

Neppco Meet

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copy for monthly agricultural magazines and Area Consumer Specialists.

George B. Watts, president of the National Broiler Council, told the groups that his organization is doing it with emphasis on garnering free time and space in media — with recipes, feature stories and photographs, rather than paid advertising space. They're bombarding "thought leaders" and journalists, updating their point-of-purchase materials for stores and placing new emphasis on program fillers and short educational spots in the broadcast media.

The NBC will be pushing six attributes of chicken — perfect protein, high vitamins, low fat, low calories, easy digestibility and self-basting. And, major new stress will be placed on the National Chicken Cooking Contest, a budgeted \$150,000 program which reaps millions of dollars in free space, says NBC, throughout the year.

Like their counterparts in the broiler and egg industry, the

National Turkey Federation garners valuable space from publications through a continuing program of news releases.

Michael L. Mesheu, director, industry relations for NTF cited as an example a \$10,000 investment in the preparation and distribution of two full newspaper pages of color photos and recipes which resulted in newspaper coverage that would have cost \$110,000 if purchased as advertising space.

Businessmen must become radical to survive, NEPPCO conventioners were told by Dr. L. M. Skamser, product group manager in American Cyanamid's agricultural division. Skamser spoke on the importance of an open-minded approach to poultry problems in the new era of agriculture.

"Everything now being done is going to be done differently; it's going to be done better. If you don't do it, your competitor will," Skamser said. "Radicalism can ruin you," or it can be used to carve out and hold a share of the market which will allow you to grow, at prices which will allow you to prosper."

Speaking at the Wednesday



Egg producers were commended for shunning export controls on grains used to feed their flocks, since such action would lead to price controls on their own products, according to U. S. Undersecretary of Agriculture J. Phil Campbell (center). He shared the rostrum at the 42nd exposition of the Northeastern

Poultry Producers Council (NEPPCO) October 30 at the Hotel Hershey, Hershey, Pa. to open the 14-state convention with Warren Elfrank (left), Camp Hill, Pa., President of the Pennsylvania Poultry Federation, and Hendrik Wentink (right), Lancaster, Pa. NEPPCO President.

luncheon was M. A. Pekarek, from the National Cash Register Company in Dayton, Ohio. He talked about the challenge of change, giving a fast-moving review of today's dynamic marketplace.

Thursday's sessions began at 9 a.m. with an economic outlook presented by Richard E. Scruggs, chief economist for Standard & Poor's Corporation.

Lee Cambell, vice president for government relations at the Poultry and Egg Institute of America, talked about the view from Washington.

The outlook for feed prices in the months ahead looks good for livestock and poultry producers, according to John H. Frazier, Jr., president of the National Grain & Feed Association.

Richard C. Larkin, director of economic research for the National Broiler Marketing Association gave his thoughts on the turkey and broiler markets. John R. Pedersen performed a similar chore for eggs. Pedersen is director of marketing and statistical analysis for United Egg Producers.

The most serious proposal in recent years to bring stabilization to the egg industry was analyzed in depth during a Meet the Press session featuring Ernest Brown and a panel of four farm reporters. Brown is chairman of the Poultry and Egg Institute of America shell egg committee, and a principle spokesman for a federally policed program that would stabilize the nation's laying flock.

Stabilization, according to Brown, would bring supply more nearly in balance with demand, smooth out the hills and valleys which plague the egg industry, and make the climate more favorable for the survival of small, family farm egg operations.

The farm writers questioning Brown were Donald Timmons, field editor for Watt Publications, Daryl Natz, editor of Feedstuffs, John Kimbark, associate editor of Pennsylvania Farmer, and Dick Wanner, editor of Lancaster Farming.

NEPPCO wound up what was considered its "most successful convention of the past decade" with a decision to skip plans for a commercial exposition in 1974 in order to support the 15th annual World's Poultry Congress in New Orleans.

Hendrik Wentink, Lancaster, NEPPCO President, announced that the 14-state poultry organization would urge its membership to support the worldwide show upon its return to the United States next August.

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