

Pennsylvania Egg Marketing Association Dissolves December 31

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large processors. In recent years, membership was composed of mostly allied industry, bankers, and about half dozen of egg processors who were content to handle egg marketing on their own.

"As a charter member, I'm sad to see it go," Trout said. "At one time, we did a great job promoting eggs by holding cooking demonstrations and contests and holding educational meetings, but there was only a handful of people doing the work."

Trout is convinced that much more work is needed in promoting

eggs especially in the area of safe food handling. It is this area that Trout would like to disperse the organization's balance of \$13,181.41.

"Enough is enough," he said. "I'm tired of seeing the egg producer blamed for salmonella poisoning that is clearly not his fault. I think it is time we take out full-page ads and give our side of the story."

Trout was referring to recent outbreaks of salmonella food poisoning that occurred when food preparers improperly handled food containing eggs. In cases like these, egg producers are blamed

for the salmonella poisoning and eggs from that farm are banned.

Trout believes that the organization's balance should be used to give the farmer's side of the story through newspaper advertisements in such papers as the *Philadelphia Inquirer* or the *New York Times*. He also believes the money could be used to hire an attorney to fight the injustices done to poultry farmers.

A motion made by PEMA's board asked Pennsylvania Poultry Federation to hire a poultry commodity promotion person. If such a person is hired, PEMA would designate the remaining funds to

the Pennsylvania Poultry Federation.

The Poultry Federation was incorporated in 1916. It boasted 10,000 members during Depression Years when fees were \$2 a member. Then the main draw in membership was a stamping kit to mark chickens so that they could be traced if stolen. In the 1960s, the Federation became a trade association with full-time staff. It has remained a strong association that represents the broiler, turkey, and egg industries.

John Hoffman, who heads the Federation, said PEMA's idea was presented to the board of directors,

which includes the president, vice-president and three appointees from the turkey, broiler, and egg councils. At this point, the board said, many more back up dollars are needed than merely providing the salary of a promotion person. "You need dollars to promote commodities. We can't just hire a person and not give him money to use," Hoffman said.

Although no decision has been reached, the Federation believes that egg producers and processors will need a lot of help in the future complying with government environmental regulations. They see a need to hire a person who could provide technical expertise in environmental regulations.

"The Federation is a trade association not a commodity association," Hoffman said.

Trade associations deal primarily with regulations, taxes, legislation, and promotional activities that concern the industry while commodity groups raise money strictly for promotion.

Hoffman refers to the Federation as being the leg man for PEMA in the past. "We've done an excellent job of representing the egg industry and will continue to do so," he said.

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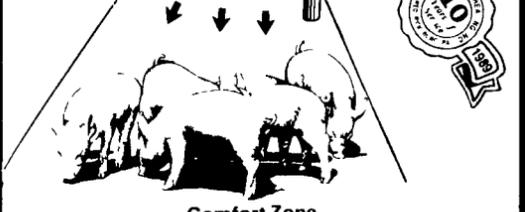
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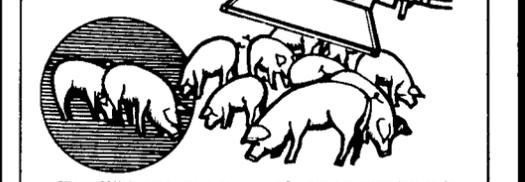
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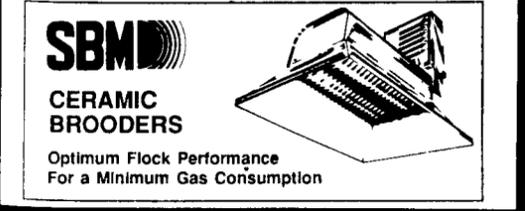
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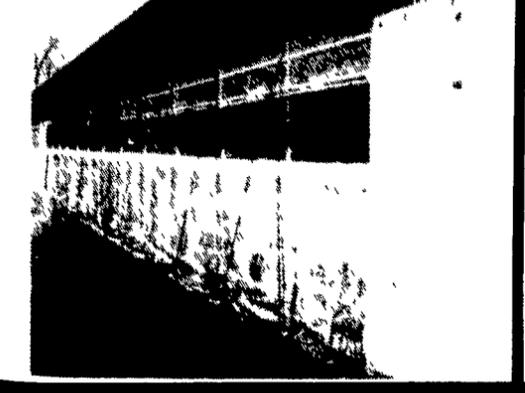
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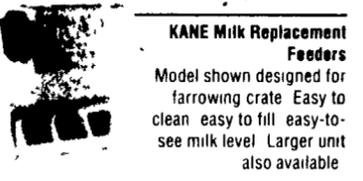


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