Who is this MAN?

POULTRY AND EGG MARKETING

THE NATION'S LEADING MARKETING NEWSPAPER OF THE POULTRY INDUSTRIES

VOL. 31 NO. 33 Sat., Oct. 16, 1971



Exploring the PCB situation

Members of the Research Council of the Poultry and Egg Institute of America are joined by an official of Monsanto Chemical Co., St. Louis, for an explanation of the PCB situation. The group, meeting in Chicago, are from left: Harold M. Williams, Institute president; H.C. Monsman, director of laboratory services, Consumer and Marketing Service, USDA; W.R. Pogozerges, Monsanto; W.J. Stadelman, Purdue University; and A. Boyde Rogers, Armour & Co., retiring director of the Research Council.

Panelists probe industry issues

By JOHN F. YARBROUGH
Publisher

WASHINGTON — Many of the broiler industry's toughest questions were tackled by a panel of four top management people at the National Broiler Council's 17th annual conference here last week.

Their answers provided a revealing insight into what faces the industry in the future.

Panelists were Henry Crutchfield, vice-president and director of Allied Mills, Chicago; Charles Kelley, general manager of Ventress Farms, Duluth, Ga.; Shelby Massey, vice-president and general manager of Holmes Industries, Russellville, Ark., and Edward Reynolds, poultry division vice-president, Cargill Inc., Minneapolis.

Questions were fired at the management team by John Parish, NBC director of industry relations. Here's what they had to say on some of the more important issues:

Is the broiler industry production or marketing oriented and if the former, how can it be changed to marketing orientation?

MASSEY — I think that top management must become more

(Continued on Page 9)

Research Council

Urges emergency procedures

CHICAGO — The importance of poultry firms setting up procedures for handling emergencies, such as the recent PCB problem, was emphasized here last week at a meeting of the Research Council of the Poultry and Egg Institute of America.

The point was made by Dr. John W. Dodge of Agway, Syracuse, N.Y., who reported that his organization has an established setup for dealing with emergencies. When one arises, a task force immediately swings into action and devotes its entire attention to the problem, he reported.

The complexity of the PCB problem was emphasized throughout the meeting and some background on the polychlorinated biphenyls was given by W.R. Papageorge of Monsanto Chemical Co., St. Louis, a major manufacturer of the substance.

PCBs have been used since 1929, the Monsanto staffer said, mainly in such products as electrical transformers because they are explosion-proof and in capacitors because of their insulating properties. They have also been used in some paints, packaging materials, ink, marking pencils and components of carbonless carbon paper, and

(Continued on Page 9)

Purina quits on poultry, cites cyclical patterns

ST. LOUIS — The Ralston Purina Co. definitely will quit its poultry and egg production operations in order to employ its corporate capital in more profitable areas, the firm's board chairman announced here last week.

Following its initial announcement in mid-September that it would "explore the possibility of phasing out certain portions of its domestic poultry business," the industry was rife with speculation about the move.

But the statement from R. Hal Dean, board chairman, confirmed the poultry-feed giant's decision to make the move official.

At a special meeting of the company's board of directors, it was determined that the company would proceed with formal negotiations for the disposal of those portions of its domestic poultry business which are currently utilized in, and incidental to, the production, processing and sale of broiler chickens and eggs.

R. Hal Dean, chairman of the board and chief executive officer, stated:

"In keeping with our corporate objectives, we continuously analyze those segments of our business whose relative potential is diminishing in terms of contribution to earnings in order to develop a course of action which may include divestiture.

"In line with this long-standing policy, we have

(Continued on Page 9)

Georgian elected NBC head

WASHINGTON — Under its revised by-laws, the National Broiler Council announced election of officers, executive committee members and directors-at-large for the year.

The updated by-laws provide that the top elected industry official be elevated to the newly-created position of chairman of the board of directors Also, the

(Continued on Page 9)

Western Farmers builds fall poultry promotion

SEATTLE — Western Farmers Association here, food cooperative of over 50,000 farm families in building a new fall promotion around the "miracle worker" theme for its canned and plate-packed poultry products.

Major media will introduce the cooperative's new total marketing image under the name of "Lynden Farms" and products will soon be wearing the bright red and green "lynden" logo which promises a more attractive and lasting visual identification of all WFA products. The unique barn design lies in the complete line of service provided by WFA from farm to market.

The Early Americans barn structure symbolizes the great strength of agriculture and the farmer as the basis for today's $80 billion food industry. The leaf emphasizes the grower's outstanding importance in providing the farm-fresh-taste found in harvest in all Lynden Farms quality products.

Information-packed on the new corporate logo, Scott Hannah, director, sales and marketing for consumer products, explained that "the true key to marketing success in the development of a consumer, brand, trademark or visual identification which buyers, brokers and, most importantly, consumers will recognize as a company which provides consistent quality products and unmatched service. We feel our new corporate logo does just this.

"In addition," Hannah adds

(Continued on Page 9)



Launching new fall promotion

Promotion programs for poultry products of Lynden Farms, Seattle, was launched Oct. 1 and these marketing men are playing key roles in the program. Left to right: Hugh Tetens of Watson-Wren, Bellevue, Wash., ad agency; Scott Hannah, director of sales and marketing for consumer products of Lynden, and Harry Tetens of Foster & Kleiser, outdoor advertising firm. Billboards, such as one shown, will help spark nationwide sales of the co-op's products.

MONS 032418

PCB-contaminated birds in Minnesota 'isolated'

WASHINGTON — PCB contamination of some 50,000 turkeys in Minnesota was an isolated case, the U.S. Department of Agriculture has concluded.

Following intensified testing in Minnesota and the Dakotas, USDA's Consumer and Marketing Service said monitoring for polychlorinated biphenyls is being reduced as a result of the determination.

Seven lots of turkeys — about 50,000 birds — were retained in cold storage warehouses in August when USDA's Consumer and Marketing Service found them to contain PCB levels that exceed the Food and Drug Administration administrative guideline of five parts per million in edible tissue.

All the turkeys were produced, under grower contracts, by a single company and consumed feed produced by the company's mill in Wadena, Minn. The mill's output of feed is used only for the one company's turkeys.

CMS officials said results of tests by a private laboratory — and confirmed by CMS laboratories — on live turkeys at eight farms that contract with the company show that no birds exceed the FDA administrative guidelines.

Samples from turkeys produced by other growers in Minnesota, North Dakota, and South Dakota also were within acceptable levels.

CMMS has tested egg products from 19 plants in the Pacific area and also including southwest Iowa, and northeast Nebraska, to determine whether those products were contaminated. Of 82 samples were below FDA's maximum acceptable level for egg products of 0.3 ppm.

In the Southeast, where CMMS found PCB contamination in poultry and egg products, the agency is continuing its testing program. In that instance of PCB contamination the problem was traced to a Wilmington, N.C., plant, where the industrial chemical accidentally leaked from heating equipment into fish meal being processed for feed.

Since CMMS began the three-phase testing in the Southeast in late July, 1,970 tests have been run on chickens, 321 on turkeys, and 218 on eggs. As a result of farm pre-testing, about 105,000 hens and broilers were destroyed before leaving the farms. Also found in violation were one turkey sample, representing 350,000 pounds; one egg sample (one lot); and three chicken samples (75,000 pounds).

USDA has made 484 tests of egg products in the Southeast, retaining 11 lots (132,300 pounds) that showed PCB levels in excess of an FDA maximum acceptable level of 0.3 ppm.



Promoted

Roy L. Proenza has been named executive vice-president for Delco Packaging Corp., manufacturer and distributor of plastic loose egg cartons, meat trays and apple trays. His responsibilities will include marketing, manufacturing, administration, research and new product development. Formerly vice-president, administration, he will continue to headquarter at the company's North Hollywood, Calif. office.

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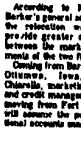
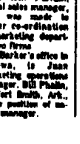
Barker Moves Mkt. Dept. to Big D Office

ZEELAND, Mich. — The marketing department of the Barker Poultry Equipment Co. has been relocated at the Zeeland headquarters of Big Dutchman, parent firm of Barker, it was announced here by Joe Read, executive vice-president of Big Dutchman.



Bill Fluitt



Juan Chiarella

According to Ken Purvish, Barker's general sales manager, the relocation was made to provide greater co-ordination between the marketing departments of the two firms.

Coming from Barker's office in Ottumwa, Iowa, is Juan Chiarella, marketing operations and credit manager. Bill Fluitt, moving from Fort Smith, Ark., will assume the position of national accounts manager.

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MONS 032419

Research Council urges 'emergency' procedures

(Continued from Page 1)

adhesive.

"Some of these cases have been discontinued," he said. "But they continue to cause problems because PCBs resist degradation. The very properties that make them valuable are the ones that cause problems. They can migrate into feeds and foods, where they are absorbed by the fat."

How can they be destroyed?

"By incinerating them at 1000 degrees F.," Papageorge said, "and washing the stack gases." Only Monsanto and two other places in the country are equipped to do it, he said.

Dr. W.J. Stadelman, Purdue University, moderated the discussion. Others taking part in it were:

H.C. Mussman, director of laboratory services, Consumer and Marketing Service, U.S. Department of Agriculture; Dr. Robert Young, head of the poultry department, Cornell University; Wendell Phillips, Campbell Soup Co., Camden, N.J.; Drs. Morris Cover and Dan Schwall, Ralston Purina Co., St. Louis; Dr. Ken May, Holly Farms Poultry Industries, Wilkesboro, N.C.; Dr. John Dodge, Agway, Syracuse, N.Y., and Conner Kennett, Poultry Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington.

The scientists agreed that the people involved in the recent PCB problem had acted responsibly — reporting the problem to the proper authorities, enlisting the help of scientists, and keeping others in the industry informed.

It was agreed that disclosure of the problem was an important factor in bringing the situation under control as fast as possible. Disclosure also helped to build public confidence in the industry.

Mussman said USDA's residue program is designed to monitor antibiotics, hormonals, heavy metals, and chlorinated hydrocarbons, which include pesticides and PCBs. USDA's objective sampling programs are statistically designed to uncover any excessive residues.

If a problem shows up USDA then employs a selective sampling system to determine the extent of the problem. They then monitor until the problem is solved.

Margaret Huston, Institute scientific director, is preparing a summary of the seminar, which will be available to those who are interested.

Dr. Richard H. Forsythe of Henningsen Foods, Springfield, Mo., will succeed A. Earle Rogers, Armour & Co., as director of the council.

The council was organized in 1962. Members are scientists in industry, government and colleges. It meets semi-annually and functions through four divisions — poultry, egg, microbiology and production.

At the group's fall meeting the divisions consider what research would be of greatest help to the industry. Their combined recommendations are made available to directors of experiment stations, heads of poultry science and food science departments, government and industrial research laboratories, and other interested agencies.

The council approved a resolution urging financial support from industry for the National Poultry Research Foundation's research programs on leukosis and other diseases. Though the HTV vaccine has brought temporary relief from Marek's disease, much research is needed to eradicate Marek's disease and lymphoid leukosis, the group noted.

A. Huberfeld moves office

GREAT NECK, N.Y. — Arthur Huberfeld, treasurer of Shenandoah Valley Poultry Co., has relocated to the company sales headquarters at 910 Northern Blvd., here, according to Charles Ferrara, president.

Huberfeld, a certified public accountant who formerly practiced in New York, joined Shenandoah in August 1968. During the past three years he resided in Harrisonburg, Va., the location of the firm's poultry processing plants.

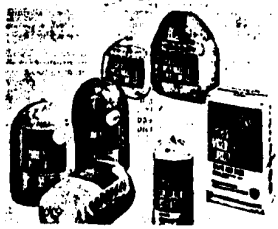
Louis Rich takes on new image program

WEST LIBERTY, Iowa — Louis Rich Foods, here, a leading turkey processing and marketing firm, has announced a new corporate identity program to take effect immediately.

New graphics, designed by Edward Wallace of Chicago, under the direction of Warren & Lissenberger, Davenport, Iowa, the firm's advertising agency, will keynote the program.

The design incorporates a black field with red, white and color-keyed product names. This new identity for Louis Rich will appear on all packaged products, as well as company forms, advertising and literature.

According to Norman Rich, president, Louis Rich Foods, is expanding its convenience product line into new territories and rapidly introducing new items for the retail market.



New identity for products

Varied products produced by Louis Rich Foods, West Liberty, Iowa, bear the new corporate identity announced by the firm's president, Norman Rich.

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MONS 032420

Western Farmers builds fall poultry promotion

(Continued from Page 1)

Smead, "it creates a healthy awareness of the 'good eating' at Early Autumn. He adds an added quality-goodness of our Pacific Northwest and the resulting good harvest, which accounts for the current slogan 'pure country goodness from the Northwest'."

Hannah believes, "the slogan has national appeal, simply because people from all over America have a romantic, clean, new frontier image of our Northwest."

Lyndon Farms' Bern logo was a result of extensive studies and research on the part of Lyndon Farms and Watson-West Advertising in Bellevue, Wash.

Hugh Watson, graphic designer and president of Watson-West, Inc., viewed the project as, "a problem in visual identification, mark, logo device or whatever you happen to call it, coupled together the overall attitude of the company. In a good many cases the designer does not understand the marketing problems inherent with the company.

"Our unique advantage was in the development or creation of an aggressive new promotion to sell Lyndon Farms products nationally. The trademark was simply a very important ingredient in that overall promotion.

"Too many times a company confuses the problem by spending dollars advertising the corporate mark as if it were, in fact, the item the consumer must purchase rather than the product."

On Oct. 1, Lyndon Farms started making its sales appeal to the American consumer with a full line of canned poultry products. The introduction of a Lyndon Farms' Bruces vegetable and potato line is being readied for introduction later with chicken package identification incorporating the new Bern logo.

Outdoor poster panels in the market needs with full color ads in "Better Homes & Gardens," and "Sunset Magazine." Occasional use of TV and newspaper is selected markets will carry the Lyndon Farms message to the consumer.

The promotion includes a full complement of colorful point-of-sale materials.

Lyndon Farms canned poultry products include a full line, from boned chicken and boned turkey to whole chickens, chicken ravioli, chicken noodle-vegetable, chicken-noodle dinner, turkey noodle dinner and turkey or chicken broth.

The Lyndon Farms line of poultry is marketed nationally, with special emphasis on the New England states, California, Oregon and Washington.

• Georgian elected

(Continued from Page 1)

executive vice-president's title is changed to president.

Finally, the position of vice-chairman was created replacing vice-president. The post of secretary-treasurer continues. All officers are elected for a one-year term.

A.C. Smith of A.C. Smith Poultry Co., Canning, Ga., was elected as WEC's first Chairman of the board. Vice-chairman is Tom Etheridge, M&M Packing Co., Carthage, Miss. Wendy Smith of Swift Dairy & Poultry Co., Chicago, is the new secretary-treasurer.

Elected to serve on the executive committee, besides the above officers, are Tom Rosen, Ralston Purina Co., St. Louis; Marshall Durbin Jr. of Marshall Durbin Companies, Birmingham, Ala.; R.S. Kendrick, Kelly Farms Poultry, Wilmington, N.C.; Edward Orvell, Bayshore Foods, Easton, Md.; Henry Critchfield, Allied Mills, Chicago; Richard Adams, Cargill, Dunbar, Ala.; Gene Hamm, Rite-Cote, Fresno, Tex.; William Pulliam, Gold Kist, Atlanta, and Ross Clarke, Central Soya Co., Fort Wayne, Ind.

Directors-at-large include James Evans, Cagle's Inc., Atlanta; Robert Gray, Dow Chemical Co., Midland, Mich.; R.M. Hendrickson, Charles Pfizer & Co., New York; George T. Mathews, G & H Poultry Providence Inc., Sumter; Henry Eagle, Arbor Acres Farms, Glastonbury, Conn.; Joe Frank Sanderson of Anderson Farms, Laurel, Miss.; Arthur D. Sherman, Gordon Johnson Co., Kansas City, Mo., and William Sturgis, W.R. Grace Co., Durham, N.C.

Frank Pressler, former WEC executive vice-president, assumes the position of president.



Dr. Richard Forsythe

Forsythe Named Henningsen VP For Research

WHITE PLAINS, N.Y. — Dr. Richard H. Forsythe has been elected vice-president, technical affairs for Henningsen Foods here, taking the place of Dr. Harry H. Ekeberg, who passed away in July of this year. It was announced by Victor W. Hennessy Jr., president of the firm.

Dr. Forsythe, former poultry chief at Iowa State University, rejoined Henningsen in 1967 as vice-president of food research and was headquartered at the company's Central Laboratories in Springfield, Mo.

In his new position, he will have overall responsibility for all research and development, corporate quality control, technical services, and technical liaison with Federal and state authorities.

Dr. Forsythe currently is chairman of the U.S. Participation Committee for the 1974 World's Poultry Congress, to be held in New Orleans.

AHA promises 'fair deal' for eggs, careful review

NEW YORK — The medical director of the American Heart Association has promised representatives of the egg industry that AHA will make a careful review of its nutrition committee's recommendations later this month with an eye to giving fair treatment to eggs.

The assurance was made here at a meeting between the AHA officials, Dr. Campbell Moses, and representatives of the National Commission on Egg Nutrition, chaired by Gordon Smith of Nashville, Tenn.

Dr. Moses said the Heart Association disclaimed any part in the egg criticism on the Mike Wallace TV show of Apr. 27, adding the AHA had no prior knowledge of the show.

He also expressed surprise at the immediate effect of such a show on egg sales. When it was explained that egg producers are now losing $25 million and $30 million per week because of connected cholesterol attacks, Dr. Moses said this was the first time a group representing the egg industry had brought the matter to his attention.

Committee members advised Dr. Moses and his nutritional advisers that they were not questioning the position on polyunsaturates in fats, but they do express deep concern over the broad nutritional recommendations made to the total population in the absence of scientific proof.

However, the committee was advised by Dr. Moses that:

— Eggs are indeed safely because of their high cholesterol content and not because of saturated fatty acids.

— The National Dairy Council has a "scientific observer" who meets with the nutrition committee of the AHA.

— The egg industry might be invited also to have an observer.

— Recommendations on dietary cholesterol (and use of eggs) are based on "best clinical judgement" (physician's opinion) as there is no absolute scientific proof that dietary cholesterol is harmful.

— But dietary studies are not structured to test dietary intake of cholesterol and especially from other known risk factors.

— Intake of cholesterol above 600 mgs daily show no measurable effects because the intake is excessive.

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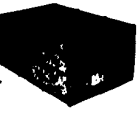
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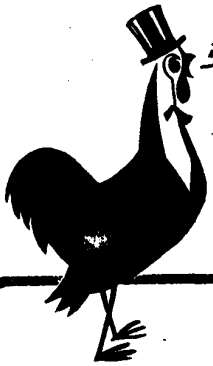

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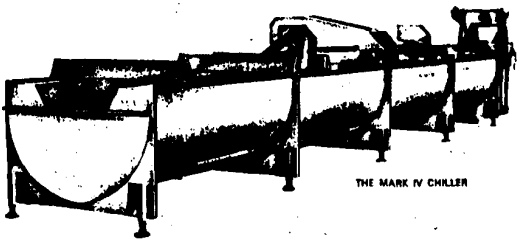

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MONS 032422



Pa. eggmen back fund drive

Samuel Stevenson of Hanover, Pa., right, hands a check for $1000 on behalf of the Pennsylvania Egg Marketing Association to Harry Trumbull of Los Angeles, Calif., who accepts for the National Commission on Egg Nutrition. The commission will use the funds to back research and provide information on the role of cholesterol in the human diet.

Egg features for two weeks asked by UEP

ATLANTA — United Egg Producers last week issued a nationwide call on its members and the military food dealers to feature eggs during the next two weeks.

Fred Adams, president of the nationwide federation of egg marketing cooperatives, announced that all egg producer members of the UEP affiliates would be asked to offer features to their customers for a one to two week period beginning Oct. 25.

He stated that this activity of UEP was a new approach to quickly moving around 7 months surplus from the egg market. He added that cooperation on a nationwide basis could increase sales as much as 10 per cent.

Purina calls it quits

(Continued from Page 1)

determined that the company's best interests will be better served by employing corporate capital in areas offering more favorable long-term potential, and especially those that do not have the cyclical profit patterns characteristic of broilers and eggs."

Dunn added, "We do not have any deadline for the divestiture. We will carefully evaluate the various opportunities and then proceed in an orderly and businesslike fashion.

"Since we fully intend to dispose of these operations as going businesses, we plan to operate all facilities just as we have been. We will continue to provide our broiler and egg customers with the same quality products and services as in the past."

T.M. Rouse, vice-president and director of the company's Checkerboard Farms Division, said the poultry operations affected by this decision include up to eight broiler and six egg production, processing and marketing complexes, as well as six other egg processing plants.

Both Dunn and Rouse emphasized that Checkerboard Farms Frozen Products, including all turkey products and all those sold under the Honeysuckle or Checkerboard Farms trademarks were not affected by the recent announcement. "In fact," said

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• Panelists

(Continued from Page 1)

involved in the marketing area of the business.

REYNOLDS — The subject of the broiler industry being production oriented is getting to be a bore.

CRUTCHFIELD — As long as you are selling a commodity, emphasis stays on production cost, and you try to figure out how you can beat your neighbor.

What about new product forms and packaging?

CRUTCHFIELD — Dry packaging is continuing to grow, but it is an expensive maneuver. I don't see how this will economically make money people fit to going to take a good stable to get out of the commodity class.

Why haven't we used computers more effectively?

REYNOLDS — One of the most important factors has been that we as marketers have been shy removed from the consumer. We are dependent upon retailer decisions. Loads of aggressive retailer promotion has been a big factor in our problems during the past year.

BAILEY — You can improve egg production by eliminating early production, increasing egg size, holding shell quality. The computer can't estimate because it doesn't know what the marketer is going to do at any moment.

What is the single most important item for consideration today?

CRUTCHFIELD — Until we change to where we can put a price on products and equal the quantity to be, we have problems.

BAILEY — We must train our people and make sure we make a return on investment.

REYNOLDS — I'm just as optimistic about the next 10 years as I was 10 years ago. It is important that we never digest for a while before starting out to conquer new worlds.

MASSEY — We are going to see more sophisticated management and planning...and more attention to marketing for a profit.

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National forces UEP's hand on futures issue

Poultry Times Staff

ATLANTA — National Egg Company board of directors, in an apparent display of economic muscle here last week, forced a major policy change in United Egg Producer's activities in the egg futures market.

National Egg Company, expressing dissatisfaction with some of the recent actions of United, voted unanimously to ask UEP to "totally and completely" withdraw from trading in the futures market.

It was later reported, and confirmed to the POULTRY TIMES by UEP management, that the UEP board of directors met Monday, (Oct. 11) by conference telephone call and agreed to discontinue futures market activities.

United Egg Producers' board of directors had recently voted by a close vote, to continue trading on the futures market.

Although several items of discussion had been noted, according to a National Egg Company release, it was generally agreed the most critical issue stemmed from UEP activities in the futures market.

"There were some other items which the National Egg Company board felt needed improvement," noted Joe Beasley, general manager of NECCO, "but it was the futures issue which the board felt needed resolving right now. The other items, I understand, will be discussed at a UEP board meeting later this month."



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the stock market

NEW YORK STOCK EXCHANGE	1971 High	1971 Low	Oct. 13 Close	Previous Close
Allied Mills				
Beatrice Foods Co.				
Central Soya				
Consolidated Foods				
Del Monte Corp.				
Esmark, Inc.				
Gerber Products Co.				
General Foods				
General Mills				
Geo. A. Hormel & Co.				
Kellogg				
(Kentucky Fried Chicken)				
Kane Miller Corp.				
Kraft Foods				
National Service Industries				
Pillsbury Co.				
Ralston Purina Co.				
Swift & Co.				
Tenneco				
U.S. Industries Corp.				

AMERICAN STOCK EXCHANGE	1971 High	1971 Low	Oct. 13 Close	Previous Close
Valmac Industries	10	4½	4¼	7

OVER THE COUNTER QUOTATIONS	Week's Range Bid	Asked	Previous Bid
Babcock Industries	4½	5¼	4¾
Butler Mfg. Co.			
Capitol Int'l.			
Cotterill Foods Inc.			
Dickey's Restaurants			
International Basic Economy			
International Multifoods			
Keyes Fibre Co.			
Pet Milk			
Penn Dixie			
Southern Industries			
Sun City Industries			
Tyson Foods			

the futures market

CHICAGO MERCANTILE EXCHANGE
Oct. 13, 1971

FRESH EGGS	Open	High	Low	Close	Season's High	Season's Low
Oct.						
Nov.						
Dec.						
Jan.						

CHICAGO BOARD OF TRADE
Oct. 13, 1971

ICED BROILERS	Open	High	Low	Close	Season's High	Season's Low
Oct.						
Nov.						
Jan.						

a Bid a a Asked

Legal Notice

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I certify that the statements made by me above are correct and complete.
John P. Yarbrough, President and Publisher

Dansky heads Hillcrest nutrition, R&D company

LEWISTON, Me. — Dr. Leonard M. Dansky, research director for Samuel Lipman Sons for 16 years and recognized as one of the leading animal nutritionists in the poultry industry, has joined Hillcrest Foods here as director of nutrition.

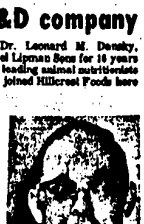
William J. Mendelson, Hillcrest president, said Dr. Dansky also will direct a new research and development company being established by Hillcrest.

Called Nutrition Research and Development Corp., the new company will initially do research and testing services for Hillcrest but it will ultimately offer the same service to other firms on a national scale, Mendelson explained.

Dr. Dansky, who is president of the new research corporation, also said contractual services eventually will be extended to the livestock, food and feed industry. Diets are now being studied for location of laboratory and research facilities.

"We are both pleased and honored to secure the professional services of Dr. Dansky," Mendelson asserted. "His pioneering work and breakthroughs in animal nutrition have won him well-deserved recognition both nationally and internationally.

"His applied research, geared to attaining a superior end product, has been highly acclaimed by the poultry industry as well as by leaders in the retail food industry."



Dr. Leonard Dansky

Quality

"Since Dr. Dansky's research and accomplishments in nutrition have been and product oriented, his efforts are sure to play a vital role in the quality and other characteristics of food products of all Hillcrest operations, including Hillcrest frozen foods in Portland, Me., a further processing poultry plant; and our all-fowl Foods division in Providence, R.I., where we produce a broad line of convenience foods for the consuming public and as a by-product for by the feed away from home."

Dr. Dansky, 43, is a native of Bayonne, N.J. He attended National Agricultural College, received a BS degree from Colorado A&M and his PhD in animal nutrition from Cornell University in 1955.

Palmer named president at DPI meeting

GEORGETOWN, Del. — Harry Palmer of Hebron's Farms, Perkasie, Pa., was elected president of Delmarva Poultry Industry Inc. at the group's annual meeting here Sept. 29.

He succeeds William O. Jackson of Yankton Farms, Seaford, Del.

Named as first vice-president was Dan Blake of Perdue Farms, Salisbury, Md., while Hal Simmons of Cargill, Northeast, Ind., was chosen second vice-president.

The new officers assume their posts on Jan. 1.

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POULTRY & EGG MARKETING — OCT. 16, 1971—8



New product makes a hit

A boneless turkey thigh roast, geared to the German consumer market, got enthusiastic response from visitors to the Poultry and Egg Institute of America exhibit at the ANUGA food fair in Cologne. Karl H. Johns, right, Institute promotion director in Europe, takes down information from a woman food buyer while her companion enjoys a sample of the roast. More than 50 U.S. firms participated in the ANUGA, which is the largest food exhibition in Europe and attracts buyers from throughout the world.

Convenience foods gain in Germany

COLOGNE, Germany — The growing trend toward convenience foods was reflected in the products served and shown at the exhibit of the Poultry and Egg Institute of America in the U.S. exhibit at the ANUGA International Food Fair here, Sept. 25-Oct. 1.

"We're going further along the processed way," said Carl H. Johns of Frankfurt, Institute promotion director for Germany, Switzerland and Sweden. "We are promoting things designed especially for this type of market, because that's the trend here as in the United States."

A frozen boneless turkey thigh roast, ready for the oven in aluminum pan with generous amounts of mushroom gravy, got enthusiastic response from visitors to the ANUGA.

"This was developed especially for the German consumer market," James said. "It weighs two pounds, and is ready to serve after roasting a little more than an hour. It serves four to five and can retail for $1.75."

He said a small test marketing program in the Bahr area proved so successful the chain stores want to repeat the promotion.

"It's the same thing here," he said. "We've been sampling and so far the reaction has been overwhelmingly positive — not one negative response.

"Major department stores and chains of the fair have placed orders, and it should be on the market at the end of October — if there is no flesh strike."

In addition, he said, there have been several inquiries from institutional kitchens.

Johns said the Institute is once again trying to "get the feel of the consumer market," after having been pretty much out of it except for turkey thighs and breasts, because of European Economic Community variable import levies and competition form EEC poultry industries not subject to the levies.

• Purina. . .

(Continued from Page 6)

Roses, "added emphasis will be placed on this entire branded area."

The plants for sale include the following:

Broiler operations at Berlin, Md.; Waterville, Maine; Albertville, Ala.; Noel, Mo.; Jasper and Nacogdoches, Tex., and Gainesville and Cornelia, Ga.

However, the firm does not plan to sell its plant at Trussville, Ala., which will continue to process Rock Cornish hens. The birds are grown under contract and marketed under Purina's trademark.

Egg production-processing - marketing complexes at Albertville, Ala.; Gonzales and Lubbock, Tex; Hammon, La.; Apopka, Fla., and Palahatchie, Miss.

Egg processing plants at Lumber City, Ga.; Allentown, N.J.; Thorntown, Ind.; Germantown, Ill.; Jeffersontown, Ky., and Rogers, Miss.

The firm will continue operating turkey processing plants in California, Mo.; Modesto, Calif., and Springdale, Ark.


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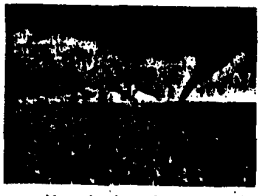

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