

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.

JOHN R. BEICOKES

JOURNAL of FOOD DISTRIBUTION RESEARCH

Proceedings Issue 28th Annual Meeting

People Adding Value To Food Distribution

PUBLISHED BY

Food Distribution Research Society, Inc.



Volume XIX Number 1 February 1988

Food Distribution Research Society, Inc.

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

OFFICERS 1987-88

President

Dr. Jarvis L. Cain
Department of Agricultural and Resource Economics
University of Maryland
College Park, MD 20742

President-Elect

Gordon Flynn Gordon Flynn Associate LTD 6082 Castle Drive Oakland, California 94611

Secretary-Treasurer

Dr. John Brooker
P.O. Box 1071
University of Tennessee
Knoxville, Tennessee 37901-1071

Past President

Dr. Robert Degner
Florida Agricultural Market Research Center
Food and Resource Economics Department
University of Florida
1081 McCarty Hall
Gainesville, FL 32611

Directors

Dr. John Adrian, Auburn University, Auburn, AL 36849
Dr. Charles R. Handy, USDA-ERS, Washington, DC 20005
Walter H. Heller, Progressive Grocer Company, Stamford, CT 06902
Dr. William Lesser, Cornell University, Ithaca, NY 14850
Dr. Lynn W. Robbins, New Mexico State University
William J. Vastine, William J. Vastine & Associates, Inc., Arlington, TX 76003

Vice President for Applebaum

Scholarship Fund
Vice President for Programs
Vice President for Research
Vice President for Membership
Vice President for Publications
Vice President of Education
Vice President of Education
Vice President of Education
Newsletter Editor

Douglas J. Richardson, American Home Foods
Oral Capps, Jr., Texas A&M University
James E. Epperson, Georgia Experiment Station
Frank Panyko, The Food Institute
Carl Toensmeyer, University of Delaware
Edward W. McLaughlin, Cornell University
Dale L. Anderson, Ft. Washington, MD 20744

(The Journal is published twice a year)

JOURNAL OF FOOD DISTRIBUTION RESEARCH

1988

CALL FOR PAPERS

Deadline: July 15, 1988

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)

The paper should be typed, 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 use them at this time. The Society has a page charge of \$35 per page and it also requires that at least one author of an accepted paper be a member of the Society. 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 19717-1303

Journal of Food Distribution Research

February 1988

Vol. XIX, No. 1

CONTENTS

	Page
MESSAGE FROM THE PRESIDENT Jarvis L. Cain	1
PEOPLE ADDING VALUE TO FOOD DISTRIBUTION: PRODUCTS AND RELATED SERVICES Moderator: Charles R. Handy	
Adding Value to Products and Services In the Food Distribution System Mike Falkowitz	3
Packaging: A Key Element in Added Value Susan B. Bassin	6
Value Added Developments for Poultry David Wildes	12
ADDING VALUE TO FOOD DISTRIBUTION THROUGH INFORMATION SERVICES Dr. Harold Ricker	17
Produce Direct Product Profit Gives Added Value Information for Management Gordon J. Flynn	21
The Evolution of Food Distribution Cooperation Through Technology Peter R. Abell	26

	Page
LABOR ISSUES IN FOOD DISTRIBUTION	
A Synopsis of Secondary Information William Lesser	35
APPLEBAUM SCHOLARSHIP AWARD RECIPIENT PAPER Establishing Peanut Purchasing Contract Terms With Uncertain Market Prices and Input Supplies Robert W. Dubman	R 37
REVIEWED RESEARCH PAPERS Moderator: James E. Epperson Branding Locally Grown Produce in Supermarkets John R. Brooker, David B. Eastwood, Carol L. Stout, Robert H. Orr	51
Consumer Preferences for Fresh Fruit and Vegetable Retail Package Sizes J. Richard Bacon, U. C. Toensmeyer, R. Dean Shippy	61
Consumer Acceptance of Irradiated Produce Danny E. Terry, Richard L. Tabor	73
The Impact of U.S. Government Policies on the Import, Export and Distribution of Citrus Gary F. Fairchild	91
Regional Shrimp Market Responses to Domestic Landings and Imports Jack E. Houston, Amelia Nieto	99
Measuring the Benefits of an In-Store Consumer Information Program Mary L. Carsky, Glen H. Mitchell	108
Intrastate Produce Sales: Efforts fo Sell NYS Produce to State Institutions Frederick W. Gunter, William H. Lesser, Edward W. McLaughlin	115

	Page
RESEARCH UPDATES Chairperson: John Adrian	
The Importance of Product/Consumer Attributes In Consumer Buying Decisions S. M. Fletcher, T. T. Fu, A. V. A. Resurreccion	123
Supermarket Produce Demand and Shelf Space Effects John J. VanSickle, German Molina	124
Package Size Preferences for Meat and Poultry Products As Related to Demographic Characteristics Tami J. Gundry, J. Richard Bacon, U. C. Toensmeyer, R. Dean Shippy	125
Merrimack College to Offer Certificate Program In Food Retail Management James J. Corbett	126
Changes During Freezing, Storage and Simulated Distribution In Beef Roasts and Ground Beef Intended for Military and School Lunch Program Usage B. W. Berry, J. L. Secrist, E. C. Green	n 128
Consumer Awareness and Response to Restructured Beef Steaks B. W. Berry	129
Regional Trends and Spatial Characteristics Of the U.S. Food Industry C. M. Gempesaw II, J. Richard Bacon	130
Computer Assisted Grocery Store Management Systems: Needs, Access, Assimilation and the Role for Universities George K. Criner	131-
The Use of AI (Artificial Intelligence) in the Selection Of the Site of a Supermarket Angelo E. Di Antonio, Ulrich C. Toensmeyer	133
Effects of the Immigration Reform Control Act of 1986 On Fruit and Vegetable Producers and Processors H. L. Goodwin	134