



AT THE MT. JOY FARMERS CO-OP meeting are: (left to right) Henry E. Garber, Elizabethtown R1, re-elected director; Joe Taylor, Penn State Specialist and

Lewis E. Bixler, Marietta R1, President. Also re-elected director was Roy Alger, Palmyra. L. F. Photo

● **Dairymen**

(Continued from Page 1)

Investments mean change for the dairymen. He will either quit or borrow more money and develop an economic unit to pay for the investment."

Twenty-five years ago Pennsylvania had 60,000 dairymen getting a blend price of \$3.54 per hundred for milk, today we have about 20,000 dairymen getting \$6.00 per hundred. By 1980 Taylor said he would not be surprised if total Pennsylvania dairy farms would be down to 10,000.

On the subject of milk promotion, the Penn State Specialist said few dairymen realize the milk marketing problem "In November," he said, "even though the Class I milk price

was up, Pennsylvania dairymen lost 4 cents per hundredweight in blend prices or \$78,000

"The dealers once sold the milk on the retail route. Now the housewife is going to the store to get it," he said. "Everywhere I go, they ask the question, if the farmer makes the most money on a price increase who should promote the sale of milk"

Rhododendron

What's wrong with my rhododendron or other broadleaf evergreens when the leaves curl this time of the year? This is a common question when temperatures get near zero but home owners are reminded that there is nothing to get concerned about, because this is a normal situation

"Milk can be sold without decreasing the price. It is a merchandiseable product. But nothing will ever happen unless the farm co-ops do it," Taylor said

In the business meeting, two directors were re-elected. They are Henry E. Garber, Elizabethtown R1 and Roy Alger, Palmyra. Lewis E. Bixler, Marietta R1, presided

In very cold weather it's the plant's way of conserving moisture during cold weather. When warmer weather returns, these curled leaves will expand and resume their normal shape and angle on the stem. Deep snow cover on many evergreens is a blessing this winter because they are well-protected beneath the snow.

Two Women's Magazines Comment On Egg Diets And Cholesterol

"Many of the nation's diet-conscious homemakers may find themselves stocking up on eggs while discarding their old cholesterol fears this month," reports Howard Helmer, PENB's eastern representative. "And, the motivation will be coming from the January issues of two of the nation's leading women's magazines, both containing diets that feature not only eggs but favorable comment on cholesterol, too"

The magazines are McCall's and The Ladies' Home Journal, which have a combined circulation of over 15 1/2 million. Although neither article was the work of the magazines' food editors, the Journal's Food Department did work out the snack meals in their "Nibbler's Diet" article. It maintains that weight loss is more certain with five substantial snack meals instead of three main, larger meals

The article also points to a study which indicated that men who ate five or more meals a day were least overweight, had less cholesterol, and less blood sugar than men who ate three meals a day. The article then presented a series of snack recipes, 12 of which were egg dishes. These included a quiche, omelet, egg salads, egg Maximilian, plus scrambled, poached, and fried eggs

The McCall's magazine Diet of the Month article presents comments on an egg and grapefruit diet successfully used by Martin

Gabel, the actor-director-producer husband of Arlene Frances.

The article quotes Dr. Robert C. Atkins, internist, cardiologist, and favored New York diet expert, when asked whether it has been established that eggs raise the cholesterol count. "Yes... but not as much as people think. A high intake of sugar and other carbohydrates has been shown to raise the cholesterol level even more. People who cut carbohydrates can usually eat all the eggs they want and still end up with a lowered cholesterol"

If the egg industry had purchased the space in these magazines at advertising rates, it would have cost nearly \$40,000.

Market Costs Reduce Consumer Food Dollar

A good healthy share of the money spent for food goes for marketing costs. But what is marketing? It's all the steps involved in getting food from the producer to the kitchen

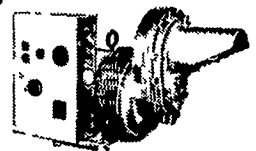
Most food, as the producer sells it, would be unwelcome in kitchens today. Marketing costs can vary considerably among food products. Costs are not very high to move a dozen eggs from a Pennsylvania poultry house to a nearby supermarket shelf compared to getting wheat from a combine in North Dakota into a loaf of bread and delivered to the same supermarket as the eggs.

During 1969, marketing costs accounted for 59 cents of the food dollar and the producer got 41 cents. The biggest part of marketing costs goes for labor. Hourly earnings and fringe benefits of food marketing employees are expected to continue rising this year

In addition, prices of most inputs, materials and equipment, rent and taxes that marketing firms will pay for are expected to be higher in 1970. Marketing's share of the consumer food dollar probably will average 60 cents



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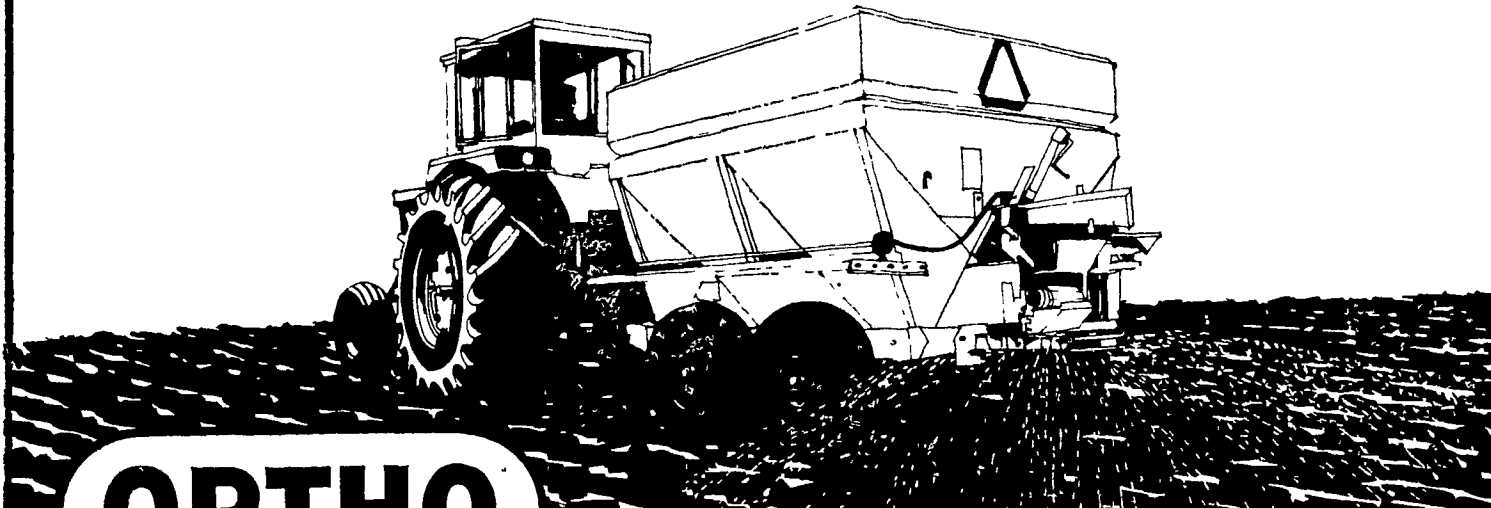


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