

were familiar to the former cotton farmers because storekeepers customarily advanced them supplies or money at the beginning of the growing season in return for payment after harvest. As a result of his arrangements with the large feed processors, Jewell is said to have developed an early form of the agribusiness concept for the poultry industry. This businessman-farmer relationship helped change north Georgia poultry production from a sideline activity to a commercial venture.

Jewell also established a hatchery and later built a processing plant. By World War II, his operation had become so "vertically integrated" that he hatched eggs for broiler stock, contracted with farmers to raise the chicks, supplied growers with feed on credit, and processed and marketed the broilers. In return for an assured market for the birds, producers provided the housing, equipment and labor.

Vertical integration has continued to develop because it has proven



Georgia's commercial broiler industry has undergone major changes since the early part of this century. For example, at one time most of the state's birds were produced on open range, much like these birds on a Habersham County farm in 1950. Since then, the use of modern confinement houses and management methods has enabled Georgia to become the number two state in the nation in broiler production.