

Proposed Pennsylvania Brand Egg Program Discussed Here

(Continued from Page 1)

that the basic part of the program starts with the producer, he said, "we're after a product of uniform high quality"

He explained that the population today is very mobile and moves from one store to another to shop. If the housewife gets accustomed to a product, she expects it to look the same from one store to the next.

He emphasized that the quality will have to be maintained in both the interior and the exterior of the egg. One of the most frequent complaints he hears about eggs, he said, is that the housewife can't get them out of the carton because they stick fast. The first assumption of the consumer is that the egg is cracked or broken. This may not be the case "but probably will be by

the time she gets it out of the carton," he explained.

There's too much shell damage and this will have to be watched carefully if the brand program is adopted, he said. He also emphasized that the brand egg program involves higher costs including higher delivery costs. Something has to be built into this program to cover these costs.

He said the brand program is a supplement to existing practices and cannot offset poor management practices and inferior products.

Conclusion

In the question period, a producer asked if feed men will get involved to supply a uniform product so that egg yolks will be of uniform quality.

Birth said that uniformity "is not as serious a problem as it once was." The main thing, he said, is "uniformity of egg quality within the same carton."

In other comments, Hess noted that two states are beginning an egg check off pro-

gram. He said it is important that the local brand program be one of the first so that the local egg industry can "capitalize on some of the markets that are in our back yards."

Asked about multi-billion dollar chain stores which have their own integrated egg set up, Mitchell emphasized the need to sell the program to the consumer. "Make the consumer dependent on it. Consumers buy brands in any product because they have confidence in it."

He continued, "We must convince the chain store that by handling two brands of eggs it's going to sell more eggs and satisfy more people and make more money."

He also stated that if a good brand is developed the chains "can't decide tomorrow they're not going to sell your eggs because the consumer won't let them."

Both added that many chains have been disillusioned by their egg production programs because they haven't been able to maintain the egg quality and uniformity they desire.

Hess also noted that some chains in recent years have "spun off their egg production units."

In other comments, Hess stated, "We must realize we are production oriented because we have never done marketing we don't know too much about it. We must understand the true nature of marketing and this we have never done."

He also said that if the industry has its own brand name to protect, poultrymen are going to get more involved and do a better job to make the product right than if they're selling under somebody else's name.

All three speakers emphasized the difficulties and time and work involved in getting a brand egg program underway, but they said that such a program is needed to insure a sound future for the local egg industry.

Sponsored by the Lancaster County Poultry Association, the meeting was conducted by Jay W. Irwin, associate Lancaster County agricultural agent.

Vernon Leininger, poultry association chairman, spoke briefly, emphasizing the role of the farmer in steadily increasing production at reduced costs, putting him in the forefront in the U.S. fight against inflation.

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● Farm Calendar

(Continued from Page 1)

6:30 p.m.—Pennsylvania Millers' and Feed Dealers Association regional meeting, Lincoln Woods Inn, York

7 p.m.—Manheim Young Farmers Welding Course No. 2, Agriculture Department, Manheim Central High School

7:30 p.m.—"Immunization" of Horses, Dr. Dwight Schwartz, Penn State Extension Veterinarian, Municipal Building, 400 S. 8th St., Lebanon

7:30 p.m.—Octoraro Watershed meeting, Octoraro High School

7:30 p.m.—Indian Run Watershed meeting, Ephrata High School
Income Tax Workshop for PARA Clients, Farm and Home Center

Friday, February 19

6:45 p.m.—Garden Spot Young Farmers annual banquet, Blue Ball Fire Hall

Skating Party, Broken Bit 4-H Light Horse and Pony Club

Saturday, February 20

State Grange Regional Institute, St. Mary's

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