

Food Editors Indicate Approval Of PENB Poultry Nutrition News

A news release from the Poultry and Egg National Board, stressing that working efficiency improves when eggs are included in the breakfast meal, is bringing numerous requests from food publicity leaders across the nation for PENB to send them similar releases regularly on the nutritional advantages of eggs and poultry meat.

The release was mailed on an experimental basis, late in October, to 1,257 communications leaders in the 48 states, including radio food and farm directors, consumer marketing information specialists, and state home demonstration agents.

It was based on research findings of Dr. W. W. Tuttle, noted researcher, and his co-workers of the College of Medicine, State University of Iowa, regarding a good breakfast.

It was accompanied by a re-

turn postal card and a letter from Lloyd H. Geil, PENB general manager. Geil pointed out that the release is the first in a series to acquaint consumers with the newest information available on the health values of eggs, chickens, turkeys and other poultry meat, and requested that the card be returned with the recipient's reactions to the release.

Within a seven-day period (Oct. 25-Nov 1) 112 of those who received the release replied that they were planning to use it. Also, 87 of the 112 requested that the service be continued.

With the survey revealing such a widespread demand for information on the nutritional importance of poultry products, PENB plans to extend this type of service to include many other food editors and food program directors who help to shape the nation's eating habits.

Federal Poultry Inspectors May Start May 1, 1958, Upon Request

The U S Department of Agriculture announced today it will begin providing inspection service without cost to approved plants under the Poultry Products Inspection Act about May 1, 1958.

The Secretary of Agriculture may approve plants and furnish inspection service under the Act after Jan. 1, 1958. This recently enacted law became fully effective Jan. 1, 1959, when it requires that all poultry and poultry products must be inspected for wholesomeness.

In establishing the approximate date of May 1 for starting poultry inspection service under the new law, USDA has taken into consideration the need to develop and put into effect adequate regulations, allowance of sufficient time for the industry to acquaint itself with requirements of the legislation and regulations, recruitment and training of qualified personnel, and availability of funds to operate the program during the current fiscal year.

Plants desiring to operate

under the Act may apply after Jan 1, 1958, and must be approved before inspection service is made available. Once the plant becomes subject to the Act it must continue to operate under it in accordance with regulations issued by USDA.

Voluntary poultry inspection service will continue to be available to the industry on a fee basis. Currently, over 330 plants are taking advantage of this service and an additional 200 have requested plant approval.

USDA pointed out that plants approved and operating under the voluntary inspection service should experience little difficulty in being approved and obtaining inspection service without cost under mandatory program established by the Poultry Products Inspection Act.

Plant owners are urged to consider applying for and obtaining inspection service under the voluntary program as early as possible. This will help plant operators make an orderly change-over to mandatory inspection.



THE EDUCATION COMMITTEE OF THE Lancaster County Poultry Assn. arranged for Homer Bixler, Harrisburg, to speak on quality egg production at a meeting held Tuesday night at the Poultry Center. Shown here are, left to right, Levi Bru-

cker, Homerslow; Bixler; Wayne Rentschler, Lampeter; and John Herr, who presided at the program. Bixler is past president of the state poultry federation.

(LF Photo)



egg prices going up! Purina prices low!

This is the time to make good egg profits...

Good news is here at last—egg prices are on the way up.

And more good news—the forecast is for one of the lowest Purina Chow prices in 10 years. This is a ready-made opportunity for you to make some mighty good egg money—especially if you believe in feeding your hens good feed for top egg production.

Save on Feed Cost, Too

Still more good news—records from 10,000 Purina customers show that most poultrymen can cut feed cost per dozen by feeding Purina.

These folks who kept track and reported their results took only 4½ pounds of Purina to produce each dozen eggs. That's a full 1 pound less than the U.S. average as reported by the United States Department of Agriculture. And that amounted to a saving on Purina of 5 to 7 cents a dozen.

Help Your Hens Lay More Now is the time to help your hens

lay more of those good-priced eggs. If you're not already feeding Purina, start them on Purina Layena right away. More poultrymen—by far—feed it than any other ration, because it does help hens lay their best. And at very low cost per dozen.

No matter what size flock you have or what your grain situation may be... talk over your feeding needs with us. Let us help you start your pullets on Purina Laying Chows for lots of eggs at about 5 to 7¢ per dozen less feed cost than average.

Poultry Health Hint—Pullets need worming before going to the laying house. Wormed birds are healthier, need less feed. And Purina Research has developed low-cost Purina Liquid Poultry Wormer for you. Just put it in the drinking water. The cost—only ¼¢ to ½¢ per bird! Come in and see us soon.



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