

To Survive in the Space Age 70's Gartley Says:

Farmers Must Study Consumers

By Boyd C. Gartley
Public Relations Director
Inter-State Milk Producers

survival of American agriculture

Starting when Christ was born, it took man 1750 years to double the meager amount of technology known. From 1750 to 1900, a period of 150 years, information known to man about the world in which he lived doubled, from 1950 to 1960, the amount of technology known doubled; from 1960 to 1967, it doubled again.

I am told, that in the future, each five-year period of five to seven years, the amount of new information will double.

It becomes imperative for man to continue his education throughout his lifetime, it is impossible for one man to know everything.

I urge you to use the "team" approach in your farming operation — this is necessary for the

Let's take a moment and picture your life as it was 10 years ago today. Can you remember what you ate, what the newscasters talked about, or the cut of your clothes? It is very possible that on this day 10 years ago:

You had yet to ride in a jet plane, but had already taken your last inner city bus ride.

You had not yet bought your wife a wig, your child a hula hoop or yourself a riding lawn mower, or had an electric toothbrush or can opener in your home.

You had probably decided that the scientists' talk of transplanting human organs or putting a man on the moon was possible, but that it wouldn't happen be-

The world, including agriculture, is caught up in a wave of new technology and know-how which rapidly makes established products and ideas obsolete.

In this new Space Age, agriculture must change its emphasis from production to marketing, from product research to consumer research, warns Boyd C. Gartley, member and public relations director of Inter State Milk Producers Co-operative.

This new consumer-marketing emphasis is necessary for farmers and agri-businesses to survive in the Space Age, Gartley explains in the accompanying article.

fore the beginning of the next century.

You had not yet uttered the words hippy, LSD, Cybernetics, Fortran, Apeee or used the words pot, fuzz, speed, or grass in their new meanings.

You considered the autumn haze of burning leaves as part of the pleasant nostalgia of Indian summer; instead of as nasty air pollution caused by thermal inversion.

The past decade has been a period of remarkable change in almost all areas of civilized human activity and thought. In our own society, there have been startling changes in income, education, living styles, social and moral values. All in turn have had a significant impact on food patterns—in shopping, in preparing and serving.

Americans ate better in the 60's than ever before. Overall food consumption per capita remained remarkably stable while food consumption patterns changed significantly. There have been considerable shifts between certain broad food products and even within some broad food groups. Packaging and form have certainly been effected.

Think back to 10 years ago today. It is almost certain that on that day:

You had not yet tasted turkey in a roll, freeze dried coffee, instant potatoes, liquid diet food or a flavorful diet soft drink.

You had yet to taste and really like imitation cream for coffee or imitation frozen pie-whipped cream that tasted as good if not better than the real things.

On that day, you probably had not yet used sugar substitutes, opened a can with your finger and a pull ring.

Or eaten food fried in a greaseless, teflon pan, frozen vegetables cooked in a plastic bag or frozen

waffles that popped out of a toaster.

Market segmentation has been one of the major marketing phenomena of the decade. Its application is most evident in the consumption of food products.

If I had a crystal ball and would do as other prognosticators have done in the past to foresee all the drastic changes that will take place in the processing, handling and distribution of milk, I could paraphrase, as some have done, as we gaze into the future let's say 35 years from now:

Someone has predicted that the homemaker will choose her foods from display samples and purchase them by insertion of a credit card into a reading device. Her articles will be conveniently packaged and ready for her to

pick up as she leaves the store. Most of her food purchases will have been processed for convenience, including complete meals prepared to gourmet standards.

If I were to hazard a guess as to the accuracy of this type of prediction I would say that in all likelihood men of the future will find that they were conservative and unimaginative.

If past experience is any criterion, we will fall short of making a reasonably good estimate of the state of agricultural and marketing technology of the future.

No one had the foresight to predict the many changes that have taken place in the past 10 years. No one can predict all the changes we will encounter in the next decade however, some trends are evident.

For farmers, the Space Age 70's will require a market orientation.

A market-oriented approach involves going into the marketplace to determine what the consumer needs, wants or desires—then someone must translate these consumer needs or desires into products and marketing programs that enable them to earn profit.

This approach is consumer oriented as it reflects the desire or (Continued on Page 20)



Dairymen Must Strengthen Operations, Official Says

Strengthen the family dairy farm operations, recommends Roy H. Giesmann, county supervisor of the Farmers Home Administration, USDA.

"The total number of farms in Lancaster County dropped from 7,053 to 5,560 in the past decade. The number of dairy farms in the County is now below 1,600," Giesmann said.

Giesmann explained that although the overall production of dairy products has been maintained with fewer dairy farms it does not compare favorably with the tremendous increase in industrial products output in the county.

The industrial and population explosion in the county has drastically changed the balance of business and agriculture in the Garden Spot County of Pennsylvania, he said.

The Farmers Home Administration Supervisor suggested strengthening the family farms by reorganization of the operation, increase in size and efficiency, better livestock and machinery, up-dating management practices and planning in detail.

"The dairy farmer can no longer afford to mark time. He must move forward," said Giesmann.

The Farmers Home Administration is working closely with private credit sources in developing financial backing for family farmers.

When sufficient local credit is not available Giesmann said that long-term credit may be available through his office.

He invites dairy farmers and others to see him at the Farm and Home Center, 1383 Acadia Road, Lancaster.

Pennsylvania Leading Guernsey State in '69

Pennsylvania was the leading state in the nation in 1969 in Guernsey registrations and transfers, as well as the leading Golden Guernsey milk sales territory, according to the May 7 edition of Guernsey Breeder's Journal.

In registrations, Pennsylvania led with 5,216, followed by Wisconsin with 4,455 and Ohio's distant third of 2,933.

In transfers, Pennsylvania was first with 2,652, followed by Wisconsin with 1,762 and North Carolina 1,330.

Pennsylvania was the leading Golden Guernsey territory with 31,975.295 quarts sold, edging out California with 30,074,542

and third place "Southwest" with 23,002,657.

But while Golden Guernsey sales dropped eight per cent in 1969 Gurnzgold sales climbed eight per cent.

Accounting for most of the Guernsey milk sales by percentage were Gurnzgold, 40.2 per cent; Golden Guernsey, 36.33 per cent; Guernsey Royal, 17.15 per cent; and Gurnzskim, 5.54 per cent.

Three Pennsylvania firms were among the 25 largest Golden Guernsey distributors in 1969: Country Belle Co-op Farmers, sixth; Abbotts Dairies, eleventh; and East Malta Dairy Farms, twenty-second.

Penn State Specialist Sees Good Future for Dairying in Northeast

During the 1970's, Pennsylvania and the other Northeastern States will continue to be an important dairy region because the need for fluid milk by the nearby urban population should keep dairying more profitable than other farm enterprises, according to a Penn State extension farm management specialist.

Dr. Samuel A. Dum said, "Production wise, the Commonwealth now supplies 30 per cent of the Northeast's milk and is in a favorable resource position to continue to supply this or a greater share."

Pennsylvania dairy herds have lagged behind the Northeast average in output per cow and in number of cows per farm, the Penn State professor emphasized. This would imply room for continued improve-

ments in production efficiency and potential for an increase in average income per dairy farm.

For the most part, farmers will need to expand production in order to keep income in line with expenses, he added. Farm milk prices will not increase much in the near future and off-farm opportunities will continue to compete for labor.

Monday Is Deadline

About 80 Lancaster County farmers who are enrolled in the 1970 wheat program still have not certified their wheat and diverted acreage, Miss Dorothy Neel, ASCS county executive director, noted this week.

She reminded that such certification is necessary to earn payments. Final date for the certification is Monday, June 8.

"The dairy industry must be concerned with the continuing decline in the per capita consumption of dairy products," Dr. Dum said. "Competition from other products is severe, but the dairy industry must meet it."

Farm business studies show that many Pennsylvania dairymen have been able to obtain high incomes and competitive returns on investment in recent years. The better managers will continue to do so in the years ahead, the farm management specialist noted.



Roy H. Giesmann, County supervisor of the Farmers Home Administration, this week urged local dairymen to become bigger and more efficient in order to compete in the changing Lancaster County economy.