

## Increasing Costs Most Noticeable Food Trend

It's a well-known fact that a change in diet and eating habits over the past several years has brought about new trends in food. According to Ruby P. Uzzle and George Abshier, Agricultural Extension Service consumer marketing specialists, "higher incomes, improved marketing 'know-how', more wives working away from home, lack of domestic help and more time spent away from home by the family have made these changes necessary."

Just what are some of the new food habits that have shown up in recent years? Reports from Abshier and Mrs. Uzzle show that today we have a year-round supply of fresh vegetables and fruits—something that hasn't always been true. Our consumption of starches such as potatoes, cereal and flour breads has decreased, being replaced by fresh fruits and vegetables.

The new year that lies ahead will reveal other new trends. New foods will come into focus. Several new products have been developed recently which are or soon will be available on the market.

Besides the many new products, shoppers will find many foods in

new types of packages as well as in different forms, designed to save time while shopping, for convenience to shoppers, to make meal preparation easier and to give price economy when buying.

Perhaps the biggest noticeable trend in foods during the last few

years, say the specialists, has been the increasing cost of food we buy. Actually the cost of the food itself has risen little, if any, during the last five years. What has increased is the cost of the services we get when buying food. This is the main reason why retail prices of many foods rise while farm prices fall.

"Keep in mind, however," explains Abshier, "that although food prices have been going up due to increased services, food is still a bargain."

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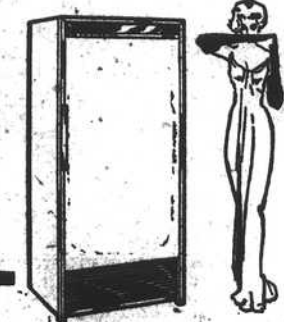


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