

● Poultry

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At the Business Meeting amendments to the constitution and by laws were adopted making provision for greater participation of groups such as the Pennsylvania Poultry Processors Association and the Pennsylvania Egg Marketing Association in the activities of the Federation to make the Federation the United Voice of The Pennsylvania Poultry Industry."

Donald E. Hoin Jr. of York, was elected president for the coming year. Other officers elected include Frederick A. Slezak, New Alexandria, First Vice President; Kenneth Longacre, Franconia, Second Vice President; Wentink, Secretary; and Harry R. Ulrich, Harrisburg, Treasurer.

Other local people named to the board of directors included Allen Graybill, Lanc Co Poultry Assn; Carl Hamish, Lancaster, Broiler Group; Dale Weaver, New Holland, Allied Industry Group; Andrew Ludwig, Ephrata, Turkey Group; and Earl Hess, Director-at-Large.

Maurice Stein, past president of the United Egg Producers, Greene, Maine, addressed the conference outlining the objectives and accomplishments of United Egg Producers.

He stated that "producers must learn to control their business and not have business control producers." United Egg Producers hopes that at least 70% of all producers in the United States will become members of its organization.

Some of its objectives are to "stabilize prices and avoid extreme cycles of unprofitable production." This goal can be



Hendrik Wentink

accomplished by (1) orderly fowl removal programs in periods of overproduction. (2) Close working relationships with banks and credit institutions on credit policies to avoid over-expansion, thereby producing a surplus of eggs (3) keeping industry informed on economic conditions and keep pullet placements down to avoid "boom and bust" cycles.

It is the producer's major responsibility to have an established outlet for his product and thereby avoid dumping of eggs on the market. Mr. Stein stated that Pennsylvania producers can become affiliated with UEP by any of the following means:

1. Become members of North Eastern Egg Marketing Association.

2. Become members of National Egg Company, Atlanta, Georgia

3. Set up an independent Pennsylvania organization which would then become a member of UEP.

Mr. Stein feels that the third method might be the most desirable since Pennsylvania is one of the largest egg producing areas in our country.

A PANEL consisting of L. E.

KEGERREIS AND RAYMOND REITER, Pennsylvania Department of Agriculture, and W. R. WILLIAMS, III, Virginia Dept. of Agriculture, and moderated by DR. FLOYD HICKS, Pennsylvania State University, discussed THE ROLE OF THE 1968 COMMODITY ACT IN PROMOTING PENNSYLVANIA AGRICULTURAL PRODUCTS. Kegerreis pointed out that Virginia, Georgia, North Carolina, Alabama, Minnesota and New Jersey all have a system of raising money for education, research and promotion. These systems may vary from 1-2c on fowl or up to 3c per 30 dozen case of eggs, and one state uses a 1c per cwt feed tax.

Pennsylvania egg producers have been production oriented, however they should pay more attention to the marketing of Pennsylvania produced products. Reiter pointed out that a five-point program needs to be developed for a commodity group to operate under the 1968 Pennsylvania Commodity Act. He related the experience of the apple growers over the past few years who annually produce about 7½ million bushels of apples.

Williams stressed the importance of store point-of-sale material. Eggs are competing with thousands of other items and promotional materials must be furnished to the retailers. These can be in the form of flyers stressing nutritional values, recipes, etc. Other materials used in Virginia are table tents, and setting up booths at fairs and trade shows stressing the quality and values of Virginia produced eggs.

CLARENCE SMITH, Marketing Specialist, Edward C. Michener Associates, Inc., Harrisburg, addressed the poultrymen on THE CHALLENGE OF MARKETING PENNSYLVANIA POULTRY AND EGGS.

He emphasized that Agriculture has not enjoyed the rise of prices that have been evident in the rest of our national economy. Egg prices are at the same level as in 1958 and broiler prices have actually declined, while production costs have in-

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increased. Poultry products are produced in abundance and surplus often has a detrimental effect on the prices received.

The producer must become more interested in marketing. He has a responsibility beyond loading his product on the tailgate of the truck. Better marketing methods and promotion were suggested as possible solutions for improving the economic position of the poultry producer.

● Potato

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State peach growers had previously voted down a self-assessment plan.

Cheese for Everyone

Cheese is sure to please whether it's a camping or picnic food, a party snack, or included in the main dish of a meal, says Mrs. Ruth J. Buck, Penn State extension foods and nutrition specialist. With over 400 varieties from which to choose, there's a cheese for everyone, even the weight-watcher.

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