

Domestic soy oil use studied

HUDSON, Iowa - Palm oil's inroads into the U.S. soy oil market have prompted the American Soybean Association (ASA) to consider doing market development work in the United States.

ASA has hired a market research firm to study the potential for increasing soy oil utilization in this country and to recommend possible marketing strategies to accomplish that end, according to ASA president Gerald Michaelson.

"This study will tell us whether a domestic soy oil promotion would be a good investment for growers' funds," he said.

If the study recommends that ASA go ahead with a domestic program, it would mark a sharp departure from past ASA market development policy, Michaelson noted.

"In the past, it was considered that the market for soybeans and soybean products in the United States was saturated," he said,

"and little or nothing would have been gained by spending producers' money to promote soybean products domestically."

"Past ASA policy, therefore, has always operated on the premise that we could get more for the producer's market development dollar by using it in foreign countries where the market for soybeans had considerably more growth potential."

But today, Michaelson said, soybean producers are

concerned about low soy oil prices brought about by competition from imported palm oil.

"Palm and other highly saturated imported oils have been taking an increasing share of the market previously held by soy oil in the United States," said the ASA president, "and we are wondering if it is time to do some market development work at home."

Michaelson said one possible basis for such a market development program would be informing health-conscious consumers of the high saturation levels of palm and coconut oils,

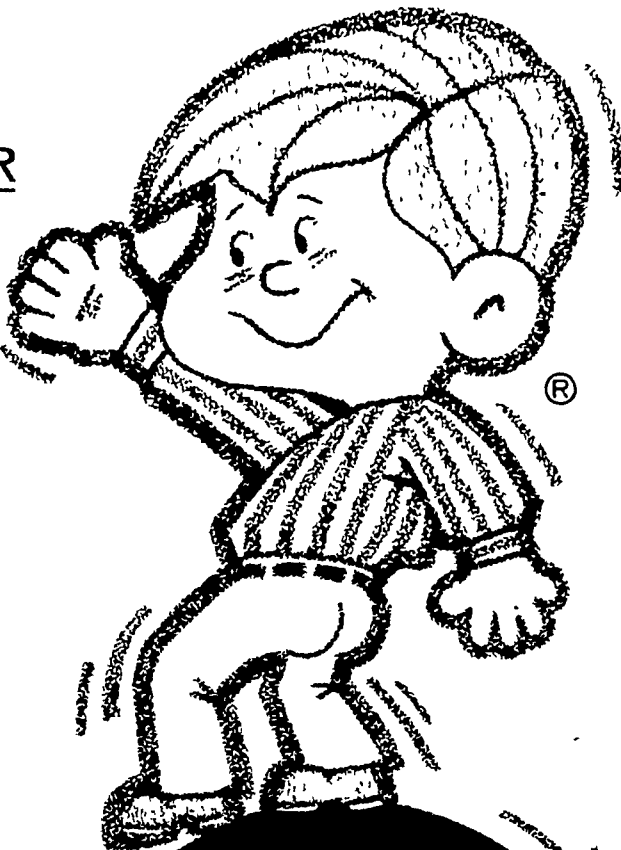
relative to the high level of polyunsaturation in soy oil. Michaelson said this approach could be aided by a new FDA food labeling regulation which will require labels to list specific edible oils contained in foods by Jan. 1, 1978.

Per capita egg consumption declined 10 percent in the past two years to 275 in 1975 (including the eggs hidden in muffin mix and store-bought eggnog). In 1945, when wartime meat rationing spurred egg eating, the per capita average was 400 eggs a year.

By the 1980's there may be only 520 flocks of more than 480,000 hens each with the national hen population remaining at its present level, says Professor Ralph L. Baker of Ohio State University.

Last year 64.4 billion eggs were laid in the United States. This was 3 percent less than the year before, but still enough eggs - if laid end to end - to circle the earth at the equator 100 times.

A LIMITED TIME OFFER
FROM THRIF T.



SAVE OVER

12¹/₂%

**ON FULTON'S
NEW CAR
LOAN RATES!**

Has Thrif T. got a deal for you! When you finance a new 1976 or 1977 automobile with Fulton Bank, you'll save more than 12½% over our usual low bank rates. Terms up to 36 months . . . 25% down payment on dealer list price, including any trade-in.

Take advantage of this 12½% savings on new car loan rates at all Fulton offices. Any qualified person is eligible for these special rates—customer or non-customer, male or female, married or not.

Act now. Offer expires November 26, 1976.

TYPICAL 36-MONTH LOANS*

Our Regular Low-Interest Loans ANNUAL PERCENTAGE RATE = 10.88%				Our Reduced Loan Rates ANNUAL PERCENTAGE RATE = 9.50%			
Amount Financed	Monthly Payments	FINANCE CHARGE	Total of Payments	Monthly Payments	FINANCE CHARGE	Total of Payments	YOU NOW SAVE
\$2,000	\$ 65.35	\$352.60	\$2,352.60	\$ 64.07	\$306.52	\$2,306.52	\$ 46.08
\$3,000	98.03	529.08	3,529.08	96.10	459.60	3,459.60	69.48
\$4,000	130.71	705.56	4,705.56	128.14	613.04	4,613.04	92.52
\$5,000	163.38	881.68	5,881.68	160.17	766.12	5,766.12	115.56



Comparable rates on shorter terms
Life and Accident and Health Insurance optional

Fulton Bank

Serving Lancaster and Dauphin Counties Member F D I C