

Pa. Egg Marketing Association Meets

At the April 1 meeting of the Pennsylvania Egg Marketing Association, Sam Berenson reported that a news release came from the Bureau of Markets on the matter of eggs or any other product being used as a loss leader. The article has been used on several occasions in addition to wide distribution and has brought necessary results.

Berenson continued by discussing the New York meeting on USDA price reporting. He said it is now necessary to speak for PEMA in letter form and have it in the hands of a "hearing clerk" in Washington D.C. by May 1.

President Earl Hess appointed

Sam Berenson, Richard Buss and E. J. Lawless Jr. to prepare such a letter for the hearing clerk.

Following a general discussion of the new Egg Products Law, the group decided that the Association go on record with the USDA and Congressmen and Senators requesting a time extension because the industry does not have time to get ready for the July 1 deadline. The same committee will prepare a letter.

Elsewhere, as soon as a brochure is prepared and ready for distribution, a number of meetings will be arranged to acquaint merchandisers and others as to the effective use of the Flp Chart

Kraft is putting on a very extensive promotion program on "Eggs-N-Cheese," Morning Noon and Night, according to a report by Earl Hess.

He called attention to the 16 pages in the April issue of Good Housekeeping which cost Kraft approximately \$180,000. Earl indicated that whenever any mem-

bers of the marketing group has an opportunity to work with Kraft they should do so.

Tom Smith said the industry of tomorrow should give very serious consideration to creating something to attract attention to eggs. Perhaps it may be some kind of a gimmick or give away, but it must be made interesting to consumers.

Smith continued, "A question frequently asked is who is going to control the egg business and the poultry industry. When large complexes are developed, individual producers cannot keep up with the pace and go out of business."

"Some of the complexes are so designed that many participate and should anything go wrong each one stands to lose only a little."

Smith said that an important question right now is "Are we going to keep our independent producers in business and maintain the real backbone of the industry?"

"If we do not operate with expediency, the industry will be controlled by others and the independent will not have a chance."

"When prices and markups are reviewed, it appears as if the producer and processor do not

receive the apparent comfortable markup, but the merchandiser does.

"We keep saying we must modernize our packages so the customer will be attracted to them, but we never get around to doing it. We must change and we must follow good common sense business practices."

"Where will be tomorrow? Unless we cooperate with each other and between states and areas, we will have no tomorrow in the egg business."

"We must reverse our procedure by thinking first, and then doing. Find out where the potentials are, and go and get them," Smith said.

President Earl Hess presided at the April meeting with 24 representatives of members present.

Stan Kulp reported that Frank Troester is doing well and is back on the job working under Frank Sexton, general manager of Sommer Maid.

Those present voted to pay the \$500 dues to the Pennsylvania Poultry Federation.

It has been determined that the term of one of the three representatives of PEMA has run out. President Hess plans to name a successor in the very near future.

Association Secretary
E. J. Lawless Jr.

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Plentiful Foods List

Canned peaches, a headliner on the April Plentiful Foods list, are featured in grocery stores across the nation this month.

Other foods on the USDA list eggs, canned ripe olives, potatoes, prunes, pork, turkey, founder, and sole fillets, dried peas, peanuts and peanut products, and canned applesauce.

The May Plentifuls will include eggs, potatoes and potato products, canned ripe olives, milk and dairy products, canned cling peaches and turkeys.



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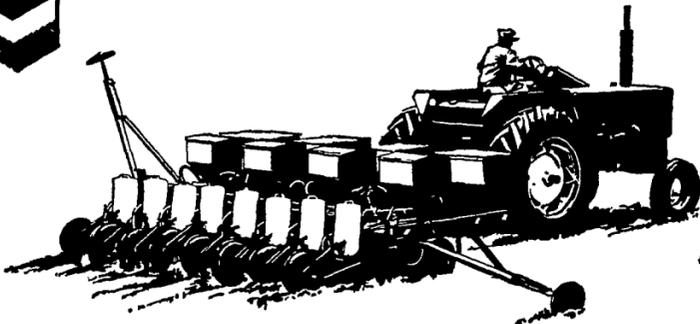


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