

Low Cholesterol Eggs Promoted By Penn Dutch Eggs

A campaign to promote low cholesterol eggs has been unveiled by Paul Sauder, president of Sauder's Penn Dutch Eggs.

The 40-year-old firm is the largest egg supplier in the Northeast, selling about a million eggs a week in markets from Boston to Richmond. The new ad campaign promotes the company's low cholesterol egg in its home markets of southcentral Pennsylvania - Lancaster, York, Berks, Dauphin and Lebanon Counties.

"We began testing our eggs

about a year ago," Sauder said. "We discovered the cholesterol content is at least 25 percent lower than the United States Department of Agriculture standard for a large white egg."

Sauder said the tests, which were performed by an independent laboratory, showed Sauder's Penn Dutch Eggs had cholesterol content of less than 199 milligrams per egg.

"The USDA standard allows for 274 milligrams of cholesterol for a large white egg," Sauder

explained.

Sauder said the lower cholesterol content is a result of improved strains of laying hens, carefully formulated feeds, modern poultry housing and exacting management techniques.

Sauder noted that his company's low cholesterol eggs will retail for about the same price as regular eggs which do not bear the low cholesterol label.

The eggs have been in local supermarkets for about two weeks, he said.

The advertising campaign for

Sauder's Penn Dutch Eggs began Wednesday, Aug. 3, with 30-second television and 60-second radio spots aired throughout Southcentral Pennsylvania. Billboards will begin appearing in October in the same region.

The campaign was conceived and is being coordinated by Mel Horst Advertising Services of Witmer.

Horst said four different television commercials have been filmed and a redesigned logo is now being used for the firm. The new logo uses the name Sauder's

Penn Dutch Eggs rather than the former name R. W. Sauder, Inc.

New color egg cartons have also been designed, Horst explained.

"This is the first time an ad campaign of this type - promoting eggs and announcing low cholesterol eggs - has been done in the egg industry," Horst pointed out. "We are very excited about it and so are the farmers who are suppliers of the eggs."

A 16-by-20 inch color poster is also being distributed to supermarkets to promote the eggs, Horst said.

NEWS FROM

REGIONAL COOPERATIVE
MARKETING AGENCY INC

RCMA

BATAVIA, N.Y.— The Federal Trade Commission has completed its review of the Regional Cooperative Marketing Agency and has given the dairy farmer cooperative a clean bill of health. The FTC now joins New York State Attorney General Robert Abrams in recognizing RCMA's legality and right to exist.

In a letter written to RCMA President Bill Zuber, FTC officials stated that "upon further review of this matter, it now appears that no further action is warranted by the Commission at this time. Accordingly, the investigation has been

closed."

The investigation was initiated in response to allegations that RCMA violated the Federal Trade Commission Act by collectively bargaining for fairer milk prices for Northeast dairy farmers.

According to Zuber, a Churchillville, New York dairy farmer, "As you can imagine, we are very pleased with this finding. We were confident that the FTC would recognize farmers' legal right to cooperatively market their products and receive a fair price for their hard work."

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