



the
widening
circle

Economic Trends Affecting Families

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“The greatest thing in this world is not so much where we are, but in what direction we are moving.”

--Oliver Wendell Holmes.

ECONOMIC TRENDS AFFECTING FAMILIES IN NORTH CAROLINA

Richard A. King

Director Weaver has discussed some of the important agricultural trends that are affecting North Carolina farm families and Professor Mayo has described important social trends. My assignment is to highlight important economic trends that are of particular concern to farm families in this state.

As a starting point we might ask the question, just what is economics? One definition would be that economics is the science of allocating scarce resources among competing uses. In other words, it is the study of how our limited materials can be used to achieve our goals. Note that economics does not set the goals themselves.

The key words in this definition are scarce resources and competing uses. You might think of economics as a two-ring circus! In ring number one we find industry groups and the whole economy of the United States performing; in ring two the individual economic unit is on the stage. The farm family is one of these individual economic units.

This two-ring circus has a number of types of shows that might be offered. One is a descriptive sort in which an effort is made to picture past economic behavior. The second sort presents economic behavior in such a way as to guide future decision making either for the public policy maker, the consumer, or the business man.

You may be familiar with some of the show titles in ring one. These would include interest rates, levels of employment, the gross national product, taxation policy, and methods of handling the national debt. In our discussion we will concentrate on ring two, where decision making for the individual rather than decision making at the national level is on the program.

As people interested in agriculture, our eyes naturally are focused on the farm family, just one of the several performers in ring two. Some of the key questions we might ask regarding our farm family are:

1. What are the scarce resources available to this farm family?
2. What are the competing uses to which these resources might be put?
3. How well are decisions concerning the use of these resources being carried out?

The resources available to farm families can be grouped into three broad categories. First is the skills and abilities of members of the farm family--or in other words, its educational level. The second consists of monetary resources, the financial foundation on which the family rests. Finally, we must list time, that factor which is the most limiting of all the resources controlled by a farm family.

The question now arises as to just what decisions must be made concerning the uses of these resources. To answer this question, and to provide a background for our discussion which follows, I will draw rather heavily on a symposium held about a year and a half ago in this room at which the future of the School of Agriculture was under discussion.

Just who are the people who will be making decisions? Dean Cowden of Michigan State University suggested four broad categories of farm families:

1. Commercial family farms
2. Part-time farmers
3. In-between farmers who must either go commercial or become part-time farmers if they are to remain in agriculture, and
4. Rural residents or persons who are not farmers but people living in the country.

In commenting on the size of these classes, Brice Ratchford suggested that the number of part-time farmers in North Carolina may very well increase. This group has special needs in terms of decisions regarding the type of nonfarm work in which family members could be engaged and in seeking ways to meet their particular goals and objectives. Because of the large number of people who are likely to be found in this group during the next decade or two and because of the large quantity of agricultural resources that are under their control, it will be necessary to provide information on an extensive scale in helping these people adjust to new farming situations.

Perhaps the largest category in terms of numbers of farms in North Carolina is the in-between group. Ratchford pointed out that these are the people who need information that will help them decide whether they are going to become commercial farmers, continue as part-time farmers or move completely out of agriculture. Those who decide to become commercial farmers, he said, will need a tremendous amount of education assistance to make the transition from semi-subsistence to commercial farming.

On commercial farms in North Carolina we can expect increased specialization, fuller use of modern scientific developments, and greatly increased

mechanization. Because of large acreages and high capital requirements there will be increasing difficulty in transferring these farms to succeeding generations. We may also find an increasing separation between the business of farming and farm family living on commercial farms. Family living problems of these farm people will become increasingly similar to those of urban families.

It is my belief that the changes in North Carolina agriculture we now foresee with almost 100 per cent certainty will have an important influence on programs of our agricultural agencies. The reason for this is the changing role of the farm family in the decision making process. Some decisions have no connection with farm activities, such as the choice of a color scheme for the living room. Other decisions have no relation to homemaking, such as the selection of a strain of hybrid seed corn. The third class is by far the largest and includes decisions which cannot help but influence both the operation of the farm business and the level of farm family living.

The interrelationship between decisions on how the farm is to be operated and how the family resources are to be used makes decision making by farm families unusually complicated. In order to get a better understanding of these decisions it may be helpful to divide them into the very short run type of decisions, intermediate decisions and those of a long run nature. I would argue that the short run decisions, the 25 cents or "two-bit" variety, are decisions which have relatively little impact on a family's time or money resources and are those on which a family can afford to make mistakes. These are the kinds of decisions that are repeated fairly often and greater skill in making these decisions may come about gradually with a fairly small amount of effort. An example would be the purchase of Grade A or Grade B canned beans. Obviously there is some difference in price and some difference in quality but relatively little damage is done if one choice is made instead of the other.

We might classify the intermediate type of decision as sort of a \$5 problem. An example might be a purchase of a family car or pickup truck. This kind of a decision is made less frequently, requires a larger amount of money and is a purchase that will last over several years. Somewhat greater time may be justified in making these decisions wisely than is spent on the very short run type of decision.

Finally, there are certain long run decisions, the \$64 questions, which families make only occasionally and which are very difficult to reverse once action has been taken. Examples of this sort of decision include the purchase of a farm, the decision to move off the farm into nonfarm work, the decision to send a boy or girl to college, the decision to make major renovation of the present farm home. Here a great deal of information is needed and a fair degree of care in decision making may be worthwhile. These decisions are made so seldom that experience is a poor guide for the average family.

We need to ask ourselves how well North Carolina families are making these various types of decisions and whether or not we are spending our resources wisely in helping farm people improve their decision making skills. The remainder of this paper is concerned with some of these decision making problems in an attempt to point out some of the important economic decisions that our families must face.

One very important problem is the need for higher levels of education among our people. Many high school boys and girls drop out before they ever finish high school. For the nation as a whole, 40 per cent fail to last the full 12 years. Only five states have a higher drop-out rate than North Carolina. The cost of these drop-outs is higher than most young people realize.

Part of the failure to recognize the effect of education in income has been suggested by a recent Bureau of Labor Statistics study. Boys and girls who drop out of school find jobs with almost startling promptness once they begin to look for work and most were earning some kind of income within a month's time. The difference is that high school graduates, who also find jobs quickly these days, were able to put their skills to use at a much higher level.

If you want to convince a boy of the value of returning to school in the fall, try these statistics on him. Sixteen per cent of the boys who had quit school weren't even making \$40 a week in their first jobs and only 20 per cent were earning \$80 per week or better. How did high school graduates make out? Thirty-one per cent were earning \$80.00 a week or better and only 4 per cent were earning less than \$40 a week. Sometimes even figures like these will not convince a youngster of the need for staying in school, but the fact that raises come slower and employers often tend to drop off the less well-trained workers first may be of some concern to him.

A second problem concerning education was brought to my attention in the latest issue of Agricultural Leaders Digest which many of you read. Francis Moritz of the University of Missouri was pointing out the great loss involved by having a boy spend too much time on his vocational agriculture program and even bypass a college education in order to gain recognition in the Future Farmers of America. Mortiz cited a boy who was planning to leave Missouri University in order to organize the kind of a farm program that would make him eligible for the American Farmer Degree. He was able to talk this boy out of leaving college and to place his college degree ahead of shorter run glory. Another boy he cited wanted to quit college in order to be eligible to compete for a State FFA office.

A similar experience with one of my own advisees here at North Carolina State could be cited. A boy who had real difficulty in his first semester at State College was working for the State Farmer Degree. In order to work

up his project and his formal reports he took extensive time off from his college studies. In spite of my warning regarding the need for concentrating on his college work he failed to pay attention to his assignments and was dropped from school at the end of the year.

Perhaps less dramatic, but equally important, is the handicap that is placed upon many of our rural boys who take four years of vocational agriculture before entering college. In many schools there are no alternatives open to students. After they get to State College, or any other similar institution, many find that their background in mathematics, English and the sciences is altogether too flimsy to enable them to do acceptable college level work.

This is not at all a criticism of the vocational agriculture curriculum, but simply a recognition that it is not, and was not intended to be, a college preparatory curriculum. My own experience in taking two years of vo-ag under one of the finest teachers in my high school was most enjoyable and valuable, but I had to drop out to meet my goal of fulfilling the minimum college entrance requirements. My knowledge of home economics programs is much more limited, but similar problems may well be cited.

As we all know, North Carolina is considered a low income state. In 1956 our rank was 44th among the 48 states in per capita income. This was not an unusual circumstance in 1956, but reflects a long standing situation. Incomes of people in North Carolina are low, partly because farm incomes are low, and partly because off-farm employment opportunities offer relatively low incomes.

One of the reasons for low per capita income of farm families is the high proportion of very young and older-aged persons on farms. These groups are approximately 20 per cent larger in North Carolina than in the U. S. as a whole. Furthermore, farm people in North Carolina have less formal education than is true of farm people in the United States as a whole. Also of importance is the fact that North Carolina ranks 48th among the states in terms of crop land per farm worker. Too, we have small amounts of capital in the form of buildings, livestock, machinery and equipment as compared with agriculture in other sections of the country.

To partially offset these factors we find that over 40 per cent of the farm operators in North Carolina work off the farm and one-fourth of our farm people work off the farm for 100 days or more. It has been estimated that nearly 45 per cent of income of farm families in North Carolina comes from nonfarm employment.

Another offsetting factor is the movement of people out of farming. In spite of the migration off farms of about 50,000 people per year, the rate of off-migration will have to continue high in the future. It is estimated that during the current decade five farm youths will enter the age group 15-64

years for each three farm persons in this age group who will retire or die. That is to say, if only 60 per cent of our farm young people stayed on the farm there would be no reduction in numbers of farmers!

Mention was made earlier of the low incomes in industry in North Carolina. This is illustrated by the fact that we range between 46th and 48th in terms of hourly wages in manufacturing. Many of our manufacturing enterprises are characterized by small plants with excess capacity. As a matter of fact, 65 per cent of the manufacturing firms in the state employ less than 20 workers and are of a type that require relatively small amounts of capital per worker. Each year approximately 26,000 persons leave North Carolina to work in other states, a reflection of the fact that many people expect to receive higher incomes in other areas than here in North Carolina.

What decisions can be made to improve the situation? Professor C. E. Bishop estimated the changes which would be required to move North Carolina from its present position to a higher rank among the states in terms of per capita incomes. In 1956 it would have been necessary to increase the agricultural output per farm person by \$42 each in order to move from 44th to 43rd rank. If this increase to 43rd were to have been brought about by moving people out of agriculture, a movement of 74,000 people into nonfarm jobs would have been required. To get North Carolina equal to Georgia's rank, that is to go up 5 notches in the income rank, would have required the transfer of nearly 570,000 additional people from farm to nonfarm work. The same improvement through higher agricultural incomes alone would have called for a rise in agricultural output per farm person of \$328 per year or an increase of 40 per cent.

Thus, we cannot rely solely upon the movement of people out of farming into industry or upon the raising of incomes of our present farm population to achieve better family incomes in this state. A combination of new methods of farming and higher levels of industrial wages will be called for in order to move North Carolina up the income ladder.

"Are you afraid to advise farmers on all their problems?" This was the topic of an article in the June issue of Better Farming Methods. Robert Smith of Cornell University emphasized the fact that as an advisor of farmers many agents must help with problems that in the good old days were considered too "commercial" to get into. One of these problem areas he mentioned is insurance. He points out that if our job is to advise the farm family on management problems we can't escape the fact that life insurance has a bearing on important management decisions. Smith cites a series of courses that were held in six New York counties sponsored by county agents at which the topics covered included insurance, social security and related problems. Some counties used a formal pre-enrollment plan and actually conducted the series as a school. In most cases, families cooperating in the county farm and home development program formed the nucleus of the

group. These are the kinds of topics that would also appeal to our young farmer groups throughout the state.

If there's any one area which I feel we need to stress more consistently in agricultural programs in this state, it is the need for better decision making by the family in the use of all its resources. The heart of improved decision making is knowledge concerning the alternatives that exist and the likely effects of alternative decisions on the ability of our farm families to reach their goals.

We've cited the decision that members of farm families must make concerning staying on the farm or going into industry. Information must be provided our young people concerning job opportunities, not only in North Carolina but in other states as well, when leaving the state appears to be the right thing to do.

More and more of our young people must be encouraged to stay in high school, to take their high school work seriously, and to continue their education at college before starting out to work. These are major decisions that concern the entire farm family.

More and more North Carolina people are becoming interested in economic questions at the national level. Those which face the individual are certain to be of direct concern to all families in the state.

Decisions fall into three broad classes: the short run type, intermediate run and long term decisions. The need for careful planning and full information on the intermediate and long run questions has been emphasized. Perhaps some emphasis on making the less important decisions correctly will carry over to the big decisions.

We have emphasized the fact that some rather drastic changes in employment patterns and educational experience may well be desirable for rural families in North Carolina. In this connection, it is important that one point be made clear. If we are dissatisfied with the incomes of farm families or the length of time our children spend getting a formal education or the kind of community services our home town provides, it should not be because in some sense we are "below average." Instead, we should be dissatisfied if we are not making effective use of the resources which we have at our command and if we feel that better use of these resources is not only possible but desirable.

CONSUMER EDUCATION FINDINGS IN NORTH CAROLINA

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Consumer Marketing Specialist

I have been asked to talk about some specific examples of consumer marketing findings in North Carolina and how they can be used; but before I do, I'd like to make a few general remarks about consumer marketing.

WHAT IS CONSUMER MARKETING?

This is not a field in itself. It does not stand alone as a way to answer all food marketing problems. It is just part of the broader field of the overall foods program, just one of the "angles" one must look at to understand the total food picture.

What is this field? Why do we need it? For many years homemakers like yourselves did not need this type of information for they grew most of their own food and did very little buying. What can it do for you?

Let's begin with simple definitions of words:

Consumers - We are all consumers.

Marketing - We are primarily interested in food products - what happens to the food products from the time they leave the farm until they appear on the family table. Marketing, then, is getting the product to the consumer. And it is the product, too: the bread from the wheat, the cloth from the cotton, the steak from the beef, the salad from the lettuce. It is service and utility: the stores that sell the food and clothing, the railroads and trucks that carry the goods, and banks, elevators, markets. It is people and work.

The consumer marketing program in North Carolina is a fairly young child in that it is only four years of age. Consumer marketing work in some states began a little over 10 years ago. The first projects of this type were done in Michigan, in New York, and in Missouri.

In 1946, consumer marketing work was set up by Congress through the Agricultural Marketing Act. This program is conducted in 41 of our states. Our work is an integral part of the total extension marketing program and is conducted at the consumption level. Like all phases of marketing, the objectives of our program are to contribute to the development of a more efficient marketing system. Such a system requires that each segment - producers, marketing firms, and consumers - be well informed. It requires that there exist among these segments rapid and accurate communication, if each is to be able to adjust to constant changes.

The marketing system is dynamic. Supplies, prices, and types of agricultural products on the market are constantly changing. Consumers' needs and wants are likewise constantly changing. Thus, for maximum efficiency, consumers must be informed to evaluate an ever-changing market situation and effectively reflect, through the pricing system, their wants and needs to producers and marketing firms. On the other hand, marketing firms and producers need and want information about consumers which allows them to effectively meet and fulfill consumer demands.

The consumer marketing program thus aims to make a more rapid and accurate two-way flow of information and provide a basis for more efficient decisions by each segment. It does this through:

1. Providing the consuming public with information which helps them in deciding what and when to buy, and in better understanding the production and marketing system.
2. Providing marketing firms and producers with information as to the consumer's needs and wants which will best fulfill consumer demands.

This system is of great value in that its purpose is to produce and market for consumers. All groups - the producer, the handler, and the general public - derive maximum benefit from such an efficient marketing system as shown by the following:

1. More orderly marketing of agricultural products.
2. Effective utilization of agricultural products.
3. Smoother price pattern.
4. More rapid production and marketing adjustments.
5. More satisfied consumers.
6. Greater use of agricultural resources.

THE NORTH CAROLINA CONSUMER MARKETING PROGRAM

In our program we give information to consumers that will enable them to do a better job of spending their food dollars. Our program in North Carolina is geared to meet the needs of consumers. We conduct it mainly through mass media - radio, TV, special features and articles in newspapers, and a weekly bulletin entitled "Tarheel Food Shopper." An interesting fact about TV --- in 1950, there were 7,280 television sets and in 1954 there were 70,639 television sets in rural homes. In 1950, there were 55,785 radios.

Information is sent to foods leaders, to our home economics agents, and to all people working in any way with foods in North Carolina. We try each week to give timely, reliable, and up-to-date information on the food situation along with prices, what's happening to supplies and forecasting supplies that come from other areas as well as local supplies here in our state. With this information, we feel that all interested foods people, dealing directly with you as consumers, will help you do a much better job of shopping each week. Information is compiled weekly from many sources - market reports, retail stores, food buyers, both produce and meat commodity specialists, foods specialists, farm and home agents and consumers. We feel that, in a program of this type, you will have a better understanding of what's happening to your food from the time it leaves the farm until it reaches you in the store--sometimes in an entirely different form. The changes, of course, are the marketing services that have been added to that product after it left the farm. Because of these marketing services, there is a difference in price of the original food and the new form. We as consumers demand these services and in turn must pay extra for the addition of them. As an example, look at the potato. We find today so many different forms of potatoes and so many ways that we can use these new forms as they come to us at the store--canned, dried, frozen, and chips. This is a far cry from the unwashed raw potato that was dug 50 miles away from the city. A potato is handled many times from the day it is dug until it is found on the produce counter all nice and neat in a cellophane package and packaged ready to eat in the time it takes to heat a pan of water or heat the oven.

THE NORTH CAROLINA FOOD SITUATION

What's the story in North Carolina?

During 1954, some 10,583 food stores were doing business in North Carolina. These had gross sales of over \$691,000,000. Along with that, we had more than 4,000 restaurants and food service organizations in the state, making a grand total of over a billion dollars in annual sales. These firms were handling the purchased food consumed by the state's more than four million people (2 1/2 million rural people and 1 1/2 million urban people). In 1950, we had 862,770 married couples in our state. Of this number 516,935 were rural farm and rural nonfarm. Only 276,660 were urban. In 1958, we had 27,228 marriages and 5,369 divorces. We had 111,216 births - which means more baby food.

Now, we have often heard of the old adage that "cost of living on the farm is much more reasonable than in urban areas" and we also realize that rural family consumption patterns and urban family patterns differ. That's true, but today we know they are more alike and we see that farm people are growing less and less of their food. As a matter of fact, it is estimated that only 40 percent of the food consumed by rural farm families is grown on their own farms. This means that farm families buy about 60 per cent of all the food they consume. This varies, of course, depending on family incomes. We can well

visualize that the low income families would possibly grow a slightly larger percentage of the food they consume.

Let us talk first about the trends affecting rural families relative to food consumption. What about rural Tarheels? Our department has made several studies relative to consumer marketing food trends such as general marketing surveys of seven different counties. One was made in Anson County during 1958. We found that the majority of the rural consumers in that area were in a low income bracket (from \$1,000 to \$2,000 annual earnings per family). In many instances we found in Anson County that the consumers there bought only a small amount of their food and were not interested in much information relative to doing a better job of buying food. We did find, however, that a program of educational meetings and other mass media outlets could be of great value in giving them information that would help raise and increase homegrown food supplies. We found this to be a greater need in Anson County than other areas.

In Bertie County, we found again relatively low income families (mainly rural people) and that many of the people did buy their food. Although they were rural people, they raised very little. Consequently, we found that many of our educational programs could be designed to assist consumers in giving them information on seasonal foods and how to care for and use these foods. We could help them tremendously by pointing out the values relative to the cost of food they buy. We also found that the homemakers in Bertie County were interested in and desired help in planning food budgets (if you want to call it that - or with the money they have to spend for food) to maximize eating satisfaction. This was typical of findings in several other counties, specifically in the rural areas of Alamance, Watauga, Rowan, Nash and Edgecombe.

The findings present two contrasting viewpoints around which we can build educational programs.

But what about the urban findings? They, also, have need of an educational program; however, their needs are of a different nature.

During the fall of 1957, a survey was conducted in Raleigh by National Analysts, under the direction of the United States Department of Agriculture. In this survey, 500 women were interviewed and it was found that these homemakers were primarily concerned with (1) getting the most food value for their money, (2) good nutrition, (3) quality products, and (4) learning alternative choices.

We found that many of the homemakers were not using such foods as avocados, canned carrots, spinach, mushrooms, pork liver, fresh pineapple, or pigtails. One reason was because they were not familiar with them. Several other reasons why they did not use these were low quality, high prices, availability, seasonality, and social stigma. They could not use low-quality foods and yet maintain their social status.

We also found that Raleigh homemakers take advantage of the specials being offered each week-end at supermarkets and possibly make more plans to use these foods in their menus.

Mass media survey showed:

45 per cent of the people read newspapers for food news.

20 per cent listen to the radio - foods programs.

10 per cent see TV foods programs.

CONSUMER FINDINGS

Let's look at some of the consumer findings in this program of surveys, meetings, personal contacts, and observations across the state. Now we say many of these sound like what we have heard some national people talk about. Certainly what is happening across the nation affects not only Americans but Tar heels as well. Perhaps you say the cost of living is higher (just a bunch of figures). All well and good, but maybe you say that your grocery bill does not fit this picture. Maybe you say your food bill is no higher than it has been; but, just in case it has, you might ask yourself why and we might have to look at something like this. Consider checking the following list of things that we are apt to overlook. These are some of the trends and findings we have relative to food consumption in the Tar heel State.

Now, if we have one or more teenagers in the family, we have to realize they eat one-third to one-half more than an adult during these rapid growth years.

We eat better than we used to eat -- meat 10 times a week instead of seven. We eat chicken instead of beans; eggs instead of oatmeal. Certainly these are all different eating habits.

We buy more fancy food items such as spices, pickles, candied catterpillars, dressings and other gourmet foods. We use more party foods now that we serve TV snacks and do more informal entertaining.

We entertain more than we have in the past years. This has been important in backyard cooking on outdoor grills. Of course, this is very enjoyable and a very fashionable form of entertainment these days. None-the-less, the type of meat we cook on outdoor grills is generally of a little better quality and consequently more expensive than that we cook in the kitchen.

We use many more convenience foods to save time -- not that all convenience foods cost more than unserviced foods, but many do. These foods took 32 per cent of the food dollar in 1957. I am sure you can think of numerous examples of convenience foods that you have used.

The mother in our family has a job outside the home and often buys more expensive foods because she doesn't have as much time to shop or prepare meals. It is estimated that one-third of all the women who work in America today are married homemakers. One out of three--that's quite a sizeable amount.

We buy a good many nonfood items such as paper towels, cleaning supplies, drug items, magazines, etc. at the grocery store. You might be surprised to find that as much as one-fourth of the items on the grocery list may be nonfood items. This is typical of our shopping patterns although it is not necessarily indicative of our food consumption patterns. It certainly is an added item on our food costs - at least on our overall food bills as we receive them from the store.

We buy food for our dog, cat, or other pets at the grocery store. A big dog often eats---well our dog often eats as much as some of the family members.

We buy a good many expensive out-of-season items. We are sometimes influenced more by fancy packages than the contents.

This check list is only a beginning and may start your family thinking more about where the food money goes. Perhaps you will be more conscious of the fact that many of these things you pay for by choice. The size of the grocery bill is elastic. The total of the tape, when it is your turn at the check-out counter, is definitely related to the know-how you used and the values you place on optional and necessary items found at the grocery store.

FACTORS INFLUENCING FUTURE PROGRAM

1. During the next 10 years, we can expect to see about 35 per cent increase in family income. This means the average family income will probably rise from \$1600 to \$2100 by 1970. This will make a tremendous change in the type of food we consume as we know now from our findings that, as family incomes change, eating habits change.

2. We can expect to see a tremendous increase in population. Some sources have estimated that the population will increase as much as 26 per cent by 1970, which would mean about another million people, or even more in North Carolina. That will mean more food and different kinds because of the income factor.

3. Greater number of women will be working away from home.

4. Trend toward larger farms and fewer farms.

5. Trend toward larger stores and less number of stores.

6. More than one-fourth of food bill will be spent for nonfood items.

7. Increasing demand for new convenience foods, the built-in maid type of production including gourmet foods and dietetic foods of improved quality.

8. Increasing truck transportation and less rail - to facilitate faster arrivals and improved quality. Specially built frozen food trucks are being used for speedy delivery of quality products.

9. Supermarkets account for 10 per cent of the total number of all stores - accounted for 67 per cent of the food sales in 1957.

10. The number of items in the average modern supermarket has skyrocketed from 1,000 in 1933 to over 6,000 today.

11. Over 60 per cent of shoppers do their food buying on weekend - Friday and Saturday.

12. Frozen foods have shown great gains in last few years. In 1957, a nickel of every food dollar was spent for frozen foods. The number of frozen food items stocked in frozen food cases has risen 82.5 per cent in only three years. Frozen food sales are now crossing the two billion dollar a year mark, and the frozen food shopper spends 55 per cent more on groceries than the nonfrozen food user. The average American consumer now eats about 45 pounds of frozen food a year.

13. Trend toward more personalized service in meat markets. Although pre-packaged meat is still by far the most popular with retailers because of the efficiency in handling (not its economy), there has been a definite reversion to the service-type operation. This has been brought about particularly in fresh meats to satisfy consumers through personalized meat cutting. It is most prevalent in independent meat markets and in shopping center areas.

These are some of the things that are ahead. Food industry is certainly well aware of this and we can expect to see many changes in our diets. As we plan ahead in consumer marketing we must consider all these findings.

Now is a good time for us to plan, adapt, and develop some of our educational materials to give the consumers information on obtaining the greatest amount of food value for the money they have to spend.

Is consumer marketing information needed or accepted? We answer YES to both. Judging from the requests that we have to speak to local audiences, namely; young college student wives (1500 wives at State College), civic clubs, various women's clubs, home economics college and high school classes, and nursing schools here in Raleigh and across the

state. We have had requests from various other groups where young homemakers, with relatively low family incomes, are attempting to make their food dollars go farther. We think this is a good indication of the acceptance and need for information of this type.

We need knowledge of consumers in the different areas. This provides guides to some of their interests and needs as related to food buying.

It would appear then, that we in Consumer Marketing are going to have an ever-increasing responsibility to bring to consumers all the information possible to help them obtain the most benefit from their food dollar.