

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.

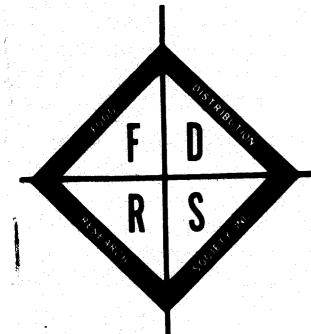
JOURNAL of FOOD DISTRIBUTION RESEARCH

Proceedings Issue 23rd Annual Meeting

Food Trade Associations View The 1980s

PUBLISHED BY

Food Distribution Research Society, Inc.



VOLUME XIV, NUMBER 1

FEB. 1983

FOOD DISTRIBUTION RESEARCH SOCIETY, INC.

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

OFFICERS FOR 1983:

PRESIDENT

Mr. Paul F. Canavan Director, Maintenance & Indus. Eng. Stop and Shop Supermarket Company Boston, MA 02105

PRESIDENT-ELECT

Dr. Harold S. Ricker
Deputy Director, MR & DD
U.S. Dept. of Agriculture, AMS
Washington, DC 20250

SECRETARY/TREASURER

Dr. Oral "Jug" Capps Asst. Professor, Ag. Econ. Virginia Tech Blacksburg, VA

PAST PRESIDENT

Dr. Charles W. Coale, Jr. Extension Mktg., Ag. Econ. Virginia Tech Blacksburg, VA 24061

DIRECTORS

Gerald H. Virthe, Cogem, Inc., Montreal, Quebeck, Canada H3G1K7		(3 years)
W. Barry Wright, Wawa, Inc., Wawa, PA 19063		(3 years)
Gordon Flynn, Safeway Stores, Oakland, CA 94660	,	(2 years)
Robert Degner, Univ. of Florida, Gainesville, FL 32605		(2 years)
Richard Edwards, Texas A&M Univ., College Station, TX 77840	Prince of	(1 year)
Robert F. Welsh, Cent. Michigan Univ., Mt. Pleasant, MI 48859		(1 year)

VICE PRESIDENT - PROGRAMS Douglas J. Richardson, Am. Home Products, New York

VICE PRESIDENT - RESEARCH Jarvis Cain, University of Maryland

VICE PRESIDENT - PUBLICATIONS U. Carl Toensmeyer, University of Delaware

VICE PRESIDENT - MEMBERSHIP Lynn Robbins, University of Kentucky

VICE PRESIDENT - EDUCATION William Lessor, Cornell University

(The Journal is published three times a year)

JOURNAL OF FOOD DISTRIBUTION RESEARCH

February 1983

Vol. XIV, No. 1

"Food Trade Associations View The 1980s"

CONTENTS

	Page
MESSAGE FROM THE PRESIDENT Paul F. Canavan	5
KEYNOTE ADDRESS: THE FOOD TRADE ASSOCIATIONS' VIEW OF THE]980's Thomas K. Zaucha	7
PANEL OF REPRESENTATIVE TRADE ASSOCIATIONS CEO'S Chairperson: Clancy Adamy	13
The National Food Brokers Association Views the 1980's Mark M. Singer	13
The Present and Future Opportunities of H&BA/GM Rick Tilton	17
View of the 1980's by an Educator R. J. Hildreth	22
A Researcher Views the Food Industry in the 1980's Robert L. Christensen	25
FOOD INDUSTRY RESEARCH AND EDUCATION: RESULTS AND CHALLENGES FOR THE 1980's Chairperson: Paul Canavan	32
The Independent Grocer and the Computer Ed Lauer	32
A Microcomputer Meat Manager System Orval J. Martin	35
IMPACT OF RETAIL STORE DESIGN UPON PRODUCTIVITY	40
Energy Efficiency Jay Fornester	40

	rage
Warehouse Markets Willard Bishop, Jr. and Timothy J. Mwrphy	45
Super-C-Stores John W. Hwrt, Jr.	48
Conventional Supermarkets Gordon Flynn	51
PUBLIC VS. PRIVATE RESEARCH IN THE FOOD INDUSTRY FOR THE 1980's Chairperson: Wes Kriebel	54
Public Research View Michael J. Phillips	54
STRATEGIES FOR THE 1980's Chairperson: Lynn Robbins	66
Educational Challenges and Changes Harry F. Krueckeberg	66
RESEARCH REPORTS AND UPDATES Chairperson: Hal Ricker	69
Predicting Supermarket Image From Individual Store Characteristics Michael R. Reed and Lynn R. Robbins	69
Food Safety: Economic Considerations and Federal Policy Options Thomas L. Sporleder and Carol S. Kramer	75
Evaluating Warehouse Efficiency Using Residual Analysis Vaughn Roller and William Lesser	83
Price Differentials By Brand Type In Supermarkets Charles Handy	89
An Analysis of Wholesaler-Host Computer Service For Mid and Low Sales Volume Independent Food Retailers Stanley M. Fletcher	95
Computer Assisted Decision Aids William Lesser and Vaughn Roller	97
Update on Apple Injury Study James B. Fountain	98

	Page
Commercial Marketing Opportunities for Small Farm Vegetable Growers Jack L. Runyan	99
Cryogenic Railcar Research Project B. Hunt Ashby	100
Equitably Assessing Milk Hauling Costs to Producers Thomas H. Stafford	101
Enterprise Zones and the Central City Food Delivery System Donald R. Marion	102
Potential Applications of Ozone for Increasing Storage Time of Perishable Foods John W. Farquhar and Rip G. Rice	104
Consumer Attitudes and Shopping Behavior for Fresh Fruits and Vegetables Vonald R. Marion	105
1982 APPLEBAUM SCHOLARSHIP WINNER	107
Factors Influencing Consumer Knowledge of Food Ingredient Function Elaine Tecklenburg	107

JOURNAL OF

FOOD DISTRIBUTION RESEARCH

1983

CONTRIBUTED PAPERS

DEADLINE: June 30, 1983

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. U. Carl Toensmeyer
Department of Agricultural
and Food Economics
University of Delaware
Newark, Delaware 19711