

Ag Experts To Focus On Key Problems at NEPPCO Convention

Sixteen of agriculture's experts and innovators will gather this month to focus on the weeks and months which lie ahead for those in the poultry and allied industries.

They form the phalanx of speakers looking at "Tomorrow, The Dawning of a New Era in Agriculture," at the 42nd annual Convention of the Northeastern Poultry Producers Council meeting in Hershey October 30 through November 1.

Industriemen from the 14 northeastern states and surrounding areas will divide their time between seminars at the Hotel Hershey and an exposition of the latest in poultry products, equipment and services at the nearby Hersheypark Arena.

"Because so many aspects of the poultry industry have reached an important turning point, this year's convention will be strong on educational sessions probing outlook, new mer-

chandising ideas, cost-controls, planning precision and insight into both price expectations and anticipated government regulations," according to Hendrik Wentink, NEPPCO president.

The program of seminars is balanced with others for youth and for visiting ladies, with the nation's largest market egg show, with an exhibition of some of the nation's best merchandising ideas and with a full program of luncheons, touring and entertainment.

The exposition itself will be the largest in several years, according to Richard I. Ammon, NEPPCO executive director, coincident with its return to central Pennsylvania, and will feature innovations to be premiered at this show.

The big annual convention begins on Tuesday, October 30 with a keynote luncheon addressed by J. Phil Campbell, U.S. Under Secretary of

Agriculture, on "The Dawning of a New Era for Agriculture."

Wednesday morning sessions are keyed to "Opportunities," beginning with a detailed exploration of "Anaphage," a new name for a new product, turning dried poultry waste into a profit, by Dr. Howard C. Zindel, chairman, department of Poultry Science, Michigan State University.

"Merchandising," a show-and-tell presentation given for the first time anywhere on what our industry's key organizations are doing to promote our products successfully, will feature Michael L. Meshew, director of industry relations for the National Turkey Federation; George B. Watts, president of the National Broiler Council, and Richard L. Kathe, general manager of the American Egg Board.

"Radicalism," an open-mind approach to poultry problems in the new era, is the address of L. M. Skamser, D.V.M. and product group manager of the agricultural division of American Cyanamid Co.

A luncheon will feature "The Challenge of Change," a fast-moving review of today's dynamic marketplace by M. A. Pekarek, widely-acclaimed motivational speaker who travels more than 100,000 miles annually in the employ of National Cash Register Company to inspire audiences.

Thursday begins with the big "Outlook" session featuring experts Richard E. Scruggs, chief economist for Standard & Poor's Corporation; Lee Campbell, vice president, government

relations, Poultry & Egg Institute of America; John H. Frazier, Jr., president of the National Grain and Feed Association; Richard C. Larkin, director of economic research for the National Broiler Marketing Association, and John R. Pedersen, director of marketing and statistical analysis for the United Egg Producers.

"Stabilization," a meet-the-press dramatization, will spotlight Ernest E. Brown, chairman of Poultry and Egg Industry Association's shell egg committee.

The gala banquet and fun-and-games night at the Hotel Hershey takes place that evening.

Throughout the convention, the hours of the commercial exposition will be scheduled during afternoons only.

Advance registrations and additional information are available through the NEPPCO office at 322 Oxford Valley Road, Fairless Hills, PA. 19030.

Show registrations, including a special one-day registration for commuters, will be accepted during the convention between 8:00 a.m. and 12:00 noon at the Hershey Hotel, or at the Hersheypark Arena after 2:00 p.m. The one-day registration fee of \$5.00 includes admission to the educational program and the exhibit area.

Agway Forming Life Insurance Company

Agway Inc. is in the process of forming its own life insurance company, Ronald N. Goddard, executive vice president, has announced.

Speaking at a press luncheon held in connection with the 1973 Agway Annual Meeting in Syracuse, N.Y., Goddard said papers to charter the new company are being filed with the New York State Insurance Department. It is expected that the life company will begin operations early in 1974.

Agway Inc., with headquarters in DeWitt, is a farm supply and food marketing cooperative owned by 111,000 farmers in 12 northeastern states. The cooperative has a wholly-owned


subsidiary, Agway Insurance Co., which writes a full line of property and casualty insurance. Life insurance coverage written by other companies is offered through Agway General Agency Inc.

Goddard said the agency will continue to represent other life companies in those states in which the new company is not yet licensed.

Goddard termed the decision to enter the life insurance underwriting field a "logical step in a progression of insurance services that started in 1954." In that year, the Agway Insurance Co. was formed to provide property and casualty insurance protection for Agway properties.

In 1959, a group health-life insurance plan was developed for Agway members. The plan, now insuring more than 75,000 farm people, has paid \$33 million in claims since its inception, according to Goddard.

Growth of its insurance services made it necessary for Agway Insurance to find additional space. The insurance operation moved from the Agway corporate headquarters building to a separate building on Kinne Road in DeWitt last year.



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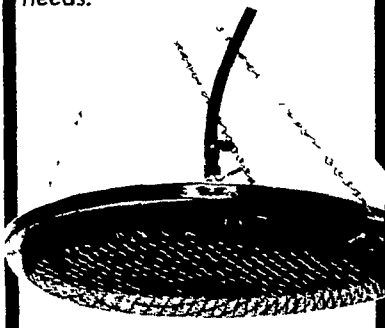
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