



THESE TWO LANCASTER COUNTY boys represented Pennsylvania in the egg grading contest at the NEPPCO Exposition. They are, left, Glenn Porter, 18, R1 Washington Boro, and John Schantz, 15,

R1 Ephrata. Porter was runner-up in the state 4-H contest at Penn State and Schantz was twelfth. A New York State team won the event at Harrisburg. (LF Photo)

Speakers Survey Poultry Industry From Buyer Promotion to Housing

Programs accenting the natural advantages of eggs and poultry meat in modern marketing and merchandising fields are being developed by the Poultry and Egg National Board to do a thorough pre-selling job for the poultry industry among specific population groups, Lloyd H. Geil, PENB general manager, declared in a speech at the NEPPCO Exposition.

Geil emphasized that the blue-

print for more sales of eggs, chickens, turkeys and other poultry meat calls for concentrated effort in these challenging markets.

1 The 43 million youngsters in school. Their teachers — two million of them — need and want educational material on poultry meat and eggs. Given this information they will help form eating habits that will stay with these boys and girls in adolescence and maturity.

2 The 18 million teen-agers in

and out of school. Teen-agers comprise the fastest-growing market in the United States, and they are the most under-nourished group. Here is a market for today and tomorrow which needs cultivating, not just for more sales and profits to the poultry industry but for the future health and welfare of our country.

3 The customers who consume 75 million meals a day in restaurants. More effort must be made to show restaurant management how to serve more chicken, turkey and eggs in sales appealing ways.

4 The 11 million workers in industrial plants serving foods.



EXAMINING THE CHAMPION chicks in the NEPPCO Egg to Chick contest are Miss Ida Russell of GLF Co-operative, New York, and a representative of the York DeKalb Hatchery, York, who won the contest.

This market embraces men and women who work hard and hence require nourishing food in order to operate efficiently. There is a need for intensive educational work with implant feeding management and these workers.

5 The 11 million employed married women. They are busy people. They are interested in nutritious, tasty food and quick ways to prepare it. The convenience features, taste and nutrition

appeal of egg and poultry meat need to be pulled together and be directed constantly to this group.

6 The nation's nearly 16 million men and women 65 years and older. They should reduce their calorie intake. They should be reminded continuously about the high protein and low fat values of eggs, chickens, and turkeys.

7 The nation's 1,550,000 brides annually. These people are most

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2. Women usually talk to their birds. Chickens just love to have you talk to them. Like children, they crave attention. They thrive on it. Women will fuss with pullets that are chased by the others. Often these shy pullets are fine layers if given extra attention. Women like to be sure all their birds are getting plenty to eat and drink.

3. Women do a real good job gathering, cleaning and packing eggs.

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