



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.

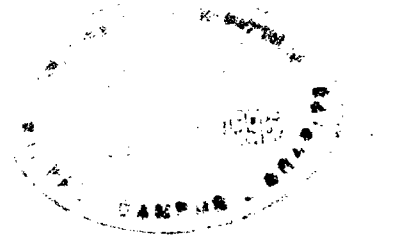
Help ensure our sustainability.

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.*

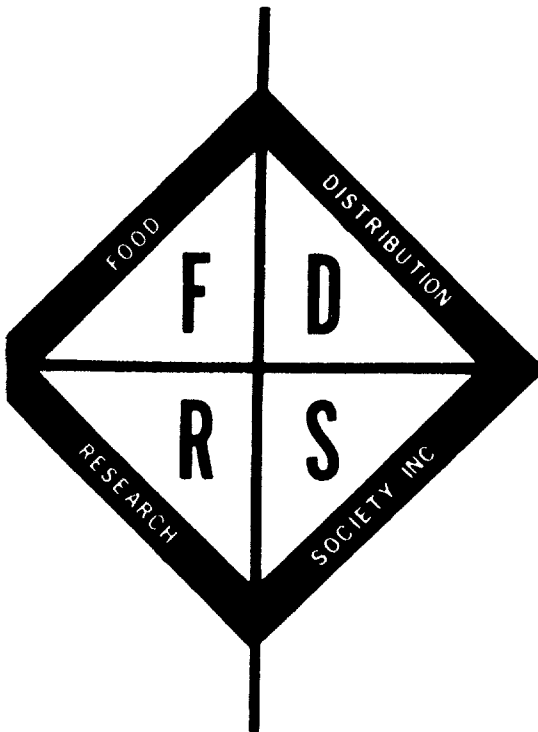
JOURNAL of FOOD DISTRIBUTION RESEARCH



Contributed Papers Issue I

PUBLISHED BY

Food Distribution Research Society, Inc.



VOLUME IX, NUMBER 3

SEPTEMBER 1978

Food Distribution Research Society, Inc.

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

OFFICERS FOR 1978

PRESIDENT

William J. Vastine
Agricultural Extension Service
Texas A & M University

PRESIDENT-ELECT

Gerald E. Peck
National-American Wholesale Grocers' Association
New York, New York

SECRETARY/TREASURER

Jack L. Runyan
Agricultural Marketing Research Institute
Beltsville, Maryland

PAST PRESIDENT

Lewis F. Norwood, Jr.
Director of Affiliate Relations & Educational Advisor
NARGUS
Reston, Virginia

DIRECTORS

3 Years - Richard Polk, Polk Equipment Co., Gates Mills, Ohio
Carl W. Kepner, University of Florida, Gainesville, Florida

2 Years - Barry Wright, Wawa Foods, Wawa, Pennsylvania
Timothy Hammonds, Supermarket Institute, Chicago, Illinois

1 Year - Drayton McLane, Jr., McLane Grocery Co., Temple, Texas
Harvey Meier, Oregon State University

VICE PRESIDENT - PROGRAMS

Donald Long, Virginia Polytechnic Institute, Blacksburg, Virginia

VICE PRESIDENT - RESEARCH

Jarvis L. Cain, University of Maryland

VICE PRESIDENT - PUBLICATIONS

Ulrich C. Toensmeyer, University of Delaware

VICE PRESIDENT - MEMBERSHIP

Harvey Meier, Oregon State University

VICE PRESIDENT - EDUCATION

Raymond Owensby, New Mexico State University

(The Journal is published three times a year)

JOURNAL OF FOOD DISTRIBUTION RESEARCH

VOL. IX, NO. 3

September 1978

CONTRIBUTED PAPERS ISSUE II

Table of Contents	Page
COST REDUCTION CONSIDERATIONS FOR PEDDLE-RUN DISTRIBUTION SYSTEMS <i>Lynn W. Robbins</i>	3
IMAGE ANALYSIS AND EXTENSION EDUCATION <i>Raymond M. Owensby and William J. Vastine</i>	10
Image Analysis of El Campo Supermarkets - A Case Study <i>William J. Vastine, Jon Thibodaux and Raymond M. Owensby</i>	16
QUALITY OF FROZEN PEAS AND PEACHES SUBJECTED TO ELEVATED TEMPERATURES DURING SIMULATED RETAIL AND CONSUMER HANDLING <i>Annetta Cook, Carole Davis, Lois Fulton and Jack Runyan</i>	23
CONSUMER AWARENESS OF AND REACTION TO ELECTRONIC CASH REGISTER AND SCANNER TECHNOLOGY IN SUPERMARKETS <i>J. Barry Mason, Frederick W. Langrehr and Richard K. Robinson</i>	31
ORGANOLEPSIS: A TOOL FOR THE MANAGEMENT OF MORE COMPLETE EATING PLEASURE <i>Edward Brodsky-Porges</i>	39
UNITED STATES FOOD POLICY, 1978 - 2000 A.D. <i>Jarvis L. Cain</i>	43

JOURNAL OF
FOOD DISTRIBUTION RESEARCH

1 9 7 8

CONTRIBUTED PAPERS

DEADLINE: June 15, 1979

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)

Limit the entire paper to 10 to 12 pages, 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 utilize them at this time. Send two copies of your paper to the Vice-President for publication.

SEND TO:

Dr. Ulrich C. Toensmeyer
Department of Agricultural
and Food Economics
University of Delaware
Newark, Delaware 19711