

Egg board adopts \$7 million budget

DECATUR, Ga. - The American Egg Board met earlier this month and approved a 1977 budget of \$7,098,213 for the first full year's operation of the newly formed national checkoff program.

According to Finance Committee Chairman, Roland Coles, the budget programs for 1977 are sufficiently planned to adjust if anticipated income does not meet the goals. He emphasized, however, the Committee attempted to make conservative estimates of income before recommending the proposed budget.

The largest chunk of the budget will go to advertising and promotion. Don Long, chairman of the Advertising and Promotion Committee, outlined to the Board the most extensive campaign ever planned by the egg industry. The program calls for a \$4.5 million expenditure

in 1977 for radio, television and print media advertising. The ad program will go into full swing in January. Viewers will see the "Incredible Edible Egg" campaign on such television news shows as the ABC early news with Harry Reasoner and Barbara Walters, the NBC early news with David Brinkley and John Chancellor, and the CBS early news with Walter Cronkite.

Representative of the prime time TV shows on which egg commercials will be shown include The Waltons, Little House on the Prairie, ABC Movie and Bob Newhart. Representative of daytime shows which are to be used for egg advertising include The Young and the Restless, Hollywood Squares, Today Show and The Doctors. Commercials will be aired on other shows to be announced. Additional commercials which will not be seen nationally will be seen in the top 20 egg markets.

Network radio ads are scheduled for morningtime beginning in January. For one 6-weeks campaign some 10 commercials per week will be broadcast nationally on the Mutual Radio Network and five per week on CBS radio.

Long reported magazine advertising will include Better Homes and Gardens, Good Housekeeping, Redbook and Family Circle. He also reported AEB is developing a calendar for

distribution to egg producers showing the schedule of planned advertising for the first six months of next year. These calendars are scheduled for distribution early in November.

Some \$582,000 was allocated for research. This was the budget recommended by the Research Committee - except for \$50,000 added by the Board - which is headed by Ernest Brown.

Brown outlined to the Board the Committee's recommendations, for

funding egg consumption testing, new product research, and egg market testing. The Committee reported having additional research proposals under consideration and the Executive Committee was authorized to approve appropriations for funding these studies within the approved budget.

A consumer education budget in excess of \$630,000 will continue and expand the former AEB program of providing films, film strips, educational materials,

pamphlets and other such public materials to consumer education groups and others. This budget includes AEB's test kitchen, service to publications, etc. It also includes provisions for newliaison work with national and state consumer groups.

The Board approved a \$125,000 budget for the development of export markets for eggs, egg products and spent fowl. Specifically approved Friday was the \$40,000 appropriation for a six-month

feasibility study which will precede any further work in export market development.

The study will be conducted by U.E.P. and The Poultry and Egg Institute of America. It will involve an evaluation of the world supply-demand factors and world consumption patterns.

Particular emphasis will be placed on developing Far East and Near East markets. The Executive Committee and the Board

[Continued on Page 27]

NEPPCO reply to Carter telegram:

'We do not fully agree . . .'

FAIRLESS HILLS, Pa. - At its meeting in Philadelphia early this month, the board of directors of the Northeastern Poultry Producers Council received a lengthy telegram from Democratic Presidential Candidate, Jimmy Carter, expressing his views on agricultural policy. The board ordered its executive director to draft a reply thanking Mr. Carter for submitting his views on national agricultural policy and requesting his consideration of NEPPCO's views on matters relating to it. Following are the key paragraphs of the NEPPCO reply.

"We do not fully agree with your statement that 'during the past eight years, the Republican administration has subjected the agricultural industry to unstable government policies, making it impossible for producers to formulate long range plans in a predictable environment'.

"We cannot speak for grain farmers or livestock producers, but we can state categorically that while the poultry industry has had a history of 'boom and bust' cycles (regardless of the party in power) its economic situation has improved significantly over recent years during the very time when it also enjoyed its best relationship with the U.S. Department of Agriculture.

"That is not to say we endorse everything the Ford Administration has done - or failed to do - any more than we denounce everything the Democratic Congress enacted or failed to enact.

"In this regard and for your consideration, we are enclosing a statement of Federal Legislative and Regulatory Matters that was developed from meetings with our members and approved by our Board of Directors this past May. Several of the issues mentioned have already been resolved by the Congress and the President.

"The No. 1 issue, however - excessive regulation by government - is still very much with us and we would be most interested to learn what you propose to do about it if you are elected President.

"A careful reading of the Democratic Platform gives us the impression that under your administration, agriculture and business in general would be subjected to more, rather than less, governmental interference and control. Is this a valid assumption? If not, could you share with us your thoughts as to how you could accomplish the goals set forth in your Oct. 5 telegram and the objectives listed in the Democratic Platform without additional Federal regulation of our farms and our firms?"

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