

Pork Merchandising Discussed

Pork customers in the future are going to need and demand more product information and greater convenience, believes Thomas F. Mayer, fresh meat merchandiser for Jewel Food Stores, Inc.

Mayer was one of the principal speakers at the 2nd Annual Pork Promotion-Education Workshop sponsored by the Pork Industry Committee of the National Live Stock and Meat Board in Chicago recently.

He elaborated by saying that more specific information on the preparation and use of pork will be needed because many young customers may have by-passed mother's training in cookery.

Therefore, in addition to their usual skills, "the merchandiser and the entire pork industry in the decade ahead will have to be well versed on meat cookery so that recipe and menu planning will be a vital part of their merchandising strategy," he said.

The need for quick preparation is also going to be an important consideration, and "this may mean a need for new cuts and new ideas from packers," Mayer continued.

The customer will continue to demand honesty in advertising and labelling. And she's going to be more interested in such things as the nutritional value of pork and how important it is for the well-being of her family.

Variety is another important customer demand, according to Mayer, who went on to say that processors "have found more ways to process and package pork than for any other group of meat products. They have given us the variety the housewife demands."

Freshness is also one of the customer's primary concerns. "She may know nothing of the producing or processing end of the business, but she can spot a bad ham at the far end of the store," Mayer continued.

"And because she feels a deep sense of responsibility to her family to see that they get fresh wholesome food, we be it to the store or industry that lets her down."

The customer is able to make these demands because: "she is the complete boss of our business," said Mayer. "If she picks up a chicken instead of a pork roast, regardless of her

reason, we go out and buy more chicken. And if she picks up a ham instead of a turkey, we go out and buy more ham.

"She is the one who ultimately decides whether to buy or not to buy — and if she does buy, what to buy. It is through her that all of us can hope to exist, and she is the person to whom all merchandising must be directed."

With market conditions as they are and as they have been predicted, Mayer says that retailers cannot only draw new customers to their stores, but

AFBF Notes Changes In Its Farm Magazine

New editorial goals and a new look have prompted a change in name for the nation's second largest general farm-circulation magazine.

Effective with the February, 1972 issue, *The American Farmer* will be the name of the former *Nation's Agriculture*, published by the American Farm Bureau Federation.

Emphasis will be on the business aspect of agriculture, according to William J. Kuhfuss, president, American Farm Bureau Federation. "This will provide farmers and ranchers with information needed to make management decisions in light of today's social, economic and political conditions," he said.

The *American Farmer* will be circulated to more than 2,000,000 families in 2,820 counties in 49 states and Puerto Rico.

Steve Van Slyke, editor, and Jerry Claar, advertising director, will continue to serve in the same positions for *The American Farmer*.

xxx

Six states account for 60 per cent of the United States wheat output. Kansas, which produces almost twice the number of bushels as the next ranking state, leads in wheat production.

The Bronx
New York City's Bronx was named for Jonas Bronck, the first European to settle there. From the saying, "We will visit the Broncks," came the name Bronx. Bronck flew the flag that became the model for the flags of the city and state of New York.

LOOKIN' FOR A SOFT JOB?



TRY FARMING . . . with an Allis-Chalmers tractor to soften up the toughest jobs. The seat soaks up bumps and adjusts to the height and leg reach that suits you best.

Hydrostatic power steering lets you drive easily with a light hand on the "reins". The controls are conveniently grouped within easy reach. All to make your long days in the field seem as short as possible. And if you'd still prefer to work inside, you can . . . by equipping your Allis-Chalmers tractor with a comfortable, weatherproof cab. Put a lot of comfort in your life . . . by putting an Allis-Chalmers tractor under you.

Roy H. Buch, Inc.
Ephrata, R.D. 2

Grumelli Farm Service L. H. Brubaker
Quarryville, Pa. Lancaster, Pa.



Nissley Farm Service
Washington Boro, Pa.

N. G. Myers & Son
Rheems, Pa.



ARE YOU PARTICULAR WHAT YOU FEED TO YOUR HORSES?



Sure you are! That's why you should try Red Rose Horse Feed. This feed is a palatable and digestible grain mixture. It's bulky, balanced and clean, contains high quality grains . . . and is fortified with all important trace minerals.

HERE'S AN IMPORTANT NOTE.

You can feed Red Rose Horse Feed to horses of any age or breed—always with complete confidence and satisfaction.

Stop or call any of these dealers for Red Rose Horse Feed. Ask, too, about the complete Red Rose Horse Feeding Program. It includes feeds you will want to know about, and feeds that are best for your horses!

Walter Binkley & Son
Lititz

G. R. Mitchell, Inc.
Refton, Pa.

Brown & Rea, Inc.
Atglen

Mountville Feed Service
Mountville

Elverson Supply Co.
Elverson

Musser Farms, Inc.
Columbia

L. T. Geib Estate
Manheim

Martin's Feed Mill
Ephrata, Pa.

I. B. Graybill & Son
Strasburg

Chas. E. Sauder & Sons
Terre Hill

E. Musser Heisey & Son
R. D. #2, Mt. Joy, Pa.

Shelly Brothers
R. D. 2, Manheim, Pa.

Heistand Bros.
Elizabethtown

E. P. Spotts, Inc.
Honey Brook

Red Rose Farm Service, Inc.
N. Church St., Quarryville

H. M. Stauffer & Sons, Inc.
Witmer

David B. Hurst
Bowmansville

Announcing: a dry "pop-up"! Can cut planting time in half!



Ortho Unipel STARTER SPECIAL.

A starter? As a "pop-up"? It has to be special. It is. STARTER SPECIAL is a completely unique product.

Here's why:

— Physical Uniformity. STARTER SPECIAL pellets are made to the same shape and density for maximum consistency and control in application.

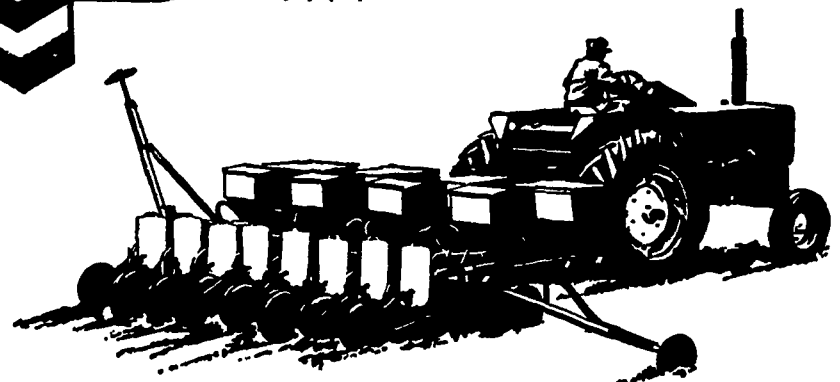
— Chemical Uniformity. Each and every STARTER SPECIAL pellet has all three primary nutrients — nitrogen, phosphorus, potassium — chemically homogenized in precisely the most desirable ratio. 13-34-10. The nutrients can't separate or segregate during handling as with troublesome, hard-to-regulate "dry blends."

— Double Duty Nutrients. STARTER SPECIAL has both quick-acting and long-lasting nitrogen and phosphorus for thorough plant feeding. There is no urea or diammonium phosphate that might endanger the seed through liberation of free ammonia.

Of course, these features also make it highly effective as a banded starter. But, with only slight adaptation of most planters, it can be applied directly with the seed in exacting measurement for safety and maximum response.

With this kind of control, you apply much less material — only 1/3 the amount needed for banding. And the reduced material handling could cut your planting time in half!

So, save time, trouble, and money at planting time. See us soon about applying STARTER SPECIAL this spring as a dry "pop-up".



ASK ABOUT EARLY SEASON DISCOUNT.

P. L. ROHRER & BRO., INC.

SMOKETOWN, PA.

Phone Lanc. 397-3539

TM's Ortho, Chevron Design Unipel Reg. U.S. Pat. Off.