



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

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. BROOKER

JOURNAL of FOOD DISTRIBUTION RESEARCH

Proceedings Issue
26th Annual Meeting

The Changing Face
of Food Distribution

PUBLISHED BY

Food Distribution Research Society, Inc.



VOLUME XVII NUMBER 1 FEBRUARY 1986

Food Distribution Research Society, Inc.

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

OFFICERS 1985-86

President

Dr. Oral Capps, Jr.
Department of Agricultural Economics
Virginia Tech
Blacksburg, VA 24061

President-Elect

Dr. Robert Degner
1083 McCarty Hall
Department of Food & Resource Economics
University of Florida
Gainesville, FL 32611

Secretary/Treasurer

Dr. John Van Sickle
Department of Food & Resource Economics
University of Florida
Gainesville, FL 32611

Past President

Mr. Douglas J. Richardson, Jr.
American Home Foods
685 Third Avenue
New York, NY 10017-4078

Directors

Gordon Flynn, Safeway Stores, Oakland, CA 94660
George Melynkovick, National Grocers Association, Reston, VA 22090
Charles R. Handy, USDA/ERS/NED, Washington, DC 20005-4788
Wesley R. Kriebel, OT/USDA, Washington, DC 20250
Gerald H. Virthe, Cogem Group, Inc., Montreal, Quebec, CANADA H3G 1K7
Dr. William Lesser, Cornell University, Ithaca, NY 14853

Vice President - Programs	Dr. Harry F. Krueckeberg, Colorado State University
Vice President - Research	Dr. Jarvis L. Cain, University of Maryland
Vice President - Publications	Dr. U. Carl Toensmeyer, University of Delaware
Vice President - Membership	W. Barry Wright, Wawa Food Markets, Inc.
Vice President - Education	Dr. James E. Epperson, University of Georgia

(The Journal is published three times a year)

Journal of Food Distribution Research

February 1986

Vol. XVII, No. 1

CONTENTS

	<u>Page</u>
MESSAGE FROM THE PRESIDENT Dr. Oral Capps, Jr.	1
KEYNOTE ADDRESS Dr. John Morris	3
THE INFORMATION EXPLOSION: IMPLICATIONS FOR PHYSICAL PRODUCT DISTRIBUTION Chairperson: Doug Richardson	
Total System Efficiency Mike Friedman	9
Economics of the Frozen Food Distribution System Nevin B. Montgomery	11
THE INFORMATION EXPLOSION: IMPLICATIONS FOR PHYSICAL PRODUCT DISTRIBUTION (Continued) Chairperson: Dr. Harold Love	
Food Industry Information: Explosion or Collapse? Frank Panyko	15
The Revolutionary and Evolutionary Universal Product Code: The Intangible Benefits Oral Capps, Jr.	21
NEW TECHNOLOGY: POTENTIAL EFFECTS ON PHYSICAL DISTRIBUTION Chairperson: Charles R. Handy	
Food Irradiation: A Look at Regulatory Status, Consumer Acceptance And Economies of Scale Rosanna Mentzer Morrison	29

PACKAGING: POTENTIAL EFFECTS ON PHYSICAL DISTRIBUTION

Chairperson: Jarvis Cain

Technological Trends in Supermarket Refrigerated Display
Fayez F. Ibrahim, P.E. 39

A Retail Consumer Affairs Director Reacts to Packaging Changes
Susan Mayo 47

RESEARCH REPORTS AND UPDATES

Chairperson: Stanley Fletcher

Reports:

The Emerging Food Store Delicatessen: Some Preliminary Economics
Edward W. McLaughlin, Gene A. German, Michael P. Uetz 53

Hedonic Pricing of Food Items Based on Nutritive Attributes
John R. Brooker, Danny E. Terry, David B. Eastwood 61

The Accuracy of Supermarket Scanning Data: An Initial Investigation
William Lesser, Jonathan Smith 69

Updates:

Examining Relationships Between Prices and Consumption
For Selected Meat Cuts and Convenience Items Using Electronic Scanner Data
Michael A. Hudson 75

Economic Impacts of Price Volatility in the Egg Industry
Henry Kinnucan 77

Present and Potential Uses of Scanner-Derived Information
For Managerial Decision-Making in Food Retailing
Oral Capps, Jr. 79

Consumer Preference for Locally Produced Fruits and Vegetables
David B. Eastwood, Robert H. Orr, John R. Brooker 81

The Effectiveness of Promotional Programs for Florida Tomatoes
Robert L. Degner 82

Strategic Planning by Mid-Atlantic Food Distributors
H. Reed Muller, Ulrich C. Toensmeyer, Jarvis L. Cain 84

Impacts of Socioeconomic and Demographic Factors On Household Expenditure
For Disaggregate Fish and Shellfish in the United States
Hsiang-Tai Cheng, Oral Capps, Jr. 86

An Assessment of Delaware Consumers' Perception
Of Retail Package Sizes for Meat, Poultry and Bulk Purchases
R. Dean Shippy, Ulrich C. Toensmeyer 88

Using Micro Computers to Facilitate The Management of Independent Supermarkets Angelo E. Di Antonio, Ulrich C. Toensmeyer	90
Comparison of Food Stamp Program Participation and Nonparticipation By Elderly Households: An Exploratory Study Glen H. Mitchell, Renny J. Myers	91
Opportunities for Order and Delivery Consolidation Harry F. Krueckeberg	92
Factors Affecting Adoption of the Uniform Communication Standard In Major Wholesale Grocery Markets Walter B. Epps	93
BANQUET SPEAKER	
One Man's Perspective Grant Gentry	95

