

*'Action Now' Program Reported Successful*

# UEP Says Egg Prices Should Rise

In light of USDA published stand, according to United Egg flock size figures of November Producers 1, the present level of whole-sale egg prices is hard to under-

stand, according to United Egg Producers Jerry Faulkner, UEP general manager, said this week that

USDA flock size reports indicate only a two per cent increase over the same period of 1969, and yet New York wholesale egg prices are more than 30 per cent below the year earlier level.

"Some say a possible explanation for the present low price level is that demand has declined due to the national economic

situation," Faulkner stated "I do not believe the economic slowdown has caused a decrease in demand for eggs. The opposite is usually the case because eggs are a very good economic purchase and a source of high quality protein so essential in everyone's diet."

Faulkner further noted that the economy has been slow all

year but that egg prices in the first six months of 1970 were higher than he would have expected in view of the higher than average flock size during those months.

Another factor which could have resulted in the obviously unbalanced price flock size situation is psychological, Faulkner noted.

"Early this year egg industry leaders realized that some 145 million pullets would reach maturity between July and December 1970," he explained. "Our program 'Action Now' was designed to head off this disaster, but many felt a voluntary program such as this could not be successful. Thus, this pessimistic, psychological factor was reflected in the market."

"Figures show 'Action Now' has been successful in holding flock size in line with USDA recommendations to date," Faulkner said. "So it is time for the market price to reflect this reduced supply."

Meanwhile, Gene C Masters, UEP director of statistical information, also said UEP's "Action Now" voluntary compliance program has been a great success so far.

Masters made the statement following publication of USDA figures which indicates the 48-state flock size on November 1 was 323,544,000. This figure is much smaller than was anticipated before "Action Now" was instituted.

"The goal of 'Action Now' was to enlist the egg industry into voluntary compliance with the USDA Egg Marketing Guidelines for July to December 1970," Masters stated. "Our figures showed excessive chick hatches in early 1970 and indicated some 145 million pullets would reach maturity during the six months covered by the USDA guidelines."

USDA recommended (1) production during July-December not exceed the same period by more than 2½ per cent, (2) that culling of old hens be increased sufficiently to result in a lay-flock no larger than 1½ per cent of the 1969 period, and (3) that the size of egg-type placement hatch during July-December 1970 not exceed a year earlier.

"It now appears the July-December production will not exceed the USDA recommendation," Masters stated. "And, it appears we will be within one-half of one per cent of the lay-flock size recommendation."

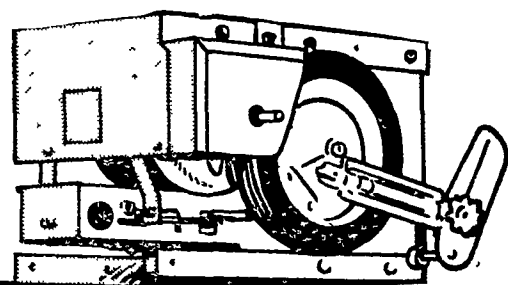
"The most significant evidence of 'Action Now' success is in the egg-type hatch figures," Masters continued. "The program went into effect late in July and USDA figures reveal the success. July's hatch was 11 per cent greater than 1969, August showed a minus 23 per cent from a year ago, September was even, and October was only a plus four per cent."

"I would say the cooperation of egg producers in 'Action Now' has been phenomenal," Masters said. "It shows egg producers are willing to face producer responsibility when the need arises."

However, the UEP economist cautioned egg producers not to rest on past success. "If USDA Guidelines are to be met in the future so that reasonable prices can be expected, producer responsibility must continue to be exercised," he said.

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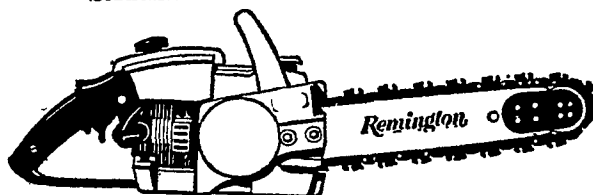
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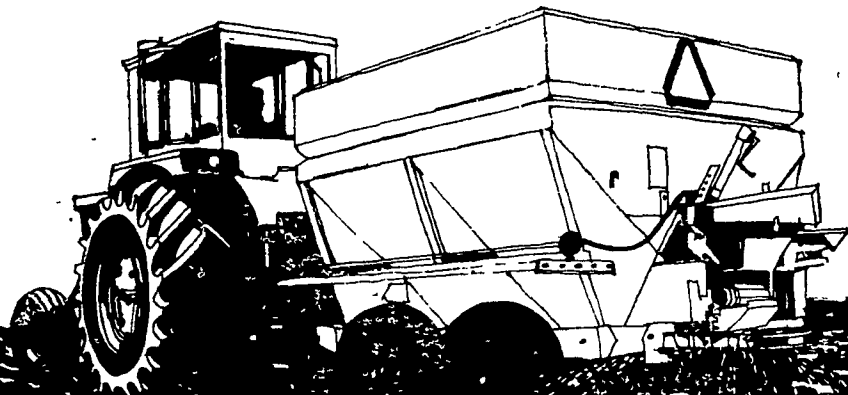
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