

Changing Face Of Retail Food Marketing

(Continued from Page A30)

from other countries. "The fastest growing dry goods segment is Mexican foods."

Trend number four as seen by Noddle is the situation of dual incomes. Seventy percent of all women between the ages of 25 and 54 work outside the home. Noddle said that 20 years ago their stores had to be stocked and ready for customers by 7 a.m. Why? Because the homemaker dropped the kids off at school and then shopped. Now, Noddle said, his stores do relatively little business between 8 and 4. "What do you think is the third largest shopping day for us?" he asked. "Sunday."

Two industries have benefited from so many women in the workforce — daycare and the fast food industry. Noddle said two out of three meals a day are eaten out of the household.

Noddle said the fifth trend deals with health and nutrition, both of which Noddle says are here to stay — they are not fads. Longevity is at its highest level in our country's history. Women outlive men by four years. People are eating less red meats and less fat. But, Noddle added, there are always counter-trends — there are more bakeries selling more baked goods.

"We all know the person who walks three miles a day then stops in the bakery for a big, sweet roll. He says, 'I worked for this. I deserve it'."

Noddle labels his sixth trend "fresh and fast."

"All Europeans think we eat on styrofoam."

Time is money to the dual-income family. They want everything packaged and ready to go — vegetables already peeled, microwavable cakes, heat-up meats. Noddle said the sale of items for



Gregory Hostetter of Lewistown took on agronomic duties December 1 as the Juniata/Perry/Mifflin agricultural extension agent. His office is in Mifflintown.

baking are down 7 percent.

"What happened to the fast food restaurants in the 1980s? They put drive-throughs in! Even fast food restaurants weren't fast enough without drive-throughs!"

Environmental concerns were Noddle's seventh trend. "We are behind environmentally. In Germany, to sell a product it must be environmentally safe. And to be marketed, the product must have the government seal saying it meets the government's environmental criteria." Noddle believes greater strides will be made in this area with Gore as vice president.

Noddle's last trend is global competition. Every major industry in this country faces global competition. "The world is going global," Noddle said. "Chile changed their agricultural makeup and is now the largest exporter next to the United States. Our flowers come from Columbia. Fish from Australia."

Noddle said Japan and Korea

are the two fastest growing competitors. The European Common Union (ECU) hopes to be a marketing competitor some day. The ECU is 12 countries in Europe with 320 million people and they are working toward a common currency, passport-free travel within those countries, and a common language — English.

Canada is our number one trading partner followed by Japan and Mexico. "In 20 years, I predict China will be a force to consider. They have a blend of communism and free enterprise and they take over Hong Kong in 1999," Noddle said.

Centering on America's economy, Noddle said the three companies he knew as a child — Sears, IBM, and General Motors — are all in trouble now. In the next three years, Walmart may be the next largest corporation, passing GM.

"And wait till fiberoptic (technology) hits us!" Noddle said. "Pennsylvania legislature approved fiberoptic technology for Pennsylvania by the year 2015, not just for Philadelphia and Pittsburgh, but for everywhere else, too. In the next 20 years, I see nonstore retailing as a way of life. Macy's now has its own television program where people dial in and the product is delivered to them."

In response to a food safety question, Noddle said America has the safest, best food supply in the world. He said the variety we have goes unsurpassed and the percent of income we pay for food is one of the lowest — 10-20 percent of our income goes for food while the third world pays 30-40 percent.

Noddle ended by saying that we all must be willing to accept these types of changes.

Adams DHIA Holds Awards Banquet

GETTYSBURG (Adams Co.) — Dairy farm families were recognized for achievements in production, efficiency, and evidence of herd health at the 65th annual awards banquet held by the Adams County Dairy Herd Improvement Association on Dec. 9 at the community firehall in Harney, Md.

Jeffrey King of York Springs, president of the board of directors, oversaw the event.

Honored for the top production herd in the county, Robert C. Hoffman, 160 Hoffman Road, York Springs, with 26 cows averaged 700 pounds of protein, 23,066 pounds of milk. In second place Penn Gate Farms of Littlestown averaged 691 pounds of protein, 20,548 pounds of milk. Robert and K. Cunningham of York Springs ranked third with 682 pounds of protein, 22,211 pounds of milk.

Other herds in the top 10 included Stoner Dairy, fourth; M C and T Durboraw, fifth; Brown Valley Farm and Kehr Acres Farm tied for sixth; Leroy Deputy, seventh; Way Brite Farms, Ray Dutterer, and Mark Gieron in a three-way tie for eighth; Beaver Run Farms, ninth; and JoBo Holstein Farm in tenth place.

Stoner Dairy, 540 Germany Road, East Berlin, had the high cow for milk in a 305-day lactation with 32,907 pounds. High cow in protein production at 956 pounds was owned by Penn Gate Farms while the high cow for butterfat production at 1,278 pounds was owned by Robert and K Cunningham of York Springs.

High lifetime production honors were accorded Zeppdale Farms of 1190 Hunterstown-Hampton Road, New Oxford, with one cow producing 198,829 pounds of milk.

For overall management and production efficiency, Robert Meyers, 807 Beecherstown Road, Biglerville was accorded the First Place Herd Management Award; Stoner Dairy, 540 Germany Road, East Berlin earned second place.

The herd of Mark Gieron, 4030 Carlisle Pike, New Oxford was recognized for having the lowest average somatic cell count among the herds enrolled in the DHIA programs.

Forty herds with a total of 3,460 cows completed the whole year on official production testing. While cows enrolled numbered 58 less than in 1992, the county herd average at 18,521 pounds of milk was an improvement of 414 pounds, and protein production at 591 pounds was up 15 pounds over the previous year.

Secretary-Treasurer Marcia Brown read minutes of the last annual meeting and presented a current financial report. She thanked representatives of the 11 agribusiness firms whose contributions provided for the production awards. Alan Zepp, chair of the nominating committee presided over the election on which Robert Clowney, Ray Dutterer, and David Kehr were retained on the board of directors.

DHIA technicians Donald and Deb Messinger and James Gilbert were recognized and presented with a bonus by David Sherk, regional manager for Pennsylvania DHIA. Sherk, from Perry County, replaced Harry Fritz, who retired in November.

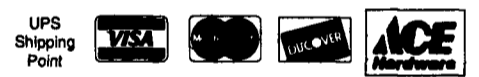
Sherk described how local (Turn to Page A34)

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