

Youths Become Wise Consumers Thru 4-H

"Consumers consider a number of factors before deciding to purchase an item," observes Lois Howard, program associate for the National 4-H Service Committee. "Cost, service, quality, operation are just some of the aspects consumers must keep in mind when considering a purchase. There's much infor-

mation that consumers must sort out in arriving at a proper decision."

"It can get very confusing, at times," says Miss Howard, "but that's one of the very good reasons for a consumer education program among 4-H members across the country. Young people are consumers in their own right and

they exert considerable influence on the buying decisions of their families," she explained

To help 4-H'ers use information wisely in making their buying decisions, the Cooperative Extension Service, National 4-H Service Committee and Montgomery Ward are cooperating in a national 4-H consumer education program effort

4-H'ers involved in the program learn how to dig through the maze of information and to select and buy needed goods and services.

Making decisions on the type of goods to buy, learning to spend money wisely and how to use credit sensibly are major concerns of the program. Understanding warranties, guarantees and contracts also are important concepts 4-H'ers learn in the program, adds Miss Howard.

Charleen Kruse, of Revillo, S.D., has become a very choosy consumer because of her work in the 4-H consumer education program. She now examines the labels on virtually every garment, or can of food, or other consumer item that she'll pick up in a store. Says Miss Kruse, "The labels give me the greatest clue".

The results of her educational efforts in the program and other 4-H accomplish-

Measurement of Hay Value Needed By Both Producers and Buyers

One of the major hay marketing problems facing Pennsylvania farmers and buyers today is the determination of a price based on a realistic measurement of feeding value instead of by the fine art of bartering.

Dr. John E. Baylor, Extension agronomist at The Pennsylvania State University, made this statement August 20 at the 78th convention of the National Hay Association in Troy, Michigan.

"Hay marketing in the United States today is big business," Dr. Baylor said. "Eighteen of the major hay-producing states in 1970 sold 19½ million tons and this amount, valued at today's prices, would be worth \$1.5 billion."

He pointed out that in those states where more than 40 percent of the hay grown is sold,

such as Arizona, California, New Mexico, and Washington, a chemical analysis to determine the value of the hay is used. Visual estimation is the primary method used by most other states.

"A chemical test developed for use by the trade in Pennsylvania must provide a reliable measure of the nutritive value of the hay and, at the same time, be accepted and relatively inexpensive," he said.

Dr. Baylor emphasized that at today's hay prices, a buyer needs to know exactly what he's getting for his money.

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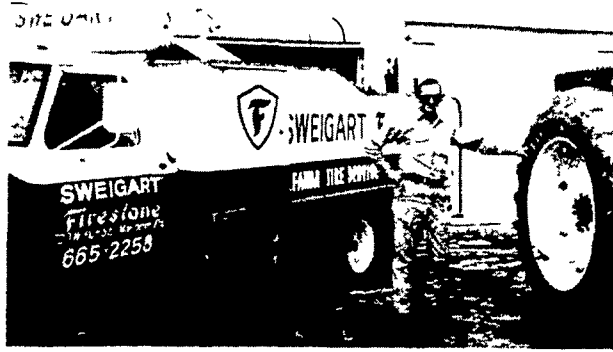
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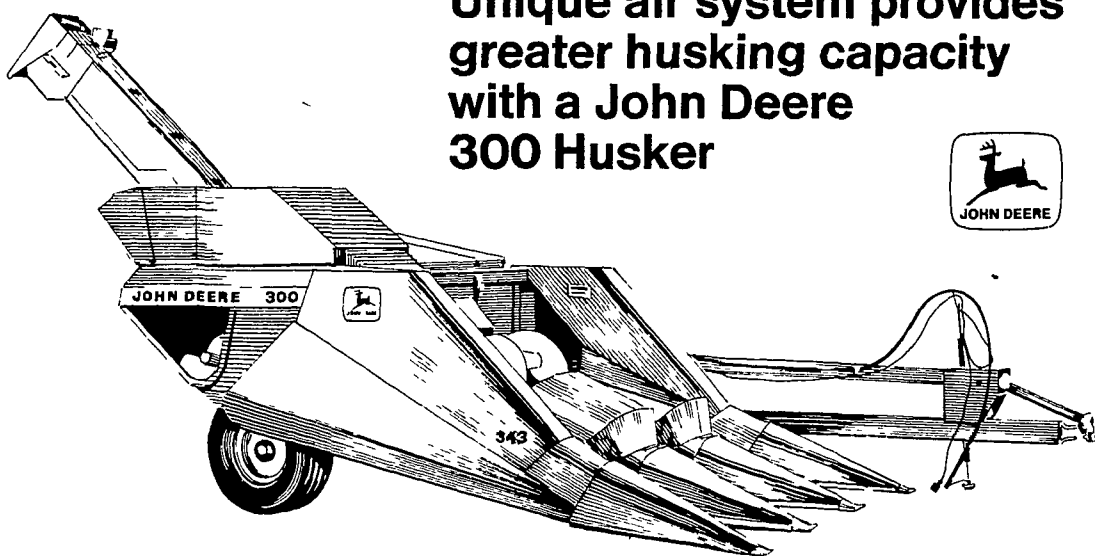
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