consumers studied

&M University researchers think they have found out where the market for seafood lies.

Drs. Samuel Gillespie and Michael Houston of TAMU's Marketing Department have published noted. study of consumers' attitudes toward seafood. The study was supported by TAMU's Sea Grant Prog-

Gillespie said the data for the

individuals in the household who typically prepare family meals," he

the status of seafood as a regular menu item in American families is considerably less than that of beef, pork and poultry.

A&M horticulturist questions bargains

BARGAINS GALORE! CHEAP! 50% OFF! SALE!

All these signs and ads are yecatching and tempting but when it comes to plant buying

BEWARE!

Everett Janne, landscape horticulturist for the Texas Agricultural Extension Service warns, "A bargain is only a bargain if you get something that gives enough personal satisfaction to make you feel it was worth the money you spent.'

To help identify a bargain the next time you are in the market for nursery stock, ask yourself the folowing questions:

1. Can you recognize quality nursery stock? If not, does the firm have a good reputation for quality? 2. Are the plants tagged and iden-

tifiable with specific variety names? 3. Are the salespeople able and willing to offer opinions of what plants might best fill your landscap-

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study was obtained through questionnaire samplings in three Texas Communities.

"The people surveyed were the

One of the main findings is that

4. Do you have a varied choice of sizes, colors and shapes from which

to choose? 5. What type of guarantee is mentioned, and is the salesman willing to discuss any inquiries you make

about guarantees? 6. Most important of all, does the plant fit into your landscape plan, or are you buying it because the price

"If you can give yourself a satisfactory answer to each of these questions, in all likelihood you have a bargain," contends Janne.

Remember, by the time you've planted it, the initial cost of the plant is only the beginning. Don't forget about the cost of materials and labor that comes afterward.

Keep this in mind. If a plant dies or fails to grow and flourish because was given to you. You would actually be losing money on the materials and labor you invest later on.

"If nutrition and price were the family taste preferences through only criteria by which meal items were chosen, seafood (especially finfish) would probably perform much better in the marketplace," Gillespie explained. "However, the di-

mensions of meal preparation extend beyond nutrition and economy to include preparation ease and the tastes of the entire family.

"Finfish and shellfish rate poorly on these areas relative to other menu items," he pointed out. "It doesn't seem unreasonable, then, to suspect that consumer beliefs with regard to the family taste and prepration ease are playing the most

"In other words, if the consumer the ease of preparing the dish," interjected Houston.

"As a means of increasing conrently recognized as nutritious," he and all seafood in restaurants."

economist food demonstrations and the coast plays a role in current fin-

'Past research suggests that such recipe demonstrations and in-store sampling programs where consumers have the opportunity to become involved with seafood is a much more effective approach to increasing family consumption," he con-

'Three additional observations can be made from the information we found," Houston added.

First, man is a product of his environment, particularly in his formative years," he noted. "If, during this time, an individual develops significant role in dampening con-sumer choices of seafood as a main favorable attitudes toward seafood, his consumption patterns in later life remains favorable to seafood.

Second, as an individual imsees two items as the same in nutri- proves his status in life, that is his tion she makes her selection on the social class, with more education, a basis of less important reasons like better job, and increased income, more favorable behavior toward seafood occurs." Houston said. "There is greater consumption of seafood in sumption it would be extremely dif-restaurants as well as in the home. ficult to promote seafood to the Individuals occupying positions in point that it is perceived sufficiently higher social classes are the primary more nutritious than products cur- consumers of shellfish in the home

attested. "Finally, only one variable is sign-ficant in identifying the main con-approach would be to improve ease sumers of finfish," Gillespie conof preparation beliefs through home tended. "Only growing up close to

> Dr. Hovav Talpaz, visiting assistant professor of agricultural economics, and Itshak Borosh, as-

sistant professor of mathematics, have developed a computer prog-ram that will help increase profits and cut costs for the farmer when

the project is complete.

"This is a theoretical model for a

strategy of pesticide application, Talpaz explained. "This is part of a

huge project that involves en-

tomologists, bioengineers and agronomists in a multi-state area.

lained. "This is to maximize profits

and minimize the cost of treatments and the damage caused by pests.
"The model is outlined for a

single crop, a single pest population, a single season and a single pesticide," Talpaz pointed out. "Into this we add the price of pes-

ticide, the price of cotton, the damage rate per day per pest and the reproduction rate of the insect pest.

One can also add the immigration rate, the length of the season and

"We developed a computer al-

gorithm which takes these paramet-

ers as input and gives us optimum The sensitivity of the model can be

checked by manipulating a single parameter and observing the

change in cost. You can see in a

minute what is the best strategy.

the initial pest population.

"What we want to do is optimize the pesticide dosage and the number of treatments," he expfish consumption." People reared near the coast continue to consume more finfish.

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3	3,600	3,827	3,977
4	4,800	5,206	5,479
5	6,000	6,640	7,080
10	12,000	14,719	16,797
15	18,000	24,039	30,134
20	24,000	35,108	48,440
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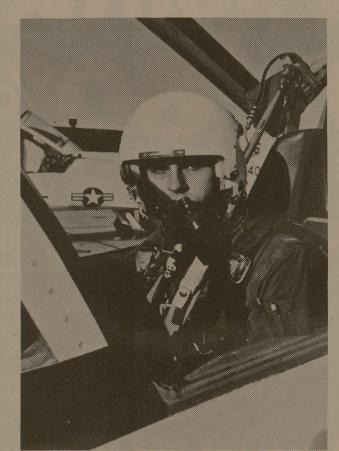


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