

Egg Promotion Coalition Has Successful Year

WASHINGTON, D.C. — Egg producers in the Northeast are about to read some good news in the form of the Northeast Egg Promotion Coalition (NEPC) 1993 Annual Report.

The report indicates that more than 10 million favorable impressions were made through the consumer media at a cost of about one-half cent per impression.

"That's a lot of good coverage for a very good price," said Paul Sauder, coalition co-chairman. "We've been able to cost-effectively communicate strong pro-egg messages to millions of consumers during a time of negative publicity from other sources."

The coalition was set up to give egg producers a greater return on their promotion investment by harnessing the collective industry resources of states in the Northeast to increase the impact on consumers.

Coalition Co-Chairman Paul Hann said, "We have tried to

reach our prime objective in three ways: by building on American Egg Board promotion programs, by organizing a regional crisis response team, and by enhancing state promotion efforts."

The coalition carried out these overall strategies through consumer media relations activities and direct contact with key decision makers such as food service leaders, health professionals, and state and federal regulators.

Media relations accounted for 74 percent of the Coalition's 1993 expenditures. This work resulted in favorable coverage in both print and broadcast media in the four largest metropolitan areas in the region: Boston, New York, Philadelphia, and Washington-Baltimore, plus other markets. Media relations activities also included establishing the NEPC crisis response team to provide accurate and timely information to reporters should a crisis occur.

The coalition spent 13 percent

of its budget on contact with key decision makers through trade shows and other means, and on AEB printed materials, which supported communication efforts.

The remainder of the budget both enabled coalition representatives to travel to AEB meetings and allowed the coalition to lay the groundwork for a possible advertising campaign in early 1994.

Eight of the 11 states served by the coalition provided financial support, the pledges for the next year are already being made.

Producers are voicing strong support for NEPC. Peter Hudson of Hudson Egg Farms, Elbridge, N.Y., said "All of us . . . are happy to see that, finally, something is being done on a regional basis."

Producers will be receiving copies of the report soon. If you need extra copies, contact Mac McLaurin, NEPC, 808 17th Street, N.W. #200, Washington, DC 20006, (202) 296-8248.

Multiflora Rose Solutions On Trial

WELLSBORO (Tioga Co.) — "In any group of farmers, 100-percent will be able to tell you stories about their multiflora rose bushes. This is always a common discussion topic at meetings," said Craig Williams, Tioga County extension agent.

It was time to find out what works and what doesn't. Thus the Tioga County Multiflora Rose Study was born. The study started in late September 1993 and will continue until the fall of 1994.

Bill Curran, weed specialist from Penn State, had conducted a similar study at the Northeast Crop Expo and is consulting on this study. Two sites for the study have been selected — the Eric Coolidge Farm near Wellsboro and the Wood Farm in Knoxville.

"We had no trouble locating two test sites out of the 700 plus farms in Tioga County. We had plenty of volunteers for the asking on this study," said Williams.

The two sites would be conducted the same. "We wanted to test several common herbicide products, used in the fall and spring, on a single farm, side by side. This would give our farmers

a single site to go look at the test results," said Williams.

The applications to the bushes will be a late fall treatment in 1993 of a group of bushes, a spring 1994 application of a second group, and a single winter application on a single bush. A group of farmers met at both farms to learn about the study and see the semi-killed multiflora rose bushes in November. The educational field

days will continue during this long-term study. The field days discussed the reasons the multiflora rose is invading the pastures.

The products that are being used are Crossbow, Ally, Roundup, Banvel, and Spike. Each product was applied according to the label directions and calculated out for a per bush charge and a per gallon mixed charge. This is the cost that was discussed:

Product	Rate	Cost
Crossbow (\$38.00/gal)	1% solution/gal = \$38/gal or \$.19/bush	
Roundup (\$44.00/gal)	1% solution/gal = \$.48/gal or \$.24/bush	
Ally (\$30.00/oz)	1.0 oz pr/100 gal or .2835 grams/gal = \$.34/gal or \$.17/bush	
Spike (\$9.25/lb)	20 lbs/acre on spot treat. = \$.64/bush applied on rate of 1 bush = 100 sq. ft. (10x10)	
Banvel (\$73.00/gal)	6% solution/quart = \$1.14/quart or \$.74/bush (Banvel carrier volume equals 1 pint/bush)	

Other products included Emulsifier/NIS at \$15/gallon and No 2 Diesel at \$.80/gallon. Both Roundup and Ally required NIS and Banvel required NIS and diesel.

At future meetings, the farmers will be able to see how each bush has been affected.

Grazing and hay restrictions for

grass forage and pasture herbicides given in the Penn State University Agronomy Guide were also discussed.

For more information, contact Craig Williams at the Penn State Cooperative Extension Office in the Courthouse Annex in Wellsboro by calling (717) 724-9120.



Craig Williams, left, Tioga County extension agriculture agent, discusses the multiflora rose control study that is being conducted on two farms in Tioga County. Pictured are Craig Williams; Joe Bohnert; Melissa Bravo, CMA technician; Ralph Mattison; Erick Coolidge; and Jeff Cornell of Agway.



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