

Pennsylvania Egg Marketing Association Meets

The Pennsylvania Egg Marketing Association recently authorized an expenditure of about \$450 for aluminum chutes for a Farm Show carton display on the basis that a refund to the Association will be made. It was agreed that the Association would assume an expense of approximately \$100 if a total refund should not occur.

The group decided that due to very limited funds the Association could not take an 'ad' in the Price Current published and distributed especially at NEPPCO

Carpenter stated that he obtained positive material on food value of eggs and with the help of the local doctor condensed it and put it on the radio to educate the consumer.

It was stated that the government gave Hawaii and Alaska a six month extension on the breaking program, and if this is the case, why couldn't others who needed a similar extension get one.

There will be a meeting at NEPPCO on Wednesday, September 22, to discuss the shell eggs standards to be used when the second phase of the Egg Products Act goes into effect. Bob Shelly will represent Pennsylvania on the committee that will be chaired by Secretary of Agriculture Phil Alampi, N. J.

It was properly moved that PEMA is in favor of postponing a Washington hearing on the cholesterol subject as it relates to eggs indefinitely and be prepared to collect from the membership up to \$1,000 if needed to gather and disseminate facts. The Executive Committee is empowered to determine the assessment and expenditure.

The group passed a motion that PEMA is in favor of a national check-off with the money to be used for research and promotion.

A committee consisting of Al Wenger, chairman, Hamilton Allport, Sam Berenson and Robert Shelly was appointed to meet with officials locally or in Washington, to discuss a national conference to be conducted in the best interest of the industry.

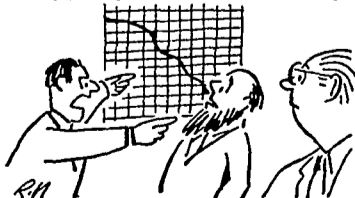
Larry Kegerreis discussed the flip-chart program. He stated that stores are interested in brochures and therefore a special effort should be made on distribution. A session is scheduled in York on October 5 when buyers will be shown a

3 Pa. Ag Agents Cited

Three Pennsylvania county agricultural agents are among 110 agents in the United States who received distinguished service awards September 11 at the annual meeting of the National Association of County Agricultural Agents at Ohio State University, Columbus.

Those honored were: Harold E. Stewart, Dauphin County; William H. White, Philadelphia County and Leonard G. Yearick, Northumberland County. All have been on the Pennsylvania State University Cooperative Extension Service staff for 22 years and were cited "for their outstanding educational contributions to Pennsylvania agriculture."

The Old Timer



"Business prophets attempt to tell us what will happen. Business profits tell us what did happen."

production unit, a processing organizations, and the flip-chart.

Regis Puhl, chairman of the membership committee, stated that to put on a campaign PEMA needs a slogan, jingle and symbol "We need to reach everybody in marketing and on a personal basis if possible. We must establish prestige and make people want to join".

"More people are needed in the Egg Exchange and perhaps cooperative buying should be accomplished," Puhl said.

A questionnaire was handed out to be answered by those present and the balance mailed

to obtain membership prospects.

Kermit Birth reported that there will be a Poultry Management Seminar at the Farm and Home Center, Lancaster, October 21. There will be discussions on programming employee relations and efficiency; also employee environment, quality work, and supply and demand. Additional information will come on job simplification and communications. Also investments, computers, labor cost control, and efficiency in farm pick-up routes.

E. J. Lawless Jr., Secretary

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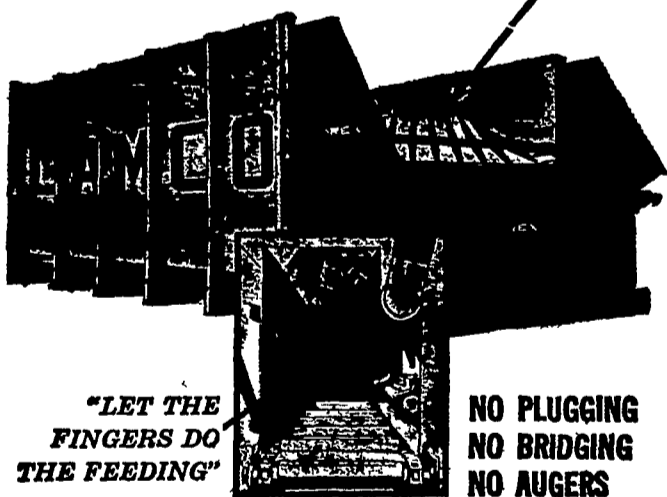
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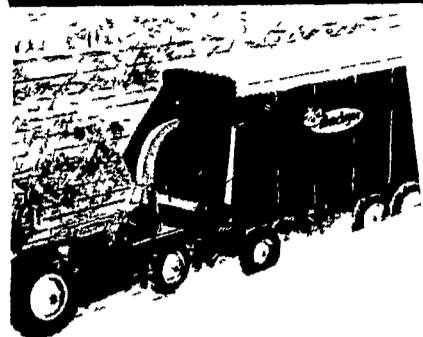
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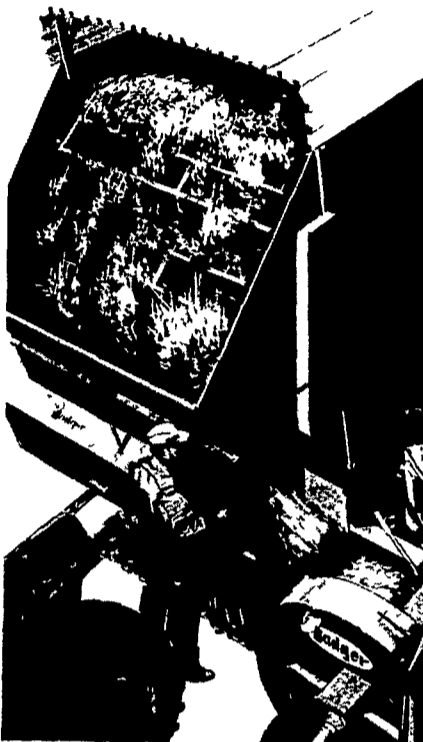
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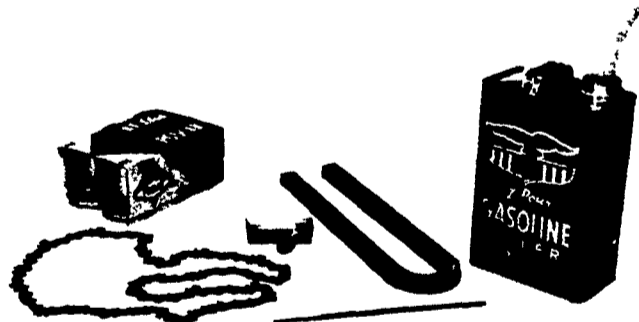
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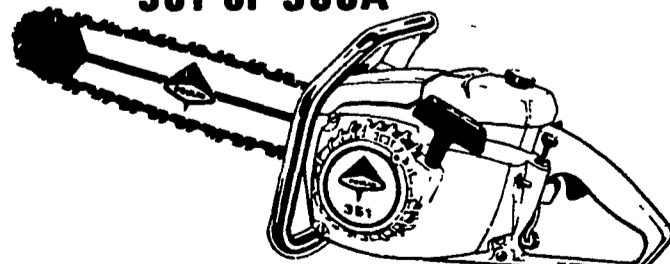
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