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THE FOOD STAMP ISSUE

(Continued From Page 15)

The marketing bill—the total cost of transporting, processing, and distributing farm food products—registered gains for all major food groups. Meat products cost the most to market (\$21 billion), followed closely by fruits and vegetables (\$19.1 billion).

All of last year's \$3.9 billion jump in the marketing bill reflected steeper costs of marketing services. Normally, a rise in volume marketed and more marketing services add to

the bill, but farmers marketed less food last year than in 1972.

Labor costs, the major component of the marketing bill, rose over 7 percent to \$40.3 billion last year and accounted for almost half of the marketing bill. The increase came from mounting labor costs and total hours worked by employees of food marketing firms.

Packaging farm food products cost \$10 billion, about 6 percent more than in 1972. Wholesale prices of many containers rose

sharply. Petroleum based materials such as plastic wrap, trays, and cartons were in tight supply and prices spurted during the last half of 1973.

Rail and truck transportation remained at \$6.1 billion. Although boosts in transportation rates averaged about 4 percent last year, they were offset by a drop in volume of farm foods handled. Costs to truckers have been climbing because of fuel price hikes, reduced speed limits on highways, and higher wage rates. Transportation costs last year accounted for 7 percent of the overall marketing bill.

Capital costs, including depreciation, rent, and interest, rose to \$6.9 billion or 8 percent of the food marketing bill. Part of the bulge mirrored growing construction costs, which upped depreciation costs and commercial rental rates for food marketing firms.

Advertising again took almost 2 cents of each food dollar. Food processors spent half of the \$2.3 billion for advertising all farm foods in 1973. Advertising costs were three times greater for television than for newspapers and other print media.

Corporation profits reached \$4.6 billion before Federal income taxes, a \$1.1 billion increase from 1972. These profits represented 5.6

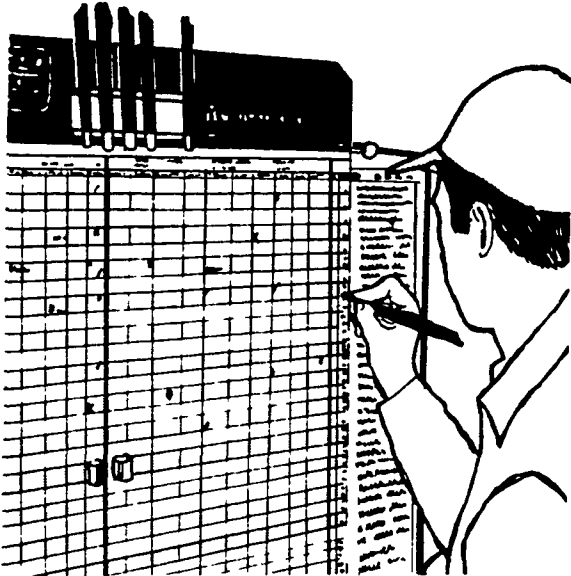
percent of the marketing bill in 1973 compared with 4.5 percent in 1972.

Business taxes climbed 3 percent to \$3.3 billion in 1973, almost twice what they were 10 years ago.

Thoughts in Passing
Due to the Thanksgiving Holiday, there will be no Thoughts in Passing column published in this week's issue. The column will be continued in the next issue, however.

Yogurt
Liquid yogurt, either fruit-flavored or plain, retains a creamy, milkshake-like consistency with the fruit remaining in suspension. More than 10% of U.S. families buy yogurt at least once a month. The highest yogurt-consumption areas are on the East and West coasts, in large cities, by higher income families.

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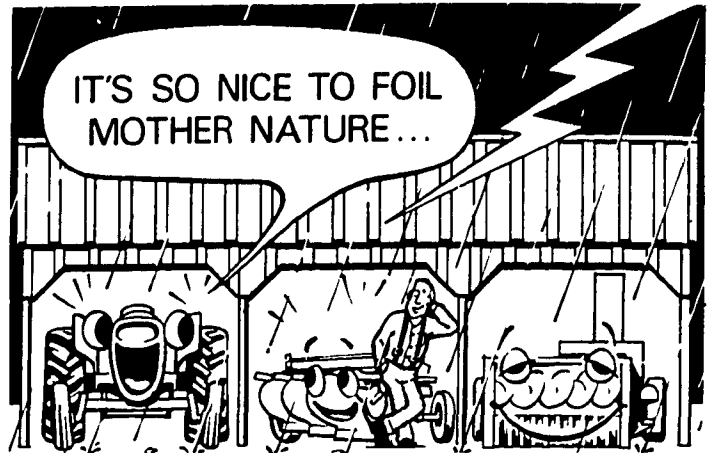
Continuous chart with plexiglass cover lets you see at a glance all the details and condition of each individual cow. You can immediately check for heat, pregnancy, service and gestation. Also gives you a permanent visible health record of treatment and other important data. Write or telephone for complete information on this inexpensive new system.



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Sponsor: The Eastern Division of Advanced Ag Associates, one of America's large soil consulting firms operating in over 20 states and Canada.

Speakers: Donald L. Schrieffer, Soil Biologist, and Richard Coughenour, Field Director of Operations in Pennsylvania.

Place: Morgantown Fire Hall, Morgantown, Pa.

Date: Tuesday, December 10, 1974

Time: 8:45 A.M. to 4:00 P.M. & 5 P.M. to 8 P.M.

Seminar fees payable at the door: \$25.00 per person or farm operator and \$5.00 for additional immediate family members.

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