

# Poultry and Egg National Board Spearheads National Promotions

**Editor's Note:** This is the first in a series of articles on the organizations set up to assist the farmer in marketing his product by providing demand, market facilities and market advice.

Egg producers in the nation are going to see the results of the 10 cents a case check off on their eggs this month.

Egg month, traditionally in January, has been moved to March to better coincide with peak production. The nationwide campaign is under the direction of the Poultry and Egg National Board.

The campaign was kicked off here in Pennsylvania with a luncheon in Philadelphia March 1. Other activities in the state during the next month will include newspaper releases, TV and radio programs. Poultry Queen appearances and hotel and restaurant participation.

No special promotion or programs, other than the \$100 a plate Poultry Booster banquet has been scheduled for the County.

On a national scale, most of the publicity for egg month will not carry the signature of PENB. It

will be, rather, in the form of art work, recipes, photos, and aid to food editors in newspapers, television and radio stations and magazines.

For example, Parade, American Weekly, Family Weekly, This Week, Seventeen, and Everywoman's Magazines; Newspaper Enterprises Associates, International News Service, King Features and General Features will all carry special egg use features during the month.

In the realm of paid advertising, a full color advertisement in the March 23 issue of the Saturday Evening Post will tell readers that "Eggs Add Appeal to Any Meal" and that "Eggs Belong in Everybody's Breakfast"

In addition, the PENB is making available to retailers and others a four color poster suggesting eggs for breakfast and other meals. A 3 by 7 inch leaflet promoting eggs is available and is suggested for use as a carton insert.

The leaflet plays up the healthful nutrients which make eggs stand out as a master piece among foods. There is a space reserved for insertion of the producers or retailers brand name.

However, Poultry and Egg National Board is not a one shot

proposition for Egg Month alone. Throughout the rest of the year, here are the egg promotions planned. April — Eggs for Easter. Eggs tie-in with National Home Demonstration Week, April 28 to May 4.

May — Eggs tie-in with Nutrition Week; Eggs tie-in with National Tavern Month.

June — Eggs for weddings and anniversaries. Eggs tie-in with National Dairy Month.

July — Start four month "push" of smaller (pulléts) eggs

August — Smaller egg promotion.

September — Eggs for school lunches

October — Eggs for fall parties and eggs for Halloween party favors

November — Eggs for lunch

December — Eggs tie-in with Holiday Butter Cookie Days of American Dairy Assn.

But eggs are only part of the promotion activities of PENB. Some examples of other activities are Barbecue schools and Broiler Booster days planned for May, National Chicken Cooking Contest in June, Stewing Chicken, weekend of Aug 22, Fall Poultry Festival, Sept 26 to Oct 5, Fall Broiler campaign in October, the annual turkey for the President in November, and ducks, capon and geese for New Year's in December.

Last year PENB spent \$97,000 in promotions and public relations within the industry. Of this, only 33,023 was spent in direct advertising. This year, the board expects to spend some \$155,000 in publicity and advertising.

However, the 1956 income of the PENB was only \$314,642.86, with most of the money coming from the broiler industry. For 1957, the income of the board is expected to reach nearly \$500,000 giving the organization a much more flexible budget and allowing greater scope in planning for promotion and poultry products.

A breakdown of the anticipated income shows that \$222,796.84 is expected from the egg industry, \$96,709.38 from the broiler industry, \$338,158.44 from turkeys, \$42,335.34 from farm chickens and others, and \$100,000.00 from national allied poultry industries.

Other receipts are anticipated from sale of consumer literature, publication and advertising agency investors, interest on U. S. bonds, membership dues and other miscellaneous sources.

A look at the officers of the Poultry and Egg National Board looks like a cross section of the poultry industry. The president, Herbert Beyers, is associated with the turkey industry, the first vice president, H. H. Alp, is with the American Farm Bureau; the second vice president, Ray G. Purness is a processor, the treasurer, Ralston Hannas, is with American Poultry Journal; and the secretary, Dr. L. A. Wilhelm, is with Ful-O-Pep division, Quaker Oats Co.

The executive committee, Leslie S. Hubbard, G. E. Coleman, Jr., and J. D. Sykes represent hatcherymen, broiler raisers and the feed industry respectively.

But as the check off advisory board of PENB pointed out at the annual meeting of the board Feb. 1, the support of the producer is the heart of any campaign. He must know and appreciate what is being done to really make the campaign effective.

## 5,087 Million Eggs

### Produced in 1956

A total of 5,087 million eggs were produced in 1956, according to figures just released by the Agricultural Marketing Service. This is three per cent above the record egg output of 1955.

The current AMS report also shows that egg production since 1950 has increased four per cent, during which period the number of layers has decreased eight per cent and the rate of lay has increased 13 per cent.

The rate of egg production per layer during 1956 is reported to be 196 eggs, compared with 192 in 1956.

## 28 Million Dozen Eggs Predicted For Coming Month by Gov. Leader

Based on records of recent years, Governor George M. Leader today said egg production on Pennsylvania farms should reach its 1957 peak during the coming month at approximately 28 million dozen. He urged consumers to assist producers in observance of Pennsylvania March Egg Month.

"Eggs will be more plentiful during March and offered at more attractive consumer prices than in any other month of the year," the Governor said.

"Working under severe cost-price squeeze handicaps Pennsylvania poultry farmers are doing a marvelous job in producing quality eggs. We lead all other states in the volume of state inspected eggs for retail marketing. While we stand fourth in the number of eggs produced and chickens raised on farms we are second in total farm cash income from chickens and eggs, an outstanding evidence of quality."

"As a complete protein food, eggs combine high nutritive value with a moderately low caloric content. They are an exceptionally good source of minerals and vitamins essential to good health, including iron, vitamins A and D, thiamin and riboflavin."

"Therefore, it is fitting that the

public pay tribute to our poultry farmers through a campaign to 'eat more eggs' during Pennsylvania March Egg Month, in the home and in public eating places."



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## USDA buys 56,243

### Cases of Shell Eggs

The USDA bought another 56,243 cases of large-size shell eggs last week, bringing to a total of 168,718 the number of cases bought since the egg-buying program was resumed several weeks ago.

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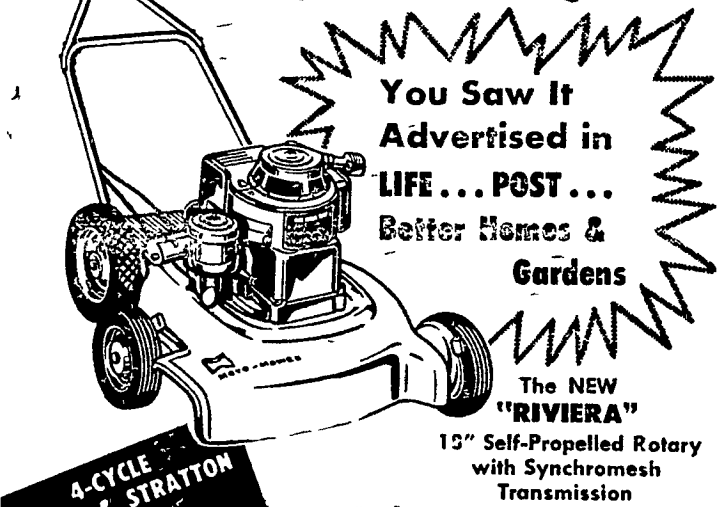
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