

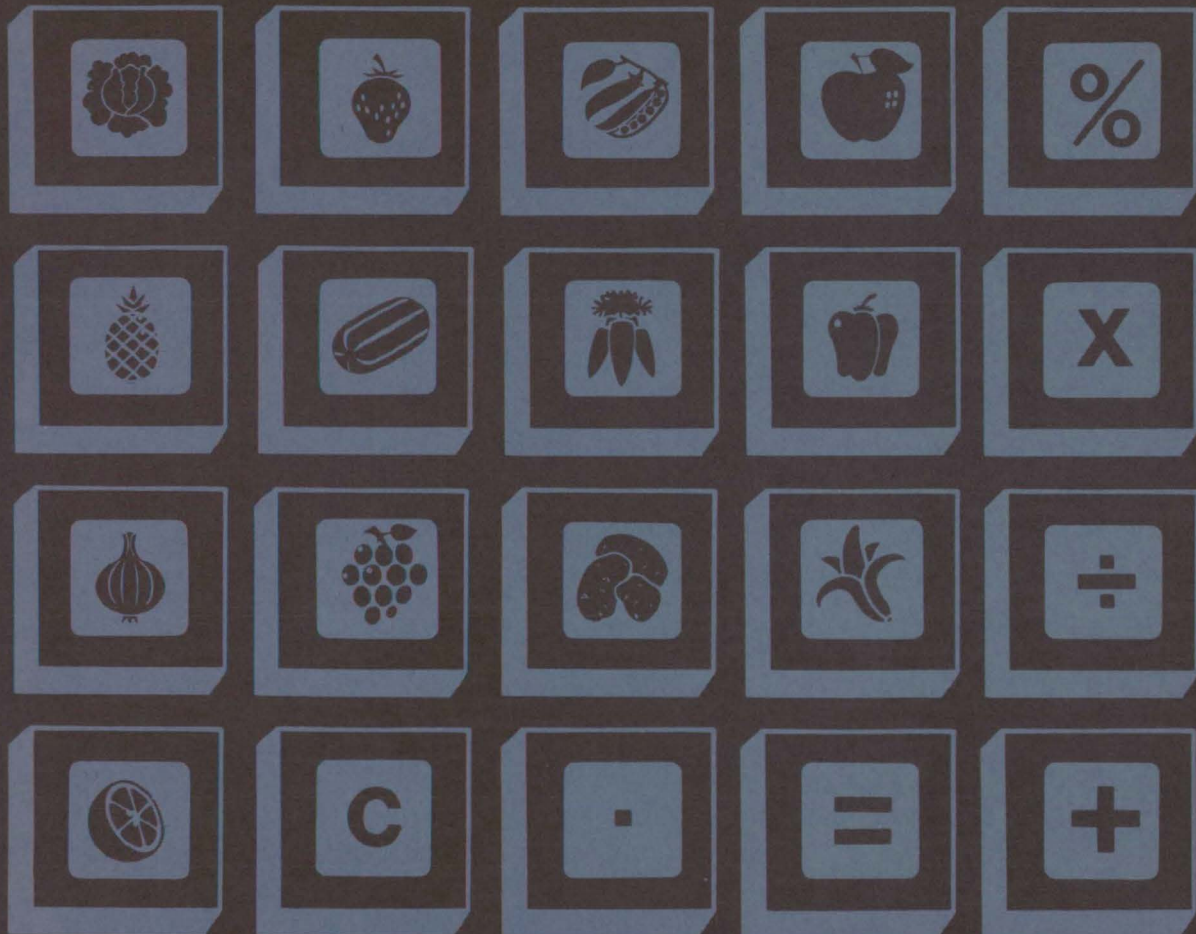
# National Food Review

United States  
Department of  
Agriculture

Economic  
Research  
Service

1985  
Winter-Spring  
NFR-29

## COUNTING AMERICA'S FOOD



On

# Contents

The *National Food Review* is published quarterly by the National 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. Use of funds for printing this publication has been approved by the Director of the Office of Management and Budget through September 30, 1985.

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.

Subscription price is \$11.00 a year (\$13.75 foreign). Make checks payable to: Superintendent of Documents; Government Printing Office, Washington, D.C. 20402. For faster service, call (202) 783-3238 and charge your subscription to your Mastercard, VISA, or GPO Deposit Account.

#### To our subscribers:

This *National Food Review* is a combined winter/spring issue, and will count as only one issue against your subscription with the Government Printing Office.

Economics Editor:  
**Kathryn Longen Lipton**  
500 12th St. S.W., Room 246  
Washington, D.C. 20250  
(202) 447-8707

Managing Editor: **Hilary Sheevers**

Food Trends Section:  
**Barbara C. Stucker**

Design/Layout:  
**Joan Bazemore**

Editorial Assistant: **Martha R. Evans**

Editorial Staff: **Joyce Bailey**  
**Elizabeth Casti**

## Counting America's Food



- 1 U.S. Food Consumption on the Rise**  
Low prices, large supplies, and increased disposable income spurred food consumption in 1983 and 1984.
- 5 The Nutrient Content of the Food Supply**  
Nutrients generally increased in 1983's food supply.
- 11 Tallying the Changes in Food Prices**  
Food price rises have slowed over the last 10 years, although last year's was above 1983's.
- 14 Surveying Private and National Brand Prices**  
A look at the price differences between comparable national and private brands.
- 18 Looking Ahead at the U.S. Seafood Market**  
Seafood's problem of increasing demand and decreasing supply may find a solution in a Japanese import called surimi.
- 21 Whole Milk Is No Longer the Beverage of Choice**  
America's turned to lowfat milk and soft drinks—leaving whole milk behind.
- 25 Marketers Fine Tune Food Products**  
A new way to look at lifestyles helps marketers target their products.

## Food Situation and Review



- 27 An Update of Domestic Food Programs**  
A review of changes in the school lunch, WIC, and other food assistance programs.
- 29 Food Spending Rises Little in Late 1984**  
Disposable income continued to rise, but the share spent for food declined.

## Legislation



- 31 Food and Nutrition Legislation**  
Proposed legislation concerning food assistance, agriculture programs, and other food and nutrition topics.
- 34 USDA Actions**  
Regulatory changes affecting the food industry.

## General



- 35 Reports of Interest**  
A summary of recent ERS reports about food and agriculture.
- 37 In the News...**  
What's making news in the food and nutrition area.

## Food Trends

- 38 Charting the Food Picture**  
Features trends in food prices, income and expenditures, diet quality, and convenience foods.