

Market changes for dairy products

Widespread changes have taken place in the sale of milk and other dairy products in Pennsylvania during the past 16 years, says Dr. Blair J. Smith, economist with the College of Agriculture at The Pennsylvania State University. Sales of milk in stores surpassed home deliveries for the first time in 1966, Dr. Smith reported recently. Sales through stores continued to increase and by 1973 accounted for 59 per cent of total fluid milk sales. Home deliveries, on the other hand, dropped to about 23 per cent in the same period.

Many of the younger generation have never seen a milkman, the symbol of the dairy industry among the older generation, Dr. Smith observed. Young people

can't relate to much of the folklore that sometimes still attends the terms "milkman," he added.

As for containers, glass bottles have fallen out of favor and have been replaced largely by plastic and paper. Sixteen years ago glass containers were used to deliver 55 per cent of fluid milk. By 1973, less than 12 per cent of all sales were in glass containers.

Even more noticeable has been the decline in quart containers, from 66 per cent to 13 per cent in the 16 year

span. Gallon containers increased sharply from practically none in 1957 to over 25 percent by 1973. Half-gallon sales doubled from 20 to 40 per cent in the 16 years analyzed, but have leveled off in the last 6 to 8 years.

Sales of whole milk with less than 4 per cent butterfat dominate the market, comprising 76 per cent in 1973, Dr. Smith reported. The largest increase in fluid milk sales is with skim and low fat items. From 3 per cent of all sales in 1959, they have risen to 16 per cent in

1973. Increased use of low fat milk has produced this change, he observed.

In 1957, a little over 17 per cent of all milk sales were "creamline." However, virtually all of the whole milk sold in 1973 was homogenized.

Production of hard cheese was up rather sharply throughout the 16 year period. These cheeses — along with cottage cheese, ice milk, and skim milk and low-fat fluid milk — are the brightest spots in the dairy products marketing picture, Dr. Smith claimed.

Butter production generally increased except in 1973 when milk supplies were relatively low. The manufacture of condensed and evaporated milk and non-fat dry milk powder was generally upward in the Commonwealth during the first half of the 1957 to 1973 period, but has since been downward.

In analyzing the situation, the Penn State economist used a series of reports entitled "Characteristics of Fluid Milk Sales in Pennsylvania," published every other year since 1957 by the Pennsylvania Milk Marketing Board, Harrisburg, and the Department of Agricultural Economics at Penn State. He also used data from the "Crop and Livestock Annual Summary," published by the Pennsylvania Crop Reporting Service in cooperation with the U. S. Department of Agriculture.

Dr. Smith summarized his findings in the June issue of "Farm Economics," published by the Cooperative Extension Service at Penn State.

Pa. one of three states to receive snowmobile grants

CHICAGO, IOWA — Michigan and Pennsylvania

will receive \$800 grants to develop and expand activities in the North American 4-H snowmobile program.

Funds are being awarded by Ski-Doo Snowmobiles, Bombardier Limited, through the National 4-H Service Committee.

The projects to be funded were selected from among proposals submitted by Extension Services and 4-H staffs in 36 snowbelt states. All three projects focus on youth involvement in planning, carrying out and evaluating innovative snowmobile activities.

Iowa plans to hold a three-to four-day winter camp that will center on safe snowmobile operation. Participants will be teen and adult volunteer 4-H leaders recruited from rural and urban areas. Following the camp session, leaders will conduct training programs for young people in their communities.

The grant to Michigan will support an educational program in three counties. Older 4-H'ers with snowmobiles will set up safaris and special events to provide snowmobiling experiences for youth who do not have access to the machines. A trail cleanup activity is also planned. Snowmobiling demonstration kits, including clothing, equipment, safety films, and handout materials, will be prepared and made available on a loan basis for training sessions.

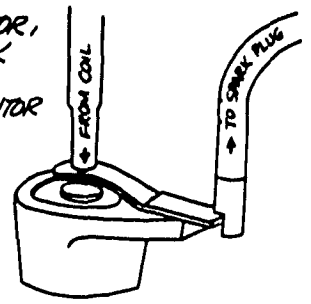
Pennsylvania will develop a safety program in three rural counties. Each county will work toward organizing two new 4-H snowmobile clubs, recruiting and training six leaders, and building a safety exhibit. In addition, each county will mark at least two snowmobile trails two to three miles long.

The grants add a new dimension of support this year to the 4-H snowmobile program, which is in its fourth consecutive year of sponsorship by Bombardier Limited. Bombardier also makes snowmobile literature and other educational aids available to program members and leaders.

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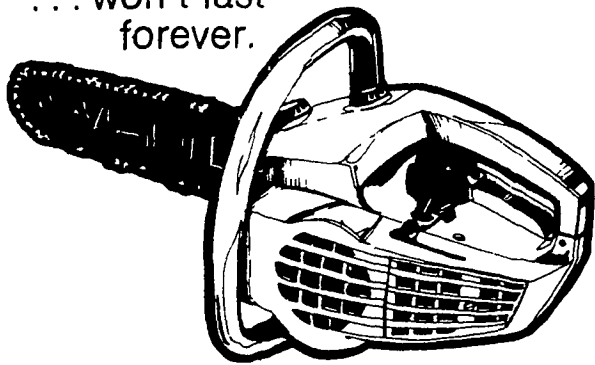
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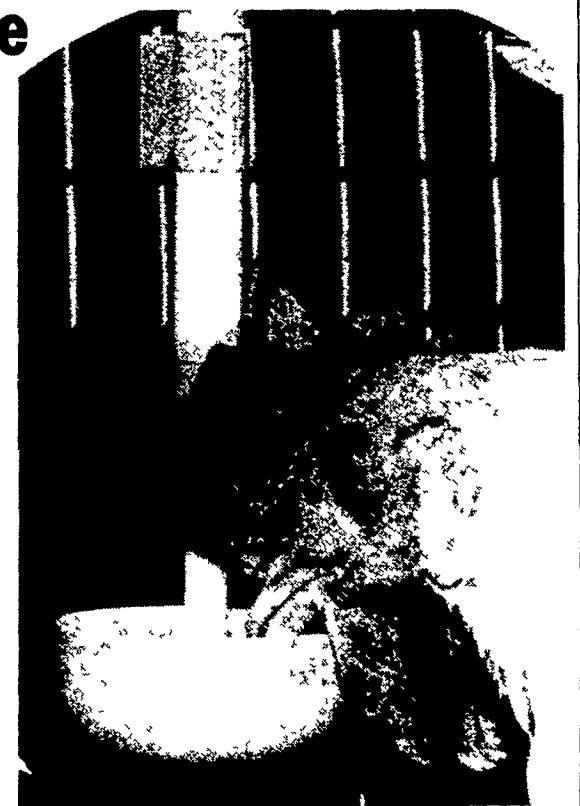
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