

July 15, 1949

Mr. Keller Breland
Route #1
Mound, Minnesota

Dear Mr. Breland:

In confirmation of our conversation in my office last Monday afternoon, it is understood that you are to become our consultant and experimentalist in the field of the study of the behavior characteristics of farm animals for a period of one year beginning today, July 15, at a compensation of \$3000 payable in monthly installments beginning August 15, 1949.

It is further understood that this consultantship will amount to approximately the half time services of yourself for experimental work at your establishment, Route #1, Mound, Minnesota, on the objectives as listed below:

- (1) To determine the effect of physical properties of feed in relation to feed intake in poultry
- (2) To determine the effect of feeding schedules on feed intake in poultry. This study is intended to include investigation of -
 - (a) Optimal interval between feedings, and
 - (b) Influence of discriminative stimuli
- (3) To determine optimal sequence and quantities of different feeds, including work on relative palatability of feeds
- (4) If time permits, it is further proposed to investigate the factors affecting feeding behavior in (a) turkey poults, and (b) swine

In accepting this consultantship with us, it is understood that you will not do experimental or consulting work in the field of behavior characteristics of poultry and swine as related to their feeding habits for any other company or individual than General Mills during the course of this contract.

It is further understood that you will not engage in any work whatever having to do with the behavior characteristics of farm animals, whether or not contemplated under the objectives of this project without first giving General Mills the opportunity to have such work performed exclusively for its benefit.

It is also understood that without further cost to General Mills all of the findings accruing from work under this project are to be the secret and confidential sole property of General Mills and, if patentable, all patent rights to such findings and any concept

Mr. Keller Breland

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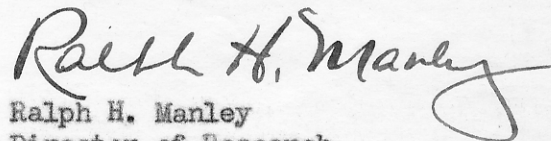
conceived or reduced to practice by you in the course of your work on this project shall be the sole property of General Mills. You will execute any patent applications which we may wish to file pursuant to the above and will assign any such applications to us, the cost of preparing and filing any such applications to be at our expense.

If the above conforms to your understanding of our agreement, will you please sign the original of this letter and return it to me?

RHM:g

Very truly yours,

GENERAL MILLS, INC.
Research Department



Ralph H. Manley
Director of Research

Date _____

Keller Breland

P.S. Also as agreed, you are to send monthly progress reports of your work to my office, the first such report to be submitted as of September 1.

Route 1
Mound, Minnesota
July 14, 1949

Dr. Ralph Manley
Director of Research
General Mills, Incorporated
Research Laboratory
2010 East Hennepin
Minneapolis, Minnesota

Dear Dr. Manley:

In accordance with our conversation of last Monday, July 11, I should like to outline the general plan of our research program.

While it is, of course, impossible to predict the exact course of experimentation in a program of this sort, it seems likely that a follow-up of the leads already established would prove fruitful. These leads fall conveniently into two major categories:

(1) The effect of physical properties of the feed on feed intake. The major part of the research in this field would probably be concerned with the effect of color on food preference. Some work would probably be done on density.

(2) The effect of feeding schedules on feed intake. This area of investigation would have two aspects:

(a) Temporal schedules, under which heading we would investigate the optimal interval between feedings, and also the influence of discriminative stimuli.

(b) Food preference schedules, under which we would study the optimal sequence and quantities of different feeds. In connection with this aspect of the research, some work on palatability of different feeds is indicated.

We also hope to investigate the factors affecting feeding behavior in turkey poults, and if possible, we would like to begin work on certain problems of farm animals not related to feeding, e. g.,

(1) How to train cows to enter their own stalls quietly and quickly,

(2) How to train cows to lead, to walk up ramps, etc.

For this type of experiment, arrangements could be made with a near-by farmer for the use of his herd.

If there are any parts of this program which you would like to discuss in greater detail, please let me know. We

Dr. Ralph Manley--2

will keep you informed of our progress, in accordance with our agreement and hope you will let us have your reactions to any of the above points.

Cordially,

Keller Breland