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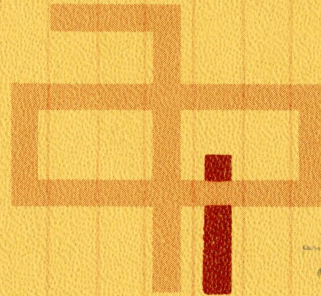
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*Consumption*

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# **CONSUMER DECISIONS: PROBLEMS AND POLICIES**

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Conference on  
CONSUMER DECISIONS: PROBLEMS  
AND POLICIES

Raleigh, N. C. / May 1965

This special report contains papers presented at the Conference on Consumer Decisions: Problems and Policies, held at the Sir Walter Hotel in Raleigh, North Carolina, in May of 1965.

The major topics used as a guide to the presentation of papers and discussions were as follows:

The American Consumer Today

The Need for Information

The Need for Protection

Serving Consumer Needs

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## PREFACE

The American consumer faces a world where new products and new processes are being introduced at the most rapid rate in history. There has been a revolution in marketing and distribution techniques, creating the need for further adjustments by consumers.

This report contains proceedings from a conference on Consumer Decisions: Problems and Policies. This conference, sponsored by the Agricultural Policy Institute at North Carolina State University, was held in Raleigh, North Carolina, on May 26 and 27, 1965. This is one of a series of educational activities supported by the Agricultural Policy Institute. The conference was made possible by financial assistance from the W. K. Kellogg Foundation.

This consumer conference was designed to provide a forum for people to gain a better understanding of the overall problems consumers face in decision making, to better understand the relationships between the various consumer related programs, and to appraise needed changes in present programs.

The conference was attended by some 180 persons from 19 states. The specific subject matter of the conference focused on the status of the consumer today, his need for information and protection, and reorientation of governmental, educational and business programs to better serve these needs. Special attention was given to the consumption problems of low income people.

The conference planning committee included: David Swankin, President's Committee on Consumer Interests; Viola Hansen, Kentucky Extension Service; Joseph C. Purcell, Georgia Agricultural Experiment Station; R. E. Branson, Texas A & M University; and from North Carolina State University, Eloise Cofer, Leigh H. Hammond, R. A. Schrimper, Gaynelle Hogan, and G. L. Capel, Planning Committee Chairman.

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