

The right form would include packaging and type of egg products marketed such as shell, liquid, frozen and/or dried eggs. Included in packaging would be size of package. For instance, shell eggs might be packed in to market needs (Continued on Page 31)

## Marketing Today And Tomorrow

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### Marketing Today and Tomorrow

How will eggs be marketed five or ten years from now? is an often asked question. It also is one which has been subject to much speculation. Yes, change will take place. Current rumblings of the change, perhaps, will turn into reality tomorrow. Marketing in general will change but it may not be too different from methods employed by some marketers today.

Some say, "One cannot predict what the future may bring." Perhaps this is true. But, remember, all transactions are made for the future. Thus, it is necessary to have some concept of what may take place in the future if we are to plan ahead. Judgements and decisions are based on the decision makers' past experiences, knowledge and anticipated future developments.

Some of the changes will be brought about by changes taking place outside the industry while others will be influenced by changes taking place in the industry. Outside influences might be consumers' attitudes toward eggs, competing foods, dietary changes, health factors, and transportation and retailing systems.

Marketing has undergone many changes in recent years. Included among these are changes in egg handling techniques, facilities, and organization. Each change appears to be aimed at increasing the efficiency of marketing.

But what is marketing? We read and hear a lot of 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 appear to 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 sizes, in the right form; in the right place, 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. These are factors which might affect consumer preference. The description of the right product may vary among producers marketing firms and/or distributors.

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 both total volume and volume of the various sizes of eggs that move to market. 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. There

are marketing firms in Pennsylvania which are striving to coordinate their egg procurement to market needs.

# PUBLIC DAIRY COW SALE



THURS.  
NIGHT,  
OCT. 16

Starting 8:00 P.M. Sharp

Sale located 5 miles North of Rt. 222 along 897, 2 miles North of Reinholds.

## 55 HEAD HOLSTEINS

This consists of one complete herd from Wayne County. These are extra good cows that will change every day. Most of them are recently fresh and the balance are close.

Will also have some top individual cows fresh in the last two weeks plus a few springers and a few feeders to be sold first.

Health charts night of sale.

Randal Kline — Auctioneer  
Vernon and Ray Kline — Owners

Phone area code 215 267-2368 or 267-2298

NOT RESPONSIBLE FOR ACCIDENTS  
REFRESHMENT STAND

# Public Auction

FRIDAY, OCT. 17, 1969

STARTING AT 10 A. M.

## 20 to 30 TRACTORS MANY MAKES AND MODELS

International, Ford, John Deere, Allis-Chalmers, Case, Massey-Harris, Massey-Ferguson, Oliver

## FARM MACHINERY

Harvesters, mowers, cornpickers, blowers, hay balers, etc  
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Attention DEALERS & FARMERS:

Bring your own surplus equipment in to be sold on consignment.

Dry Goods man will be here for the Ladies.

TERMS — CASH

We buy, sell, trade, wholesale—daily.

Used Parts for most make & model of Tractors & Farm Machinery.

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# WENGER'S FARM MACHINERY, INC.

So. Race St.

717-866-2138

Myerstown, Pa

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# HEAD 1000 HEAD

(STATE GRADED)

## VIRGINIA YEARLINGS

STEERS

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Thurs. Oct. 16

7:30 P.M.

Sponsored by

Marshall Feeder Cattle Assn.

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## FAUQUIER LIVESTOCK EXCHANGE

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MARSHALL,

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J. G. Simpson, Mgr.

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# PUBLIC SALE Of Valuable Farm Machinery And Dairy Cattle

SATURDAY, OCT. 18, 1969

At 9:30 A.M. Sharp

At R. D. #1, Wrightsville, Pa. in Hellam Twp. Take Accomac Road off U.S. 30 near Wrightsville and take first stone road to right. Watch for sale arrows. The undersigned having sold his farm will sell at absolute sale the following—

### FARM MACHINERY

John Deere 60 tractor with cultivators, Oliver Super 77 tractor with cultivators, John Deere B tractor with cultivators, John Deere 24 T baler with thrower, John Deere 8 W mower, John Deere 4 bar hay rake, New Holland hay crusher, D. Bradley hay & corn elevator, John Deere 13x7 grain drill, John Deere 290 corn planter, 2 rubber tire wagons with sides and unloading units, 2 rubber tire flat bed wagons, Farmall gran box wagon, John Deere offset disc, John Deere 4 gang disc, 2 John Deere spring harrows, Brillion cultipacker, Oliver 1 row #5 corn picker, Brillion rotary chopper with blower, John Deere #25 combine, manure loader with bucket & snow blade, 3 section land roller, Oliver manure spreader, P.T.O. used only 6 month, Oliver 3 bottom 14" plow, rotary hoe with 3 point hitch, Case transport disc, Century sprayer trailer type, rotary fertilizer spreader, 2 row tobacco planter, 2 one horse shovel plows, Minnich tobacco press, N.H. circular saw tractor mount, 3 point hitch for J. D. tractors, 3 hydraulic pistons, platform scales, rubber tire wheelbarrow, bag truck, electric fence posts, Sunbeam clippers, 2 tarps, few butchering tools, meat benches, Huffy riding mower, 50 ft. endless belt, two hole corn shell-er and wagon load of usual small tools and items used on the farm.

### DAIRY CATTLE & EQUIPMENT 21 Holstein Dairy Cows - 9 Guernsey Dairy Cows

some fresh by day of sale or soon after and balance spread over the year. Cattle are grade and registered, certified and accredited, TB Bangs tested within 30 days of sale. These cattle are very good high grade producing lots of milk. Wilson 250 gal. milk tank, 3 Universal milking units, pump & pipe for 38 cows, stainless steel strainers & buckets, stainless steel twin wash tubs, bucket rack, Jamesway feed cart, Girton feed cart, milk cans, good gran bags, also a wagon load of usual small tools & items used on a farm. Not responsible for accidents on day of sale. Refreshment rights reserved for Rohlers Sunday School Class.

AUCTS. NOTE: Farmers, if you want good clean machinery or need good dairy cows, be sure to attend this large sale. Everything will positively be sold at absolute sale, so come prepared to buy. Farm machinery will be sold first. Plenty of parking.

Terms: Cash

J. RAYMOND BAIR

Jacob A. Gilbert, Auctioneer  
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