A36-Lancaster Farming, Saturday, February 10, 1990

Lucky Shoppers Learn Value Of Food Dollars During Media Blitz

LOU ANN' GOOD Lancaster Farming Staff Lititz (Lancaster Co.) - Three lucky shoppers had their weekly

food bills paid through the efforts of the Pennsylvania Young Farmers Association on Thursday. (Turn to Page A38)



Ag Spokesperson Nord Parkinson (left) presented a lucky shopper award to Lisa Blankennyer and her daughter Sarah from Lancaster to emphasize that only 68 percent of her grocery bill was actually spent for food items.



Three lucky shoppers were randomly chosen during the media blitz held at Stauffer's of Kissel Hill in Lititz. From left, Ken Zimmerman, store manager; Mr. and Mrs. Phil Lichty, lucky shoppers; David Livermore, who donated \$200 for Muncy Chief Hybrids, Inc.; and Ed Buss, Farm Credit, who donated \$200 to the Ag Spokesperson winner.



To show how much of the so-called food dollar is actually spent on food, these men participated in the media blitz held on Thursday at Stauffer's of Kissel Hill in Lititz. From left: David Livermore, sales manager for Muncy Chief Hybrids, Inc.; Nord Parkinson, 1990 Ag Spokesperson; Ed Buss, president of Farm Credit state marketing committee; Jerry Krone, Parkesburg farmer; and Henry Zerby, Beavertown farmer.

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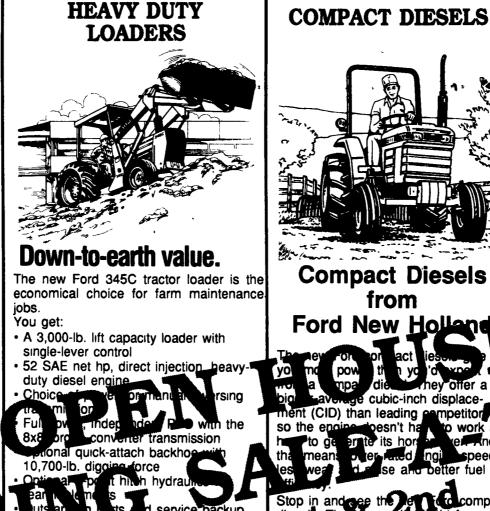
Reach for the sky!

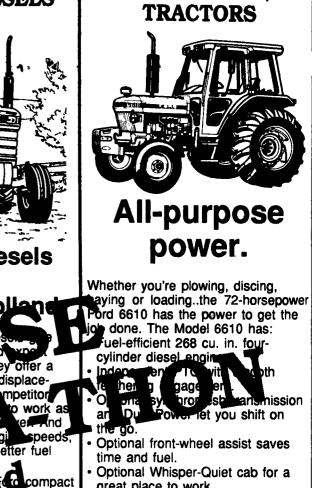
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