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2 AGRICULTURAL EXTENSION SERVICE - UNIVERSITY OF MINNESOTA 1

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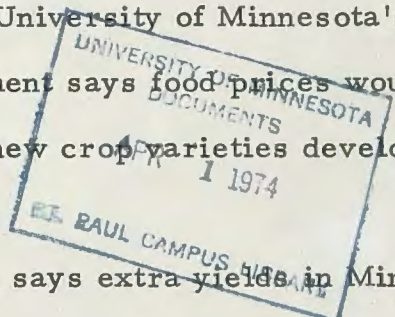
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consumer radio briefs

March 29, 1974

Food Prices

(0:30)

The head of the University of Minnesota's agronomy and plant genetics department says food prices would be even higher without the benefit of new crop varieties developed by plant scientists.



Herbert Johnson says extra yields in Minnesota last year from two crop varieties recently developed by scientists meant about 276 million more loaves of bread. It also meant 294-thousand extra tons of high quality protein for poultry, pork and beef production.

The two wheat varieties are Era wheat and Corsoy soybeans.

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Resort Rates

(0:40)

Vacationers may be passing up bargains if they assume that low-priced Minnesota resort accommodations necessarily lack amenities.

A recent report from the University of Minnesota Agricultural Extension Service indicates that a wide price variation exists for similar accommodations and services in Minnesota. Rate structures often bear little relationship to the quality of product offered. Rather, they have evolved through tradition, through comparison with other resorts in the area, through uncertain knowledge of adequate return on capital and labor.

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New Publication

(0:08)

The new publication, "Your Money's Worth in Foods," is available for 50-cents a copy from the Office of Communication, U-S-D-A, Washington, D. C. 20250.

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