

Bureau, were formally requested by representatives of the food distribution industry to make an examination in depth of the problem and report our findings to the industry and the general public. We have accepted this request as of November 3, 1967. We have defined the problem and commenced the preliminary steps of the investigation, assisted by the volunteer women's advisory council of the Better Business Bureau, a group of 13 ladies representing various segments of the economic strata of the community. The list of the ladies is attached hereto for reference, reference B.

We have defined the purpose of our investigation as follows:

To examine the policies, practices, and procedures of major food chains and food distributors in distributing and pricing food in the various areas of the metropolitan area, to determine the relative consistency of price and quality between various areas of differing income level.

We have agreed upon 15 steps to accomplish this purpose, and have proceeded at this point only through the preliminary evaluation areas. A copy of our 15 steps as reference C is attached for examination.

Briefly, our procedures are as follows:

One, interviewing the organizations and individuals who have raised the complaints about the price and quality of grocery and food products;

Two, examining the food industry at the source of distribution of dry groceries, meat, and fresh produce to determine the policies of the distributors and the condition of the goods when it leaves the warehouse;

Three, specific shopping and purchase of a specific list of items in a broad sampling of stores;

Four, we have opened a special food telephone line to the general public, answered by one of our trained staff members, to discuss food problems only. This telephone line opened on Monday, November 6, and recorded 55 calls on that day. However, since that time the traffic has fallen off considerably. Persons whose telephone call is pertinent to the purpose of the investigation are mailed a form to be completed and returned to the Better Business Bureau as a part of the permanent record for investigation.

Another marginal note here. Several years of close cooperation with the Urban League and with the Extension Service of the University of Missouri, and with that record of cooperation we have sent special bulletins in quantities of 1,000 to those organizations for subsequent distribution to their representatives.

In our store shoppings we will actually make the purchases, we will detail the shopping, we will purchase in every opportunity of produce or meat, the finest and the worst examples that our visual examination can be found by our shoppers, we will photograph those in colors, we have already undertaken some of those. We are planning at a date in the near future public hearings in the poverty area in cooperation with some of the recognized leaders in the area in order that they may at first hand report to the Better Business Bureau their grievances, et cetera. This may be a little redundant, too, in view of the several public hearings, including this one. All matters will be placed before the individuals concerned in the industry. The final report will be drawn from the findings and the answers from the industry and the specific recommendations which the Better Business Bureau, from its