configurations. Thus, it was difficult to interpret the results. To further complicate the situation, the comparison units in the test program did not run side-by-side, but ran in alternating weeks. As a result, local fluctuation in climate and usage patterns could explain the apparent energy savings of the new system. Nevertheless, the research was influential.

Five hundred copies of the project report were distributed; every major supermarket chain was sent a copy and presumably had it available to its engineering staff. It was the first research report on the technology. By making supermarket engineering staff aware of the favorable performance of the technology, the OBCS project generated end-user demand. According to one engineer at Hussman, "the industry picked up the technology because of the positive evaluation in the ORNL report."

The Energy Committee of the Food Marketing Institute (FMI) also played an important role. The primary function of the Energy Committee was to screen and guide technical developments. Its members represent both technical and managerial functions within the supermarket industry. Technical members tend to be engineers by training and have direct supervisory responsibility over energy-related technology. Managerial personnel are those with overall responsibility for store development, including decisions concerning energy use. These managers typically have minimal appreciation of the engineering issues raised by new technologies.

Researchers come to the FMI Energy Committee for feedback on their technologies, giving presentations on new technologies and learning about possible opportunities and potential problems.

Annual meetings of the FMI Committee in 1982, 1983, and 1984 provided retailers and others with exposure to the new technology. At these meetings, the Energy Committee put Foster-Miller or a store member employing the