



Miss Bruce County Junior Farmer for 1987 is Marilyn McGillivray, daughter of Jim and Jacqueline McGillivray, of R.R. 4, Paisley, and a member of the Port Elgin club. She was crowned Saturday night at the annual banquet and dance for the County Junior Farmers. Competing in the Queen contest were, left to right, Lisa Kuenzig, Teeswater; Kim Brisbane, Port Elgin; Cathy Dow, Teeswater; Marilyn McGillivray, Port Elgin; Julie Stanley, Ripley; and Dale McFarlan, Teeswater. Sitting is last year's Queen, Shelley Lynn Cumming, of Dobbinton, a member of the Port Elgin Junior Farmers. Marv Golem photo



Bruce County Junior Farmers held their annual banquet and dance, Saturday night, at the Chesley Community Centre. Glen Cumming, Paisley, received the Richard Driedger Memorial award for the Junior Farmer showing the most enthusiasm, participation and sportsmanship James Davey, Paisley, won the Junior Farmer of the Year award; Diane McCormick, Teeswater, past president, and Allan Pennington, Teeswater, incoming president, and Paul Ribey, who accepted the Club of the Year award on behalf of the Port Elgin club. Mary Golem photo

Consumer trends topic of week

The fact that consumer eating trends are becoming more and more important to the farming community was emphasized at the Grey-Bruce Farmers' Week held at the Chesley Community Centre all last week.

One restaurant operator from Walkerton, Dave Schmalz, compared changes in food service and farming.

"Your business for years has been meat and potatoes and so have most restaurateurs." But restaurants today must figure out what new food items are trends and what are just fads, he said.

An advertising account executive told the farmers that consumers are now following a trend towards fewer square meals, more exotic foods and eating out more often, all of which affect the agricultural community.

One of the main victims of the current meat marketing emphasis on lean, light and white, has been beef, the mainstay of the agricultural industry in Bruce County.

Beef producers are fighting back by producing



Part of the crowd at Farmers' Week.

Mary Golem photo

beef that is leaner today than it was 10 years ago. Also, Canadian beef tends to be leaner than that produced in the United States, according to a home economist with the Canadian Cattlemen's Association, Carolyn Macdonnell. The association is telling the story of beef's new look through specialty advertising for health professionals and government officials.

A new beef cookbook approved by the Canadian Heart Foundation was published this fall. Less fat on meat cuts, smaller packages of meat and prepared beef are all part of the industry's reaction to current markets.

A Quebec retail chain

doubled its sales of sirloin steak by cutting the steaks in half before packaging them, Ms Macdonnell said.

Income trends have reduced the significance of the Canadian middle class, she said. It's causing a fragmentation of the mass market since incomes have polarized to the point where

20 per cent of the population now receives 52 per cent of the income.

In addition, smaller families and more working households mean less time for food preparation. That places great emphasis on packaged convenience food and restaurant meals.

Gilles Hill W.I.

Gilles Hill W.I. met at the Elderslie Council Chambers for their March meeting when Mrs. Doris Sweiger was guest speaker, showing a video produced by the Concerned Farm Women, showing books produced and spoke of her experiences in her work.

Mrs. Snider read the scripture and a poem. A geography contest was won by Mrs. Denny.

Roll call was answered with very interesting facts on counties in Ontario with an industry or noteworthy item told.

After the usual opening exercises, the business was conducted by Mrs. G. Legge. Donations were approved for Chesley and Paisley Fair Boards, Pen-

nies for Friendship and Bruce County Museum.

Mrs. J. Denny and Mrs. G. Keith are leaders for the Sr. Course on Food. There will be a Safety Seminar, March 30, from 9-4:30. The contact person is Keith Weeden. Agricultural Fair will be in Chesley on April 7 and 8 and help was volunteered for several displays.

Mrs. E. Black gave the report of the District Directors meeting which will be held May 28 at Columbus Hall, Walkerton. Tickets for the quilt draw were given out.

Mrs. Walter Nicoll gave the current events and a bulletin was read from Mrs. Margaret Munro, Provincial President, updating provincial business.