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2Leigh McAlister, Barbara E. Kahn, Grocery Revolution: The New Focus on the Consumer (1997). 3New Grocery Shopper Attitude Study Reveals Barriers to Healthy Eating and Lifestyle.

SUPERMARKET STRATEGIES TO ENCOURAGE HEALTHY EATING

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Green revolution, great increase in production of food grains (especially wheat and rice) that resulted in large part from the introduction into developing countries of new, high-yielding varieties, beginning in the mid-20th century. Its early dramatic successes were in Mexico and the Indian subcontinent.

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