

NEPPCO Maps Cartonized Egg Contest for Show

Some of the best-known honors in a market egg show of cartonized eggs in to be held in conjunction with the annual exposition in Lancaster will vie for top with the annual exposition

of the Northeastern Poultry Producers Council in Harrisburg, Pa.

The three day poultry contest, to open on October 6 in the giant Farm Show Building, will spotlight this new competition as a result of the increasing attention being given to improving egg quality.

For producers, distributors and retailers, the contest forms an ideal medium for measuring how their particular brand stacks up against others in the Northeast—in quality of pack and in the all-important sales and merchandising factors.

Three classes have been set up for the event. The first is for cartonized eggs with a producer brand. This is for producers selling their own production under their own name or farm name.

There are two major classes, for white and brown eggs respectively. Each of these will be subdivided into large size and medium.

The second class in the contest is for consumer cartonized eggs packed under a distributor brand. This competition is for receivers selling wholesale quantities under their brand or trade name to retail stores.

The same subdivisions for competition prevail as in the producer class.

The third major classification is for firms selling eggs at retail in their own cartons under a brand or trade name through retail outlets under their own management.

Sharp interest in the competition is already developing according to chairman J. C. Lambert, Jr., New Jersey Department of Agriculture quality expert.

"We expect that consumers and consumer publications will keep a close eye on this competition," Lambert declared.

"In the judging we will give 78 points out of a possible 100 for egg quality. The remaining 22 will be allocated for such things as choice of name, attractiveness of package, color and clarity of message."

September 14 has been set as the deadline for entries in the show. Eggs must be delivered to the NEPPCO Exposition in the Farm Show Building by Monday, October 5th.

Each contestant will be entered in the show. (Turn to page 12)



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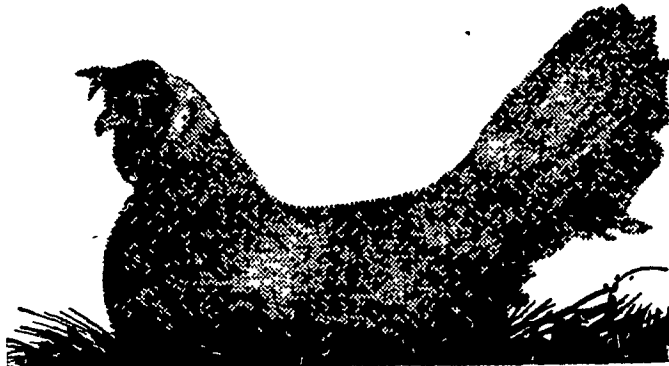
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