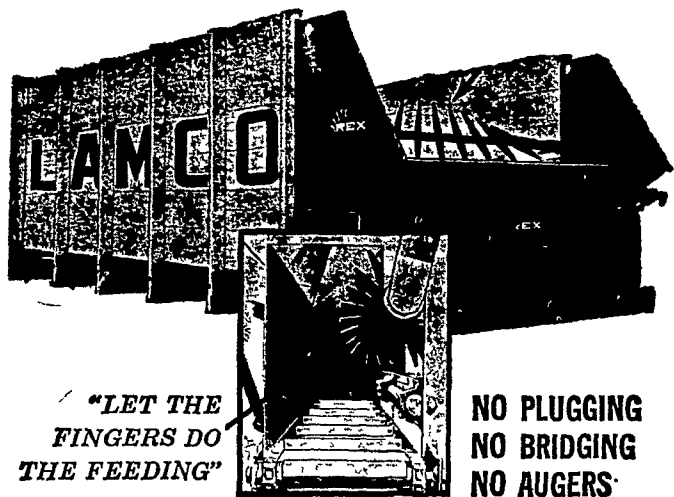


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**PENNSYLVANIA EGG
MARKETING ASSOCIATION
MEETING MINUTES
JUNE 13, 1969**

President Ben Burkholder called for the Treasurer's report which was accepted, he then introduced several visitors. Inasmuch as there was considerable material to cover, President Burkholder called on the

first member of the panel to discuss "Todays and Tomorrows Problems".

Sam Berenson . . . "Several pricing methods have been advanced but on committee pricing might be difficult because of representation without knowledge of the industry "It has been estab-

lished that, the New York Mercantile Exchange, and the pricing operation has become antiquated and should be changed. "Any one in the industry who may have any suggestions regarding changes in the Exchange should contact Wynn Gehgan of North America "One suggestion that should be emphasized is a two day a week market. "Now that inventory data is being gathered across the country, the information should serve to establish better market values. There should be nothing fraudulent about influencing a market with supply facts".

"Industry members, as a whole are complacent with only a few carrying market responsibilities. Every Industry Member must support the Industry financially, morally, and physically. Pricing is one of the most important factors giving the industry the proper support it needs".

John Wenger . . . "Merchandising and price cutting are hurting the industry and should be adjusted. "Flexible pricing will crop up from time to time and continue to be a major problem. "The balancing of longs and shorts makes the Exchange absolutely necessary. "There should be a synchronizing of production by suppliers. "Quality and moulting will continue to be problems, therefore some kind of guidelines should be established. "Large producers should lean on experienced marketers to market their product rather than try to market without sufficient marketing knowledge. "High interest rates will continue and will be a problem to the industry".

Ray Sauder . . . "Something should be done about high cost of production, especially as it relates to feed costs. "Other areas purchase feed for much less and we must compete".

Earl Hess . . . "In the future the industry will need marketing specialists more than ever. "Merchandisers need a great deal of assistance and as time moves on regulations will become more difficult to cope with".

"Consumers frequently shift eggs to get a better buy, and then an inspection may cause a supplier to get in trouble. "Promotion is a must and should receive total industry support. "Egg marketing groups such as PEMA should have sufficient money to provide exhibits at food shows etc, to get the story to the people who count in holding and uping consumption".

A motion was made, seconded, and passed that a letter be sent to the New York Mercantile Exchange, recording the fact that PEMA is interested in twice a week pricing instead of daily.

A motion was made, seconded, and properly passed that the PEMA and Federation consolidation be opened for further discussion.

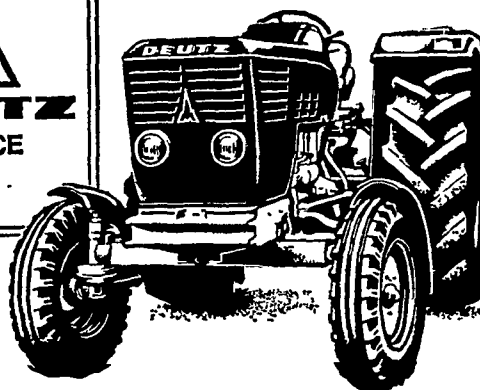
It was decided that a mail ballot be sent to each member providing them with an opportunity to express their feeling about the PEMA-Federation Alliance.

A motion was made, seconded, and properly passed that the PEMA Executive Committee be given the authority to negotiate with the Poultry Federation in providing a strong alliance with representation.

A motion was made, seconded, and passed that, the PEMA dues be increased to \$60 a year . . . because there is more expense involved in operating an organization and no change has taken place in 16 years.

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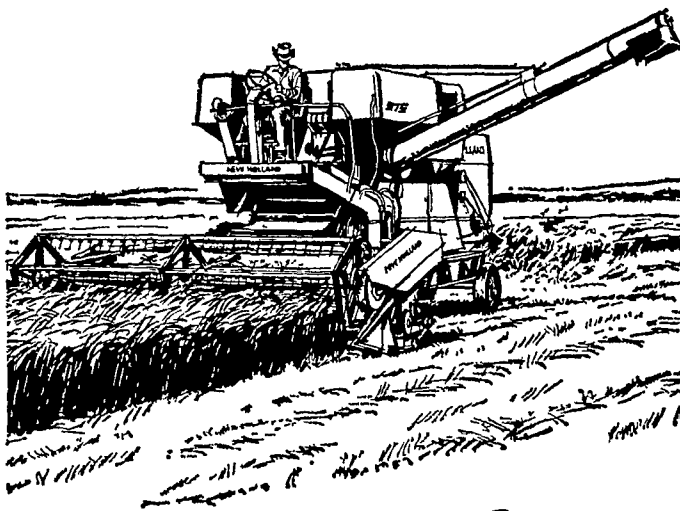


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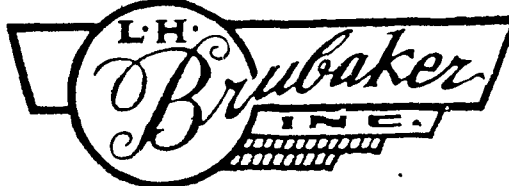
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