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MESSAGE FROM THE PRESIDENT

by

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My perspective, as your 21st president, is a unique one. I also had the pleasure and honor of serving as the seventh president of F.D.R.S. and have actively participated in the vast majority of the 28 annual meetings of this group.

Over the years, the Food Distribution Research Society has had at least two unique attributes which have helped to sustain the contributions of the group and of its individual members. First, it has been and is a blending of professionals from industry, academia and government. This condition is rare in professional groups and should be preserved at all costs. Second, F.D.R.S. has prided itself for being on the "cutting edge" of developments in research and educational programs. Central cutting of meat, computer assisted checkout and recent food industry systems work are examples.

As we move into the 1990s, change seems to assume the role of a given in our lives. Our world and our nation are rapidly changing. The lifestyle and food consumption patterns of our civilization have been and will be changing dramatically. The three components of F.D.R.S.--food industry, academia and government--are also changing.

Much has been written and spoken recently about "niche marketing." F.D.R.S.'s "niche" is in the application of research and educational programs to practical problems in the food industry, using its unique blend of professional talents on the "cutting edge" of change. The principle is relatively easy. The application can be quite challenging.

If this "niche" that F.D.R.S. is carving for itself sounds appealing, come seek your place, or expand the "niche" for that matter. We can do good things and have fun in the process.

Jarvis L. Cain

