

● **Egg Marketing**
(Continued from Page 1)

**NO PROGRESS
PAST 15 YEARS**

Melvin Mitchell, salesman for Victor F. Weaver Inc., New Holland, told the farmers that in the past 15 years, we've produced some what better quality eggs packaged them better and held them better at the point of sale. After we've said that, we have little future to be proud of compared to what other food industries have accomplished, Mitchell reported.

He noted promotional efforts by the meat, milk and even potato industries—advertising research on developing and packaging new products. The housewife today, and even more, tomorrow wants convenience foods and she's willing to pay for them, he added.

He showed the poultrymen an array of new egg products which included liquid-frozen packs, egg nog, instant custard, dehydrated-frozen egg whites, chopped eggs, dried eggs, and frozen ham and cheese omelets.

These are the sort of products the consumer wants, Mitchell stated, but he pointed out that 'new egg products have a long expensive route ahead before they will be marketed in quantity. With proper promotion and development they can help put the egg business on a more stable plane,' he concluded.

OUTSIDE COMPETITION

A considerable amount of controversy was aroused among the poultrymen when Earl Hess, Hess Bros. Farms Inc., Ephrata, advised them that egg producers and processors in the southeast were a direct menace to their traditional eastern markets.

He described promotion, organizational structure, and interregional coordination as the tools which are being used so effectively by the poultry industry in that relatively new production area.

"People in this state (Pennsylvania) seem to think nothing of promotion. Some of the southern states have mandatory 1 and 2 cent per case check-offs to get promotion money," Hess stated. "This money will come back to haunt us right in our own markets," he promised.

Hess added that volume and lower costs in the southern areas enabled marketing agencies there to handle eggs more economically than can be done in Pennsylvania.

But we've got one thing going for us in this space age, Hess said like a "halo encircling our industry."

"Food is still basic and there can be no progress without it," he stated. But he added change is the basis of all progress, and advised, "we're going to have to make many changes in our thinking and in our way of doing business."

EGG BREAKING

Arthur Lehman, Victor F. Weaver, Inc., discussed the egg breaking market as a possible outlet producers should consider.

He outlined three possible programs for egg producers:

1 - Lay birds for 16 periods (28 days each) sell shell eggs for 13 of those periods, and ship to the breaker for the last three.

2 - Lay birds for 12 periods, molt them, and then bring them back into production for the breaking market for a varying period of time.

3 - Lay birds for 12 months, then replace the flock.

In the question period, producers strongly expressed the opinion that if they could come close to producing eggs at the same costs of southern producers, they could compete.

In summing up, Sauder stated that Producers and processors here are in a wonderful location—right next to the markets. But we've both got to begin doing things toward protecting that market that we should have done years ago and didn't. He again stressed the need for better producer-processor cooperation and coordination.

Master of ceremonies for the evening was Harold Red Musser of Greider Leghorn Farms, Mount Joy.

● **Corn Silage**

(Continued from Page 1) In the program, the agronomist urged dairymen to stretch the harvest season to get the best combination of yield and digestibility. To accomplish this, Baylor suggested that with perennials a combination of legumes and grasses that 'nick' well for harvesting time is necessary.

He suggested several new, or less-known varieties which he predicted would offer advantages for Lancaster County farmers listing those accord-



DAIRY MEETING SPEAKERS Dr. John Baylor, left, and Dr. Richard Adams, right, seen chatting with associate county agent Victor Plastow prior to Wednesday night's meeting at the John Neff School. L. F. Photo

ing to early, medium or late varieties.

The agronomist said farmers should try to select three alfalfa varieties for greater flexibility, to get the jump on weeds, take advantage of early moisture, and maintain desirable cutting intervals.

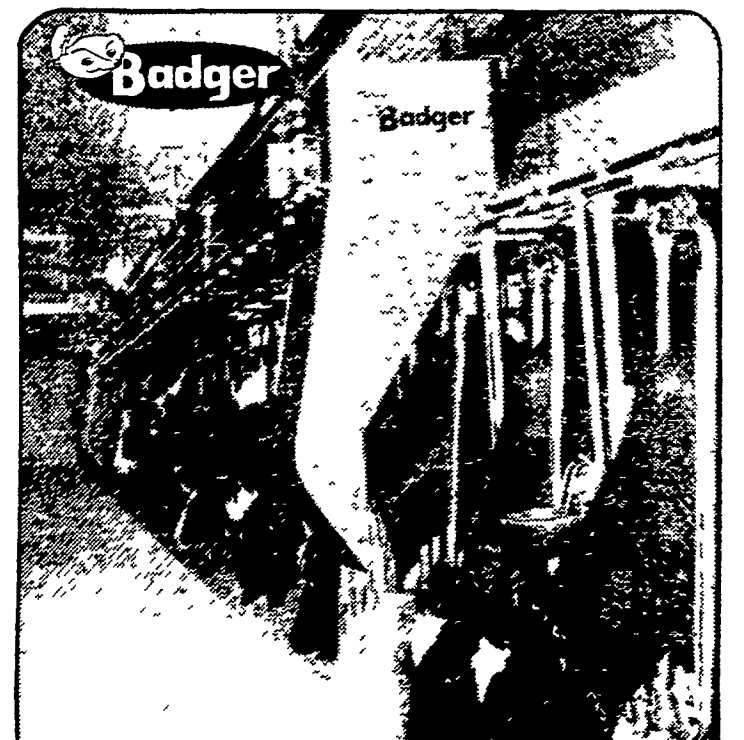
Dr. Richard Adams, dairy

nutritionist, discussed the place of silage in a feeding program to get the most return for the feed dollar. He also described how to adequately balance all rations, emphasizing the importance of vitamin and mineral supplementation.

It was announced that the next dairy informational meeting will be held March 15, at 8 p.m., at the John Neff School. Featured will be Dr. Sam Guss and Stephen Spencer. They will discuss herd health problems.

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