

# Neppco's "Tommorrow" Theme Tied to Industry's Livelihood

A theme which reflects the agricultural industry's concerns and the livelihood of its practitioners — "Tomorrow" — has been selected as the foundation for Northeastern '73, the 42nd annual convention of the Northeastern Poultry Producers Council (NEPPCO).

The three-day exposition will be staged October 30 thru November 1, at one of the nation's premier resorts, the regal Hershey Hotel and Motor Lodge in the center of Pennsylvania's and the northeast's "farm belt".

"We expect 'Tomorrow' to set

the industry ablaze with ideas, insight and innovations, the kind of input producers and allied industry men will need to compete next week, next month and next year in this fast-changing business," according to Hendrik Wentink, NEPPCO president.

The popular 14-state convention and exposition moves back to central Pennsylvania this year after a four-year absence "amid a myriad of problems producers four years ago never thought they'd be confronted with," Wentink says.

Accordingly, in-depth seminars will be heavy on outlook, on new

merchandising ideas, cost-controls, planning precision and insight into both price expectations and anticipated government regulations.

Because of the projected importance of the talks at Northeastern '73, NEPPCO will revert to its policy of staging educational sessions and exhibit hall openings during separate hours.

"We're really attempting to put a sliderule on Tomorrow," Wentink reports. The talk sessions will share the spotlight with newly-conceived educational exhibits composed of outstanding data from around the world, as well as the neatly-expanded commercial exposition housed this year in the spacious Hersheypark Arena.

The fun-and-games aspect of the highly-favored Hershey resort area was not overlooked by NEPPCO officials. They have scheduled activities around the famed arboretum, the oldtime museums, Hersheypark itself, the well-known chocolate tour, the golf course, as well as their own banquets, parties and industry luncheons within the resort hotel itself.

Reservations or advance data for the big annual affair can be made only through the NEPPCO office at 322 Oxford Valley Road, Fairless Hills, Pa. 19030.

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A computer has made its debut at La Scala in Milan, working backstage to keep Italy's foremost opera house running smoothly.

Chief task of the computer is to handle the complicated accounting for the La Scala Authority which, in addition to the opera house, includes a ballet school, a museum, and workshops for building scenery, making costumes and supplying such props as 36 shields and 60 daggers for "Aida."

## Alvin Frey Promoted



Alvin L. Frey

Alvin L. Frey has been promoted to processing plant supervisor for Pennfield Corporation's farm operation in Ephrata. The appointment was announced by Glenn H. Herr, production manager of Pennfield's egg division.

Prior to his new position, Frey was assistant processing supervisor at the corporation's in-town plant, L. M. Sheaffer Company. He has been with Pennfield for eight years and has held a variety of jobs within the company.

Frey's duties as processing supervisor include responsibility for the processing and quality control of all eggs produced on the 270,000-bird farm. He reports to Herr.

The local native and his wife have four children and six grandchildren. They reside at Denver RD1.

## Recommend Amending Onion Marketing Order

The U.S. Department of Agriculture (USDA) has recommended amending the federal marketing order for South Texas onions, to authorize production research. Marketing research and development are already authorized.

Officials of USDA's Agricultural Marketing Service said the proposal is based on evidence received at a public hearing held July 10, in McAllen, Texas. The amendment and hearing were requested by the South Texas Onion Committee, which administers the program for USDA.

The recommended decision was published in the Federal Register of August 17. Interested persons may file exceptions to the recommendation until Sep-

tember 10, 1973, by sending four copies to the Hearing Clerk, Room 112-A, U. S. Department of Agriculture, Washington, D. C. 20250. These and the hearing record will be considered before the Secretary of Agriculture issues a final decision.

If that decision favors adoption of the proposal, a referendum will be held for growers in the production area. To become effective, the amendment must be approved by at least two-thirds of the growers voting, by number or by volume of production.

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