Good's vegetable auction opens





Good's Wholesale Vegetable Auction at Leola got under way this week. "We're both learning," explained Davey Good, "the farmers and us."

As 10 a.m. nears, the auction begins to fill with buggies, wagons, pickups and vans—all laden with fresh produce just out of nearby fields. Strawberries appeared to be the most prevalent item this week as the warm weather has brought them on in volume. As many as 3,000 quarts passed through the auction dairy during the initial week.

But there was other produce too — onions, radishes, red beets, asparagus, broccoli, sugar and hull peas and lettuce. And, even some melons up from Florida.

Representative prices from Tuesday: Strawberries - 4.00 - 9.00 box (8 qts.) many on the high side; Sugar Peas - 75-90 cents/lb.; Hull Peas - 23.00 for 25 lbs.; Red Beets - \$1.15 bunch, eight to bunch; Asparagus - 1.10/lb.; Onions - 30-35 cents, 8 to bunch; Radishes - 10-15 cents bunch, 6-8 to bunch; Lettuce - \$2.50 a box, 12 head. Market is open Monday, Tuesday, Thursday and Friday at 10 a.m.

Buyers - some representing major markets in Lancaster and surrounding areas were present.

AEB creates new post

PARK RIDGE, II. — The formation of a new position of Producer Representative for the American Egg Board has been announced by AEB Chairman Edward L. Houston. Purpose of the new area of activity is to assist egg producers and processors in communicating with AEB. The new Producer Representative will not be based at AEB headquarters in Park Ridge, Ill., but will be in the field in order to maintain direct contact with producers and processors.

Houston said that the Department of Producer Relations at AEB headquarters will be eliminated and that present AEB staff will be restructured to be responsible for coordination of all AEB communications, including support for the new Producer Representative. The Producer Representative will report directly to AEB President Louis B. Raffel.

According to Houston AEB needs to become more responsive and a new Producer Representative based in the field will be able to stay constantly in touch with producers and processors. In this way, AEB will have a better perspective on how best to serve the industry. "If the position of Producer Representative proves successful, it may be expanded in the future to include representatives in different areas of the country," Houston said.

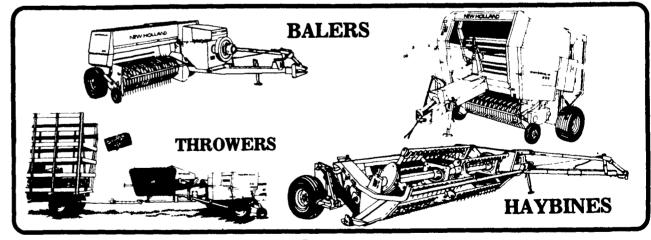
The search for a person to fill the new position of Producer Representative will begin immediately. Persons to be considered for the position must be knowledgeable about the egg industry and be able to talk easily with producers and processors. Interested persons should send information to Raffel at 1460 Renaissance Drive, Park Ridge, 11 20029





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