

● Egg Marketing?
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in the right light; at the right time; and at the right price. Marketing as defined above begins before eggs are produced. It is necessary to plan production to provide the marketing firm with the quality, sizes, and quantity consumers demand at a specific price. The right quantity seems to be the marketing aspect that is frequently overlooked by many in the industry. This is apparent since there are periods of over and under production in the United States. Marketing should regulate quality and quantity of various sizes of eggs that move to market. But marketing can bog down if the movement of eggs from farms does not match the flow of eggs from the processing plant to the retailer or the consumer.

Inability to provide retailers with the desired quantity and quality can lead to losing regular market outlets which may have required substantial effort to develop. Also, the need for retailers to shift supply sources inconveniences them and increases their operating costs. Marketing often is referred to as a controlling valve indicating the flow of product and information. This would include information which should indicate preferences of consumers and the quantity of the product which is needed at the desired price. In order for production to supply the marketer with the right product in the right quantity at the right price and at the right time, marketing must channel the information from the consumer back to the producer. In turn, producers need this information to plan quantities of layers and times when pullets must be housed.

Besides the quantity, size and quality aspects of marketing there is the right form of the product and the right light. Appropriate form includes quantity packed as a unit, whether the eggs are in shell, liquid, frozen, or dried form. Right light refers to the image of eggs in the minds of consumers. Not just the total image of eggs but the image of your eggs. Here is where advertising and promotion aspects of marketing enter the picture.

Some may say this is an impossible definition of marketing but it is being applied. Many

Livestock Day Set For Penn State March 25

A special Livestock Day for beef cattle, swine and sheep farmers will be held at the Penn State University campus starting at 10 a.m. Tuesday, March 25.

The event will be held in the Conference Center with the morning program being general in nature, with two featured speakers scheduled. They are:

1. Dr. Herrell DeGraff, President, American Meat Institute, Chicago, Illinois. Dr. DeGraff will speak on "The Importance of Animal Agriculture To Our Economy".

2. Jerry W. Stiles, Vice President for Development, Agway, Inc., Syracuse, N.Y. Mr. Stiles has traveled widely and will present an illustrated talk on "New Developments in Animal Management".

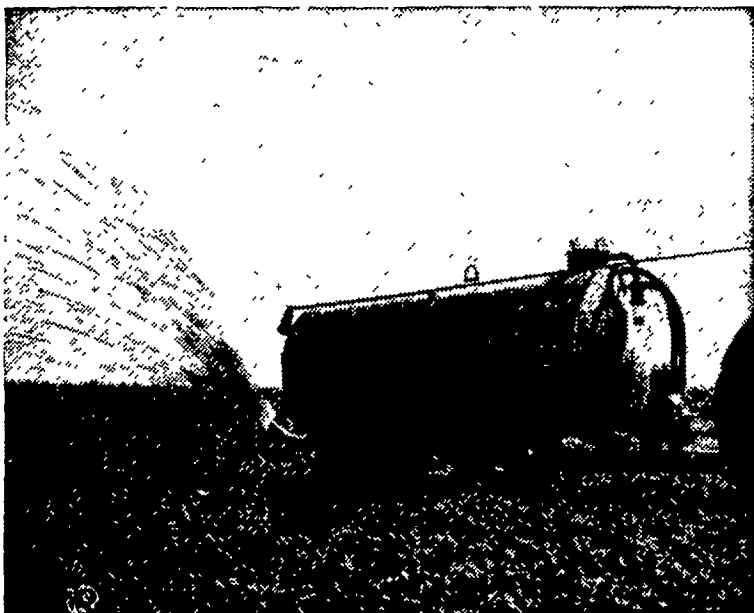
The afternoon program will deal largely with research findings at Penn State. The audience will divide according to their species interest. Topics related to beef cattle, swine, and sheep will be covered by Penn State faculty members. While P.S.U. does have a very active meats program, this work will be handled in the respective sections. Results of the program at the Meat Animal Evaluation Center will also be covered.

The afternoon program should end about 3:30 P.M. Those attending who would like to tour the new Beef Cattle & Sheep Center — or the new Animal Science Building will be welcome.

of the producers marketing to stores, restaurants, institutions, and direct to the consumer are following this definition of marketing. No, they are not carrying out elaborate advertising and promotion programs but adequate programs. They are gearing production to the quantity the markets will take at the desired price.

Many in the U. S. egg industry are not marketing eggs. It's time more in the industry begin marketing eggs. The first step should be coordinating production to market demand.

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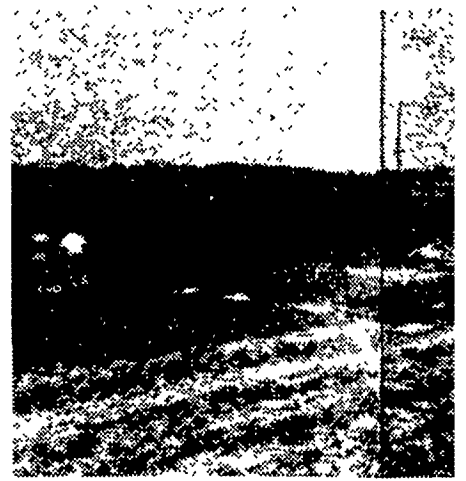
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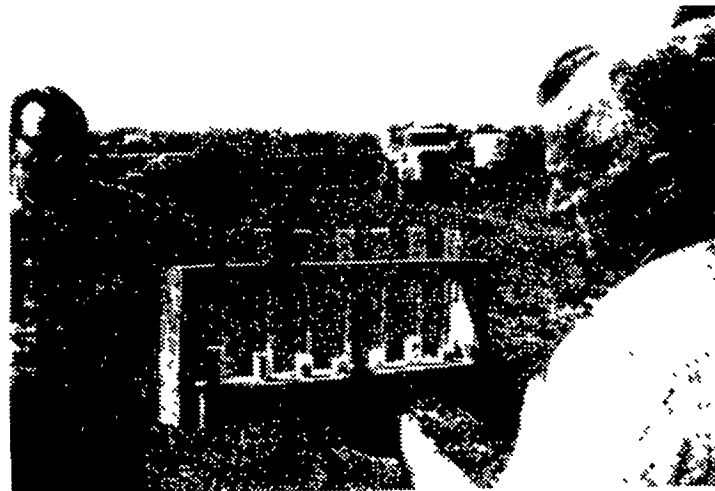
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