

# Winter Meetings

The following is a schedule of the annual winter county-wide events and meetings to be held in the Farm and Home Center. Further details on the Cooperative Extension Service's list will be announced prior to dates of individual meetings.

(Editor's note: We suggest clipping the schedule for future reference or copying events that you might wish to attend into your own calendar).

- January 7, 1:30 p.m. — County Tobacco Show
- January 19, 11:45 a.m. — Annual Luncheon Meeting, Red Rose DHIA.
- January 20, 10 a.m. - 3 p.m. — Regional Tax Meeting, Farm Income Tax
- January 28, 6:30 p.m. — Annual Dinner meeting
- February 4, 6:30 p.m. — Annual 4-H Beef and Lamb Banquet.
- February 9, 6:30 p.m. — Annual Dinner Meeting, County Extension Association.
- February 11, 7:30 p.m. — Poultry Meeting on "Marketing and Waste Disposal".
- February 15, 7:30 p.m. — Swine Management Meeting.
- February 16, 7:30 p.m. — Cattle Feeder's Meeting
- February 18, 7:30 p.m. — Income Tax Workshop for PARA Clients.
- February 23, 7:30 p.m. — Cattle Feeder's Meeting
- February 23, 9 a.m. - 3 p.m. — Crops and Soils Day
- February 25, 7:30 p.m. — Poultry Meeting on Broiler Production.
- March 4, 7:30 p.m. — Estate Planning on Wills, Estates, Taxes.
- March 5, 9 a.m. - 12 noon — Custom Spray Applicators
- March 5, 1 p.m. - 3 p.m. — Fruit Growers.
- March 5, 7:30 p.m. — Swine Herd Health Meeting.
- March 9, 9 a.m. - 3 p.m. — County Dairy Day,
- March 11, 7:30 p.m. — Poultry Meeting on Money Management and Pullet Raising.
- March 16, 7:30 p.m. — Dairy Herd Health Meeting.
- March 18, 7:30 p.m. — Farm Transfers, Partnerships and Corporations.
- March 25, 7:30 p.m. — Dairy Herd Management Meeting.
- March 30, 7:30 p.m. — Solid Waste Disposal Meeting.

# Pa. Farm Exports Show Increase

Exports of processed agricultural products from Pennsylvania increased by 51 per cent from 1961 to 1967, compared with a national increase of 30 per cent, according to Wayne A. Schutjer, associate professor of agricultural economics at Pennsylvania State University.

While the increase in exports of such products is large for Pennsylvania, the total is a small portion of the Commonwealth's production and of the nation's exports, Dr. Schutjer says. Production of these commodities makes up two per cent of the nation's exports and five per cent of the nation's output.

The value of all food and kindred products processed in Pennsylvania during 1966 and 1967 was 4.1 billion dollars. Of this amount, \$42 million, or one per cent, went into export. A comparable figure for 1961 and 1962 was \$28 million.

"With better transportation and a growing demand for high quality food products abroad, the trend toward increased exports of processed food products from Pennsylvania may be expected to continue," Dr. Schutjer stated recently in progress report number 303 as published by the Agricultural Experiment Station at Penn State.

Six major industry groups make up the total of all processed agricultural exports from the Commonwealth. These are animal products, cereal products, processed fruits and vegetables, confectionery products, beverages and other food preparations. Animal products represented nearly half of all Pennsylvania exports processed agricultural commodities in 1966 and 1967.

Animal fats were the most important export in the animal product group—representing almost 80 per cent of that industry. Also, in terms of dollar value of exports, animal fats far surpassed the value of any other

single processed agricultural export.

As for cereals, the two major exports were prepared livestock and poultry feeds and bread and bakery products including crackers and potato chips.

Of processed fruits and vegetables, canned specialties and fruits and vegetables jointly accounted for 81 per cent of the value of exports in 1967.

In the confectionery industry, chewing gum dominated with 55 per cent of the exports in 1967 while chocolate and cocoa exports accounted for 36 per cent.

Production of processed agricultural commodities for export

was found to be distributed unevenly over the Commonwealth. In 1966 and 1967, Philadelphia County led in terms of exports of processed agricultural commodities with sales abroad of nearly 26 million dollars. The second largest exporter of processed agricultural products was Allegheny County with 2.3 million dollars.

Exports of processed agricultural products are a sizable industry for several counties. For example, such exports accounted for 22 per cent of Dauphin County manufactured exports in 1967 and 17 per cent of such goods from Northumberland County.

# UEP Announces Second Egg Diversion Program

The second egg diversion program in two months has been announced by the Executive Committee of United Egg Producers. According to Dick Olson, assistant general manager of UEP, the program will continue for two weeks following the Christmas-New Year's holiday.

"The great success of our program following Thanksgiving makes us feel that a similar orderly marketing program following Christmas would be of great benefit to the egg industry," Olson said. "Voluntary participation by our members in previous programs brought about more orderly marketing during times when surplus situations could have caused many problems."

Olson said the new program could be better termed "orderly marketing" rather than diversion. He noted that breakers usually seek surplus eggs during times when inventories are built-up, and the UEP program

is designed to assist both its members in marketing their product and breakers in filling their current needs.

He said some 100,000 cases of gradeable, current receipts are expected to be moved to breakers. He said the program is designed for the same purposes as was the late November, early December program—that of bringing about orderly marketing of surplus inventories.

"Present indications point to a similar situation in the industry as prevailed following Thanksgiving," Olson said. "Processing plants are closed for a few days during these holidays, but egg production continues. By orderly marketing of the egg inventories which have built-up during the holidays, we feel confident a better marketing program for shell eggs can be achieved."

UEP's announcement noted that all regions of the United States will be called upon to participate in this program.

# USDA Begins New Egg Marketing Program in Northeast

Hank Stevens is a long-time egg producer in Connecticut. But like everyone else, Hank is experiencing the high cost of living and a squeeze on profits.

He is also facing increasing competition from egg producers in other sections of the country, and to make matters worse, people are eating fewer eggs. As a result, Hank and others like him are having difficulty selling eggs.

Several miles down the road is Fred Peters, manager of a large retail food store. Fred is also feeling the profit squeeze.

He has a large clientele and dollar sales are good, but the increasing cost of running a large grocery store is making it more difficult to keep his store "in the black." Fred needs to find a way to increase his store's profits.

Hank and Fred are about to get some help. Eleven Northeastern State Departments of Agriculture are joining hands with USDA's Consumer and Marketing Service to help expand the market for eggs produced in the Northeast.

Before this project is over, Hank and Fred will not only be getting help for themselves, they will be working together to help each other.

Consumers will benefit from the assurance of a consistent supply of eggs—a protein-rich food—at reasonable cost. Figured on the cost per pound (one dozen large eggs weighs 24 ounces or 1½ pounds), eggs can supply some of the needed protein in

diets at very reasonable cost. For example, if a dozen large eggs cost 60 cents, that's only 40 cents per pound.

The joint Federal-State project—assisted by C&MS' Matching Fund Program—will help show retailers that eggs are an important part of their operations.

As the name "matching fund" implies, the joint project will be financed with Federal and State funds plus a contribution from the North East Egg Marketing Association.

Let's look at Fred Peters, the manager, again. Of the more than 7,000 items he sells, eggs provide one of the highest profit margins per foot of display. They can account for more than two per cent of total store sales.

There is only one problem. Fred Peters is not aware of these facts. Many retailers are not, according to a recent survey project now getting underway will help correct this information gap as part of a concerted effort to increase egg sales.

Stimulating retailers to buy and sell more eggs will, in turn, help producers like Hank Stevens. Many, like Hank, are in an area where they have trouble finding a dependable market for their eggs. Competition from heavier producing areas has made the marketing of shell eggs produced in the Northeast no easy task.

problems encountered by the Fred Peters' and Hank Stevens' About four years ago representatives from all of the State Departments of Agriculture in the Northeast met with officials from C&MS' Matching Fund Program to map out specific plans for expanding egg markets. Now, after many thousands of hours of intensive development work, particularly on the part of New York, the project is going into full effect.

It will —Assist egg retailers increase sales through improved merchandising practices. Advise retailers of the sales value of larger and more attractive displays for eggs, the impact of special advertising pro-

motions in the store, and the sales effect of the location of the egg display case.

—Inform retailers of the importance of consistently maintaining high quality eggs through tighter controls on refrigeration in the cooler and display case.

—Improve the income of egg producers by increasing the demand for eggs.

The entire matching fund project is being developed around the use of special visual presentations. With the help of "flip charts," State and industry representatives can "sell" retailers on the profitability of eggs.

The approach, now going into full use in all 11 Northeastern States have long recognized the need basis with large retailers. The reception has been enthusiastic. These presentations will also be made to egg processors, wholesalers, and brokers servicing retail accounts.

The "flip chart" will serve as the basis for additional visual aids—including slides, filmstrips, and other charts—which, in turn, can become valuable tools for supplemental phases of the program.

It is hoped that this regional approach to marketing can be adapted to other areas of the country and to other commodities.

# Annual TV 4-H Science Series

The 4-H TV series that was so popular last year is being continued as TV 4-H Science Club this year.

It consists of 10 programs starting at 6:30 p.m. January 7, 1971 on Channel 33, Hershey, and Channel 12, Philadelphia, at 7 p.m. February 4, 1971.

We thought you might be interested in knowing of the existence of this program and the schedule of the series.

	Hershey WITF Channel 33	Philadelphia WHYY Channel 12
	Thursday, 6:30	Thursday, 7:00
Science of Fire	Jan. 7	Feb. 4
Science of Animals	Jan. 14	Feb. 11
Science of Astronomy	Jan. 21	Feb. 18
Science of Plants	Jan. 28	Feb. 25
Science of Archaeology	Feb. 4	March 4
Science of Physics	Feb. 11	March 11
Science of Behavior	Feb. 18	March 18
Science of Microbiology	Feb. 25	March 25
Science of Meteorology	March 4	April 1
Science of Chemistry	March 11	April 8

"This 4-H Science Club seems very beneficial. We hope that 4-H'ers will find the opportunity to take part in the program through the school or by contacting our office," reported Miss Joan D. Lucas, assistant Extension Home Economist, and Jay W. Irwin, associate County Agricultural Agent.