Food Distribution Society, Inc.

A nonprofit education society incorporated under the Laws of the State of Maryland, February 20, 1970

OFFICERS 1994-95

President
Dr. John Adrian
Auburn University
Dept. of Agricultural Economics
308-A Comer Hall
Auburn, AL 36849

Secretary-Treasurer
Mr. J. Richard Bacon
Department of Food & Resource Economics
University of Delaware
213 Townsend Hall
Newark, DE 19717-1303

President-Elect
Dr. A. Desmond O’Rourke
Washington State University
Dept. of Agricultural Economics
308-A Comer Hall
Auburn, AL 36849

Past President
Dr. Constance L. Falk
New Mexico State University
Dept. 3169 Box 30003
Las Cruces, NM 88003

Directors
David B. Eastwood, University of Tennessee, Knoxville, TN
Dr. Roger Hinson, Louisiana State University, Baton Rouge, LA
Mr. Randall James, Ohio State University, Burton, OH

Vice President for Applebaum Scholarship Fund
Mr. Douglas Richardson, Jr., Reston, VA

Vice President for Programs
Mr. Edmund Estes, North Carolina State University

Vice President for Research
Dr. Robert Cangemi, Pace University

Vice President for Membership
Mrs. Barbara James, Ohio State University

Vice President for Publications
Dr. U. Carl Toensmeyer, University of Delaware

Vice President of Education
Dr. Rudy Nayga, Cook College, New Brunswick, NJ

Newsletter Editor
Dr. Frank M. Gambino, Western Michigan University

Editors, FDRS Journal
Dr. George Criner, University of Maine
Dr. Hsiang-tai Cheng, University of Maine

(The Journal is published twice a year)
Journal of Food Distribution Research

February 1995 Vol. XXVI, No. 1

CONTENTS

APPLEBAUM SCHOLARSHIP PAPER

Export Behavior and Attitudes of Australasia Meat Industry Firms: A North American Market Focus
Daniel B. Waggoner, Rodolfo M. Nayga, Jr. .................................. 1

RESEARCH REPORTS

The Economic Feasibility of a New Jersey Fresh Tomato Packing Facility: A Stochastic Simulation Approach
Kristin M. Peacock, Rodolfo M. Nayga, Jr., Robin G. Brumfield, J. Richard Bacon, Daymon W. Thatch ....................... 2

Are There Too Many New Product Introductions In U.S. Food Marketing?
Anthony E. Gallo .......................................................... 9

"Efficient Consumer Response" Meets "Total Food Industry Systems"
Jarvis L. Cain ................................................................. 14

Maine Fruit and Vegetable Industries' Attitude Toward the Creation of an Agribusiness Park
Hsiang-tai Cheng, Alan S. Kezis ....................................... 18

Toward a Framework for Analyzing Multimarket Contact and Multinational Competition
John Y. Ding ................................................................. 26

Consumption of Convenience Meat Products: Results from an Exploratory New Jersey Survey
Rodolfo M. Nayga, Jr; Zafar Farooq ..................................... 33
Farmer-to-Consumer Direct Marketing:
Sales and Advertising Aspects of New Jersey Operations
Rololfo M. Nayga, Jr.; Morris S. Fabian;
Daymon W. Thatch; Maria N. Wanzala ................................... 38

European Packaging and Recycling Regulations:
Implications for Food Marketing and Trade
Gian Luca Bagnara, Thomas Worley, Raymond Folwell ......................... 53

Apple Industry Strategic Planning
and Integration With University Research
Donald Ricks, Timothy Woods ........................................ 58

Apple Preferences, Formulation and Testing:
Red Delicious, McIntosh, and Empire
George K. Criner, Alan S. Kezis,
Hsiang-tai Cheng, Michael Nord ........................................ 64

Consumer, Wholesaler, and Retailer Perceptions
About Selected Marketing Issues
Concerning Fresh Fish and Seafood Products
Christopher L. Robinson, J. Richard Bacon,
Ulrich C. Toensmeyer, Conrado M. Gempesaw II ......................... 72

Planning for the Retail Farm Market
Carl L. German, U. C. Toensmeyer,
Jarvis L. Cain, Robert J. Rouse ........................................ 82

INVITED PAPERS

Changes in New Zealand Marketing Boards
Rob Hamlin, Robert Walsh ........................................... 89

New Directions In Grocery Retailing
Frank Panyko ............................................ 98

Legal Challenges of Internationalization
of Food Distribution
Joel R. Junker .................................................. 104

International Tensions
in the North Pacific Seafood Industry
Scott C. Matulich ................................................ 106

International Export Promotion
for Washington Apples
Terry Elwell ........................................ .... 110

February 95/page iv Journal of Food Distribution Research