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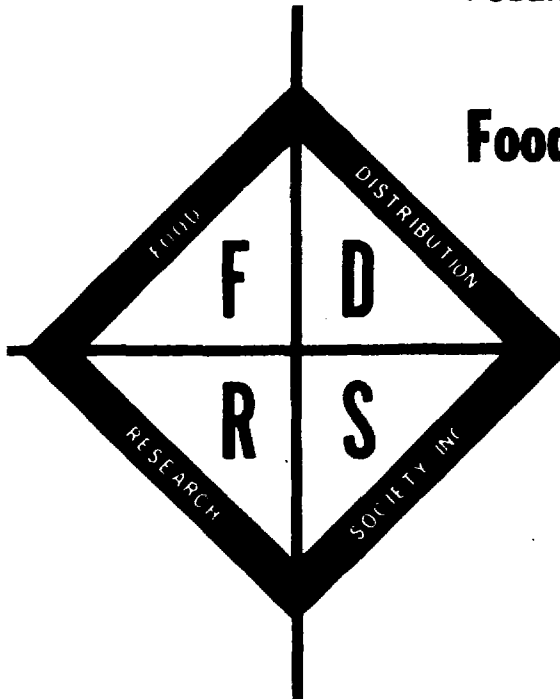
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February 1979

Vol. X No. 1

*"Rising Costs -
A Challenge to the Food Distribution Industry"*

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Box 1795, Hyattsville, Maryland 20788

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JOURNAL OF
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1979

CONTRIBUTED PAPERS

DEADLINE: June 1, 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

MESSAGE FROM THE PRESIDENT

These proceedings record research that was reported and presentations that were made during the 1978 Annual Meeting of the Society. They also capture a bit of the extensive discussion programmed into the agenda.

This 1978 Annual Meeting capped a successful year for the Society under the leadership of President Vastine. We're all grateful to Bill for directing the affairs of the Society so ably and for making participation so rewarding.

The Williamsburg setting and the arrangements by Charles Coale and his committee helped stimulate the discussions and information exchange. But the lasting benefit of this meeting, recorded here, results from the program put together by Charlie and Don Long working with Bill Vastine, Lew Norwood, Jack Runyan, Dick Polk and Paul Ganavan.

It is a great privilege for me to succeed Bill Vastine as Society President. My appreciation of the contributions of all the officers who have served in the past is intensified. I am most conscious of the need to hear from you - what you want from the Society, what you can give to the industry through the Society, your ideas for research that needs doing. We have a special responsibility to spread awareness of the work of the Society among industry operators and to attract industry people to active participation. This will supplement our effort to nurture all aspects of Society work.

Yours most sincerely,



Gerald E. Peck
President

WELCOME TO VIRGINIA

by
Tredway Coleman
Mick or Mack Stores

It's a great pleasure for me to attend this conference, and speaking for the Food Industry of Virginia, to welcome you to our great Commonwealth.

The history buffs among you well know that the food distribution industry of this country started in 1607 at Jamestown, about 15 miles from where we are now meeting. You also well know it's come a long way since then. If my memory serves me right, the system really broke down a few times during those early years. There were shortages, skyrocketing prices, even starvation. Some of these we will hear about--but in different terms. Yes, we've come a long way from those early days at Jamestown--also a long way from the system you'll see recreated and exhibited in Colonial Williamsburg.

However, we cannot rest on these laurels. We have an efficient food distribution system; we are doing a good job overall. Yet, can we boast too much when labor productivity has been almost level for several years, when returns on capital are such as to discourage capital investment, and when top quality young people are discouraged from entering our industry. I feel we really can't boast too loudly.

This is the reason I like the way your conference theme, "Rising Costs - A Challenge to the Food Industry" is stated. This is to me, as a general manager of a food distribution company engaged in wholesaling, transportation, and retailing, one of the major challenges facing us. Rising costs are a challenge and one we're going to have to solve if we're going to retain consumer confidence, to maintain a profitable industry attracting investment capital, and to keep ourselves somewhat free of government intervention and control.

Rising costs are a challenge we, as an industry, are wrestling with every day as we go about the routine management of our business and as we make plans for future operations. I can assure you that any help or advice you can give us as a result of conferences will be most welcome to me personally, to the food industry in Virginia, and to the industry nationally.

Again, welcome to Virginia and good luck in finding answers to "Rising Costs - A Challenge to the Food Industry."