

NEMA hears call for 16 million birds to move over normal flow

PORTLAND, MAINE — Directors of Northeast Egg Marketing Association meeting here last week, heard Maurice Pickler of National Egg Company present an analysis of the current egg marketing picture that calls for maximum effort by egg producers to bring flock numbers down.

Speaking on the topic "UEP's Plan For Economic Recovery", Pickler told his audience the hatch line heat charts will dip to it's lowest in August but will have no effect on the market before another six months.

Squarely before the industry, he said, is the problem of coping with the fact that molting has been attached as standard management practice countrywide. Molting has nullified the effect of reduced hatch. The need is to move about 16 million old birds to market above and beyond normal flow if the industry is to move back into the black.

Reporting that NEMA does enjoy a good financial position currently, the organization's officers and directors agreed an-

ticipated further tough times in the industry calls for frugal planning and effective spending by every organization that serves egg producers.

Continuing that theme, Bob Park treasurer of American Egg Board, pointed out that UEB had opted for a two month moratorium on assessments to achieve some immediate producer relief and that allocations for fall TV use would be reviewed at an upcoming meeting of AEB in Denver. Some of NEMA's board members said they felt while AEB might re-survey emphasis on certain themes and programs, any move to broadly curtail promotion activity would harm the industry.

As one NEMA director put it, "I do not see promotion as an optional thing. It is as necessary to our business as grading machines".

A highlight of this portion of the meeting came when Valerie Heine, AEB coordinator for the northeast told the group "bad times call for extra effort to get in there and promote. We have the programs, I have the enthusiasm, together we will get it done".

NEMA's president, John Ricca, reported there is still hope that the New England towl marketing project, built around the complex at Clinton, Massachusetts, can get into gear. There are questions about financial involvement that must be carefully reviewed before any commitments are undertaken.

Meanwhile the group decided that while the Massachusetts project should be pursued, there is merit in exploring any interest the Maine Industrial Authority might have in setting up a study of fowl processing needs in the northeast region.

The board gave firm direction to Chris Bushway to immediately file a petition with USDA seeking an increase in the chicken meat content of chicken soup above its current two percent minimum. Chris said she sees this as a feasible project and that enlistment of consumer groups to help egg producers in this drive is crucial.

Greg Murch, vice president of United Egg Producers, reminded the group that national effort price study committee's negotiations

with Urner-Barry are moving ahead. UEP's marketing task force is in the midst of studies of egg marketing systems around the world and in the United States. Murch said he sees the reorganization of USDA away from a functional basis and over to a commodity basis as a plus for egg producers.

Spirited discussion on the matter of quota systems, production controls, marketing orders, etc. surfaced at the session. This culminated in a motion that NEMA's delegates to UEP support the efforts of National Egg

Company to seek marketing orders for the egg industry.

A motion was approved reiterating the need for UEP to search for a mechanism that will allow transition from cash to accrual accounting with provision for forgiveness (on liable taxes by the Internal Revenue Service) in the egg industry. The board called for UEP to immediately explore the possibility of governmental action to prohibit foreign investment in the egg industry.

A site in the Catskills area will be selected for NEMA's annual meeting in November.

Swine numbers show slight change

HARRISBURG — There were 920,000 hogs and pigs on Pennsylvania farms on June 1, 1981, according to the Pennsylvania Crop Reporting Service. This inventory was the same as June 1, 1980, but down six percent from December 1, 1980.

Breeding stock at 110,000 was down 17 percent from last year but market hogs at 810,000 were up three percent. The spring pig crop (December '80-May '81) of 664,000 was up two percent from last year's spring pig crop.

There were 83,000 sows farrowed with an average of 8.0 pigs per litter. Keystone farmers intended to farrow 72,000 sows during the fall of 1981, down 15 percent from

1980 and down one percent from 1970.

Nationally, inventory of hogs and pigs was estimated at 59.7 million head, eight percent below both a year ago and 1979, but eight percent above June 1978. Breeding inventory at 8.36 million head was 12 percent less than a year ago and 19 percent below two years ago.

Market hog inventory at 51.4 million head was eight percent less than last year and six percent less than in 1979. U.S. hog producers intend to farrow 6.05 million sows during the June-November period, a decrease of 11 percent from the same period in 1980 and 17 percent below 1979.



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