

# Poultry Federation Elects Officers and Endorses Check-Off

At its annual business meeting Wednesday, the Pennsylvania Poultry Federation board of directors elected officers and went on record favoring the concept of a voluntary check-off for industry promotions.

The following officers were elected: Robert Shelly, president; Kenneth Longacre, first vice president, Warren Elfrank, second vice president, Hendrik Wentink, secretary, and Samuel Berenson, treasurer.

Other members of the executive committee are: Fred Slezak, Tom

Trone, Richard Moyer, James Price, William Robinson, William Myer, Paul Osborne, and Dale Weaver.

The Federation's action to endorse check-off was in the form of approval of proposed federal legislation that would allow poultrymen to vote on whether or not they want to contribute at the rate of four cents per hen for advertising, research, and promotion of eggs and egg products.

It was emphasized that the legislation would apply only to

producers with 4,000 hens or more and that production controls would not be tied to the legislation.

It was also emphasized that the legislation would not automatically result in the check off, but producers themselves would have to vote for it. A two-thirds vote of all producers and 51 per cent of the volume of production would be required to enact the check-off.

Discussion of the need for the check-off particularly centered around recent TV programs which have been very critical of eggs and, according to some poultrymen, have been followed by drops in sales of 15 to 25 per cent in some retail outlets.

At four cents per hen, it was indicated that a \$10 to \$13 million annual budget would be raised nationally and it was indicated that this amount would be sufficient to protect and promote the industry.

In other action, it was reported that a poultry research house at Penn State University has been idle for a year because of lack of equipment. Even though various industry firms would have donated the equipment, it was reported that this couldn't be done with state facilities. A resolution was adopted that the equipment be bought.

Discussion was held on possible merger of the Pennsylvania Poultry Federation and the Pennsylvania Millers and Feed Dealers Association. It was indicated that both organizations are in sound economic condition and that this isn't the reason for merger. The merger would be primarily a means of giving more effective services to the industry, particularly in the legislative area, it was reported.

Donald Horn, a former Poultry Federation president, reported that the Federation has been



able to get several persons of high caliber to serve on the board. Federation approved increasing the executive board from 11 to 13 members. Later, at the Federation's banquet, Horn received a plaque for his services to the Federation, along with Fred Slezak. The Federation's "Poultryman of the Year" award went to Robert R. Parks, Altoona poultry breeder.

Glenn Bressler, Penn State researcher, received the "Allied Industryman of the Year" award. Lancaster County received special recognition for the local poultry industry's placemat program. Some 111,000 placemats promoting eggs have been sold to local restaurants.



Shortly after being announced winner of the "Allied Industryman Man of the Year" award, Glenn Bressler receives his first congratulations, a kiss from his wife.



Among leaders of the Pennsylvania Poultry Federation chosen at the annual meeting this week are: left to right, Hendrik Wentink, of Pennfield Corp., secretary; Robert Shelly, manager of Pro-

ducers Pride, Lebanon County, president; Kenneth Longacre, Franconia, first vice president, and Homer Bicksler, executive secretary.

## Speakers See 'Recycled Nutrients' as Solution

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try, and a special note on the importance of regulations in the industry.

He said the industry must find ways to work with regulatory people, to get them to understand the industry's problem and to understand theirs.

Pollution control must be considered a cost of doing business, he said.

At the same time, the industry must take the offensive on seeing that laws which are developed will be practical and workable. He emphasized that some

ecology laws which are being adopted today "can have profound influence on the future of agriculture and the poultry industry."

He emphasized that talking with regulatory people is "not the same as talking to ourselves, which we do so frequently."

He also said that agricultural people must go back to legislators who helped create some of the problems that farmers now find themselves in and tell them they must help provide the technology with which to solve the problems. Research is very much

needed, he indicated.

Churney, who noted that New Jersey is the nation's most densely populated state, said the agriculture industry there has worked closely with regulatory officials and legislators and that this has paid big dividends.

Churney said he has always been impressed with the poultry industry's leadership in moving into new areas. Stating that "a challenge invariably equals an opportunity," he added:

"How we could have lived all this time without recycling, I don't know."

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