

'Poultry -

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must be done before valid conclusions about what fats should or shouldn't be in our diets.

Meanwhile, egg consumption continues to decline, even while improved flock management, breeding and feeding efficiency have made it possible to produce more eggs from fewer chickens. Eggs per layer in the last 25 years have jumped from 174 eggs per bird to 233 eggs per bird. Surely, in a world increasingly worried about rapid population growth and future food supplies, we shouldn't dismiss eggs as an excellent source of human nutrition.

Accordingly, USDA has recently appointed 18 members and alternates to serve on a new Egg Board which will administer an improved Egg Research and Promotion Order. This board is designed to help develop markets for eggs by working in promotion, research, and consumer education on the use of eggs and egg products. I think that this is definitely a step in the right direction.

The poultry industry has not yet reached its pinnacle. Our nation and the rest of the world is going to continue to eat more animal protein as people gain affluence — as they inevitably will. It's apparent from our own history that the poultry industry has an important role to play in this change in diets; as people switch from direct consumption of cereals to the eating of more livestock and poultry products in general.

The gains of the poultry industry haven't come at the expense of other livestock products; they have come as a part of a general trend toward eating more meat. Even while poultry made its dramatic gains during the last quarter-century in the U.S., the annual per capita consumption of beef and veal went up from 71.4 pounds in 1950 to a record 124.3 pounds in 1975. At the same time, pork consumption per person has remained steady.

Total animal protein consumption will continue to rise in this country, in spite of the clamor of some people who claim we should all eat "one less drumstick per week" in order to make more grain available to the world as a whole.

This latter plan is just plain rhetoric, based on fuzzy thinking and incomplete logic. Unfortunately, there are some who unthinkingly parrot such rhetoric without realizing the fallacies of it. They actually believe, through a process of wishful thinking, that such a simple slogan can indeed supplant the complex interactions of world economics to help the world's poor. This naivete must be counteracted with clear thinking. People deluded by such rhetoric must be communicated with; they must be exposed to the rule of reason, not rhetoric.

The challenge for your industry will be to continue the excellent job of innovative research and marketing you have done up to now. You have a great story to tell. Don't relax for a moment.

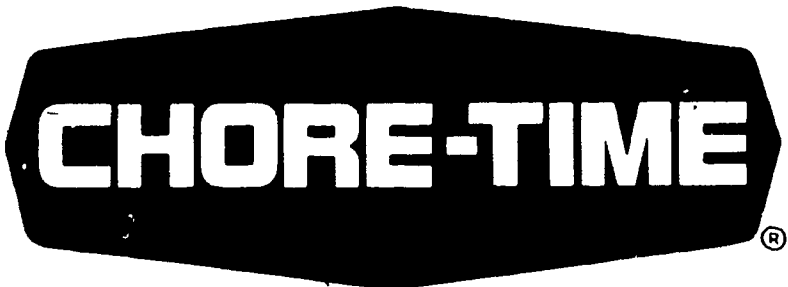
Science and economics are on your side. Use them and use them well.

Berks beekeepers meet

By JUDY MITCHELL
Berks Co. Reporter
LEESPORT - Attendance at the Spring meeting of the Berks County Beekeepers Association included the interested observer as well as the seasoned keeper with more than fifty years experience with bees. President Richard Hershey of Temple conducted the March 25 meeting held at the Agricultural Center, assisted by secretary-treasurer Mary P. Snyder, Wernersville R3.

The program got under way with the showing of two fascinating films entitled "The Life Cycle of the Wasp" and "Secrets of the Bee World." During the brief business meeting which followed, Hershey spoke to the group about the importance of the Federal Indemnity Program which compensates for beekeepers losses in the event of bee spray. The open discussion, obviously a favorite portion of the program, saw a lively exchange of ideas between the bee enthusiasts. The discussion period also provided the novice beekeeper with an opportunity to get valuable advice on beekeeping methods from the more experienced members.

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