## Hardin Says Food Is Good Buy

meeting of agricultural adver- buy. tising and marketing leaders the fact that food is a good buy is one of the worst told stories of the day.

"And understandably so," he said. "When milk, for example, goes up a cent a quart, how do you dramatize the fact that in terms of working time required to buy it, milk still remains 15 percent cheaper than it was 10 years ago?

"You don't The fact that a "In the same period \_ Food to Take Smaller quart of milk cost him more through 1969 \_ income per Percentage of Budget time and effort 10 years ago means nothing to the consumer hit by a price boost today This is the problem faced by those of us who would point out that tood expenditures continue to take a declining share of disposable consumer income in this country.

The Secretary addressed the Marketing Association in New man in other countries. York City

Secretary of Agriculture Clif- would choose it, but he dwelt per cent; in Western Europe

have risen less than three more in developing countries. fourths as much as all other consumer goods in the past 10

Price Index was rising by more than 30 per cent from the 1957-59 average, the retail cost of foods, as measured by a market ne rola. basket, was rising 22 per cent,' the Secretary said.

person rose by \$1,252, or 67 per cent, while food expenditures

more round steak, butter, milk. year's 67 per cent. eggs, pork chops, margarine—
all of them major food items—
disposable income spent on food

Agricultural Advertising and same working time buys the USDA reported recently.

and it goes on up to 50 per cent times deceptive, and that there He noted that food prices in Russia and 60 per cent or are some poor people on fixed

income, in terms of working snip. time, and in terms of other "While the overall Consumer countries, food in America is a good buy — the best it has been. That is agriculture's consumer story, and one that must

## Food to Take Smaller

went up by \$131, or 35 per cent average 41/2 per cent higher this power have increased sharply "Ten minutes of factory labor year than last, but consumer dis- since improvements made in bought twice as much bread in posable income is expected to the Food Stamp program earli-1969 as it did in 1929. It bought tain at least as much as last er this year have begun to be

"And it buys the American will drop even lower than last us stamps provided to partici-11th meeting of the National worker more food than the year's record low of 165 per cent pating families totaled an esti-

"Americans pay a smaller also reported that increased sup- ary, and more than double the He also discussed participa- share of their income for food plies of poultry, eggs, beef, and January figure." tion gains in the USDA's food than anyone else - about 161/2 canned and trozen fruits and assistance programs, and the per cent of our total consumer juices suggest that total food con-increase indicates that the reneed to develop rural America expenditures goes for food. In sumption per person will in-vised program is accomplishas a place to live for all who Canada, the figure is about 20 crease slightly from a year ago. ing what it is designed to do —

incomes - such as the widow "The fact is that in terms of on an annuity — for whom ris-

> Turning to family food assistance programs, the Secre-tary said that about nine million needy persons took part in them in March — five million in the Food Stamp Program, and about four million in the Commodity Distribution Pro-

"The number of people parimplemented by State and local That means the proportion of governments," he said

"In March, the value of bonmated \$70 million — up 37 per At the same time, the USDA cent from \$51 million in Febru-

The Secretary said that this

The Secretary said he recog- to reach the poorest of the poor ford M. Hardin recently told a most heavily on food as a good and Japan about 37 per cent; nized that averages are some and provide all needy families with more food for less money.

> Under the program, a needy family pays the amount it has been spending on food; in return, it is given enough food tamps to buy in local stores an "economy level" diet worked out by Department food econo-

> The Secretary said the added food buying power not only helps participating families, but also bolsters farmers' markets and increases business in food stores in low-income areas.

In the case of food stores, he Food prices are expected to ticipating and their food buying said, it can have an important effect in ghettoes and rural areas where sparse consumer buying power has limited efficient food retailing operations.

He predicted that these benefits will grow as participation expands. He estimated that bonus payments under the stamp program will reach \$100 million a month for June and continue into the new fiscal year at that level. The President has asked for a budget of \$1.25 billion for the program for next year.

The Secretary reminded the (Continued on Page 26)

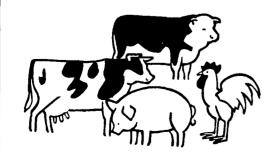
## **HIGH PRODUCERS?**



LET'S FEED THEM LIKE HIGH PRODUCERS **SHOULD** 

-14 HI MILKER

OR



F. M. BROWN'S SONS, INC.

"Serving Southeastern Pennsylvania"

Birdsboro, Pa. • Fleetwood, Pa. • Sinking Spring, Pa. 582-2741 944-7654 678-4567

(Area Code 215)