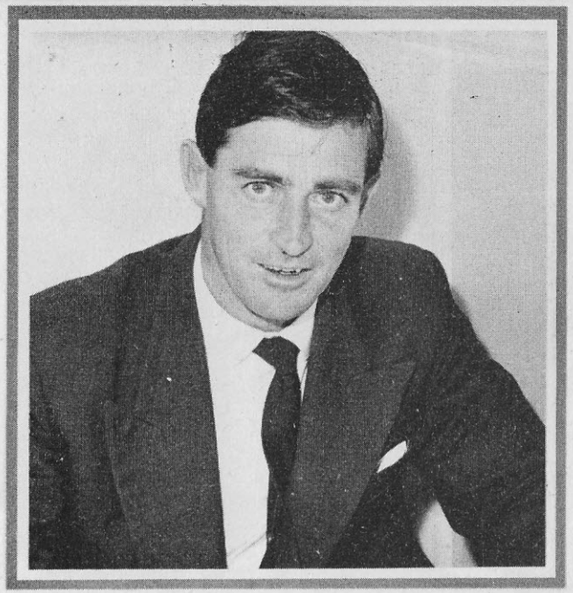


Table Poultry Is Big Business At Bell Block Factory

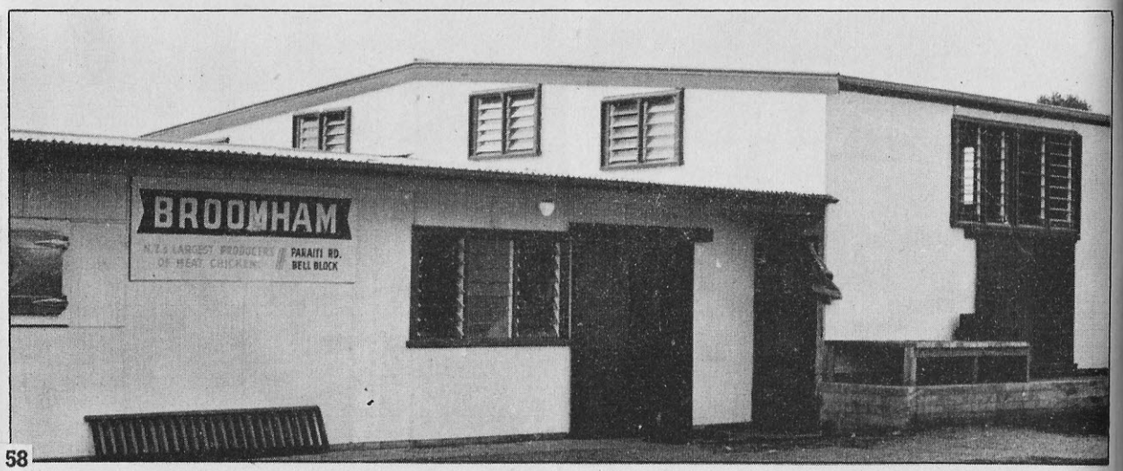
Situated on the Paraiti road at Bell Block is a business that is one of the largest table poultry producers in the country. Thousands of head of specially fed and grown capon birds are killed, cleaned, packed and despatched each week to markets in most parts of the North Island. It is the intention to increase production to such an extent in the not-too-distant future, that the plant will be the largest of its kind in the Dominion. Man behind this business is Bruce Burmister, shown left studying the plans for the factory extensions with the latest in chain killing.

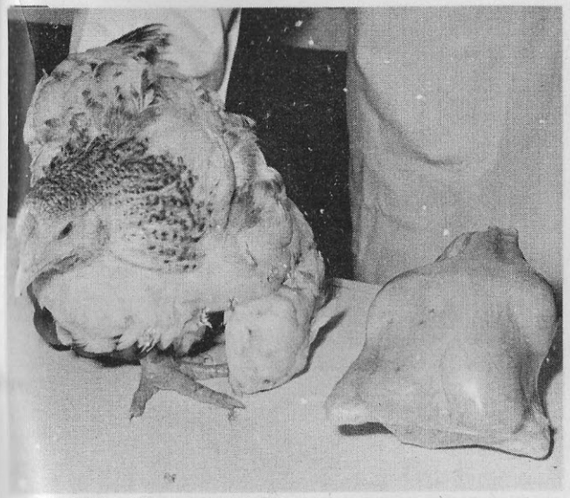
The poultry business is fast becoming a very real competitor to the meat trade, and with the right methods of production, prices of dressed poultry will be on a par with, or even cheaper, than butchers' meat. Already, in England dressed birds are only half the price of the best steak, and the demand has risen by fantastic proportions over the last two years.

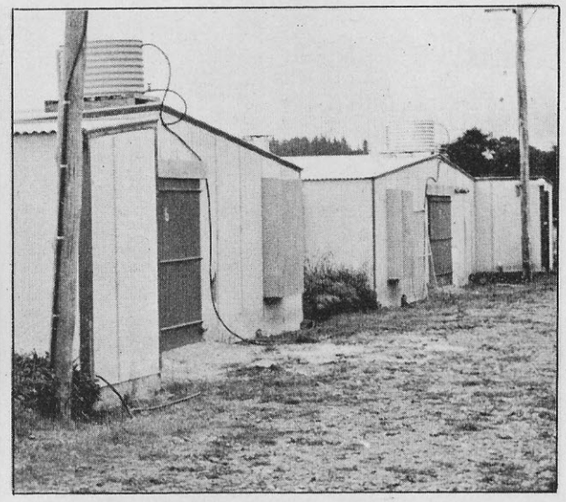
Below: Part of the packing shed, where thousands of birds are packed each day.

Bottom: Part of the large factory which deals with this new and important trade.





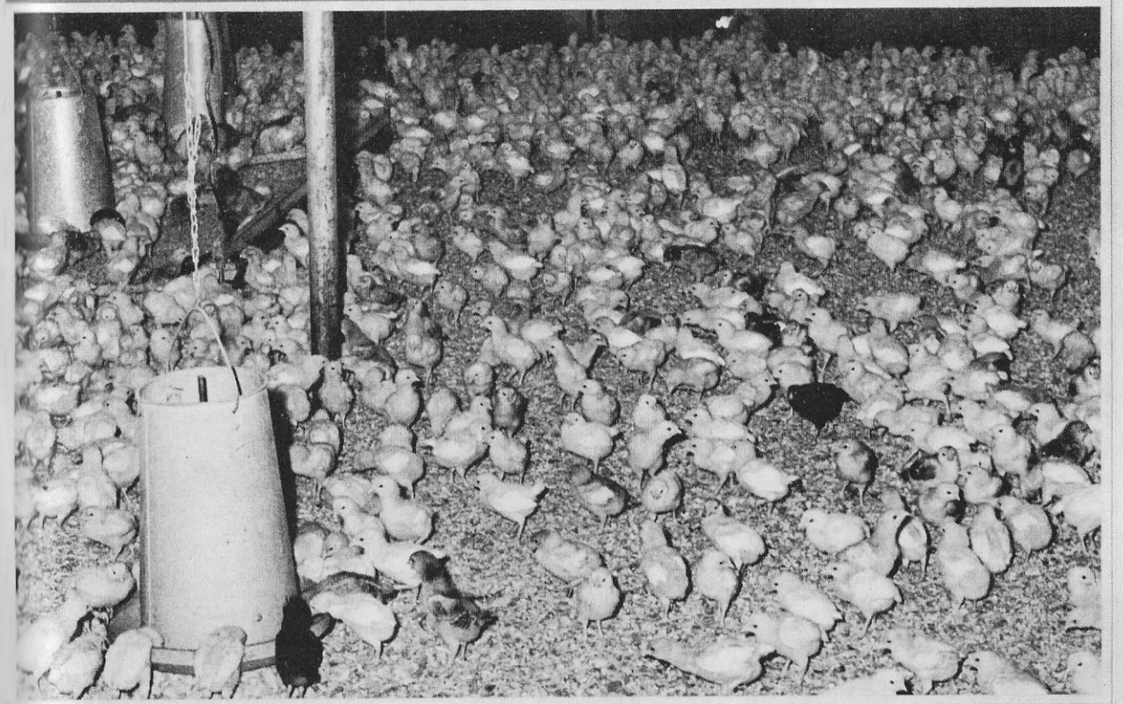




From Chick to Table in Ten Weeks

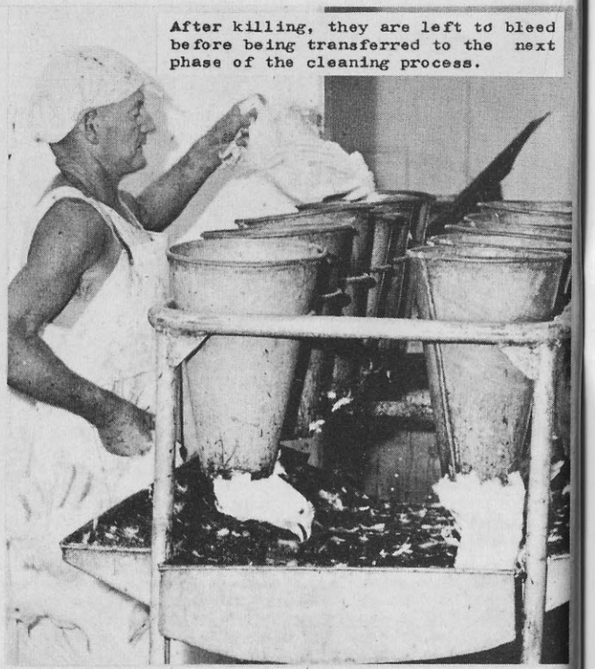
The speed of growth, and the type of specially reared bird, makes the poultry business the third largest industry in the country. Specially bred day-old chicks are brought from Lower Hutt, to be reared and fed on an almost automatic system for a period of ten weeks, when they are ready for the table. Above, left: A live ten-weeks-old bird which will make the pack shown in the same photograph as a dressed and ready-for-the-table product of about three pounds. They are kept in large houses as shown in the photo above, right.

Below: Week-old chicks by the thousand are shown in this photograph, in clean and well-fed conditions. These chicks will be ready for the table in another nine weeks.

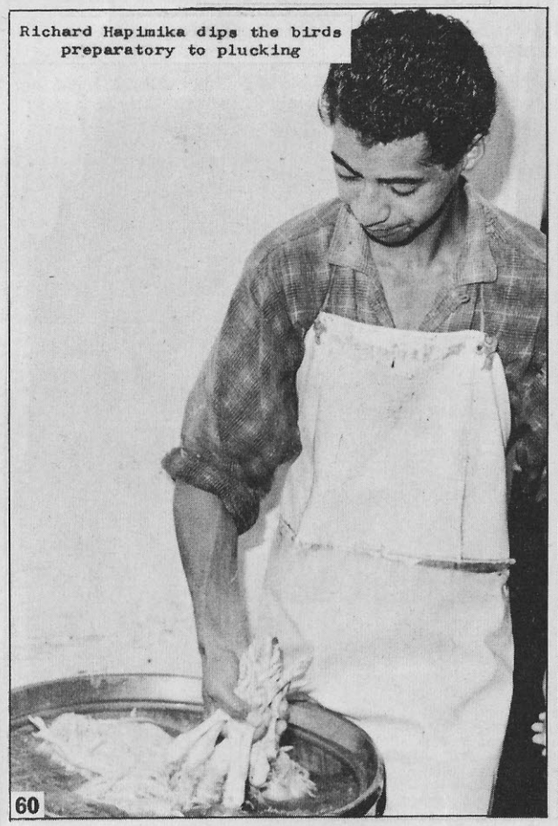




Dick Rowe takes six birds at a time from the pens and transfers them to the killing bins.



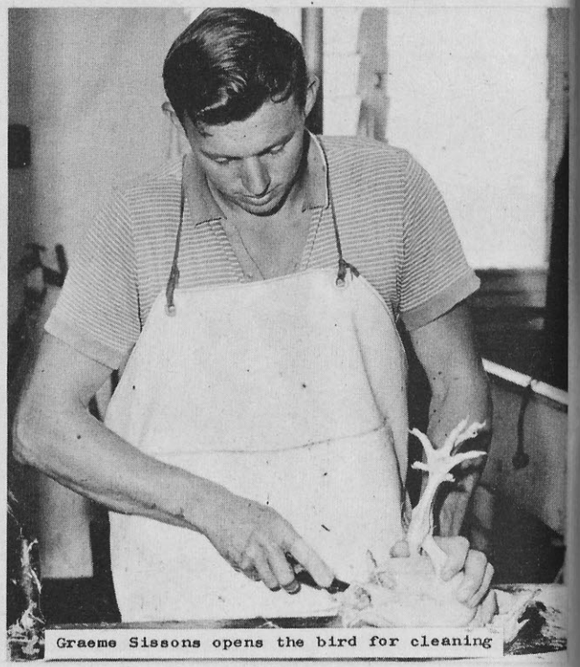
After killing, they are left to bleed before being transferred to the next phase of the cleaning process.



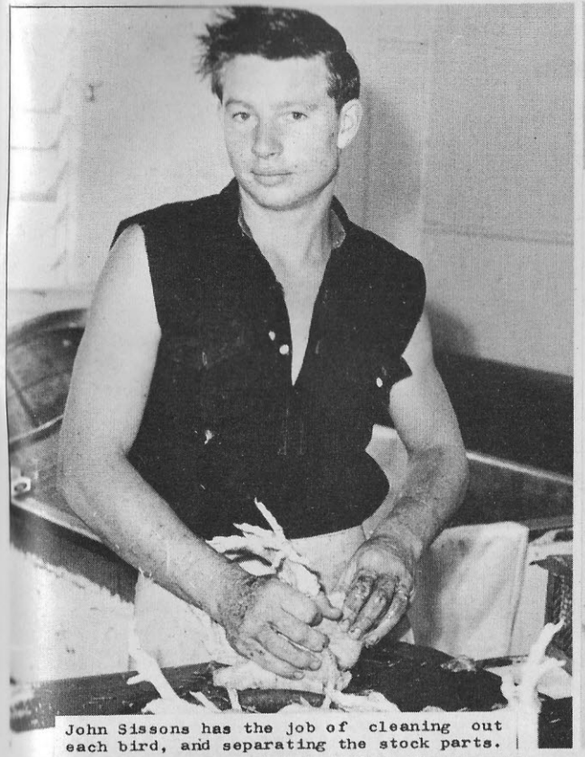
Richard Hapimika dips the birds preparatory to plucking

Killed, Cleaned and Packed in Minutes

The average time from killing to packing for these young birds is about ten minutes. With a specific job for each of the hands, it takes no time at all to perform these various tasks.

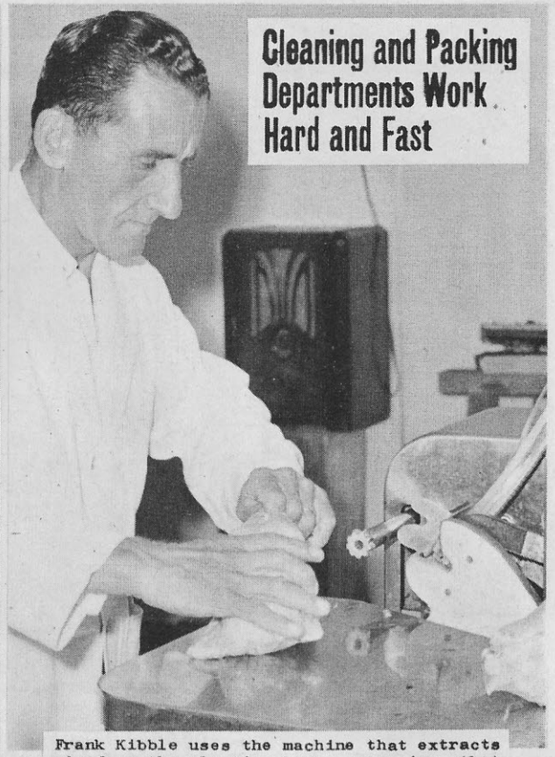


Graeme Sissons opens the bird for cleaning



John Sissons has the job of cleaning out each bird, and separating the stock parts.

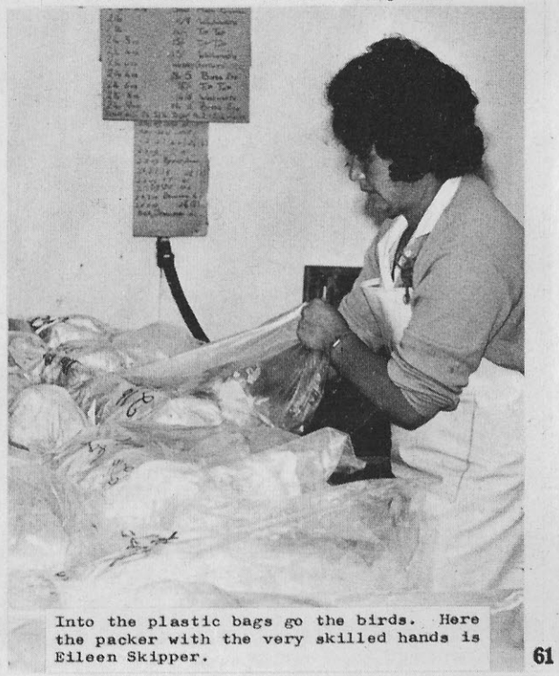
Cleaning and Packing Departments Work Hard and Fast



Frank Kibble uses the machine that extracts air from the plastic bags, ensuring that the bird remains fresh for a long time.



Here Frank sorts the finished product into its various weight sizes before the final bulk packing.



Into the plastic bags go the birds. Here the packer with the very skilled hands is Eileen Skipper.