

As American People Change So Do Market Opportunities

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WILLOW STREET (Lancaster Co.) — By 2030, there will be no white majority in California, according to experts speaking at the recent Pennsylvania/Mid-Atlantic Direct Marketing Conference and Trade Show held at the Willow Valley Resort and Conference Center, located south of Lancaster city.

with St. Joseph University in Philadelphia, not only will there be no white majority in California, there won't be any majority.
Speaking to the more than 400 people attending the conference from Pennsylvania and surrounding states, the populations of people with Hispanic, Asian and European cultural backgrounds will be about equal.

By 2050, something similar is projected for the entire United

States.
Dr. Lord's point in talking about projected population demographics is that those preparing to feed tomorrow's population have to get started today.

He said that ethnic diversity is growing in the United States, but the description of America as a melting pot is no longer adequate.

That was true before, he said, as people left their nations to emigrate to America for freedoms and

opportunities, and wanted to assimilate, today that has changed.
He said America can better be described as a "salad," a mix of different cultures, rather than one generic nation-wide culture.

Therefore, there will be a growing need for niche agricultural productions and marketing opportunities.

Further, the population is changing.

America has a strange dual population swells — a baby boom from the baby boomers, and the large population of aging baby boomers.

Combined with the lack of food preparation time in the home, and the lack of food preparation knowledge, marketing and providing food for the consumer is a different game.

Add to that the fact that most families — many single parent, and many two-wage earners — don't have time to cook at home if they wanted to, the food delivery industry has to change.

And it has already.

What that means for the direct marketer is that there are many opportunities to produce and market specialty items, and also for marketing combinations that reduce decision-making for customers.

He said that Americans don't want to have to make more decisions, they want to make fewer, and they don't have time to prepare foods, about 15 to 20 minutes.

Change is already happening in retail food stores, as the outside aisles are the primary areas of new marketing and product introductions, while the interior of the aisles remain the location for staples, ingredients and more common foods.

He said that just as the growth in the restaurant business has been almost entirely in take-out foods, and that some businesses have been working with caterers to provide employees with ready-to-heat and serve meals to take with them at the end of the day, retail stores are starting to look at providing drive-up service.

He said that growing use of computers and electronic communications will enable such a scenario as a ordering groceries and prepared meals from the stores and then driving to the store and having the order ready to pick up.

The apparent common theme to consumer desires is providing convenience and removing as many decisions as possible.

That works well with direct marketing as well.

While a traditional roadside market may offer raw products, the more modern roadside markets are beginning to provide serving size portions for sale, pre-washed, precleaned, and in some cases marketing complementary foods together.

Another key is providing information. Sales can be increased just through the use of providing information on the packaging that tells the consumer what the product is, how to cook it, and with what it goes well.

Also speaking Martha Daughdrill, of Newburg Vegetable Farm in Maryland.

With only a 25-acre farm, she said they have been able to be successful by organically growing a variety of high quality vegetables and herbs, picking and selling quickly, not trying to sell sub-quality produce, and by seeking out and developing sales to higher-quality demanding markets, such as restaurants.

According to Dr. Lord, no matter what politicians and self-proclaimed consumer advocates say, Americans aren't afraid to spend money on food. He said they have the money, they are just looking for convenience.

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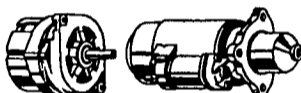
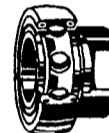
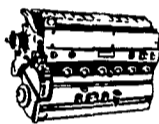
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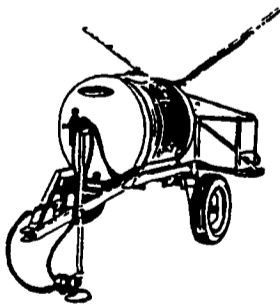
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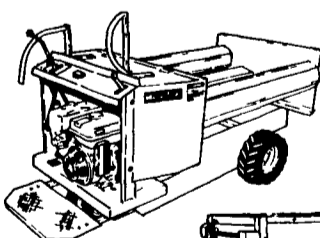
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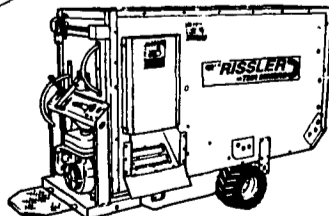


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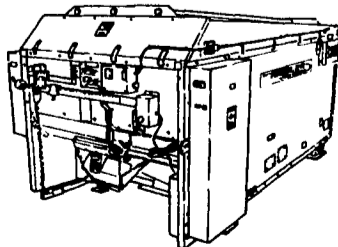
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