# Proposed Pennsylvania Brand Egg Program Discussed Here

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that the basic part of the prohε said, 'we're after a product of uniform high quality"

He explained that the populashe expects it to look the same costs from one store to the next

terior of the egg One of the ferior products 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 clacked or broken This may not be the case "but probably will be by

### Farm Calendar

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- 6 30 pm —Pennsylvania Millers' and Feed Dealers Association regional meeting, Lincoln Woods Inn York
- 7 pm -Manheim Young Farmers Welding Course No 2, Agriculture Department. Cential Manheim High School
- 7 30 pm—"Immunization' of Horses, Dr Dwight Schwartz, Penn State Extension Veterınarıan, Municipal Building, 400 S 8tn St, Lebanon
- 730 pm -Octoraro Watershed Octorato High meeting,
- 7 30 pm—Indian Run Watershed meeting, Ephiata High

Income Tax Workshop for PARA Clients, Faim and Home Center

#### Friday, February 19

6 45 pm —Garden Spot Young Farmers annual banquet, Blue Ball Fire Hall

Skating Party, Broken Bit 4 H Light Hoise and Pony Club Saturday, February 20

State Grange Regional Institute, St Mary's

carton," he explained

program is adopted, he said He are in our back yards" also emphasized that the brand moves from one store to an costs including higher delivery

ty will have to be maintained in tices and cannot offset poor they have confidence in it" both the interior and the ex- management practices and in-

#### 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

not as serious a problem as it cause the consumer won't let gram is needed to insure a once was" The main thing, he them' said, is "uniformity of egg

ginning an egg check off pro- uniformity they desire

the time she gets it out of the gram. He said it is important There's too much shell dam be one of the first so that the "spun off then egg production ly, emphasizing the role of the gram starts with the producer, age and this will have to be local egg industry can "capita- units" watched carefully if the brand lize on some of the markets that

tion today is very mobile and egg program involves higher lar chain stores which have cause we have never done man then own integrated egg set up, keting we don't know too much other to shop If the housewife costs Something has to be built Mitchell emphasized the need to about it We must understand gets accustomed to a product, into this program to cover these sell the program to the consum- the true nature of marketing ei "Make the consumer depen- and this we have never done He said the brand program is dent on it Consumers buy He emphasized that the quali- a supplement to existing prac- blands in any product because dustry has its own bland name

handling two brands of eggs duct right than if they're sellit's going to sell more eggs and ing under somebody else's satisfy more people and make name more money'

Birth said that uniformity "is not going to sell your eggs be- but they said that such a pro-

Buth added that many chains industry quality within the same car- have been disillusioned by then In other comments, Hess cause they haven't been able meeting was conducted by Jav noted that two states are be- to maintain the egg quality and W. Irwin, associate Lancaster

Hess also noted that some

stated, "We must realize we Asked about multi-billion dol- are production oriented Be- US fight against inflation.

He also said that if the into protect, poultrymen are go-He continued, "We must con- ing to get more involved and do vince the chain stole that by a better job to make the pro-

All three speakers emphasiz-He also stated that if a good ed the difficulties and time and brand is developed the chains work involved in getting a "can't decide tomoiiow they're brand egg program underway. sound future for the local egg

Sponsored by the Lancaster egg production programs be County Poultry Association, the County agricultural agent

Vernon Leininger, poultry asthat the local brand program chains in recent years have sociation chairman, spoke brieffarmer in steadily increasing In other comments, Hess production at reduced costs, putting him in the forefront in the

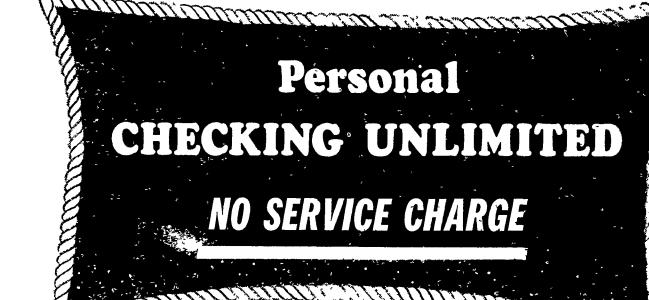
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