



THE ANNUAL MEETING of the Atlantic Breeders Cooperative was held at the Hostetter's Banquet Hall in Mt. Joy, Wednesday. In the photo, manager David Yoder, (center) discusses breeding pro-

grams with local directors for Lancaster County, Clyde Martin (left) East Earl R1, and Harry G. Kreider, Quarryville R1, (right). L. F. Photo

April Turkey Month Drive Launched

Secretary of Agriculture Orville L. Freeman called for continued cooperative industry-Government merchandising to encourage consumption of unusually heavy supplies of turkeys.

In a telegram to major retailers, food trade associations and the food service industry, Secretary Freeman said that supplies of turkeys now and during the coming months "will make it possible to offer consumers this highly nutritious and appetizing food at economical prices"

In a meeting with representatives from the National Turkey Federation, Under Secretary John Schmittker and other USDA officials lauded the turkey industry for "aggressively promoting its product through the Federation and the Poultry

and Egg National Board. The U.S. Department of Agriculture is cooperating with a plentiful foods merchandising and consumer information-education campaign, 'April Is Turkey Month.' Food trades representatives and marketing specialists of USDA's Consumer and Marketing Service across the coun-

try are enlisting support of food marketing and allied industry groups and communications media," Mr. Schmittker said. He also stressed the importance of self-help actions on the part of the turkey industry to 'cure industry problems'.

USDA and Turkey Federation officials expressed gratification

over the increased movement of turkeys into consumption during the past several weeks, indicating the value of the united effort of industry and Government. The movement is substantially larger than last year at this time and reflects the very favorable response of the retail and institutional trades.

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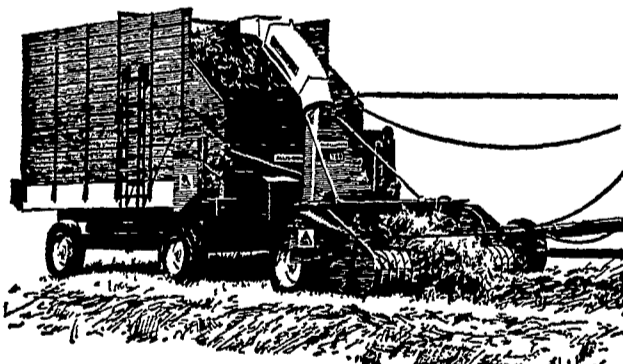
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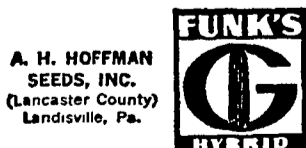
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