

Ag economist retires

UNIVERSITY PARK — James S. Toothman, associate professor of agricultural economics extension at Penn State recently retired with 13 years of service.

A native of Illinois and raised in West Virginia, Toothman came to Penn State in 1968 from the Academy of Food Marketing, St. Joseph's College, Philadelphia. He also was employed by supermarket chains and the U.S. Department of Agriculture where he was involved in food distribution research and training.

In his first four years with the Penn State Cooperative Extension Service, Toothman worked closely with several Pennsylvania food chains and independent grocers associations conducting educational programs in perishable food merchandising and sanitation practices.

In 1970 he cooperated with marketing researchers from Kansas State University in study consumer acceptance of prepackaged

frozen meat using a new shrink film developed by the DuPont Corporation. The following year, he acquired outside funding for a study of the supply system for convenience stores.

This study identified and measured several high cost factors in the existing supply system and led to industry efforts to consolidate more product groups in each truck delivery. A portion of the funding was used to implement computerized truck routing with cooperating firms.

In 1972, the retired agricultural economist anticipated the resurgence of consumer interest in buying part of their food directly from farmers and the potential for organizing farmers markets in Pennsylvania. With a grant from the Pennsylvania Department of Agriculture, he headed a survey by Extension area marketing agents of all existing farmers markets in the Commonwealth.



James S. Toothman
Information obtained in this survey was used to assist growers

and civic groups establish over 30 new seasonal farmers markets between 1974 and 1978.

Toothman served as advisor to U.S. Congressional legislative staff members in the preparation of bills aimed at providing federal financial assistance to states for promoting the expansion of direct marketing through applied research and educational programs.

Following passage of the Farmer-to-Consumer Marketing Act of 1976 and its funding in 1978, Toothman prepared a joint proposal to the U.S. Department of Agriculture which resulted in funding for an intensive six-month educational program for growers and consumers in five southeastern counties. He also conducted a pioneering study of actual marketing costs incurred by representative growers in selling to the public by the U-pick, farmers market, and roadside methods of direct marketing.

While serving as program of the

annual Pennsylvania-Maryland Roadside Marketing Conference from 1974 and 1980, the retired agricultural economist expanded educational programming for all methods of farmer-to-consumer marketing including dairymen operating farm milk stores. Conference attendance more than doubled during this period with almost 500 growers and exhibitors attending the 1980 three-day program.

Toothman also participated in several county and regional direct marketing meetings and made presentations to statewide meetings in Ohio, Michigan and New Jersey.

The extension specialist earned a bachelor of arts degree from the University of Washington and master of business administration degree from Temple University with majors in marketing.

He and his wife, Eulene, a teacher in the State College Area School District, plan to remain in State College.

Lebanon District checking land use

LEBANON — The Lebanon County Conservation District may be looking into the county's non-point pollution potential during the coming year, according to Donald Bollinger, chairman.


The District has applied to the Bureau of Soil and Water Conservation, DER, for funds made available from the US Environmental Protection Agency grant for studies provided for in the Federal Clean Water Act.

Plans are being made to collect land use information in selected drainage areas in the Tulpehocken, Chickies and


Cocalico Creek Watersheds.

Studies will be checking land use, farming practices, closeness to streams and the water quality to be protected. The intensive and spot sampling will help determine the conservation needs of the land in the watershed. Future District programs will be developed based upon the results of these studies, Bollinger said.

Non-point pollution is described as any harmful substance from the land surface that enters the stream at various places rather than from a drainage ditch, pipe or other specific point.

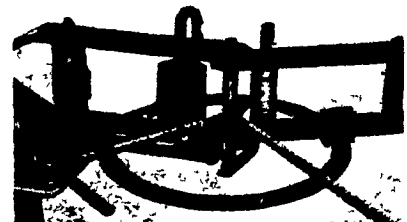



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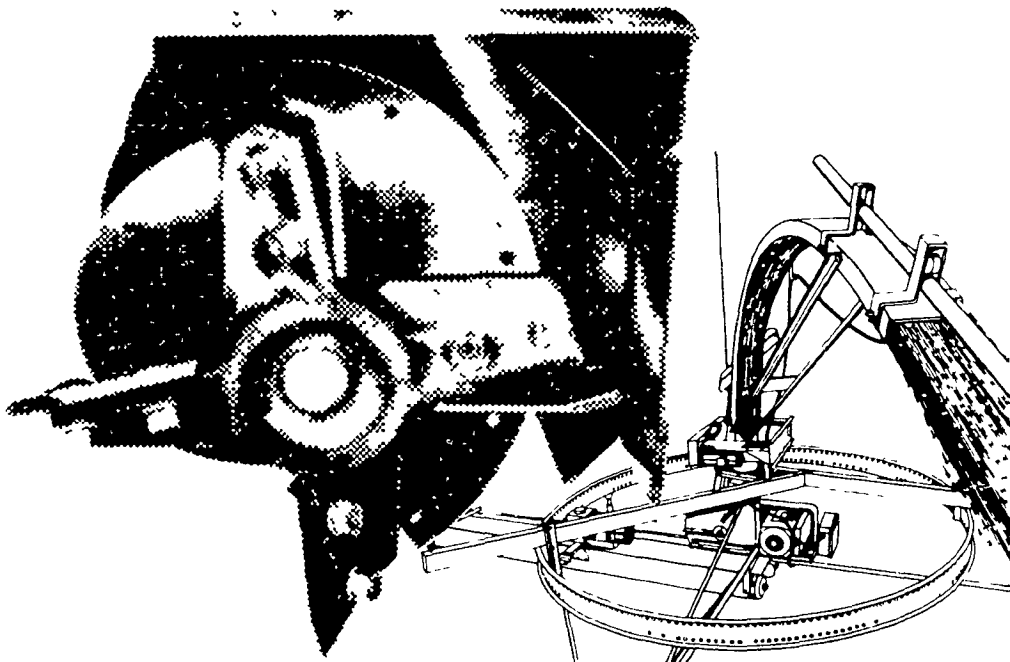
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