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MEETING CONSUMER DEMANDS AND PRODUCTIVITY REQUIREMENTS
IN LIGHT OF CHANGING CONDITIONS

PROGRAM

Monday, January 21, 1974 - 8:30 - Registration

Morning - Problem Areas in the Food Industry--Present and Anticipated - Chairman:
Jarvis Cain, University of Maryland

9:00 - "Welcome to Beltsville" - Dr. Paul A. Putnam, Assistant Area Director

9:05 - "The ARS Mission in Food Marketing" - Mr. T. W. Edminster, Administrator, ARS

9:15 - Keynote - "The Challenge of Increasing Productivity in the Food Industry"-
Dr. Don Paarlberg, Director of Agricultural Economics

10:15 - "Feeding the World and the United States" - Quentin W. West, Administrator,
ERS

10:45 - "The United States Food Industry--Productivity, Distribution Costs, and
Trends" - Harry Harp, ERS

11:15 - "Alternative Futures for the United States Food Industry" - Dr. Jarvis
Cain, University of Maryland

Afternoon - The Influence of Federal Regulations on Food Marketing Productivity -
Chairman: Lewis F. Norwood, Federal Extension Service

1:15 - "Energy Requirements in Food Marketing" - James A. "Jay" Davis, Acting
Director, Emergency Preparedness Division, ASCS

2:00 - "The Food Industry, Labor, Government, and Consumer" - Ronald D. Knutson,
Administrator, FCS

2:45 - "Agency Activities and Their Impact on Agricultural Marketing" - Panel
consisting of representatives of four regulatory agencies, moderated by
Ronald D. Knutson

Animal and Plant Health Inspection Service: Dr. Donald L. Houston,
Director, Technical Services

Food and Drug Administration: Dr. Robert Angelotti, Director, Office of
Compliance

Occupational Safety and Health Act: Wendel Glazier, Agricultural Safety
Specialist, U.S. Department of Labor

Discussion

Tuesday, January 22, 1974 - Chairman: Marvin D. Volz, AMRI

8:30 - "The Food Industry Problems and Opportunities" - John E. Morrissey,
National Commission on Productivity

9:00 - Workshop Orientation - Dale Anderson, National Program Saff, ARS

9:10 - "Principles of Work Simplification" - Harold Ricker, AMRI

10:15 - Flow Process Chart - Marvin Volz, AMRI

11:15 - Principles of Layout - Marvin Volz, AMRI

1:30 - Work Measurement Techniques - Time Study and Work Sampling -
Charles Goulston, AMRI

4:30 - Assignment of Case Problems - Lewis Norwood, FES

7:00 - Tour of new automated warehouse - Giant Foods, Inc.

Wednesday, January 23, 1974 - Chairman: John Hamann, AMRI

8:30 - Planning, Organizing, Directing, Coordinating, and Controlling Aspects of
Management--Setting Objectives - Paul O. Mohn, FES

9:45 - Elements of Organization - Dr. Jarvis Cain, University of Maryland

- 10:45 - Key Performance Indicators - Lewis Norwood, FES
- 11:45 - Idea Development - Dale Anderson, NPS, ARS
- 1:30 - Guidelines for Designing or Modifying Existing Facilities--Feasibility Analysis and Facility Planning - John Hamann, AMRI
- 2:15 - Export as Part of Food Distribution Systems - Tom Poerstel, FAS
- 3:15 - Research in Transportation - Robert Guilfooy, AMRI

Improved Refrigeration and Delivery Systems Research - Robert Guilfooy, AMRI

Bulk Systems - William Black, AMRI

Improved Transport Routing and Scheduling - Wesley Kriebel, Penn State University

- 4:30 - Potential for Packaging and Standardization in the Fruit and Vegetable Industry - Donald Stokes, AMRI
- 7:00 - Banquet - Speaker: Congressman Kika de la Garza "Importance of Productivity in Food Marketing".
- Thursday, January 24, 1974 - Chairman: John C. Bouma, AMRI - Food Distribution Systems - Research and Application
- 8:30 - Orientation to Concurrent Workshops

Poultry Processing Plant Operational Problem - Dr. James Heath, University of Maryland

Transportation and Delivery - Wesley Kriebel, Penn State University

Wholesaling - Jack Runyan

Retailing - Harold Ricker, AMRI

- 8:45 - Four Concurrent Workshops on Specific Productivity Opportunity Areas
 - A. Processing Poultry, Eggs, Dairy, and Meat - John Hamann, James Heath, C. E. Harris, C. F. Stewart, and T. F. Webb
 - B. Transportation and Delivery - Wesley Kriebel, Robert Guilfooy and Hunt Ashby
 - C. Wholesaling - John Bouma, Jack Runyan, and James Karitas
 - D. Retailing - Harold Ricker and Lewis Norwood
- 11:00 - Instruments for Quality Measurement and Control - Karl Norris, AMRI
- 11:30 - Reducing Losses Through Market Quality Research--Meat - Anthony Kotula, AMRI
- 11:50 - Reducing Losses Through Market Quality Research--Fruits and Vegetables - Robert Hardenburg, AMRI
- 1:15 - "The Automated Retail Checkout--Influence on Manufacturers, Wholesalers, Retailers and Consumers" - Wallace Flint, Distribution Number Bank
- 2:00 - "Retailer Considerations with the Automated Checkout" - Vernon Pherson, Cost of Living Council
- 2:30 - "Advanced Mechanization in Food Warehousing" - Jack Runyan, AMRI
- 3:15 - Developments in Unitized Handling in Food Distribution - John Bouma, AMRI
- 3:30 - Physical Distribution Systems Research
 - A. Meat Systems Research - Karl Hoke, AMRI
 - B. Evaluation of Alternative Systems for Exporting Dry Edible Beans and for Shipping Fresh Citrus Fruits - Joseph Anthony, AMRI
 - C. Alternative Distribution Systems for Potatoes - Marvin Volz, AMRI

Friday, January 25, 1974 - Chairman: Dale L. Anderson, NPS, ARS

- 8:30 - "Food Safety at the Institutional and Retail Levels" - Frank Bryan, Center of Disease Control
- 9:00 - Presentation of Case Problem Solutions by Participants--Questions and Critiques by Participants and Staff
- 11:45 - "The Food Distribution Research Society and Its Functions" - Jarvis Cain, President 1974
- 1:00 - "The Need for Cooperation to Sell and Implement Improved Productivity Methods in Marketing" - R. W. Hoecker, Area Director
- 1:30 - Examples of Successful Implementation of Marketing Research in Individual Firms - Jesse Goble, AMRI; Arnold Guthrie, Wisconsin Department of Agriculture; and Richard Edwards and Dr. A. James Farr, Cooperative Extension Specialists, Georgia
- 2:30 - Conference Windup - Dale Anderson, NPS
- 3:00 - Adjourn

