

Meeting Minutes

Pa. Egg Marketing Association



Donald Ranck

● **Donald Ranck**

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Route 1, Columbia, and the couple now reside in Bellefonte, Pa.

He is presently a junior at the Pennsylvania State University and his activities include the Collegiate FFA and the Undergraduate Student Government Dialogue Committee, and assistant manager of the Gymnastic Team.

Alpha Tau Alpha plays a vital role in preparing those who plan to teach vocational agriculture, according to Dr. Norman K. Hoover, Advisor, and National Vice President. Today, there are 24 chapters of ATA, actively functioning in nearly that many states in their colleges and universities, and the membership is now over the 9,000 mark

The purpose of ATA is to provide a professional spirit with teachers of agriculture and to train agriculture teachers to be leaders.

President Ben Burkholder read a portion of a letter from the Pennsylvania State University thanking the Association for the Scholarship Fund.

The group agreed to furnish eggs to the Federation for pickling, and sale at the 1969 Farm Show booth Irvin Musser will furnish the eggs and will bill each egg marketer for their proportionate share

Tom Smith reported that the United Egg Producers has been formed, and will have its main office in New York, with branches in several other locations

"It is expected that a system of reporting longs and shorts, will be developed There will be funds for operating offices and systems when adopted"

"The United can include only producers or producer groups as members The PEMA cannot join until some means of doing so is developed. Even though marketers cannot join now they will benefit, but giants in the industry will swing when the time is right and will join United."

"Presently action has not been taken to appoint a general manager, and plans have not been developed what United will do if the market breaks. There has been some discussion of developing a fowl removal program after the first of the year, if the market breaks."

Sam Berenson reported that NAMO met in New Jersey, and plans are being developed to have a trial run on longs and shorts in the Northeast, in conjunction with USDA

"Everyone has probably read that ICC granted Railroad's a three percent increase in rates which was almost necessary in spite of protest."

"When action is taken on a

national organization to represent the industry why was the Associated, that has been in existence many years, was not considered to be the organization as it has been?"

"Producers must face reduced premiums with a realistic attitude because they will very definitely pay the bill Right now one of the major questions to be answered is who will control the industry, and let's face it, it will be controlled"

President Ben Burkholder appointed Sam Berenson and K. M. Souders to the Auditing Committee

He also appointed Frank Tioster, Kenneth Longacre, and Vaine Carpenter to the Nominating Committee.

Lewis S Heemstra the speaker of the evening was introduced by Earl Hess.

"Mr Heemstra stated that the egg industry will be influenced more in the future by economics than anything else. In the future you may not be pricing eggs out in front of you.

"When there are too many hens on hand the industry is in trouble It has been indicated that hens have been reduced in certain areas, but this is not true. Instead they have been increased, if they will tell the truth. When this situation exists . . . there are surplus eggs,

and the poorer ones are frequently dumped in our markets where they are definitely unwanted.

"Practically all of the major merchandisers know what is going on in the industry As long as we have ambitious salesmen for feed, and equipment we will over-produce and this will continue until someone makes no money.

"Consumption is down but the rapid rate of fall has been stopped a little

"People at the retail level will do the most for us if it is proven that it is profitable to do so Egg sales should reach 45-50 dozen per \$1000 of store sales, and it can and has been done.

"Why not help the merchandiser to help himself, and then we can control the market . . . and always allow the merchandiser to make money "When we work with the stores we must look beyond eggs, and assist the dairy manager to set up cases with very specific objectives in mind When everything has been done correctly, it can be expected that 20 percent of dairy sales will be eggs.

"Much more can be accomplished in a cooperative effort than one in which conflict exists Stores do not care how much eggs cost as long as their competitors do not get the same thing for less.

"We must work with the retailer because this is the best method of marketing. We must speak the groceryman's language and develop creative thinking in the egg business."

● **Herr Named**

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will be aided by Forney F Longenecker, Lititz R3.

The Farm Gifts Division is now in process of being formed, throughout the county, under the chairmanship of the following individuals: Northeast Area: Harry H. Gring, Reinholds, and Noah W. Wenger, Stevens R1; Northwest Area: Daniel H Rohler Jr, Manheim R1; Southwest Area Amos Funk, Millersville, and John Sangrey, Conestoga RD; Southeast Area B Snavely Garber, Willow Street; and Southern Area Glenn D Myer, Kirkwood.

The drive is scheduled for the latter part of January and is to be conducted for the purpose of raising a minimum of \$150,000 in two-year subscriptions Attainment of the objective would bring the indebtedness incurred in erecting the multi-purpose Farm & Home Center down to a self-liquidating level The project involved an investment of approximately \$500,000, of which amount \$352,000 was subscribed in previous fund-raising efforts.

Area chairmen are scheduled to meet with their district chairmen Monday, Dec. 30 at 7:30 pm at the Farm & Home Center.

age and develop creative thinking in the egg business."

Following a lengthy period of discussion the meeting adjourned at approximately 10:30 p.m.

The light of a single star put more brightness into men's lives than all the lamps of thousands of yesterdays and millions of tomorrows.

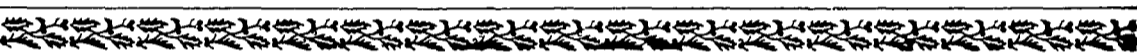
May it brighten your home this Christmas!



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