

Fresh Milk Was 7th In Food Store Volume

Fresh milk ranked seventh among the top 10 leaders in food store volume in 1966, according to FOOD TOPICS' (September issue) 20th annual study of consumer expenditures

in food stores. The publication reports fresh milk sales through stores at \$2,035,730,000 in 1966, up 5.1% from the 1965 volume. Fresh milk sales last year represented 3.15% of total food store volume, down from 3.21% of total food store sales in 1965. Fresh milk has

ranked 7th in food store sales for a number of years.

Dairy products and margarine (including eggs but not including evaporated milk and nonfat dry milk which are classified as grocery items) represented 8.14% of total food store sales in 1966, continuing the steady drop from 9.08% of sales in 1962.

Among the 20 biggest gainers in volume last year, fresh milk ranked 9th, with a dollar sales gain through food stores estimated at \$98,780,000, or 5.1% above 1965. Margarine ranked 20th on the list with dollar sales gains of \$50,820,000, or 12.2% above 1965.

Total sales in supermarkets and other grocery stores are estimated at \$84,700,000,000 in 1966, up \$4,290,000,000, or 7.1% from 1965. Sales of food and grocery products in these stores are estimated at \$54,525,020,000 in 1966 and \$57,862,420,000 in 1965. The gain from 10 cents in 1965 to nine cents last year. Non-food items jumped from \$1.95 in 1965 to \$2.11 last year.

items in these stores totaled \$6,837,580,000 in 1966, a gain of 16.2%, or \$952,600,000 over 1965. The magazine points out that much of the gain in sales last year was accounted for by the 5% increase in food prices that occurred in 1966.

The typical shopper's \$20 expenditure in the food store last year included \$1.63 for dairy products — including eggs and margarine, a drop of one cent from 1965 and 10 cents less than in 1964. Meats and poultry took \$4.64 last year, up 10 cents from 1965. Baked goods dropped from 95 cents in 1965 to 92 cents last year. Frozen foods dropped from 81 cents in 1965 to 80 cents in 1966.

Produce dropped from \$2.07 in 1965 to \$2.02 last year. Dry groceries dropped from \$8.04 in 1965 to \$7.88 last year. (Canned and dry milk — included in groceries — dropped from 10 cents in 1965 to nine cents last year.)

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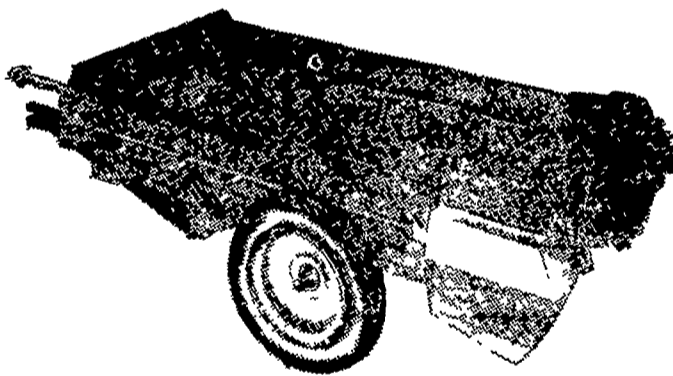
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Manure Worth \$2.00 Per Ton On The Field

One thing that's pretty hard to ignore around any farm with livestock is manure. And getting rid of it used to be an onerous chore. In times past, farmers had to stand on the backs of wagons filled with manure and throw it off with pitchforks. The task got easier in 1865 with the invention of a horse-drawn mechanical spreader. Needless to say, mechanical spreading caught on quickly.

Manure is — well, it's there. It must be gotten rid of. Some farmers feel, "Well, gotta do something with it. Might as well spread the stuff." So they do. Grudgingly, they load their manure spreaders, drive to the fields and unload. "It's a nuisance," they think. "Sure, it's good for the soil. But with today's fertilizers, who needs it?"

The answer, many experts agree, is that manure is needed by the smart farmer who knows manure's value, who is farming for top profits, who wants to build his landpower. The more landpower a farmer has, the better his farm, the more crops he grows, the more money he makes. And manure is a terrific landpower booster.

In fact, manure is one of the most underestimated money-makers ever. One ton of fresh manure is equivalent to 100 pounds of 10-5-10 fertilizer which sells for \$2.50. Besides its fertilizer equivalent, manure has values harder to measure in dollars and cents. It improves soil's water absorption and water holding capacity and reduces erosion, crusting and clodding. Trace elements contained in manure help seed germination and root growth. All these properties build landpower and help grow bigger, healthier and more profitable crops.

New Holland Machine research shows that with a 130-bushel spreader, it costs about \$50 to spread a ton of manure. Subtracting the \$50 from the \$250 value gives a net worth of \$200 per ton of spread manure. Spreading 900 tons a year would be about the same as spreading \$1800 worth of fertilizer.

In an average year, it is generally assumed that one dollar for fertilizer produces two dollars in extra crop yields. This means that 900 tons of manure equivalent to \$1800 worth of commercial fertilizer, will produce extra crop yields valued at \$3600.

Who needs it? What farmer needs \$3600? Knock on any barn door.

Penalties Stiffened For Hunting On Posted Land Areas

The Game Commission this week called to the attention of sportsmen recent amendments to the Penal Code concerning hunting or fishing on "posted" property without permission from the owner or person in charge.

The new amendments provide for a penalty of \$25 to \$100 and possible revocation of hunting and fishing licenses for one year for any person convicted of failure to remove himself from posted land upon request of the owner or person in charge, or who removes himself from the land and re-enters for the purpose of hunting or fishing.

Under the amendments, posters warning against hunting without first obtaining permission shall have the same force and effect as "No Trespassing" posters. The penalty is \$10 upon conviction.