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WHAT ARE WE HERE FOR

by

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As many of you know, two of my favorite questions are: (1) What's our objective? (2) What are we trying to accomplish? Now I'm asking a third question: (3) What did we accomplish?

I'm proud to say that during the past year, we made considerable progress toward achieving objectives that effectively contributed to FDRS's purpose of "encouraging research and the application of new innovations to enhance the efficiency of the total food system".

In my message of last February, I challenged this organization as follows:

1. To attract leaders in the field of food distribution to the Society and specifically to implement an Advisory Committee that will help guide us in where we're going and how to get there. This advisory group has been established and they are providing guidance on "Establishing an Effective National Food Policy for the U.S."
2. To serve as an information clearing house for food distribution research and specifically to get greater member participation, especially in the contributed paper publication of the Society. Again, our academic members have come through...our industry colleague contributions are still "light".
3. To encourage research, its application and implementation...and specifically to encourage resources committed

to food distribution research and education. This one is difficult, if not impossible to measure. I know there have been some valiant individual efforts...including your Vice President...for research to implement action programs in this area. The time appears right for reestablishing the governments research and education programs in the field of food distribution...and we have key people in and out of government that can...and are willing to lead and support it. This will require a total effort of the membership.

4. To attract new "participating members" from industry and the universities. Over 200 colleges and community colleges with food distribution programs have been informed about FDRS and invited to join. The Executive Directors of State Grocers Associations and the Directors of NARGUS all were personally invited to join and participate in FDRS and its programs. We still have a big challenge in getting greater industry participation. I encourage anyone with ideas on how it can be more effectively done to communicate with the Vice President for Membership.

I asked that 1977 be great for the Food Distribution Research Society. I personally feel that with the completion of our meeting here in Montreal, we will all agree that it's been a good year for FDRS. And I want to thank the Board and all of you for making it so...you're a great group.