

## The Pennsylvania Poultry Federation Revives Through a United Voice

# An Old Organization Comes to Life

The Pennsylvania Poultry Federation is an old organization, but it was revitalized two years ago as a result of a task force group which was determined to bring the various segments of the poultry industry together in a "United Voice."

The reorganized approach was chosen because all the problems of individuals within the industry affect the entire industry.

And solutions to any one problem help everyone in the industry. It's one less problem to be faced from day to day as the industry moves forward in solving other problems.

The Pennsylvania Poultry Federation is now using its United Voice to promote egg sales, to protect the industry from injurious legislation, to advance and promote poultry disease research, to maintain reasonable

freight rates and operational costs, and on and on.

It all adds up to maintaining and improving a healthy and dynamic industry—by making it possible for each individual in the industry to profit from a United Voice. As one industryman put it, "The organization helps keep the monkey off the farmer's back."

Achieving a United Voice has been costly. It cost some money, but it has cost even more in terms of manhours of work by large numbers of egg and broiler producers and allied industry-men. Except for a small staff to take care of day to day operational details, this work has all been volunteer.

The key man in the day to day operation is Homer Bicksler, the Federation's full time executive

secretary. Bicksler works out of an office on Route 322 near Harrisburg. He is assisted by one full time and two part time secretaries.

With nearly every successful trade organization, Bicksler said, "it's always a comparatively small group which puts the time and energy to make it work. If it works, it supports and helps everyone in the industry."

Bicksler noted that just to attend executive committee meetings alone, one member comes

200 miles to Harrisburg from Western Pennsylvania once a month. Bicksler figures it takes this man about 12 hours of travel and meeting time. If the time isn't even considered the cost for this man at a modest estimate of eight cents a mile is considerable (\$32 round trip), Bicksler noted.

Other executive committee members travel 100 miles.

"Some are highly paid executives whose time is quite valuable. Yet, they feel their work

in the Federation is important to the industry," Bicksler said.

The same type of thing exists with the local volunteer fire company, Bicksler noted. Just a few persons provide the time and energy to make it work.

But because the trade organization, like the fire company, benefits everyone, everyone should support his trade organization and local fire company, Bicksler explained.

Referring to the Federation he (Continued on Page 22)

## Importance of Framingham Study And Cholesterol to Egg Industry

In recent years eggs and other farm products, including dairy and meat products, have come under attack by various groups in relation to cholesterol.

Much of the basis for this attack, which centered heavily on eggs and caused some housewives to cut back on the use of eggs, was the preliminary report of some medical researchers in Massachusetts. This preliminary report of the so-called Framingham study found a relationship between diet, particularly cholesterol, and heart disease.

But the final Framingham report, released recently shows the research doctors found diet has little or nothing to do with cholesterol buildups and heart attacks.

This report is important to the egg industry because eggs, particularly egg yolks, are the highest in cholesterol of any of the normal, eaten foods. All forms of animal protein foods—meat, milk and eggs—are rich in cholesterol as well as amino acids, vitamins and minerals.

In a recent information bulletin, the Poultry and Egg National

Board (PENB) provides the following up to date summary of what cholesterol is and what is known about it.

Every cell in the human body needs cholesterol for the life functions. If excess cholesterol is eaten, it is disposed of as body waste. If insufficient cholesterol is eaten, the body will manufacture it.

The body can convert fats and proteins, as well as carbohydrates, including sugars and alcohols, to cholesterol.

Cholesterol has been indicted by some groups in the search for the cause, or causes, of heart "disease." There have been many positive statements made about the relationship, but scientifically absolute, information is lacking.

Much research is underway. The problem is baffling, but it will be solved through research facts—not theories.

It appears that "stress," lack of exercise, obesity, overeating, excessive alcohol, genetics, "diets," and improper diet are all indicated as sources, causes, or at least, contribute to coronaries.

So far the theories are far more numerous than the facts.

The question of the "altered egg" frequently arises. By feeding the hen, it was possible to alter the ratio of saturated to unsaturated fatty acids. The claim was not made that this altered the cholesterol content. These eggs were produced and promoted in a few select markets on the West Coast, but due to a premium of 12 to 20 cents per dozen they have not captured a high percentage of the market.

The basic problem with eggs and cholesterol appears to rest with some five to eight per cent of the people who are concerned with cholesterol. Too many persons believe that a diet prescribed for one who suffers from high blood cholesterol should apply to a great many people. This is not true.

Until more facts are known, human nutritionists recommend a balanced diet, including the valuable sources of animal protein—meat, milk and eggs.

Eggs, meat and fish constitute one of the four basic food groups. Dairy foods make up a second. The other two are fruits and vegetables, and bread and cereals.

Foods from all four groups are necessary to make up the balanced diet recommended by nutritionists.

## Wentink Is Neppco's V-P

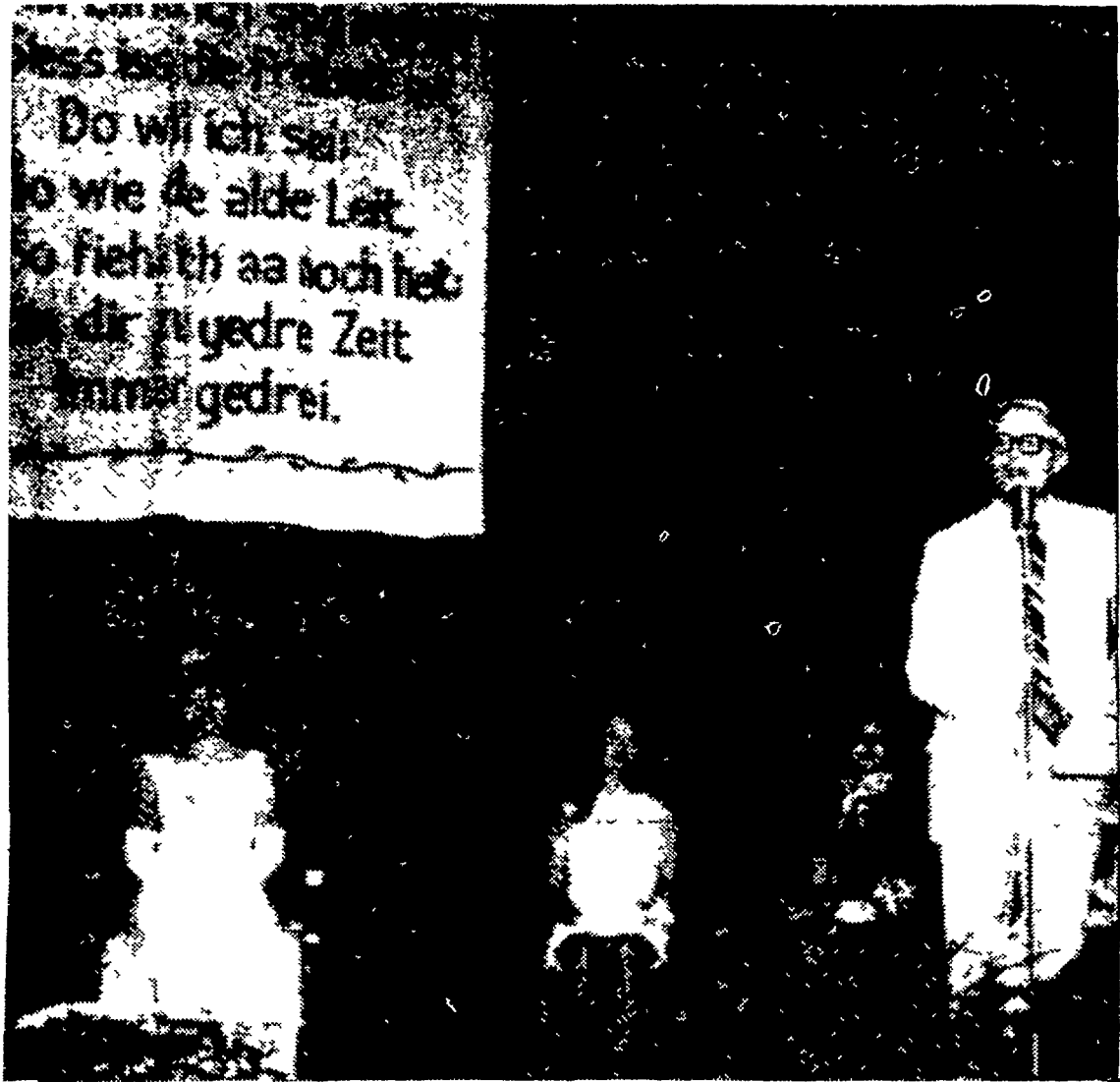
Henzrick Wentink of Miller & Bushong, Inc., Rohreinstown, has been elected vice president of the Northeastern Poultry Producers Council (Neppco).

Wentink is general manager of marketing and farm operations at Miller & Bushong. He has been active in Pennsylvania poultry circles for many years.

Neppco directors, meeting in Cincinnati last week, elected Burnett Warner of Union, Ohio, as Neppco's new president. Warner was vice president for the past two years and he succeeds Albert Russo of Woodville, Pa., who had served three years.

Harry Metz of Belleville, Pa., was chosen secretary and James C. Weasel of Rosemont, N. J. was re-elected treasurer.

Named Neppco directors based on nomination from their states were Roland Hastings, Laurel Del., Edwin Cook, Feeding Hills, Mass., David London, Somerset, N. J., Clifford Eastman, Lacon, N. H., and Ray Wilber, Wolf Summit, W. Va.



Donald Horn, immediate past president of the Federation, speaks to a crowd at Hershey in 1969.

## Consumer Education Committee Has Diverse Program, Reaches Millions

The highlight of the activities of the consumer education committee of the Pennsylvania Poultry Federation this year was the Omelet King's visit to Lancaster County and Dutch Days in Hershey.

The activity resulted in favorable publicity to millions of persons by way of the nation's mass media (see separate story).



The incubator, with some chicks in the process of hatching, was a popular feature with the city crowds at Dutch Days this year.

But the consumer education committee was also involved in many other important, though less widely publicized, activities during the past year.

The Federation, through the education committee, distributed

14,000 pieces of PENB promotional material. By helping protect the industry's standing in the consumer's mind and by actively encouraging the consumption of poultry and egg products, this type of promotion benefits everyone in the industry, according to Earl Hess, education committee chairman.

The committee has cooperated with the place mat program. Under this program, the Federation helps pay the cost of printing place mats which feature eggs. The place mats are then distributed by local groups, such as the Lancaster County Poultry Association, to local restaurants.

The Federation originally bought 50,000 place mats and recently all but 5,000 had been distributed.

Homer Bicksler, Federation executive secretary, is particularly pleased with the progress made by the Lancaster County Poultry Association in the place mat program. "The Lancaster group is fired up," Bicksler said, and he projects a potential distribution many times greater than that achieved so far in the early stages of the project.

Bicksler and some individual egg producers have expressed (Continued on Page 26)