WILL BOLSTER LIVESTOCK AND MEAT PRODUCTION

Efforts to assure adequate livestock and meat production will need to be directed along several lines. These include:

### 1. Production of feed grains.

Farmers are being asked to increase corn acreage, maintain soybean acreage at last year's level, and to improve their forage resources to bolster the Nation's supply of livestock feed. The production guide program, which affects 15 crops in all States, is now being carried out in all States through the Agricultural Mobilization Committees. Price support programs are designed to encourage production of crops most needed and to provide the proper price relationship among commodities to assure a balanced supply of food and feed crops. (See Mobilization Memorandum No. 7 also).

### 2. Conservation of feed.

Husbanding of feed supplies on hand is equally as important as increasing production. This calls for the efficient use of feed as well as measures to prevent its waste on the farm.

### 3. Breeding, feeding, management, and disease control.

To get the production needed, the producer must get as many pounds of meat as possible from every pound of feed he uses. To do so, he must put into practice the most efficient methods of breeding, feeding, management, and disease control. Better management accounts for a 40 per cent increase in the amount of meat produced today over what was produced 40 years ago from the same number of animal units. By using improved disease control and feeding methods, we can get the same amount of poultry meat today from 3 pounds of feed that it took 4 pounds to produce 10 years ago. By using other improved methods to cut down unthriftiness, injury, and death losses, farmers can provide extra servings of meat for thousands of consumers without expanding livestock numbers. The attached booklet "More Meat for Defense" has been prepared for use by the Department's information and education outlets. It is a topical outline of what the Department is doing, and what the farmer can do to increase livestock production efficiently.

### 4. Improvement of grass and grazing lands.

The long-time aspects of the livestock situation presents an opportunity to re-emphasize the need to increase our feed resources by improving our grass and grazing lands, and at the same time accomplish much to assure future producing-capacity of the Nation's farms. The program of the USDA and Land-Grant colleges announced last fall fits in closely with

this effort. Many States have successfully launched their programs to encourage grassland development.

5. Credit facilities for farmers.

To expand livestock and meat production some farmers may need credit assistance. Such needs may include loans covering improvement of grasslands or other capital purposes (such as refinancing debts or buying more land), family-type farm operation for production of feed crops, purchase of livestock, farm machinery, and other necessary farm and home operating expenses. Guidance in the development of sound financing will be extremely essential.

6. Educational efforts.

One of the most essential tasks the Department has to perform in helping farmers produce livestock and meat adequately is to maintain a flow of useful information covering feed supplies, feeding, management, disease control, prices, credit facilities, and other subjects. The Extension Service is the primary agency responsible for educational work on basic farm practices and other phases of production effort. However, other agencies which have technical or administrative programs that will affect livestock and meat production can bolster this over-all effort.

Attachment