

PEMA Discusses Cholesterol and Egg Promotion

At a recent meeting of the Pennsylvania Egg Marketing Association (PEMA), Sam Berenson gave a short report on the Cholesterol movement.

He read a letter written by a member to Senator Schweiker and explained that the members had also written to publications and others. He was very vigorous about the lack of understanding of people about nutrition and cholesterol.

Cliff Walton, a steady attender in the past, came to the meeting to suggest a promotion deal on eggs he felt would be immediate, and could be spread over the entire country in time.

Cliff suggested that PEMA members pick out certain restaurants in their travels where they notice good service and quality in eggs. These restaurants, carefully chosen and a few at a time, would receive a plaque they could display indicating the restaurant had earned it by serving excellent

eggs. Along with the plaque they would receive 1,000 place mats, suggesting different ways of serving eggs and what character traits these indicate. Following the use of the 1,000 mats, the restaurant could purchase a supply at a very reasonable rate.

The group voted unanimously to go forward with the program and Russ Knorr was named chairman of a committee to name members and work out details.

The group decided that if possible the secretary should attend the Scholarship and Awards Dinner at the University November 15, 1971.

In the absence of Bob Shelly, Berenson read a report on a suggested Fowl Disposal Program. It is understood that legislation is being prepared and it is hopeful that it can pass Congress before they adjourn because something must be done to assist the industry in a hurry. Following some discussion, it

was decided that a close watch would be placed on such legislation and a committee would act rapidly in behalf of PEMA.

Regis Puhl reported that he had deputized everyone to obtain a new member and some had already gone to work. He indicated that the organization should have a much more important image than it has now and can grow to be exceptionally powerful.

An announcement will be made at the next meeting regarding contest for slogan and jingle for which prizes will be given.

Puhl announced that the December 10 meeting will be at The Embers, Carlisle, with only a short business session and a "fashion show of fall wearing apparel" because it will be ladies night.

Fred Pontz went to great length to uncover information on labor relations in efficient plant

operations. For the benefit of the members a brief was prepared by Fred.

Kermit Birth explained an Extension program for interns in industry at a nominal cost of \$35 per week. An organization can make a request and the University will work out the

details of assigning someone to work at a plant in jobs wherever needed. If anyone should be interested, contact Kermit Birth or the secretary and a program can be placed in motion.

E. J. Lawless Jr.,
Secretary

Regional Plant Food Group Is Discussed

Exploratory talks with other statewide plant food associations in the Northeast have been approved by the board of directors of the Delaware-Maryland Plant Food Association, Inc.

Tentatively scheduled for January 25, 1972, just prior to the January 26-28 annual meeting of the Pennsylvania Plant Food Educational Society on the Penn State campus at State College, the talks would explore possibilities of cooperation and coordination on a multistate regional basis.

In other board action during its third annual meeting November 16 and 17 at the Holiday Inn-Downtown in Baltimore, the Delaware-Maryland association approved a joint summer meeting and tour of the U.S. Department of Agriculture's Agricultural Research Center at nearby Beltsville with its New Jersey counterpart.

No formal action was taken on a proposal by an association director, Dr. William H. Mitchell of Newark, Del., that the group consider studying the long range

implication for Eastern Shore corn growers if large numbers of broiler producers are forced out of business. Dr. Mitchell is Extension plant science specialist at the University of Delaware.

The Honorable Edward T. Hall of Prince Frederick, a Maryland state senator from Calvert and Anne Arundel counties, was principal speaker at the plant food association's annual banquet on November 16. Hall is also editor and publisher of the Calvert Independent, a weekly newspaper.

Program speakers on the conference theme, "Agriculture and the Environment," included G. Wallace (Pat) Caulk of Woodside, Del., Delaware secretary of agriculture.

Caulk commented that the current reorganization of the U.S. Department of Agriculture could make it a more powerful spokesman for farmers, since many consumer-oriented activities are being transferred to other departments.

UEP Opens Washington Office

United Egg Producers (UEP) has established a temporary office in Washington, D. C. to facilitate the egg industry's bid for legislation to adjust the nation's commercial egg producing fowl.

Jerry Faulkner, UEP executive vice president and general manager, said the Washington office is located in the Hotel Washington. It is staffed by James Fleming, UEP director of public and governmental relations and temporary clerical help. Other UEP staff members, including himself, will work from the Washington office as the need required, Faulkner said.

UEP called an emergency meeting of the egg industry in Atlanta on November 6 to discuss the chaotic situation facing the industry because of continued below the cost of production farm prices for eggs. Special emergency legislation was recommended at that meeting. Following a week in which the legislative idea was placed into

bill form, egg industry leaders and executives of leading poultry trade associations met in Washington November 14 to consider the legislation and draft an acceptable bill, Faulkner said.

"UEP accepted the responsibility of coordinating the congressional work necessary for the introduction and passage of the egg industry's recommendation," Faulkner continued.

"The temporary office in Washington will facilitate our work by providing a local address for Senators and Congressmen as well as industry people to contact." UEP's Washington address is c-o Hotel Washington, Suite 520, Pennsylvania Avenue at 15th Street, NW, Washington, D C 20004 Telephone 202-638-5900. The office will be open while Congress is in session, Faulkner stated.

In the Kitchen

CAPTAIN'S CHOWDER

- 1/4 cup chopped onion
- 1 tbsp. margarine (or butter)
- 1 can (10 1/2-oz.) condensed cream of celery soup
- 1 can (10 1/2-oz.) condensed cream of potato soup
- 1 soup can milk
- 1 soup can water
- 1 cup cooked, flaked whitefish
- 2 tbsps. chopped pimiento
- 1/4 tsp. dill weed

Cook onion in margarine until tender. Blend in soups, milk and water. Add remaining ingredients. Heat, stir now and then. Do not boil. Makes 4 to 6 servings.

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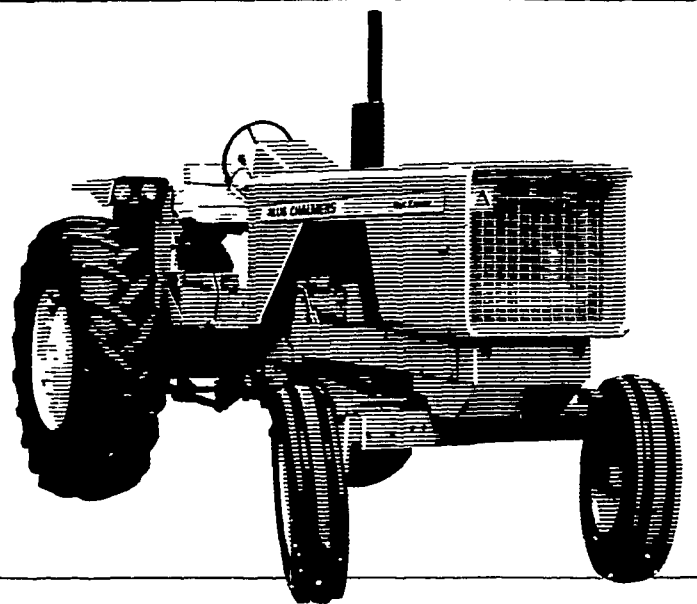


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