

Consumer Education Committee Has Diverse Program

enthusiasm for the program is a result of the promotion of the program by the restaurant and food service industry and restaurant owners who have used the place mats to report a 10% increase in egg consumption that has been reported.

And the egg men are particularly enthused about the place mat program because they think substantial results can be achieved with relatively little cost.

Some restaurant owners have said they are willing to use the colorful and attractive egg mats and pay for them at the same rate they pay for their current mats. This means the egg industry must subsidize only a small amount of the total cost of the mats and provide for their delivery to the restaurants. As the program expands and the egg mats can be produced in volume, Bicksler thinks the amount of the subsidy will become virtually nothing.

"This (place mats) has a terrific potential," Bicksler said.

The annual Easter Egg Program at Shriners Hospital in Philadelphia gets the egg industry lots of favorable publicity each year. It is sponsored by the Federation (see separate story).

The Inside of the Egg display is seen by thousands each year at various fairs throughout the state. But by Pennsylvania's

Department of Agriculture man provided a constant supply of material supplied by the Federation and the Federation is responsible to getting it to the fan.

In 1970 the Inside of the Egg display was shown at Allentown, York, South Mountain and Hershey Dutch Days. The Federation already has been asked to bring it back to York next year.

"It probably will be exposed to 2,000,000 people by the end of the fall season," Bicksler said.

Each year, six different television stations in the state carry a half-hour Romper Room program on the egg in conjunction with the Federation.

"Here's a tremendous story for the egg industry," Bicksler says. "Where is anything weighing two ounces with enough nutrition to develop life and maintain it for 48 hours?"

Television stations operating in the Hershey area interviewed all of the Poultry Queen contestants during Dutch Days.

Each year prior to the Thanksgiving holidays the Federation presents a turkey to the governor. This activity received television coverage.

Although the Federation is involved in many activities which bring the poultry and egg industry's message each year to millions of consumers there's

many untold ideas in the minds of individual members to keep the industry moving ahead for you to come.

For instance, we've all heard about the fast food industry and the tremendous success of chicken. There's Kentucky Fried Chicken and Gino's and many others, large and small.

Well, says Bicksler, speaking for many members within the Federation, why not get the egg into the fast food business? After all, the egg is easy and fast to prepare, as demonstrated recently by the Omelet King, it's nutritious, it's one of the most economical high protein sources (see separate story). It's a product ready-made for the fast food business, according to Bicksler.

It's ideas like this, combined with the present program, which will keep the consumer education committee busy and the egg and poultry industry dynamic in the future, Bicksler believes.

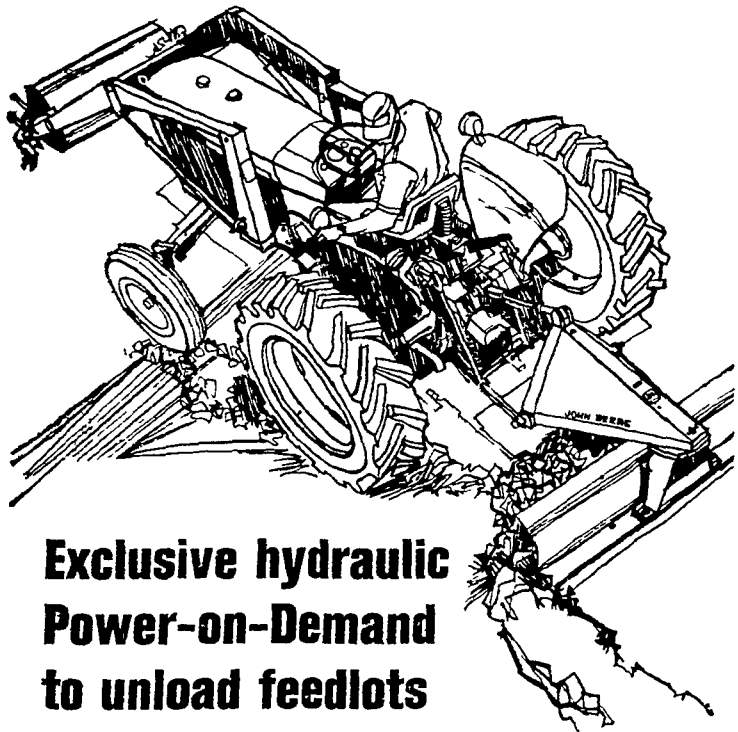
The consumer education committee presently includes: Earl Hess, Hess Bros Farms, chairman, Ephrata; Floyd Hicks, poultry extension service, Penn State University, Jay Greider, Greider Leghorn Farms, Inc., Mount Joy; Carl Harnish, Lancaster RD6, K W Souders, Producers Pride, Coatesville; Melvin Mitchell, Victor F. Weaver, Inc., New Holland, and Richard S. Moyer, Winfield.



Governor Raymond Shafer (center) accepts an antiqued bronze egg as a memento for his favorite egg recipe. Homer J. Bicksler (right), executive director of the Pennsylvania Poultry Federation, presented the egg while Earl Hess, Ephrata, looks on.

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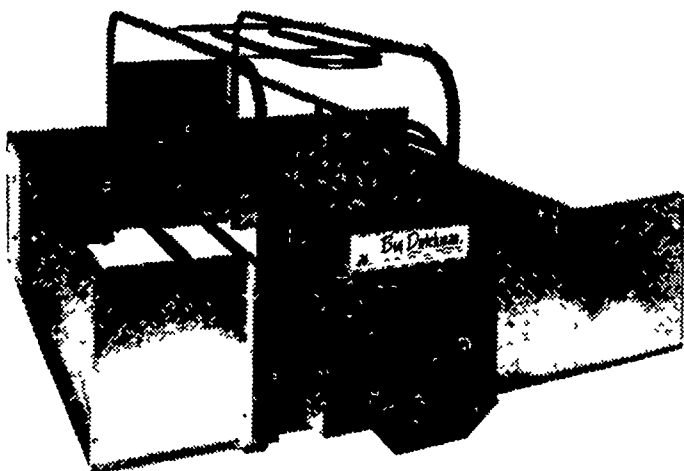
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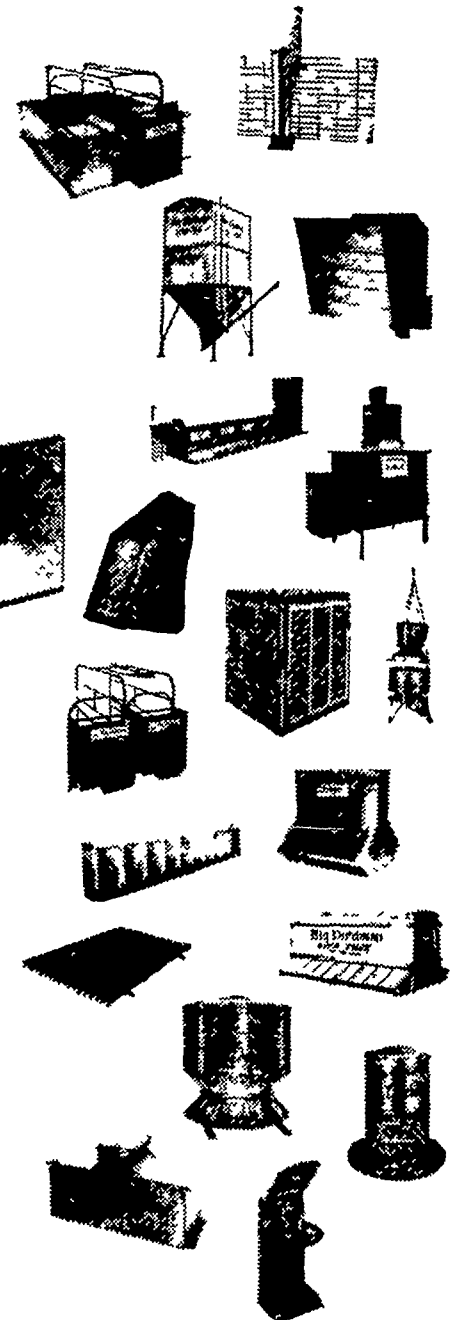


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