

Mr. O'NEAL. It varies by the kind of scale that you have in the store.

Mr. ROSENTHAL. If you have meat that you package on Friday, let's say a steak, for example, you put a code indicating Friday packaging; right?

Mr. O'NEAL. Yes.

Mr. ROSENTHAL. Supposing for one reason or another it doesn't sell out on Friday or Saturday, could you repackage that on Monday?

Mr. O'NEAL. It is a goner.

Mr. ROSENTHAL. Supposing it is still good, do you scrape off the black stuff and resell it?

Mr. O'NEAL. It won't work.

Mr. ROSENTHAL. It works for A. & P. in New York, they say.

Mr. O'NEAL. It might work for A. & P., but it won't work for us.

Mr. ROSENTHAL. Why? They say the meat gets better with age.

Mr. O'NEAL. I have heard that for years, but it just won't work.

Mr. ROSENTHAL. You are confusing me now. A. & P. says that is the way to do it; that is what they do in New York.

Mr. O'NEAL. I don't know how it works in New York, I have never lived in New York, but in St. Louis it won't work.

But this allegation has come up many times, and I wanted to get my statement in on that.

I would like to conclude with a few general comments. I think that hearings and studies of this kind are very beneficial, but it seems to me that the real question that needs to be answered is, do the poor pay more for food, and if so, why do they pay more, and it doesn't help to solve this real problem by creating imaginary problems about discriminatory pricing. Some observations that I have made lead me to believe that in some instances the poor do pay more for food, more than they should, and in some instances they don't. I believe that the consumer who lives close to a supermarket that is owned and operated by a large chain or a large company, independent, buys her food at as low a price as anyone who might live in a suburban area. That is because the large companies can buy in larger quantities and do not sell on credit, provide special services such as home delivery, et cetera.

We have also noted that in low-income areas the average customer buys in much smaller quantities, which perhaps they have to; they do not take sufficient advantage of the advertised specials in our stores. Advertised specials are normally available because there is a surplus on the market of a particular commodity. This could be meat, produce, especially meat and produce, and the cost prices come down and, in turn, the retailer can sell at a lower price. We also find that the consumer in the low-income area does not redeem coupons. These are coupons from the food manufacturers, 10 cents off on this, 15 cents off on this, these are items that people use, and they don't redeem coupons from the newspaper ads as much as the consumers in the higher income areas. I think there is a great deal of informative consumer educational work that could be done and that would help many people to lower their costs of food by taking advantage of these things.

Father Shocklee touched on my next subject, and I thought he made a wonderful presentation. I think in the area of consumer education, how to buy, there is a tremendous amount of work that could be done in this. In a recent conference that I had with the Human Development Corp. we have promised our wholehearted support and cooperation in such an educational project.