

Marketing

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for more convenience food. Statisticians expect there to be 62 percent more double-income families by 1990.

•Ethnic Groups - By 1990, a quarter of our population will be composed of Blacks and Hispanics. These groups will bring their cultures and traditional foods and require specific products.

•Eating Out - There is an increasing number of meals being eaten in restaurants and ordered as carry-out. By 1990, one of four meals will be prepared out of the home.

•Male Shoppers - Forty percent of the dollars being spent on groceries are paid by men.

•Convenience - Ready-to-eat meals taken straight from the stores are increasing in popularity as are microwaves. Experts estimate that 75 percent of American households have a microwave. Some believe that by 2000 there will be microwaves in cars. These trends mean a change in packaging and food processing.

•Snacking, Grazing - These are eating terms that have become part of our language and are habits that are here to stay. It is estimated that 80 percent of people eat while

driving to and from work.

"Developing marketing (programs) based on facts like these will be the only way to succeed in the future," predicted Wolff.

Awards presentation

The Grange presented its Granger of the Year Award to Thomas S. Beitel, the immediate past Master of the Auburn Grange in Schuylkill County. Beitel joined his local

Grange in 1982 and after three years became Master. Helping to present the award was William Ringler, the state Grange Master and recipient of the first Granger of the Year Award 19 years ago.

Officers elected

Earlier in the day Grange members voted in a new slate of officers. William Ringler, who recently assumed leadership duties as the

state Grange Master, was elected to a two-year term as Master. Ringler, a farmer from Somerset County, owns a 180-acre farm with his son James that produces beef cattle, potatoes, and forage crops, and milks dairy cows.

The other state Grange officers are William Buffington, overseer; Hedy Chaffee, lecturer; William Vernam, steward; Steven Mohn,

assistant steward; Martha Ebersole, lady assistant steward; Paul Britcher, chaplain; Gerald Slick, treasurer; John Drake, secretary; Stan Gruber, Gatekeeper; Elinor Wilson, Ceres; Betsy Huber, Pomona; Ruth Osborne, Flora.

In addition, Charles E. Wismer, former state Grange Master, was elected to the executive committee.

Rabbit Fever No Problem In Pennsylvania Cottontails

BY DAVID C. KRADEL, DVM
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During rabbit season some cottontail rabbits will be harvested that have "spots" on their livers. Hunters have come to believe that these spots mean the rabbit has rabbit fever or tularemia - a disease that could infect the hunter if the tissues were handled. Although very tiny spots on the liver could be indicative of rabbit fever (tularemia), the disease is not known to be present in Pennsylvania rabbits. Also the Pennsylvania Department of Health has no record of reported tularemia in people during the past 5 years.

Most of the "spots" that are observed in cottontail rabbit livers

result from the presence in the rabbit of the immature (larval) form of adult tapeworms found in the intestinal tract of dogs, cats and foxes. The rabbit becomes infected by eating plants contaminated with carnivore feces containing tapeworm eggs. In the rabbit these larval forms look like small fluid containing sacs or cysts. They are most commonly present on the liver, in the abdominal cavity and around the rectum. These tapeworm cysts are harmless to people but if the rabbit is eaten by a dog, cat, or fox tapeworms will develop in their intestinal tract. Some types of flukes (another type of parasite) will also cause white streaks in the rabbit's liver. In domestic rabbits another parasite - coccidiosis can also

cause white spots containing a creamy white material. We have not seen liver coccidiosis in the cottontail.

If abnormal livers are seen they can be presented to one of the Pennsylvania Department of Agriculture supported mammalian Diagnostic laboratories for a spe-

cific diagnosis. Diagnostic laboratories are located at Summerdale 717/787-8808, Penn State 814/863-0837 and Tunkhannock 717/836-2181.

Although none of the above parasites are harmful to people, all meat from wild animals should be well-cooked before eating.

Northeast Greenhouse Seminar Planned

WILKES BARRE (Luzerne) — The Northeast Greenhouse Seminar will be held Tuesday, November 8, 1988, at the Luzerne County Community College Conference Center starting with registration at 9:00 a.m., according to Extension Agent Al Skala.

Speakers will be Drs. Paul Hell-

er and Dennis Wolnick both of Penn State University; Dr. Raymond Sheldrake, Grace Co.; Jim Harkins, Penn State Seed Co.; Rob Dillon, Dillon's Greenhouse; and Jim Garrahan, Pennsylvania Department of Agriculture.

This meeting is also for pesticide recertification credits.

CONGRATULATIONS To The David Walton Family



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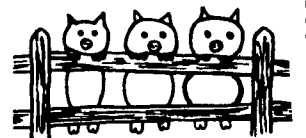
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