

New Record For Nuts Is Posted

Do there seem to be fewer nuts in the pecan sticky buns or almond cookies you buy nowadays? Don't blame your taste buds—there may in fact be fewer nuts.

Soaring prices of sugar, flour, and other crucial baking ingredients—not to mention the added costs to stoke the stove—forced some manufacturers of baked goods to start cutting corners last fall. And "non-essential" ingredients like nuts were often the first to go with toughening times. Even in products where nuts are essential, such as pralines and walnut cakes, some manufacturers have been skimping on the nuts, raising the price, or both.

Ironically, the cutback strikes when tree nut production is burgeoning. Output of the four major nuts—pecans, walnuts, almonds, and

value of nuts and tantalize the consumer by suggesting more imaginative uses of nuts in cooking and entertaining. Relatively new markets such as cereal manufacturers, mail order houses, and foreign buyers are also being courted.

The almond industry has scored the greatest success in coming up with new markets and uses. Perpetually plagued with large supplies and limited markets, the almond handlers have introduced their wares in foods such as natural cereals and frozen vegetables and casseroles. They've also drummed up considerable foreign business. Exports now account for over half the shelled almonds, compared with under 10 percent in 1962-63. And, over 95 percent of the almond crop is sold shelled.

Domestically, the top users of almonds—confectioners, salters, and cereal manufacturers—take over half the market. The rest goes to bakers, other food manufacturers, and other outlets, such as retailers, wholesalers, and mail order houses.

bakeries—took only 26 percent of the crop sold in 1974, down a tenth from 1961. But sales to the other markets picked up. Confectioners, the No. 2 customers, used a slightly greater percentage in 1974—almost a fourth of total sales. Gift packs and mail order sales rose significantly.

Completely new pecan outlets were exports, accounting for over 5 percent of the sales in 1974, and cereal manufacturers, about 2 percent. Church donations and sales marginally added to the list of outlets.

account for a fifth of the in-shell walnut market.

On the domestic front, most of the in-shell walnuts continue to go to grocery wholesalers and chain stores. Traditional markets for shelled nuts, on the other hand, are down. The biggest seller—unsalted packages in grocery stores—only accounted for about a fourth of the shelled sales in 1974, down 34 percent from 1962-63.

Marketing patterns for the filbert industry have remained fairly static, but then so has production. Handlers market a fairly constant supply of in-shell filberts each year because they believe demand is fairly stable. The excess filberts are shelled. Rivalry among marketing agencies and sharp competition from imported, low-cost shelled filberts, however, have dampened interest in marketing innovations for the shelled filberts.



filberts—hit a record 443,800 tons in 1973, over 1½ times the average production in 1960-64. Hawaiian macadamia nuts added another 5,500 tons.

The \$408-million tree nut industry, however, isn't about to let its mainstay markets fade away. Industry people are trying to counter the sagging demand from food manufacturers by stepping up advertising and sales promotion. Their campaigns often focus on the nutritive



The pecan industry is playing promotion on a low key, reason being the wide swings in annual production and supplies. However, pecan use seems to be holding its own—replacing declining markets with new ones.

The biggest buyers of pecans—



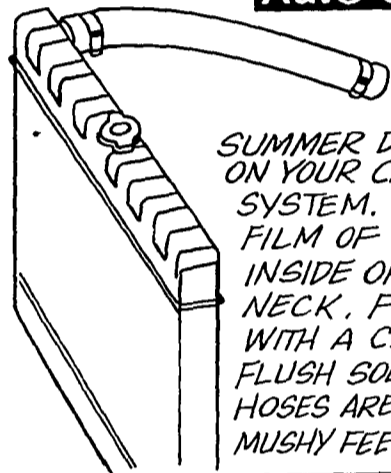
As with the almond business, the walnut industry has cultivated foreign trade. During 1963-73, exports zoomed from practically zero to



We have known the bitterness of defeat and the exultation of triumph, and from both we have learned there can be no turning back. We must go forward to preserve in peace what we won in war.

Gen. Douglas MacArthur

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COOLING SYSTEM

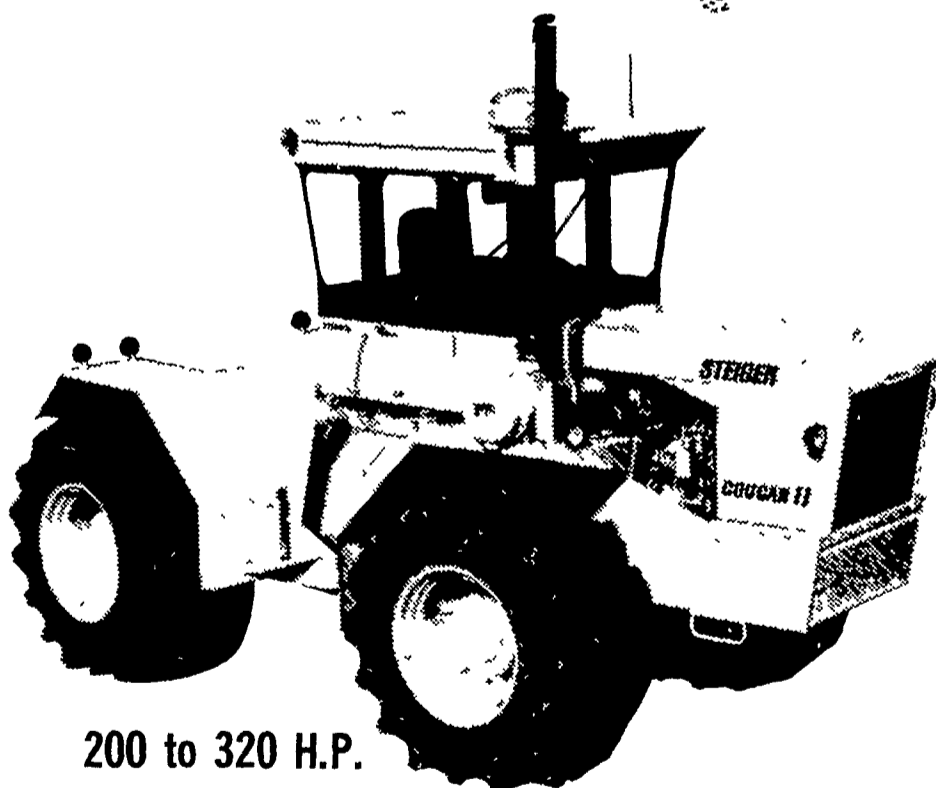
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