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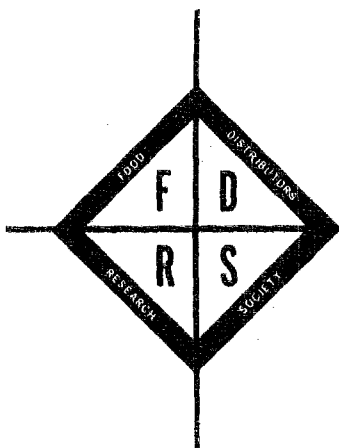
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JOURNAL of FOOD DISTRIBUTION RESEARCH

**Proceedings Issue —
12th Annual Meeting
October 17-20, 1971**

PUBLISHED BY

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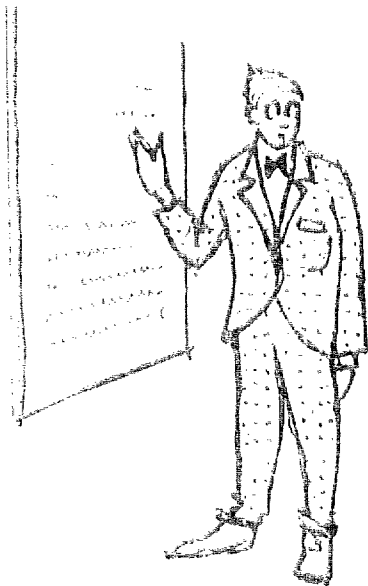


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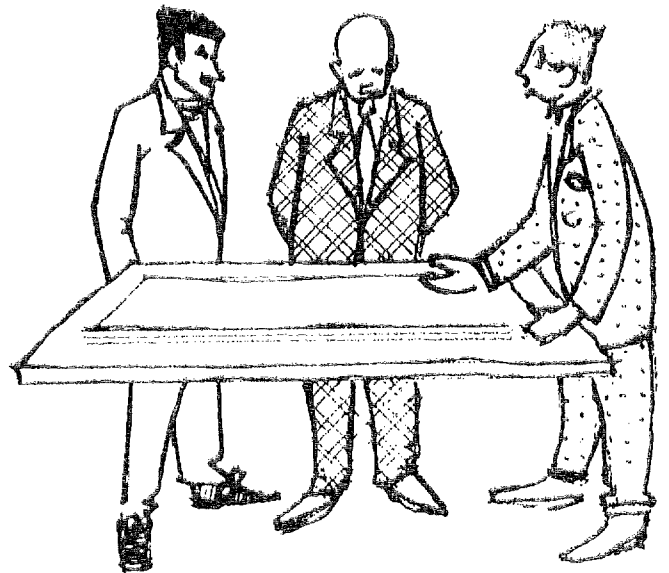
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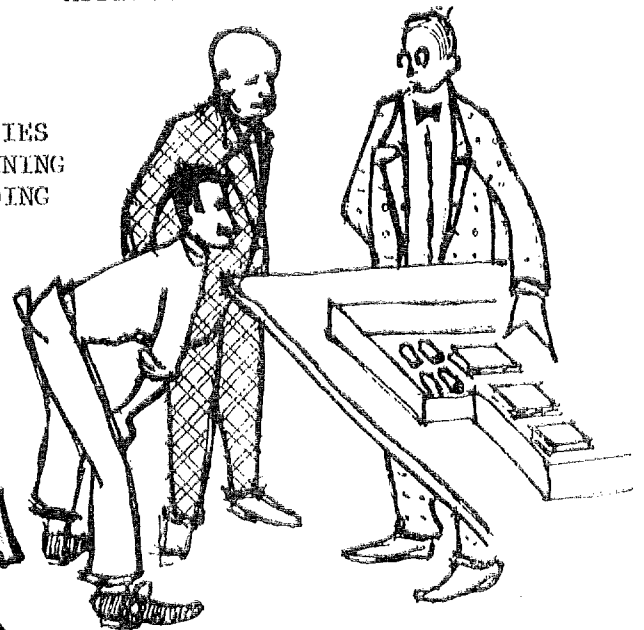
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*Published by
The Food Distribution Research Society, Inc.
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A Message from the President

July 1972

To: Members of the Food Distribution Research Society, Inc.

This proceedings issue starts a new year for the Journal of Food Distribution Research and hopefully this can be a year in which the Society matures into a solid professional organization making a continuing contribution to the food industry.

Several problems need to be solved to achieve this goal. Society members need to spread the word about the Society and bring into our membership the many people in the food industry that we recognize can make a contribution to the Society's aims and at the same time benefit from the Society's activities. The Journal of Food Distribution needs the members' active support both in making the Journal known to prospective subscribers and in contributing papers of interest to readers. The Program Committee has an important task to generate a worthwhile meeting next October in California that will draw West Coast members into active participation. I have high hopes for the Research Committee and hope useful new programs can be generated. I also hope that our educators' task force will be able to develop Society activities that will be of assistance in the important field of education and training in food distribution.

The Society has many important tasks to perform. How well we do this depends on how active you are as members. Please do not feel you have to be appointed to a committee to promote the Food Distribution Research Society, but if you do, I hereby appoint you all to membership in the committee to "Sell the Distribution Research Society."

Dale L. Anderson
President.

WE NEED YOUR HELP

IN COMPILING A DIRECTORY OF FIRMS AND INDIVIDUALS

OFFERING RESEARCH AND PLANNING SERVICES

A directory of research firms and individuals is being published as a service to the members of the Society and to individuals and organizations seeking capable assistance in planning their programs. It is the intention of the Society to give the directory wide distribution among Government and private organizations and firms, domestic and foreign. The Society invites listings in this directory from those who offer, for a fee, Research and Planning Services which pertain to the problems and opportunities of the food industry.

A full page listing in the directory is available for firms or individuals whose primary occupation is performing services for fees. A one-third page listing is available to individuals who perform services for fees on a full or part-time basis. The charge of a full page listing is \$100, and the charge for a one-third page listing is only \$25.

This is the first directory of its kind for the Food Industry, and we expect to publish and distribute the 1972 issue in the late summer of this year. We request the help of members in obtaining the names of firms and individuals who may desire a listing.

Since time is short, please send your suggestions at once to one of your officers, or to Ralph Wicke, Directory Chairman, AFIS Ltd., 11600 Nebel Street, Rockville, Maryland 20852.

An Invitation To FDRS Members to Attend the 1972 Annual Meeting

Dear FDRS Member:

The 1972 Food Distribution Research Society meeting will be held at the Kellogg West Center, California State Polytechnic College, Pomona, California. Poly is only minutes away from a wide variety of agricultural and food related industries central to the professional interests of the Food Distribution Research Society.

This year's program will be a blend of research covering the entire gamut from producer to consumer. Many new members from national and international concerns, professional researchers and educators from Western colleges and universities, and new faces from government and other public agencies are being brought into the Society through their interest in planning and are taking part in the meeting. All of us stand to profit from the new dimensions bound to result from this growth.

Some members are bringing their wives. You will want to arrange air transportation to terminate at the Ontario International Airport, which is only 15 minutes from the campus. A network of freeways make the campus convenient to those of you traveling by car. Special tours will be arranged and we're suggesting such possibilities as the Art and Music Center in Los Angeles, Universal Studios, Disneyland, Knott's Berry Farm and the Farmers Market. Beach, desert and mountain resorts are within an hours drive.

Every effort will be made to assure one and all a happy and memorable occasion. Naturally, the meeting is the most important thing and there will be no dilution in the quality of the program which has been so characteristic of past meetings. It may not be possible to have the "best of both worlds," but we aim to try and satisfy those who attend.

Cal Poly and Kellogg West are honored to be your host.

Sincerely,
Milo G. Lacy
Chairman

**JOURNAL OF
FOOD DISTRIBUTION RESEARCH**

Contributed Papers Issue — 1972

DEADLINE: AUGUST 31, 1972

Papers are now being accepted for the contributed papers issue of the Journal of Food Distribution Research. Members and friends of the Society are urged to submit, for possible publication, papers or copies of recent speeches in any area of food distribution, education, research or technological application. Please keep the methodological discussions to a minimum and emphasize the practical application of the ideas being presented. Put graphs, charts, and tables

on separate pages with absolute values included, but omit color visuals. We are not in a position to utilize them at this time. Photos, if included, should be essential to the story, clear and of moderate contrast. Minimum dimensions should be 5" x 7". Please try to keep the articles to about 15 pages, double spaced. Send two copies of your paper to the Vice-President for publications or his assistant.

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OR TO

**Dr. U. C. Toensmeyer
Department of Agricultural
Economics
University of Delaware
Newark, Delaware 1971**

Available Publications

The Society publishes the Journal of Food Distribution Research consisting of Annual Meeting Proceedings, Contributed Papers Issue, Research Bibliographies and other issues.

The current year's publications are included in the membership dues of the Society.

Following are papers published in previous years which are available at single copy costs to members and non-members at the price shown:

ISSUE	NON-MEMBERS	MEMBERS
1971 Contributed Papers Issue	\$5.00	\$3.50
1970 Annual Meeting Proceedings Issue	\$5.00	\$3.50
Bibliography of Food Distribution Research in Progress (January 1971)	\$5.00	\$3.50
Research Needs in the 1970's—Proceedings of the 10th Food Distribution Research Society Conference (1969)	\$5.00	\$3.50
Pricing Policy as a Social Issue—Proceedings of the 9th Food Distribution Research Society Conference (1968)	\$3.50	\$3.50
Food Distribution—A Total Concept—Proceedings of the 8th Food Distribution Research Society Conference (1967)	\$3.00	\$3.00
To Raise the Standards of Food Distribution—Proceedings of the 7th Food Distribution Research Society Conference (1966)	\$3.00	\$3.00
Research Papers in Food Distribution—Proceedings of the 5th Food Distribution Research Society Conference (1965)	\$3.00	\$3.00

Order for any of the above should be sent to Food Distribution Research Society, Inc., Room 126, 1100 Jorie Blvd., Oak Brook, Illinois 60521. Make checks payable to: Food Distribution Research Society, Inc.

Journal of Food Distribution Research

July 1972

Vol. III No. 1

"Improving the Performance of the Food Distribution System"
Proceedings Issue, 12th Annual Meeting
Food Distribution Research Society, Inc.
Philadelphia, Pennsylvania
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