Farmers Must Study Consumers

(Continued from Page 17)

whims of consumers to dictate they desire. The consumer may (for the needy tich). be a housewife, a retailer, a

A research and development orientation approach has been outdated. It has been defined as inted. Some may define it as vice. being pure research Product earch and development with knowledgeable managers; farm- praises of this great scientific ture the minds of people. ittle or no guidance by consum-

This approach serves its puipose in that new products are created, but how successful will they be once they are manufactured and enter the marketing channel? Hopefully, they will be successful, but based on past occurrences, only a minutely small percentage will ever survive a test market

As the farm is identified with the market orientation concept, the next step is to understand consumer behaviour, determine that products consumers purchase, what motivates consumers o buy these products and how consumers will use the products 'hey buy.

If agriculture will use this approach, successful product lines can be developed and this new line of products will help minimize the possibility of failure once a product is intioduced into the market

A quote from an unknown au thor exemplified this approach "It's the taste of the fish and not the fisherman that determines the bait."

We can modify this statement to read as follows "It is the taste of the consumer, not the manufacturer, that determines what products are offered" The ultimate success of any product depends upon consumer accep

For the 70's dynamic changes in food markets will necessitate market-oriented approach Let's briefly review what changes might occur in the 70's

Development of Mini-Housevife - increased income more nousewives working than the 28.-000,000 now diudgery of housework alleviated by technology. convenience foods including boilin-bag main dishes, piepa ed menus (anlines p.epa e 9,000



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Increased mobility - more crowded cities, and an and was lines wholesaler or an American far- away-from-home food consump- ter pollution, resolve interna-

Automated supermarkets dial at-home service for grocer- the great interest and support? being basically production ori-

tory, small farmers will become glued to the TV set, every street to increase the net income of

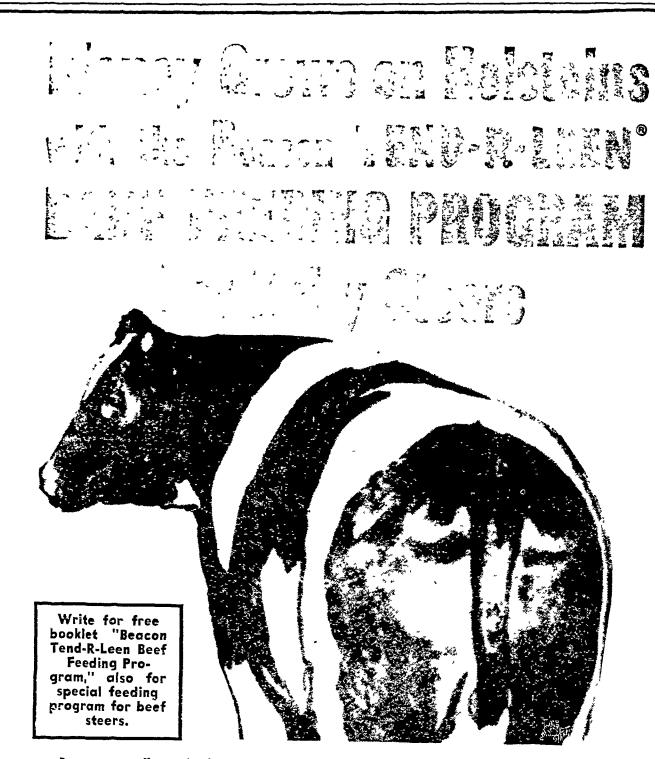
what products and/or services week and home away from home Putting a man on the moon ed to it, and nothing could take plex has become a serious probwill not solve the problems of his place in the newspaper head- lem. The American consumers

I am not trying to degrade our the prices of non-food items. tional problems, or slow the achievements in space I am at- It is important that we recog-Farmers - larger and more our nation placed a man on the sumer controlled era. The dairy United States population. levelopment begins with re. specialized operations, more moon every American sang the industry needs something to cap-

meal/day), and processed meat stead will resemble a small face achievement. Every eye was. It appears that in every effort corner conversation was devot- farmers the "cheap food" comare not seriously concerned about

> population explosion Then, why tempting to direct attention to nize the receding position today the needs in the dairy industry of of farmers with respect to our Simple, it captures the imagi- tools for transition of a new ag- total population. Today, we are nation of the people. The day inculture era - an urban con- close to five per cent of the total

I am inclined to think that the (Continued on Page 21)



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