

Poultry Market Reports

New York Eggs

Thursday, July 15
Prices continue to advance. Arrivals light to moderate however country point offerings are less available for prompt delivery. Extra large clearing closely, occasionally short of desired needs. Fancy large whites fully adequate to ample locally under slow street trading with stocks moving freely in some quarters while occasional distributors hold for firmer prices. Fair demand for mediums clearing floor stocks. Cartoning activity fair with scattered retail ads at 29-33 cents on mediums and 35 cents on large.

Eastern Pa. and N. J.

Wednesday, July 14
Prices occasionally higher within an unchanged range. Demand for light type hens of a limited, unaggressive nature. Offerings adequate. Most plants working on parttime basis. Offerings of heavy type hens adequate for a fair demand. Prices paid at farm: Light type hens: 4½-6½ mostly 6½ in Pennsylvania mostly 5-5½ in New Jersey. Heavy type hens: TFEWR.

Delmarva

Thursday, July 15
Ready-to-cook movement very slow with inventories accumulating in many quarters despite

reduced slaughter schedules. Continued to decline with offerings Less than trucklot prices freely made in an effort to effect clearances. Live supplies fully adequate with weights increasing slightly in some quarters. Undefone very unsettled. Negotiated trucklot prices 2-3# ready-to-cook broilers and fryers for delivery next week:

Plant Grade 30½
Pool trucklot prices for Friday arrival in the New York Area:
U.S. Grade A 31½-34½
Plant Grade 30½-33
Special packs including 1¾-2, 3¾ # sizes TFEWR.

Fogelsville

Tuesday, July 13
(Prices Paid Dock Weights, Cents Per Lb., Except Where Noted)

HENS, heavy type 7-15½, Mostly 7-12; PULLETS 22-33, M 26-32; ROASTERS 3-36, M 25-32; RABBITS 8-40, M 25-35; GUINEAS 1.45-1.46; PIGEONS (per pair) .60-4.15, M .70-.80. TOTAL COOPS SOLD 474.

Local Grain

Thursday, July 15

These prices are made up of the average prices quoted by six participating local feed and grain concerns. It should be noted, however, that not every dealer handles each commodity. All prices are per bushel, except for ear corn which is per ton.

The average local grain prices quoted Thursday, July 15, 1971, are as follows:

	Bid*	Offered*
Ear Corn	44.66	50.00
Shelled Corn	1.71	1.86
Oats (local)	.75	.88
Oats (western)	.97	1.09
Barley	1.06	1.27
Wheat	1.58	1.75

*Bid is the price the dealer will buy from the farmer delivered to the mill. Offered is the price the dealer will sell for at his mill.

Weekly New York Egg Mkt.

From Monday, July 12th to Friday, July 16th

	Mon.	Tues.	Wed.	Thurs.	Fri.
WHITE					
Fcy. Ex. Large	37	37	37½	38	39
Large	31	31	32	33	34
Mediums	23	24	25	26	27
Pullets	19	19	19	19	19
Peewees	13	13	13	13	13
BROWN					
Fcy. Large	37	37	37	38	39
Mediums	Unquoted				
Pullets	Unquoted				
Peewees	Unquoted				
Standards	27	27	28	29	30
Checks	18	18	18	18	18

Tone — Carton orders good, Large and Mediums fairly adequate, pullets generally ample.

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Facts Don't Back Attacks

On Milk, McHale Declares

Available facts on the incidence of heart disease refute claims by dairy industry competitors that milk fats are a major contributor to America's number one killer, says Pennsylvania Secretary of Agriculture, Jim McHale.

"Contrary to claims by milk's competitors, principally the oleomargarine industry, facts show that while the per capita consumption of dairy products declines annually, the incidence of heart disease is constantly on the rise," McHale declared.

Speaking at a meeting of Department employees from Region I at Meadville recently he continued, "It is also interesting to note that as the number of heart attacks increase the per capita consumption of vegetable oil substitutes for dairy products has been on the rise."

In challenging the American Heart Association's attack on the dairy industry, through its public campaign to reduce the intake of animal fats and to promote the intake of vegetable fats, the Secretary noted, "With AHA's apparent blessing, the vegetable oil industry now literally promises to clean out arteries clogged by milk fats in much the same way a drain cleaner works."

"What these critics of dairy products leave unsaid is that milk, which is an almost perfect

food, offers more body and cell building elements than any other food—and because the human body renews itself at such an incredible rate, everyone, regardless of age, needs plenty of milk daily."

One of the reasons for America's poor eating habits and lack of nutritional knowledge, is that consumers rely too much on the integrity of food manufacturers and food retailers to insure them of nutritional value and truth in merchandising, McHale maintained.

McHale noted that the American Heart Association attacks such a perfect food as milk, while ignoring the additive content of a product such as Coke.

The caffeine added, as well as the increased sugar consumption by consumers of this type of beverage, are potential health hazards McHale said.

"I suggest that everyone interested in promoting nature's most nearly perfect food get out and tell the people that the bad name given milk by some medical experts over the cholesterol problem, was not warranted. At the same time dairy farmers must be made to realize the importance of advertising their product," McHale added.

Pointing out that advertising expenditures for soft drinks accounted for more than 10 per cent of all food advertising in 1969, more than any single food item, McHale concluded, "It would seem that dairymen would be well advised to take a page from their competitor's handbook by giving more attention to advertising."

"Maybe the fact that fluid milk is the third least advertised food has a lot to do with its gradual loss to other beverages in the market place. The decrease in the proportion of the food dollar that went for milk and milk products is similar to the increase in the proportion of the food dollar spent for beverages, such as soft drinks, during the past decade."

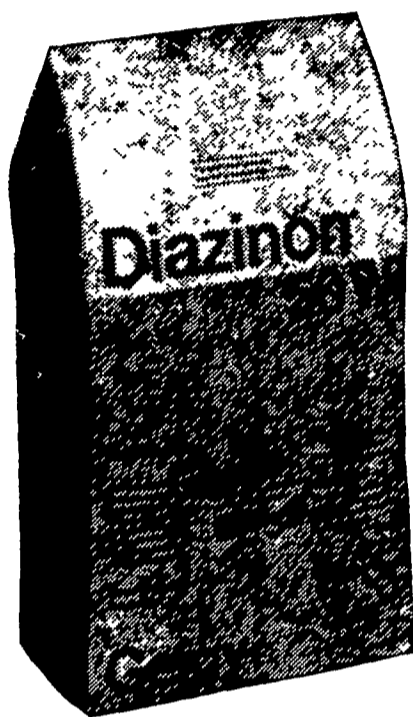
Local Student to Head National Ag Engineers

Daniel H. Rohrer III, Mannheim RD1, has been elected president of the National Council of Student Affiliate Clubs of the American Society of Agricultural Engineers.

A senior at the Pennsylvania State University, he is studying agricultural mechanization and is president of the Ag-Mechanization Club on campus.

The son of Mr. and Mrs. Daniel H. Rohrer Jr, he is a 1968 graduate of Hempfield High School.

Rohrer's election to the ASAE office took place at a convention held at Washington State University, Pullman, Wash., in June.



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