

On Finding Egg Bargains

Have you ever looked at the different sizes of eggs in the store and wondered which size was the best buy?

Here's how a U.S. Department of Agriculture expert selects the best bargains. He's Ashley R. Gulich, Chief of the Standardization Branch, Poultry Division of USDA's Consumer and Marketing Service.

"When I shop for the family groceries, I follow this rule of thumb for buying eggs: If there is less than a 7-cent price spread per dozen eggs between one size and the next smaller size of the same grade, you will get more for your money by buying the larger size. Thus, Large eggs at 60 cents a dozen would be a better buy than Medium eggs at 54 cents.

"Conversely, when the price spread is greater than 7 cents, the smaller size is the more economical. For example, if U.S.

Grade A Medium eggs are selling at 54 cents a dozen and U.S. Grade A Small at 46 cents, you would get more for your money buying the smaller size."

Mr. Gulich explains, "Some people don't realize that although eggs are sold by the dozen, you really buy them by weight, just as you do meat and other products.

"You see, there's a 3-ounce difference between each size. A dozen Large eggs must weigh at least 24 ounces. Mediums must weigh at least 21 ounces and Small, at least 18. A 7-cent price spread between sizes will give you an approximately equivalent price per pound for any size.

"When you shop, make it a habit to check the price difference between sizes in the same grade so you'll be able to spot the bargains when they're available," Gulich says.

A Lesson From Cereal

Robert B. Choate, a former nutrition consultant to President Nixon, started a furor a few weeks back by attacking the nutritional value of most cereals.

One sidelight of this furor, it turned out, was considerable favorable publicity for milk. It was contended in some quarters that the only good nutritional aspect of most cereals is that they encourage consumption of milk.

All this has been termed a million bucks worth of favorable publicity for the dairy industry without it costing a nickel.

In large part this is true. But farmers shouldn't forget that the same publicity procedure which gives a million bucks one day may take it away the next. The farm community shouldn't rely on such breaks to insure the success of its products.

What is needed is a greater awareness within the farming community of the relative nutritional strengths and weaknesses of its various products and large scale determined efforts to improve.

At the same time, the farm community must act to insure that its customers, the consumer, is aware of the nutritional value of farm products.

Egg, Swine Promotion

Programs such as the one sponsored recently in Pennsylvania by the poultry industry is only one of many possible ways the good word for agriculture can be spread. In that one week alone involving the World's Omelet King, we are informed, Pennsylvania eggs received much favorable public exposure not only locally but in many of the leading national urban newspapers, the publications which serve the farmer's customers.

The per capita rate of egg consumption in the nation for many years has been on the downturn. Such efforts as that shown here involving the Omelet King have the potential for reversing that trend and insuring a sound future for the egg industry.

The Pennsylvania swine industry also has begun a unique — for farmers — campaign to increase pork consumption. This program includes considerable promotion of pork in the areas where it counts — the state's urban centers.

Actually, the timing of both the egg and pork promotion efforts is significant. Both farm products may be entering a

period of overproduction. Increasing sales through promotion — at the same time attempting to cut back on expansion — is a logical way to meet the problem positively.

On Meeting The Need

But the farm community needs to avoid the "crisis" approach to problems. Promotion should not be a lost art until the industry is in trouble. Promotion of farm products should be an ongoing thing.

This is a time of fast change. Consumers have many options. The farmer has to compete for the consumer's attention.

The individual farmer can do something to help farm products. He can produce quality products which will keep the consumer coming back for more. He can — and most local farmers do — keep his property attractive so as to present a favorable impression to the many potential consumers who travel in this area.

Farmers can and do get even more done toward promoting their products and improving their own income by banding together into various organizations and groups.

But in the long run, something that many farmers may be overlooking could be the decisive factor in determining the future of particular farm products.

Know Your Product

We're referring to the farmer's know-how. How much does the farmer know about his products? What nutrients are in them? Why? Should the make-up be different? If so, how?

Farmers already know that they have considerable control over what's in their final product. They know that the amount and composition of fertilizer affects the quantity and quality of a crop.

They know that the type and quality of feed influences how much and how fast the beef animal, hog or chicken grows, or how the milk tastes or the make-up of the elements in the milk.

Farmers need to know much more about these things. They need to know not only about the things which go into the crop or the animal and why and how they produce the best results; they also need to know what's in their final product, which they sell to the consumer, and how that product can be improved.

To Insure The Future

This is important not just to meet present competition, but future competition. The product which stands still, the product which is just as good today as it was yesterday is the product that's in danger in the marketplace tomorrow. The future is with those products which are continually improved.

Only when a broad segment of the farm community is well-informed about its product and has the desire to improve is the individual farmer and farm community secure for the future.

Without this continual upgrading, the product which comes under fire next may be one more dear to the farmer's heart.

Meanwhile, forget the cereal and pass the milk.

NOW IS THE TIME . . .

By Jay Irwin
Associate County Agent

To Check Pastures For Wild Cherry Trees

Many livestock pastures have a few wild cherry trees growing along their fences. These trees may become deadly livestock killers. The leaves of damaged branches may become sources of deadly cyanide poison. When the leaves wither, a normally harmless substance in them changes to deadly hydrocyanic acid and sugar. Cattle and sheep eat the sweet withering leaves with relish. It takes only a few leaves in the proper stage to kill a cow or sheep. The only way to eliminate the danger of wild cherry poisoning is to eliminate the trees.

To Be Alert

To Silo Filler's Disease

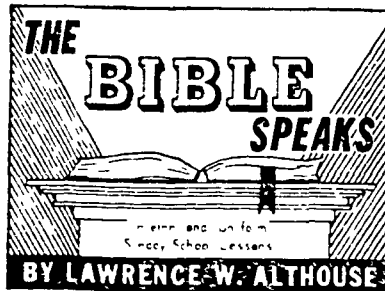
This year, Corn Leaf Blight may increase the danger of silo filler's disease. Corn plants dying of this disease may contain excessive amounts of nitrate and nitrates, so the basic material necessary for the

production of silo gas may be present in excessive amounts. Inhaling these fumes causes irritation of the nose, throat and lungs and an asthma-like reaction. To protect yourself and your cattle, run the blower for 10 minutes before going into a partly filled silo. Also, be alert for irritating odors and watch for yellowish brown fumes. They are signs of nitrogen-dioxide gas.

To Use Slow Moving Vehicle Emblems

Silo filling time and fall grain planting brings a lot of farm equipment on our highways. The slow-moving vehicle emblem should be used on equipment to warn motorists that the vehicle displaying the sign can move no faster than 25 miles per hour. This emblem is triangular and shows up a bright fluorescent orange in daylight and a reflective red at night. You can see it from at least 500 feet away.

Try A Classified Ad It Pays!



RECOGNIZING THE POTTAGE

Lesson for September 13, 1970

Background Scripture: Genesis 25:19 through 26:9, 36:1-8, Hebrews 12:15-17.
Devotional Reading: 1 John 2:12-17

Jerry Kramer, former football star of the Green Bay Packers, tells of an occasion on which Vince Lombardi, who coached the Packers at the time, announced to the team: "There are three things that are important to every man in this room: his religion, his family, and the Green Bay Packers." Kramer goes on to comment: "Vince means what he says, but sometimes I think he gets the order

Rev. Althouse confused" (INSTANT REPLAY by Jerry Kramer, New American Library, 1948).

A sense of values

That is a common failing with many of us. We know the important things in life, but we get the order confused. It is the putting of second things first and letting first things take something less than first place that make us victims of secularization.

Thus was also Esau's problem. His sense of values was distorted. As the first-born son the birthright was his. It entailed certain rights and privileges not available to the other children. It included a double portion of the inheritance and made Esau both head of the family (next to Isaac) and heir to the covenant of Abraham and Isaac. It could be taken away or sold, although few men would have been willing to give up so precious a possession.

Esau, however, was a man of appetites. If he was hungry, he wanted food NOW and it would be at that moment the most important thing in his life. The satisfaction of the momentary need seemed to rule him completely. He would give up anything to satisfy it. The sight and smell of savoury food made him forget or ignore his valuable possession. Thus he sold his

birthright for "a mess of pottage." He gave up a priceless gift for something of fleeting value.

Engrossed with "things"

So it is with many of us today. We become so engrossed with things of lesser value and allow to slip from us the values that are greatest of all. We are often driven by hungers and appetites that are allowed free rein over us. We become obsessed with bright, shiny things that glitter and sparkle and distract us.

On April 14, 1912, fifteen hundred people were drowned when the supposedly unsinkable Titanic struck an iceberg in the North Atlantic and went to the bottom. Yet, the tragedy need not have taken place. Five times in two hours the ship had received danger signals concerning icebergs and ignored them. The last attempt was made by the radio operator of a nearby vessel, the Californian. The reply from the radio shack of the Titanic was "Shut up, I am busy, I am working the Cape Race." Within a few short minutes after that message the Titanic collided with the iceberg and four hours later fifteen hundred people were drowned.

What had happened was that the radio operator in the Titanic was too occupied with the highly profitable business of sending and receiving telegrams to worry about iceberg warnings. The people on board the luxury liner were interested in the progress of the Cape Sailing Regatta, not icebergs. So, because they were too busy with the wrong thing, there was a needless loss of life.

"Working a race"

So it may seem to the Esau's of today that there are tiresome warnings about this or that, interfering with our pleasures. To these warnings we too want to reply, "Shut up, I am busy; I am working a race." And what a race it is that we are working!

Perhaps we all need to heed the lines of that old spiritual:

Slow me down, Lord,
I've goin' too fast;
I can't see my brother
when he's walkin' past;
I miss a lot of good things
day by day,
I don't know a blessing
when it comes my way.

That's what we need: to be able to recognize the real blessings from the "pottage" when they come our way.

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U.S.A. Released by Community Press Service.)

LANCASTER FARMING
Lancaster County's Own Farm Weekly

P O Box 266 - Lititz Pa 17543
Office 22 E Main St Lititz, Pa 17543
Phone Lancaster 394 3047 or Lititz 626 2191

Robert G Campbell, Advertising Director
Zane Wilson, Managing Editor
Subscription price \$2 per year in Lancaster County \$3 elsewhere

Established November 4, 1955
Published every Saturday by Lancaster Farming Lititz, Pa
Second Class Postage paid at Lititz, Pa 17543

Member of Newspaper Farm Editors Assn
Pa. Newspaper Publishers Association and
National Newspaper Association