

*Emerging Food Marketing Technologies: A  
Preliminary Analysis*

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# Emerging Food Marketing Technologies

A Preliminary Analysis



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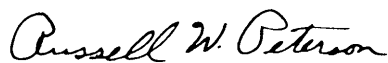
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## Foreword

Food marketing technologies in the United States are undergoing major changes with a number of global implications. The purpose of this preliminary analysis was to gain a better perspective of these changes. It has helped to define the need for a major assessment of alternative global food futures.

The staff of the OTA Food Group conducted the preliminary analysis with the assistance of the OTA Food Advisory Committee and a 22-member Food Marketing Technologies Working Group. The analysis is a synthesis of many inputs and does not necessarily reflect the position of any individual.

We thank the Economics, Statistics, and Cooperatives Service of the U.S. Department of Agriculture for permitting Dr. William Gallimore to be detailed to the OTA Food Group to assist us with this analysis.



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