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REPORTS
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Food Marketing Review, 1991

Discover what's happening in the U.S. food marketing system as fewer but larger firms compete for limited retail shelf space and a share of the consumer's food dollar.

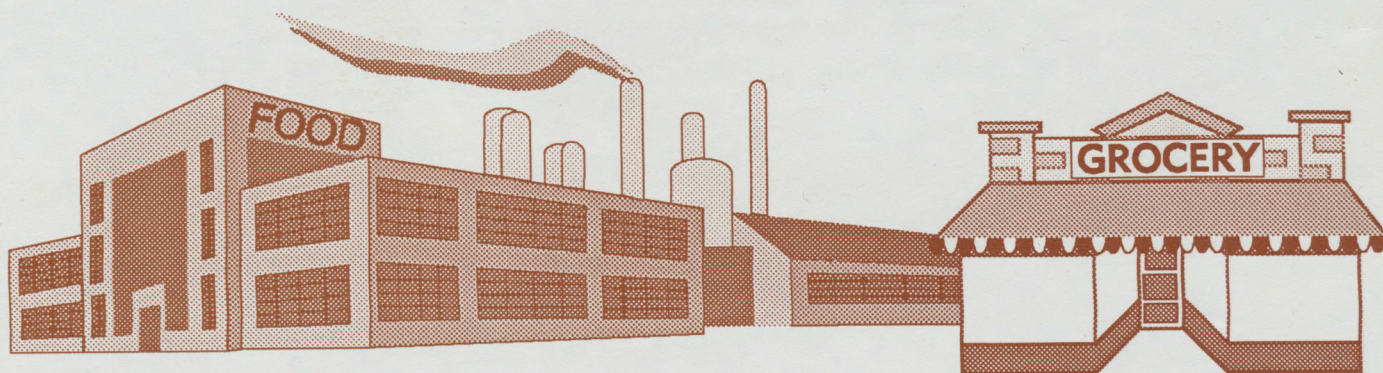
Here's a sampling of the topics covered in detail by this fact-filled report from USDA's Economic Research Service:

- A smaller portion of the Nation's resources are being used each year to feed a larger population. But to compete in a slow growth market, food manufacturers are issuing record numbers of new products and competing for shelf space in a system increasingly dominated by fewer but larger firms.
- Retail sales of the food marketing system failed to keep up with inflation in both 1990 and 1991, but reached about \$750 billion in 1991. Wage and price stability helped keep processor and retailer operations profitable in both 1990 and 1991, despite poor sales growth.
- In both 1990 and 1991, the food system continued its restructuring, global thrust, automation, and competition for the consumer dollar.

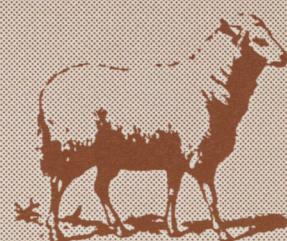
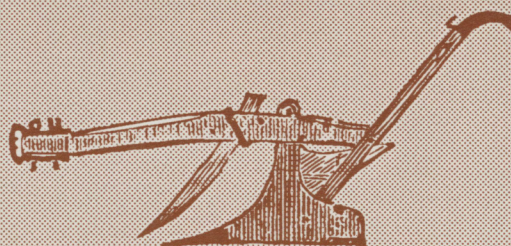
Food Marketing Review, 1991 is an in-depth view of the U.S. food marketing system. It examines developments in all firms servicing the U.S. food supply— manufacturing, wholesaling, and retailing.

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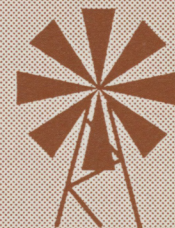
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