

UTAH RETAIL GROCERS ASSOCIATION

Official Representative of the Utah Retail Food Industry

352 Beneficial Life Building — EM 4-5347

SALT LAKE CITY 1, UTAH

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Mr. M. L. Dye, President,
First Federal Savings and Loan,
78 South Main Street,
Salt Lake City, Utah.

Dear Mr. Dye:

I am pleased to respond to your interesting invitation to submit a statement on what conditions will be like in the food distribution industry in the year 2000 A.D.

In the year 2000, I expect that the health qualities of food will be paramount, and diet for health and longevity will be commonplace, whereas today diet is more a matter of conformance to specific medical instruction. Today's grocer is not so much a food expert as he is a merchandiser and advertiser. In 2000, I expect the food distributors to be authorities on diet and nutrition.

Over 90% of the food on today's family dinner table is prepared for consumption in the home kitchen. Scientific facilities will of course, be vastly improved in 40 years, so that the housewife will not spend the greater part of each day in the kitchen as many of them do today. Instant cooking facilities will replace the present 3 hour wait for a roast of meat to cook properly. The home will be served with more "ready to eat" meals. I believe that discrimination in taste will remain, and I hope, improve. I do not agree with those who believe that tomorrow's meal will consist of a variety of pills. While the consumers of the year 2000 will emphasize health in their foods first of all, they will retain their desire for taste, aroma and the attractiveness of the foods they consume.

In 40 years, the continued development of transportation will bring all the foods of the world to our table within hours. However, it is doubtful if the fruits and vegetables of far countries will appreciably replace Utah peaches, apricots and other fruits in the Utah's list of favorites.

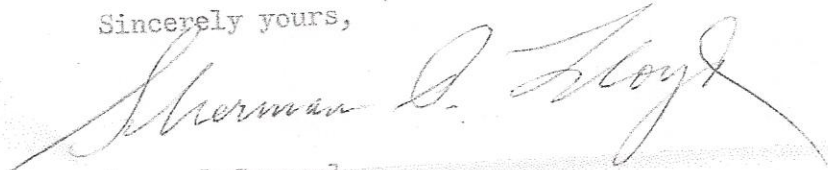
M. L. Dye, President

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Home facilities of the year 2000 will encourage more home service, and today's super markets may very well be replaced by food warehouses from which consumers will be served at their homes, but which they may never have occasion to visit. They may of course, view and select available foods through the "tele-viewers" in their own homes. ...

Sincerely yours,



General Counsel,
Utah Retail Grocers Association.