

# Pa. Egg Marketers meet in Lancaster

LANCASTER — Meeting here late last week, members of Pennsylvania Egg Marketers Association were updated on egg industry actions and objectives by W. Robert Park speaking for the American Egg Board and Christine Bushway, general manager of the Northeast Egg Marketing Association.

Park told the group to expect several new major thrusts in the work of A.E.B. First, there will be more concentration on the job of building stronger producer relations aimed at making producer-supporters actively aware of efforts now going forward to promote eggs. There will be close cooperation between A.E. B. and United Egg Producers on this, and increased field contact with egg producers to give them a fuller understanding of fresh campaigns to sell eggs in tomorrow's markets.

Park gave his listeners an opportunity to hear tapes of a "break out the eggs" round of new commercials employing the talented multi-voiced impersonator, Rich Little, all designed to press home the point of the "goodness" of eggs. Park stated that 87 percent of egg producers support A.E.B.

Referring to recent negative statements in "Time" magazine on eggs, Bushway said, "Opponents of eggs are geared up for serious attacks and they are not going to fade away. We have to be ready to answer them." She sees U.E.P. NEMA and the other regionals as carrying a unique responsibility to respond to these assaults.

As the only egg organization representing producers interests, solely, U.E.P. will continue to zero in on strong legislative efforts in

Washington on behalf of eggs. U.E.P. agrees that government-sponsored study of the cholesterol issue needs to be closely monitored and not made a vehicle for unfair and misleading health information.

"There is certainly room and a need for more public diet research," Bushway emphasized, "Much spade work has been done, but we have to be concerned with how the results of that work are interpreted, and that it be presented to the public fairly."

Bushway noted that 150,000 cases of foreign eggs per month have flowed from American breakers in the last three months at low prices. A host of foreign countries export eggs to us, yet the U.S. is barred from moving its eggs to them. On the East Coast, 45 percent of the breaker market is foreign-supplied, and the legal and legislative battle to stem this flood will be long and costly, Bushway observed.

Covering the current prime topic in the industry - Marketing Orders - Bushway made these points:

- Although legislation that will allow a marketing order for eggs has been passed, there is no basis for saying that, as of now, the industry wants marketing orders. They are under searching examination throughout the United States.

- U.E.P. has taken the position that it has a responsibility to provide the fullest information to producers so that they may have all the facts needed to take a position on marketing order issues.

- There are three action categories in marketing orders: quantity control, quality control, and market support and

promotion. An order can include or not include production controls, offer a vehicle for product promotion, provide research on product, prevent dumping or fund value-added programs, among others.

- Nothing can be shaped or take effect except as a result of producer vote in referendum.

"U.E.P.'s Marketing Order Committee, under the chairmanship of Gerry Weber, is working with the All-Industry Task Force on assembling a package of information for presentation to the industry. There will be opportunity for producer input - possibly a firming up of positions thru an early industry straw vote," Bushway stated.

- Finally, it will require 12 to 18 months of study and hearings before a referendum ballot can be readied.



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## Bicarb boosts milk production

AUBURN, Al. — Sodium bicarbonate boosted milk production by more than 1,000 lbs. per lactation in a three-year study at Auburn University.

Dr. George Hawkins and Dr. Keith A. Cummins, professor emeritus and assistant professor, respectively, of animal and dairy science at the University, said that cows fed 1.1 percent bicarb in the total ration produced an average 17,587 lbs. of milk per lactation (305-day mature equivalent basis). Their herdmates, who received the same ration without sodium bicarbonate, averaged 16,447 lbs. of milk. Feed intake and fat production were not affected by the buffer addition. (See accompanying table).

"Based on this and other published experiments, it appears the addition of sodium bicarbonate to well-formulated lactation diets will result in an increase in milk production of 2 to 6 percent," Cummins said. "This increase is

more than enough to pay for the additional expense of added bicarbonate."

However, Cummins suggests that dairy producers consider buffers like sodium bicarbonate only after rations are well-balanced for all other nutrients.

"Bicarbonate addition should be considered a fine-tuning of management, not a means to cover up poor management practices or inadequate ration formulation," he said. "The greatest value will be seen in high producing dairy cows consuming diets inadequate in fiber."

Rations used in the Auburn experiment were corn silage-based and contained corn and soybean meal as primary supplements. Content of fiber and other nutrients met National Research Council requirements. According to Cummins, this may explain why butterfat production did not increase with bicarb supplementation as it has in several other experiments.

Production Response To Sodium Bicarbonate in Dairy Rations

	Control	Bicarb	To Change with Bicarb
Dry matter intake (lb. per 100 lb. body weight).....	2.75	2.87	+4.36%
Milk (305-day ME. lb <sup>1</sup> ).....	16,447	17,587	+6.93%
Fat (305-day ME. lb <sup>1</sup> ).....	621.7	624.4	+ .43%
Fat (%).....	3.81	3.58	-6.42%

<sup>1</sup>Milk and milk fat production adjusted for previous production by covariance.

Source: Auburn University



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