

# Changing tastes boost farm trade

**NEW HOLLAND** - The culinary tastes of the world are changing and the increasing diversity of overseas appetites is having a profound effect on the American farmer.

The role of the U.S. farmer as a world marketer is not only continuing to grow in dollar volume, but also in the variety of agricultural products being exported to foreign lands.

This twin trade growth, in turn, holds significant positive results, not only for the agricultural community, but for the nation as a whole, too.

Agricultural exports during the coming year are expected to top \$30 billion - up about \$3 billion from the past year.

Although changing world tastes are causing a widening diversity in these agricultural exports, traditional farm products are still maintaining a basic importance. Soybeans, corn and wheat remain the "Big Three" products off U.S. farms and will account for more than half of the \$30 billion in trade.

But even in these mainstays of farm export markets some changes are being wrought down on the farm. As such food and feed grains command higher prices overseas, foreign buyers are placing increasing emphasis on the quality of these products.

And a harvesting innovation came along just in time to safeguard grain quality. A Twin Rotor combine threshing technique handles the grain more gently, helping to insure the improved quality overseas buyers want.

Although not as large in volume or dollar value as grains, exports of fruits, vegetables, nuts, animal products and other specialty agricultural items will be a multi-billion-dollar business during the coming year.

In fact, sales of such items will reach nearly \$7 billion. That alone is more than all U.S. farm exports were worth at the beginning of just this decade.

Reports of inquiries from overseas buyers during a single week illustrate the

increasing scope and diversity of world trade in these specialty agricultural products.

At least part of the tremendous oil revenues making their way to the Middle East will be coming back in some unique agricultural ways. Amidst the heat, sunshine, sand and oil of Saudi Arabia, a taste is developing in soft ice cream and frozen yogurt. With plans for a chain of such stores, it opens markets for not only the concentrate ingredients, but the

equipment to make those delicacies.

Not only are the Saudis acquiring American food tastes, but they're interested in U.S. eating customs and programs. The Saudi Ministry of Education is seeking to establish a 40,000 meal-a-day school lunch program, including biscuits, peanuts, milk, cheese, orange juice and fruits.

Such specialty foods and programs thereby make a significant contribution to the U.S. balance of trade.

Amounts of similar purchases are substantial. For instance, there are the 18 metric tons each of turkey and beef livers sought in Egypt, along with a small mountain of canned corned beef.

Besides salami bound for Trinidad and canned corn on the cob to West Germany, there are black and sour cherries to South Africa and Bloody Mary mix to Abu Dhabi.

And what is a more

symbolic American agricultural export than hamburger and milk shake ingredients headed for West Berlin.

Thus, whether it be a shipload of field corn for livestock or a few thousand cases of canned corn on the cob, the U.S. farmer is not only the keystone of U.S. world trade, but is the foundation of thousands of domestic jobs to process and move a vast variety of products from American farms throughout the world.

## Pennsylvania field conditions improve slightly as rains decrease

**HARRISBURG** - A slight improvement in field conditions was evident on Pennsylvania farms during the week ending June 10, according to the Pennsylvania Crop Reporting Service. Showers were less frequent and lighter than the previous week.

Three days were suitable for fieldwork statewide during the week, with a fourth day available to farm operators in central counties. The rains continued to interrupt spray schedules.

Soil moisture is rated as surplus by three-fifths of reporters, with the rest at adequate. In the south, 90 per cent reported surplus amounts.

At 65 per cent planted, soybeans continue to pace 1978 progress. Planting in the north is at 76 per cent,

central counties report 68 per cent with the south at 51 per cent.

At 91 per cent planted, corn progress equals that of last year but is slightly behind the historical average of 93 per cent. The crop is 90 per cent planted in the north, 93 per cent in central counties and 92 per cent in the south. Some replanting has been done where germination was poor. The average height of five inches is also the same as a year ago. Northern and central areas report four inches with the south at five inches of growth. Some corn boarer damage and yellowing are reported.

Tobacco is one-third transplanted compared to the slightly more than 40 per cent last year at this time. Plants are large enough to

set, but wet soils are retarding progress.

Heavy winds and rains have lodged some barley and wheat. Barley is 70 per cent headed with 16 per cent turning, compared to under five per cent turning last year. Northern counties show 47 per cent headed, virtually all are headed in central areas and 58 per cent are reported headed in the south. The south reports a slight bit ripe, with the crop about four days ahead of last year in turning yellow.

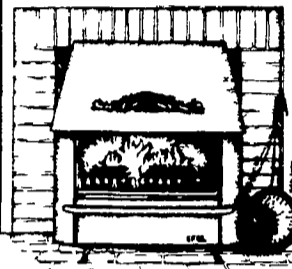
At 80 per cent headed, wheat is ahead of last year's 56 per cent. Heading is three-fourths along in the north, 91 per cent in central counties and 89 per cent in the south with a little ripening. Oats are also a week ahead of last year at eight per cent headed compared to less than five

per cent last year. While northern operators report less than five per cent headed, central counties are at nine per cent and the south shows 13 per cent headed with a slight bit turning yellow. The cereal leaf beetle is active in oats.

The first cutting of alfalfa is now 15 per cent complete, about five days behind 1978. Clover and timothy are nine percent cut. Hay quality is poor with some hay being used as mulch or bedding. Excess moisture and over-ripening are major problems. Pastures are providing an average amount of feed.

Tomato and sweet corn development is slow. Cabbage shows some maggot damage. Strawberries are being picked but many have been lost due to excess moisture.

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