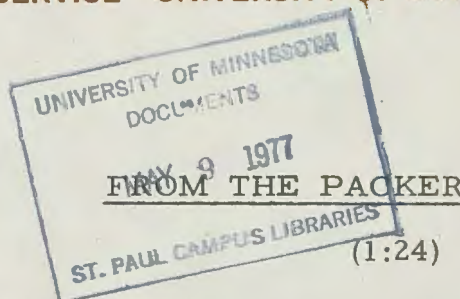


May 6, 1977



Lettuce Market

A depressed market has forced some Arizona and California lettuce growers to plow under their crop in mid-to-late April. By April 29th lettuce demand was starting to increase.

The growers plowed under their fields rather than harvest a crop and sell it at a loss. In Arizona it was reported that growers held some fields so long waiting for increased prices that they had to bury the lettuce and call it a total loss.

Meanwhile, a regional director of the American Institute Incorporated says selling lettuce by the pound instead of by the head may be a solution to the industry's problems. J. Prescott Blount says this would help avoid pressure by buyers on shippers for larger and heavier lettuce heads. Blount says this method would also be good for consumers.

He says if all heads are sixty-nine-cents it is only human nature for shoppers to pick them over in search for the biggest. They feel they are getting more for their money and they are, even if they do not need one that big. He says some East Coast retailers are cutting big heads in two for families of one or two who cannot use the larger size.

Blount says the pound price would certainly look less "scary" than the head price.

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