

## Service is Key

(Continued From Page 1)

want to protect our market, we've got to service the people who buy from us. Service is our biggest competitive advantage."

Service has been a dirty word in the egg business, Wentink said, but its an important part of the marketing process. "Egg people aren't only selling a commodity, they're selling a service, too. You can't just drop the eggs off at the store and hope for the best."

"If you can help a chain store manager turn his egg inventory over one or two more times a month, then your eggs will be worth more to him than those coming from points west or south. Turnover is all important in the supermarket."

Servicing retail accounts, telling them how to sell more eggs with better promotions, better use of shelf space, better inventory control, are all methods that can and should be adopted by egg marketers who want to prosper, Wentink said. One place to start, he added, is with the egg driver or salesman calling on the account. "I have yet to see an egg driver or salesman work seriously to get more shelf space in a supermarket. I have never heard anybody give a rational explanation to a store manager about the best use of the shelf space he has allocated to eggs. And remember, good space management is one of the chain store's most important goals."

One way to sell more eggs to retailers, Wentink said, is for marketers to get their shippers to use uniform management and production practices, and maybe even the same breed of bird.

On the topic of production, Wentink noted that the food marketing habits of the country are forcing efficiency and economy upon the poultry industry. "Mass purchasing begets mass production," he said, "and I'm not so sure the little fellow can survive. One expert out in the Midwest tells us that by 1980, the average production unit will be 100,000 birds."

Wentink said when he started working with the poultry industry, in 1950, Pennsylvania was the third largest poultry state in the nation. Stiff competition from Southeastern producers, however, knocked the state out of that spot in the Sixties. Commonwealth poultrymen have rallied, though, and their industry has now climbed back to

## 4-H Photography Club Formed

The second meeting of the Mount Joy 4-H Photography Club was held Monday, June 11. Election of officers was held.

Officers elected are: Jere Swarr, Manheim RD2, president; Darwin Nissley, Mount Joy RD1, vice-president; Becky McIntyre, 2395 Spring Valley Road, Lancaster, secretary; Judy Stoltzfus, Mount Joy RD2, treasurer; Trudy Nissley, Mount Joy RD1 news reporter.

David Blake, Maytown, one of the Club leaders, looked at some pictures brought by 4-H Club members and told how to improve them. William Reist, Mount Joy RD1, is also Club leader.

It was decided that dues are to be 50 cents for each member.

The next meeting is scheduled for July 9 at Glossbrenner's United Methodist Church.

Trudy Nissley  
News Reporter

the number five spot.

"You've got advantages here," the speaker noted. "You're right on top of the market, and it's a good, solid market with lots of people buying eggs. You've got high-priced land, which gives poultry farmers a good credit base for expanding operations."

"You've got problems, too, but I think the advantages outweigh those problems. Higher taxes. More ecology and environmental problems because of denser populations. And your rates for rail freight are way out of line with what they should be."

Addressing himself to the rail situation in the Northeast, Wentink noted that there are seven bankrupt railroads here compared with four successful railroads in the Midwest. "We've been done in by poor management," he said. "Our railroads here forgot they were in the business of transporting goods and people. They thought they were simply in the business of keeping the railroads running. They didn't adapt. Now they're bankrupt and losing money every day."

The railroad industry, the courts and the government are trying to work out a solution to the rail problem, Wentink said, and the end result will probably mean some rail abandonment. He urged the audience to become more active in poultry industry organizations which are campaigning for railroad reforms.

Touching on the fuel shortage which could hit agriculture especially hard, Wentink said he feels the whole situation is politically inspired. Massive resistance by environmentalists, he said, has prevented the development of new domestic oil supplies and possibly doomed the Alaskan pipeline.

On the high cost of feed, Wentink said he doesn't think prices will ever go back to the good old days. He feels that prices will settle down to a level somewhat above previous levels. The increase will reflect the devaluation of the dollar, plus about five to six percent extra to account for the added pressure for bigger exports to other countries.

While there may be some temporary drops in exports of feed grains, Wentink said he doesn't see any end in sight for exports. About the current situation, he said, "There's a world food crisis, caused by poor growing conditions. Even though it might hurt us at home, we have a moral commitment to share what little we have with people in other countries who have nothing."

## PennAg Slates

(Continued From Page 1)  
over gasoline and other shortages, PennAg predicted.

After the dinner, William L. Larson, Branch Manager, Cargill, Inc., Commodity Marketing Division, Albany, New York will speak at Penn Ag's annual grain meeting following a dinner at 6:30 p.m.

Larson's talk will be "The Great Green Hope". He will concentrate upon the role the United States must play in world trade, the trade opportunities it enjoyed in 1972, and what lies ahead in the coming years in reference to Russia, Red China and other grain buying countries. Larson feels that agriculture can help solve the United States' balance of payment problems.

Transportation, storage and weather problems for food and feed grains statewide, nationally and internationally will also be

## Pa. Poultry

(Continued From Page 1)

Agriculture Egg Council. He currently serves as a director of North American Poultry Producers Cooperative Association and Egg Clearing House, Inc.

Ulrich is a commercial producer who processes and retails his own eggs. Among his many honors, he numbers the Pennsylvania Master Farmer Award, which he received in 1964. He currently serves as president of the Master Farmers Association. Ulrich is an agricultural trustee at Pennsylvania State University, and is a past president of the Penn State Agricultural Advisory Council.

He is presently on the Pennsylvania State Egg Marketing Advisory Council, and is a member of the executive committee of the Pennsylvania State Council of Farm Organizations.

The federation also presented outstanding youth awards to Nancy Gibboney, Huntingdon, Huntingdon County; Tim Haffey, Enon Valley, Beaver Co.; Bryant Rebeck, Hegins, Schuylkill Co.; Steve Fry, Mechanicsburg, Cumberland Co.; Joyce Livingston, Dover, York Co., and Marian Wertz, Danville, Montour Co.

Beginning shortly after noon, the federation's annual meeting started off with a panel discussion on feed costs. Panel moderator was Dr. Owen Keene, assistant professor of poultry science at Penn State. Others on the panel were: Stanley B. Smith, poultry nutritionist for Agway, Inc., in Buffalo, N. Y.; Dr. Richard G. Peacock, manager of technical services for Pennfield Corp., Lancaster, and Olin A. Rowth, vice-president and director of research and technical service for Beacon Milling Co., Inc., in Cayuga, N. Y.

Keene began the discussion with a presentation on saving feed costs on the farm. Smith followed with a discussion on the methods feed companies use to develop feed formulas. Peacock told the audience how he uses computers to help him arrive at high efficiency, low cost feed formulas, and Rowth discussed the feed and grain situation and the outlook for the months to come.

Rowth said that part of the problem with today's escalating feed grain prices is that never before in history have so many people all over the world been eating meat. "People in Western Europe, Russia and even China want more meat today, and they can afford to buy it," Rowth said. "So they're going to be coming after our feed grains to feed their livestock. This situation has changed tremendously in the last three or four

discussed by Larson, in acquainting area marketers with facts they can use in buying and selling this year's commodity.

Larson is a twenty-eight year veteran grain merchandiser who during the 1950's managed the Cargill installation in Marietta, Penn.

## First At Show

A Polled Dorset ram lamb consigned by Dr. and Mrs. Robert D. Herr, Nix Besser Farm, Narvon RD2, was named Champion Ram Lamb at the 32nd Annual Eastern Stud Ram and Ewe Sale held this past week at Staunton, Virginia. The next day at the sale it sold for \$450, the highest selling Dorset ram of the sale.

Over 200 sheep representing four breeds from 20 states and Canada were exhibited at the show and sold the following day.

years. This past year, the picture was complicated by a poor growing season in Russia, by the failure of the Peruvian fishing grounds, and by exceptionally poor harvest conditions here at home."

Another complication, Rowth said, is that American agriculture has been promoted as a key to world peace, and it is being counted on to redress this nation's balance of payments deficit.

Even without all that, he noted, the world's food producing areas are still going to be hard pressed to keep up with demand. "World population is supposed to double, to 3.6 billion people, by the year 2000. This means more demand for more food and better food. People will be eating more meat. In Japan, for example, the demand for meat is exploding. Yet, they must import 95 percent of their feedstuffs. And, in the next five years, Japan expects to double their purchases of feedstuffs."

Looking at the shorter range, Rowth said that the period from now to harvest is a very critical time. The protein supply is very tight. He said there's no relief in sight for the soybean shortage. There had been some hope that a good crop in Brazil might help alleviate a world-wide shortage,

but Rowth said that nearly all the Brazilian beans are staying right in the country. "And there's no way of knowing what will happen to the Peruvian fishing industry."

Rowth noted that the price-cost situation in the poultry and dairy industries was very critical, and said that those industries would need some relief in the next two or three months if conditions didn't get better.

This year's corn crop, Rowth feels, will be about the same as last year's. He expects the soybean crop to increase, but doesn't think futures prices will head downwards.

"We'll definitely be in better shape after the harvest," he told the audience, "provided we have a good growing season, and provided we have enough fuel to get the crops out of the field and dried."

Professor Anthony Stemberger, an agricultural economist from Penn State, stepped to the speaker's podium after the panel was through to discuss base price quotations. He was followed by Dr. H. G. Geyer, director of Natural Resources and Environmental Improvement for the U. S. Department of Agriculture.

Dr. Geyer's speech concerned the need for wiser use of farm byproducts, such as animal waste, and the growing possibility of confrontations between urban and rural land users.

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