

## Soaring Demand Seen For Processed Turkey

Output of processed turkey foods could double by 1985, largely because of growing sales of turkey rolls, roasts, and breasts, according to a publication from the U.S. Department of Agriculture (USDA). Use of turkey in such processed forms could account for most of the

expansion in the market for turkey meat.

The report by USDA's Economic Research Service notes that a fourth of the nearly 400 plants further processing turkey in 1972 produced rolls and roasts valued at \$250 million. Both the number of plants processing turkey and the output of these two products have increased dramatically during the last decade. The heavier pre-cooked rolls of deboned turkey meat and binders have long been produced for institutional serving. The newer oven-ready, family-sized roasts, however, have recently become important in volume and value.

Although production of rolls and roasts is concentrated in the West North Central States, new plants have proliferated in other regions such as the Northeast. Based on simulations of plant operating costs, the study points out that larger and better utilized plants can produce rolls and roasts for much less than many smaller concerns now do. Such efficiencies will be needed during the coming decade to offset rising production costs.

Per capita consumption of turkey rolls and roasts in 1972 was estimated to be about 1.2 pounds annually, about 40 percent of the total consumption of further processed turkey products and 13 percent of all turkey meat consumed.

## Poultry and Egg Spokesmen Will Gather in Harrisburg

Principal speakers have been announced for the Pennsylvania Poultry Federation's Annual Meeting on June 20, 1974, at the Sheraton Inn, Harrisburg, Pennsylvania. Henk Wentink, Chairman of the National Commission on Egg Nutrition will lead off the afternoon program with a report on getting the "egg side of things" told to the American consumer.

Wentink's report will be followed with a panel discussion of current and controversial issues facing the poultry and egg industry. Panel participants are Dick Ammon, Executive Director of the Northeastern Poultry Producers Council; Lew Walts, Executive Vice President of the National Turkey Federation; George Watts, President of the National Broiler Council and Harold Williams, President of the Poultry and Egg Institute of America. The formal part of the program will conclude with a verbal and visual presentation of

Single copies of "Costs, Margins, and Projected Consumption of Turkey Rolls and Roasts," MRR-1023, are available free on postcard (please include zipcode) or telephone (447-7255) request from the Office of Communication, U.S. Department of Agriculture, Washington, D.C. 20250.


1974 T. V. commercials for eggs and other promotional materials by Dick Kathe, President of the American Egg Board.

The afternoon session will conclude with the Federation's Annual Business Meeting followed by a Board of Director's meeting. The evening program will begin with an "around-the-pool" social hour and conclude with a banquet honoring the Poultryman of the Year and Allied Industryman of the Year, two highly esteemed awards annually bestowed

on two outstanding Pennsylvanians. With the exception of the Annual Business Meeting and Board of Director's Meeting, the afternoon and evening sessions are open to everyone. Interested parties can obtain registration forms and banquet tickets by calling (717) 564-8440.

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