

# Have You Heard?

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## What's New In The Supermarket?

In an effort to satisfy our never-ending search for novelty and change, food manufacturers introduced 3,581 new food products onto grocery store shelves last year. Although the development of new products is costly, and the competition from other manufacturers is keen, new products were introduced in record numbers last year to meet the perceived consumer wants.

What does the American consumer want? In 1987, the overriding quality desired by consumers was convenience. This was

reflected in the tremendous growth in microwaveable foods. In the last year, Americans increased their spending on microwaveable foods by 64 percent. Given that 75 percent of Americans have a microwave at home and 70 percent have access to one at work, the continued growth of this category looks promising.

In addition to convenience, American consumers also consider health concerns when selecting food products. This is most clearly evidenced by the large growth in fiber- and calcium-added products. Also reflective of the growing concern about healthful eating has been the growth in the yogurt and bottled water categories.

Despite the growing concern

about health issues, Americans are not willing to sacrifice taste for healthful foods and manufacturers are faced with the challenge of developing convenience foods that are both healthful and tasty.

The driving forces that influenced the introduction of new products in 1987 are likely to remain strong influences in the future. Given the prediction that 76 percent of adults aged 25-44 will be working outside the home by 1990, it is very likely that consumers will continue to desire convenience. Also, as the population becomes older, health concerns will probably continue to be an important issue. It seems highly unlikely that Americans will ever forego enjoying the taste of food.

# Exhibit Homespun

GREEN LANE (Montgomery Co.) — For two weekends in October the Goschenhoppen Historicals will sponsor a special exhibit at Red Men's Hall in Green Lane. The show is simply titled, "Homespun" and everyone is invited to attend. The dates are Friday evenings October 20, 27 (7:30 p.m. - 9:30 p.m.); Saturday, October 21 and 28 (10:00 a.m. to 5:00 p.m.) and Sunday afternoon, October 22, 29 (1:00 p.m. to 5:00 p.m.)

The large show on two levels of the Hall will feature homespun linen, wool, cotton and silk household articles, agricultural textiles, decorative needlework, bedding, and clothing. In addition there will

be the weaver's loom and gears, flax wheels and reels, large wheels, manuscript dye receipts, sewing tools and flax processing equipment on display.

The highlight will be a traditional Pennsylvania German house erected in the large meeting room of Red Men's Hall. This house with appropriate furnishings will enable some of the textiles to be exhibited in a proper folk cultural setting.

On Saturday, October 21, Mr. William Leinbach, master weaver, will be weaving patterns and linen tablecloth yardage on one of the Historicals 18th century looms. Other demonstrations of homespun production will also take place during the exhibit.

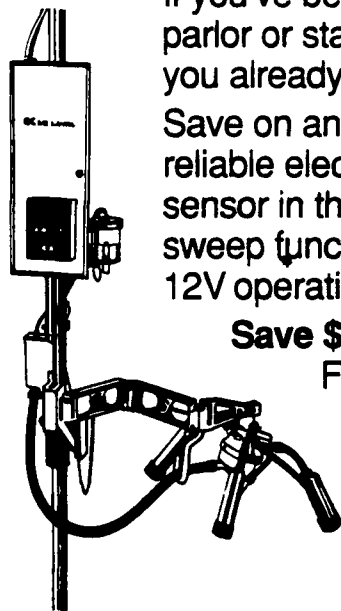
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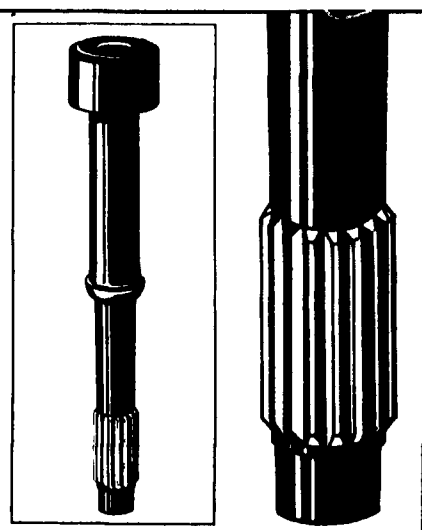
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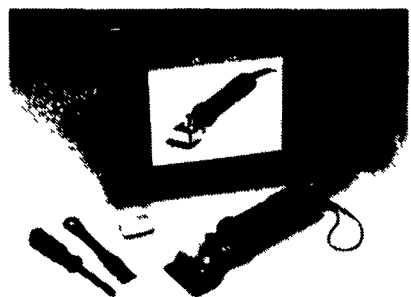
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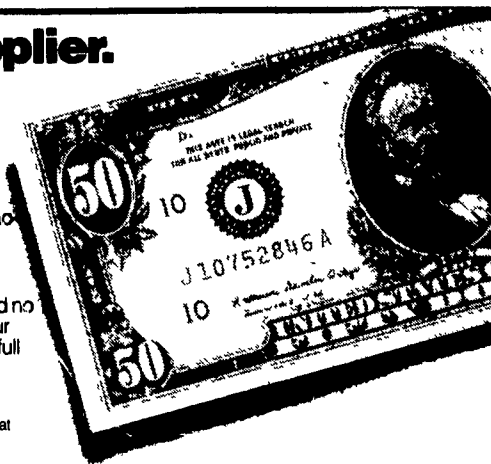
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