



Marketing Research Directory, Vol. 495: January 1963 (Classic Reprint) (Paperback)

By U S Agricultural Marketing Service

Forgotten Books, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Marketing Research Directory, Vol. 495: January 1963 Marketing Research in the Agricultural Marketing Service is directed toward increasing marketing efficiency by reducing product losses and costs through the development of practical answers to problems encountered in the handling, storage, and distribution of agricultural products from the farm through retail stores. Increased production and better utilization of farm products, technological advances in the marketing system, changing marketing and distribution patterns, shifts in population and industry, and waste and Spoilage in marketing channels call for reliable research results to make intelligent decisions in packing, storing, transporting, handling and grading, and selection of facilities, equipment, and work methods for the efficient marketing of agricultural products. Under the authority contained in the Agricultural Marketing Act of 1946, and other legislation, research methods are applied to the solution of marketing problems such as improving marketing practices; identifying, measuring and maintaining product quality; preventing losses from waste, spoilage and insect attack; and improving marketing equipment, facilities, and handling methods, thereby reducing costs. The research, involving active cooperation with the State Agricultural Experiment Stations, other Government agencies,...

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