

Egg Marketing Order

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UEP hoped would convince Americans to eat more eggs. OF the 1,106 producers who voted nationwide, 57 percent opposed the marketing order, with 43 percent voting yes. From a production standpoint, however, owners representing 20 million cases of eggs produced annually favored the marketing order, while producers of 17.6 million cases opposed it. One egg industry representative pointed out that the larger producers apparently favored the order while the smaller ones were opposed.

Voting in Pennsylvania paralleled the national trend. Of the 114 voting producers, 42 percent favored the order, while 58 percent opposed it. Producers of more than 1.2 million cases, or 59 percent of the state's production, said they favored the marketing order. To be enacted, though, the checkoff had to receive approval from either two-thirds of the voters or two-thirds of the production represented.

Only three states--Nevada, New Mexico and Wyoming--failed to submit any votes.

At present, producers are required to check off 5 cents per case, but the program is voluntary in that a refund may be requested. According to Bushway, the 5-cent checkoff yields only about \$6 million a year.

Bushway said that, at a board meeting earlier this week, the American Egg Board's executive committee recommended the 5-cent assessment be dropped to 2.5 cents in an effort to increase compliance. The Northeast UEP head expects the proposal to be accepted when it is presented to the AEB next week.

Checkoff funds--whether the assessment is 5 cents or 2.5 cents--will be channeled to three areas. Money will continue to be allocated to the UEP-AEB Egg Nutrition Center in Washington. The center serves a public education function, provides cholesterol screening and is currently pushing for nutritional labeling on food products, said Bushway. The other two areas to be funded include consumer education through the media and educational programs for food service institutions.

Bushway said the future of these programs, as well as the future of AEB itself, was uncertain in light of the referendum vote. UEP had campaigned aggressively for the marketing order in an effort to halt a gradual decrease in egg consumption that began 40 years ago. According to UEP statistics, 74 percent of the nation's egg producers have gone out of business in the past seven years.

But the United Egg Producers is interpreting the referendum as a clear sign that producers aren't

COLUMBUS, Ohio—Sondra Stern of Highland, Md., has rejoined the American Guernsey Association as assistant editor of the Guernsey Breeders' Journal and assistant information director. Since April 27, she has been involved with magazine production and promotional efforts for the AGA.

Stern completed her bachelor's degree in dairy science from Virginia Polytechnic Institute and State University in March. While at the University, Stern was active in the Virginia Tech Dairy Club, the American Dairy Science Association and the Alpha Gamma Rho Rhomates.

Stern spent six months during 1986 working with the Journal staff as an intern. While interning, she authored a manual for computer use in the AGA office, created advertisements and wrote feature stories for the Journal. She also assisted with various other information department tasks including attending regional and national shows.

This former South-Central

convinced that promotion is the answer to the problem. "As far as the marketing order is concerned, we have no plans to do anything more at this point," Bushway summed up. "We're on to other issues."

Stern Rejoins Guernsey Staff

Maryland Dairy Princess and Maryland Jersey Queen, worked with research analysis, assisting with lactation and nutrition management studies through data entry at Virginia Tech. Stern also spent three months as a teaching assistant instructing students in the retrieval and use of computerized DHI information.

A former 4-H'er, Stern directed

publicity campaigns for the Virginia Tech Dairy Club and coordinated workshops. She has developed both radio and television broadcasts to promote the dairy industry on both county and state levels.

Stern is the daughter of Melvin and Susan Stern of Highland, Md. She will work out of the AGA headquarters.

Poisonous Plant Info

HARRISBURG—Outdoor activities can be safer and more pleasant this summer and fall with a 175-page illustrated guide to poisonous plants published by the Pennsylvania Department of Agriculture.

"Poisonous Plants of Pennsylvania," an 8½-by-11-inch soft-cover book with text and large illustrations, identifies plants in the Commonwealth that are toxic to humans and domestic animals.

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scientific and common name of the plant, its habitat, characteristics, poisonous parts, toxic symptoms and treatment.

"Poisonous Plants of Pennsylvania" can be ordered from the Department of General Services, State Bookstore of Pennsylvania, P.O. Box 1365, Harrisburg 17105. The price is \$5.75 for each copy, plus 6 percent state sales tax if applicable. A check or money order payable to the Commonwealth of Pennsylvania should be enclosed.



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