

Northeast Co-ops To Study Ways of Improving Markets

TRENEON, N. J.—Representatives of northeastern egg and poultry marketing cooperatives will set their sights on expanding existing markets as they get together for their annual Business Management Conference at Boiling Springs, Pa., on June 25-26.

The meeting will be sponsored by the Division of Cooperatives of the Northeastern Poultry Producers Council (NEPPCO), a regional organization representing poultrymen in a 14-state area ranging from Maine to West Virginia and westward to Ohio.

Setting the pace for the two-day session will be a discussion of what consumers and retailers want in eggs by Charles Ackerman, editor and publisher of "Modern Grocer."

Getting down to bedrock on problems close to home will be the succeeding speaker, Dr. J. C. Huttar, dean of the nation's egg marketing specialists, and long active in the marketing field with the Cooperative G.L.F. Exchange, in Ithaca, N. Y.

On hand to describe egg and poultry promotion techniques and the work of the Poultry and Egg National Board will be its general manager, Lloyd Geil. PENB is the national agency charged with the responsibility of promoting the expanded use of the industry's projects by consumers.

Two full days of discussion, highlighted by several workshops on specific problems, will mark the annual get-together. Winding up the sessions will be a seminar on personal and sales leadership led by Thomas

Lawrence, Lawrence-Leiter Co., Kansas City, nationally known sales consultants.

Meetings will be held at the Allenberry Inn. Advance registration for the conference should be made with the NEPPCO Office, 10 Rutgers Place, Trenton, N. J.

Rain Slows Crop Work

Harrisburg.—Wet weather greatly curtailed planting activities last week on Pennsylvania farms, the State Department of Agriculture said today.

Farmers for the most part were busy repairing machinery, buildings and fences. Field activities were resumed on well drained soils by the end of the week.

In its summary of agricultural conditions the Pennsylvania Crop Reporting Service said that the weather of the past week was mostly mild and wet with temperatures ranging from the cool 40's early in the week to the 79's and 80's over the week-end.

Soil moisture is adequate in all areas and is at a surplus in some sections particularly in the North.

Winter wheat in most areas is making good growth. Seeding of oats is on sched-

ule with about three-fourths of the State's intended acreage planted.

Many barley fields that suffered severely from winter-kill have been plowed under and in other instances fields are very spotty.

Hay and pasture in the South and Central areas are growing well but are still behind schedule for lack of warm weather. Spraying for alfalfa weevil and spittle bug is continuing and grazing is under way in those areas.

Planting of peas for pro-COST PER SERVING

Figure the cost per serving when deciding whether a food is a good buy or not, suggests Mrs. Elsie B. Keeney, Penn State consumer education extension specialist. The cost per serving indicates how expensive a food is in terms of use and provides a basis for comparing the cost of one food with another. To determine the cost per serving, divide the price of a food by the number of servings it will provide.

The USDA last week bought 202,000 lbs. of dried whole eggs under the new program announced on April 16 to help stabilize and strengthen prices to producers. These purchases are in addition to nearly 12 million pounds of dried egg solids purchased under a program completed recently for the National Lunch Program.

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cessing is nearly completed in the South and is making good progress in the Central regions. Planting of early sweet corn is under way in the South.

Apples have been in full blossom in the Adams-Franklin and the Lehigh-Berk fruit areas.

Bright weather and a zing array of blossoms the week-end brought an estimated 75,000 peach annual blossom tours to Adams County for Peaches are in the Northern Tier and strawberries and strawberries in the Central



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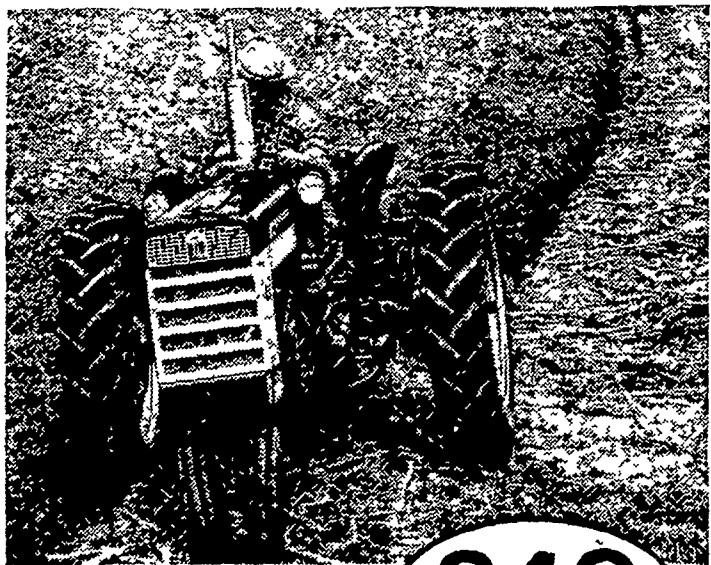
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