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### PIONEER

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## Fight Cholesterol Scare or Else, Egg Producers Told

"Unless those of you in the egg industry take steps now to combat adverse publicity, you aren't going to be in the egg business in a few years," declared Dr. L. A. Wilhelm, president of the Poultry & Egg National Board (PENB) in an unscheduled address to poultry industry men during Northeastern '71, the Northeastern Poultry Producers Council (NEPPCO) 40th anniversary convention.

Dr. Wilhelm, who earlier served as moderator for a panel discussion on "40 Ideas for Selling Eggs," was asked by the Neppco program committee to review the current status of the cholesterol controversy.

He charged that despite a lack of conclusive evidence linking heart disease and cholesterol, the industry has been blasted at least twice a month since April with publicity on the dangers of cholesterol.

### Ephrata Young Farmers Plan Four Dairy Meetings

The Ephrata Area Young Farmers have scheduled a four-part dairy herd management course beginning at 7:30 p.m. November 9 in the Ephrata High School ag room.

The November 9 meeting on "Raising Veal Calves" will be followed by: November 23, "Read and Interpret DHIA Records"; November 30, "Use DHIA Records for Herd Management", and December 7, "Equipment and Building Systems."

### "Old Contemptibles"

The small British expeditionary force in France at the outbreak of World War I in 1914 was called the "Old Contemptibles." The name stems from an alleged sneer of the kaiser at England's "contemptible little army"

Emphasizing the severity of the situation, he told his audience that egg sales have been off 9 to 12 per cent over a comparable period last year, even though the average price has been from 15 to 18c less per dozen.

Dr. Wilhelm said, "We have for many years attempted to brush cholesterol under the carpet, hoping it would go away. But it's not going to go away. We will see even more emphasis on the supposed dangers of cholesterol this January, February and March.

"In the face of all this adverse publicity," he declared no one has been saying 'eggs are good for you'. And that is basically what we plan to do if we can raise the necessary funds.

Outlining PENB's basic strategy, Dr. Wilhelm listed five target groups who will be told the basic story that "eggs are good

for you." One of these primary target groups will be the medical and paramedical professions. The others will be food editors and specialists, consumer educators, food retailers and America's 210-million consumers.

Discussing the problem of raising funds to do the job, Dr. Wilhelm told his audience, "The only way to raise money for the work that must be done is through a national, compulsory check-off."

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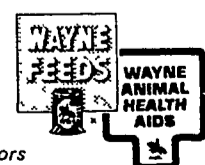
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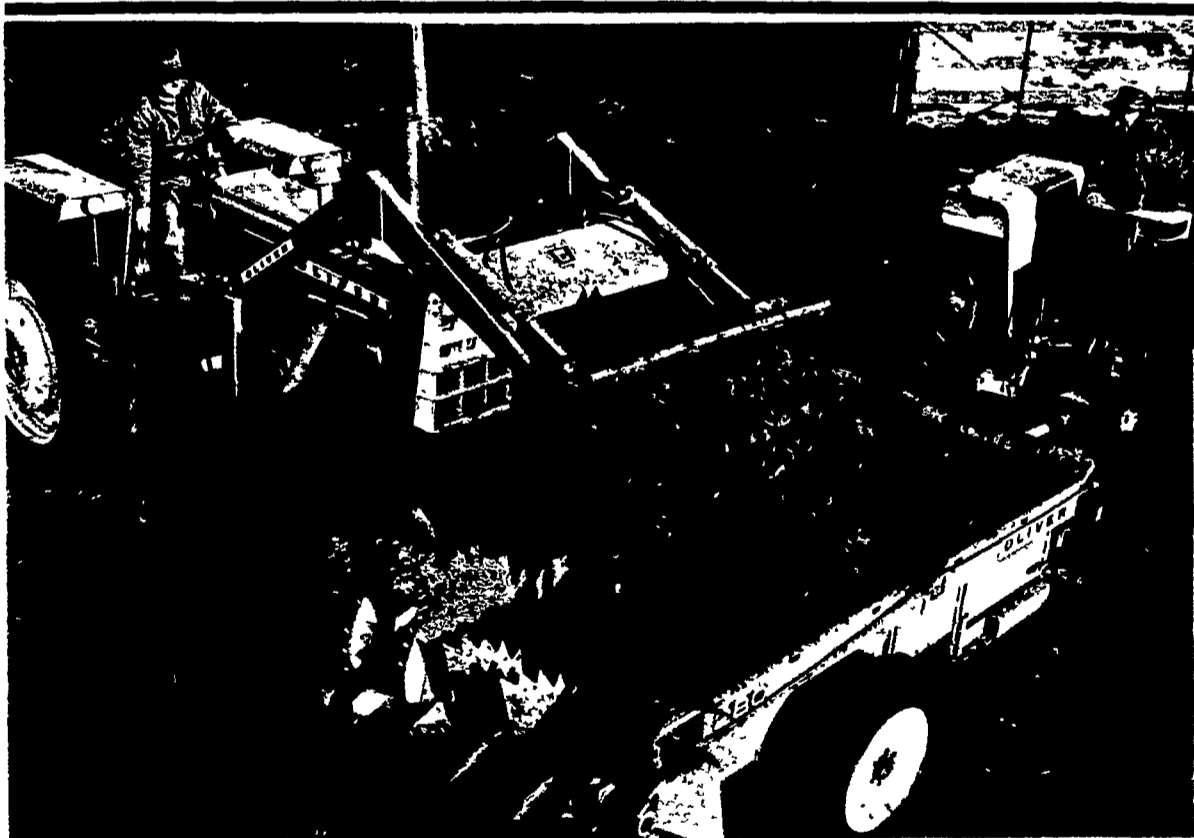
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