

Pa. Egg Marketing Assn. Holds Meeting

President Frank Troester called for a special report on the 1971 Farm Show at a recent meeting of the Pennsylvania Egg Marketing Association.

It was reported that plans are being made to have a complete egg and poultry products show in January. There will be new additions and a new and popular theme for today.

The egg pyramid will be made again with new designs and donations of eggs are needed. The group quickly responded and the number of cases needed were committed.

A report on the Scholarship Fund indicated that it was shy by \$25 and much more than this should come from the members. No special commitments were made but there was a general feeling that the \$200 needed would be over-subscribed.

This will permit the Association to assist a worthy student.

Sam Berenson reported that he did not compose and mail any letters as requested in a motion at the October meeting. He felt that it would be more expedient for letters to come from the Association instead of the Legislative Committee and all chains should receive a copy. The letters will call attention to the existence of The Unfair Sales Law of August 11, 1941 P.L. 900.

The previous motion was amended to send letters to all chains from the Association.

Fred Pontz reported that there are really only a few retailers who are solicited for business by hundreds of suppliers. Many times the solicitor does certain things because he feels that if he does not he will lose the business.

What each retailer really needs is some kind of pricing procedure. The industry cannot produce or buy into prosperity, but can market into prosperity, he indicated.

Pontz prepared a questionnaire on price structures. These should be executed, not signed,

and sent to the secretary for analysis.

Earl Hess reported that all of the committees on the Brand Egg Program have not met physically but some work has been done by phone. He said that more committee work must be done and the program must take form and move ahead.

The committee on Standards chaired by Ray Sauder and including E. J. Lawless Jr., John Wenger and I. R. Mussa met on two occasions and the following is the result of the committee's early thinking.

Brand Egg Program — Products Standards

1 Weight Standards — Shall be identical to the Pa. Official weight standards.

2 Quality Standards — Shall be identical to the Pa. Official weight standards.

3 Package Markings — All cartons shall be marked so that the consumer shall have complete knowledge of size, quality and expiration date. Expiration date shall be six (6) days. Coding shall be registered with the Pennsylvania Department of Agriculture.

4 Units — Unit shall be good clean unblemished cases in all sizes.

5 Packaging Strength — Cartons and cases shall have sufficient strength to protect eggs.

6 Plant Sanitation — Each plant shall agree to accept an inspection at least twice a year or more if necessary.

7 Trucks shall be kept in a sanitary condition and subject to inspections.

8 There shall be use of good housekeeping standards set up for this program.

9 Refrigeration — Eggs shall be kept under refrigeration while in storage and in display cases.

10 Inspection — The PEMA will request the cooperation of the Pennsylvania Department of Agriculture to perform the complete inspection service for the program.

11 Administration — There shall be a committee of three (3) appointed to administer the program. They shall serve for 1 - 2 - 3 year terms.

12 If a member violates the rules of this program there shall be a hearing held by the committee.

13 Members of the Committee shall be participants of the program.

E. J. Lawless Jr.
Secretary

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