

# Retail Program Research, Articles of Interest, and Industry links

## Research

The *Retail Program* conducts research to assist in evaluating and expanding retail-based activities in California. Recent studies conducted, include:

1. California Department of Health Services. *5 a Day Retail Merchandising Evaluation*. Sacramento, CA: 2001 Report. Prepared by Loma Linda University.
2. California Department of Health Services. *A Strategic Framework to Increase the Effectiveness of Promoting "5 a Day" at Retail*. Sacramento, CA: 2001 Report. Prepared by Willard Bishop Consulting, Ltd. & Nuffer, Smith, Tucker, Inc.

## Articles of Interest

The *Retail Program* also maintains an extensive collection of industry resources, including the following articles, to increase our knowledge and understanding of the retail environment:

1. Spending and Saving Money, courtesy of the Food Marketing Institute
2. Nutrition, courtesy of the Food Marketing Institute
3. Fresh Produce Demographics, courtesy of the Produce Marketing Association

**Internet Resources** Additional articles specific to retail operations and consumer behavior in the supermarket can be found on the following sites:

1. Smarter shopping, healthier eating, better living at: <http://www.supermarketguru.com/>
2. Glossary of supermarket terms at: [http://www.fmi.org/facts\\_figs/glossary\\_search.cfm](http://www.fmi.org/facts_figs/glossary_search.cfm)
3. California Commodity Boards

### California Apple Commission

Website: <http://www.calapple.org>

### California Fig Advisory Board

Website: <http://www.californiafigs.com/>

### California Artichoke Advisory Board

Website: <http://www.artichokes.org>

### California Kiwifruit Commission

Website: <http://www.kiwifruit.org/>

### California Asparagus Commission

Website: <http://www.calasparagus.com>

### California Lettuce Research Program

Website: <http://www.calettuceresearchboard.org>

### California Avocado Commission

Website: <http://www.avocado.org>

### California Melon Research Board

<http://www.cmrb.org/>

### California Fresh Carrot Advisory Board

Website: <http://www.carrots.org>

### California Pear Advisory Board

Website: <http://www.calpear.com/>

### California Celery Research Advisory Board

Website: <http://www.celeryresearch.com>

### California Dried Plum Board

Website: <http://www.prunes.org/>

### California Cherry Marketing Program

Website: <http://www.calcherry.com/>

### California Raisin Marketing Board

Website: <http://calraisins.org>

### Citrus Research Board

Website: <http://www.citrusresearch.com/>

### California Strawberry Commission

Website: <http://www.calstrawberry.com/>

**California Table Grape Commission**  
Website: <http://www.freshcaliforniagrapes.com>

**California Tomato Commission**  
Website: <http://www.tomato.org/>

4. Retail Trade Associations

**California Grocers Association**  
[www.cagrocers.com](http://www.cagrocers.com)

**Food Marketing Institute**  
[www.fmi.org](http://www.fmi.org)

**Fresh Produce and Floral Council**  
[www.fpfc.org](http://www.fpfc.org)

**Korean-American Grocers Association of California**  
[www.kagro.net](http://www.kagro.net)

**Produce Marketing Association**  
[www.pma.com](http://www.pma.com)

5. Trade publications for the retail industry are available at:

[www.producenews.com](http://www.producenews.com)

[www.supermarketnews.com](http://www.supermarketnews.com)

[www.thepacker.com](http://www.thepacker.com)