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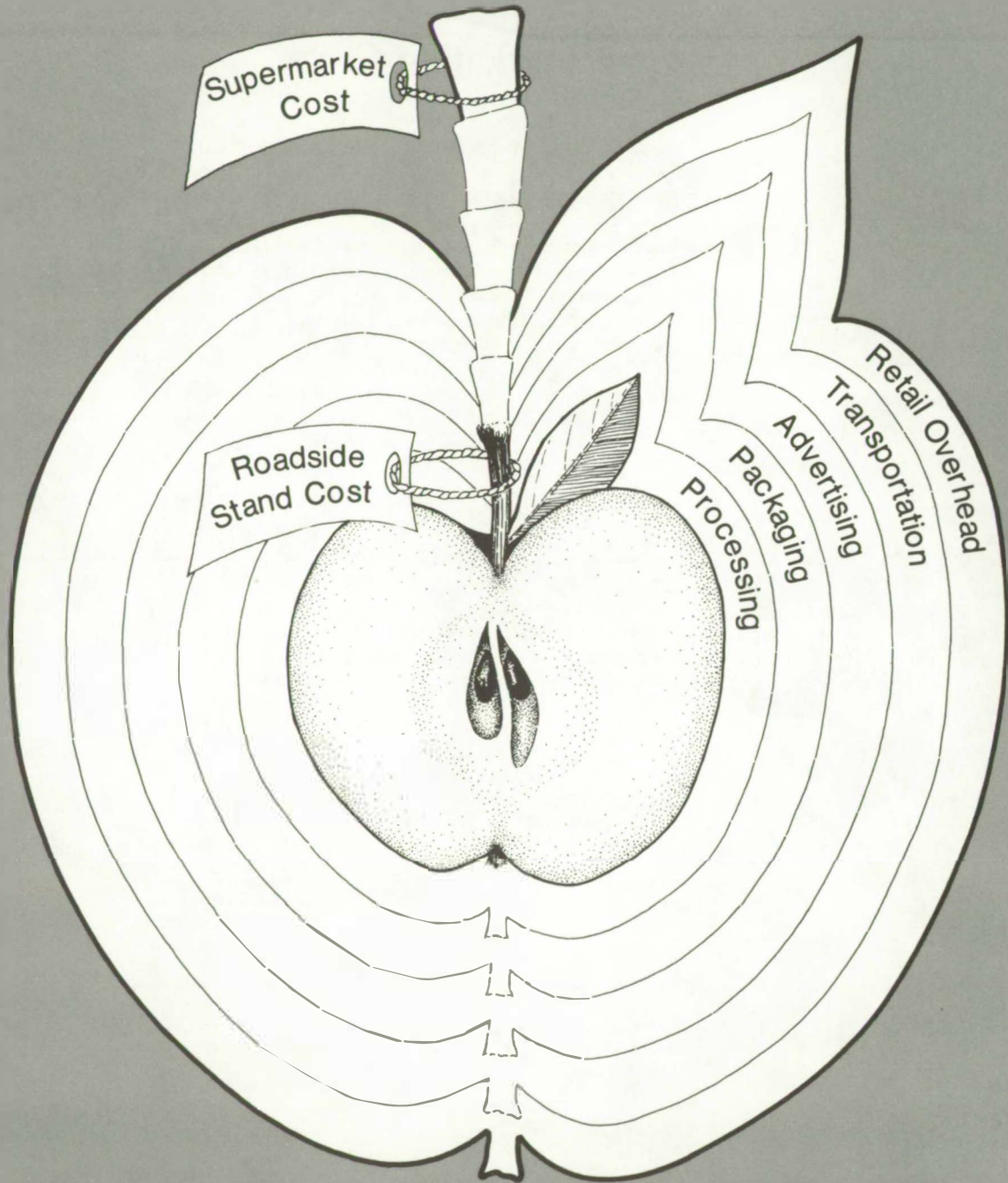
National Food Review

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In this issue:

Food Marketing Costs

Food Marketing Costs

Food costs involve more than prices paid to farmers. This issue examines some of the causes of higher food prices, and some aids for the food shoppers.

The Marketing Bill, the "total annual charge for transportation, processing, and distributing domestic farm foods," is the primary food cost component. In 1978, marketing costs accounted for about two-thirds of total food costs. And labor costs are increasingly "... a significant portion of the value of food bought in foodstores. ..."

But consumers attempting to reduce their food bills will find newspapers "... by far the most important medium for advertising by supermarkets." Generics, the non-brand labels, are "big business" today, and farmers' roadside stands and other direct-to-consumer alternatives are being studied under the 1976 Farmer-to-Consumer Direct Marketing Act.



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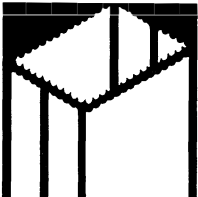
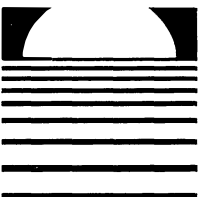
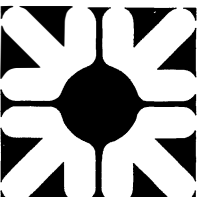
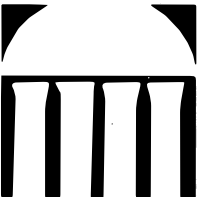
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