

# Lancaster Farming

## SECOND SECTION

### Egg Marketing?

By Kermit Birth  
Penn State Marketing Specialist

What is marketing? We read and hear statements such as the egg industry must place more emphasis on marketing, the industry must become market oriented; or the industry must begin marketing eggs. These all imply that the industry has not been marketing eggs.

If one were to ask several persons to give their interpretations of marketing, he might get different definitions of marketing from each. These definitions might range from

simply promotion and advertising to those encompassing all functions of production and marketing. But, marketing is much broader than advertising and promotion. These are, however, a part of marketing. For discussion purposes let's consider the following definition of marketing. Marketing consists of providing consumers with:

- the right product;
- in the right quantity;
- in the right place;
- in the right sizes;
- in the right form;

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DIRECTORS ELECTED at the Farm and Home Foundation Annual Meeting held Monday evening at the Farm and Home Center are: (left to right) Noah

Kreider, George Lewis, Melvin Stoltzfus, Leroy Pfautz, Mrs. Landis Myer, Amos Funk and Phares Risser. L. F. Photo



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