

# Egg Marketing Order

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receive AEB funds on a matching basis. In 1986 Pennsylvania's egg promotional expenditures totalled \$70,000, with \$35,000 coming from AEB.

Although the marketing order being proposed emphasizes promotion and new product development, not less than 5 percent of the funds would be earmarked for nutritional research. This portion would include the continued funding of an egg nutrition center in Washington being managed by United Egg Producers.

All marketing order revenues would be administered by a 22-member board of directors. Representation from both large and small egg producers would be included on the board, Bushway said. If the program proved ineffective producers would have the opportunity to vote it out in five years.

"Pennsylvania is one of the few

egg states that does not have a checkoff program," says Hoffman. "That one-half cent a dozen is really very minor," he said, adding that California, the nation's number-one producer of table eggs, is checking off one cent per dozen.

Bushway underscored the need for an aggressive promotional program by showing tapes of checkoff-funded television commercials being aired by other commodity groups. She pointed out that beef's precipitous decline in popularity came on the heels of a beef referendum in 1980, when producers voted against a national checkoff. Under the \$1-per-head beef checkoff instituted last year, advertising expenditures are projected to hit \$65 million in 1987. The dairy and pork industries plan to spend \$200 million and \$20 million, respectively, on advertising this year, the Northeast UEP's director said.

Bushway also noted that a strong

promotion program will be vitally important in countering animal rights groups that have "zeroed in on egg producers." She held up an example of post cards being distributed nationally by one group featuring a photograph of a plate of bacon and eggs labeled "the breakfast of cruelty." She said that UEP has received more than 35,000 of the pledge cards, on which consumers have indicated that they will stop eating bacon and eggs for breakfast until egg and pork producers overhaul management practices that animal rights activists see as inhumane. "One large chain store in the Northeast is being inundated with these cards," Bushway reported. She also pointed out that legislation has been introduced in Washington that would place a 5-cent tax on all pet food to raise \$500 million to combat animal cruelty.

"This state can be the swing state on the marketing order," Bushway stressed, adding that Pennsylvania, with its 17 to 18 million laying hens, ranks third nationally in the production of table eggs.

If the marketing order does

come to a vote, Bushway believes that producers will support it. Her intuition was supported at Monday's meeting when a vote including 41 flock owners in attendance revealed that 30 would vote in favor of the checkoff and 11 would oppose it. According to John

Hoffman, Monday's vote may be the first poll taken on the issue in the country.

"You're very efficient producers, but it takes more than that today," Bushway summed up. "You've got to market your product."



Christine Bushway



Ed Houston

## Seedling Sale

LEESPORT — The order deadline for the 11th Annual Tree Seedling Sale conducted by the Berks County Conservation District is fast approaching. Pre-paid orders will be taken until March 25, by mail or in person at the Agricultural Center.

Varieties being offered this year are: Austrian pine, Colorado blue spruce, Douglas fir, Norway spruce, Scotch pine, white pine, arborvitae, black locust, Canadian hemlock, red maple, mountain ash, white birch, and pachysandra (ground cover).

The pickup dates are April 16, 17, and 18. Hours will vary each day. Seedlings will be picked up at the rear of the Agricultural Center across from Berks Heim on County Road.

To receive an order form call the Berks County Conservation District at (215) 372-4655.

## Last Week

### To Order Trees

Area residents have until March 28th to order seedlings from the Dauphin County Conservation District. Individuals interested can call the 24 hour "EVERGREEN LINE" at 558-1092 to request an order form. There is a three day extension from their original March 25 deadline.

These bareroot seedlings range in size and age from 9-22" for the three and four year old evergreens and 8-36" for the one and two year old hardwoods. The cost for a bundle of 10 evergreens is \$4.00 or \$5.50 and the hardwoods sell for \$1.00 each. Discount rates are available for 500 or more evergreens. No restrictions for use are imposed for these seedlings.

Coniferous species available are: douglas fir, blue spruce, scotch pine, Norway spruce, and concolor fir. Deciduous species for sale are: white flowering dogwood, European white birch, Chinese chestnut, black walnut, Russian olive and red maple.

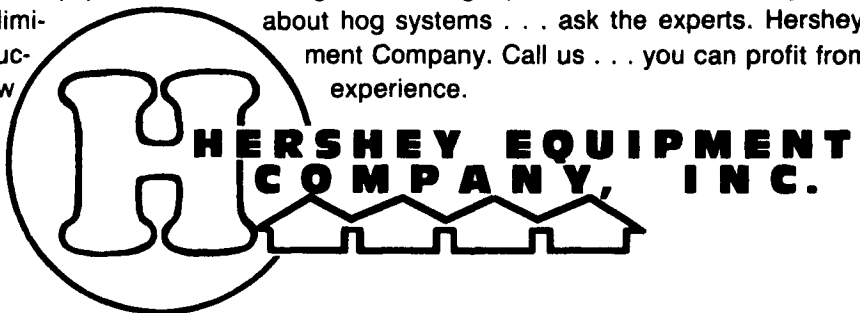
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