



CAREER

Opportunities

in

the

FEED

Industry

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The feed manufacturing industry is the largest of all industries serving agriculture, with a volume of more than 5 billion dollars a year. The field is still growing, and it offers a variety of challenging career opportunities to the agriculture college graduate.

Advances in animal nutrition since the turn of the century have been remarkable. Judging by scientific work presently in progress, and the limitless possibilities the field offers, even greater progress is expected during the last half of the century.

The feed industry serves to shorten, by many

years, the time it formerly took a college or commercial scientific discovery to reach its practical application in the feed lot. Feed manufacturers are constantly on the alert for basic research discoveries from scientists anywhere in the world. They have the facilities and the desire to make these fruits of research available to the farmer in formula feeds at the earliest time possible.

Agriculture in this country has made significant changes during the immediate past. As recently as 30 years ago, farming consisted largely of growing and marketing crops. But the production of livestock and poultry has now increased in volume and importance to such an extent that today more than 55 per cent of all farm income is derived from livestock and poultry operations.

Bright Opportunities

Taking into consideration the vital service the feed manufacturing industry renders, the growth of animal agriculture, and the rapid rate at which our population is increasing each year, it becomes clear that there are and will be many bright opportunities for the college graduate in this field.

Just what is the job of the feed manufacturer? It commences long before the actual mixing operation. A part of his service function is to keep abreast of all information known regarding the nutritional requirements of all classes of livestock and poultry. With this information in hand, it is then the feed manufacturer's job to find the most economical sources of ingredients which provide these nutrients.

Then it is his important job to mix these ingredients thoroughly and in proper quantities. His service function has not ended when he has delivered, through his dealers, the mixed feeds to the feeder at the time and place where they are needed. He has a moral and a business obligation to see that the feeder will have the benefit of the manufacturer's practical knowledge of livestock and poultry feeding and management. Only in this way may the full value of the rations be obtained by the feeder.

Fine Fields

The above are all services rendered by the feed industry, and each phase of the feed manufacturer's service offers a number of careers to the college graduate. Opportunities in the feed industry might be divided into five broad fields: research, production, sales and service, financing, and promotion and advertising. Let us look at each of these individually.

Research in the feed industry is primarily of the applied type. An illustration of this fact is the research that was done in feeding Vitamin B12 and the antibiotics to poultry. After the fundamental discoveries concerning the nature of Vitamin B12 were made in college and other laboratories and after it was discovered that antibiotics would stimulate growth when fed at low levels, the feed industry began applied research to determine the most effective levels of feeding. They sought further to discover the most economical sources of these ingredients, and the best methods for producing them.

Feed industry research encompasses a field broad enough to challenge the interest of any college graduate. Feed manufacturers know that their businesses will prosper only insofar as their products will bring more prosperity to the feeders. They know that their products will have to represent the best rations known at the time. The feed

industry will always need qualified research men who will keep up to date on the latest developments in nutrition, and incorporate them in commercial feeds.

In the field of production, feed manufacturing has become an extremely technical operation because of the wide variety of ingredients used, and the very small amount of some that are included in rations. The fact that drugs, arsenicals, and other materials which may be toxic when misused, are included in feed formulations today, magnifies the importance of the manufacturing process. It is tremendously significant that feed industry production has become a part of the college curriculum with the feed technology school at Kansas State College. Many future leaders in feed production are sure to emerge from this kind of college training.

There are fine opportunities for college graduates in the field of sales and service in the feed industry, because commercial feed sales work is becoming more and more a job of education. Successful feed companies are expecting their salesmen to give the feeder service, and to provide him with information and advice on good management, good sanitation, good breeding and good feeding practices.

As an industry grows, it must have sound financing programs. Whether the feed company is financing a feeder directly, or whether it is making recommendations to the banker for financing an operation, the persons making the recommendation must have a thorough knowledge of agriculture to judge the soundness of the investment. This opens up veritable opportunities in feed industry financing for the agriculture college graduate.

The service and educational aspects of the feed manufacturing business promise wide fields of opportunity in promotion, advertising and public relations. Customers need information about products. Promotion through mass media in the feed industry is more and more becoming a job of informing customers and prospective customers. Feed industry public relations actually encompasses much more than product promotion. It includes the complete field of farm management, marketing, and research, interpreted in interesting and understandable language. **College graduates who have the ability to express themselves clearly** are finding many opportunities in feed industry promotion. (Emphasis, the editor's.)

6000 Feed Manufacturers

There are approximately 6,000 feed manufacturers in this country who produce formula feeds under their own brand names. These manufacturers vary in size from the small local plant to the

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extremely large feed companies which are regional or national in trading area. Over one-half of the annual total of feeds is produced by approximately 36 companies. Eighty-five per cent of the nation's feed is produced by less than 800 manufacturers. Yet, thousands of small producers make a vital contribution to the industry. Opportunities exist with manufacturers of every size. The following table lists the per cent of manufacturer feeds produced in each region of our nation:

Area	(%)
New England	3.1
Middle Atlantic	10.6
East North Central	15.5
West North Central	16.8
South Atlantic	15.2
East South Central	9.7
West South Central	14.9
Mountain	3.0
Pacific	11.2
U.S.	100.00

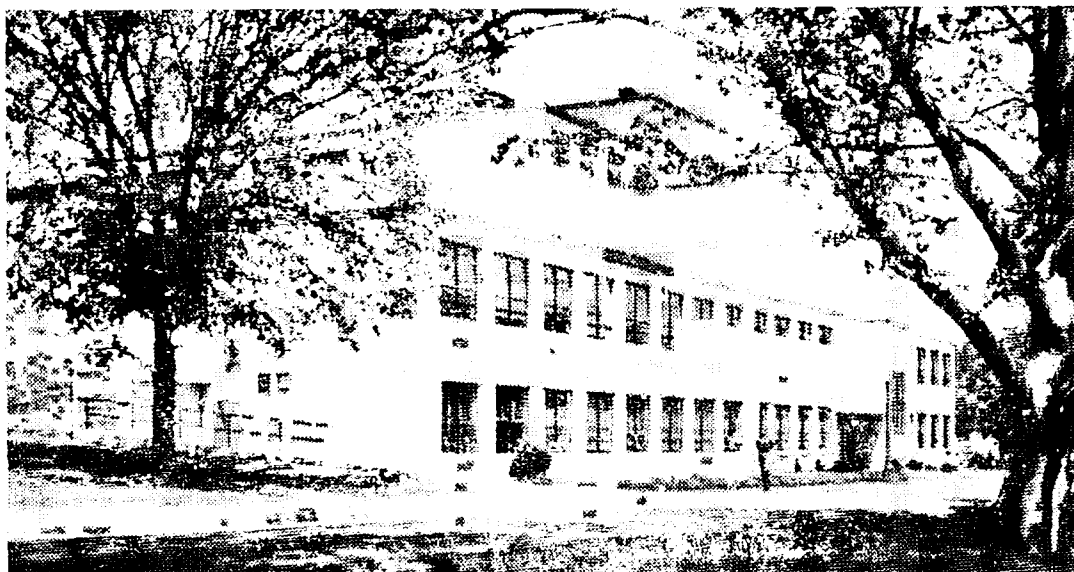
Manufacturing feeds for livestock and poultry is one of the most basic industries in our country. It will continue to be basic so long as our population needs the protective foods—meat, milk and eggs. Therefore, careers in this field are built on the most solid foundation—the national dependence upon good foods for good health.



Entrance to Feed Technology Building

A booklet on the FEED TECHNOLOGY PROGRAM AT KANSAS STATE UNIVERSITY may be obtained by writing to:

Dr. John A. Scellenberger, Head
Dept. Flour and Feed Milling Ind.
Kansas State University
Manhattan, Kansas



New facilities for the Department of Flour and Feed Milling Industries were dedicated in 1961. These supply excellent laboratories, classrooms, and pilot feed and flour mills where students may learn to apply their technical training. Kansas State University, Manhattan, Kansas.