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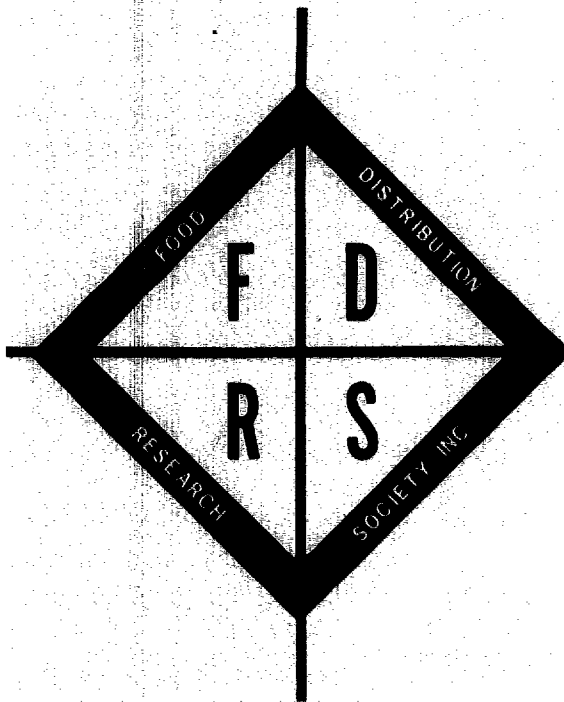
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JOURNAL of FOOD DISTRIBUTION RESEARCH

**Selected Papers --
Productivity Workshop**

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Food Distribution Research Society, Inc.

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"Meeting Consumer Demands and Productivity
Requirements in Light of Changing Conditions"

Productivity Workshop

Sponsored by

Food Distribution Research Society, Inc.

and U. S. Department of Agriculture

Beltsville, Maryland

January 21-25

1974

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MEETING CONSUMER DEMANDS AND PRODUCTIVITY REQUIREMENTS IN LIGHT OF CHANGING CONDITIONS

The papers in this issue were selected on the basis of general interest to all members. A complete program outline is also presented if anyone wishes to contact other participants concerning their particular presentation.

OBJECTIVE OF WORKSHOP

To provide participants with the procedures and research background to enable them to improve productivity within a firm or system; to help the participants visualize the total food distribution system and understand where his organization and job fit into the total picture; to provide sufficient background and contacts to give the participants confidence in implementing a cost reduction or productivity improvement program.

AUDIENCE

This workshop is designed for personnel in the food distribution industry, universities, and public agencies who are interested in productivity improvement.

SPONSORS

Food Distribution Research Society and U. S. Department of Agriculture

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