

# Amarillo farm show on tap

AMARILLO — The Ninth Annual Amarillo Farm and Ranch Show will be held in the Amarillo Civic Center in Amarillo on Nov. 30, Dec. 1-2.

Agribusiness companies from throughout the United States and Canada will again be displaying their products and services to farmers and ranchers from

the Texas Panhandle, Western Oklahoma, Southwestern Kansas, Southwestern Colorado and Eastern New Mexico.

Last year's show was expanded to over 610 booths. In addition the attendance increased to over 20,000 farmers and ranchers.

The combination helped

make the show one of the top five indoor farm shows in the entire country! The many exhibitors will be displaying tractors, combines, tillage equipment, livestock equipment, seed and irrigation equipment and much more!

The Texas Wheat Producers Association will again be holding their annual meeting at the Civic

Center on Dec. 2.

The entire statewide membership of over 60,000 will all be invited to attend the meeting and trade show.

Free parking is available for attendees and admission is free. The show hours are 10 a.m.-6 p.m. daily. For information call Carl Weinmann at Champion Farm Shows at 612-894-8007.

## Inside AgReview: Area's part in Ostrich Industry

# WEST TEXAS Country Trader

The West Texas Country Trader is a Supplement of:

Abernathy  
Weekly Review  
The Canyon News

The Castro County News  
The Clarendon News



The Lorenzo  
**EXAMINER**  
HEREFORD BRAND

Thursday, November 18, 1993

Plainview Daily Herald  
Ralls Reporter-News

The Slatonite  
The Tulia Herald

## Corn harvest 31 percent lower, prices on way up

By ROBERT GREEN

AP Farm Writer

WASHINGTON (AP) — A projected drop in the nation's corn harvest this year to a five-year low is welcome news from some growers in America's corn belt.

For farmers in parts of Iowa, Minnesota and other states whose crops eked through floods and heavy rains only to have frost do them in, corn prices of \$3 a bushel and soybeans of \$7 will be disappointing.

But for growers in Indiana, Michigan and parts of Illinois that escaped the floods, it's a chance to get some of the highest prices in five years. Drought, not floods, had held down prices in those areas.

Analysts predicted higher prices last week after the Agriculture Department dropped its estimate of the 1993 corn harvest to 6.5 billion bushels. The estimated harvest is 31 percent below 1992's record of 9.48 billion bushels and the lowest since the 1988 drought.

Economists were uncertain when, or if, shoppers would feel the impact in higher food prices, mostly for beef and other animals that are fed corn. As another possible consequence, the higher prices could frighten overseas buyers who would turn instead to countries like China, analysts said.

An early October frost hit the western corn belt hard, causing the department to adjust its estimate downward for the fourth straight month. Earlier reports had noted the impact of the drought in the Southeast.

The department also said Tuesday there would be little left over from the 1993 harvest when next year's harvest begins, helping drive up price estimates.

It's going to be carryover debt rather than carryover stocks, said Bill Horan, who farms in north-central Iowa near Rockwell City. "For some, it's going to mean more difficulty and even the possibility of not even getting credit next year," he said.

"It's going to take a couple

of years to work this through," said Ron Swanson, who farms near Galt in north-central Iowa.

He said soybean fields in his region were yielding 20-25 bushels an acre, compared with a normal 35-40 bushels and last year's yields of 45-50 bushels an acre. Cornfields were yielding 85 bushels an acre, down from the October estimate of 105 bushels and last year's record 147.

The average corn yield nationally was estimated at 103.1 bushels per acre harvested, compared with the record 131.4 last year and 110.3 indicated last month.

Nationwide, soybean production was estimated at 1.83 billion bushels, down 16 percent from last year's harvest of 2.19 billion bushels. The forecast was 3 percent lower than the October forecast of 1.89 billion bushels.

The department said carryover stocks of corn going into next year's harvest in September will be just 881 million bushels, about half of what is an adequate surplus.

## Cotton rings quality bell

LUBBOCK — Cotton producers are celebrating what appears to be a record yield in many areas of the High Plains this year, with expectations of coming very close to hitting USDA's 3.5 million bale estimate.

"The biggest story is the quality of this cotton," said Kater Hake, A&M extension agronomist stationed in Lubbock. "At this time it's the highest quality of any states from Texas east in the United States. California and Arizona is better, but of the rain-fed cotton, West Texas cotton is

See COTTON Page 5

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# AgReview



## Family pioneering U.S. ostrich processing?



FLOYDADA OSTRICH — Irene Hernandez shows ostrich jerky, one of many products processed regularly in Floydada.

**South Plains Ag News**  
Nov. 21

**NAZARETH TURKEY DINNER** — The Nazareth Christian Motehrs will hold a Thanksgiving dinner from 11:30 a.m. to 2 p.m. in the Nazareth Community Hall. A holiday arts and crafts show will be held all day in the school cafeteria.

### Tech eyeing emu research

By GORDON ZEIGLER  
*AgReview*

**LUBBOCK** — Everybody knows what an ostrich looks like, right? — Long-legged, long-necked, head in the sand and all that.

But, mention an "Emu" and fewer can visualize one.

Emu raisers admit that most persons are not familiar with the ostrich's cousin, a member of the bird family of Ratites — it is long-legged, and looks similar, though not as large.

Ratites include the ostrich, emu, rhea, cassowary and kiwi.

Emus may have an image problem when it comes to public recognition but, unlike ostriches, their valued byproduct — emu oil — is for a very limited audience, so perhaps it is not that

important.

The cosmetic manufacturer is the main customer for emu raisers — whose fatty, subcutaneous tissue adjoining the muscle yields a

### ■ Meat makes hit for firm in Floydada

**FLOYDADA** — The John Hernandezes believe they grabbed the brass ring when they steered their family-owned meat company away from its traditional focus and into ostrich processing recently.

The rural West Texas couple is, today, one of the only specialty ostrich slaughter operations in America — certainly the only one in Texas or the entire Southwest.

And its paying dividends for the agribusiness, the Hernandezes report.

They like being in on a meat that has such an enthusiastic, though it is a highly specialized following.

"Everybody likes the cholesterol angle, it's so much leaner," remarked Irene Hernandez, who first became acquainted with ostrich processing in June.

Their firm, Caprock Meat Company, processes about two ostriches a week on a regular basis. The birds dress out at nearly 100 pounds of red, mostly fat-free meat which sells up to \$40 a pound.

It's all done on contract with Bowie ostrich raiser Randy Reaves of Breezy Hill Farms, which ships about half to gourmet restaurants in Fort Worth and Dallas and the rest to mail order customers around the nation.

Sought after ostrich quill hides go to major Texas manufacturers who turn them into handsome ostrich quill cowboy boots.

Cattle, hogs and seasonal

slaughter of deer and other game is still important to Hernandez, don't get him wrong. But, since families raise fewer and fewer livestock of their own these days, sidelines like ostrich slaughtering is seen as a real opportunity to latch onto by Hernandez.

"Since numbers of beef, hogs and sheep are going down, we had to look at alternative business," explains Irene Hernandez.

The Hernandezes had to make a few adjustments when he began handling ostrich — which he describes as not white like turkey or chicken, but very dark, red meat.

"You have to seam it all out, take the gristle and tendons out — so you end up with 100 percent meat," Hernandez explained.

**See OSTRICH, Page 7**



**EMU STUDY** — Emu raiser Carrie Tisdale carries one of the birds under study by Texas Tech.

## September hog report is good news

Not much should take the U.S. hog industry by surprise since 1993 began with the expectations of larger pork supplies and lower market hog prices.

So far we are running about 1 percent below year ago supply levels and market hog prices through September have averaged \$4 per hundredweight (cwt.) over year ago prices.

That is good news for pork producers as their market hog prices have remained profitable. Even better news was the September Hog & Pig report that indicated fewer meetings from now through the first half of 1994 . . . practically guaranteeing market hog prices above breakeven levels for the period.

The report caught the industry so much by surprise the ag media was calling for a private agency to do the reports rather than USDA. Not only were inventories much lower than anyone expected, the inventories previously reported in this year's March and June reports were also revised downward. USDA has had problems with some of their livestock reports in recent years. They are already planning major revisions in monthly and quarterly Cattle on Feed reports beginning January 1994.

One of the major problems with the accuracy of USDA's National Agricultural Statistical Service (NASS) reports is producer cooperation. Producers just don't like completing the statistical information in NASS's questionnaires. Some producers brag about reporting incorrect data.

This is a sad situation for the livestock industry,



### LIVESTOCK MARKET UPDATE

**Dr. Ernie Davis**

especially during a period of acquisition and consolidations that has been occurring in the U.S. Meat Packing Industry. Since 1986, these acquisitions and consolidations have lent to the largest degree of concentration in the U.S. Meat Packing Industry ever. Today the largest 3 packers account for over 82 percent of the fed steer and heifer slaughter and nearly two-thirds of the total annual cattle slaughter in the U.S.

If livestock producers are not willing to cooperate with NASS to provide accurate estimate of future supplies of slaughter cattle and hogs, then how will producers make reasonable, information based production decisions? If we have no idea of what is coming to market in the next 3 months, 6 months or a year, then how can we make production plans? We are just introducing more risk into an

already high risk business.

Another question comes to mind. Why would a private agency gathering and reporting the statistics be better than a public agency? There is too much temptation for a private agency to take advantage of such sensitive information every now and then. The USDA has very structured procedures (such as lockups) to insure that no one has knowledge of the data prior to release time. Statisticians making the final estimates are literally "locked-up" as a security measure until the report is released.

Also, I have heard some livestock producers say "we don't need market reports . . . just do away with them." That means no information will be available to most producers. It does not mean that the large packers or largest producers won't have the information. They have the resources to obtain the information through either internal or external sources. The people that will not have access to the data are most livestock producers, small and middle-sized packers and educators (i.e., universities and Extension Services).

As mentioned previously, the March and June Hog and Pig reports had some downward revisions. Inventories and pig crops for December 1992-February 1993 and March-May were revised "to reflect information that became available after the preliminary estimates were published" according to NASS officials. The March and June invento-

**See HOGS, Page 7**

# He ships Floydada-processed birds nationwide

■ Sells fancy eateries on exotic meat

By GORDON ZEIGLER

*AgReview*

**BOWIE** — Anyone desiring to market ostrich meat has a problem.

First, you're hard pressed to find enough of it to sell — most every ostrich hatched in America is destined to breed more ostriches.

Second, with breeding ostriches valued at a whopping \$30,000 a pair or more, who'd want turn such a valuable piece of livestock into a steak?

Enter one resourceful entrepreneur, Randy Reaves — who has found his own way around the supply obstacle to market a good bit of the meat, and sees himself at the threshold of an opportunity he says rivals the oil boom of the 1940s and 50s.

"What else in the United States in the last 100 years has really been new like this?" Reeves asks. "And, what's exciting is that are actually the only established farm marketing ostrich meat on a regular basis in the United States."

Reaves' formula is simple. He buys up what he calls "cull ostriches" anywhere he can find them in Texas, Oklahoma and New Mexico.

He offers \$4 per pound live weight (which figures out somewhere around \$1,000). Most of these candidates have been injured or



SELLS 'BIG DRUMSTICKS' — Randy Reaves is shown with a chilled ostrich.

have undesirable qualities like a club foot or other conditions shunned by breeders.

That \$1,000 animal is later processed out yielding 100 pounds of boneless ostrich cuts, which are resold for around \$30 per pound wholesale — yielding as much as \$2,000 profit. And, sale of valued ostrich skins for leather boots adds even more to the bottom line.

Reaves has his birds processed by John Hernandez at

Caprock Meat Company in Floydada.

Then he markets it through Breezy Hill Farms in Bowie — a business he started several years ago. To his knowledge, he was the first in the country to begin regular ostrich meat sales.

Besides catering to specialty restaurants, Reaves sells about half his supply to mail order customers who phone in.

"We stay mostly sold out."

said the sales manager at Breezy Hill. "Our most popular item is boneless, filet steaks."

Pricing is \$29.95 per pound for steak, \$24.95 for cutlets and \$19.95 a pound for ground ostrich, chili and fajita meat. Pre-cooked summer sausage goes for \$19.95 a pound.

Another popular item, ostrich jerky, goes for \$5 a package — which figures up

to about \$40 a pound. That compares favorably with beef jerky which costs \$25 to \$35 a pound over the convenience store counter.

"Until someone started importing pre-cooked ostrich products about a month ago, we were the only ones selling it that we know of," said a Breezy Hill spokeswoman.

Reaves says his volume of about two ostriches a week pales in the face of future potential for developing a market for ostrich meat in America.

"We need to be slaughtering 100,000 year," says Reaves. "South Africa, where the industry is over 100 years old, currently slaughters 150,000 a year. They supply to European countries. What we need is to build the U.S. slaughter market, and that is what I am out to do."

Reaves — who got out of farming and cattle raising several years ago because he says things were getting too tight — positioned himself to benefit if the U.S. ostrich industry ever makes the transition from a breeding to a slaughter market.

It may take a while, though. Currently an ostrich pair lays up to 40 eggs per year. On the average, a good pair can produce 20 breeding pair — which have sold for as much as \$20,000 recently, says Reaves.

That's a potential of \$400,000 in gross sales if all goes well.

Though his own Breezy Hill Farms is involved in

ostrich breeding, Reaves looks ahead to a day when ostrich ranching becomes popular.

"It takes a lot fewer acres to raise an ostrich than it does cattle," explained Reeves. "And the profit is a lot more than you get of a \$500 to \$600 yearling calf."

Reaves admits ostrich is one of the most highly-specialized meat markets in the world — appealing mostly to the health conscious and patrons of exclusive restaurants.

Reaves' Breezy Hill Farms sells about half of its product to gourmet restaurants. He's supplied ostrich meat to Dallas metroplex restaurants including the Weston Hotel at the Galleria, for about 16 months, and the Bella Italia West, which serves up exotic game of all types, for about eight months.

Reaves admits his bid to raise ostrich has had its ups as well as its major downs.

His first pair, on which he staked a major investment, did not survive, forcing him to either get out or try again. He gambled on two more, a decision that finally paid off.

Spinoffs from the ostrich industry have been major in his hometown of Bowie.

A local newspaperman got interested in the birds, and started a publication called Ratite Marketplace — devoted to all the birds in the ostrich family.

Today, that publication has swelled to more than 300 pages on a bi-weekly basis and serves more than 10,000 subscribers, says Reaves. ■

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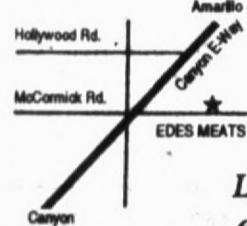
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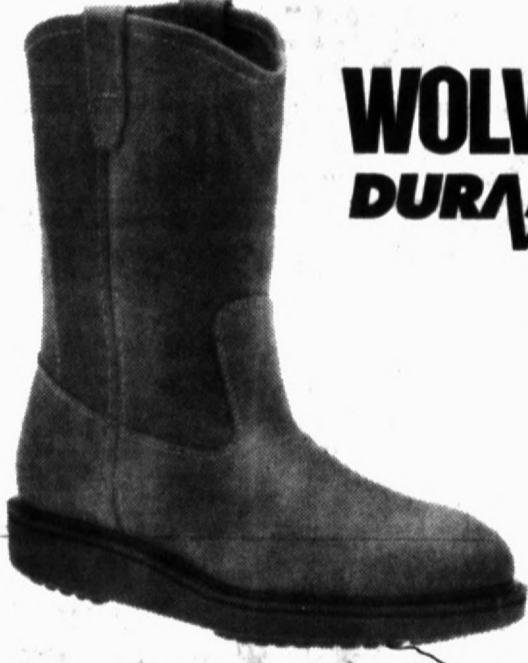
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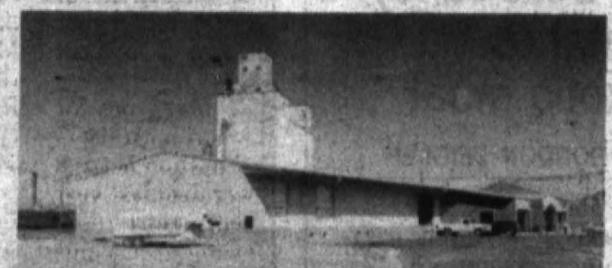
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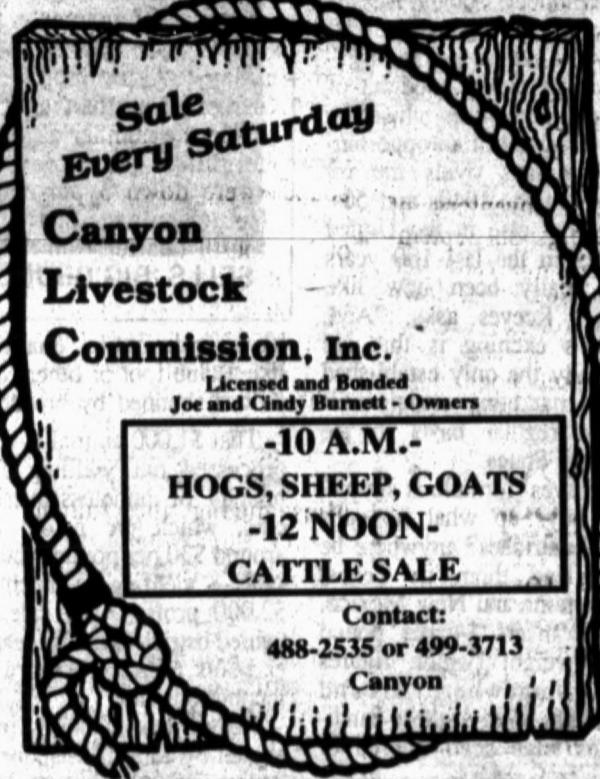


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## HOGS

From Page 2

ries were lowered 1.1 and 2.3 percent, respectively. The December 1992-February 1993 pig crop was lowered 3.9 percent and March-May pig crop was lowered 5.3 percent.

It now appears the 1992 pork production record of 17.185 billion pounds will survive for at least another year. At the beginning of 1993, this year's pork production was expected to set new records at 17.4 billion pounds. As late as August, USDA was still expecting 1993 pork production to reach 17.258 billion pounds. With the new revisions, however, it is most likely that 1993 pork production will likely be 3 percent less than a year ago or about 4.4 billion pounds. The total U.S. pork production for 1993 should be around 16.96 billion pounds or about 1 percent below 1992's production.

The U.S. inventory of hogs and pigs on September 1, 1993 was estimated at 59.0 million head, down 4 percent from a year ago and down 1 percent from 1991. Market hogs numbered 51.9 million head.

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down 4 percent from 1992 and down 1 percent from 1991. U.S. breeding hogs totaled 7.08 million head, down 5 percent from a year ago and down 3 percent from 1991.

The U.S. pig crop for June through August 1993 totaled 23.7 million head, 8 percent lower than last year and 3 percent below 1991. Sows farrowing during this period numbered 2.93 million head, 7 percent below the same period in 1992 and 6 percent below 1991 levels. The average litter size during the period was 8.09 pigs, compared to last year's litter size of 8.14.

Fourth quarter (October through December) of 1993 marketings will come primarily from the March 1992 through May 1993 pig crop and those market hogs weighing over 60 pounds on Sept. 1. The March through May 1993 pig crop was 6 percent less than a year ago and the number of pigs weighing over 60 pounds were down 3 percent. Also, towards the end of the fourth quarter, supplies of market hogs should be available from the earlier portion of the June through August 1993 pig crop. The pig crop for that period was 23.72 million head, down 8 percent from last year. Market hog supplies during the fourth quarter should be 3 to 4 percent lower than a year ago.

First quarter (January through March) of 1994 marketings will come primarily from the U.S. June through August 1993 pig crop which was reported at 23.72 million head down 8 percent. Towards the end of the first quarter, market hog supplies will come from the earlier farrowings of the September through

November 1993 period. U.S. farrowing intentions for this period were to farrow 2.93 million sows, 3 percent less than last year. Market hog supplies for the first quarter of 1994 therefore, should be 7 to 8 percent below first quarter 1994 product levels.

Second quarter (April through June) 1994 marketings will come primarily from the U.S. September through November pig crop. Current intentions are to farrow 2.93 million sows during that period. This is 3 percent fewer farrowings for the same period in 1993. But with the larger litters being farrowed in the U.S., the pig crop could only be 1 to 2 percent smaller. Also, towards the end of the quarter, market hog supplies will be supplemented by earlier farrowings from the December 1993 through February 1994 pig crop. Farrowing intentions for this period are currently being projected at 2.85 million sows, an increase of 2 percent over the same period in 1993. Market hog supplies during the second quarter of 1993 could be 1 to 2 percent below the second quarter 1993 marketings.

*(Dr. Ernie Davis, Livestock Marketing Specialist with the Texas A&M Extension Service, is an authority on the livestock markets.)*

## COTTON

From Page 1

the best."

Hake said a group of textile buyers visited the West Texas area Oct. 21, and seemed impressed with what they saw.

"They were very enthused about quality," Hake said.

The crop appears to be yielding about 85 percent strict middling or better, 85 percent middling leaf or better and about 25 percent staple 35 or longer.

It is also averaging about 25 grams per tex and about 45 percent of bales are in the premium micronaire range, Hake indicated. Level 1 bark, however, is present in about 25 percent of bales.

Hake credited dry weather in the boll opening period with adding to quality. About 3.1 million bales will be harvested, and abandonment is virtually non-existent, he said.

### Authorized



*John BEAN.*

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-0- Down - Customer must make 1st Pmt of \$270.06 + residual deposit of \$275.00 at lease initiation

Pmt. does not include taxes. Total pmt over life of lease: \$12,962.88 Miles as specified on all leases. Lease rate w/o- Down 11.35%

### 1992 Chevrolet Corsica 4 Door 36 Months Lease \$281.31 Mo. Pmt w/approved credit.

-0- Down - Customer must make 1st payment of \$281.31 and residual deposit of \$300.00 at lease inception.

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## Tech student is TCGA intern

City kids and others who attended the State Fair of Texas this year learned more about Texas corn thanks to Chip Brownlee and others working with Texas Corn Growers Association.

Brownlee, a junior ag communications major at Texas Tech University, is doing an internship this fall at TCGA. The internship is part of a new program sponsored by the Texas Dept. of Agriculture.

"The main goal of the program is to promote

agricultural literacy throughout all of the state," Brownlee said.

The state fair project is just one aspect of Brownlee's job this fall at TCGA in Dimmitt. He grew up on a ranch near Spur, so corn is something new for him.

"I've learned so much in the time I've been here," he said. "We grew a little dryland cotton and wheat, so I have really been learning something new. I've learned from all of these experts, including

Carl (King) and Lois (Wales) about planting, harvesting, processing, milling and the ethanol industry. It has all been very fascinating."

Just as new to him, and even more eye-opening, has been the political action of the Texas Corn Producers Board.

"I really thought organizations like this were just out there, not really doing a whole lot except spending checkoff dollars," Brownlee said. "This organization has a lot of political pull and there is a lot of education of Congressmen and others that has to go on. We've visited a lot with Rep. (Bill) Sarpalius and Rep. (Dick) Gephardt and several others. It's neat to say I've been working in an office where you have close contact all of the time with people like that. It's nothing at all like I expected."

After this fall, Brownlee will return to Tech and plans to graduate in May of 1995. Next summer he may serve as an intern at TDA's Austin headquarters or somewhere else in the state.



PROMOTING TEXAS CORN — Chip Brownlee

### VEHICLES

**MUST SELL! '92 Chevrolet Astro, extended van, 7-passenger seating, AM/FM stereo cassette, tilt steering wheel, cruise control, power door locks. No old contract to assume, no back payments to make. Just need responsible party to make reasonable monthly payments. Call Doug Hulderman in the Credit Dept., Fronia Motors, 806/247-2701.**

31-1tc/cn

**MUST SELL! '92 Chevrolet C 1500, Silverado, Mark III conversion package, leather, rhino bedliner, topper, extended cab, captain's chairs, power windows, power door locks, tilt steering wheel, cruise control, AM/FM stereo cassette, wood trim throughout, and much more. No old contract to assume, no back payments to make. Just need responsible party to make reasonable monthly payments. Call Doug Hulderman in the Credit Dept., Fronia Motors, 806/247-2701.**

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**MUST SELL! '93 Mercury Topaz GS, four-door sedan, air conditioning, automatic transmission, power windows, power door locks, tilt steering wheel, cruise control, AM/FM stereo cassette, wood trim throughout, and much more. No old contract to assume, no back payments to make. Just need responsible party to make reasonable monthly payments. Call Doug Hulderman in the Credit Dept., Fronia Motors, 806/247-2701.**

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**MUST SELL! '91 Ford Explorer, XLT, four-door, 4x4, 5-speed transmission, power windows, power door locks, new tires, cruise control, AM/FM stereo cassette, and much more. No old contract to assume, no back payments to make. Just need responsible party to make reasonable monthly payments. Call Doug Hulderman in the Credit Dept., Fronia Motors, 806/247-3040.**

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### RECREATIONAL VEHICLES

**BANKER SAID SELL—40-foot Hitch Hiker 5th Wheel, glide outs, washer/dryer, two air conditioners, 1990, like new, \$36,000. Treadmill. 793-1040.**

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**FOR SALE:** 14-ft. wide mobile home to be moved. Two bedrooms added (also movable) makes three bedroom home with study. Without addition, it's a 2-bedroom. Has new living room carpet. Call 945-2632, leave message. 27-tfc

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**MANAGER** needed for VFW Post 8056 in Dimmitt. Must have references and furnish resume. Call Morris Gowdy, 806/647-5441.

31-4tc

### WANTED

**WANT TO BUY** used 14' mobile home. Will pay cash. Please call me in Amarillo, 383-9783. 30-2tc/cn

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By price comparison, we think the price per call we pay per responding prospect is much better with **Country Trader**. I dare say we get more calls per dollar with your product.

Our prospective customers are farmers in a 50 to 75 mile radius. They are shopping for used equipment they can't find in their area, or want to make a cost comparison of what they have available in their area. We are certainly reaching the people we are trying to reach!

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*Ray Lee*



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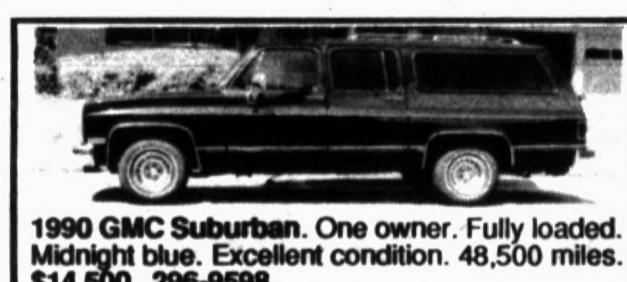
1991 CHEVROLET SILVERADO EXT. CAB - One Owner, Fully Loaded, Red Chrome American Racing Tires, RWL Firestone, 373 Positrac Rear End. 40,000 Miles. \$14,995. Call 895-4409. Or 895-4667.



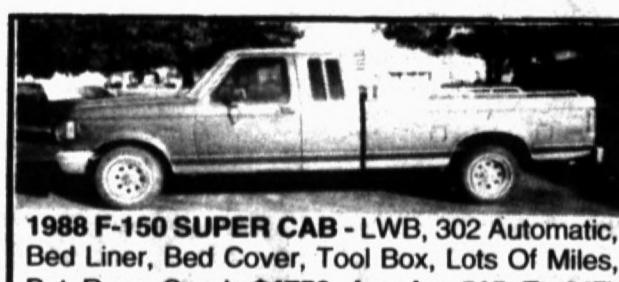
1984 SWB Chevrolet Pickup with new rebuilt 400 small block, with many extras. Rebuilt transmission. New tires. \$3995. 293-5482 after 6:00 p.m.



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1986 SIVERADO SUBURBAN - Extra Clean Silver Interior, New Michelin Tires, Runs Good \$5950. 296-0810 Or 293-0533.



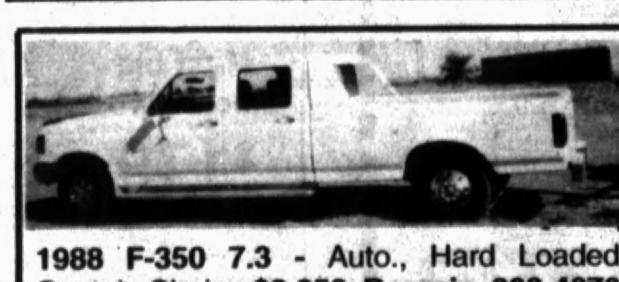
1971 CHEV. LWB - Blue, 2 New Tires, Chrome Tips, A/C, AM, Sliding Rear Window, Rebuilt Engine 350, 10,000 Miles. \$2,500. 296-5654.



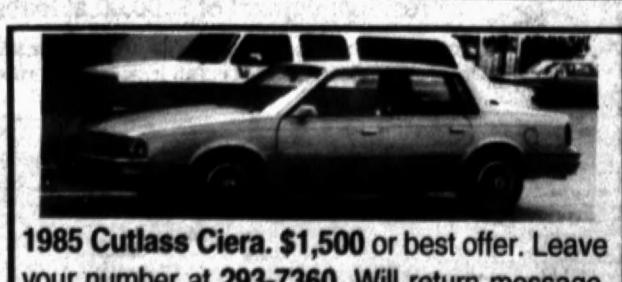
\$2,700 BUYS THIS 1984 NISSAN 200 SX COUPE - White, 4 Cylinder, Great Mileage, 5-Speed With Cruise, Tilt, Stereo With Amp., New Radial Tires, Other Goodies. Call Days 293-1812 Or 296-9411.



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1988 F-350 7.3 - Auto., Hard Loaded, Captain Chairs. \$9,950, Bargain, 293-4076.



1985 Cutlass Ciera. \$1,500 or best offer. Leave your number at 293-7360. Will return message.

# Cotton outlook neutral, to slightly positive

The latest USDA crop reports were neutral to slightly positive for the U.S. cotton market.

Despite a 717,000 bale drop in the expected U.S. crop to 16.3 million, increasing foreign stocks were offsetting, indicating the sluggish export situation will remain.

Ending stocks in the U.S. were reduced to 4.9 million, a sizable decrease of 50,000 bales. But, estimated stocks are still 5 percent more than the 4.66 million last season. Expected exports were decreased slightly, with mill use unchanged.

Largely because the crop in China was revised upward to 19.0 million bales from 17.5 last month, foreign stocks increased. Ample world stocks suggest that the world price ("A" Index) and the U.S. adjusted world price (AWP) will remain weak and continue supporting a large producer optional payment (POP) or marketing loan deficiency payment. The net price to producers (cash plus "POP") is not likely to change much from current levels for several months.

The preliminary ARP for the 1994-95 crop was set at 17.5 percent, up 10 percent from this season. The base loan is 50 cents per pound, the minimum permitted. The target price is 72.9 cents. The higher ARP was set to decrease future supply boost market prices, and decrease government costs of the cotton program and gain more income from the marketplace. It is the highest ARP since 25 percent for the 1989-90 crop. Other alternatives for reducing federal outlays are to increase the 15 percent non-payment acres to a higher level or lower the target price.

However, since the expected ending stocks have been reduced to 4.9 million, a 30 percent stocks-to-use level, the ARP for next year's crop may be decreased when the final announcement is made by Jan. 1, 1994. Considering the "flex" program, a higher level of ARP could curtail gov-



## COTTON MARKET UPDATE

*Dr. Carl Anderson*

overnment costs and still assure ample cotton acreage. If the price level moves to a more favorable level, acreage could be "flexed" into cotton from another crop as the program intended.

### LOAN PROGRAM MAIN MARKETING ALTERNATIVE FOR 1993-94 CROP

Marketing alternatives are largely associated with the CCC loan provisions and the marketing loan deficiency payments. Producers with eligible cotton have several alternatives surrounding the loan program. The traditional process of placing cotton in the loan and holding and hoping for a higher price will likely end up bringing the lowest income.

- Producers can take producer optional payments (POP) and hold cotton or sell it at market price now. This "locks-in" POP payment and makes cotton ineligible for loan. If cotton is sold, call or put options could be purchased to cover possible higher or lower price moves on futures contracts. Holding ineligible cotton assumes the risk of lower prices and takes on storage costs.

- The alternative of placing cotton under loan and wait-

ing for a more favorable price is subject to changes in cash and AWP prices. The AWP may go down or up, and marketing loan deficiency payments will change accordingly. But, cash price changes may or may not closely match those of AWP. If AWP recovers to loan, the marketing loan deficiency payments and the potential income over loan essentially disappear.

The Secretary of Agriculture could opt to use his discretionary authority in adjusting the AWP. However, he has not opted to make further adjustments in some time. It will take a substantial market rally to bring market prices far enough above loan to pay storage and still equal the large loan deficiency payments available in early fall.

- Another alternative is to contract cotton to a buyer for an agreed price ("equity") and place it in the loan if ASCS approves contract language. This "locks-in" the marketing loan deficiency payment and leaves cotton under loan where storage is free for up to 10 months if AWP is less than loan.

- Placing cotton in a group pool or cooperative pool are other alternatives. Marketing the cotton is then handled according to the agreement signed.

These alternatives and their advantages and disadvantages need to be understood to benefit from low AWP prices and the potential of a market rally sometime before next July.

The cotton market is full of surprises. Markets often make a turn when they look real bad or real good. That is why a year-round marketing plan is needed. Given the marketing tools available, it is possible to "hedge" for both higher and lower prices.

(*Dr. Carl Anderson, Cotton Marketing Specialist with the Texas A&M Extension Service, is a noted authority on the cotton markets*)

## OSTRICH

**From Page 2**

He compares it to venison or elk — meat he handles a lot for hunters during hunting season.

One spinoff of dealing with exotic meats like ostrich has been the opportunity to slaughter other exotic game, like a water buffalo he dressed out.

"A guy in Cleburne was

test marketing it," Hernandez says. "It looks like beef, but I don't know if it will ever take off. It is similar to beef, but a little leaner."

Hernandez grew up in Wilson. After stints with Safeway, and later Furrs stores, in Midland and Lubbock, he made a decision to get back to a small community setting.

The attention his ostrich meat is getting him has

been good for Hernandez as he attempts to establish his business.

"This is helping us get our name around," said Hernandez, a lifelong butcher whose experience as a butcher includes a career with Safeway and Furrs stores in Lubbock.

"We get calls from a lot of people about ostrich. We are even getting inquiries about processing emus," explained Hernandez, who

decided about a year ago to move to Floydada about a year ago and begin a meat business of his own.

"We get to meet people more," Hernandez said. "Here, we kind of work at our own pace. We enjoy people and meet a lot of people."

The Hernandezes have two children, Jennifer, 13; and Jeremy, 12.

The study may help determine the potential for growing emus, and whether other byproducts, such as meat, could be developed.

Tech apparently began to take notice of the emu as it began to be raised in large numbers on the South Plains recently, according to Carrie Tisdale, a Lubbock area emu raiser.

"There are about 150 to 200 emu breeders within a 50 to 60 mile radius of Lubbock."

## EMU

**From Page 2**

in October processed one of its first to study for byproducts, like emu oil.

Tech may soon be involved in a study in cooperation with the Texas Department of Agriculture to determine possible markets for emus, according to Texas Tech's Dr. Leslie Thompson.



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EMUS..EMUS..EMUS..EMUS..EMUS  
Zone 6 of the Texas EMU Association, a Chapter of the American EMU Association will be hosting a SEMINAR ON BREEDING PAIRS, INCUBATION AND RAISING CHICKS. Saturday, November 20th, 1993 at the Ollie Liner Center in Plainview, Texas. For registration forms please call: Yvette Hays, T.E.A. Zone 6 Secretary at (806)763-7685.

Furnished two bedroom mobile home. \$260 month, \$150 deposit. No HUD. Inquire at 300 S.E. 8th. 296-5199.

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Three JD 7445 with cleaners. 296-1632, 296-1665.

**ESTATE SALE**

Time: 10:00 A.M.

Sat., NOV. 20, 1993

Terms: Cash

[Storm Date: December 4, 1993]

Location: 1 mile west of Edmonson, Texas on Highway 194, then 1 1/4 miles north on country road (the first house).

MR. AND MRS. ANDY WIEBER, OWNERS

The following will be sold at public auction:

**FURNITURE**

- 1 - 3 piece sectional sofa
- 1 - British tan large leather sofa
- 1 - Burgundy 3-cushion leather sofa
- 1 - Floral swivel rocker
- 1 - French Provenital arm chair
- 1 - Marble coffee table
- 1 - Square end table (nice)
- 1 - Antique end table
- 1 - Pole lamp
- 1 - 4' room divider with shelves
- 1 - Roll-a-way bed, %
- 2 - Full size iron beds
- 1 - Full size bed
- 1 - Child's rocker
- 1 - Baby crib
- 1 - Port-a-crib
- 1 - Chrome dinette suite with 4 chairs
- 1 - Older model Admiral TV
- 1 - Portable black and white TV
- 1 - RCA Console TV, 21"
- 1 - Silvertone radio
- 1 - Antique phonograph
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- 1 - 8 track tape player with speakers

**ELECTRICAL APPLIANCES**

- 1 - Norge large chest freezer
- 1 - Large deep fryer
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- 1 - Electric skillet
- 1 - Rice cooker
- 2 - Coffee pots
- 1 - Ironrite ironer
- 1 - Hand vac
- 1 - Oreck carpet sweeper
- 1 - Electric cook top
- 1 - Helene Curtis hair dryer with chair
- 1 - Coppertone vent hood for range

**DISHES**

- 1 - 12-place settings porcelain china, Gold Standard, extra serving pieces
- 1 - 8-place settings Rhapsody china by Sango, extra serving pieces
- 1 - Large lot dishes, glasses, etc.
- 1 - Lot Hostess cups and plates

**DECORATOR ITEMS**

- 2 - 6' artificial plants
- 1 - Lot floral arrangements
- 1 - Brass coat rack
- 2 - Latch hook throw rugs
- 1 - Lot pictures

**HAND AND YARD TOOLS**

- 1 - Sears electric air compressor
- 1 - Acetylene tank
- 1 - Cross cut saw
- 1 - Hand truck
- 2 - Saw horses
- 1 - Metal scaffold
- 1 - Large lot hand tools, hammer, saws, screwdrivers, wrenches, chains, trouble lights
- 1 - Lot extension cords
- 1 - 6' aluminum folding ladder
- 1 - Lawn cart
- 1 - Traveling sprinkler
- 1 - Wash tub
- 1 - Lot garden tools
- 1 - Sprinkler hose
- 1 - 100' rubber garden hose

**MISCELLANEOUS ITEMS**

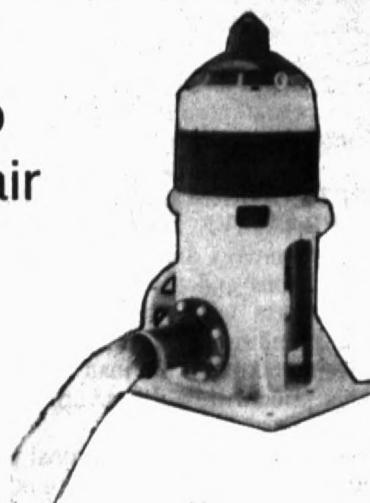
- 1 - 4'x6' platform
- 1 - Lot used lumber
- 1 - Pressure cooker for canning
- 1 - Small ironing board
- 1 - Antique typewriter
- 1 - Ice chest
- 1 - Electric ice cream freezer
- 1 - Hand crank ice cream freezer
- 1 - Lot fruit jars
- 1 - Thermos
- 1 - Antique kerosene lamp
- 1 - Pair Wuest binoculars, 6x30
- 1 - Lot baskets
- 1 - Set TV trays
- 2 - Wood storage boxes
- 1 - Ping pong table
- 1 - Croquet set
- 2 - Wood benches
- 2 - Christmas tree stands
- 2 - Christmas trees
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- 1 - Clothes bag
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- 1 - Lot caps
- 1 - Lot women's hats
- 1 - Light bar for movie camera
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