

Lancaster Farming

SECOND SECTION



BROWN SWISS 4-H winners with their entries are: Robert Witmer (left) with Jo-Har Thelma Nola, the grand champion

and Linda Witmer, with Jo-Har Miss Matie, the reserve champion. See story Page 1. L. F. Photo

Retailing Expert To Forecast Consumer Buying Patterns At NEPPCO Exposition Session

Forecasting consumer buying patterns can be a tricky business at best, but visitors at the upcoming NEPPCO Exposition can hear one of the nation's top retailing experts outline some guideposts for the next decade. Handling the crystal ball will be Robert W. Mueller, editor and publisher of Progressive Grocer magazine. He'll address the exposition's first day educational session on "Food Retailing in the 1970's". Editor Mueller will outline the planning strategy of leaders in grocery manufacturing, distribution and retailing for the 10

years ahead. Since he's spent nearly 25 years working with the key people in food retailing, no one is better fitted to spot trends, shifts in emphasis and changing product demand.

How the egg and poultry industries of the Northeast might fit into this future pattern is expected to be one of the key phases of Mr. Mueller's talk.

In more recent years, producers have improved communications with retailers, and geared production closer to their needs.

4-H Horse Show Held Last Sat.

The Lancaster County 4-H Horse Show was held last Saturday with 135 youths entering a large list of classes, to qualify for the right to compete in the District 10 show on Saturday, Sept. 20 in Chester County.

Two types of horsemanship were featured at the local show held at the Lancaster Riding Club. They were Western and English styles.

The top two winners in grooming and showmanship in both styles are eligible for district competition, while the top four winners in all other classes are eligible for district.

Grooming and showmanship winners, junior class were Val Adams, Manheim, and Daniel Fellenbaum, Fruitville Pike.

Grooming and showmanship winners, senior class, were Rich-

ard Rehm, Lititz R1, and Cathy Reinhold.

Western Style

Winners in western style horsemanship by class included:

Blood Mare—Margaret Keener, Manheim R4; Joyce Hinerdeer, Lancaster; Karen Ressler, Elizabethtown; and Debbie Cummings, Quarryville R3.

Junior Stock Seat Equitation—Van Adams, Randy Glick, Bareville, Cheryl Gernert, Manheim; and Dennis Bussell, Manheim R1.

Senior Stock Seat Equitation—Joyce Hinerdeer, Lisa Wendel, Lititz R4, Jim Watts, Manheim; and Cathy Reinhold, Columbia R2.

Open Trail—Roxanne Stein, Mountville; Lisa Wendel, Jimmy Glick, Bareville; and Shirley Craig, Nottingham R2.

Western Pleasure Pony (14 hands and under)—Anne Reinhold, Columbia R2, Kendace Borry, Mount Joy R2, Dennis Brussell; and Jessica Wendel, Lititz R4.

Western Pleasure Horse—Karen Risser, Lititz R4, Joyce Hinerdeer; Lisa Wendel; and Van Adams.

Western Riding Horse—Lisa Wendel, Shirley Craig, Roxanne Jones and Randy Glick.

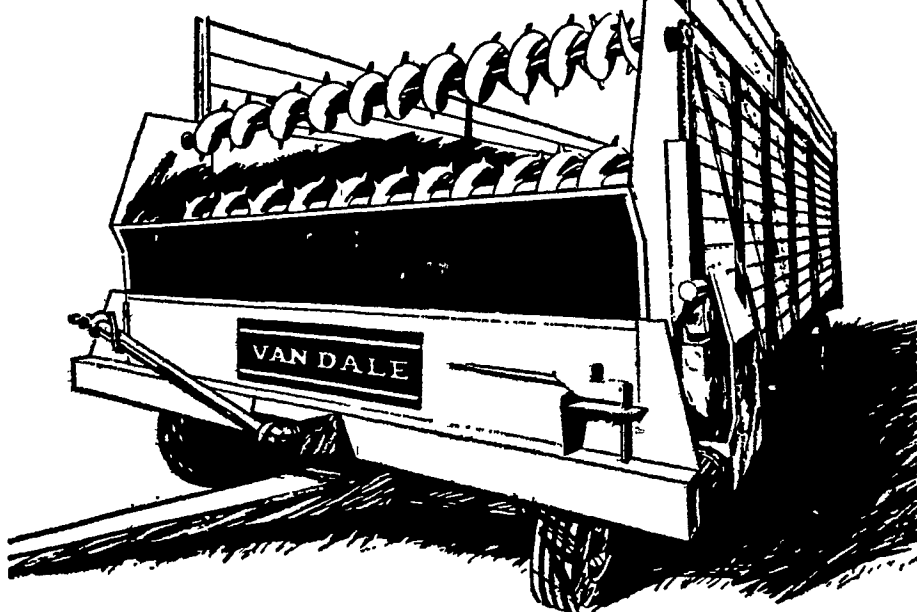
Pole Bending—Denise Shaub, Drumore; Linda Matthews, Manheim; Richard Weaver, Steelton; and Karen Ressler.

Clover Leaf Barrel Race—Denise Shaub, Richard Weaver, (Continued on Page 22)

How far they have to go, and what they can do to work more closely for mutual advantage, are questions where answers may significantly affect the economic future of every producer of eggs, chickens and turkeys in the Northeast.

The NEPPCO Exposition is being held Oct. 14-15-16 at the Chalfont Radisson Hall Hotel, located on the famous boardwalk at Atlantic City, N.J. Educational sessions will be held only during the first two days. Each session will be a streamlined two-hour program starting at 3 p.m. when the exhibit hall closes.

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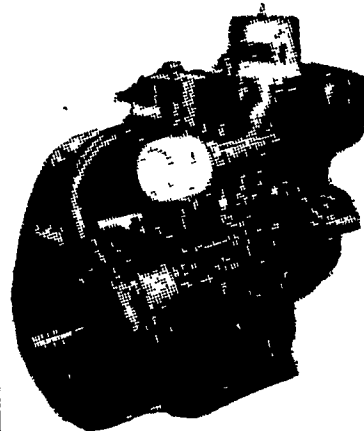
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