

BRIEFS

Small-scale growers in New York have tried to meet the ever-growing demand for organically grown products. While this market constitutes less than 2% of all food consumption in the U.S., demand is growing and some New York producers are meeting it. There are two organic wineries in the Finger Lakes region. A Penn Yan grower has successfully converted his field crop operation to organic and has a tremendous demand for his products. For example, his organic soybeans have a loyal following of Japanese buyers who take all he can produce, and do so at a premium. He is now branching over into other crops that were once thought not to be able to be produced in this area in an organic fashion. Local production of organic dairy products is also increasing and premiums are being paid by the New York City market.

WHEN: Thursday, March 30; 9:00 - 11:45
TIME: Registration and refreshments:
 9:00 - 9:30. Program begins
 promptly at 9:30.

WHY: The CALS Pesticide Use Policy requires that all CALS personnel who use pesticides must be certified and must attend an annual update program.

The CALS Pesticide Use Policy defines use of pesticides as: application of pesticides including general maintenance applications for pest control on plants and animals, efficacy testing, impact on biological control agents of the CALS Pesticide Use Policy.

REGISTRATION: No pre-registration is required. Attendees will be required to sign a roster. DEC recertification credits for commercial applicators are pending. Bring your Pesticide Applicator ID card with you. Separate credits will be issued for each session - we are aware that not everyone uses knapsack sprayers.

EXPANDING PRODUCE MARKET MAY NOT BENEFIT GROWERS

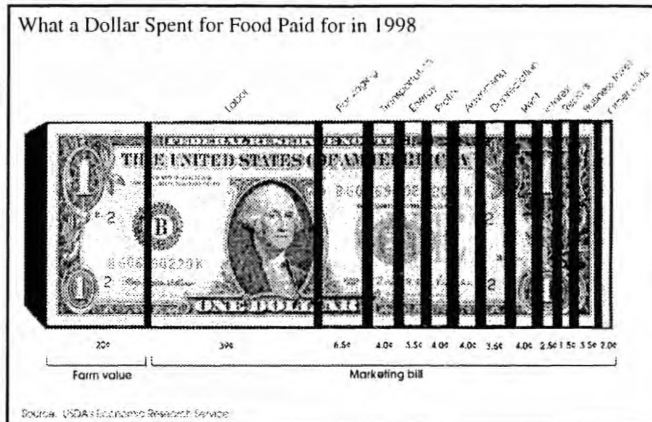
The March 6 Horticultural Science Seminar on "Industry and Consumer Trends for Fruits and Vegetables," presented by Wen-Fei Uva, senior extension associate for the Department of Agricultural, Resource and Managerial Economics at Ithaca, provided some good news and some bad news for growers and producers. The good news is

that Americans are eating more produce. USDA data show that per capita consumption of commercially produced fruits and vegetables rose 24% over the last quarter century, from 573 lbs. in 1970 to 711 lbs. in 1997. The bad news is that the trend toward consolidation of buyers means that growers are being forced to accept lower prices for their product. The USDA estimates that for every dollar spent bringing food to market in 1998, only 20 cents went to farmers; the rest was consumed by marketing costs (see figure). Cost of marketing rose 4.8% in 1998, while the farm value of domestic farm foods fell 2.5%.

Americans are managing to eat more while spending less on food, Uva reported. In 1997, they spent \$715 billion on food in 1997 and another \$95 billion on alcoholic beverages, yet food expenditures accounted for only 10.7% of personal disposable income, down from 13.8% in 1970 and 25% in 1960. With a strong economy and more single-parent and two-income households, grocers are capturing fewer food dollars, she said, as more rely on the convenience of fast food outlets and restaurants. Away-from-home meals and snacks accounted for 45% of food sales in 1997 versus 34% in 1970 and 26% in 1960.

Changing demographics and food preferences favor increased consumption of produce, Uva said. Americans have become increasingly aware of the health benefits of eating more fruits and vegetables. They are also looking for healthy, low-fat food choices. In a recent survey, 52% of those surveyed said that they were eating more produce. Of those who said they were eating more produce, 75 % said they were eating more fruits and 60% said they were eating more vegetables.

Uva provided a product-by-product comparison of self-reported consumption trends with actual per capita consumption figures to highlight the dangers of relying too heavily on consumer perceptions. In a few cases the per capita data mirrored consumer perceptions, but in many cases it was either lower or higher. For example, although 39% of those who reported eating more produce said they were eating more apples, per capita consumption of apples actually fell 2% between 1990 and 1998. Per capita consumption figures indicate that most fruits have seen increases over the last decade. Bananas, oranges, strawberries and cherries have seen the largest growth, while apples, peaches and pears have



PRODUCE MARKET continued on page 2

PRODUCE, continued

been losing ground. A similar upward trend among vegetables, shows carrots, broccoli and peppers seeing the largest gains, while celery and cauliflower have lost ground.

According to *The Packer*, consumption patterns vary with age, gender and parental status. Women (37%) are more likely than men (29%) to report increased produce consumption, particularly women with children. Households with children under 18 are likely to consume more produce, whereas those without are more likely to see decreases.

Uva compared Food Guide Pyramid Recommendations to 1995 Food Supply Servings data to evaluate whether Americans are eating enough produce. She found that Americans are close to meeting the serving requirements for vegetables (3.7 actual vs. 4.0 recommended), but that they should be eating fewer potatoes and starchy vegetables and more leafy greens, deep-yellow vegetables and legumes. They need to more than double their fruit consumption to meet the 3-serving recommendation.

Greater ethnic diversity and more sophisticated palates have led to an increased demand for exotic foods. As a result, most supermarket produce departments offer more than 400 produce items today, up from 150 in the mid-1970s. Produce departments are also offering more packaged salads and pre-cut vegetables, a market that continues to grow.

Organic Markets

The market for organic foods has grown 20% per year for the last 7 years and is expected to continue to grow, reaching \$6.7 billion this year. Although organic produce still constitutes only 2% of retail produce sales, it has strong market potential, particularly in Canada. Organic produce sales are expected to increase 25% per year. The fastest growing items are expected to be organic salad crops and convenience/packaged foods. Right now organic growers are getting premium prices for their crops, but this is expected to change as larger producers move into the organic market and competition increases. In 1998, apple growers in Washington State had 1,800 acres of certified organic crops, with another 2,300 acres in transition. If prices drop, demand is apt to increase since consumers report price as the leading deterrent to buying organic.

Ethnic Markets

Computer-scanning technology and cat-

Continued on page 3

AN OLD WIVES' TALE

On his way to work on March 8, Joe Ogrodnick noticed some rather unusual behavior going on in the Plant Pathology Library in Barton Lab. Andrea Ficke, a Ph.D. candidate from Germany, was taking a pair of scissors to Dave Gadoury's neck. When Joe looked closer, I realized it was his tie she was actually after. The explanation she offered might be of interest to Station News readers.

"I'll begin with Rosemond, the last Monday before Lent. Rosemond is celebrated as the highlight of Fasching, or Karneval in Germany, particularly in Cologne and Mainz. People dress up the whole day, run around in the streets, and parade down roads where usually cars are pushing and bumping against each other. The parades have different themes, politicians are sarcastically characterized, events of the prior year are commented on in the most bizarre ways, and spectators throw roses and candies or even not so nice things at the masqueraded parade, especially if it is a politician passing by they agree or disagree with.

"Old Wives' Tuesday, known here in the U.S. as Fat Tuesday (Mardi Gras), is the day before Lent begins. And this is really fun. In short it is the day that women take over public offices like city halls and town halls. They dress up as colorfully and unconventionally as they like, but they could also come in their normal clothes and they have scissors at hand. Every man wearing a tie is subjected to a true cut off. Holding the cut end of the tie in one hand signifies the surrender of man. It is not celebrated in every city, but we know about it and won't ignore an opportunity to cut off some ties, where possible.

"And then on Aschwednesday, everything is over. After all the madness, fun, and the color, the jesters go home."

EDITOR'S NOTE: One of the truly unique and interesting aspects of the Station is the ever-changing face of our international community. We obviously benefit from the body of scientific knowledge that we share and the friendships we develop, but for the most part, know very little about the holidays, traditions and cultures of many of our visitors. If you would like to share something of this nature with the readers of Station News send it via e-mail to Joe Ogrodnick at jmo3@nysaes.cornell.edu These items will be more newsworthy and timely if we can print them during the week of or immediately after the holiday, festival etc., takes place. Photo opportunities are encouraged!



LEE HIBBARD IS RECOGNIZED

Dave Rosenberger, superintendent of the Hudson Valley Laboratory, in Highland, NY, presented a plaque to Lee G. Hibbard, Field Research Unit-Geneva, on March 7, 2000. This plaque recognizes Lee's contribution and cooperation in organizing and presenting "First on the Scene Response Training," both at Geneva and the Hudson Valley.



PHOTO BY S. KONG

"First on the Scene Response Training" helps to define procedures to follow if an individual arrives first on a farm accident scene. The ability to make the right decision when a farm accident is discovered depends on the first person on the scene having been trained in assessing farm accident scenes.

Thanks to Lee for providing this valuable training to Cornell employees at Geneva and Highland.

NOTICE

The Field Research Unit has the following items up for bid. Anyone interested in seeing the items should give Mark L. Scott a call at 789-3689. If interested in bidding on an item send your sealed bid to Mark.

The bid should include your name department, phone number, item you are bidding on, and your bid. Bids will be opened on March 28th at 1PM. Successful bidders will be contacted and have 3 working days to pay. FRU reserves the right to reject any or all bids.

ITEM	DESCRIPTION	C.U. CODEBAR	CODE CONDITION	MINIMUM BID
air compressor	220, 1.5 Hp, horiz.tank		fair	100
air compressor	3 phase, Speedair	655009000	fair	100
tractor	Allis Chambers 170	6215300033	36228 good	1,000
lap top computer	PowerBook 520		36111 good	200/BO
snow plow	Meyers 7' plow & frame for 85' Ford no lights or pump		fair	100
snow plow	Meyers tractor plow& frame 8' w/cylinders		36239 fair	175
snow plow	Meyers tractor plow & frame 7', 1 cylinder		36027 fair	100
power winch	Blackhawk model RS-3 6 ton, used twice, 12V		excellent	250
computer	LC 575 (MAC) 15" monitor	6231507	50121 fair	200/BO
back blade	Massey Ferguson 3pt. Hitch 7'		35628 fair	100
elevator	electric motor, adjustable ht., width 20", transportable length 16'		fair	100
cabinet	small drawers for nuts and bolts		good	best offer

PRODUCE, continued from page 2

egory management in supermarkets has revealed the market potential of ethnic produce. Minority ethnic groups are the fastest-growing segment of the U.S. population. Already they constitute nearly a third of the U.S. population. Asian American populations grew 31% in the first half of the 1990s, while Hispanic populations grew by 20%. Marketing to these groups requires more than offering a few specialty items, Uva said. In order to be successful, grocers need to aim toward making their store the ethnic group's primary market. This involves knowing their shoppers' customs and habits.

After emphasizing the importance of doing targeted market research, Uva offered some insights into the consumer profiles of these two fast-growing groups. She noted that Hispanic consumers shop more often and spend more, on average, than non-Hispanic consumers. They also place a high value on courtesy and respect, and will reward good service with loyalty. They are also willing to pay more for a well-known brand.

Asian consumers place quality above price, a preference they can afford since their incomes tend to be 25% higher than average. They are looking for a clean, fresh, organized display with clear colorful signage. Since they honor tradition, promotions should feature words like "reliability and dependability" rather than "new and improved." Asians prefer to buy from people they know. If they're dissatisfied, they won't complain; they'll simply take their business elsewhere.

E-Commerce

While business-to-consumer Internet sales for all products are expected to top \$184 billion in the next three years, electronic grocery sales will account for only 2% of food industry sales. Business-to-business sales, however, are expected to reach \$1.3 trillion as businesses use the convenience of the Internet to streamline purchasing.

Ua predicts that the desire for convenience—which requires more preparation to get products to market—will continue to drive up marketing costs. To keep costs down, buyers are consolidating. While this may help out the consumer, it puts farmers in the position of being "price takers" rather than "price setters."

Pat Blakeslee

CALENDAR of EVENTS

MARCH 17-24, 2000

MEETINGS

Dept. Chairs' Meeting

Date: Wednesday, March 22, 2000
Time: 3:00 p.m.
Place: Director's Office

Dept. Visioning 2020 Workshop

Date: Thursday, March 23, 2000
Time: 8:15 a.m.
Place: Jordan Hall Auditorium

SEMINARS

HORT SCIENCE

Date: Monday, March 20, 2000
Time: 11:00 a.m.
Place: Jordan Hall Staff Room
Title: "Horticulture at Cornell: Creating a Future of Pre-eminence"
By: Chris Wein, Tom Weiler, Hugh Price, Chairs of Fruit & Vegetable Science, Ithaca Floriculture & Ornamental Horticulture Sciences, Geneva

LTC

Date: Monday, March 20, 2000
Time: 10 a.m.-11:30 a.m.
Place: Jordan Hall
Title: Microsoft Power Point 98

During this 1 1/2-hour workshop, students will learn the basics of using PowerPoint, which is a powerful graphic presentation program. Students will learn the basics of using PowerPoint, importing graphics, selecting proper backgrounds and color schemes, learning how to properly prepare a document for sending to the slide generator, and being made aware of the ability to use PowerPoint presentations directly from the computer to the screen. There will be time allotted for hands-on learning.
 Pat Krauss, Instructor.

Date: Wednesday, March 22, 2000
Time: 2-4 p.m.
Place: Jordan Hall
Title: Introduction to Spreadsheets with Excel

This is an introductory course for anyone that has never used spreadsheets and needs to know the very basics. Some of the topics covered will be: cells, types of data, rows and columns, formatting your spreadsheet, setting up a spreadsheet and saving your spreadsheet. There will be time allotted for hands-on learning.

Jane Irwin, Instructor

Continued in next column

LTC, continued

Date: Friday, March 24, 2000
Time: 10 a.m.-Noon
Title: End Note
Place: Jordan hall
Prerequisite: MS Windows or Macintosh experience. Manage your own database of references using EndNote. This class begins with concepts of information management and basic database theory, and then focuses on developing hands-on skills using EndNote for creating bibliographies. Ideal for those who need to manage huge amounts of literature. The course will cover the following:

1. Introduction
 - a. Managing information
 - b. Database theory
2. Opening, adding and editing EndNote records
3. Searching the EndNote library
4. Sorting the library
5. Formatting the output -- bibliographic styles
6. Using EndNote while writing

LIBRARY

Date: Monday, March 20, 2000
Time: 9-9:30 a.m.
Place: FST Conference Room
Speaker: Librarian Candidate Sara Rutter
Presentation: "Vision for the Experiment Station Library at Geneva -Potentials and Possibilities."

Coffee and refreshments following. Questions & Answers, open to the Station community.

10:00 - 10:45 a.m.: Meeting with the Library Committee. Open to faculty, post-docs, grad students, technicians. Copy of resume available in the Library.

Next candidate on March 27.

FITNESS

AEROBICS AT THE SAWDUST CAFE

Date: Wednesday and Friday
Time: 12:10 to 1 p.m.
 This group uses the videotapes of the fitness expert "Gilad." VCR and tapes are provided by the Station Club. For more information contact Julie Kikkert at x2221 or jrk2@cornell.edu.

FITNESS, continued

TAEKARDIO

Date: March 20 & 22, 2000
Time: Noon
Place: Jordan Hall Auditorium

CLASSIFIED

FOR SALE: 2 bicycles- #1 Huffy, 3-speed (Shimano), 15 years old, good condition, \$10. #2 Takara, 10-speed, 10 years old, excellent condition. \$50. Contact Mary Beth at x2618 or mes33.

FOR SALE: Scuba equipment: oceanic ocean sport BC, size: M, near mint, black with blue trim, comes with blue carry bag. \$300, or best offer. Contact Mike Fordon at x2214 or mpf8.

WANTED: Tops grocery tapes. The tapes are a fund raising activity in support of the Geneva High School marching Band/Color Guard. Please send tapes to Judy Birkett, Jordan hall. Thank you.

FOR SALE: '90 Subaru Legacy, 4 doors, 105K miles, totally automatic, air cond., cassette player, radio AM-FM. Absolutely no rust. Running in excellent condition. Book price: \$2,920. Asking: \$2,490. (negotiable). Need to sell! Call Onofre at x2344 or ob18.

SWING DANCE AND CONCERT at Lima Town Hall, Friday March 24th 7:15-11pm. You haven't lived til you swung. Featuring Joe Salzano & the Blue Devils, legendary musicians performing music of the 30's and 40's. Come alone, as a group, come to dance or to listen, everyone welcome. \$8 at door, \$5 for students and seniors. (716) 346-9499 for info. Next dance on April 28.

DONATIONS of old towels for dog and cat beds are needed for the City of Rochester Animal Shelter. If you have some old, clean towels that you would like to part with, please contact Frank at x2406 or fpw1. Thanks!

FOR SALE: 1989 Ford Escort LX, 4 door hatchback, 5 speed, one owner, 168k miles, some rust. Maintenance records available, runs well. \$1100. Contact me at: mes33@cornell.edu

FOR SALE: Refrigerator and electric range and electric dryer. All in excellent condition. Call Nancy at x2313 or 789-5485.

DAY CARE OPENING: Full or part-time. Some restrictions apply. Call Penny VanKirk at 789-9518.



VINIFICATION & BREWING
 TECHNOLOGY LABORATORY
Open House

Third Annual Gala Dinner

Premiere Wine Country Auction

Friday, March 31, 2000

Ramada Inn, Geneva Lakefront