

Farmers Must Study Consumers

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farmer's share of the consumer's dollar will also decline in future years. Today, it is 39 cents. This will be due mostly to the fact that consumers want more and more services added to the products of the farm before they purchase them at the retail store. Today, the consumer wants better packaging and everything more convenient.

Therefore, we must have a change in our attitudes toward marketing farm products. The change to market orientation is important. We must create markets for our own products.

The move today is to consumerism.

The American consumer is never consistent in her market patterns. As has been determined

through consumer research some products she wants packaged, labeled in a manner that the product is ready for the oven, another product she will want loose so she can make a selection even though this means waiting in line for weighing and packaging the item.

But, we can be sure she is going to have her products the way she wants them, and if we are not willing to provide a product in the manner the consumer wants it, the consumer will make her purchases somewhere else.

We can go on and on hypothesizing about the future.

As the dynamic 60's draw to a close, and we enter the Space Age 70's, a market-oriented approach is essential to the farmer's survival. The agribusiness

industry attuned with consumers, can adjust as consumer needs and desires change.

For survival farmers and agribusinesses must let consumers assist in product development. This will minimize guessing as to changing needs, and will provide specific guidelines to research and development for product development.

Universities are not adequate to do research on the scale needed in today's agriculture.

If the agribusiness doesn't have the capabilities in its own organization to communicate with consumers, it can hire the personnel or obtain information on a contract basis from firms specializing in consumer research.

While approach to use is ir-

relevant but listen when the consumer speaks. By doing so agriculture can "offer consumers the bait they prefer."

It farmers are going to con-

sume to produce food, it becomes imperative to them to learn the changing patterns in food consumption during the Space Age 70's.

Oak Sawdust Found Good Steer Roughage

Coarse oak sawdust has proved successful in taking the place of hay for roughage in feeding steers for 110 days before sending them to market. Scientists at Penn State report

Acting much like hay in the forestomachs of steers, coarse oak sawdust creates desirable regeneration of the linings by

stimulating the membranes. It also prevents damage to the liver, says Dr. Hans Rothenbacher, associate professor of veterinary science.

Without this effect from suitable roughage ulcers damage the forestomachs and abscesses injure the livers of steers, he points out. Such has been the case with ruminants or cud-chewing animals fed all ground diets with no normal roughage.

In previous studies Dr. Rothenbacher has found almost identical results with pigs.

The findings offer cattle feeders an economical roughage to use in finish feeding steers for market. Oak sawdust is plentiful and inexpensive by product of the lumber industry in many areas.

In the most successful ration, coarse oak sawdust made up 15 per cent of the diet. Nutrition phases of the experiments were directed by Dr. Theodore A. Long, associate professor of animal nutrition.

Of several steer groups used in the research, all those receiving 15 per cent coarse oak sawdust produced similar stomach and liver conditions almost free of ulcers or abscesses. The results were similar to those with the animals fed normal roughage.

33 4-H'ers Get 4,320 Capons

Some 4,320 capons have been distributed to 33 Lancaster County 4-H members.

Jay Irwin, associate county agent, said the birds will be used as 4-H projects by the members of the various community clubs.

The birds are geared for the Thanksgiving market and a Round-up display and competition probably in early November.

Some 3,120 four-week old capons were purchased from Wilmaith Poultry Farm, Kingsley, north of Scranton, and delivered here May 28.

Another 1,200 were obtained from Alan Rhodes Farm at Kingsley Monday.

This is a project which enables youths to keep records of a live animal project. There has been a good market for them, too, Irwin said.

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