

Government Joins Industry In Declaring For Eggs In May

"The most beautiful example of Government-Industry cooperation ever conceived," declares Neil Castner, Lynden Farms, Seattle, Washington, and 2nd Vice Chairman of PENB, in referring to the currently planned SPRINGTIME EGG FESTIVAL.

There are a great many services, divisions, sections and departments within the U.S. Department of Agriculture. The Poultry Division, Consumer and Marketing Service, is well-known to the poultry industry.

A section destined to become much better known to all those in the egg trade is the Consumer Food Programs, of which Marvin M. "Sandy" Sandstrom is the Assistant Deputy Administrator. Working with Sandstrom is Tom Cox, heading up the Food Trades staff. This staff, in turn, is divided into 5 regional offices headquartered in New York City, Atlanta, Dallas, Chicago and San Francisco. Each of these offices has 4 different programs to administer—but among other things they promote the Plentiful Foods Program and work closely with retailers, local food organizations, and food communicators.

"The Food Trades staff encompasses about 150 trained men in the 5 Divisions. Securing their cooperation in publicizing and conducting the Retail Egg Clinics of the SPRINGTIME EGG FESTIVAL certainly multiplies the PENB effort," commented Castner.

The Retail Egg Clinics are planned for a series of cities that are in the top 100 food markets of the country. The Division Food Trades supervisor, the PENB representative, and a local committee in each location are planning the meetings. They will be held primarily in May—but some have already been held in the Southeast and many will be held in April.

The general theme of the Clinics is "What Can the Egg Industry Do to Help You Sell More

Eggs and Make More Money?"

PENB is preparing some new material for this series of meetings, using many of the excellent promotional pieces developed by state egg organizations, and will distribute some prepared by companies serving the egg industry. Announcement letters will go to all egg packers, and invitations will be sent to retailers in each area.

"This promotional effort will

New Holstein Records

Milk and butterfat production levels established by Registered Holstein cows in this area have been reported by Holstein-Friesian Association of America. All cows are from herds enrolled in the Dairy Herd Improvement

enlist the cooperation of many in the various state Departments of Agriculture, state egg associations and commissions, and local industry itself—as well as the excellent cooperation we are enjoying with the Food Trades Staff," summarized PENB's Castner.

Registry (DHIR) official testing program.

Cows recognized in this area, and their owners are as follows: Strickst Ivanhoe Cheerio, a 6-year-old owned by Hiram S. Aungst, Elizabethtown, produced 22,970 lbs. of milk and 997 lbs. of butterfat in 305 days.

Brubaker, Lititz, produced 17,090 lbs. of milk and 644 lbs. of butterfat in 363 days.

Penn Springs Master Sally Jo, a 3-year-old owned by Robert H. Kauffman, Elizabethtown, produced 18,780 lbs. of milk and 654 lbs. of butterfat in 348 days.

year-old, produced 18,610 lbs. of milk and 828 lbs. of butterfat in 305 days. Trout Spring Ho Wren, a 8-year-old, had 17,709 lbs. of milk and 691 lbs. of butterfat in 311 days. Both are owned by John E. Kreider, Lancaster.

These new production figures may be compared to the estimated annual output of 8,513 lbs. of milk and 315 lbs. of butterfat by the average U. S. dairy cow, notes the national Holstein Assn.

Penn State University supervised the sampling, weighing and testing operations in cooperation with the Holstein organization's herd and breed improvement programs.

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PERIOD NO.	DAYS IN PRODUCTION	% PRODUCTION	LBS./FEED DOZ. THIS PERIOD	LBS./FEED DOZ. TO DATE	EGGS/HEN THIS PERIOD	EGGS/HEN TO DATE
1	28	40.85	6.92	6.92	11.44	11.44
2	56	79.55	3.37	4.60	22.31	33.75
3	84	85.40	3.48	4.14	23.91	57.66
4	112	84.79	3.91	4.08	23.74	81.40
5	140	83.47	3.78	4.01	23.37	104.77

** 11,981 20 week old pullets housed June 28, 1967

* Eggs per average number hens

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