

# Consumer eating trends discussed

By JOAN LIESAU  
UNIVERSITY PARK - It looks as if the number of beef servings per household is declining according to statistics presented by Dr. Burdette C. Breidenstein at the Pennsylvania Livestock Day held at the Pennsylvania State University on March 2nd.

Breidenstein, Meats Industry Consultant, Oklahoma City, Okla., indicated that the number of beef servings "stayed about the same" but there was less quantity being served.

Last year, during the months of April, May and June, Breidenstein said beef consumed was decreased considerably. Why? Because of the high price of beef at the grocery counter.

Breidenstein reported from a 10 year survey that in 1967-1968 ground beef was

only a small portion of the consumers food dollars in relation to beef cuts. In 1975 "ground beef went past and is still rising" in purchases over the beef cuts.

Steaks have greatly increased in popularity also. Breidenstein felt this "reflected the fact that people view steaks as a convenience item."

The study also showed that meat consumption tapers on

weekends, and the trend is to a smaller, older household which is "serving food in a less formal fashion." Along with steaks being bought as more of a convenience item, casseroles are becoming a popular trend.

Several proposals were suggested by Breidenstein. One of which was to tie in with this casserole trend to sell more beef. He also felt the promotion of steak as a

"fast food" was the direction the industry should take. Because of the less "formal fashion" of dining in the home, Breidenstein said we must "maintain and guard the roast business."

Eating away from home is taking a big chunk of the farm value of beef. The meats consultant reported 26 to 27 per cent was being consumed outside the home. "Most people look at beef as

being high in cholesterol" he said "but the amount is very, very similar when you compare it to fish or poultry."

Boxed beef is one of the more efficient ways of distributing beef for the industry. Products are taken from swinging carcass form and cut into sub primal forms (bottom butt, tenderloin, etc.). "Boxed beef permits us to distribute this industry's product where it has the most appeal.

Other advantages to boxed beef are that when the air is evacuated in packaging "you eliminate the weight loss from water." A major part of the bone and fat are also removed, making a "significant advantage to the industry."

Breidenstein eluded to a new concept in meat reporting called Electronic Meat Reporting, because about only 15 per cent of the beef is being sold is said to be reported. Diversities of conditions of a sale make it difficult for accurate reporting.

Breidenstein said that hearings this year, however, showed "no suggestion of inconsistent market reporting" to form the basis of proposed legislation on market reporting.

## Dairy tour planned

LANCASTER — The Lancaster County Holstein Club will be touring dairy farms in New Jersey on Tuesday, March 20. Any Holstein Club member interested in participating is asked to contact Melvin Eby, Conestoga R2, phone 768-3615. The deadline for registration is March 14.

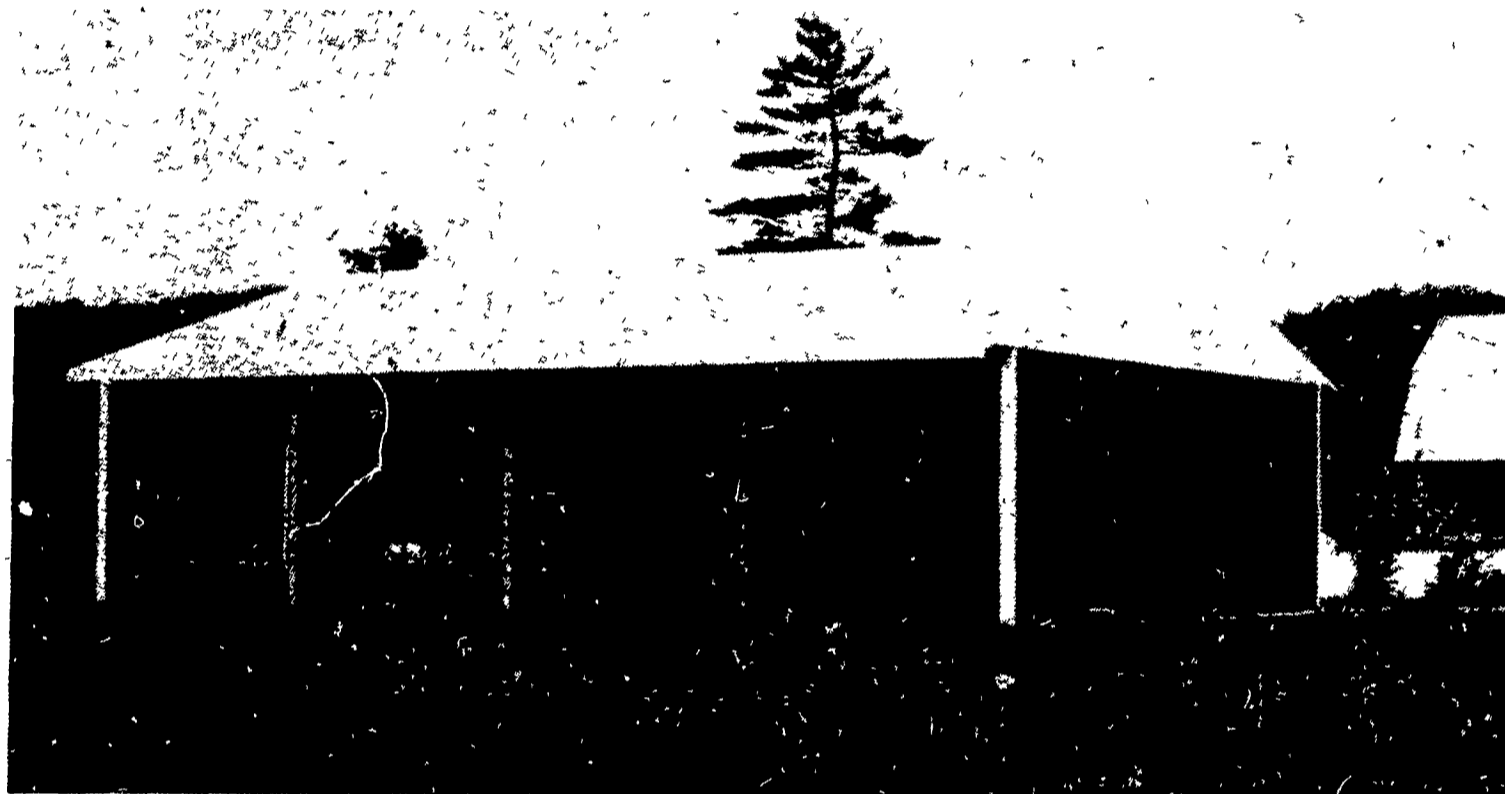
The cost of the tour will be \$16 per person, which includes an evening meal. It's asked that participants bring their own lunch along.

The tour will leave the Lancaster Farm and Home Center at 8 a.m., March 20, and return by around 8:30 p.m. Payment for the tour should be made payable to the Lancaster County Holstein Club.



# AGWAY

## AGWAY BUILDING SALE



**SPECIAL LOW SALE PRICE**  
**OPEN ECONOSTOCK - 40**  
**40' x 64' x 12'**  
**SALE \$8,970.00**

**REGULAR \$9825 SALE PRICE. GOOD TILL APRIL 14, 1979.**

**OPTIONS AVAILABLE TO MAKE THIS A CLOSED BUILDING.**

**OTHER BUILDINGS TO MEET ALL YOUR FARM NEEDS.**

**CHAMBERSBURG**  
409 E. Grant St.  
Chambersburg, PA  
717-263-4197

**TEMPLE SUPPLY CENTER**  
N. 5th St. Highway  
Temple, PA  
215-929-5264

**LANCASTER FARM STORE**  
1140 Dillerville Rd.  
Lancaster, PA  
717-394-0541

**AVONDALE SUPPLY CENTER**  
Junction U.S. 1 & 41  
Avondale, PA  
215-268-8238

**CHAPMAN STORE**  
RD 2  
Wescosville, PA  
215-395-3381



**CARLISLE**  
E. North St.  
Carlisle, PA  
717-243-4312

**DUBLIN**  
Rt. 313  
Dublin, PA  
215-249-3556

**TANEYTOWN**  
Frederick St.  
Taneytown, MD  
301-848-3225

**YORK WEST STORE**  
26 W. Market St.  
York, PA  
717-792-2674

**No Need to Buy It Now... LEASE IT!**

At the end of your lease, the Agway Triple Option Plan enables you to:

1. Renew your lease at a reduced rental OR
2. Buy out at fair market value OR
3. Let Agway remove the building

