## Farmers Must Study Consumers

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farmer's share of the consumer's more services added to the pro- waiting in line for weighing and to changing need, and will propurchase them at the retail store. Today, the consumer wants better packaging and everything ing to have her products the way development more convenient

Therefore, we must have a change in our attitudes toward in the manner the consumer of in today's agriculture marketing farm products. The change to market orientation is her purchases somewhere else important. We must create markets for our own products

The move today is to consumerism

terns. As has been determined er's survival The agri-business. While approach to use is ir- regeneration of the linings by

some products she wants pack ers, can adjust is consumers consumer speaks. By doing so is imperative to them to learn aged, labeled in a manner that peeds and desires change dollar will also decline in future the product is ready for the Torsurvival farmers and agrif the bart they prefer " years. Today, it is 39 cents. This oven, another product she will businesses must let consumers will be due mostly to the fact want loose so she can make a assist in product development scleetion even though this means. This will minimize guessing as packaging the item

> she wants them, and if we are Universities are not adequate wants it, the consumer will make

sizing about the future

close, and we enter the Space tion on a cortract basis from The American consumer is nev. Age 70's, a market-oriented ap-firms specializing in consumer forestomachs of steers, coarse the forestomachs and abcesses er consistent in her market pat proach is essential to the farm-research

through consumer research industry attimed with consum relevant but listen when the tinue to produce food, it becomes

Vide specific guidelines to resear But, we can be sure she is go- ch and development for product

not willing to provide a product to do research on the scale need

If the agribusiness doesn't have the capabilities in its own feeding steers for 110 days be bacher, associate professor o We can go on and on hypothe organization to communicate fore sending them to market veterinary science with consumers, it can hire the As the dynamic 60's draw to a personnel or obtain informa-

It farmers are going to con Age 70's

agriculture can "offer consumers the changing pitterns in food consumption du ing the Space

## Oak Sawdust Found Good Steer Roughage

ed successful in taking the also prevents damage to the place of hay for roughage in liver says Di Hans Rothen scientists at Penn State report

oak sawdust creates desnable injure the livers of steers, he

Coarse oak sawdust has prov-stimulating the membrances. It

Without this effect from suit Acting much like hay in the able loughage ulcers damage points out Such has been the case with ruminants or cuc chewing animals fed all ground diets with no normal roughage

> In previous studies Dr Roth enbacher has found almost iden tical results with pigs

> The findings offer cattle feeders an economical roughage to use in finish feeding steers for market Oak sawdust is a 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 Di Theodore A Long, associate professor of ani mal nutrition

Of several steer groups used in the research, all those re ceiving 15 pei cent coarse oal sawdust produced similar stomach and liver conditions almost free of ulcers or ab scesses 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

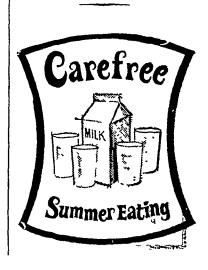
Jay Iiwin, associate county agent, said the birds will be used as 4-H projects by the members of the various community clubs

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 Wilmarth 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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