

*Agricultural Postharvest Technology and
Marketing Economics Research*

May 1983

NTIS order #PB83-232835

**AGRICULTURAL
POSTHARVEST
TECHNOLOGY AND
MARKETING ECONOMICS
RESEARCH**

A TECHNICAL MEMORANDUM

APRIL 1983



Developed by the United States
Office of Technology Assessment
Washington, D.C. 20540

Library of Congress Catalog Card Number *83-600530*

For sale by the Superintendent of Documents,
U.S. Government Printing Office, Washington, D.C. 20402

Foreword

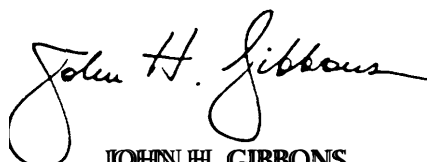
The food and agricultural research establishment today is facing new problems that place severe strains on the research system. A previous OTA report, *An Assessment of the United States Food and Agricultural Research System*, documented these concerns and provided policy options to Congress.

Postharvest technology and marketing economics (PHTME) research is one area of agricultural research in which these problems and concerns are acute. The U.S. Government funds PHTME research, but public support of PHTME research is being questioned.

The Office of Management and Budget and the U.S. Department of Agriculture have argued that it is no longer necessary to increase investment in PHTME research, implying that private firms have sufficient resources to conduct their own research. The executive branch has made numerous attempts to decrease public support of PHTME research.

At the request of the House Agriculture Committee, OTA conducted an analysis of PHTME research as a follow-up to the OTA study on food and agricultural research. This memorandum presents OTA's findings and conclusions regarding the role of the public and private research participants in PHTME research, the benefits and burdens of PHTME research, trends in PHTME research funding, quality of PHTME research, and management of PHTME research in the public sector,

The author of this memorandum is Michael Phillips. OTA particularly wishes to acknowledge the panel members from the OTA study on food and agricultural research who contributed to this memorandum and the public and private sector PHTME research experts who participated in an OTA workshop and reviewed drafts of the final report.



JOHN H. GIBBONS
Director

U.S. Food and Agricultural Research Advisory Panel

Aileen Adams
Consumer Consultant

R o g e r B l o b a u m
President
Roger Blobaum & Associates

Carl W. Carlson
Retired
U.S. Department of Agriculture

Demonic L. Carney
Director
Division of Agriculture
Department of Natural Resources
State of Alaska

Tony J. Cunha
Retired
California State Polytechnic University

Susan DeMarco
Consultant

Robert DiMarco
Director of Research
General Foods Corp.

Harold Dodd
President
Illinois Farmers Union

Lewis C. Dowdy
Chancellor
North Carolina Agricultural and Technical
State University

Thomas F. Jones*
Vice President for Research
Massachusetts Institute of Technology

Jarvis E. Miller
Retired
Texas A&M University

Albert H. Moseman
The Rockefeller Foundation

Lewis F. Norwood
Consultant
National Association of Retail Grocers
of the United States

William A. Reiners
Professor
Department of Biological Sciences
Dartmouth College

James E. Tillotson
Vice President
Technical Research and Development
Ocean Spray Cranberries, Inc.

Harold L. Wilcke
Retired
Ralston Purina Co.

● Deceased.

NOTE: The advisory panel provided advice and critique, but does not necessarily approve, disapprove, or endorse this technical memorandum for which OTA assumes full responsibility.

OTA Agricultural Postharvest Technology and Marketing Economics Research Project Staff

H. David Banta, *Assistant Director, OTA
Health and Life Sciences Division*

Walter E. Parham, *Program Manager
Food and Renewable Resources Program*

Michael J. Phillips, *Project Director*

Kerry B. Kemp, *Editor*

Phyllis Balan, *Administrative Assistant*

Nellie Hammond, *Secretary*

Carolyn Swarm, *Secretary*

Contractors

B. R. Eddleman

Robert E. Evenson

Joseph Havlicek, Jr.

George W. Irving, Jr.

Daniel Otto

W. T. Pentzer

J. C. Purcell

Frederick R. Senti

Fred C. White

Brian Wright

OTA Publishing Staff

John C. Holmes, *Publishing Officer*

John Bergling

Kathie S. Boss

Debra M. Datcher

Joe Henson

Doreen Foster

Linda Leahy

Donna Young

Acknowledgments

A number of individuals and organizations provided valuable advice, assistance, and review of this report to OTA. In particular, OTA would like to thank the following:

Walter Armbruster
Farm Foundation
Thomas Army
U.S. Department of Agriculture
Max Brunk
Cornell University
Elwood Caldwell
University of Minnesota
B. R. Eddleman
Mississippi State University
Olan Forker
Cornell University
Joseph Havlicek
University of Maryland
R. J. Hildreth
Farm Foundation
George Irving
Agricultural Research Institute
Terry Kinney
U.S. Department of Agriculture
Ronald Knutson
Texas A&M University
John Lee
U.S. Department of Agriculture
Alden Manchester
U.S. Department of Agriculture
William Manley
U.S. Department of Agriculture
Bruce Marion
University of Wisconsin
William Marion
Iowa State University

Lester Meyers
Chase Econometrics
Max Milner
American Institute of Nutrition
Daniel Padberg
University of Massachusetts
James Pearson
U.S. Department of Agriculture
Leo Polopolus
University of Florida
Harold Ricker
U.S. Department of Agriculture
Martin Rogoff
U.S. Department of Agriculture
Thomas Ronnigen
Northeast Regional Association of State
Agricultural Experiment Station Directors
F. R. Senti
Federation of American Societies for
Experimental Biology
James Shaffer
Michigan State University
Thomas Sporleder
Texas A&M University
James Tillotson
Ocean Spray Cranberries, Inc.
Harold Wilcke
Ralston Purina Co.
James Zellner
U.S. Department of Agriculture