

Drastic Changes Needed in Marketing NEPPCO Workshop for Co-ops Finds

Drastic changes may lie ahead for Pennsylvania poultry and egg marketing cooperatives — internally in payment programs and a search for higher quality, externally, in such vitally important functions as purchasing and procurement.

Harry P. Metz, Belleville, Pa., a director of the Northeastern Poultry Producers Council, (NEPPCO), reported this week that the Council, through its Division of Cooperatives, is giving careful study to the streamlining of cooperative marketing func-

tions and payment patterns.

Major attention was given to the problem at the business management workshop for cooperatives sponsored by NEPPCO in Washington, D. C. During the course of the two-day session, little disagreement was uncovered in outlining the broad fundamentals of future developments for cooperatives. Whether industry marketing co-ops could act rapidly enough to keep pace with fast changes in the industry itself posed a tougher problem.

"Of course we realize that many northeastern egg marketing cooperatives should merge or consolidate some of their functions," said the manager of one good-sized marketing co-op. "But we find that this idea is about a year or two ahead of the thinking of our members."

There was no doubt, however, that marketing changes are either under way or in the making. Managerial officials of many marketing co-ops told of new turns in their marketing and procurement programs. Some had developed tie-ins with feed manufacturers. Others had set up incentive programs with special premiums for larger shippers.

Egg quality programs and in-

Milk per Cow in March Sets New Record

Figures released March 10 by the Crop Reporting Board show that cows in herds of crop correspondents produced an average of 20.19 pounds of milk per cow on March 1. This is three per cent above the previous high for the date established last year.

Moreover, the rate per cow was at a record high for March 1 in all sections of the country. Total milk production in February of this year is estimated at 9,483 million pounds, above one half of one per cent above February 1957 and 12 per cent above the February 1947-56 average.

centive plans received a thorough going over in a unique "brainstorming" session during the course of the conference. Suggestions flew thick and fast as delegates scanned a quality incentive payment plan in a short hard hitting discussion.

The first half of the session dealt with the need for incentive payments based on egg quality and/or quantity. It developed such salient points as increasing and holding volume at uniform levels through making attractive better practices and larger shipments.

In the second phase of the "brainstorm" session concerned with how incentive payments should be made, suggestions ranged from payments on interior quality yield to a scoring system based on quality, volume, and producer practices.

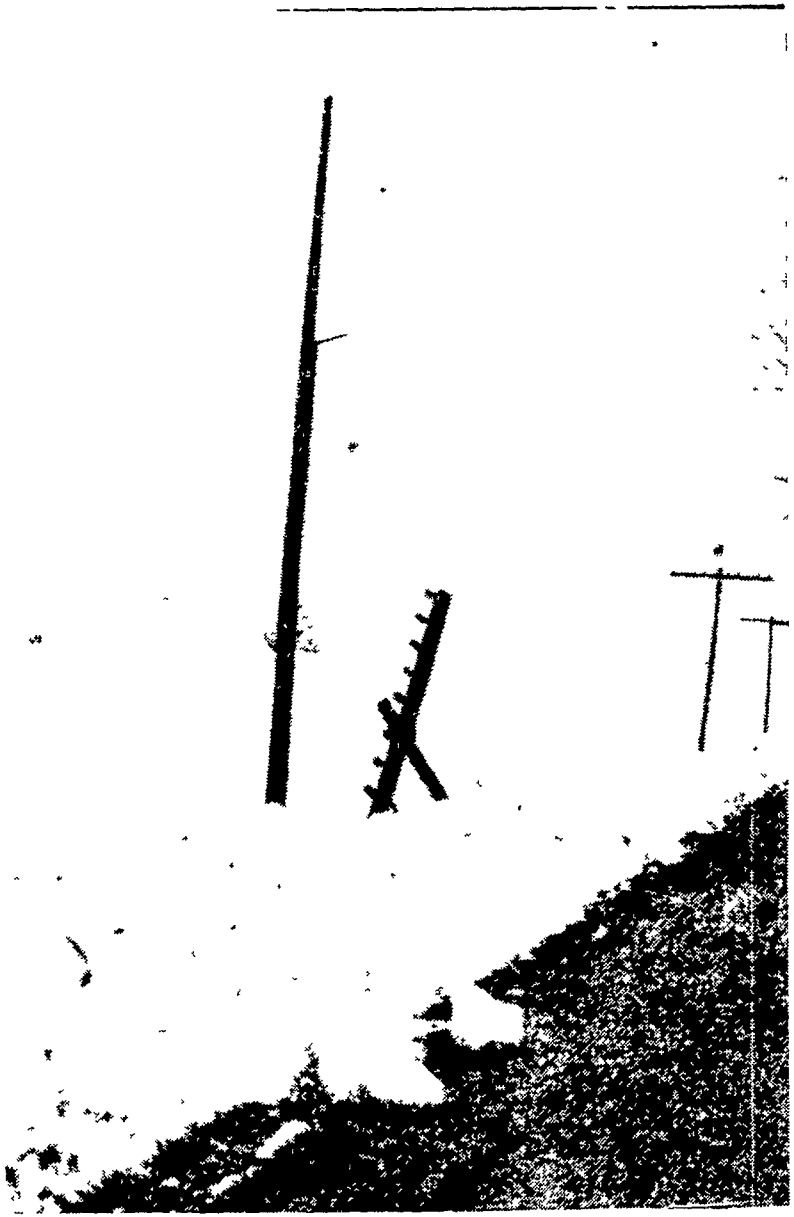
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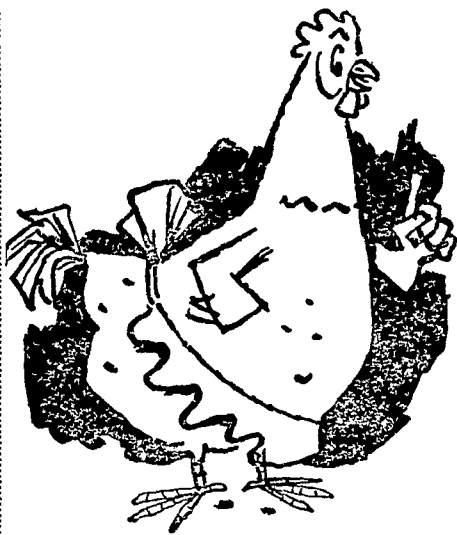
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PHONE SERVICE throughout the storm swept East last week was at a standstill as hundreds of poles were snapped and wires broken. This rural line near Kirkwood shows how even new poles were splintered by the weight of snow. (LF Photo)

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As of last June, there were only 123,700 head of horses left on U. K. farms.

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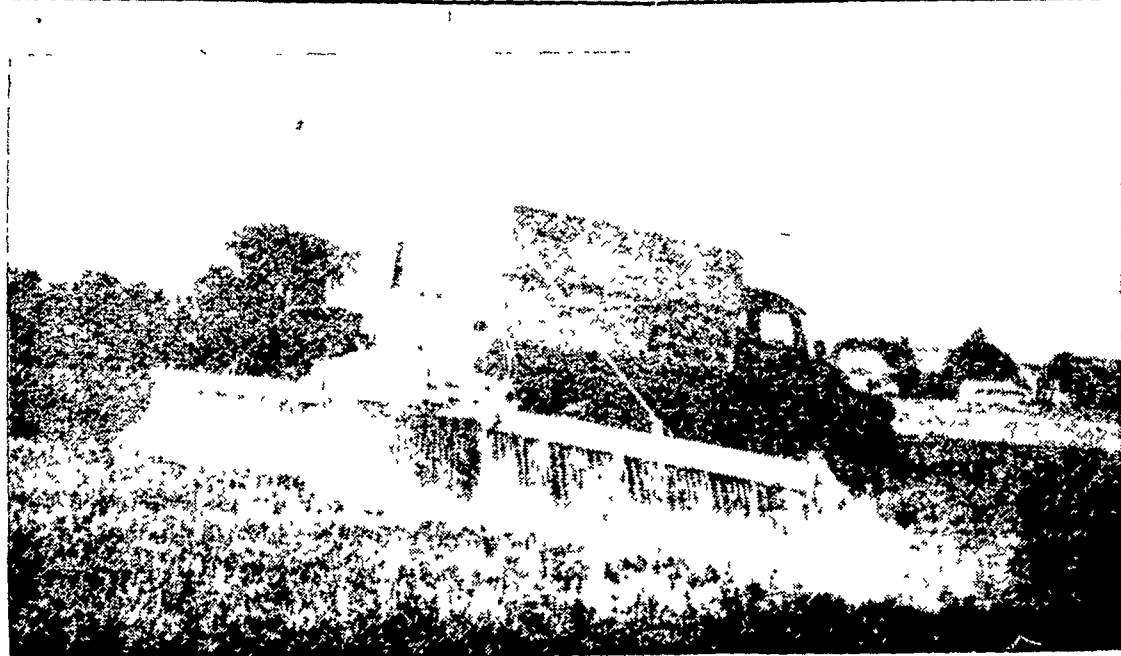
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