

Supermarket President Notes Changing Face Of Retail Food Marketing

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Mifflin Co. Correspondent
LEWISTOWN (Mifflin Co.) — Awards were presented recently at the annual Mifflin County extension banquet held at the Ellen Chapel Church fellowship hall. Guest speaker was Allan Noddle, president of Giant Foods. Officers were elected. Vivian Mowery, who served on the county extension board for six years, received a Certificate of Appreciation for her dedication. She served as the board's secretary for two of those years. County Extension Director David Filson, who presented the certificate,

commended Mowery for her 27 years as a 4-H leader. The 74 people attending the banquet voted John Czerniakowski, principal at East Derry Elementary and Highland Park Elementary schools, president; J. Loren Yoder, a dairy farmer, vice president; Nancy Massa, a retired postal employee, secretary; and Helen Kirk, a legal secretary, treasurer. Current board president Joan Yoder emceed the program, introducing Multicounty Extension Director Dave Filson, Filson distributed the Mifflin County Cooperative Extension 1993 Annual Report. The report contains an explanation of the Cooperative Extension Service and its mission, an overview of changes extension in general is facing, the president's message from Joan Yoder, and staff reports on programming from Filson, Multicounty Family Living Agent Jane Beightol, Multicounty 4-H and Youth Development Agent James Ladlee, and Multicounty Community Development Agent Walter Witmer. A section outlining Mifflin County's social, economic, and demographic characteristics was also supplied by Witmer. Filson welcomed Gregory Hostetter of Ferguson Valley, Lewistown, as the new agricultural extension agent serving Mifflin, Juniata, and Perry counties. A native

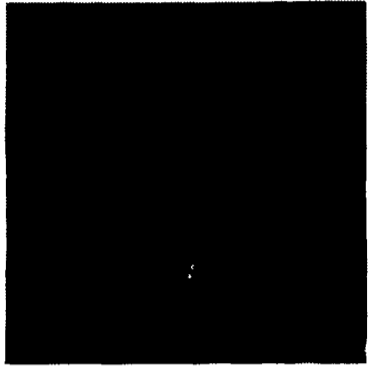


New officers of the Mifflin County extension board are John Czerniakowski, president; Helen Kirk, treasurer; Nancy Massa, secretary; and J. Loren Yoder, vice president.

Mifflin Countian, Hostetter's agronomic emphasis will center on quality forages and field crops used in livestock feed. Hostetter previously served as Juniata and Mifflin County's extension crop service technician. The regional director's comments were given by Beth Van Horn, interim assistant to the regional director. She complimented the quality of the annual report and of the extension activities in this county. Guest speaker Allan S. Noddle of Giant Foods addressed the crowd with his thoughts on the food industry, retailing, and trends within our country and abroad.

the age of 36 than under. This has never happened before in the history of the United States," Noddle said. He went on to say that there will be 21 percent more households in the next eight years, but that the size of each household is decreasing because of SSWD's — single, separated, widowed, and divorced persons. Noddle's second trend noted the shift of advertising to this more adult, more mature audience. Ads are changing to target this aging sector. In the 1950s and 1960s, baby boomers were wearing tight jeans. "The makers of Levi's recognized the aging trend and introduced what?" Noddle said. "Levi Dockers, the casual, loose fitting slacks with gathers in the front. They're the number-one selling men's pants in America." The growing ethnicity of our country was Noddle's third trend. He likened the issues today with those in the early 1900s — the cry to stop immigration, to keep jobs at home, to buy American. But Noddle listed numerous foods in his supermarket chain obtained

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Allan Noddle, president of Giant Foods, addresses the Mifflin County extension annual meeting. His observations on marketing, the economy, and global trends were educational and entertaining.

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