

NEPPCO to Initiate Brand Name Program to Help Poultrymen

TRENTON, N. J.—Northeastern poultrymen who now market cooperatively may soon receive a financial "shot in the arm" by virtue of a new brand name program for their eggs.

Some 20 odd poultry and egg marketing cooperatives in the Northeast will be affected by the new program, it was announced here by the Division of Cooperatives of the Northeastern Poultry Producers Council (NEPPCO).

The brand name program will be carried out by the Northeastern Poultry Cooperative Association, a cooperative's cooperative formed several years ago by the NEPPCO division. Up until now, its primary work has been in the field of marketing assistance to member co-ops—aiding in the leveling of peaks and valleys in egg supplies in the market.

"It is quite likely that this

new program will have an impact upon the size of poultrymen's egg checks from Maine to West Virginia and west to Ohio," commented Dr. Alfred Van Wegenen, NEPPCO's managing director. "Brand name identification of eggs, by poultrymen on the cooperative level, is a major forward step in achieving a uniform pack and a higher return to producers."

The groundwork has already been laid for setting up, within the present framework of the Northeastern Poultry Cooperative Association, an institutional and steamship supply division. This will involve the use of special carton and case labels, now being designed.

The cooperative has approved the issuance of 1,500 shares of preferred stock, valued at \$100 per share, to launch the new drive in the brand name field.



Ezra Taft Benson

Benson Urges Crop Insurance Use by Farmers

Mounting requests for special emergency assistance due to crop disasters emphasize that eligible farmers in counties where such insurance is available can provide their own basic assistance through Federal All Risk Crop Insurance, Secretary of Agriculture Ezra Taft Benson pointed out today.

"Crop disasters resulting from the many hazards beyond the farmer's control—such as drought, excessive rain, hurricane, hail, flood and frost—illustrate the basic need that exists for all-risk insurance of crop investments," Secretary Benson said. "We are developing and offering Federal Crop Insurance as a business method for farmers to join together for their mutual protection against crop disasters by paying insurance premiums in line with the variations in risk that exist between crops and farms."

"This insurance is not yet available on all crops or in all counties. Where it is available, it can be the farmer's first line of defense against the crop disasters which are resulting in so many requests for special emergency assistance."

"We find that in numerous counties for which such special emergency assistance is requested, crop insurance was available to the farmers but only a small percentage were willing to pay the premium for the protection needed against the crop disaster that struck."

"Insurance is a sound way to protect against crop disaster just as it is against other disasters. Each person who shares in the benefits of its protection must also share in the building and financing of the protection. Recent crop disasters should emphasize to farmers and others who may have felt that their counties were immune to crop disaster that this is a hope and not a fact."

"Since crop insurance benefits the entire community when crop disaster strikes, businessmen and others who work with and for farmers should encourage them to protect against crop disaster through Federal All-Risk Crop Insurance where it is available."

"In insurance as some other things, there is strength in numbers. High participation by farmers in those counties where crop insurance is currently available will provide needed emergency assistance when crop disaster strikes. Disaster has a habit of hitting new areas each year as well as repeating in some areas again. Drought, flood, hail, wind and a host of pests and diseases can strike any farmer without warning."

Vaccinate to Protect Horse From "Sleeping Sickness"

Encephalomyelitis is a virus disease which is frequently found in pheasants and other wild birds and can be transmitted by mosquitoes to horses and man. There are two strains of this disease virus in the United States known as eastern encephalomyelitis and a western encephalomyelitis. Horses affected with the more deadly eastern type usually die, veterinary authorities said, but if they live they will show evidence of brain damage.

'Green Book' Being Mailed By Holstein Assn.

Vital statistics, milk-cow wise, hits a new high in The Holstein-Friesian Association of America's latest Type and Production Year Book.

Volume 13—just off the press—contains 1,913 pages of pertinent "how did she milk and what did she look like" information. This compares to 1,120 pages in last year's edition.

The publication, popularly known as the "green book," is an annual report of registered

Holstein performance in official breed improvement programs.

Participation in these programs is currently at record levels. Reflecting this expansion, the new Holstein "green book" includes the official production records of more than 70,000 cows plus detailed type classification information on nearly 30,000.

Daughters of more than 17,500 registered Holstein sires are included in the tabulations. Anc. Holstein breeders the country over use this information as a tool in the selection of superior breeding stock.

Primary distribution of Volume 13 is to owners of the approximately 2,200 herds on test in the national Holstein organization's official programs.

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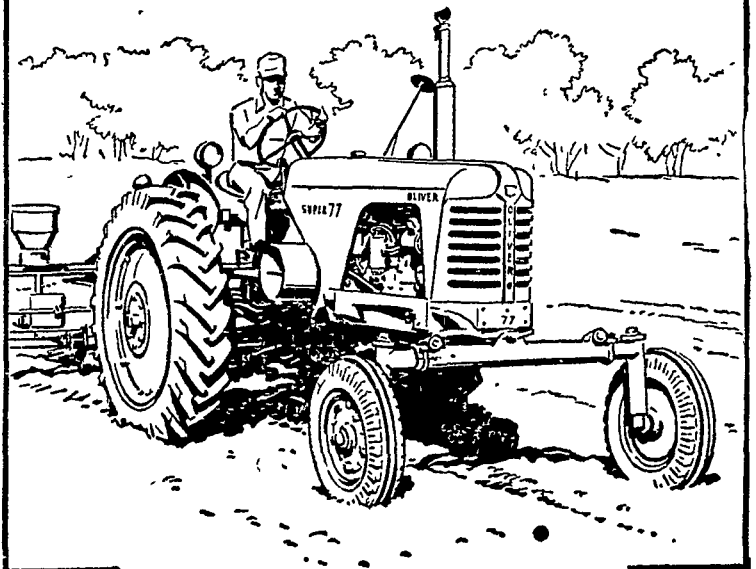
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