

Executive Foresees, Urges Changes

What's Poultry, Eggs Future?

"Thirty years . . . So What? What's Next?"—challenged Tom Reese, Vice President of Ralston Purina at the 30th Anniversary Dinner of the Poultry and Egg National Board.

After complimenting the Board on a distinguished 30-year history of proud accomplishment, Reese outlined new goals and objectives to test capabilities to the maximum. He identified some of the current crusades of the egg industry and then launched into four areas of current relevance.

The Structure of the Egg Industry—It will be a coordinated system that is market-oriented. The trend will be toward "100 coordinators" with coordinated groups of 5 to 20 producers with 500,000 to 1,000,000 hens, cooperatives, corporations and individual owner-operators.

Examples of public held specialized corporations were cited as Cal-Maine and Modern Foods. Cooperative examples used were Cotton Producers and Mississippi Federated. Large independently owned units were typified as Goldman in California and Muselwhite in Florida. And diver-

sified corporations similar to Ralston or Cargill.

Reese anticipates that the coordinator in the South will be primarily a contractor, while on the West Coast and in Northern U.S. they will in the main own their production.

Trade Association Organization—If the industry is changing, its trade organizations must change or go out of existence. They must and will change to insure effective action in the new environment.

Reese said some of the pressure points in the new environment are Spanish eggs, Ralph Nader, Senator Aiken, Bess Meyerson, Salmonella research, farm labor unions, price and movement.

A product of the new industry and somewhat typifying organized action in some areas is the new yearling, United Egg Producers. While not a trade association, it is performing rapidly and successfully many functions that some trade associations undertake.

The Kearney Report on poultry industry trade associations confirmed that PENB was not a trade association. Its job is that of promotion and it should not be concerned with obtaining dollars to finance promotion activities.

Reese stated that the industry

needs to answer three key questions:

Are we going to have a promotion effort on eggs?

Will there be one organization to promote all products, or must each product have a promotion organization?

How will the industry finance such promotions?

Egg Promotion—"The work of PENB-consumer education is the non-brand, generic effort to expand the total market for eggs. Advertising is the support of a branded product with the effort expended by the company marketing that product," Reese declared.

"There is absolutely no question but what consumer education correctly done, will pay," added Reese.

The critical factor in consumer education is Budget. At the rate of the American Dairy Association, about four-tenths of one per cent of sales, this would generate \$8 million for eggs and \$8 million for broilers.

Once the industry decides to have a strong, viable consumer education program, and an appropriate budget is decided upon, the "Tomorrow Boys" will come up with the finances, Reese observed.

Research for the Egg Industry—Research was categorized in three major areas: market re-

search, disease research and special research.

Market research is the first step in a total marketing pro-

gram including going to the marketplace and determining the needs, wants and desires of the consumer.

Disease research and the need for it might be typified by the recent industry effort on Marek's disease.

Special research might be diet, cholesterol or salmonella.

These are fantastic opportunities to increase sales and to cut marketing losses through research.

These four points make up the frame. The canvas of tomorrow is virtually a blank. Industry has taken up a brush, United Egg Producers. The basic question is: "How do we fund a program of promotion and research?" . . . not "What should be the program?"

"Will we continue to HOPE for contributions on a voluntary basis? What about the area of a compulsory national check-off to obtain funds for research and promotion?" Reese asked.

Alfalfa Weevil

Many acres of alfalfa have been cut during the past few weeks and many fields had more alfalfa weevil than expected. On fields that were not sprayed before the first cutting, I'd strongly advise the stubble be sprayed to kill the feeding weevil; if this is not done, the second growth will be far below normal. In fact heavy infestation will prevent a second growth. The latest recommendation from alfalfa research is to cut alfalfa every 35 days during the summer; if this is to be done with good yields, no insects can be tolerated. Also, top-dressing with a phosphorus-potash fertilizer just after the first cutting is good management and will increase yields.

Farm Calendar

Saturday, June 20

8:30 a.m. — Junior Beef Cattle Field Day, Beef Barn Penn State
12:30 p.m. — 4-H instruction demonstration on horse showing, Glick's Trailer Shop, Bareville

Sunday, June 21

2:00 p.m. — Lancaster County Senior Extension Club, Lancaster Shopping Center, Lancaster

Tuesday, June 23

8:00 a.m. to 5:00 p.m. — Farm Women Society 1, bus tour to Governor's Mansion.

9:00 a.m. — 4-H Dairy Judging Practice, Arthur Breneman Farm, Willow Street RD1.

1:30 p.m. — Tomato growers meetings, Bucks County Neshaminy Manor Building, U.S. 611, four miles south of Doylestown.

6:30 p.m. — Dairy Princess Pageant, Farm and Home Center.

Wednesday, June 24

6:00 a.m. — Lancaster County 4-H group leaves for Wisconsin trip, returns July 1.

10:00 a.m. to 8:00 p.m. — Pennsylvania Poultry Federation annual meeting, Hershey Motor Lodge, Hershey.

10:00 a.m. to 3:00 p.m. — County ASC Committee meeting, Farm and Home Center.

7:30 p.m. — 4-H Wildlife Club, Melvin Long farm, Lititz RD3.

Thursday, June 25

Young's Cooperators Program, Inter-State Milk Producers, Treadway Inn, St David's.

7:30 p.m. — Society of Farm Women 26, home of Mrs. Abram Mumma, Manheim.

8:00 p.m. — 4-H Holstein Club, Curtis Akers farm, Quarryville RD1.

Saturday, June 27

2:00 p.m. — 4-H Soil and Water Conservation Club picnic and doggie roast, Fishing Creek and Susquehanna River.

BENDY BROOK COMPLETE

Registered Holstein Dispersal

TUESDAY, JUNE 30, 1970
11:00 A.M.

Location: Levi W. Mast farm 11 miles east of Reading, Berks Co., Pa. Turn off Rt. 73 at traffic light in Pleasantville onto Covered Bridge Road, continue 1 1/2 miles toward Yellow House, look for auction arrows.

110 HEAD 110

54 Cows and first calf heifers, 24 bred heifers for fall, 29 open heifers down to calves. Cert. Accred., Vacc., tested for interstate, DHIA records including following.

- Maxine — dtr. of Flashy Boy (Ex) (projected record) 5y, 305d, 21,651M - 720F (milked 124 lbs. day for April test, her Sequoia grdtr. (fall heifer) sells.
- Lydia, Osbornedale Ivanhoe — dtr. due fall, projected record 305d, 19,423, 618, 3.2%, bred to Caernarvon Dutchman.
- Kate — Flashy Boy dtr. due Sept. with 362d, 16,029, 585, 3.65% at 4 yrs.
- Lois — another Flashy dtr. with 305d, 15,775, 613, 3.9% at 4 yrs.
- Maude — 2 yr. 13,221, 462, 3.5%, dtr. of Vista Grand Follow on Haven.

Average on 59 cows 13,269, 507, 3.82% (ordinary farm conditions)

There are approx 30 head calving this summer, 34 due throughout fall, many fresh now

Daughters of following sires. Vista Grand Last Master (13), Flashy Boy (8), Northmoor Leader Hector (6), Mothermarthas Promis (8), Citation Dean (8), Archie (3), Caernarvon Dutchmark (9), Dutchmark is a full brother to Caernarvon Dutchman; Fair Hill Ivan Marc, Performer, Osbornedale Ivanhoe and a son of Ivanhoe

Cattle have plenty size, dairyness, pleasing udders, a good working herd, selling due to labor problems

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Large brass bell (perfect); Corner Cupboard; piano stool (claw feet); school desks; schoolmaster desk, marble top dresser, slabs of marble, marble wash bowl; slate black boards Extra special collection of bottles; dated jars, lot of stone jugs; glassware; Compote Copper tea kettle; small iron kettle; iron waffle irons; fireplace crane; hand made bear traps, decoys; wine barrel; Carbide light, Antique car lantern; lanterns; 50 ft wild cherry boards (planed).

14 foot cast iron water trough; anvil; hinges; old well hand pump Metal lockers; iron registers; window frames; fuel tanks; wrought iron railing; laundry tubs; Spanish style shutters; anything from A to Z, lots not mentioned.

Sale at 12:00 Noon

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