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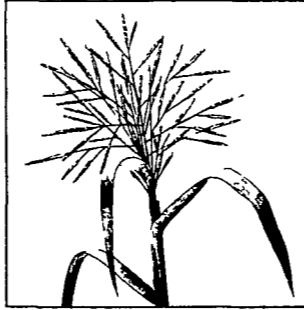
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Fall Panicum

Many Milk Buyers Still Prefer Home Delivery

Nearly 40 percent of the people still agree that home delivery of milk is worth the extra price. This, despite the fact that home delivery of milk has been declining in recent years, and more and more people are buying their milk in supermarkets and other stores.

This is one of the facts that has been learned from a recent study of consumer attitudes toward dairy products and the dairy industry conducted by the United

Dairy Industry Association (UDIA). A statistically selected nationwide sample of 3,500 people of both sexes, 13 years of age and older, were asked to react to some 500 statements about dairy products and the dairy industry on a 6-point scale ranging from definite agreement to definite disagreement with each statement. Responses to the statement: "Home delivery of milk is worth the extra price" were as follows: Definitely agree 18.5 percent; Moderately agree 9.0; Slightly agree 10.8; Moderately disagree 10.9; Definitely disagree 37.6 percent.

"On the basis of these results," says Dr. Jerry Quackenbush, Director of UDIA's Marketing and Economic Research Division, "we have to conclude that home delivery of milk may not be as dead an issue as many people believe, even though three out of five persons seem to feel in varying degrees that home delivery is not worth the extra cost."

There was no significant difference between the attitudes of males and females to home delivery. There were, however, significant differences by age

group. As might be expected, older people over 55 were most favorable to home delivery and those in the 25-34 age group were the least favorable.

There also were significant regional differences in response, with highest agreement in the East South Central and Mountain States, and lowest agreement in East North Central, Pacific and New England States.

By income groups, those with the lowest incomes (below \$4,000 per year) show the highest agreement that home delivery is worth the extra price, whereas the lowest agreement occurs with those earning \$15,000 and over.

This was the first of a yearly series of studies to identify trends in consumer attitudes toward dairy products and the dairy industry sponsored by UDIA on behalf of the dairy industry and the UDIA family consisting of the American Dairy Association, National Dairy Council and Dairy Research Inc. The first round of the study was conducted in early 1972, and the second round is now underway.

Witmer Guernseys

Production Cited

Four registered Guernsey cows in the herd of Raymond and Louise Witmer, Willow Street, have recently completed top official DHIR actual production records.

Naeflands Kebbie, an 11-year-old, produced 15,080 pounds of milk and 750 pounds of butterfat in 298 days; Penn Del Forward Penny, five-year-old, 14,680 pounds of milk and 687 pounds fat in 305 days, Penn Del Brilliant Lorna, three-year-old, 14,990 pounds milk, 712 pounds fat in 305 days, and Penn Del Ambassadors Mitzi, two-year-old, 10,410 pounds milk, 470 pounds fat in 305 days.

All cows were milked twice daily. The testing was supervised by Pennsylvania State University.

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So, thanks for believing in us. Thanks for helping us prosper as you and our other customers prosper. Thanks for joining us in making Southern Lancaster County a wonderful place to live.

And, yes, thanks for understanding when we show our human-ness with a goof.

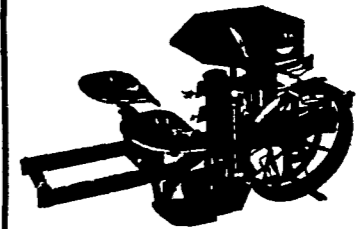
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