

Tough tomato to swallow

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several areas, the report said.

- He would research farm machinery which is better suited for smaller acreages.

- More research could be done to develop simpler machinery at a lower cost.

- Different types of cooperative ownership systems could be studied.

- Improving the extension division's system of disseminating research information about the purchase, operation and maintenance of machines.

The largest group affected by mechanization of the agriculture industry is the consumer. Land grant research appears to favor food engineering over food quality.

Other land grant college research centers around analyzing consumer behavior and "selling the consumer products that he neither wants nor needs," the report said.

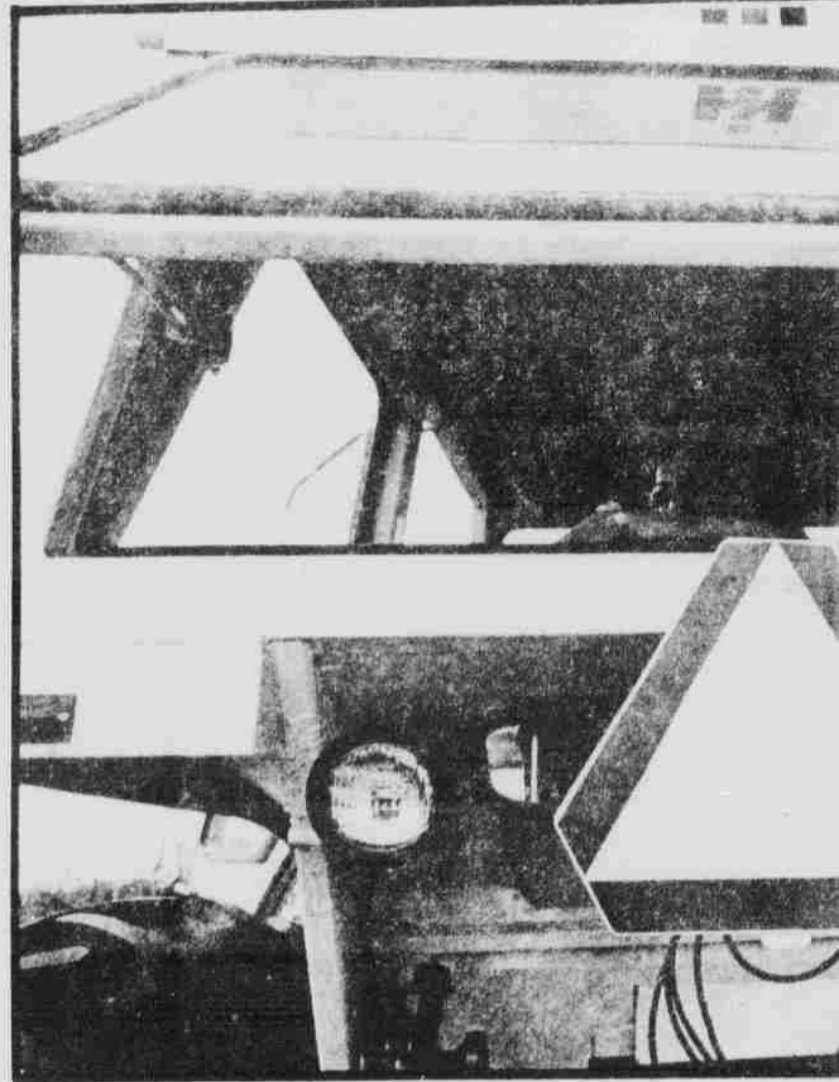
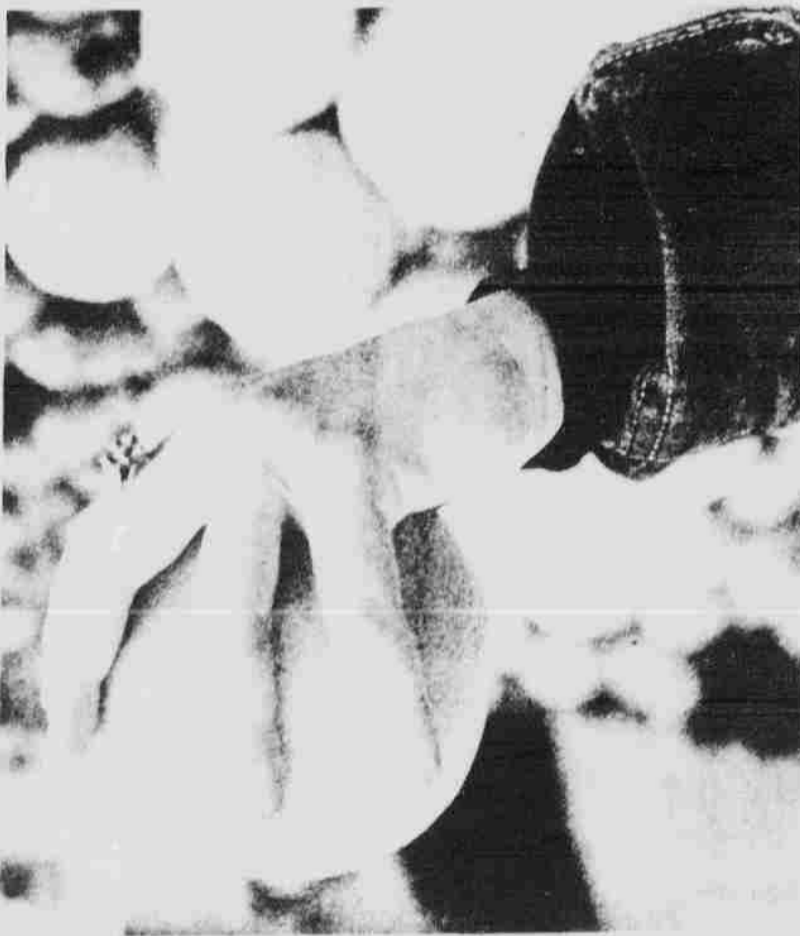
Besides selling items that the consumer doesn't need, research has gone into the business of deception to make the products more appealing.

Citrus, tomatoes, apples and meats are coated to enhance their appearance and fool the consumer.

Topping off the apparent lack of direction in some of the land grant college research is the research of the irrelevant. This includes a study at UNL on the factors that affect the age people get married, the report said.

A research project also studied how hard to squeeze a grapefruit to test for ripeness. For the enlightenment of the readers, it was found that a slight squeeze was the most precise measurement of textural quality, the report said.

Although industry justifies the aid that it receives by calling it an investment, the report had a hard time finding many dividends.



A NEW DIRECTION community development for farmers