

20140521

Read “The Chicken Story” up until page 6, third paragraph, beginning with “One fundamental split...” Try to understand the story and organize your group to study for the following questions:

1. As breeding and feeding methods developed, a division appeared between egg farming and chicken farming. What made this division of labor and further professionalization possible?
2. Agribusiness chicken farming has a special setup where the chickens are confined in limited space but in great numbers. Why is the advantage in that, and what are some problems that resulted from this gathering?
3. Technology and genetics made profits possible by making changes in the whole production process so as to cut costs. What are some incredible technologies used that were mentioned in the essay?
4. What is a “fully integrated poultry industry” according to J. D. Jewell’s design?
5. In the 1950s, a struggle took place among efficient chicken farmers and inefficient chicken farmers, which resulted in a struggle for free market. Tell the story in a plain way, not using the original text.