

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
http://ageconsearch.umn.edu
aesearch@umn.edu

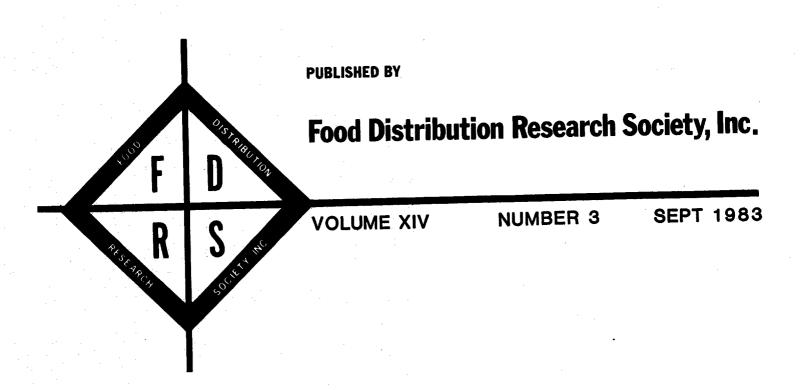
Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.

Broker

JOURNAL of FOOD DISTRIBUTION RESEARCH

Proceedings Issue 22nd not Meeting

Contributed Papers Issue II



FOOD DISTRIBUTION RESEARCH SOCIETY, INC.

a non-profit education society incorporated under the Laws of the State of Maryland, February 20, 1970

OFFICERS FOR 1983:

PRESIDENT

Mr. Paul F. Canavan Director, Maintenance & Indus. Eng. Stop and Shop Supermarket Company Boston, MA 02105

PRESIDENT-ELECT

Dr. Harold S. Ricker
Deputy Director, MR & DD
U.S. Dept. of Agriculture, AMS
Washington, DC 20250

SECRETARY/TREASURER

Dr. Oral "Jug" Capps Asst. Professor, Ag. Econ. Virginia Tech Blacksburg, VA

PAST PRESIDENT

Dr. Charles W. Coale, Jr. Extension Mktg., Ag. Econ. Virginia Tech Blacksburg, VA 24061

DIRECTORS

	Gerald H. Virthe, Cogem, Inc., Montreal, Quebeck, Canada H3G1K7	(3 years)	
	W. Barry Wright, Wawa, Inc., Wawa, PA 19063	(3 years)	
	Gordon Flynn, Safeway Stores, Oakland, CA 94660	(2 years)	
	Robert Degner, Univ. of Florida, Gainesville, FL 32605	(2 years)	
	Richard Edwards, Texas A&M Univ., College Station, TX 77840	(1 year)	
	Robert F. Welsh, Cent. Michigan Univ., Mt. Pleasant, MI 48859	(1 year)	
VI	CE PRESIDENT - PROGRAMS Douglas J. Richardson, Am. Home Products	, New York	

VICE PRESIDENT - RESEARCH Jarvis Cain, University of Maryland

VICE PRESIDENT - PUBLICATIONS U. Carl Toensmeyer, University of Delaware

VICE PRESIDENT - MEMBERSHIP Lynn Robbins, University of Kentucky

VICE PRESIDEN: - EDUCATION William Lessor, Cornell University

(The Journal is published three times a year)

JOURNAL OF FOOD DISTRIBUTION RESEARCH

September 1983

Vol. XIV, No. 3

CONTENTS

	Page
IMPORTANCE OF DIRECT MARKETS FOR CONSUMERS IN THEIR FRESH VEGETABLE AND FRUIT PURCHASES Kathleen M. Ladzinski and Ulrich C. Toensmeyer	3
COMMERCIAL PROCESSED AMERICAN-TYPE CHEESE SALES AND THE USDA CHEESE DISTRIBUTION PROGRAM: A PRELIMINARY ASSESSMENT Forrest E. Stegelin, Robert B. Schwart, Ir. and Ronald D. Knutson	12
CONSUMER PREFERENCES FOR NATIONAL VS. GENERIC BRANDS IN BLIND TASTE AND TOUCH TEST Vaniel J. McLaughlin	19
IMPROVED EFFICIENCY THROUGH ELECTRONIC MARKETING OF FRESH FRUITS AND VEGETABLES John Adrian, Jim Epperson and Jon Van Sickle	24
A COST EFFECTIVE APPROACH FOR SOLVING LARGE VARIABLE DEMAND VEHICLE ROUTING AND SCHEDULING PROBLEMS William E. Hardy, Jr.	32
DECREASING EGGSHELL DAMAGE Bruce E. Lederer	39
TOTAL SYSTEMS PRODUCTIVITY IN THE FOOD INDUSTRY: AN IDEA COMING INTO ITS OWN Janvis L. Cain	44
PROCUREMENT AND MARKETING PRACTICES OF INDEPENDENT FRUIT AND VEGETABLE WHOLESALERS John R. Brooker	50

JOURNAL OF

FOOD DISTRIBUTION RESEARCH

1984

CONTRIBUTED PAPERS

DEADLINE: June 30, 1984

The Editorial Board suggests the following guidelines for contributed and special papers:

Statement of Problem (a short paragraph)
Objectives
Methodology (major points only)
Results and Conclusions
Implications (pertinent to the food industry)

Limit the entire paper to 10 to 12 pages, double spaced (including tables, charts, references, etc.). Tables and charts should be numbered consecutively throughout the text and should follow the first reference to the table. Omit color visuals; we are not in a position to utilize them at this time. Send two copies of your paper to the Vice-President for Publication.

SEND TO:

Dr. U. Carl Toensmeyer
Department of Agricultural
and Food Economics
University of Delaware
Newark, Delaware 19711