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## FAMILY ECONOMICS REVIEW: JUNE, 1972 (CLASSIC REPRINT) (PAPERBACK)



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FBC LTD, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Excerpt from Family Economics Review: June, 1972 Slightly more than half of the 1, 700 Shoppers contacted said they were aware of the chain s open - dating program. Of the 429 Shoppers interviewed in depth, about two-thirds said that they had used the date information at least once. Five item groups(bread, milk, refrigerated dough products, other dairy products, and eggs) accounted for 70 percent of all uses of the open dates. When shoppers were asked what the date told them about a product, their answers varied widely. Only 20 percent correctly interpreted the date as the last day of sale. Forty-five percent said the date represented some time in the past-for example, date of manufacture, packaging, delivery, or display. Twenty-two percent said that the date indicated the end of the product s usable life-a misinterpretation that could lead to a lot of perfectly good food being wasted if consumers followed through on it. Perhaps the most important group of answers came from 38 percent of the Shoppers - they said quite simply that the date tells either how fresh an item is or just that it is fresh. From the variety of answers given and the frequency of answers involving past dates, obviously Shoppers do not look carefully at the dates on the items they purchase. The Shoppers lack of concern about the precise meaning of codes or dates was con firmed by their lack of interest in the code book. Only nine of the 429 women inter viewed in depth had ever used the code book. If a Shopper mentioned having used date information for a Specific time, she was asked specific questions about it. Only for refrigerated dough products was...



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