



### REFEREE'S PARTY

As if McHappy Day wasn't enough work McDonalds had a birthday party for NHL referee John McCauley who was serving customers along with other local volunteers that day. The McCauleys and McDonalds staff and volunteers watch as the youngest McCauley tries blowing out his dad's candles.

## Computers at Sheridan

Halton-Peel — The advanced age of microcomputers has reached Sheridan College.

Sheridan's Oakville campus is running a series of courses on a continuous intake basis for both the novice and the semi-skilled in the operation and uses of microcomputers.

The courses are taught by representatives of Informatics Education Ltd., a Canadian-owned company with an international reputation in computer-oriented education.

Classes take the form of learning laboratories, emphasizing "hands on" experience, and are geared to the individual needs of students.

Part I is designed for those who have never used a microcomputer but want to find out if the system is appropriate for their needs. Students learn how to operate the microcomputer, basic computer language and simple programming.

The advanced course, Part II, involves more intense applications of the microcomputer geared to specific situations. It is intended for graduates of the beginners course or for those who already have programming skills.

Each course is 24 hours long and may be taken during the day or evening. Cost is \$60 for seven evening sessions (3 1/2 hours each) and \$90 for three full day sessions (Saturdays).

For further information and/or registration, contact the Training and Leadership Development Division, Sheridan College Oakville campus, 845-9430 or 823-9730 ext. 268.

## Consumers pay for 'luxury'

ONTARIO FEDERATION OF AGRICULTURE STATEMENT  
TORONTO — Convenience, parking, a sexy image, 'free trips' and a kitchen maid are all part of a consumer's weekly food bill, Peter Hannam, president of the Ontario Federation of Agriculture (OFA) said yesterday.

"Shoppers have to look at their purchasing habits and make sure they're not paying for someone else to do the kitchen work," Hannam added. "Consumers should buy nutrition, not convenience."

Speaking to over 800 members of the Canadian Women's Club of Toronto, Hannam said the price of food on the supermarket shelf and the price paid for that same food to the farmer rarely coincide.

Hannam added that, because of the "monopolistic power" wielded by large supermarket chains, the OFA had felt it necessary to introduce the Farmer Price Index (FPI) to show this discrepancy in prices and indicate the "extensive" markups by both processors and retailers.

**BUSINESS PRACTISES**  
He said, marketing boards, traditionally disliked by consumers, follow accepted business practises set by various professions, unions and manufacturers yet frequently face "witch-hunts".

"That's probably because food is an everyday item and people react very emotionally to its price," he said. "But everybody should realize that consumers are important to farmers. After all, they are our customers and we need each other. That's why I have no time for those people who try to build barriers between us and who try to create analogisms that aren't there."

Hannam explained that consumers pay for much more than the food they eat, with their food bill. They pay for the convenience of having a supermarket in the vicinity, for the parking provided by suburban plazas and for the sales promotions. "We even pay for the advertisement that tells us we're going to save at a particular store."

**WHOLE CONCEPT**  
He questioned the whole concept of specials, whether large sizes or more cans of any item really were money savers. He explained how food stores are split and placed throughout the store to deliberately create a desire in the shopper to buy items that are not in the shopper's original plans. And, Hannam, added, processed foods have had the greatest increase in sales. "If the consumer really complains about the high cost of food, he should look at his purchasing habits. With processed foods, we're paying for a lot more than just nutrition."

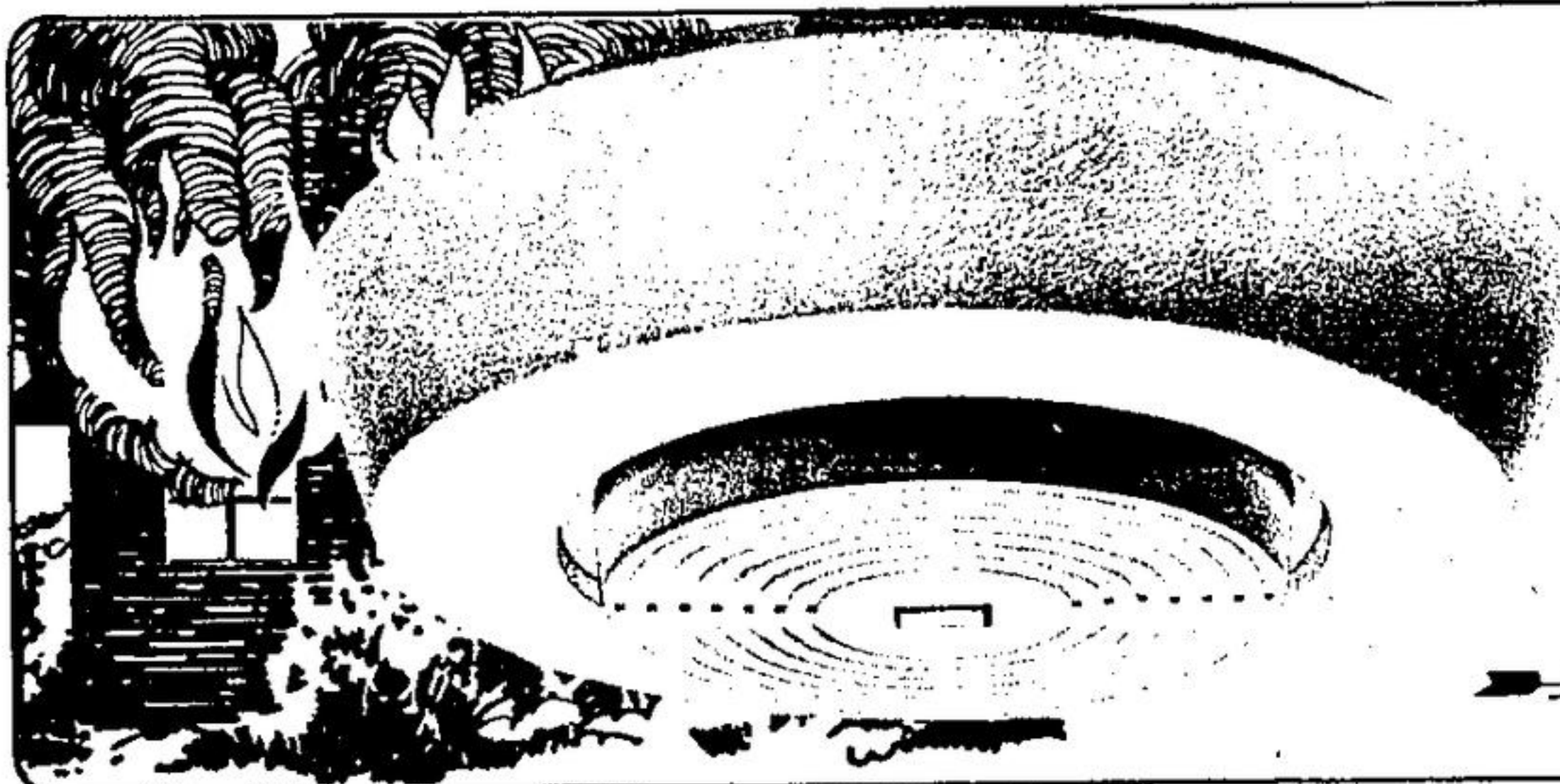
In discussing the FPI, Hannam explained that, since the index had been created in February, the OFA had discovered that some of the causes for increased food costs were the 40 percent hike in prices of imported fruits, the 176 percent hike in the price of a five-pound bag of P.E.I. potatoes at the retail level over the farm gate prices, and the 57 percent markup, again at the retail level, in the price of chicken.

Hannam added that, the cost of dairy products, eggs and poultry, all under marketing boards with supply management principles, had increased minimally or had dropped in price.

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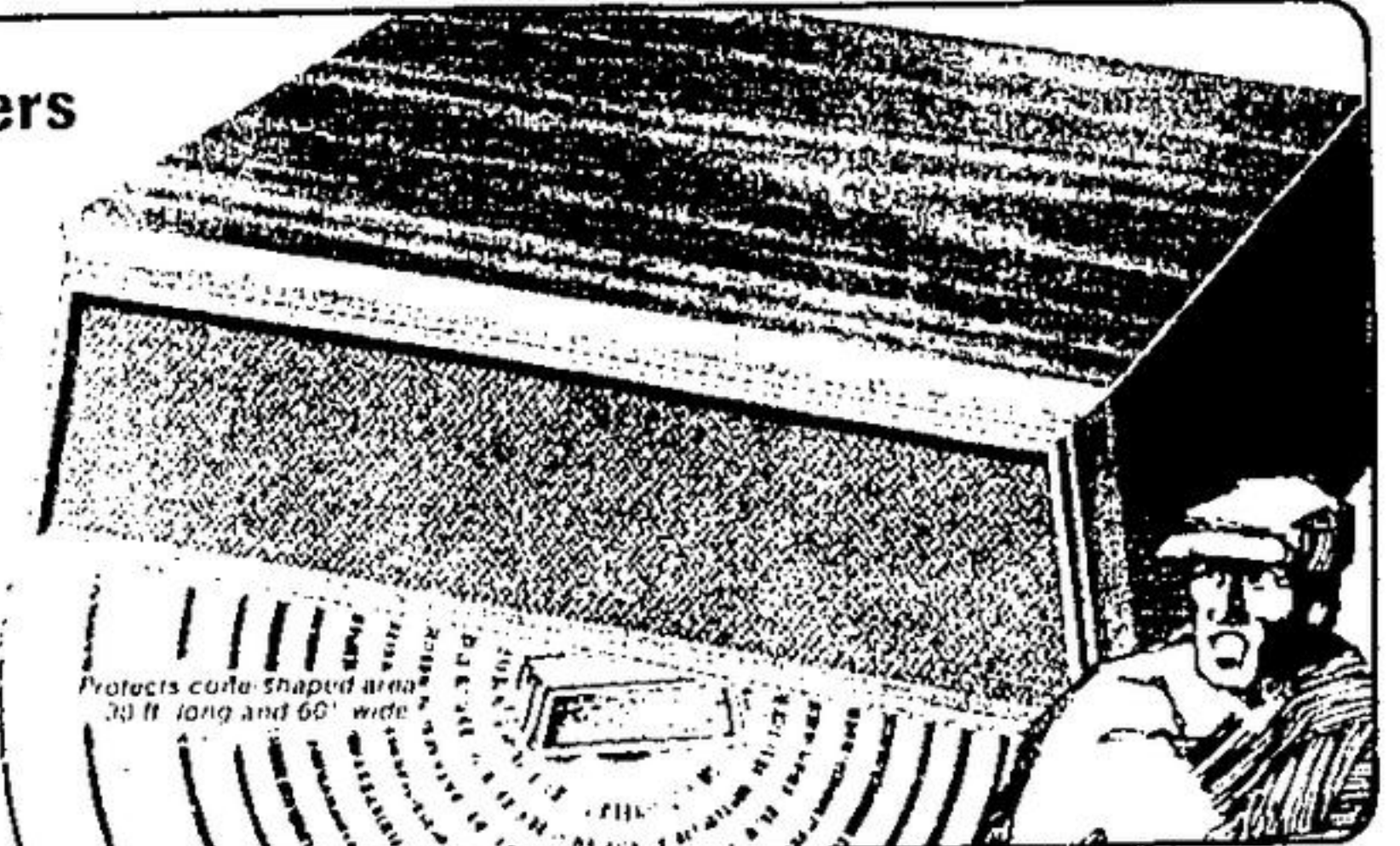
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NOTE: USE OF ALARMS & SIRENS SUBJECT TO LOCAL BYLAWS



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