

# Many Area FFA Youths Win Shoppers Insist on Perfect, Convenient, Low-priced Food

(Continued from Page 8)

was third. Both will receive a trip in Pennsylvania.

In Ag Mechanics Skill contest, with 47 competing Larry Barkdoll, Dover, was second and took a gold medal.

In the Agronomy contest, with 60 competing, Barry Hosler, Elizabethtown, received an honorable mention.

### Wolfe Wins Contest

Gerald Wolfe, Manheim Central, won a first place gold medal and a trip in Pennsylvania in the Machinery Adjustment and Farm Power contest, in which 27 competed.



Robert H. Good  
Regional Vice President



Mike Mowrer, (standing) Owen J. Roberts High School, Chester County, and Carl Weidler, Elizabethtown judge a heifer calf in the Dairy Cattle contest. Weidler received a bronze medal in the contest.

In the same contest, Dennis Landis of Penn Manor was third and also won a gold medal and trip in Pennsylvania.

John Adams of Red Lion received honorable mention.

In Meat Judging with 42 en-

trants, Adolf Bensinger, So Lanco, received an honorable mention.

The Lancaster and York counties softball team also won the championship in athletic events. Barry Martin, pitcher from Grassland Chapter, gave up only two hits in the five games necessary to capture the title.

### Miss Joan Lucas Is New Local Home Economist

Miss Joan Lucas, daughter of Mr. and Mrs. Charles E. Lucas Jr., West Chester, assumed her duties as assistant extension home economist for Lancaster County on July 1.

She will assist Miss Doris Thomas, County home economist. A graduate of Mansfield State Teachers College, Mansfield, Pa., Miss Lucas received a Bachelor of Science degree in home economics this May.

While in College, she was a member of Alpha Sigma Tau, national social sorority, secretary of her senior class and a member of Omicron Gamma Pi, home economics sorority.

She is a member of the American Home Economics Association and the Pennsylvania Home Economics Association.

Among her hobbies are cooking and swimming. She was a swimming instructor following high school graduation.

Profile of an American food shopper—she's a bright girl who wants a product that involves less time, less waste and less money.

She's also a very demanding shopper who has grown to know that she doesn't have to settle for second best.

These were some of the thoughts expressed recently by marketing specialists who attended a meeting sponsored by the Pennsylvania Department of Agriculture, Leland H. Bull, Pennsylvania secretary of agriculture, reported recently.

One marketing specialist made the observation that the shopper reaches for a product the first time if it catches her eye but won't repeat the act unless the product is good.

"The typical shopper will seldom complain to a storekeeper if a product is inferior," the specialist said. "However, she will never purchase the item again."

An opinion expressed at the meeting was that a new breed of

food shopper has emerged on the American scene.

The new breed wants a product with an attractive appearance. Produce must also be ripe, unmarked, perfectly formed and be disease free. The new breed also wants a good selection to choose from.

And this new breed demands a variety of options in food. The food should come ready to eat or heat, be an instant or frozen product, or be of the brown and serve variety.

"This may sound like a huge order but it's what well-informed consumers insist on," a speaker said.

A buyer for one of the large food chains observed that nothing sells like quality. He said exceptionally nice fruit selling for 29 cents a pound will outsell ordinary fruit selling at two pounds for 29 cents.

"The day is long past when a food store can sell bananas that are too ripe or apples that are bruised," he said. "Today's housewife wants a perfect ear of corn and a box in which all the strawberries are nice."

An official from a leading frozen food firm made the interesting statement that many hospitals have switched to frozen foods, thus eliminating the need for big kitchens and big kitchen staffs.

Consumers want appearance, satisfaction and price, Bull said.

### Wheat Price Support Levels for '70 Listed

Farmers enrolled in the 1970 wheat program are eligible for price support loans on the 1970 wheat crop.

Loan rate for wheat stored on the farm is \$1.35 per bushel. Warehouse loan rate for No. 1 wheat is \$1.24 until July 10, \$1.25 from July 11 to August 7, and \$1.26 from August 8 until September 4, according to Miss Dorothy Neel of the Lancaster County ASCS office.

For warehouse loans, the following discounts will be made based on grade determinations: No. 2, 1 cent; No. 3, 3 cents; No. 4, 6 cents; No. 5, 9 cents; light gallicky, 5 cents; gallicky, 10 cents; light smutty, 2 cents; and smutty, 6 cents. Warehouse storage is available at Cargill's at Marietta and Nelson Weaver's at Lime Rock and New Providence.

Wheat loans do not mature until April 30, 1971. If the market price of wheat goes up beyond the loan rate, the farmer can redeem the wheat by repaying the loan plus interest. Interest is computed at 30 cents per month per \$100.

Farmers enrolled in the wheat program will also earn certificate payments on wheat harvested. These are computed on 48 per cent of the allotment times the normal yield established for the farm, times the certificate payment rate of \$1.57, up from \$1.52 last year, Miss Neel said.

### Milk Board Sets Hearing July 14

The Lancaster County Dairy-men's Assn. has been granted a public hearing by the State Milk Marketing Board on milk prices for producers and dealers.

Milk board officials announced that the hearing will be held at 10 a.m. Tuesday, July 14, at the Fair and Home Center, 1333 Arcadia Road.

Testimony will be received on minimum prices which milk dealers shall pay producers for various classes and utilization of milk, and on minimum prices which milk dealers shall charge to consumers and handlers for various types, classifications and containers of fluid milk and milk products.

### Egg Type Chick Hatch Increases Another 8%

The hatch of egg type chicks in May topped a year earlier by eight per cent, according to the USDA.

A total of 64.4 million egg type chicks were hatched during the month.

Eggs in incubators on June 1 were seven per cent above a year earlier.

For the first five months of 1970, the hatch of replacement chicks totaled 251.8 million, up 15 per cent from the same period in 1969.

Broiler-type chick hatchings exceeded the same month of a year earlier for the 25th consecutive month during May, topping the 1969 counterpart by six per cent.

For the first five months of 1970, the broiler hatch totaled 1.4 billion, up 10 per cent from the previous year.

### Greens for Salads

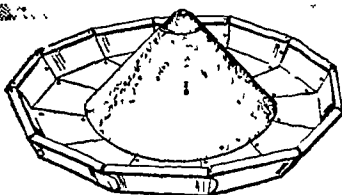
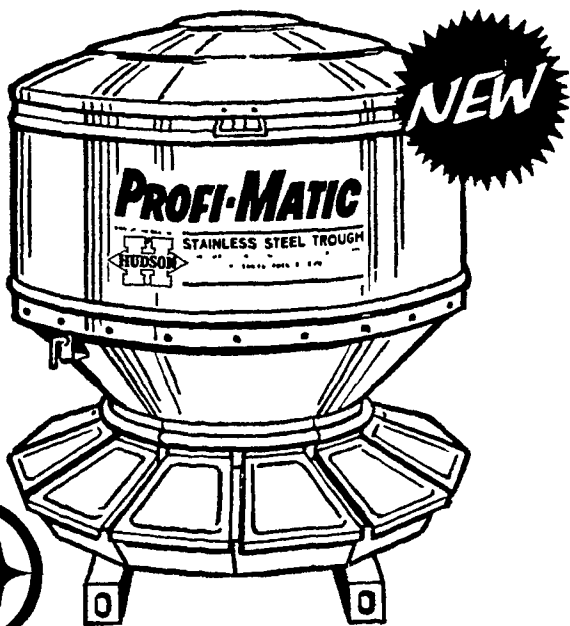
Greens are the soul of salads, says Mrs. Ruth J. Buck, extension foods and nutrition specialist of The Pennsylvania State University. Spinach, watercress, endive, dandelion greens, mustard greens, escarole and romaine are leafy vegetables that compete with lettuce for a place in the salad bowl.

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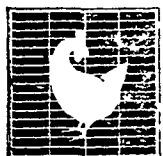


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