

Egg Board meets, approves ad budget

LANCASTER — The American Egg Board approved operating and programming budgets for calendar 1981 beginning in January that maintain strong, balanced and consistent consumer advertising-promotion programs, even though the total advertising budget was reduced.

Board action followed day-long committee meetings that explored all budget recommendations for 1981. These committees included: Executive, Consumer Education, Promotion and Advertising, State and Regional Support, Producer Relations, Product and Market Development, Nutrition Research and Export Development.

The sessions were held last week in the Chicago O'Hare Hilton hotel. The next scheduled Board meeting is October 22 and 23 at Harrisburg, Pa.

The budget maintains major egg promotion and related consumer education activities despite a projected \$608,120 reduction in available funds, from an estimated \$7,287,500 in 1980 to \$6,679,380 next year.

Reduced carryover funds caused a cut in advertising expenditures although these programs will continue at a high level to maintain long-term benefits of momentum and balance in promoting the price/value and nutrition messages to create positive attitudes for eggs in the

public mind through television, radio and magazine advertising.

AEB's advertising has been developed in a three-phase modular schedule, each to be implemented if additional monies become available. Each modular builds upon the other to broaden the reach to targeted audiences more frequently and effectively, and at the lowest cost per thousand. Target audiences are those known to be most likely to increase per capita consumption of eggs when stimulated by exposure to advertising and promotion techniques.

State and Regional Support budgets were increased in areas of materials and seminars to augment 1981 cooperative funding programs of the State and Regional egg promotion organizations. Special efforts are being made to improve the cooperative funding programs to make them operate more smoothly in the future.

In retail marketing of eggs, the Board approved a new program by the On-Line Media Service which displays commercials on television monitors located above checkout counters in supermarkets.

Preliminary findings report the impact made on customers who wait an average of six minutes in checkout lines and are reminded to buy products

they might have overlooked while shopping.

Hard-hitting egg commercials are included along with other items on the monitors as customers (with little else to do but watch and listen to the TV message) wait for checkout.

Foodservice promotion to all types of institutional feeding and restaurant service operators will be stepped up through a variety of activities, including distribution of new quantity recipe cards that present additional menu items using eggs, and presentation of ingredients and steps involved in preparation for volume serving.

In addition to the foodservice groups, more emphasis will be placed on senior citizen organizations and similiar consumer groups where egg consumption potential exists.

A retail merchandising seminar sponsored by AEB is being scheduled during 1981 for State promotion organizations, Regional Coordinators and related industry promotional people.

AEB staff was directed to consider development of a nutrition education program to help communicate results of funded research programs.

The Producer Relations Committee reviewed on-going communications activities with producers to keep them informed about the total AEB program. The Committee took under ad-

visement development of a new proposed program of meetings with producers to make visual presentations of AEB activities reports.

The Export Committee approved a program of participation in foreign tradeshows in cooperation with the Poultry and Egg Institute of America and the

USDA Foreign Agriculture Service.

The Executive Committee approved a request for support of the National Egg Pricing System Study Committee, subject to additional approvals of USDA and the Justice Department.

The Board recognized past Chairman Donald J. Long

for his dedicated service as Chairman by presenting the traditional engraved omelet pan noting the dates of his service to the Board.

Dates for 1981 Board meetings were set as follows: March 18-19 Annual Meeting, Chicago; July 22-23, Chicago, and October 21-22, Denver.

Try aerial rye seeding for cover crops

LEBANON — "Aerial rye grain seeding is becoming an accepted practice in Lebanon County," says Karl Hellerick of the Soil Conservation Service.

Last Fall two agriculture suppliers contracted to sow over 1200 acres in the area.

Hellerick suggests farmers planning to sow rye buy seed now and schedule to have two bushels per acre sown between August 15 and September 10. Germination has been quick the past several years because of ideal moisture conditions, he noted. Often there has been one inch seedlings within a week.

Rye grain seems to provide a green manure crop by Spring regardless of how late it has been planted in the Fall, he added.

Rye can be sown when the Fall fertilizer is applied by simply broadcasting and disking.

"Cover crops can store the

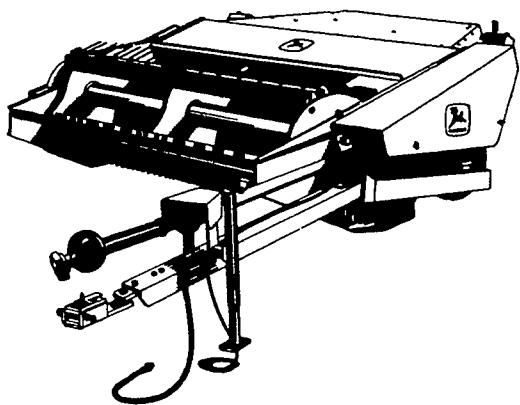


The helicopter hoists the bin of rye seed to be 'sown' in standing corn.

fertility not used by the present crop, reduce weed competition, increase organic matter and provide a forage crop," Hellerick

said. "If you haven't been using cover crops, ask a neighbor who has," he concluded.

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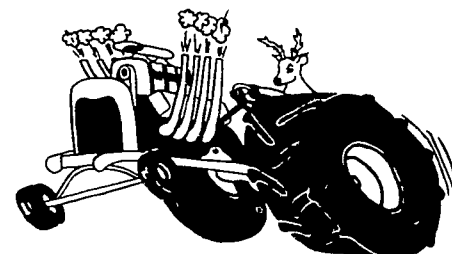
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