

Egg Marketing Meeting Report

At a meeting of the Pennsylvania Egg Marketing Association on March 10, Al Wenger reported that he attended a meeting in Washington, D. C. on the Fowl Adjustment Act.

"Basically most of the industry including the South, Northeast, and West Coast are in favor of the Act. There is a very strong feeling that this Legislation should be pushed because if the industry does not go through with it there is a possibility that Congress will not be interested in any future requests.

"There seems to be some feeling that if Legislation is provided to bail out the poultry industry, Congress will be called upon to bail out other industries.

"Industry people in the Northeast are in a better financial position than many other areas, especially the West Coast where shipments of eggs to Vietnam have been drastically reduced.

"The group who testified had a feeling that the Act will have a 50-50 chance of passing, which is unusual for the industry.

In comments by Sam Berenson, he said "There is an understanding that the Farm Bureau would be in favor of the Act and would support it if a referendum were added. He also said that many are in favor of a clause on chick hatch control.

Regis Puhl said "The pins for members will be ready for distribution soon. Every effort

should continue on the part of every member to get new members." He announced that Brad Bullock and Bob Trout were added to the membership committee to widen the activities.

It was announced that Len Janofsky, Quality Egg Inc., and Bob Park, Park Products, have just become new members.

A strong plea was made to support PNEB which is having considerable financial troubles. A suggestion was made that joining the Poultry and Egg Institute of America as a branch might give PNEB more financial support and strength.

Russell Knorr reported that the Golden Egg Plaques would soon be ready and awards can proceed. He urged people to check restaurants as prospects to keep the program rolling.

Russel Knorr introduced Walter Jagiello, CCA's, Market Research and Design Laboratory.

"When making decisions on selling products to over 200 million consumers, they are seldom consulted. In selling today there must be personalized service because consumers are constantly demanding more. Industry must put on controls by understanding millions of consumers and realize that there are differences in people.

"Today the population has 43 per cent under 25 years, and 55 per cent under 35 years. This is a large youthful community and the group is mobile and constantly on the move. The real trend is that these people are the pace setters.

"Individuality is important and we must ask, are the dispensers unique and especially designed? Inasmuch as youth are tomorrow's shoppers it is essential that industry make them understand their point of view.

"Quick and easy serving methods are important.

"Paper towels, for instance, must be convenient, soft, have strength and be dressed up for increased sales.

"It has been proven that a photo of the finished product on the package makes people in-

terested in purchasing it. Many times the package is the part that actually communicates to the consumer.

"A product is 50 per cent promotion and 50 per cent packaging and must carry information on the variety of uses.

"Other products frequently substitute for eggs, especially in the morning, when the housewife has no time for special preparation when getting everyone off to work and school.

"Eggs have to compete with cereals which are advertised to the extent of 150 million dollars in advertising.

"By and large consumers do not understand the proper use of eggs. Eggs can be a gourmet item and many recipes that can make them glamorous can be developed. The egg industry should realize the potential of snacks which are growing in popularity and get in the act.

"The AHA and AMA have hurt the egg industry. There are books that include recommendations for youth to get on a low cholesterol diet before it is too late, and eggs are named as a cholesterol bearing food."

There was a general discussion to develop more understanding of advertising and design.

Vice president David Lehman conducted the meeting before the largest group that has attended for many months.

In the absence of a treasurer's report the group was advised that with the pledges made at the previous meeting the Scholarship and Cholesterol funds are now complete.

It was moved, seconded and properly passed that PEMA go on record recommending that PENB explore the possibility of becoming affiliated with the Poultry and Egg Institute of America.

The meeting adjourned at approximately 10:15 p.m.

E. J. Lawless Jr
Secretary

DES Samples Positive

The U.S. Department of Agriculture today reported finding diethylstilbesterol (DES) residues in two cattle livers sampled by Federal meat inspectors in Arizona. These are the third and fourth DES-positive samples reported since a mandatory certification program for the growth-promoting hormone went into effect January 8.

Officials said muscle tissue samples from both animals were negative for DES.

USDA's Consumer and Marketing Service said one liver sample, containing 1.5 parts per billion of DES, was from a steer presented for slaughter by Gila Bend Feed Yards, Inc., Gila Bend, on February 14.

The other sample, containing 4.5 parts per billion of DES, was from a steer presented for slaughter by Benedict Feeding Co., Inc., Casa Grande, on February 15. Residues were confirmed in both samples March 3.

C&MS said that in both cases, the livestock had been certified before presentation for slaughter.

Officials said the positive findings have been reported to the Food and Drug Administration which has jurisdiction over animal feed additives.

As a result of the positive findings, officials said, certifications will not be accepted from the two feedlots on future shipments of livestock. They will have to have their animals held seven days prior to slaughter or have the animals slaughtered and retained pending the outcome of laboratory analysis, C&MS said.

C&MS explained that the mandatory certification gives producers and feeders three options for handling livestock. The animals may be certified as not having been fed DES or as having been withdrawn from feed containing DES at least seven days prior to presentation for slaughter.

Alternatively, the animals may be held at a slaughter plant seven days prior to slaughter, or slaughtered and retained at the plant until liver and muscle samples are tested for DES residues.

Lititz-Manheim Club Elects Officers

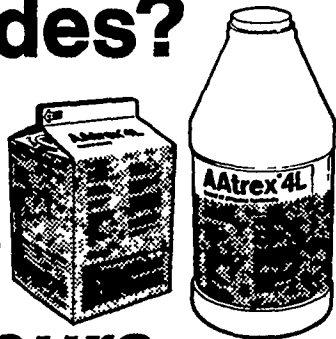
At the Lititz-Manheim 4-H Club reorganizational meeting at the Fairland Elementary School, officers were elected for the new year.

The following officers were elected. Tod Herr, president; Sue Buckwalter, secretary; Sue Hershey, vice president; Joe Buckwalter, treasurer; Jean Miller, song leader; Cindy Weaver and John Shenk, game leaders, and Mike Peifer and Esther Moyer, news reporters.

News Reporter
Mike Peifer

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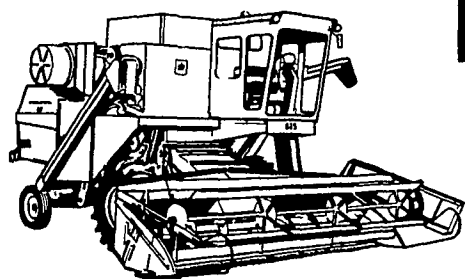
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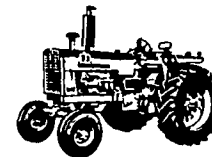
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