



# PEMA News

Reported by E. J. Lawless Jr., Secretary,  
Pennsylvania Egg Marketing Association

At a recent meeting of the Pennsylvania Egg Marketing Association, Robert Van Houten, National Supervisor, Egg Products, Market News Branch, Washington, D.C. and Richard Gulich, Poultry Branch, USDA, requested the group to offer some suggestions that would contribute to improving the Egg Marketing System through Research and Action programs.

The following are remarks made by the group:

Consumption of eggs is down and production has not been geared to the situation. Mareks vaccine reduced mortality and caused the industry to be unprepared. Several expressed the idea that the industry would be better off without quotations, with prices set on true values.

Damaging information on cholesterol has caused a set-back to the industry. The USDA should clear the information on cholesterol once and for all. Why not indicate that eggs are completely wholesome or dangerous to the health of people. The industry should be vindicated or indicted. There seems to be much research needed to bring out all of the facts. Today we hear about heart failure more from the standpoint of stress than from being caused by high cholesterol. Presently a number of agencies make statements that are confusing. These should be stopped or clarified.

There seems to be no doubt about the fact that new uses for eggs are important. New products do not always last for a long time, therefore research to find many new uses is seriously needed.

Industry members frequently skirt the issue of marketing and are in fact only distributors. Stores do not actually market eggs but sell primarily on the basis of price. The industry and

merchandisers should spend money on actual marketing of eggs instead of letting stores sell on the very weak basis of price only.

It was emphasized that people are probably eating fewer eggs because of scares, etc., and because no one has come out strongly urging them to eat more for good reasons.

The industry must coordinate the consumption of eggs with production so that when use increases, production increases, but proportionately.

The question was asked why can not the Government do something for the egg industry as they did for the meat industry when consumers rebelled at high prices? The answer was given that the USDA Secretary has appointed a committee to do something for the egg industry.

It was suggested that a program could be established whereby each producer would be required to register and thus furnish a basis of limiting production. It was also stated that the industry continues to be opposed to production controls.

Someone had the feeling that there are occasions when the accuracy of information is questionable and there are also instances when too much information is given out.

The industry should provide funds for research relating to further use of eggs. People should be told what we have in a product, such as eggs or new products, that are developed with eggs. One suggested that research should include some use for egg shells at a non-prohibitive cost.

It has long been recognized that there should be more education for young people in schools regarding the value of eggs as a food.

In order to do any research and educate youth, and people, and do a good marketing job — some sort of check-off should be

established to provide adequate funds.

The question was raised about what will happen after July 1 when 23-ounce eggs will substantially be classed as large. Gulich stated that a committee representing industry deliberated for about a year and consulted many in the egg business, then decided that uniformity was needed; therefore, the USDA standards should be adopted across the country.

A committee should be formed to develop and maintain a pricing system. The industry needs a central pricing basis to establish a true value on eggs. Inasmuch as the industry is fragmented, the Government should assist in developing a satisfactory pricing system.

In closing, Van Houten suggested that should anyone have ideas after the meeting to get in touch with him as follows: Robert J. Van Houten, National Supervisor, Egg Products, Market News Branch, Poultry Division, Consumer and Marketing Service, USDA, Washington, D.C. 20250, phone 202-388-6911.

On membership, Regis Puhl stated that the number must be improved and again urged everyone to obtain a new member. People can benefit from the meetings, therefore should join in order to take advantage of the situation.

Puhl advised that PEMA buttons were made and proceeded to hand them out. To those members not present their button, cost \$1, will be handed out when they attend a meeting, or if necessary will be mailed if \$1 is remitted.

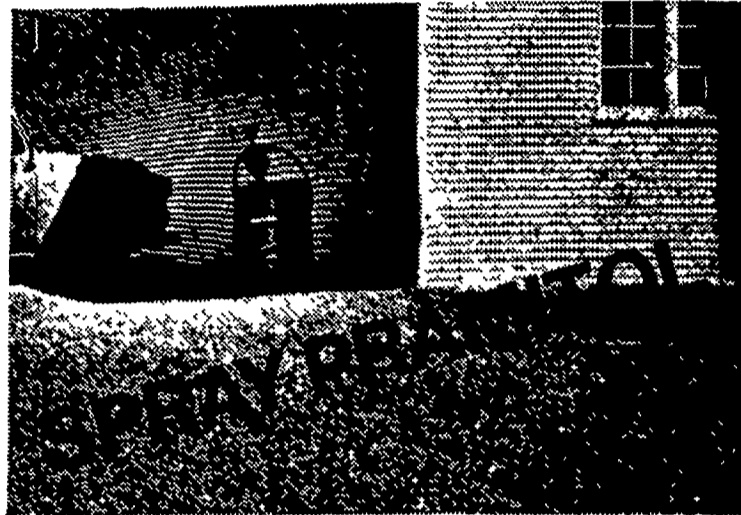
Bob Trout suggested that the membership get together and develop recipes for carton inserts with perhaps a new one each month. He stated that he has a new and excellent recipe. We will try to get it to you. Every member should take time to contact local newspapers to give them good egg material, including recipes. Generally everyone is too busy for everything, except work with newspapers.

There was a general discussion of what might happen to the industry after July 1. There is a very serious feeling about weights and the demands of buyers. Some fear was expressed regarding eggs from outside

Pennsylvania. There was a conclusion that the Federal Standards would apply on eggs involved in interstate commerce.

President John Landis called for the treasurer's report, which was accepted as presented. Landis read a letter thanking the group for the donation to the Dialysis Fund in honor of Mrs. Loretta Lawless.

Ben Burkholder reported that the next meeting will be important because someone from Equal Opportunity, Labor and Industry will discuss their requirements in business. He stated that some places are being visited to find non-compliance and the division is imposing fines.



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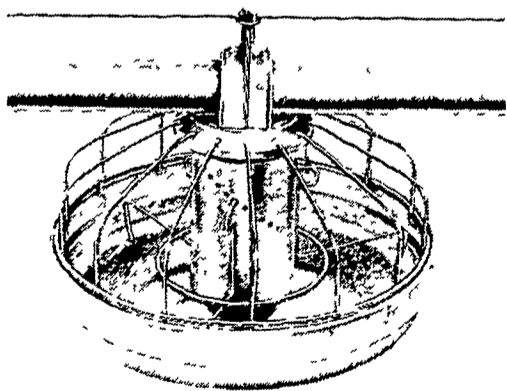
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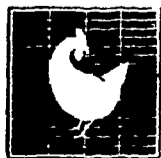
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