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about this issue

This issue of *MANAGEMENT ADVISER* represents a sharp departure from past issues. All feature articles discuss some aspect of a single industry—food or more particularly processed food.

We have done this because a large segment of our readership felt the magazine would be more valuable to them if from time to time it discussed the problems of one industry in depth. This issue represents an attempt by *MANAGEMENT ADVISER* to meet this request. We do not intend to devote another issue to a single industry for some time. We shall need time to evaluate the response to this idea from all our readers, and the worth of this particular issue to that percentage of our circulation that has asked for occasional issues devoted to a single industry.

Why food? We chose food, processed food, for our maiden attempt because it represents the largest retail industry in the country, and because everyone is concerned with it, if only as a consumer. Then, too, food is much in the news these days both from the point of view of costs and nutritional worth. Even as this is written, President Nixon has lifted all quotas on foreign meat imports; he has also indicated that “further measures” will be taken if necessary.

On nutritional value and safety, the Senate approved 69-10 on June 21 a bill to replace the present Food and Drug Administration of the Department of Health, Education and Welfare with an independent Federal agency. The Nixon Administration has recommended extension of the powers of the FDA while keeping it within the Department of Health, Education and Welfare. This recommendation has been rejected by the Senate 51-32.

So the subject is news and promises to remain so. We hope that those who wished a single industry emphasis will find this issue of the magazine valuable; we hope that all readers will at least find it interesting.

Won't you let us have your comments on this July-August, 1972, issue of *MANAGEMENT ADVISER*?

—*The Editors*