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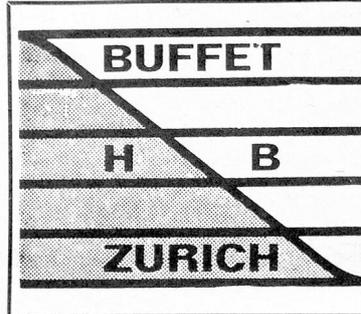
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INCREASE IN THE CONSUMPTION OF FROZEN PRODUCTS IN SWITZERLAND

In 1966, the consumption of frozen products in Switzerland increased by 5.7% to total 76,292,000 lb. This quantity corresponds to a consumption of about 12.8 lb. per head of population. What is strange is that this increase of 5.7% in the volume of consumption of frozen products is matched by an increase of only 1.3% in the general consumption of foodstuffs and beverages over the same period.

[O.S.E.C.]



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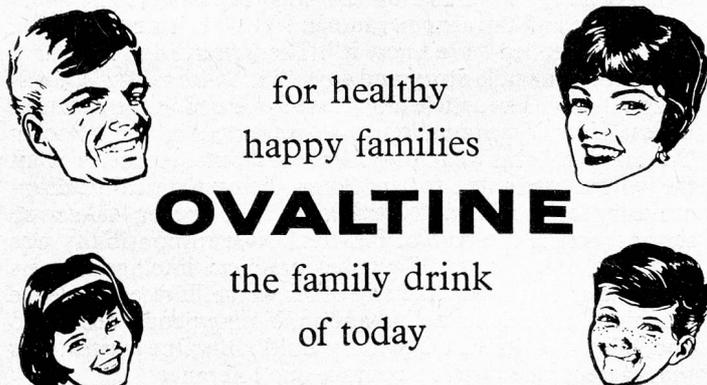
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