

Australian Livestock Specialist in New Zealand

MR MARSHALL R. IRVING, chief of the Division of Animal Industry of the Department of Agriculture, South Australia, was in New Zealand in September after visiting the United Kingdom and North America on his return from the International Veterinary Congress at Madrid, to which he was a Commonwealth delegate.

Mr Irving's chief interests during his tour were inquiry into methods of control and recent advances in research into major animal diseases that are of special quarantine interest to Australia; study of the organisation and conduct of artificial breeding of dairy cattle, which has just been introduced in South Australia; and inquiry into the marketing of export lamb and beef, standards of quality and grade, methods of preservation and transport, and problems of supply.

Mr Irving visited the Department of Agriculture's Animal Research Stations at Wallaceville and Ruakura, Massey Agricultural College, the New Zealand Dairy Board's Artificial Breeding

Centre at Newstead, and meat works in the North Island.

On a visit to the Smithfield meat market in London Mr Irving said he saw, within a radius of about 20 yds, meat from 14 different countries presented for sale. He described the United Kingdom meat market as a "harsh and critical" one and was impressed by the need for countries exporting to the United Kingdom to do the utmost in "merchandising" their produce. It was not enough to produce meat for overseas markets; exporting countries' approach to marketing had to be reorientated to regard the real work as beginning after production. It was particularly important for countries furthest away from the United Kingdom market to overcome disadvantages of lack of continuity of supply. Goodwill for a particular country's produce that was built up by publicity and salesmanship was rapidly lost if the product was periodically unobtainable.

Publicity for New Zealand lamb in United Kingdom retail shops was



Mr Irving.

particularly impressive in its impact at the crucial time when customers were making their selection and purchases. Wholesalers, however, emphasised the probability of an over-supplied lamb market and the better prospects for increased supplies of high-quality beef.

Tractor Safety Film "We Lead the World"

"WE Lead the World", the tractor safety film made by New Zealand's National Film Unit with the cooperation of the Department of Agriculture, recently won an award of merit at the Chicago festival of safety films. A letter congratulating the makers on a fine production and its contribution to the cause of accident prevention states that there were 66 entries and that the standard was excellent.

"We Lead the World" was directed by Philip McHale from a script written by the Department of Agriculture. Advisers from the Department of Agriculture were H. W. T. Eggers, E. B. Glanville, C. M. B. Olivecrona, J. O. Brasell, and R. G. Burton.

The original script was written by C. J. Crosbie after consultation with two well known South Canterbury farmers, Messrs C. E. Wright and N. Hayman, who have had a long associa-

tion with the promotion of tractor safety.

Copies of the film are in the Department of Agriculture's extension film library, from which borrowings may be made **only** by Departmental officers. Organisations, particularly farmer groups, interested in the promotion of tractor safety and wishing to see the film should make arrangements for screenings through officers of the Department of Agriculture at the nearest branch office.

Vaccination Against Contagious Abortion

APPPLICATIONS by farmers for vaccination of their calves against contagious abortion in 1960 are due now. Applications should be sent in as early as possible so that vaccinating officers can arrange the work efficiently.

Members of veterinary clubs should apply to the secretary of their club and other farmers should apply to the nearest Livestock Instructor of the Department of Agriculture or private veterinary surgeon. Applications to Livestock Instructors must be accompanied by a cash payment of 2s. per calf. Application forms can be obtained from any Livestock Instructor.

The closing date for applications for dairy calves is 14 January and for beef calves 29 July. The charge for vaccination is 2s. per calf irrespective of the number.

