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# AN IDEA - FOR WHAT IT'S WORTH

by  
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The following brief excerpts of some of the presentations given at the Eighth Annual Fresh Produce Conference, held at the Kellogg West Center, on the Cal Poly campus, April 24 and 25 of this year, are only to spark your imagination as to how FDRS members might collaborate or individually produce on tape some of their work or program material; and to suggest that this idea might be a way in which the Society can extend itself into the halls of other educational institutions as well as into the conference rooms of industry. I am not trying to sell anything. Relax and enjoy it.

For the next few minutes I am going to play parts of some of the presentations on such subjects as "the vital part fresh produce plays in the success of a retail store", a first-hand report on the elec-

tronic checkout from an industry executive and from a store manager who has been operating a test store; you will hear how a leading produce wholesaler views the intrusions of F.O.B. buying into the traditional produce terminal market pattern; a leading independent supermarket tells how he survives in competition with chain stores; and Dr. Robert Maxie, Professor of Pomology, University of California, Davis, examines the problems food retailers face with increasing export and import of fresh produce.

The Kellogg West Center, Gary Entwistle, and I would like to present to the Society this cassette album containing two hours of highlight features from the conference. Possibly it will be the beginning of a library of similar programs that can be available on loan to Society members.

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## AN ECONOMIC EVALUATION OF TOTAL STORE SANITATION AND BOTTLE RETURN PROCEDURES AND COSTS IN OREGON RETAIL FOOD STORES

by  
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As many of you probably know, through "Project Consumer Concern," a joint USDA-NARGUS venture developed guidelines and recommended procedures for instituting a voluntary program of total store sanitation in retail food stores. Detailed

information concerning the costs and problems associated with implementing this program, however, have not been established. In addition, the high volume of returnable bottles and containers now being handled by some food stores has created sanitation