

Producer sees tough times for industry

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own eggs since 1969. And after more than a decade of plugging away, Jim Wolf isn't sure that the independent marketing game is a game that everyone should play.

"We used to sell our nest run eggs to a processor who packed our eggs and sent them to market. We were doing all right with this system, but we figured marketing was where the real money was.

"We found that marketing is more challenging. It's more stable, because the money comes in every week, and the markups are more consistent. But it's also more risky. If our eggs sell at less than the cost of production, it's our money that's lost.

"Over the long haul, a packer is really no better off than a producer," Wolf said.

But feeling that way hasn't lessened Wolf's enthusiasm for the marketing task. It would be hard to find anybody in the York area who hadn't heard of Wolf Eggs. Omelet demonstrations at local malls and newspaper ads help people remember Wolf Eggs.

An egg eating contest and a radio chicken giveaway make them unforgettable.

The egg-eating contest lured participants with the

promise of a \$200 first prize and the chance to officially topple the Guinness Book of Records title holder by downing more than 42 hard-boiled medium eggs in 30 minutes. Last year's winner managed to wolf down only 32 eggs, but the local publicity given to the contest made the effort well worthwhile.

In the chicken giveaway, Wolf manned the microphone of a local radio station to offer a free chicken to the person who writes the best letter explaining why he or she needs a chicken.

"We got a barrel of entries," Wolf said, "most of them funny, but there were a few people who really did need a chicken."

At the end of the first year's contest, Wolf announced the winner over the air, then bought back the chicken for \$50. "Our flock was getting a little low," he told the happy chicken winner. The second year of the contest, he traded a weekend for two in a local resort for the winner's chicken.

"I try to keep our promotions light and humorous," Wolf said. "We try to have fun, and we don't go in for the hard sell. We try

to keep the Wolf name before the public, and we try to project a quality image. It's a long-range program, and I think it's working."

There is one advertising school of thought that says an advertiser should promote his product when sales are down, and ease off when sales are up.

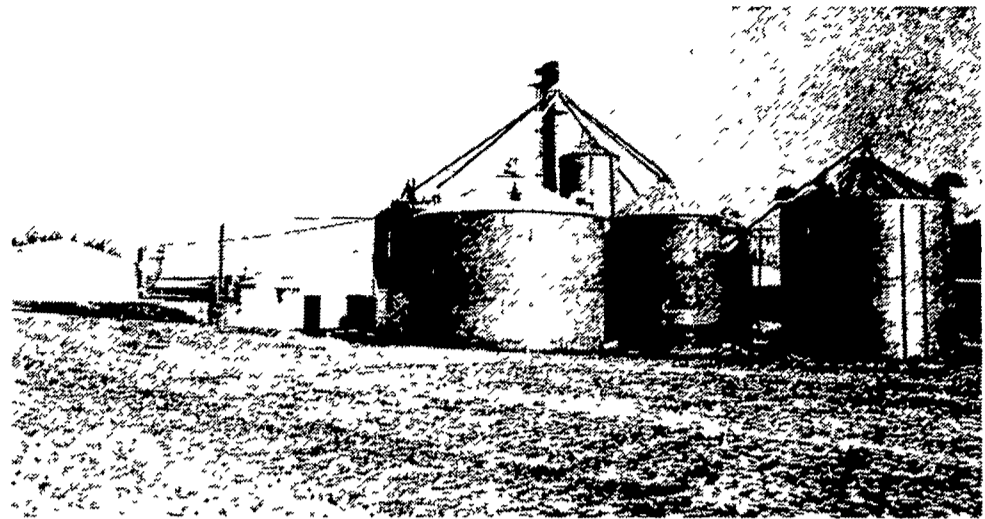
Jim Wolf would never earn a diploma from that school.

"We're not doing a lot of advertising now because we don't have the cash. When the markets are up, and we do have cash, we spend a lot of it on advertising. I don't think advertising has much of an impact on immediate egg sales. I do think it will have a long-range impact on the sale of Wolf Eggs.

"So when profits are up, I'd just as soon spend money on advertising as send it to the IRS."

Promoting a brand of eggs is a long, hard road to follow, Wolf said, and it's not one to be chosen lightly. Very few producers anywhere in the country, in fact, have chosen to go this way. "We may even be unique," Wolf said.

"But when my children, and my niece and nephews get ready to come into this business, I think we will have given them something



Wolf Farms, Inc., grows 1500 acres of corn for chicken feed, most of it stored in these bins. In the background are houses holding part of the business's flock of 100,000 layers.

New Holland Baby Beef Club sees film

The New Holland 4-H Baby Beef Club met Friday evening February 15th at the New Holland Machine Division.

Roll call was called by each member giving a report on his steer. Comments on the reports were given.

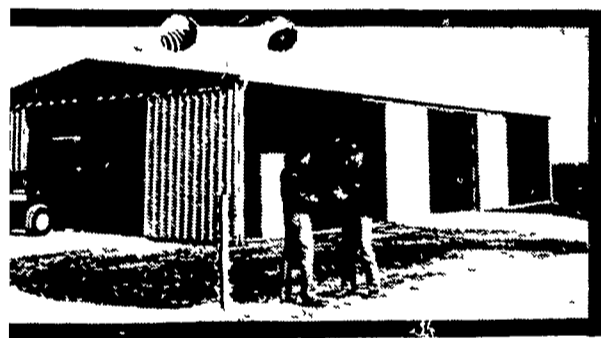
A film on agriculture

produced by Sperry New Holland was shown and enjoyed.

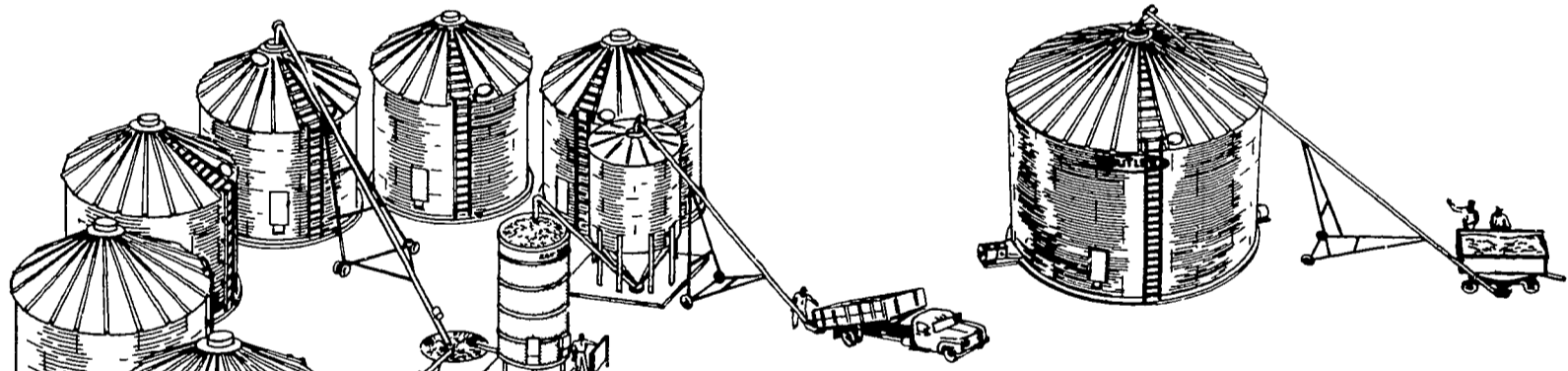
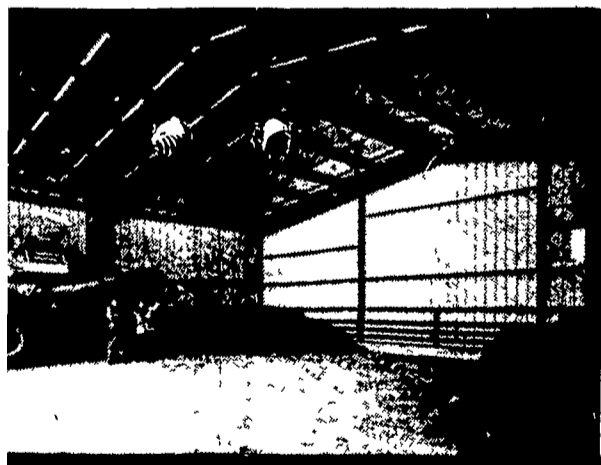
The next meeting will be held March 21, 1980. Reported by Stephanie Yost.

FFA unites its members with their career opportunities in the industry of agriculture.

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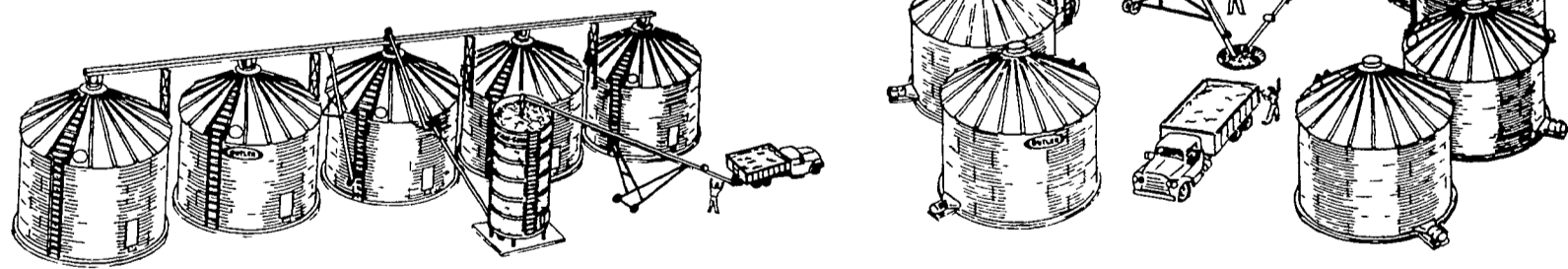


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