

Hess Bros. and Agway Stage Popular Egg Hut in Rochester

Hess Bros. Farms, Ephrata and Agway cooperated to stage an Omelet Hut at the 7th Annual New York State Restaurant Association Convention and Exposition in April.

The Omelet Hut was sponsored by the Poultry and Egg National Board (PENB) and consisted of omelets filled with peaches, cherries and sour cream, or cheese with chives. The omelets were served to an estimated 6,000 leading New York State restaurateurs and dietitians attending the event in Rochester.

Hess Bros. Farms furnished the shell eggs for the omelets

and Agway furnished frozen eggs. Both Hess Bros. and Agway contributed financially by defraying the cost of PENB literature that was distributed along with the omelets.

The convention goers were invited to relax with their omelets at tables and chairs set up in the Omelet Hut and to read PENB literature available at each table.

Patricia Myles, PENB's director of home economics, reported, "The reaction of the visitors to the fruit omelets was more of curiosity than anything else."

She continued, "Many had never thought of — let alone

tried — serving omelets filled with fruit and topped with sour cream."

The consensus, though, was that fruit-filled omelets did indeed represent a great new menu idea that is both tasty and, equally important, profitable.

Fred G Sampson, executive vice president of the New York State Restaurant Association, made a point of inviting PENB back to next year's event to be held in Syracuse.

He remarked that the response to the Omelet Hut was so terrific that next year it could have even more space in a "preferred" location on the exposition floor.



Second Section

Golden Delicious In Oversupply, To Be June 15 Meeting Topic

Solutions to marketing problems created by the rapidly increasing supply of Golden Delicious apples in eastern United States will be discussed at a special conference called for Tuesday, June 15, at the Penn-Harris Motor Inn in Harrisburg, says a spokesman for the Pennsylvania Department of Agriculture.

Orville Carver, Director of the Department's Bureau of Markets, said growers and other representatives of the industry will be invited to the one day event sponsored by the Department and its Apple Marketing Advisory Council.

Keynoting the conference will be John B. Peters, President of Mountain Orchard Cooperative, Aspers, Pa., who in addition to operating his own orchard, is in charge of procurement for the Knouse Foods Cooperative.

Noting that the production of Golden Delicious ranks second to Red Delicious only, Carver

said more than half of the Golden Delicious harvested in America are grown east of the Mississippi River.

Calling the Eastern Golden Delicious a unique and desirable eating apple, Carver said, "If eastern growers can get together and make the public aware of these qualities, the Golden Delicious can become a valuable variety to them. If it is relegated to the position of a processing apple, its very existence may become the curse of the industry."

The conference program calls for reports on the marketing situation in several major producing states in the east as well as a discussion of marketing problems at the wholesale and retail levels.

Chairman of the conference will be Raymond Reiter, Marketing Specialist for the Pennsylvania Department of Agriculture.

Patton Retires As Extension Head

Thomas H. Patton has announced he will retire Monday after more than 40 years with the Pennsylvania State University agricultural and home economics Extension. He has been Extension director since 1964.

Dr. Russell E. Larson, dean of the College of Agriculture and director of the Agricultural Ex-

periment Station, has been given the added assignment of director of agricultural and home economics Extension, effective June 1.

Dean Larson's appointment was announced recently by Dr. John W. Oswald, president of the University, following approval by the Board of Trustees of the University at Hershey.

President Oswald said Larson's appointment will insure close coordination of instruction, research, and extension activities in the College of Agriculture.

In the new College organization, an associate director for Agricultural and Home Economics Extension will be appointed and will also serve as associate dean for Extension. A committee has been named to recommend candidates for this post. This appointment will parallel those of the associate dean for Research and for Resident Instruction.

Patton has been active in many organizations and has been honored many times.

A native of New Castle, he received his bachelor of science

degree in dairy science from Penn State in 1930.

His master of science degree in public administration was conferred by Harvard University in 1951.

Patton began his duties with the Extension Service upon graduation from College as assistant agricultural agent. He also served as county agent and was named assistant director in 1943 of Extension activities in all 67 counties.

Festival Slated June 12

The Lebanon Valley Poultry Association annual broiler festival at Fredericksburg June 12 will be climaxed at 8 p.m. by the annual queen contest.

(Editor's note: We regret that our item last week on the festival listed the date as June 1 and 2. For those who plan to attend, please take out the "and" and mark the calendar now for June 12.)

During the queen contest, winners of the cooking contest will be announced and prizes awarded.

The chicken barbecue at Fireman Park will run from 4:30 till 8 p.m. The festival and queen contest have been held at Fireman Park every year since 1951.

USDA Warns of Possible Potato Glut

The U.S. Department of Agriculture has pointed out that the 1971 late summer and fall potato acreage intentions are far in excess of the nine per cent reduction recommended by USDA in February.

USDA said that if potato growers carried out the planting intentions reported as of March 1, the resultant oversupply of potatoes would cause marketing difficulties in the 1971-72 marketing season and reduce growers' incomes.

USDA's Consumer and Marketing Service had recommended

on February 10 that growers of late summer and fall potatoes reduce 1971 acreage by an average of nine per cent from the 1970 level, when a record crop of 282.4 million hundredweight was produced. Growers are now obtaining relatively low prices for this crop.

The C&MS recommendations, published in AMG-79, "1971 Summer and Fall Potatoes, Acreage-Marketing Guides," are made to help growers plan production to meet market needs.

Growers' intentions as of March 1 as reported by USDA's

were to plant a total of 1,240,700 acres, slightly higher than the late summer and fall potato acreage of 1970.

In some major producing States, intentions reported are for increases of five per cent or more over 1970.

With average yields, production from an acreage equal to that indicated by growers' intentions would exceed requirements by a wide margin. This could be expected to result in prices to producers next and winter which would be substantially be-



Richard I. Ammon, shown pointing in the left foreground, makes a comment for his board of directors during a recent tour of convention facilities at the Concord Hotel, Kiamesha Lake, New York. The famous Catskill Mountains resort will host "Northeastern '71", Northeastern Poultry Producers Council's 40th anniversary convention September 22 to 24.

Ammon, formerly of Ephrata, is NEPPCO executive director. Shown are: left to right, Hubert Ashley, Flanders, N.J.; James C.

Weisel, Rosemont, N.J.; Ammon; Ray Williams, Wolf Summit, W. Va.; Hendrik Wentink, of Pennfield Corp., Lancaster; Albert J. Russo, Hope Valley, R.I.; Lorain Basinger, Kenton, Ohio; Edwin L. Cook, Feeding Hills, Mass.; Henry C. Schragger, Esq., Trenton, N.J.; Morris Burr, Hampton, Conn.; Harry P. Metz, Belleville, Pa.; H. H. Frank, North Branch, N.Y.; Burnell Warner, Union, Ohio, and B. B. Gehgan, New York, N.Y.