

# Pa. Marketers Discuss Egg Act and Money Management

At the recent meeting of the Pennsylvania Egg Marketing Association, President Sam Berenson, who had just returned from Italy, reported that some response had been received from Congressmen from Pennsylvania and all indicated that there is no chance of an extension on the provisions of the Egg Products Act that goes into effect July 1, 1971.

He stated that a strong hardship will fall upon many in shell egg marketing because there will only be six plants in operation in Pennsylvania. He said that preparations should be made in advance regarding the shell egg provisions due to go into effect July 1, 1972. "We must not wait until the last minute if we wish to protect our industry," he said.

Earl Hess appointed a com-

mittee to study the U. S. Standards as they will apply in 1972. The committee is made up of Sam Berenson, chairman, Varna Carpenter, Ray Sauder and Tom Smith.

Regis Puhl, recently appointed chairman of the membership committee, stated that he has a number of ideas which he will develop with the help of other members and announce them at the September meeting. Presently he feels that each member should plan to get another member by September.

A report on the egg sandwich contest indicated that thus far 59 requests have been received for the winning recipe.

There is some indication that national check-off legislation may come with the possibility of controls later.

Also a report that U. S. nut-

only three eggs a week as a good diet level, but this has been denied.

The P.E.M.A. voted to furnish \$200 to match \$200 from the Federation to provide a brochure to go with the Flip-Chart Program of promotion. Tom Smith was appointed by Earl Hess to represent the P.E.M.A. when working with the Department on the program.

### Finance Management

Kermit Birth presented an excellent explanation of Financial Management. He said, "In recent years management personnel have been aware of the need for improved methods of evaluating the economic worth of investments. Management is concerned with the question of how well alternative courses of action affect profits.

"But before management can use various techniques the crucial problem in business planning is to predict or forecast how costs and revenue will

vary under each alternative course of action. This entails looking in the future because each alternative is unique in its effect on costs and returns."

Birth discussed weaknesses and strengths of various methods used for ranking alternative decisions such as urgency, payback period, simple rate of return, net present value of a future sum of money, and yield on investment.

He pointed out payback considers only time required to recover initial investment; it does not consider economic life of the investment. It measures liquidity not profitability.

The disadvantages of the simple rate of return are similar to that of the payback method. They do, however, require the same analysis of changes in costs and yield on investment techniques require.

Birth pointed out that both the present value and the yield of investment techniques con-

sider the time value of money. It considers the compounding of interest annually.

He concluded by emphasizing the necessity of carefully evaluating how costs and revenues would change for the alternative investments and using net present value or yield of investment techniques to determine contribution to profits."

### Egg Clearing House

Frank Urner and his associate, Mr. Brown, gave a complete explanation of the Computer Egg Clearing House system of buying and selling eggs. The program is expected to get under way in July.

Should anyone desire information on this program they may contact Frank Urner in New York, or Egg Clearinghouse Inc., A.I.G. Building, 150 Weldon Parkway, Maryland Heights, Missouri 63043, phone 314-432-8853.

E. J. Lawless Jr

## Allison Joins Pennfield

Alvin C. Allison has joined Pennfield Corporation as Vice President of Marketing and Distribution, a new corporate office.

He is responsible for all marketing and distribution activities of the company, as well as for developing new areas of business and acquisitions.

Prior to joining Pennfield, he was Corporate Vice President and General Manager of Fairmount Foods, Inc., a large food firm. Pennfield manufactures agricultural and food products which are distributed in the northeast United States.

Allison is a native of Minneapolis where he attended the University of Minnesota. He and Mrs. Allison will reside in Lancaster.



Alvin C. Allison

## Annual Forest Flights Begin

District Forester, Patrick Lantz, Forest District 17 Bureau of Forestry, recently announced that the annual insect and disease surveillance flights have begun over the forested areas of Berks, Bucks, Chester, Delaware, Lancaster and Montgomery Counties.

The aerial flights are designed to cover all the forested areas of the District. Outbreaks of disease and insect infestations are located and mapped.

Later, each mapped area is checked on the ground by foresters assigned to the counties in which the damage is located. The information is forwarded to the entomology section in the Harrisburg office for further action.

"Forest insects and diseases account for a greater mortality and destruction of trees, in number and value, than do forest fires. It is extremely important that we do our best to keep these pests under control," Lantz said.

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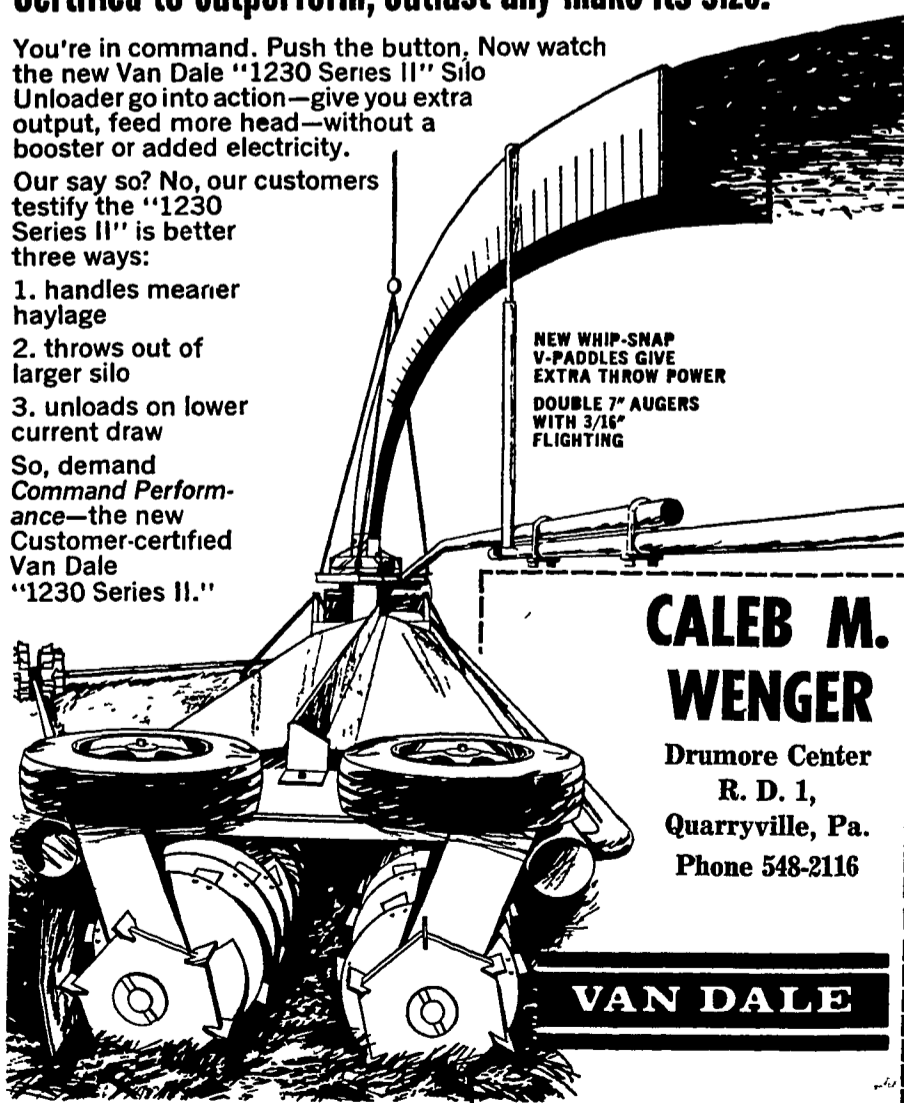
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