

## Pa. Egg Marketing Association

Following a welcome, and the presentation of the Treasurer's report President Ben Burkholder gave his report.

Inasmuch as a National group has been formed to work on the matter of price discovery, and market erosion, and invited the Association to participate, K. M. Souders who was appointed as a representative is attending a meeting in Las Vegas. Mr. Souders will report at the next meeting. It is understood that Tom Smith, Don Horn and Henk Wentink are also attending the same meeting.

John Wenger a representative from the Association on the industry reorganization committee gave his report. He stated the committee will probably meet each month until reorganization is completed. "There are two groups, one on finances, and one constitution and by-laws." "At

the first meeting it was decided that the same names be retained, but a new slogan developed."

A very important discussion on NEEMA and reorganization will be included in the next meeting.

Sam Berenson reporting for the Legislative Committee stated that the Egg Council has requested the Secretary of Agriculture to inform the New York Mercantile Exchange that inspection within 24 hours before offering is exceptionally desirable. The Secretary has also been requested to work thru NAMO, and NASDA, to change market quotations from five days a week, to twice a week with a provision that no more than a two cent (2c) change up or down be mandatory.

Mr. Berenson also reported that a meeting on egg weights was held at NEPPCO, and Sec-

retary of Agriculture Phil Alampi of New Jersey, recommended a new set of weight standards. Jumbo 28 oz. and up, Large 24-28 oz., Medium 20-23 oz., and Small 19 oz. down. Pennsylvania recommended Jumbo 29 average, Large 24 average, Medium 20-21 and Small 18 down. The group recommended that the Pee Wee quotation be dropped on the Mercantile Exchange. "The question arose on how payment should be made from Pee Wees, and it was concluded that a price be established on a discount under the quotation for small.

President Ben Burkholder recommended that the contract growers be invited to association meetings to let them see how marketing problems are concluded. "This must be an operation teamwork with dealers, and integrators, and contract growers."

The group in attendance agreed that, each member should contact the integrators, and contract growers in their

areas, and invite them to the November meeting. If a commitment is obtained from these people, their presence should be reflected on return attendance cards.

Ray Reiter, Market Development Division, Bureau of Markets was introduced by President Ben Burkholder to discuss the Pennsylvania Agricultural commodities Act of 1968.

Mr. Reiter stated that a Marketing Order was passed in 1967, and the Apple growers tried unsuccessfully to obtain grower participation. "In 1968 the act was changed from a Marketing Order to a Commodities Act, because many producers retained an impression that a Marketing Order reflected production controls, which they did not want. The Commodities Act does not control production but rather allows any agricultural group to vote for a program to raise

funds for education and research."

"On a voluntary basis the apple people raised between four and six thousand dollars which was totally insufficient to do any necessary educational and research work. Last year the apple industry contributed \$47,000 to a fund and are now able to support the National Apple Council, as well as put on special consumer drives in Pennsylvania."

"The Peach growers, milk producers, and potato producers are getting ready to develop a program. The Mushroom growers are giving the matter special consideration."

"When producers request a program they usually appoint a group to develop a program. There are five areas that must be given very careful consideration by the study group 1—Who is to be covered, 2—How many growers should be on the advisory board, 3—What shall be done with the Money collected, A—advertise and promote, B—research, C—disseminate market information, 4—What shall the assessment be (should be reasonable at first, and increased later if necessary), 5—How often will statements go out for payments."

"After an organization has become effective, educational meetings must be held to properly inform every producer or grower what the program actually is. Letters must be mailed to every producer, and an announcement made in newspapers." "Twenty days later a hearing is held and if the majority are in favor, a referendum (vote) takes place. A ballot goes to each producer included in the program, and he or she votes. A group of producers appointed count the ballots, and report the results to the secretary."

"If 66 percent vote yes, and these represent over 50 percent of the production, the producers are notified that the referendum is in effect for three (3) years. An advisory board is appointed and the program gets under way. At the end of three years another vote is taken automatically, and if it is yes, the program continues, and if no the program is dropped."

"In the event a producer does not pay he is notified to do so. A second notice is sent in 30 days, and if no payment is received a third and final notice is sent. Should there be no response the matter is turned over to the Justice Department for legal action. Only one apple non payment case went to court and is about to be settled."

Following a question and answer period session, the group adjourned at approximately 10 10 p.m.

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