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Price Found Key Factor in Shift Away From Home Milk Delivery

Price is the most important single factor in the shift from home delivery to store sales, according to the Pennsylvania Association of Milk Dealers, which also found in a recent study

Annual family income of the home delivery customer is \$1,700 greater than the store customer. Although 25 per cent of home delivery customers were in the lowest income group Home delivery

customers consume almost twice as much milk as store customers. Forty per cent of all households buy 10 or more quarts of milk weekly representing 70 per cent of total volume.

Price is the most important single factor in the shift from home delivery to store sales. Over 75 per cent of store customers are reluctant to pay more for home delivery.

In the two markets studied (Cleveland and Columbus, Ohio), more than one fourth of all store customers switched from home delivery during the past two years. Most of these were large volume customers (10 quarts or more weekly).

Approximately half the large volume store customers would return to home delivery if the price were the same. These customers presently buy 70 per cent of the milk sold at stores.

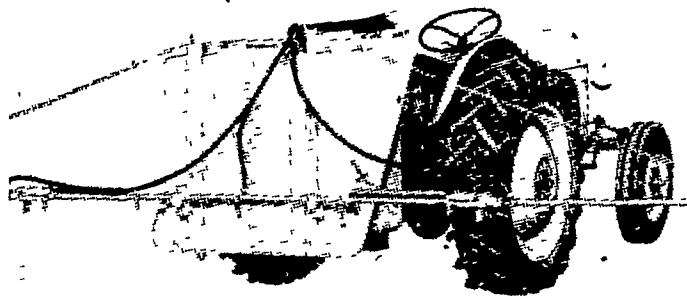
Price seems less important to home delivery customers and most of them are willing to pay at least four cents per half-gallon more for this service. Store customers feel it is more convenient to buy milk at the store while 75 per cent of home delivery customers feel their system is more convenient. Most home delivery customers currently have three deliveries per week store customers frequently buy milk once a week. A majority of both would accept once or twice a week delivery.

The store customer has a slight preference for paper containers the home delivery like-wise for glass.

The 24-page Research Bulletin may be obtained by writing to the Ohio Agricultural Research and Development Center, Wooster, Ohio. The writers are Drs E. F. Baumer, W. K. Brandt, R. E. Jacobsen and F. E. Walker, professors of Agricultural Economics and Rural Sociology at the Center, part of Ohio State University.

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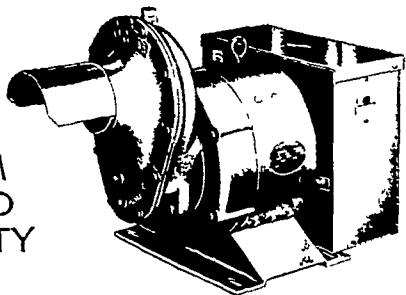
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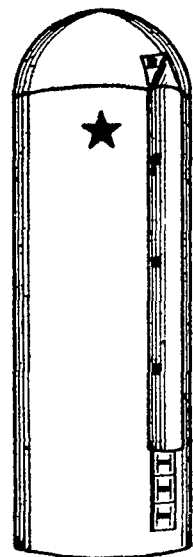
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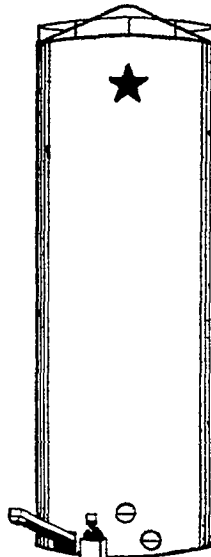
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For Savings, Dr. Says

You can realize a considerable saving by violating a common practice and feeding high quality corn silage to dairy calves from birth, according to Dr. W. Ray Murley, dairy specialist at Virginia Tech.

Studies in several states have shown calves grow as well and are as healthy when fresh corn silage instead of hay was fed. Corn silage was offered calves when they were about two weeks old.

Corn silage should be fed twice daily, especially in warm weather, says Dr. Murley. Mangers should be cleaned daily of uneaten silage to prevent molding and drying out. It should be the only forage fed and should be used along with regular milk or milk replacer and calf starter.

Calves may not eat much silage the first month to six weeks, but consumption will increase considerably after that, reports the specialist.

In one study, Holstein calves ate up to 35 pounds of corn silage at four months. The calves were weaned at 35 days and limited to four pounds of starter a day per calf.

INSTANT READER RESPONSE

