

## UEP Gets Support Of Carton Makers

Most of the nation's largest egg carton manufacturers are cooperating in a United Egg

### State Grange Outlines Convention Plans

More than 200 men and women, including officers and deputies, will staff the 100th Pennsylvania State Grange convention October 23-26 in Williamsport, according to A. Wayne Readinger, Harrisburg, state master.

Masters and their spouses from all of the 618 subordinate bodies in 65 counties will serve as voting delegates. In addition to electing a new slate of state officers, they will pass judgement on some 100 resolutions, and act on plans for the 101st meeting in 1973 at Reading.

All state officers will fill their stations and dozens of others will function on committees. Degree teams will administer exemplification of Grange principles in full ritual. Nearly 1,000 adults and youths will be candidates for initiation and instruction at the junior, fifth and sixth stages.

"Amateur Hour" song, instrumental and other acts in talent competition, plus ritual contests, Monday and Tuesday nights (Oct 23-24) will entertain expected capacity crowds in the 2300-seat Capitol theater. In addition, dozens of local persons skilled in music, theater arts, photography, painting, needlework, baking and other facets of homemaking will be enlisted as judges to pick the winners in the many and varied competitive performances and exhibits.

From his staff of state deputy masters and other convention personnel Readinger will appoint 30 or more experienced aides as committees to function in and ad hoc capacity as floor leaders, doormen, guides and tellers whose chief function will be to help keep proceedings operating smoothly and with dispatch.

State and local government officials, National Grange executives, and other well known leaders in public life will appear as speakers. A number of persons in the area will contribute to the convention by cooperating in bus tours to places of scenic, historic and industrial interest.

Producers' proposal to establish a multi-million dollar egg promotion and advertising fund, according to Jerry Bookey, President of U.E.P.

"We have gained the assurances of seven of the larger carton manufacturers that they would cooperate by contributing 50c per 1,000 cartons sold after December 1," Bookey stated. "If all companies participate in this self-help program, approximately \$2 million annually would be made available for advertising and promotion of eggs."

The carton contribution program was proposed by U.E.P. to bolster the egg industry's place in the market, Bookey said. U.E.P. has always supported promotion of eggs by supporting Poultry and Egg National Board. A large portion of PENB's budget comes from U.E.P. and its regional members, Bookey noted.

"We hope to form a closer alignment with PENB in the future," Bookey continued. "Funds from the carton manufacturers will be sent to a trust fund and will be forwarded to the promotion organization on a monthly basis."

Bookey said U.E.P. is now seeking the best qualified man available to head advertising and promotion. He said it was the egg industry's desire to have the organization handling the advertising and promotion program closely coordinated with U.E.P. to maximize benefits of promotion.

The U.E.P. President encouraged other allied industries to follow the carton manufacturers example by contributing to the special fund. He noted that such contributions help all involved in the shell egg industry by improving the image of eggs

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## Away-from-home Meals Boost Farmers' Income

A growing share of the food produced on U. S. farms never sees the inside of a home kitchen.

USDA's Economic Research Service reports away-from-home eating ate up 30 cents of every dollar spent on farm foods last year—5 cents more than in 1963.

Total expenditures for U. S. farm foods in '71 came to \$111 billion. The away-from-home market—public eating places and institutions—claimed \$33.7 billion and the at-home market, \$77.4 billion.

Public eating establishments, distinct from institutions, are which compete with other foods in the market.

Carton manufacturers which have agreed to contribute to this special fund include: Diamond National Corp., Dolco Packaging Corp., Huntsman Container Corp., Intech, Inc., Kennesaw Plastics Co., Keyes Fibre Co., and Packaging Corporation of America.

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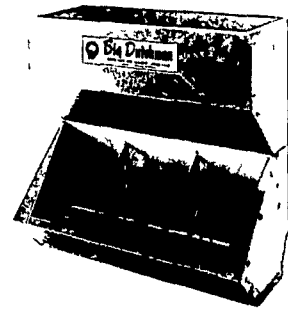
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represented 80 percent of total U. S. farm value (\$35.8 billion); public eating places, 15.6 percent; and institutions, 4.4 percent.

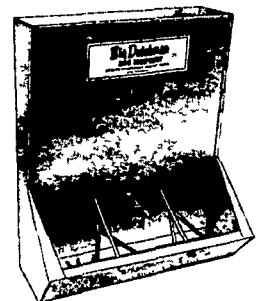
However, the farm value of food consumed away from home increased 75 percent during 1963-71. The at-home farm value increased less than 50 percent in this period.

The marketing charge for U. S. farm foods consumed away-from-home was \$26.5 billion in 1971, or 35 percent of the total cost of marketing all farm foods (\$75.3 billion). The at-home marketing charge was \$48.8 billion, or 65 percent of the total. Marketing charges per unit of product are greater in the away-from-home market because of the additional services involved.

## BIG DUTCHMAN HOG FEEDERS



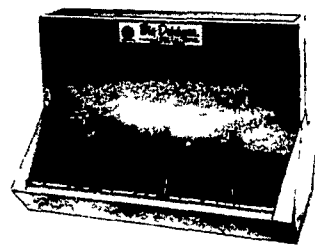
**3 PLACE FINISHING FEEDER**  
Height: 30 inches  
Width: 15 inches  
Length: 31 inches  
Capacity: 150 lbs.



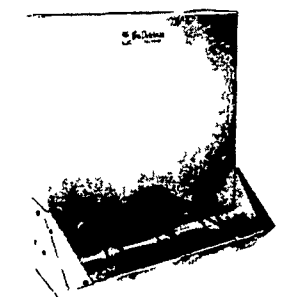
**3 PLACE CREEP FEEDER**  
Height: 20 inches  
Width: 7 inches  
Length: 16 inches  
Capacity: 25 lbs.



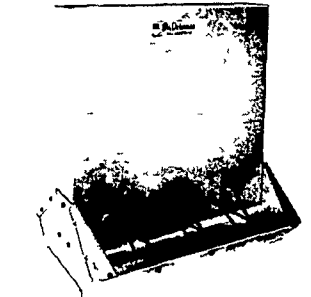
**6 PLACE FINISHING FEEDER**  
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**8 PLACE FINISHING FEEDER**  
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