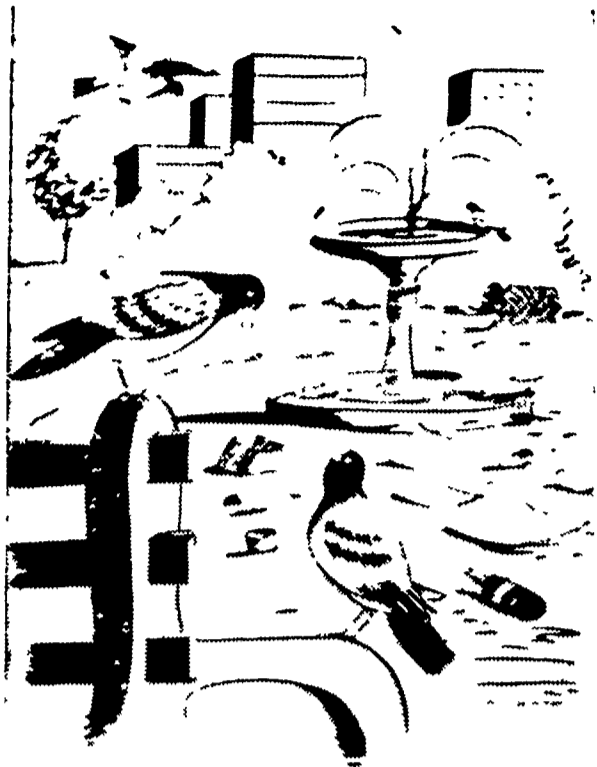


Keep America Beautiful



... and man says pigeons 'fowl' up parks!"

Why Broiler

(Continued from Page 20)

ings of turkeys at the end of February were 20 per cent below a year ago.

Reduced incomes due to less overtime in some industries and increases in unemployment may have caused some consumers to switch to poultry meat as a means of reducing expenditures for meat stretching the budget.

Another factor aiding poultry meat sales is the restaurant food franchising business which caters to consumers interested in convenience. It is estimated that over ten per cent of the broilers marketed in the nation are sold to restaurants or to the carry-out food industry.

Perhaps there also is another factor to consider here. Is the promotion of poultry meat by restaurants carrying over into food store sales of broilers? Even when consumers do not buy cooked chicken, advertising carry-out chicken may result in more chicken cooked and consumed at home.

Thus, advertising carry out chicken may even increase grocery store demand for chicken.

Eggs in incubators the first two weeks of March indicate the industry is reducing the rate of expansion. Only 9 per cent more eggs were in incubators on that date than a year earlier.

Keep abreast of red meat prices as well as poultry meat prices when assessing the future of the broiler industry.

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Product names and labels tell a great deal about the product and should be read carefully according to the Penn State extension service.

The name of a processed product must be accurate.

If there is an ingredient which is not usually found in a product it must be shown as part of the product name.

The list of ingredients begins with the item weighing the most and continues to the item weighing the least.

The label of every Federally inspected processed product must show the net weight of the contents, the packer's or distributor's name and address, and the mark of inspection.

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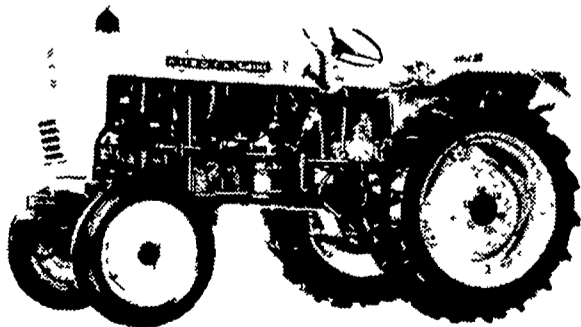
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