

## Pa. Eyes Farm Export Market

Pennsylvania is the first state to become involved in a new computerized trade referral system designed to promote foreign sales of U.S. agricultural products.

The names of Pennsylvania firms, together with a list of their food products, now are immediately available in answer to inquiries received at American embassies and consulates in all parts of the world.

The list is made up of firms which indicated their interest in foreign trade to the Bureau of Markets, Pennsylvania Department of Agriculture. The Bureau of Markets prepared the information on special forms and supplied it to the Foreign Agricultural Service, USDA, for computerization.

The importance of foreign trade to U.S. agriculture cannot be overemphasized. Sales of U.S. farm products abroad have been running in the \$5 billion to \$6 billion range per year and there is real hope this can be increased substantially.

Despite increasingly higher operating costs, the ever growing ability of U.S. farmers to produce more at lower costs enables many phases of U.S. agriculture to remain competitive with foreign agriculture. The highly developed combination of capital and know-how in the U.S. enables production in

such volumes as to enable competition with products produced in areas where the cost of labor is minimal.

In sale of farm products, as with most everything attempted across national boundaries, the major obstacle is communications. It's difficult for buyers and sellers to know about each other and to get together for exchanges which can be mutually beneficial.

Pennsylvania's new effort in this direction is commendable.

Every agriculturally-related firm which is seeking new markets should make sure that the Pennsylvania Bureau of Markets is fully aware of its needs.

At a time when U.S. agriculture is worried about market gluts — not recent concern about eggs and pork — and millions of persons abroad go to bed hungry each night, shipment of U.S. agricultural products abroad is a logical step toward bringing together supply and demand.

This is not to minimize the problems in international trade.

Despite the problems, it would appear that the export market offers real potential to those segments of U.S. agriculture in need of new and expanded markets.

## Some Egg Marketing Facts

Can eggs be used as an advertising drawing card by retail stores? Yes

Do increased egg sales before holidays cut down on sales after holidays? No.

Does egg demand vary seasonally? Yes.

These are some of the findings found in unpublished research reported recently by Progressive Grocer.

The findings were based on an Atlantic Study by J. T. Spearman in his University of Georgia MS thesis and a Central New York Study by F. A. Helfert in his Cornell University MS thesis.

The type of information contained in these reports is important for egg producers and allied industry men interested in maintaining and increasing egg production and consumption.

The specific findings in these two reports included the following:

1. Advertising mention increases the sale of eggs.

The mention of eggs in food page advertising with or without mention of price, cents off, or added display advertising, increased volume of egg sales (Atlanta and Central New York Studies).

2. Customers do not stock up on eggs for future use.

There was no decrease in volume of eggs the week following a sale. In fact, movement both the first and second week after an advertised sale was better than

average movement of all non-sale weeks (Atlanta Study).

3. Eggs do not have the new customer pulling power of some other types of advertised food.

When Chain A advertised a special price on eggs, egg sales of Chain B which did not advertise, were not affected. (Atlanta — 2-year Study).

Advertised egg sales increased egg movement from 20 to 100 per cent without increasing customer count as measured by number of machine tapes. (Central New York Study).

4. Advertising a specific grade, size or brand of eggs increases all egg sales. (Atlanta Study).

5. Egg sales increase the week preceding food-associated holidays.

The effect of Easter on egg sales is well known. Sales for Christmas may be equally good. But Thanksgiving, Labor Day, and to a lesser extent July 4, all appear to increase egg sales. The key here is — the week preceding — not the week of the holiday (Atlanta and Central New York Studies).

6. Consumer demand for eggs varies seasonally and is reflected in retail stores.

Retail egg sales, when adjusted for holiday demand and special sales, and related to average weekly volume, are 10 per cent above average September through Easter and 10 per cent below average after Easter through August (Atlanta Study).

## Help Child Listen

It is commonly accepted that the environment a child lives in strongly affects his development according to Sandra Eaton, extension home economist, Chester County.

For instance, if a child had to breathe badly polluted and contaminated air, chances would be slowed or impaired. The same goes for food that his lung development

could be said if a child drank large quantities of polluted water every day. His total physical development would suffer.

Parents are concerned about the bad aspects of the environment. Often they forget about the many good aspects of the physical environment.

To a child, his entire world is new. The two-or-three-year old is interested in learning all about the world. But he must learn to listen to his world and to observe it points out Mrs. Eaton.

Parents can help their children learn to listen by taking a "listening walk." They can walk anywhere because sounds are all around them. First, they listen. Then parents can encourage children to describe or identify the song.

The learning child will be grateful to his parents who take the time to help him listen to his world. He will learn to observe the many wonderful things that make up his physical world. But he will learn more. He will learn how to better explore his environment and to appreciate it.

## NOW IS THE TIME...

By Max Smith  
Lancaster County Agent



### To Store Corn Properly

Corn that is not to be made into silage must be stored in a well ventilated crib or bin and not on the ground floor, unless supplemental air or heat is to be added. Also, corn to be made into high-moisture feed would be another exception. We have noted that some grain storage bins, and places of temporary storage, are on earth floor or on concrete that has not been poured on a vapor barrier such as plastic. Corn will draw moisture from the ground and mold if not properly protected.

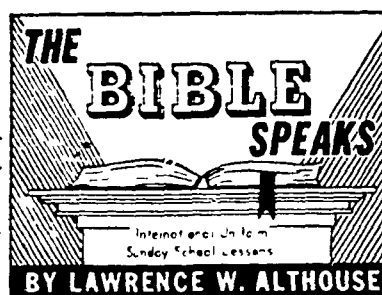
### To Control Rats

Rodents such as mice and rats will soon be reading for buildings due to weather conditions. All possible nesting places should be eliminated before their arrival in order to keep

down the population. Good sanitation measures are very important. Clean out all places where they may hide or make nests. Holes in concrete floors and stone or block walls should be filled with concrete. Prevention is needed along with a poison bait program to keep down the rodent problem.

### To Make High-Moisture Corn

Dairymen and cattle feeders are placing more attention on high-moisture corn for better feeding results. This means harvesting the corn when it is 30 to 35 per cent moisture for the ear corn and when 25 to 30 per cent moisture for the shelled corn. A good silo is needed and does not have to be an airtight silo for the ground ear corn. Shelled corn has given (Continued on Page 10)



## THE POWER OF LOVE

Lesson for September 27, 1970

Background Scripture: Genesis 37 through 50, 1 John 15:12-14  
Devotional Reading: John 10:7-18.

Jacob encountered God and his life was transformed. Jacob the Supplanter became Israel the patriarch of God's people.

That doesn't mean he never made any mistakes thereafter. He was human and, like all human beings, he made wrong judgments and decisions.



### Trouble in the family

For one thing, there was trouble in Israel's family. No wonder! He had four wives (actually two of them were concubines) and twelve children — a houseful in any man's book. You will remember that his father-in-law had tricked him into working for and marrying Leah. Jacob accepted this without rancor and proceeded to work seven more years for Rachel whom he had loved from the beginning. Even though Leah bore him his first son, she never felt really wanted in this household and Joseph, Rachel's child, clearly became his favorite.

It was obvious to everyone. Joseph got the best of everything, including that beautiful multicolored coat. We can imagine how the other brothers felt when the "spoiled brat" walked among them with his "badge" of preferred status. It does not even seem that Joseph shared the labor which his brothers had to perform.

Of course, Joseph made matters even worse. The seventeen-year-old youth, seemingly more handsome and intelligent than the rest, was acutely aware of his advantages. He flaunted them before his alien, jealous brothers. We find also that he was a "littletale," who took "all reports" to his father concerning his brothers. How they must have despised this "spoiled brat"! How

they must have bristled when he told them of his dreams in which he saw himself as superior to them!

### The violent act

There came at last the day of reckoning for Joseph. In one violent hour his whole life was changed and his beautiful world came crashing down about him. Tensions, hatred, violence — and one brief hour can change the lives of any of us. Even minutes mixed with the wrong emotion can turn our world upside down.

Many years later Joseph and his brothers stand face to face once again. They do not recognize him for Joseph has become the close associate of the Pharaoh of Egypt. Because of the great famine and Joseph's skill as an administrator, virtually the whole kingdom is in his control. If ever a man desired a position in which to exact vengeance, Joseph was in it.

Yet, in the years that had separated them physically, there had been some radical changes in their family and themselves. Joseph had outgrown his haughtiness and his brothers had come to realize the immensity of their crime against him. Best of all, love seemed to have entered Israel's troubled home.

Judah had come to realize the terrible unhappiness they had caused their father in getting rid of Joseph. Realizing how he had grieved Israel, Judah forgot his jealousy and began to love his father with a love that did not demand anything in return. Though once he had resented the special love his father had shown Joseph, he now accepted without bitterness the special love Israel bestowed upon Benjamin.

### Greater love hath no man...

Judah cannot bear to think of the sorrow Israel will suffer if the brothers must return without Benjamin, leaving him as surety with Joseph. "... when he sees the lad is not with us, then... he will die" (Genesis 44:31). Judah, forgetting himself, is caught up in concern for his father: "let the lad go back with his brothers..." In Benjamin's place, he will stay. Such is the power of love.

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