

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Beverages (continued)	Juices—Rfg	Rfg All Other Fruit Juice	13
		Rfg Apple Juice	13
		Rfg Blended Fruit Juice	13
		Rfg Cider	13
		Rfg Cocktail Mixes	13
		Rfg Cranberry Cocktail/Drink	13
		Rfg Cranberry Juice/Cranberry Juice Blend	13
		Rfg Fruit Drink	13
		Rfg Fruit Nectar	13
		Rfg Grape Juice	13
		Rfg Grapefruit Cocktail/Drink	13
		Rfg Grapefruit Juice	13
		Rfg Lemon/Lime Juice	13
		Rfg Lemonade	13
		Rfg Orange Juice	13
		Rfg Pineapple Juice	13
	Rfg Vegetable Juice/Cocktail	13	
	Milk—Condensed	Evaporated/Condensed Milk	2
	Milk—Flavored/Substitutes	Rfg Flavored Milk/Eggnog/Buttermilk	14
		Rfg Kefir/Milk Substitutes/Soy milk	14
Rfg Milkshakes/Nondairy Drinks		14	
Milk—Powdered	Powdered Milk	2	
Milk—Rfg	Rfg Skim/Lowfat Milk	14	
	Rfg Whole Milk	14	

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Beverages (continued)	Nonfruit Drinks	Ready-to-Drink Milk/Milk Substitutes	2
		Ss Nonfruit Drinks	2
		Yogurt/Yogurt Drinks	2
	Tea—Canned/Bottled	Canned and Bottled Tea	4
		Rfg Teas	13
	Tea—Instant	Instant Tea Mixes	4
	Tea—Loose	Tea—Bags/Loose	4
Breakfast Foods	Breakfast Food—Frozen	Fz Other Breakfast Food	12
		Fz Waffles	12
	Breakfast Food—Instant	Dried Breakfast Food	1
		Instant Breakfast	1
		Wheat Germ	1
		Ready-To-Drink Breakfast Meals	1
	Breakfast Food—Ready to Eat	Ss Toaster Pastries/Tarts	1
		Cereal	Ready-To-Eat Cereal
		Hot Cereal/Oatmeal	2
	Candy & Gum	Chocolate Candy—Single Serve	Chocolate Candy Bar <3.5oz
Chocolate Covered Cookie/Wafer			6
Chocolate Candy—Snack		Chocolate Candy Snack Size	6
		Chocolate Covered Salted Snack	2
		Chocolate Candy Box/Bag >3.5oz	6
Gum—Regular Gum		Gift Box Chocolates	6
		Regular Gum (No Sugarless)	6
		Plu—All Brands Gum	6

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice	
Candy & Gum (continued)	Gum—Sugarless Gum	Sugarless Gum	6	
	Nonchocolate Candy—Diet	Diet Candy	8	
	Nonchocolate Candy—Kits	Caramel/Taffy Apples		5
		Taffy/Candy Apple Kit		5
		Candy Making Mix/Kit/Mold		5
		Nonchocolate Candy—Pkg & Roll	Breath Freshener	8
	Nonchocolate Candy—Single Serve	Plain Mints		7
		Hard Sugar Candy/Pkg & Roll Candy		7
		Nonchocolate Chewy Candy Bar <3.5oz		7
		Novelty Candy		8
		Specialty Nut/Coconut Candy		7
		Nonchocolate Candy—Snack	Nonchocolate Chewy Snack Size	
	Nonchocolate Chewy Box/Bag >3.5oz			7
	Licorice Box/Bag >3.5oz			7
	Marshmallows			2
	Seasonal Candy		All Other Seasonal Candy	8
		Christmas Candy	8	
		Easter Candy	8	
		Halloween Candy	8	
		Plu—All Brands Candy	8	
	Valentine Candy	8		

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Condiments/Dips/Spreads	Condiments—Non-Rfg	Ketchup	2
		Ketchup/Mustard Combinations	2
		Mustard	2
		Horseradish/Horseradish Sauce	8
	Condiments—Rfg	Rfg Mustard	14
		Rfg Horseradish/Horseradish Sauce	15
		Rfg Flavored Spreads	15
	Dips—Dry Mixes	Dry Dip Mixes	3
	Dips—Rfg & Fz	Fz Dips	13
		Rfg Dips	14
	Dips—Shelf Stable	Dip—Ss	2
	Jams/Jellies/Preserves	Fruit Butter	2
		Ss Jam/Jelly/Preserves	2
		Fz Jams/Jellies/Preserves	13
		Ss Honey	2
		Rfg Honey	15
	Mayonnaise	Mayonnaise/Sandwich Spread	2
	Peanut Butter	Chunky Peanut Butter	2
		Creamy Peanut Butter	2
		Peanut Butter Combo	2
Plu—Peanut Butter		2	
Specialty Nut Butter		2	
	Rfg Peanut Butter	14	

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Condiments/Dips/Spreads (continued)	Pickles/Relish/Olives	Chutney	3
		Marinated Vegetable/Fruit	3
		Olives	3
		Peppers/Pimentos	3
		Pickles	3
		Relish	3
		Rfg Marinated Vegetables/Fruit	14
		Rfg Peppers/Pimentos/Olives	14
		Rfg Pickles	14
		Rfg Relishes/Appetizer Relish	14
	Rfg Sauerkraut	11	
	Salad Toppings	Salad Toppings	3
		Rfg Salad Topping/Bacon Bits	14
		Salt/Salt Substitutes	Salt/Seasoned Salt/Salt Substitute
	Spices/Seasonings	Extract/Flavoring/Food Coloring	9
		Fruit & Vegetable Preservative/Pectin	9
		Garlic Spread	9
		Pepper	9
		Spice/Seasoning—No Salt/Pepper	9
Dairy Foods		Butter	Plu—All Brands Butter
	Rfg Butter		10
	Cheese—Grated	Rfg Grated Cheese	10
		Ss Grated Cheese	10
	Cheese—Imitation	Imitation Cheese (All Forms)	10

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice	
Dairy Foods (continued)	Cheese—Natural Cheese	Natural Cheese (No Shredded)	10	
	Cheese—Processed Cheese	All Other Processed Cheese	10	
		Aerosol/Squeezable Cheese Spreads	10	
		Cheese Spreads/Balls	10	
		American Cheese (All Forms)	10	
		Processed Shredded Cheese	10	
		Cheese—Ricotta/Cream/Cottage	Ricotta Cheese	10
	Cream Cheese/Cream Cheese Spread		10	
	Cottage Cheese		10	
	Cheese—Shredded	Natural Shredded Cheese	10	
	Frozen Novelties	Fz Novelties	12	
		Fz Yogurt/Tofu	13	
		Plu—All Brands Ice Cream Novelties	12	
		Ice Pop Novelties	12	
		Sherbet/Sorbet/Ices	13	
		Ice Cream & Ice Milk	Ice Cream Mixes	2
			Fz Ice Cream/Ice Milk Desserts	12
	Ice Cream		13	
	Ice Milk		13	
	Sour Cream	Sour Cream	15	
Yogurt	Rfg Yogurt	15		
	Rfg Yogurt Drinks	15		

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice	
Desserts	Desserts—Toppings	Chocolate Syrup/Dessert Toppings	6	
		Dry Whipped Topping Mixes	6	
		Fz Whip Toppings	12	
	Gelatin/Pudding—Mixes	Gelatin Dessert Mixes	6	
		Pudding/Pie Filling/Mousse Mixes	6	
		Pudding/Gelatin	6	
	Gelatin/Pudding—Regular	Rfg Pudding/Mousse/Gelatin/Parfaits	10	
		Fz Pudding/Mousse	12	
		Pies & Cakes—Non-Rfg	Cakes (No Snack/Coffee Cakes)	15
	Pies & Cakes—Rfg & Fz	Pies (No Snack Pies)	Pies (No Snack Pies)	15
			Rfg Cheesecakes	10
		Fz Cheesecakes	12	
		Fz Sweet Goods—No Cheesecakes	12	
		Fz Pies	12	
		Rfg Cakes (No Snack/Coffee Cakes)	10	
Rfg Pies (No Snack Pies)		10		
Dietary Supplements	Dietary Supplements—Liquid	Liquid Vitamins/Minerals	15	
		Dietary Supplements—Pills	Mineral Supplements	15
	Dietary Supplements—Pills	Multi-Vitamins	15	
		1 & 2 Letter Vitamins	15	
Dressings & Sauces	Gravy/Sauce—Canned/Bottled	Barbecue Sauce	8	
		Chili/Hot Dog Sauce	8	
		Dairy Sauce/Cheese Sauce	8	
		Hollandaise/Béarnaise/Dill Sauce	8	

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Dressings & Sauces (continued)	Gravy/Sauce—Canned/Bottled (continued)	Hot/Cajun Sauce	8
		Meat Sauce/Marinade/Glaze	8
		Seafood Sauce	8
		Steak/Worcestershire Sauce	8
		Tartar Sauce	8
		Mexican Sauce & Marinades	7
		Taco Sauce	7
		Ss Oriental Sauce/Marinade	7
		Liquid Gravy	2
		Sloppy Joe Sauce	2
	Gravy/Sauce—Mixes	All Other Dry Seasoning Mixes	2
		Dry Gravy Mixes	2
		Dry Meat/Seafood Seasoning Mixes	2
		Dry Sauce Mixes	2
		Gravy/Sauce—Rfg & Fz	Fz Meat/Seafood Seasoning Mixes
	Fz Sauce/Gravy/Marinade		13
	Rfg Meat/Seafood Seasoning Mixes		14
	Rfg Sauce/Gravy/Marinade Mixes		14
	Salad Dressing—Bottled, Non-Rfg	Ss Coleslaw Dressing	3
		Ss Pourable Salad Dressings	3
	Salad Dressing—Dry Mix	Salad Dressing Mixes	3
	Salad Dressing—Rfg	Rfg Pourable Salad Dressing	14
	Vinegar	Cooking Sherry/Wine	4
		Vinegar	4

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Eggs	Processed Eggs	Egg Substitutes	2
		Fz Egg Substitutes	13
		Rfg Egg Substitutes	14
	Shell Eggs	Fresh Eggs	11
		Plu—All Brands Eggs	11
Entrees	Entrées—Fz	Fz Dinners/Entrees	12
		Fz Handheld Entrees (Nonbreakfast)	12
		Fz Pot Pies	12
		Fz Chili	13
	Entrées—Rfg	Rfg Breakfast Entrees	11
		Rfg Chili	11
		Rfg Dinners/Entrees	11
		Rfg Handheld Nonbreakfast Entrees	11
		Rfg Pot Pies	13
	Entrées—Shelf Stable	Ss Microwaveable Package Dinner	1
		Ss Prepared Chili	1
		Ss Prepared Dinners/Entrees	1
		Ss Prepared Pasta Dishes	1
	Lunches—Rfg	Rfg Meat/Cheese/Cracker/Dessert	13
	Pizza—Pizza/Kits/Mixes, Rfg & Fz	Pizza Kits/Mixes	7
		Fz Pizza	12
		Pizza Kits/Toppings	12
Rfg Pizza/Pizza Kits		14	

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Fats & Oils	Lard/Shortening	Rfg Lard	12
		Shortening	4
	Margarine	Margarine/Spreads/Butter Blends	13
		Plu—All Brands Margarine	13
	Oil	Cooking & Salad Oils	4
		Microwave Browning/Pan Spray	4
		Olive Oil	4
		Oriental Cooking Oils	7
		Popcorn Oil	2
Fruits & Vegetables	Beans—Canned	Baked Beans	1
		Canned Bread	1
		Refried Beans	6
	Fruit—Canned/Bottled	All Other Fruit	1
		Canned/Bottled Apples	1
		Canned/Bottled Apricots	1
		Canned/Bottled Berries	1
		Canned/Bottled Cherries	1
		Canned/Bottled Citrus Fruit	1
		Canned/Bottled Diet Fruit	1
		Canned/Bottled Grapes	1
		Canned/Bottled Mixed Fruit	1
		Canned/Bottled Peaches	1
		Canned/Bottled Pears	1
		Canned/Bottled Pineapple	1

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice	
Fruits & Vegetables (continued)	Fruit—Canned/Bottled (continued)	Canned/Bottled Prunes/Plum	1	
		Cantaloupe/Melon	1	
		Cranberry Sauce	1	
		Pineapple Sauce	1	
	Fruit—Dried	Dates	2	
		Dried Prunes	2	
		Glazed Fruit	2	
		Other Dried Fruit	2	
		Raisins	2	
		Fruit—Dry Fruit Snacks	Fruit Rolls/Bars/Snacks	2
		Fruit—Fz	Fz Fruit	12
	Fruit—Sauce	Applesauce/Fruit Sauce	1	
	Tomato Products—Canned/Bottled	Canned And Bottled Tomatoes	4	
		Tomato Products—Sauce	Spaghetti/Italian Sauce	4
			Tomato Paste/Sauce/Puree	4
	Vegetables—Canned/Bottled	Pizza Sauce	7	
		All Other Beans	8	
		Canned All Other Vegetable	8	
		Canned Mixed Vegetable	8	
		Canned/Bottled Carrots	8	
		Canned/Bottled Corn	8	
		Canned/Bottled Green Beans	8	
		Canned/Bottled Green Peas	8	
Canned/Bottled Mushrooms		8		

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Fruits & Vegetables (continued)	Vegetables—Canned/Bottled (continued)	Canned/Bottled Sauerkraut	8
		Canned/Bottled Spinach	8
		Potato/Sweet Potato	8
		Ss Bamboo Shoots/Water Chestnuts	7
	Vegetables—Dried	Dried Beans/Grains	6
		Dried Vegetables (Except Beans)	6
		Fresh Cut Salad	11
	Vegetables—Fz	Fz Corn On The Cob	12
		Fz Beans	12
		Fz Broccoli	12
		Fz Carrots	12
		Fz Corn	12
		Fz Mixed Vegetables	12
		Fz Onions	12
		Fz Other Plain Vegetables	12
		Fz Peas	12
		Fz Spinach	12
		Fz Squash/Zucchini	12
		Fz Prepared Vegetable (Sauce/Crums)	12
		Fz Onion Rings	12
Fz Plain Potatoes/Fries/Hashbrowns	12		

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Infant Foods	Baby Food	Baby Food/Snacks	1
		Fz Baby Food/Juice/Snacks	11
	Baby Formula—Liquid Concentrate	Baby Formula—Liquid Concentrate	1
	Baby Formula—Powder	Baby Formula—Powder	1
	Baby Formula—Ready to Drink	Baby Formula—Rtd	1
	Baby Juice	Baby Juice	1
Seafood	Seafood—Canned	All Other Fish/Seafood	3
		Canned Salmon	3
		Canned Tuna	3
		Clam Juice	3
	Seafood—Fz	Fz Fish/Seafood	13
	Seafood—Rfg	Rfg Fish/Herring/Seafood	15
Side Dishes & Starches	Instant Potatoes	Potato Pancake/Dumpling Mixes	2
		Ss Instant Potatoes	2
	Pasta—Dry	Noodles	7
		Spaghetti/Macaroni/Pasta (No Noodles)	7
	Pasta—Rfg & Fz	Rfg Pasta/Noodle	13
		Fz Pasta/Noodles	12
	Rice	Rice/Rice Mixes	2
	Side Dishes—Fz	Fz Side Dishes	12
		Fz Appetizers/Snack Rolls	11
		Fz Breaded Vegetables	11
Fz Pretzels		11	
Fz Soup		13	

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice	
Side Dishes & Starches (continued)	Side Dishes—Kits/Mixes	Dry Dinner Mixes (Add Meat)	1	
		Dry Dinner Mixes With Meat	1	
		Dry Macaroni & Cheese Mixes	1	
		Dry Salad/Side Dish Mixes	1	
		Hard/Soft Tortillas/Taco Kits	6	
	Side Dishes—Rfg	Rfg Side Dishes	11	
		Rfg Appetizers/Snack Rolls	11	
		Rfg Salad/Coleslaw	11	
		Rfg Baked Beans	14	
		Side Dishes—Shelf Stable	Ss Prepared Salads	1
	Mexican Food Items		6	
	Ss Oriental Food Items		7	
	Stuffing		Stuffing Mixes	4
			Fz Stuffing	13
	Snack Foods	Nuts—Snack Nuts	Snack Nuts	4
Salty Snacks—Bagged		Cheese Snacks	3	
		Corn Snacks (No Tortilla Chips)	3	
		Potato Chips	3	
		Pretzels	3	
		Ready-To-Eat Popcorn/Caramel Corn	3	
		Toasted Corn Nut Snacks	3	
		Tortilla/Tostado Chips	3	
		Rice Cakes/Popcorn Cakes	2	

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Snack Foods (continued)	Salty Snacks—Other	Other Salted Snacks (No Nuts)	3
		Nutritional Snacks/Trail Mixes	2
		Carob/Yogurt Coated Snacks	2
		Chow Mein Noodles	7
	Salty Snacks—Unpopped Popcorn	Ss Microwave Popcorn	2
		Kernel Popcorn	2
		Fz Microwave Popcorn	13
	Seeds—Snack	Sunflower/Pumpkin Seeds	4
	Soups	Soup—Canned	Wet Soup
Soup—Dry		Bouillon	4
		Dry Soup	4
		Ramen	4
Sweeteners	Sugar	Brown/Powder/Flavored Sugar	4
		White Granulated Sugar	4
		Corn/Crystal/White Syrup	4
		Fruit Flavored Syrup	4
		Maple/Pancake & Waffle Syrup	4
		Molasses	4
		Sugar Substitutes	Sugar Substitutes
	Weight Control Foods	Weight Control Liquid/Powder	Rfg Weight Control/Nutritional Liquid/Powder
Weight Control/Nutritionals Liquid/Powder			4

In this appendix, we describe the contents of the data sets for the labeling cost model and provide instructions for viewing and editing the data. We also provide the Stata programming code that calculates the costs of labeling changes.

B.1 STATA FOR WINDOWS DATA SETS

The labeling cost model comprises eight separate data sets. In this appendix, we list the data sets, indicate the relationships among them, and provide the format for each. For information on how the data sets were compiled and how they are used in the model, please see Section 4.

The eight data sets in the Stata for Windows model are

- product.dta,
- package.dta,
- inventory.dta,
- print.dta,
- label.dta,
- analytical.dta,
- market.dta, and
- sticker.dta.

Tables B-1 through B-8 lists the variable names, variable formats, and relationships for each data set. The tables also indicate which variables are used by the Excel interface.

B.2 EDITING AND VIEWING DATA SETS

Stata for Windows provides a **Data Editor** to conveniently edit or view data sets. The Data Editor is a spreadsheet-style data editor for editing existing data. The Data Editor also has a browse mode that lets you view the data sets without the possibility of accidentally changing the data.

Before editing a data set, please familiarize yourself with the format and relationships of each table. If changes are made to fields that link to other tables, the Stata model will not work. Also, if changes are made to fields linked to the Excel interface, then the Excel interface will not work.

To **browse** data with the Data Editor:

- Load the data set that you wish to view:
 - ✓ Pull down **File** and choose **Open**. Then select the data set by double-clicking on the filename.
- Click on the **Data Browser** icon or type **browse** in the Command Window.

To **edit** data with the Data Editor:

- Load the data set that you wish to edit:
 - ✓ Pull down **File** and choose **Open**. Then select the data set by double-clicking on the filename.
- Click on the **Data Editor** icon or type **edit** in the Command Window.
- Click on the cell that you would like to change.
- Type the new value into the cell, then press **Tab** or **Enter**.
- When you exit the editor, a dialog box will ask you to confirm your changes.
 - ✓ To permanently save changes to the data set, click the **Save** button or pull down **File** and choose **Save**.

Please note that the changes are not permanent unless you save the file.

B.3 STATA PROGRAMMING CODE

The programming code for calculating the costs of labeling changes is provided in Exhibit B-1.

Table B-1. Product Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
prodtype	Char	24	Product type	
prodcats	Char	38	Product category	Excel interface
naiccode	Num	8	NAICS code	Excel interface
naicdes	Char	56	NAICS description	
sbasize	Num	8	NAICS SBA size	
reprod	Char	44	Representative product	package.dta
prodsizes	Char	30	Product size	package.dta
outin	Char	4	Outside or inside packaging	
printid	Char	2	Print method	print.dta
packtype	Char	24	Package type	
pribrand	Char	2	Private or brand label indicator	combined package/inventory
sku	Num	8	Number of SKUs	
units	Num	8	Number of units sold	

Table B-2. Package Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
reprod	Char	44	Representative product	product.dta
prodsizes	Char	30	Product size	product.dta
packtype	Char	24	Package type	inventory.dta
costtype	Char	8	Cost type (package)	
costlev	Char	4	Cost level (low, mid, high)	
cost	Num	8	Cost	

Table B-3. Inventory Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
packtype	Char	24	Package type	package.dta
costtype	Char	10	Cost type (inventory)	
pribrand	Char	10	Private or brand label indicator	product.dta
compperd	Char	12	Compliance period	Excel interface
amtinv	Num	8	Percent remaining inventory	

Table B-4. Print Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
printid	Char	2	Print method indicator	product.dta
printname	Char	12	Print method name	
colors	Char	14	Number of color changes	label.dta
costlev	Char	4	Cost level (low, mid, high)	
costtype	Char	10	Cost type (admin, prepress, engraving, graphics)	
cost	Num	8	Cost	

Table B-5. Label Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
lablpart	Char	30	Part of label changed	Excel interface
colors	Char	14	Associated color change	print.dta

Table B-6. Analytical Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
analtest	Char	36	Analytical test	Excel interface
costtype	Char	10	Cost type (analytical)	product.dta
costlev	Char	4	Cost level (low, mid, high)	
cost	Num	8	Cost	

Table B-7. Market Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
mkttest	Char	20	Market test	Excel interface
costtype	Char	6	Cost type (market)	product.dta
costlev	Char	4	Cost level (low, mid, high)	
cost	Num	8	Cost	

Table B-8. Sticker Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
stickcost	Char	20	Sticker cost labels	
costtype	Char	6	Cost type (sticker)	product.dta
costlev	Char	4	Cost level (low, mid, high)	
cost	Num	8	Cost	

Exhibit B-1. Stata Programming Code for the Labeling Cost Model

```

*****
*Labeling Cost Model          *
*November 12, 2001           *
*Revised April 22, 2002     *
*RTI                         *
*Stata version 7.0          *
*****

capture program drop labmodel
program define labmodel

set more off

tempfile prod results comp pack anal stick mark all costs soda

***Product Choices*****
*Create a temporary product file based on User's choices. *
*This temporary file will be used to build the results files.*
*****

use c:\Labels\product.dta, clear
preserve

    keep if $Product
    sort printid
    save "`prod'", replace

***Print Costs (Color Change)*****
*Join temp product file with Print Table (join=printid)      *
*Keep records based on User's label change choices (# colors). *
*Start building the Results file.                             *
*****

use c:\Labels\print.dta, clear
    sort printid
    save c:\Labels\print.dta, replace

use "`prod'", clear
    joinby printid using c:\Labels\print.dta
    keep if $Color
    drop colors
    save "`results'", replace

***Inventory Costs (Compliance period)*****
*Join temp product file with Package Table (join=repprod) to bring in costs. *
*Join above file with Inventory Table (join=packtype pribrand) to bring in compliance
period.*
*Keep records based on user's compliance period choice.      *
*Calculate inventory costs using (packagecost times amtofinventory). *
*Save results as temp file, append onto results file.        *
*****

use c:\Labels\package.dta, clear
    sort repprod prodsizes
    save c:\Labels\package.dta, replace

/****Package table and costs****/

```

```

use "`prod'", clear
  sort repprod prodsiz
  joinby repprod prodsiz using c:\Labels\package.dta
  sort packtype pribrand
  drop costtype
  save "`comp'", replace

use c:\Labels\inventory.dta, clear
  sort packtype pribrand
  save c:\Labels\inventory.dta, replace

/****Inventory table, compliance period, and amt of inventory****/

use "`comp'", clear
  joinby packtype pribrand using c:\Labels\inventory.dta

/****If Compliance=6 months use 12 months numbers else use User's choice****/

  if $Comp==6 {
    keep if compperd=="12 months"
  }
  else {
    keep if $Comply}

  drop compperd
  replace cost=cost*amtinv
  save "`pack'", replace

use "`results'", clear
  append using "`pack'"
  save "`results'", replace

/****If Compliance=6 months bring in additional sticker costs *****/
/****Merge onto temp product file (join=costtype), append to results file****/

  if $Comp==6 {
    use c:\Labels\sticker.dta, clear
    qui collapse (sum) cost, by(costtype costlev)
    save "`stick'", replace

    use "`prod'", clear
    gen strl0 costtype="sticker"
    joinby costtype using "`stick'"
    save "`stick'", replace

    use "`results'", clear
    append using "`stick'"
    save "`results'", replace}

***Analytical Costs*****
*Get User's analytical choices. Collapse (sum) the costs into one cost.*
*Add Additional Tests Costs (if applicable). *
*Merge onto temp product file (join=costtype). *
*Save results as temp file, append onto results table. *
*****

/****Check if Analytical tests were chosen****/

if $TogAnal==1 {

  use c:\Labels\analytical.dta, clear
  keep if $Analyte
  qui collapse (sum) cost, by(costtype costlev)

```

```

    replace cost = cost + $AddTest
    save "'anal'", replace

    use "'prod'", clear

    gen str10 costtype="analytical"
    joinby costtype using "'anal'"
    save "'anal'", replace

    use "'results'", clear
    append using "'anal'"
    save "'results'", replace}

/****If No tests chosen but Additional Tests were added          ****/
/****Collapse Analytical Table, replace costs with Additional Test Costs****/
/****Append onto results file                                    ****/

else if $TogAnal==0 & $AddTest>0 {

    use c:\Labels\analytical.dta, clear
    qui collapse (sum) cost, by(costtype costlev)
    replace cost = $AddTest
    save "'anal'", replace

    use "'prod'", clear
    gen str10 costtype="analytical"
    joinby costtype using "'anal'"
    save "'anal'", replace

    use "'results'", clear

    append using "'anal'"
    save "'results'", replace}

***Market Costs*****
*Get User's market choices. Collapse (sum) the costs into one cost. *
*Merge onto temp product file (join=costtype). *
*Save results as temp file, append onto results table. *
*****

if $TogMark==1 {

    use c:\Labels\market.dta, clear
    keep if $Market
    qui collapse (sum) cost, by(costtype costlev)
    save "'mark'"

    use "'prod'", clear
    gen str10 costtype="market"
    joinby costtype using "'mark'"
    save "'mark'", replace

    use "'results'", clear
    append using "'mark'"
    save "'results'", replace}

***Scaling Up All Costs using SKU or Units*****
*Using results file *
*Calculations based on cost type *
*All costs multiplied by Price Adjustment factor *
*****

```

```

/****SKUs and Units based on % of industry that can't coordinate change****/

gen psku=sku*(1-$PChange)
replace psku=sku*(1-$BChange) if pribrand=="B"

gen punits=units*(1-$PChange)
replace punits=units*(1-$BChange) if pribrand=="B"

/****Print and Admin Costs ****/
/****If compliance= 6 or 12 months then multiply by 1.1 ****/

gen newcost=cost*psku*$Inflate*$Adj if costtype=="admin" | costtype=="engraving" |
costtype=="graphic" | costtype=="prepress"

/****Analytical costs ****/
/****Two tests per product and additional shipping and handling costs (41.03) ****/

replace newcost=((cost*2)+41.03)*(psku/5)*$Inflate if costtype=="analytical"

/****Market, Inventory, Sticker Costs****/

replace newcost=(cost*(psku/5)*$Inflate) if costtype=="market"
replace newcost=cost*punits*$Inflate if costtype=="inventory"
replace newcost=cost*(punits/2)*$Inflate if costtype=="sticker"

drop cost
rename newcost cost
sort prodtype prodcat pribrand costtype costlev
save "`results'", replace

***Costs by Cost Type*****
*Some products have 2 packages (in and out). Need to collapse to one. *
*Exception=Carbonated Beverages which has 3 packages *
*Collapse costs by product type, product category, private/branded, cost type *
*Join with temp product table (join=prodtype prodcat pribrand) to bring in descriptor
fields*
*Save results as a permanent dataset then output as tab-delimited file *
*****

use "`results'", clear
collapse (sum) cost, by(prodtype prodcat pribrand costtype costlev)
sort prodtype prodcat pribrand
save "`costs'", replace

if $Coke==1 {

    use "`prod'", clear
    keep if prodcat=="Carbonated Beverages-Regular" | prodcat=="Carbonated Beverages-
Sugar Substitute"
    sort prodcat pribrand
    collapse (sum) sku units, by(prodcat pribrand)
    save "`soda'", replace

    use "`prod'", clear
    sort prodtype prodcat pribrand
    drop if outin=="in"
    drop if repprod=="Coca-Cola" & printid=="F"
    drop if repprod=="Diet Coke" & printid=="F"
    sort prodcat pribrand
    merge prodcat pribrand using "`soda'", update replace
    sort prodtype prodcat pribrand
    drop _merge}

```

```
else {
  use "prod", clear
  sort prodtype prodcats pribrand
  drop if outin=="in"}

joinby prodtype prodcats pribrand using "`costs'"
drop outin
save c:\Labels\allcosts.dta, replace

outsheet using c:\Labels\allcosts.out, replace

end
```