

New Products

Looking over the new products on the market is part of the fun of shopping. But the bright colorful packages you see show little of the struggle that takes place before products are ready for the market, say Extension consumer specialists at The Pennsylvania State University. It takes much work and

planning before new products and product improvements happen. Ideas come from many sources. Marketing personnel, researchers or consumers create the idea and help to develop or perfect the product.

After the new ideas are tested against preference and wants or needs of consumers, a business analysis follows. The most promising products survive. There must be evidence that a product has sales potential, that it isn't too costly to produce, and that it's different from existing products. It must also be adaptable to packaging.

Companies conduct home tests and interview consumers before any large amount of money is spent for further development of the product. If a product is successful in a limited test market area, it's then produced for wider or national distribution.

That is where you come in, remind the Extension specialists. If you try a new product, you have a responsibility for letting the company know what you liked or didn't like about it. This feedback is a must. It's one way of assuring you that the most desirable products will continue to be produced.

Conservation Cooperative Agreements Are Signed

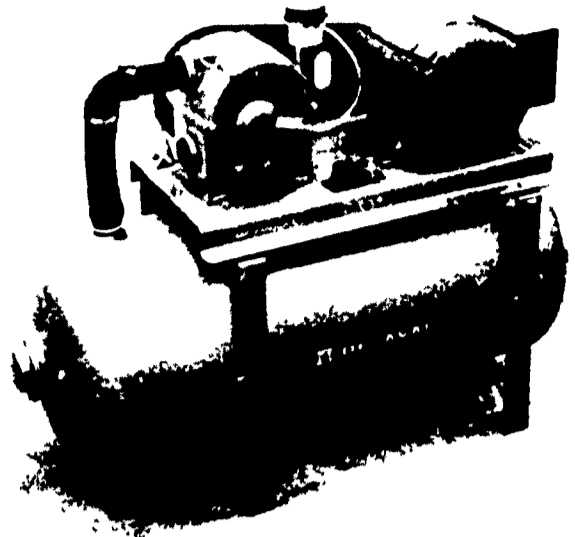
At a recent meeting of the Lancaster County Conservation District, 17 new conservation cooperator agreements were signed by the district board of directors. The new cooperators, the townships in which their lands are located, and the number of acres under agreement are:

Barry L. Graybeal, Drumore, 106 A; Harold H. Warfel, Fulton, 108 A; Larry & Eleanor Wiker, Elizabeth, 19 A; Sam & Allen Kreider, East Drumore, 111 A; Charles J. Reath, Drumore, 21 A.

Robert S. Holzhauer, Drumore, 117 A; Ivan G. Charles, Manor, 62 A; Donald B. Trimble, Fulton, 143 A; East Petersburg Water Co., 10 A; Kenneth B. Hertzog, Ephrata, 8 A; Triple "J" Farm; John G. Leakway; Conestoga, 47 A.

Dr. Lawrence T. Stewart, East Cocalico, 73 A; David H. Martin, Earl, 77 A; Glenn B. Thomas, East Donegal, 165 A; Paul M. Shirk, Caernarvon, 111 A; J. Wilbur Hess, Penn, 112 A.

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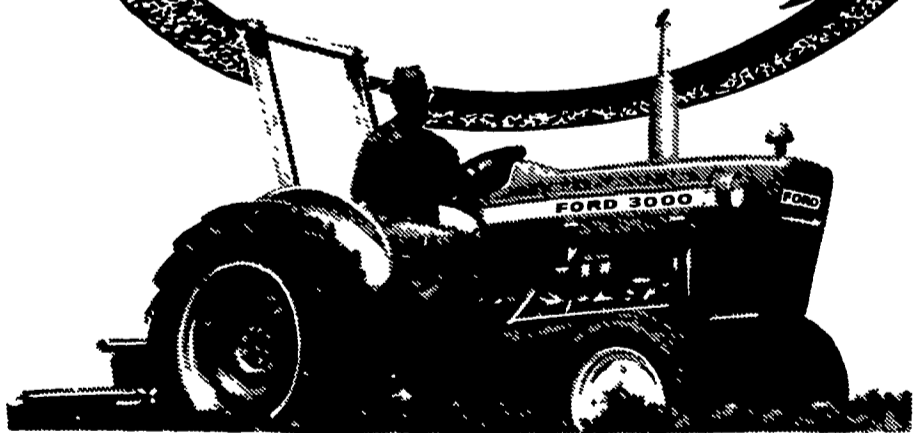
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