

- (1) Supermarket Institute - The work done with W. S. Peebles and Company came partially as a result of contacts made during this convention. Too, information secured there and contacts made there assisted me in securing information, methods, and materials for use with the company.
- (2) National Outlook Conference - This furnished me with outlook information as well as the facts and thinking behind the outlook. This in turn proved useful in editing the Outlook issue of Economic Analyst, in planning outlook information, and helping formulate plans of action for the coming year.
- (3) Extension Marketing Workshop, Marianna, Arkansas - At this conference, where I served as chairman of the Consumer Marketing Work Group, I learned new methods and techniques both for consumer marketing and for cooperation with other marketing specialists, other extension specialists, and persons in the food trades. This also assisted in the preparation of more coordinated plans of work among us marketing specialists.

III. Publications and Visual Aids

A. A manuscript for an extension bulletin, "Fresh Fruits and Vegetable Calendars," was prepared by Jim Bell and I. This is now with the Department of Information and Publications for editing.

B. I assisted with the department's state fair exhibit.

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Many valuable contacts were made. Most major farm organizations in Virginia were contacted as were the major trade associations and the AFL-CIO. Several county extension agents also expressed interest in further work in this area.

Specific examples of accomplishments included in this report are:

- A. State Fair Exhibit
- B. Chesterfield County Consumer Education Program
- C. A Supermarket Organization Assisted with Merchandising Problems

II. Regional Extension Programs

A. National MIC objectives - At the request of Mr. Hoobler, Chief, Consumer Marketing Economics Branch, FES, I spent three days in Washington working with him on a tentative revision of the National Objectives for the Marketing Information for Consumers Program.

B. Review of publications - During the year, I reviewed three publications concerned with consumer economics that were written by personnel of other states or the U. S. D. A.

C. Regional meetings - I attended several national and regional meetings. Among these and ways in which they helped extension work in Virginia were:

D. Other Activities

- (1) Economic Analyst - I served as editor for this publication for four issues and also prepared or helped prepare six articles for it.
- (2) Radio Tapes - I prepared a total of eleven tapes, dealing with such topics as U. S. grades, food buying principles, labeling, and other aspects of consumer economics.
- (3) Exhibits - I assisted in planning, preparing and manning the departmental exhibit, "Your Food Dollar Buys Many Things," at the 1959 Virginia State fair.
- (4) Professional Improvement - I participated in several conferences and other professional activities during 1959. Among these were the Supermarket Institute, Institute of Rural Affairs, Southern Regional Extension Marketing Conference, The Outlook Conferences, Virginia Annual Extension Conference, and the Extension Communications Workshop.

A good start was made in 1959 toward developing good working relations with trade and producer groups. A growing awareness of the importance of consumer demands, preferences, buying patterns, and wants in the formulation of production and marketing plans was evident. Interest in knowing more of this phase of agricultural marketing is high.

- (2) Management School for Cooperatives - Assisted other members of the Department of Agricultural Economics in planning and conducting the Cooperative Managers School.
- (3) Virginia Processor - Four articles dealing with consumption aspects of food processing were prepared for Virginia Processor.
- (4) Retail Growers - One article on grocery store modernization was written for the Virginia Foodsman. I also attended the Annual Convention of the Virginia Retail Food Dealers where many worthwhile contacts were made with both grocers and wholesalers.

C. Consumers

- (1) I assisted Mrs. Confer, Home Demonstration Agent of Chesterfield County, in planning a consumer education program for her county. A total of three planning meetings were attended, two with her committee and one with her.
- (2) Leader Training - Three leader training lessons were prepared and given to leaders of home demonstration leaders.
- (3) Leaflets - Jim Bell and I submitted a manuscript of a leaflet to the Office of Information. This manuscript was a supply calendar for both nationally and Virginia grown fresh fruits and vegetables.

AMA PROJECT 2525-24

ANNUAL REPORT

CONSUMER EDUCATION RELATING TO FARM PRODUCTS

DON L. LONG

I. Extension Activities and Accomplishments

In general, 1959 was a year of acquainting myself with Virginia, its Extension Service, its people, its agriculture, and its economy. Some specific extension activities concerned with consumer economies were engaged in, however.

A. Work with producer groups - I worked with several producer groups in 1959. Among these and the types of activities were:

- (1) Virginia Poultry Association - Assistance in analyzing methods for disposing of heavy supplies of eggs.
- (2) Virginia Purebred Swine Producers - A review of the possibilities of Federal Consumer Grades for pork.
- (3) Virginia State Apple Commission - Assistance in planning their 1959-60 advertising campaign.
- (4) I wrote two articles concerning food consumption for the Peanut Grower's News.

B. Work with marketing organizations

- (1) Food Merchandising - Assisted Mr. Bell and Mr. Russell in preparing and presenting two merchandising lessons for a group of retail store personnel.

ANNUAL REPORT

DON L. LONG

ASSOCIATE AGRICULTURAL ECONOMIST

CONSUMER EDUCATION RELATING TO FARM PRODUCTS

AHA PROJECT 2525-24

MARCH 1, 1959 - NOVEMBER 30, 1960