

Tomatoes Lead All Other Vegetables In Consumption

Tomatoes led all other vegetables in consumption during the past decade.

Why? The growth of fast food stands and pizza emporiums provide a good share of the answer. For it's here that the processed tomato in the form of catsup is a popular item, points out Tom Longbrake of Weslaco, area vegetable specialist for A&M's Texas Agricultural Extension Service.

In a recent completed study of the trends of vegetable production and consumption during the 1960's, per capita annual consumption of processed tomatoes grew the fastest of all, rising 18 per cent during the decade to 50 pounds per person.

"The burgeoning fast food business featuring seasoned hamburgers and french fries is responsible for almost all the increase," Longbrake says. Add to this the rapidly expanding pizza market and it's easy to see how both changing taste and life style — largely among the young — have made tomatoes the volume

gainer of the 1960's."

Processed tomato products represent more than half the total canned vegetable usage and nearly a fourth of all vegetables consumed.

Although vegetable production generally is up 19 per cent over the 1957-59 average, not all have prospered alike. There has also been a strong shift to processed vegetables as compared with fresh as the canned and frozen

products demonstrated their ability to compete on terms of quality and price.

The convenience of processed products plus a more affluent population able to afford them has stimulated added business for the processing sector, Longbrake explains. Another factor has been the faster rise in fresh vegetable prices stemming from the inability of the fresh market industry to streamline its oper-

ations to the same extent as the processors.

In 1964, for the first time, per capita use of processed vegetables equalled that of fresh, about 100 pounds each. By 1969, canned and frozen foods had raised their market share to 54 per cent, continuing a movement tracing back to the late 1930's.

"This trend seems likely to continue, although probably at a reduced pace," says the vegeta-

ble specialist.

Consumption of fresh salad vegetables — lettuce, cucumbers, peppers — has risen substantially in the last decade. However, use has declined for those often used in raw form, notably cabbage, carrots and celery.

Peas, limas and snap beans have suffered dips in fresh use as have some of the cole crops — broccoli, brussels sprouts and cauliflower. No early end to the

trend is expected by Longbrake.

Even sweet corn, a perennial favorite with the young, shows a modest decline and more of the same is anticipated.

There has also been "a sharp reduction" in cabbage use since 1950.

The rising market for processed food has been gained at the expense of fresh. During the 1960's, while use of canned and frozen foods was rising rapidly,

U.S. consumption of fresh vegetables and melons fell 10 per cent from 132 pounds per person at the start of the decade to 118 pounds at its end.

With 280,000 acres in production and an annual production of \$145,000,000 Texas ranks behind California and Florida as vegetable crops.

Vegetables are produced in Texas counties, led by Deaf Smith, Zavala and Gar-

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An A&M poultry professor said last week that the industry's 60-day price freeze is but a short-term fix for some changes in the poultry industry that have shorter food suppliers.
The poultry professor shows the flaw in the W. F. Krueger, head of the Poultry Department, said.

Officials View Methods Of Firemen

City, county and state officials will evaluate methods of instruction and training at the Texas Firemen's Training School during a special Visitor's Day at A&M.

All fire school classes will be in normal session during the program scheduled for July 25, enabling visitors to see how representatives from their locations train in effective firefighting methods.

Attendance at this year's training school is anticipated to be more than 1,800 firemen, according to school chief Henry D. Smith. The firemen will represent 550 Texas cities.

A reception honoring all officials and visitors is scheduled by the State Firemen's and Fire Marshals' Association of Texas, sponsoring organization for the Visitor's Day. The reception will be held in the ballroom of the Ramada Inn in College Station beginning at 4:30 p.m.

Visitors will also be invited to attend the annual school banquet, one of the highlights of the annual fire school. Special guests and officials will be recognized for their interest in the program.

A special program of firefighting evolutions following the banquet will be conducted at the fire training grounds near Easterwood Airport. The program at 8 p.m. will offer demonstrations in firefighting techniques taught at the fire school.

Geophysicist Awarded Grant

Dr. James Shapiro of A&M's Geophysics Department has been awarded a \$2,700 grant from the National Science Foundation.

The grant will be used to improve and update the undergraduate geophysics program. The award was made under NSF's Instructional Scientific Equipment Program.

Dr. Shapiro plans to buy a plotter and cassette tape memory for the department's programmable calculator. He said this use of grant monies will give students the opportunity "to look at meaningful geophysical problems which involve a large amount of data."

The tape cassette can store both programs and data. The complete facility will allow students to program problems and automatically plot results.

Dr. Shapiro is an assistant professor, with degrees in geophysics from MIT and UCLA.

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