

# Berks Extension Conducts Open House

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30-45 minutes a day — all caused by consumers with a hectic lifestyle and their ever-increasing need for convenience.

And those changing consumer values are also bringing in a taste for ethnic foods in convenient, exciting packages brimming with new and exotic tastes, noted Dr. John Lord, professor of food marketing, St. Joseph's University.

Lord, who will also be providing insights into food marketing at *Lancaster Farming's* own free seminar Nov. 13 (see this page for sign-up form), spoke Monday evening at the Berks County Extension open house and annual meeting at the Berks County Ag Center.

About 150 guests of the open house learned about the transitional buying and eating patterns of the American public. Lord discussed the changing roles of household members, about decision-making when it comes to preparing meals, about the increasing demand for ready-cooked meals, and about how we have come "full circle," he said, regarding meal preparations.

Lord noted that, during the American Revolutions, meals were prepared over the fire in a bowl. "We've come back to 'big bowl' meals," he said, with the re-introduction of the crock-pot to the family stove.

About 27 percent of the men

do the food shopping, but have different directives when they shop.

Lord plans to be speaking about these and other topics at the free *Lancaster Farming* seminar Nov. 13 at the Lancaster Farm and Home Center. For more information, see the story and coupon this page or sign up by calling Karen Hoffer at (717) 721-4416.

The open house featured Berks County products from a variety of commodity organizations. John Falter, Berks 4-H agent, was honored for 25 years on the extension office staff. In addition, Nancy Bosold, turf extension agent, was also honored for her work with Berks extension.



John Falter, center, was honored for his urban youth 4-H programs in Berks County. Nancy Bosold, right, was also honored for her work in turfgrass programs for the county. At left is Richard Kauffman, county extension director.

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WHILE SUPPLY LASTS

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DOG FOOD**  
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COW SIZE 28 ct.

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CALCIUM GEL TUBES**  
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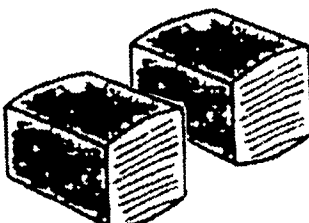
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