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PROGRESS REPORT
On Research Contract AID/csd-786

Title: A Comparative Study of Food Marketing Systems in Latin American Countries

I. Introduction

This progress report will summarize project activities since the last report rendered on April 15, 1966 and will indicate work plans for the next six months (October 15, 1966-April 15, 1967).

II. Major Activities and Accomplishments

A. Supplemental Retail Food Store Survey - Twenty-five small retail food outlets were surveyed in San Juan to obtain information on competitive adjustments to the establishment of supermarkets in their trade territories.

B. San Juan Seminar - A major activity was a three-day seminar held in San Juan on June 8-10. The purpose of the seminar was to present the preliminary results of our research efforts and to offer recommendations for further improvements in the Puerto Rican food marketing system. The seminar was attended by persons from government agencies, the University of Puerto Rico and private businesses on the island. Also attending was a group from the Washington office of the U.S. Agency for International Development, and representatives from governments of Latin American countries and the U.S. Aid Missions to those countries. Approximately 100 persons registered for the seminar.

C. Report to Puerto Rican Government Officials - On June 5 and 6 officials from several government agencies (Departments of Commerce, Agriculture, the Planning Board, and the University of Puerto Rico) attended a seminar where project staff gave reports on our work and discussed the implications for further marketing reforms. Subsequently to this seminar private follow-up sessions were held with officials from the Department of Agriculture and Commerce. Both agencies were very appreciative of our work and evidenced

their intention to make use of the results.

D. Meeting of Project Advisory Committee - During the San Juan Seminar, one evening was set aside for a consultation with the eight-man project advisory committee. **Some** very useful reactions and suggestions were offered to guide us in interpreting our research results and in planning for the second phase.

E. Closing of San Juan Field Office - The field office was closed on June 17. Project records were shipped to East Lansing. Copies of questionnaires, punch cards and preliminary computer tabulations were deposited with the Social Science Research Center at the University of Puerto Rico. Two project vehicles and office equipment are being shipped to Recife, Brazil for Phase II of the operation.

F. Data Processing - Preliminary data analyses were carried out prior to the June 8-10 seminar. However, considerable additional data processing has been carried forward during July and August through the M. S. U. Computer Center. Some special tabulations of the Department of Labor's 1964 Household Survey was conducted by a data processing firm in Washington, D. C. Other tabulations of this data were contracted with the Puerto Rican Department of Labor and were promised by December, 1965. These are yet to be delivered.

G. Preparation of Reports - The materials presented at the San Juan seminar have been summarized in a 125 page report. This report is being distributed to seminar participants and to a limited number of others on special request.

During July and August, Mr. Jose Santiago of the Puerto Rican Department of Commerce prepared drafts of two chapters for the final consolidated report on Phase I. The doctoral theses of John Wish, Kelly Harrison and John Griggs were nearing completion as this progress report was being prepared. These theses will provide substantial portions of the final Puerto Rican report. Mrs. Idalia Rodriguez has completed a draft of a chapter on consumer demand and food buying behavior. This will also be part of her M. S. thesis for the University of Puerto Rico. Three other M. S. theses are still to be finished by students who worked on the Puerto Rican study.

Both John Wish and Kelly Harrison presented papers at the American Marketing Association's annual meeting held at the University of Indiana in early September. These papers dealt with the Puerto Rican study and will be published in the proceedings of that meeting.

Dr. Vincent Farace presented a paper at the annual meeting of the Association for Education in Journalism, International Communication Division at the University of Iowa, entitled Communication and Marketing in Latin America: A Preliminary Conceptualization. This was based on the discussions and the research materials generated by the project.

H. Planning for Phase II - The change in governments in Argentina forced a reconsideration of our commitment made earlier in the year to conduct Phase II in Buenos Aires. The project leaders made a trip to Brazil and Argentina in July. As a result of this trip a decision was made to disengage in Argentina with the approval of A. I. C. Buenos Aires. Negotiations with the Brazilian AID Mission have now made it possible to conduct Phase II in the Northeast Brazil, headquartered in Recife. The work will be carried on in collaboration with SUDENE, the research and planning agency for the Northeast Region. A memorandum of agreement was worked out with the A. I. D. Mission in Brazil. This agreement involves the joint efforts of this project along with the Latin American Market Planning Center (AID contract AID/la-364).

The task force representing both projects, will be assembled in Recife by November 20. The first member of the four-man permanent staff arrived in Brazil on September 17. A second staff member departed for Brazil on October 12.

I. Some Difficulties Contributing to Delays in Project Work.

1. The necessity of shifting the second phase of the project from Argentina to Brazil caused a significant loss of time and effort. The Project leaders found it necessary to travel to South America during June and July to make new arrangements for the project in Brazil. This delayed work on the Puerto Rican research report. Time and effort was also dissipated in Spanish language training for

staff and in other orientation activities to prepare for work in Argentina.

2. The lack of skilled technicians in the M. S. U. Computer Center and a temporary shut-down for computer modifications delayed data processing activities, especially in the early summer period. Consequently, many of the regression and factor analyses of Puerto Rican data were not completed until August and September.

3. Some unavoidable delays were also occasioned by personal emergencies. Dr. Charles Slater, Project Leader, was hospitalized for an appendectomy in early August. Mr. Kelly Harrison, a principal investigator, was on emergency leave for nearly three weeks in early September due to the serious illness and eventual death of his father. This has delayed the completion of his doctoral dissertation and his departure for Brazil where he will be Chief-of Party for Phase II of this project.

II. Work Plans for the Next Six Months.

A. Phase I - Reports 1. The preliminary report of materials presented at the San Juan seminar will be distributed in late October.

2. The more comprehensive report of the Puerto Rican Study will be completed and published. Some shorter papers and journal articles are also being planned.

B. Phase II - Operations.

1. The field office will be established in Recife within the facilities provided by SUDENE, the government planning agency for Northeast Brazil.

2. Full-time field-staff will spend a major portion of their time in language training during the October 15-December 31 period. This training will continue at a lower level of intensity through March 31.

3. The M. S. U. campus based staff will engage in an intensive three-day planning session in mid-November. This will be followed by a two-week planning session in Recife for all staff members.

4. Preliminary field work will get underway in November and December to identify and organize available secondary data to locate relevant published materials and to ascertain the institutional framework affecting marketing activ-

ities. This type of research will continue throughout our field operations in Brazil.

5. Field survey questionnaires will be developed, pre-tested and revised during **January, February** and March. The general format used in Puerto Rico will be adapted to Brazilian conditions. Concurrently with questionnaire development we will prepare sampling procedures and make arrangements for the training and supervision of interviewers.

6. Field work will begin in March and will continue through April and May.