### Knapers Named York Family Of The Year

#### (Continued from Page A26)

"Cleanliness and freshness are our two major focuses," Schiano noted, with local fresh food perishables handled through the corporation's 362,000-square foot warehouse in Carlisle.

Trends that Schiano predicts will continue to heavily influence the retail food business include low inflation and unemployment rates, with food costs only rising two percent last year. Retailers will continue to strive to meet needs of the changing population as families spend less time together, the consumer

base ages, and people spend more time working than in the past. Already an estimated half of the food dollar is spent eating outside the home.

With its emphasis on fresh produce, Schiano reviewed the Giant Stores' "Walter" campaign promoting fresh fruits and vegetables and emphasized that perishables is the cornerstone of the market place. Giant also participates in the "Simple Delicious" program in Pennsylvania, which utilizes the products of some 325 local growers across the state to supply retailers with locally-grown produce.

Growth of technology will continue to demand inconvenience and service. Internet purchases are expected to swell with an estimated seven people per second logging on for the first time.

Nutrition interest continues to grow, while at the same time consumption of fat is up 11 percent and sugar is up 20 percent. Schiano further predicted the food safety will continue to improve.



Larry Hicks, York area newspaper columnist, left, traded days at work with grain farmer Bill Buser as part of the York Chamber of Commerce's annual Ag Exchange.

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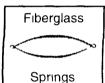
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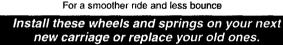
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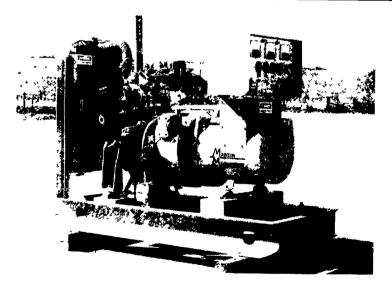
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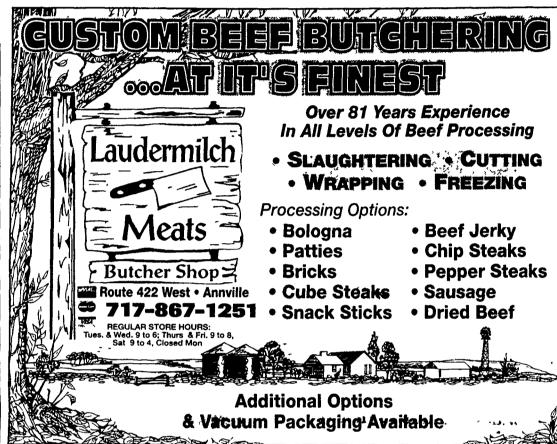
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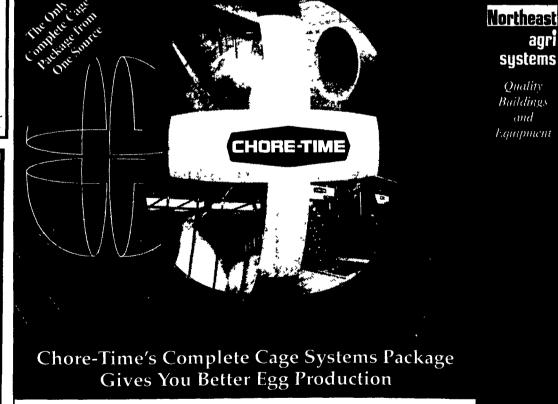
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