

# Producers make the difference in egg promotion

An important crossroads in the history of the American Egg Board has been reached - and now is the time for all egg producers to show their support for the accomplishment of the AEB programs. As you have probably read, a bill has been introduced by Congressman Baldus, of Wisconsin, to allow the assessment for funding of AEB to be increased (by producer vote) to 7½ cents for 1979 and no more than ¾ cents each year, up to a limit of 10 cents.

The UEP Board of Directors has voted to support the amendment, and urges you to consider the following facts.

First, per capita consumption of eggs increased by six eggs in 1978 - prior to that, it had decreased an average of four eggs per year for nearly 30 years! For the last 18 months, per capita consumption has exceeded the previous year's level - nothing even close to that has happened before!

Second, "The Incredible

Edible Egg" has become a familiar jingle to millions of Americans, through television, radio, magazine and newspaper promotions. Merchandising materials of all descriptions are being used by state and regional organizations, as well as numerous producers, to carry the message further. Long-range efforts, including nutrition research, food service promotions, institutional recipe development, consumer education programs, new product and

export development, and state and regional cooperative funding programs have laid the groundwork for future progress, in addition to their contribution to AEB's unquestionable success.

Finally, AEB has generated additional revenues and profits for the entire industry, a fact which all producers must recognize and act upon. Already, nearly two cents of every assessment nickel has been lost to inflation since AEB's incep-

tion. If the program is to grow, or even maintain its present level, producers must pay the bill, an investment well worth the money. AEB is an industry self-help program, no government subsidies or loans of any kind, an additional fact of which producers can be proud.

It took five years for the original checkoff bill to go from first drafting to the President's signature. The amendment will also take some time, and inflation will

continue. Every producer has a stake in this effort. You will be called upon to contact your legislators for support in the near future. But for the present, the priority is to lend your own support and to obtain the support of fellow producers in your area.



## **STEIGER** FIELD DAY SEPT. 5th

10:00 a.m. to 4:00 p.m.

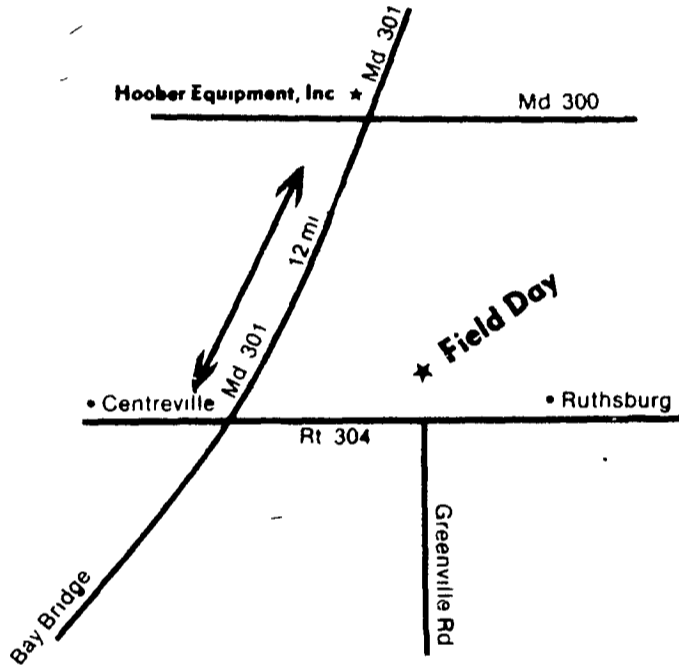
Your Chance To See Our Tillage Equipment At Work

### TRACTORS ON DISPLAY

- ST-310 Panther III 310 H.P.
- ST-251 Cougar III 250 H.P.
- PTA-350 Panther III
- 350 H.P. Automatic
- Panther II 350 H.P.
- Reconditioned
- Bearcat II 210 H.P.
- Reconditioned

### EQUIPMENT ON DISPLAY

- Wilrich 10 Bottom Plow
- 2321 Krause Chisel 24'
- 3525 Krause Chisel 18'
- 2416 Krause Disc 26' 220#
- 1950 Krause Disc 27' 135#
- 3200 Krause Disc 20' 220#
- Graber 7' Pull-type Ripper
- Wil-Rich Field Cultivator 31'
- 1462 Krause Offset 14'
- G-3-20 Sunflower Offset 20'
- 2244 Krause Disc 13'-9"
- 1578 Krause Disc 16'-8"

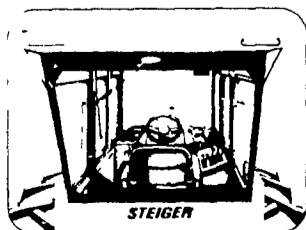


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