

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.

No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.

National Food Review

United States Department of Agriculture Economic Research Service October-December 1990 Volumer 13 Issue 4











Contents

The National Food Review is published quarterly by the Commodity Economics Division, Economic Research Service, U.S. Department of Agriculture.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Funds for printing this publication have been approved by the Director of the Office of Management and Budget.

Contents of the *National Food Review* may be reprinted without permission. The use of commercial or trade names does not imply approval or constitute endorsement by USDA or ERS.

Subscriptions are \$11.00 a year to U.S. addresses (\$13.75 foreign). Multi-year subscriptions are also available. For fast service, call toll free 1-800-999-6779 (8:30 am to 5:00 pm ET) and charge your order to VISA or MasterCard. To order by mail, send your check or money order payable to ERS-NASS to: ERS-NASS, Box 1608, Rockville, MD 20849-1608. Please include your complete address and daytime telephone. Refunds cannot be issued.

Economics Editors:

Kathryn L. Lipton Stephen L. Ott (202) 219-0313

Managing Editor:

Judith Foulke (202) 219-0494

Art Director: Joan A. Van Chantfort

Editorial Staff: Martha R. Evans Cliola Peterson

Composition: Joyce Bailey

What's New in Food Retailing?



1 Globalization in Food Marketing

Around the world, food processors, wholesalers, retailers, and foodservice firms look to foreign nations to expand their markets.

6 Supermarkets Seek Growth in Foodservice

The supermarket as a full-service center is coming into its own at many stores and will be even more important in the future as consumer demand for speed and convenience grows.

11 Retailers Explore Food Safety and Quality Assurance Options
Retailers respond to consumer concerns for food safety with programs designed to increase public confidence, enhance company

grams designed to increase public confidence, enhance company image, and help during a food crisis.

16 Trends in Grocery Retailing Concentration

Despite recent mergers and acquisitions, concentration among food retailers rose only slightly with smaller cities showing the greatest increases in share of sales by the top firms.

20 Supermarket Prices and Price Differences

An ERS supermarket study determines how much prices vary, both among cities and between stores and firms within cities, and the reasons for the differences.

Food Research and Policy



24 Consumer Data: What's Available and Where

Information is critical in today's fast-moving food industry. Consumer data are available from several sources but there are differences in how the data are presented.

The Federal Front



- 27 Recent Trends in Domestic Food Programs
- 30 Food and Nutrition Legislation
- 33 USDA Actions

Information Updates



36 Reports of Interest

Charting the Food Picture



38 Focus on Food Stores