

# Egg task force needs producer input

DURHAM, N.H. — Directors of Northeast Egg Marketing Association were joined in a telephone conference call meeting on May 26 with UEP chairman Ed Houston and its president, Al Pope.

The two national egg industry leaders told Nema's directors that a meeting of U.E.P.'s Board has been scheduled for June 23-24 in Atlanta. Members of the new Task Force will be guests at this crucial session.

Each of UEP'S regionals will be expected to carry to the Atlanta meeting firm positions on recent Task Force recommendations which include:

1: A drive to have eggs included among those agricultural commodities which can qualify for marketing orders under the Agricultural Act of 1937.

2: There is a need for close

cooperation by the egg industry with temporary moves being made by USDA to ease the egg crisis. As Houston pointed out, "Early fowl kill, purchase of canned boned fowl and purchase of dried egg mix will all help. These moves give us time to make the corrections in egg supply that sound self-discipline dictates."

Purchase of dried egg mix already made by USDA totals some 400,000 cases (4 shiploads) but its net effect will not be felt until after June 1 when actual delivery of eggs begins.

2: There was no PIK program for poultry because there was no federal legislation in place on which USDA could base any type of PIK program. First priority should be getting eggs under the act—we need this vehicle—shaping of the best palatable program can come

later.

Nema directors reported on their organizations recent gains in membership in all areas of the Northeast. Pres. John Ricca summarized the membership target as a concentrated effort to bring more producers, large and small, into the U.E.P.'s orbit for unified, meaningful action.

"That's what we need to bring us improved operating margins," he said.

Chris Bushway, regional promotion coordinator for Nema, told the group that cooperative funding of promotion by American Egg Board will continue in the Northeast and Northwest for the coming year. She maintained that strong stands in favor of cooperative funding by Nema had

helped to bring about these results.

President Ricca commended UEP for speedy action in leading the way to formation of the Task Force. Very important help, he said had come from Pennsylvania Poultry Federation, Pennsylvania Farmers Association, New York

States' Spice organization and the Maine Poultry Federation. He urged all producers to give their input on current industry problems to David Baker of Middletown, Del. and to Mike Hirth of Manchester, Ct., Task Force members from our region.

## Key to juggling

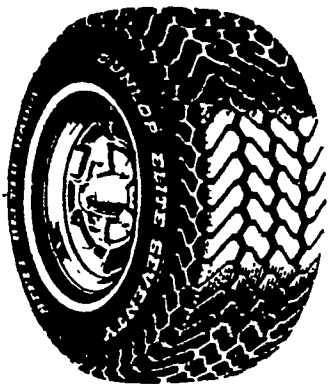
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for breads, cakes, pies and casseroles. Consequently, we have to market our product where the consumers are — out of the home and in the restaurants.

According to Cope a re-education program is badly needed.

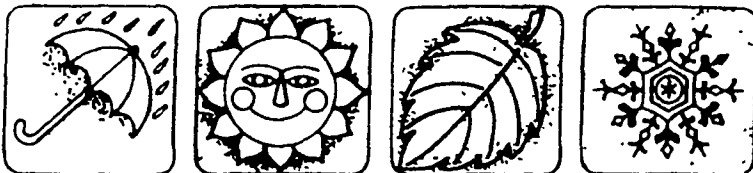
Presently he said we are looking at a second generation of non-milk drinkers, therefore, we have to re-educate these young people about milk and all its health benefits. "We have to market our product to the health-crazed consumer of today!"

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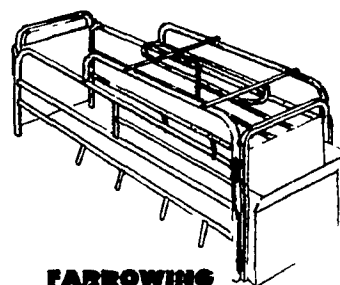
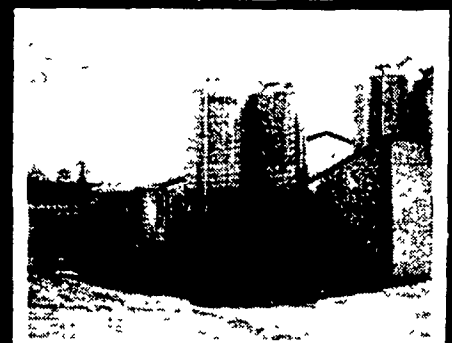
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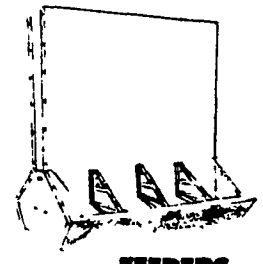


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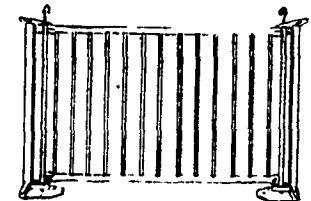
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