

Poultrymen Hold Annual Meet

Kenneth Longacre, of H. W. Longacre, Inc., Franconia is the organization's new president. Another Montgomery County man, Robert Shelly, of North Wales, the immediate past president turned over the gavel to Ken Longacre at the recent annual meeting of the Federation, held at the Sheraton near Harrisburg.

J. Phil Campbell, under Secretary of the USDA said that the Nation's egg industry should be aware of increased government action for consumer protection. Campbell was speaking at the recent annual meeting of the Pennsylvania Poultry Federation. Sanitation and food additives will be the key issues during the coming months. Campbell also stated that the federal government is only interested in taking over the state inspection services at such time that the states fail to have an adequate inspection program to protect the consuming public. He also stated that the inspection can be renewed at the state level whenever the state had adequate personnel to give inspection that is "equal to" the federal inspection.

Campbell stated that free enterprise, capitalism and competition are having a greater influence on the poultry industry than all of the government regulations.

Dr. John Dodge, director poultry management, Agway,

Inc., Syracuse, N.Y. also spoke at the annual meeting. The poultry industry has experienced unusually low prices during the past 18 months. Eggs are selling for less than 20 years ago. Dodge also pointed out that the Northeast only produces approximately 50 per cent of the poultry and eggs that are consumed in the populous Middle Atlantic and New England states. The industry must meet the competition of the other poultry producing areas. He pointed out that the Northeast has many advantages over other areas. One of the biggest advantages is the cost of transportation. Pennsylvania products can reach the market in a shorter period of time and at a much lower cost than poultry products from the South and Midwest.

John McNelis, secretary of the Pennsylvania Grocers Association discussed the topic, "What does the consumer expect from the poultry industry?" McNelis pointed out that the four important P's are product, price, place, and promotion. He pointed out that eggs are one of nature's most perfect protein foods and are the yardstick to which all other protein foods are compared. He also pointed out that eggs notoriously are sold by the dozen and the consumer usually is not made aware of the fact that they receive 1½ pounds of protein when they purchase one dozen of

eggs. Eggs at 60c per dozen give a housewife one of the best protein foods at 40c per pound. McNelis also pointed out the necessity of doing promotion in the area of recipes and using different methods of preparing egg dishes. Many of the young housewives are eager to get good recipes so that they can prepare well balanced diets for their families.

George Hauer, C.F. Manbeck, Inc., Fredericksburg, chairman of the Allied Industrymen, presented a citation to Horace W. Longacre, Franconia, Montgomery County. Longacre started in processing and poultry marketing in the early 40's. His operation has shown continuous growth and he is now operating one of the Northeast's largest poultry processing operations with his products being distributed through the entire Northeast, the major portion going to the Philadelphia area.

Robert Parks, a veteran poultry breeder from Altoona, presented the "Poultryman of the Year" Award to Harry P. Metz, Belleville, Pa. Metz operates a large hatchery in Big Valley located in central Penna. Metz is past president of NEPPCO, and is currently President of Producer's Pride, Pennsylvania's largest egg marketing cooperative.

At the annual business meeting, the following were re-elected to the board of directors of the Federation: Harry Ulrich,

What's New?

Preventative medicine is the only sane approach to health management in today's intensive poultry operations. As flock size doubles, the possibilities of disease quadruple, according to a new "Poultry Health Handbook" published by Pennsylvania State University's College of Agriculture

The handbook, prepared by Dr. L. Dwight Schwartz, Extension veterinarian, is designed to provide poultrymen, servicemen, fieldmen, and hatcherymen with a ready and accessible source of information about poultry disease and other aspects of

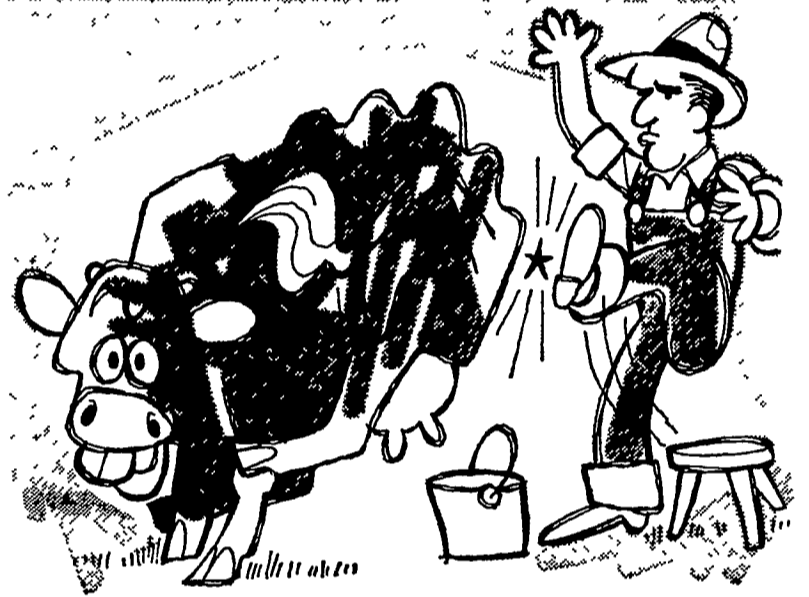
poultry health

"The introductory section includes such information as locations of diagnostic laboratories, sanitation outline, list of reliable disinfectants, a description of the Pennsylvania Vaccination Program, and other facts useful for creating and maintaining sound poultry health programs," Dr. Schwartz points out

Another section covers the respiratory diseases of poultry regardless of causative agent, but other sections deal with diseases caused by a particular type of agent—virus, bacteria, protozoa, or parasites. Still another section is devoted to miscellaneous poultry diseases.

The book may be purchased for \$2.50 plus six per cent Pennsylvania sales tax. Make check or money order payable to The Pennsylvania State University and send with your name and address to: Poultry Health Handbook; Box 6000; University Park Pa 16802

Hummelstown, William Myer, Myerstown, Hendrik Wentink, Lancaster, Thomas Trone, East Berlin, Dale M. Weaver, New Holland. Newly elected Board Members are: Donald Heckenluber, Biglerville, Frank Fry, Carlisle, George Hauer, Fredericksburg, and Melvin Mitchell, New Holland.



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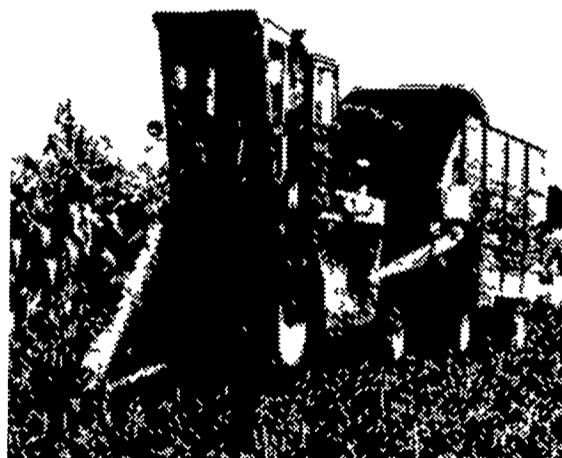
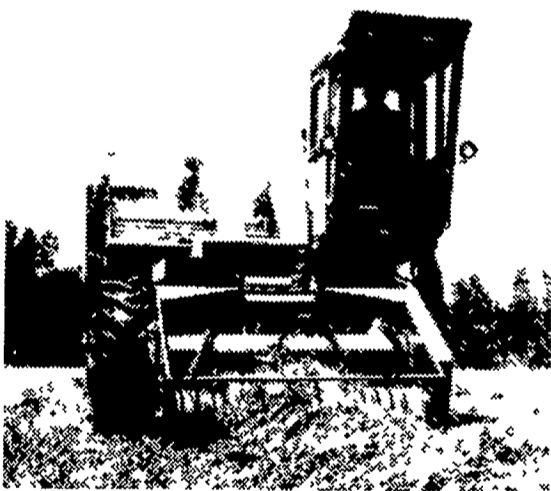
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