

Are We Ready For Change?

CAMP HILL — American eating habits are going through a transition. That change is rooted almost in an obsession for "healthy food." A significant percentage of consumers have concerns about fat and cholesterol in their diets. Health oriented groups and organizations are encouraging the consumption of high-fiber and low-fat foods, such as fruits and vegetables. Americans are eating less red meat and more chicken, turkey and to a lesser degree, fish.

Since 1979, nearly a 30 percent decrease in the price of Choice beef at retail has been required to move a constant per capita supply of beef into consumption.

In spite of the increased demands for meats in fast foods, the grocery store sales of beef continue to decline. Poultry is now experiencing an upsurge in popularity. Poultry prices have been relatively stable even with the increased demand, making it a good buy at the checkout. Red meat experts predict that poultry consumption will out-pace red meat before the end of 1987.

Increased demands for fish are being seen as the news media continues to tell consumers how fish oils, rich in unsaturated fats called omega-3 fatty acids, can lower the likelihood of heart disease. The market price of seafood continues to rise and quantities continue to be scarce. Oceans and other large bodies of water fight man-made pollutants. Commercial fish markets are unable to keep up with the demands.

What does all this mean for livestock farmers? Experts say that regardless of the availability of red meats, and regardless of the continuing low retail prices for meat, the American consumer is calling for change. But the pressure for change in the 1980s is too intense for cattle and hog producers to meet the challenge. There is not enough technology,

nor has enough effort been placed into product development.

Unfortunately, there will be cattle and hog producers forced out of business. Farmers cannot continue to take low prices at the market with the hopes of changing the consumer trends. Poultry producers, not burdened by the several months feeding and growth periods as in beef and hog production, have already begun to adapt to consumer demands as rapidly as possible.

One thing is certain, there must be more research on consumer and consumption patterns and why they are changing. There must also be extensive research on developing new products or restructuring current problems. And most importantly, producers will need to breed and raise meat products that are lean on the hoof. It can no longer be the processors' responsibility to "trim the fat." All the solutions to the livestock industry's problem have to be built on a base of understanding the changing consumer and how to get that consumer to buy a product.

Probably just as important is the need to have significant progress in product development.

In recent years, the consumer has changed in many ways, but there have been few changes in the products offered in the supermarkets. In an era when more than 50 percent of households have microwaves, we are just now seeing research and market testing of pre-cooked beef and pork products that will work in the microwave. For whatever reason, the packers have not been aggressive in this area and the retailers have not been overly concerned.

We have seen other industries remove products from the market because they just did not sell. Yet, meat producers continue to sell the same products, in the same form, as they did fifty years ago.

One can only look to others which

have changed to meet the needs of the consumer. For example, the soybean industry research developed meat extenders, artificial dairy products, etc.

The vegetable growers have consumers eating vegetables that their grandparents had never even heard of, much less tasted, and they have enterprising farmers raising these products on a year-round basis, in controlled environments.

Obviously, if any one sector is to pressure for extensive research and product development, it is going to have to be the producers themselves. We need products that recognize the concerns over fat and cholesterol. We need products available in a variety of packages and products tailored to the socio-economic and dietary profile of the consumer in a particular market area.

We must recognize that we are trying to make up for lost time. It will be imperative that we be willing to invest sufficient capital and commitment to this end. Additionally, sufficient funds will be necessary to assure brand name promotion. While there are those who would argue for generic advertising, name identification for a brand, particularly if there is something different about the product, creates a strong loyalty with some consumers. An advertising campaign for pork or beef would not tell the consumer that this is a new or updated

product.

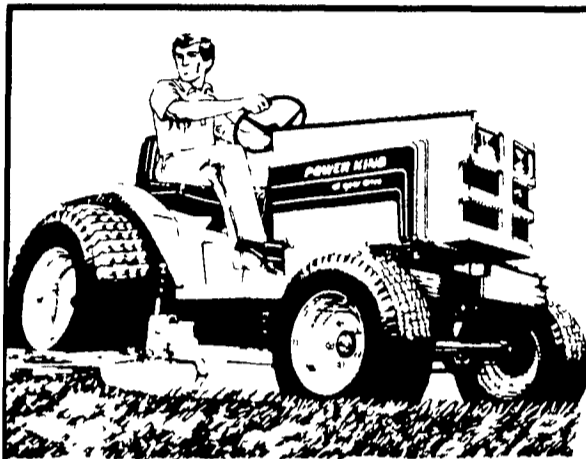
The emphasis must be placed on nutritional value, ease of preparation and availability on a continuous basis.

Whatever the product and, no matter how intensely it is advertised, the consumer will make the final decision. Will we be ready for that?

The Farmers' View is a column that is compiled by the Public Relations Division of the Pennsylvania Farmers' Association (PFA). It expresses the views of PFA's policy positions on key issues as adopted by the organization's 23,443 family members.



READ LANCASTER FARMING FOR COMPLETE AND UP-TO-DATE MARKET REPORTS



ECONOMY POWER KING...

- 12, 14 or 18 hp Kohler engines
- Automotive type drive components
- Up to 300 lbs more working weight
- Up to 18" ground clearance
- Smooth no-clutch dual-control dual-range hydrostatic drive Or power saving all-gear drive
- Rust-free fiberglass hood and body
- Husky attachments for mowing snowblowing dozing tilling and more

THE SERIOUS TRACTOR FOR LAWN/GARDEN CHORES



EBLING'S LAWN & GARDEN
Myerstown, Pa. - Rt. 422 East of Myerstown Across From Dutchway
717-866-6720 or 866-5018

YOUR HOG HEADQUARTERS FOR QUALITY EQUIPMENT AT LOW PRICES

TAFCO

VENTILATION FANS



Sizes Available:

- | | |
|---|---|
| 12" CFM's 1050
Reg \$99.95 SALE \$79.95 | 20" CFM's 3575
Reg \$189.95 SALE \$139.95 |
| 16" CFM's 2175
Reg \$144.95 SALE \$115.95 | 24" CFM's 6125
Reg \$229.95 SALE \$189.95 |

We Also Handle Fiberglass, Stainless Steel, Galvanized & Polyethylene Fans, Sizes From 12" to 54"



ROUND FEEDERS
1800 Lb Capacity

Reg \$369.95

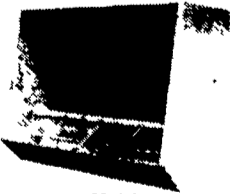
SALE **\$319.95**

Stainless Steel ROTARY HOG FEEDERS
275 Lbs.

Reg. \$219.95

SALE **\$179.95**

MODERN AG STAINLESS STEEL FEEDERS



100% Welded Construction

All Sizes Available

- Pre-Nursery • Grower
- Nursery • Finishing

Galvanized Vertical Belt-Drive Ag Fans

Model 3C615
Fan: 36" blade dia galvanized frame and blade
Motor: 1/2 HP, 1725 RPM, 115/230V TENV enclosure, ball bearing, split phase, automatic thermal protection, rigid mounting base

Reg. \$249.95

Shutters Available



24" Circular Fan

w/Grill, Motor, BRM 7, Switch & Plug

Reg. \$129.99

SALE **\$99.99**

TRUCKLOAD SALE! WOVEN WIRE

3 & 5 Gauge
Sizes: 4x8 5x7
Flat Top
Up To 10 Year Warranty

NIPPLE WATERERS



Monoflo	String 4
3/8" \$1.99	3/8" \$3.99
1/2" \$2.29	1/2" \$4.59
	3/4" \$5.99

BURN-EASY INCINERATOR

THE EASY WAY TO GET RID OF DEAD ANIMALS

Two Sizes Available

Model 18
4'x20" Diam.
Reg. \$795

SALE **\$699** w/Oil Burner



Model 30
6'x30" Diam.
Reg. \$995

SALE **\$895** w/oil Burner

* FULL LINE PARTS DEPARTMENT - WE SELL, SERVICE & INSTALL *

EMHERR EQUIPMENT, INC.

Serving The Poultry Industry For Over 25 Years

RD 1, Rt 225, Herrville Rd.
Willow Street, PA 17584
Phone: 717-464-3321
or Toll Free: 800-732-0053

STIHL

FS-65 AVRE Brush cutter

- Powerful Gas Engine
- Tackles Grass & Weeds with Ease
- AV System
- Electronic Ignition
- FS-65 AVE Bike Handle

FS-51 AVE GRASS TRIMMER

- Auto Cut Head
- Powerful Gas Engine
- Anti Vibration
- Electronic Ignition
- Clutch

SEE YOUR STIHL DEALER NOW

A & B SALES & SERVICE
2 Miles South of Rt 23 Along 772 Thru Monterey RD 1 Ronks PA

HOLLINGER'S LAWN & GARDEN EQUIP.
Ephrata PA 717 738 1131
Hershey PA 717 533 4060
Lancaster PA 717 656 2710

SHARTLESVILLE FARM SERVICE
RD #1 Box 1392 Hamburg PA
Phone 215-488 1025

GAP POWER EQUIPMENT
Corner of Rt 30 & Rt 897 Gap PA
Phone 717-442 8970

MARTIN HARDWARE & EQUIPMENT CO.
Rt 501 1 1/2 Miles South of Schaefferstown PA
Phone 717-949-6817

EBLING LAWN & GARDEN SERVICE
698 E Lincoln Ave Myerstown, PA 717 866-6720

NUMBER ONE WORLDWIDE

VENTILATION FANS

Sizes Available:

12" CFM's 1050 Reg \$99.95 SALE \$79.95	20" CFM's 3575 Reg \$189.95 SALE \$139.95
16" CFM's 2175 Reg \$144.95 SALE \$115.95	24" CFM's 6125 Reg \$229.95 SALE \$189.95

We Also Handle Fiberglass, Stainless Steel, Galvanized & Polyethylene Fans, Sizes From 12" to 54"

ROUND FEEDERS
1800 Lb Capacity
Reg \$369.95
SALE **\$319.95**

Stainless Steel ROTARY HOG FEEDERS
275 Lbs.
Reg. \$219.95
SALE **\$179.95**

MODERN AG STAINLESS STEEL FEEDERS

100% Welded Construction

All Sizes Available

- Pre-Nursery • Grower
- Nursery • Finishing

Galvanized Vertical Belt-Drive Ag Fans

Model 3C615
Fan: 36" blade dia galvanized frame and blade
Motor: 1/2 HP, 1725 RPM, 115/230V TENV enclosure, ball bearing, split phase, automatic thermal protection, rigid mounting base

36" w/1/2 H.P. Motor
Reg. \$249.95
Shutters Available

SALE **\$199.95**

TRUCKLOAD SALE! WOVEN WIRE

3 & 5 Gauge
Sizes: 4x8 5x7
Flat Top
Up To 10 Year Warranty

NIPPLE WATERERS

String 4

Monoflo	3/8" \$3.99
3/8" \$1.99	1/2" \$4.59
1/2" \$2.29	3/4" \$5.99

BURN-EASY INCINERATOR
THE EASY WAY TO GET RID OF DEAD ANIMALS

Two Sizes Available

Model 18
4'x20" Diam.
Reg. \$795
SALE **\$699** w/Oil Burner

Model 30
6'x30" Diam.
Reg. \$995
SALE **\$895** w/oil Burner

* FULL LINE PARTS DEPARTMENT - WE SELL, SERVICE & INSTALL *

EMHERR EQUIPMENT, INC.

Serving The Poultry Industry For Over 25 Years

RD 1, Rt 225, Herrville Rd.
Willow Street, PA 17584
Phone: 717-464-3321
or Toll Free: 800-732-0053