

# Neppco Convention Set for Oct. 21-22

Billed as a program of "Revolutionary Concepts", the 43rd Annual Convention of the Northeastern Poultry Producers Council (NEPPCO), will meet in Philadelphia in the Benjamin Franklin Hotel of October 21 & 22.

Some fourteen nationally and internationally known figures are set to explore in depth the issues facing poultrymen today.

Keynote speaker at the opening luncheon, Monday, Oct. 21, will be the U.S. Ass't. Secretary of Agriculture,

Richard L. Feltner. He will be followed in the afternoon by trio of industry men on three key topics. John F. Bergdoll of Big Dutchman will present "The Case for DPW"; Dr. John W. Dodge of Agway, Inc., will discuss "Other Alternatives for Those Who Can Take Advantage of Them"; and Dr. A. W. Jasper of the American Farm Bureau Federation and new president of the World's Poultry Science Ass'n., will conclude the afternoon program with discourse on "Revolutionary Concepts in Marketing".

On Tuesday morning, Wallace A. Mitcheltree, Rutgers University specialist in the art of managing people, will present three short lectures on the general theme of "Management in a Time of Revolutionary Change". Each lecture will be introduced by a short skit performed by the NEPPCO Players. Hiring, absenteeism, turnover and motivating farm workers are among the topics to be covered.

At noon, a Commodity Luncheon will feature a talk on the egg industry by Ralph J. Thomas, manager of poultry marketing services for DeKalb AgResearch, Inc., followed by a panel discussion on the future of broiler production in the Northeast moderated by William A. Haffert, Jr., editor of Broiler Industry. Panelists include Bob Blades of Bayshore Foods, Easton, Md.; Herb Hutchings of

Penobscot Poultry Co., Belfast, Me.; and Bob Graybill of the Pennfield Corp., Lancaster, Pa.

The final session Tuesday afternoon, Oct. 22, promises to be the grand finale of this star-studded Convention program. Titled the "Outlook Session", it will present four distinguished personalities, each highly respected in his particular field. High Stockely, senior vice president & chief economist for Girard Bank, one of the nation's leading financial institutions, will discuss the economic outlook with emphasis on the money market and who will finance agriculture in the future. Bruno Tasch, the man responsible for buying Agway's feed ingredients for some 20 years, will look into the immediate future to discuss both availability and price of feed grains.

Input costs, of course, must be balanced with output prices to insure profitability. Accordingly, Roland G. Hendrickson, president of Pfizer's Agricultural Division, will reveal the results of his study of the outlook for egg, broiler and turkey prices. Finally, Dr. Don Paarlberg, Director of Agricultural Economics for USDA, just returned from a pre-Food Conference meeting in Rome, will give an overview of the world food situation and the outlook for U.S. export of finished agricultural products, especially poultry.

The convention will include a special program for the ladies, an open night Monday, Oct. 21, for sup-

pliers hospitality, plus a gala reception, banquet and entertainment on Tuesday evening.

"We have already received a large number of advance registrations and more are arriving daily", reports NEPPCO president, Henk Wentink. "We are offering a zippered briefcase filled with gifts to those who register in advance and apparently that has proven a sufficient incentive for a lot of people to do so," Wentink concluded.

For registration information and forms, call or write NEPPCO, 322 Oxford Valley Road, Fairless Hills, Pa. 19030 (215-547-0190)

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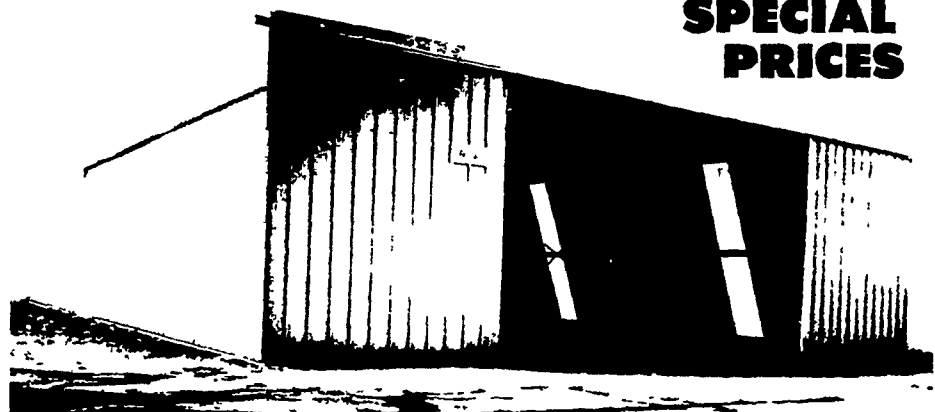
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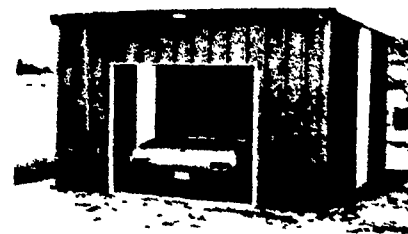
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