



THE 2014 CONFERENCE OF THE FOOD DISTRIBUTION RESEARCH SOCIETY (FDRS)

"The Role of Local Food Sourcing and Destination Image in Enhancing Economic Development"

**November 1- 5, 2014—Salt Lake City, Utah
Hosted by FDRS and Utah State University**

Conference Overview

Conferences of the Food Distribution Research Society are known for a high degree of industry interaction and plenty of opportunities for networking in an inviting and collegial atmosphere. We strive to provide great value for the attendees through the inclusion of banquets and receptions and the selection of choice properties.

**For additional information visit: fdrsinc.org
To register visit: <http://www.csusm.edu/fdrsreg2014>**



California State University
SAN MARCOS

Extended
Learning

THE 2014 CONFERENCE OF THE FOOD DISTRIBUTION RESEARCH SOCIETY (FDRS)

Conference Schedule

SATURDAY, NOVEMBER 1, 2014

The Food Marketing Challenge
Registration and Continental Breakfast
Student Case Study Competition
8:00 am - 9:00 am

The Food Marketing Challenge Live
Case Presentation
9:00 am - 11:30 am

The Food Marketing Challenge -
Industry Q & A Sessions
11:30 am - 1:00 pm

The Food Marketing Challenge -
Team Work Session
11:30 am - 6:00 pm

FDRS Board of Directors' and Officers'
Meeting Includes lunch
10:00 am - 4:00 pm

FDRS Board of Directors' and Officers'
Team Building Event
*4:00 pm - 6:00 pm Harmon's City Creek,
135 East 100 South, Salt Lake City*

The Food Marketing Challenge
Presentations
7:00 pm - 10:00 pm

SUNDAY, NOVEMBER 2, 2014

The Food Marketing Challenge
Continental Breakfast
8:30 am - 9:00 am

The Food Marketing Challenge -
Final Round
9:00 am - Noon
12:00 pm - 1:30 pm - Lunch on your own

Utah Craft Brewery Walking Tour,
Downtown SLC - Guided Tour, Tasting
included for 21 and over
1:30 pm - 5:00 pm

S-1050 Meeting
1:30 pm - 4:00 pm

Conference Registration
4:00 pm - 6:00 pm

Welcoming Reception and The Food
Marketing Challenge Awards
6:00 pm - 8:30 pm

MONDAY, NOVEMBER 3, 2014

Conference Registration and
Continental Breakfast
7:30 am - 8:00 am

Posters - displayed throughout the
day on Monday and Tuesday and the
presenters will be available at the
breaks both days.
7:30 am - 6:00 pm

Welcome & Opening Remarks
Tim Woods, FDRS President
8:00 am - 8:30 am

Welcome to Utah and other points TBD
LuAnn Adams, Commissioner of the
Utah Department of Agriculture and
Food
8:30 am - 9:30 am

9:30 am - 9:45 am —Break

PLENARY SESSION I - Cottage Food
Production: True Local Food Incubators
9:45 am - 11:45 am

11:45 am - 1:00 pm - Lunch on your own

6:00 pm - Dinner on your own

Educational Tours
12:00 pm - 5:30 pm - Box lunch provided

1. Mormon History and Welfare Square (Bus
Tour of SLC Locations)
2. Farm and Food Tourism Experience (Bus
Tour 60 miles South of SLC)
3. Taste of Cache Valley Foods (Bus Tour 80
miles North of SLC)
4. Downtown Salt Lake Local Foods Walking
Tour (self-guided) - no fee

TUESDAY, NOVEMBER 4, 2014

Conference Registration, Continental
Breakfast and Business Meeting
7:30 am - 8:30 am

Posters - displayed throughout the
day on Monday and Tuesday and the
presenters will be available at the
breaks both days.
7:30 am - 6:00 pm

PLENARY SESSION II - Local Food
Sourcing: A Survival Strategy
8:30 am - 10:00 am
10:00am - 10:15 am—Break

PLENARY SESSION III - Local Food
Distribution: Opportunities and
Challenges
10:15 am - 11:45 am

Presentations and Awards
11:45 am - 12:15 am Dissertation

Awards Luncheon and Dissertation
Presentation
12:15 - 1:30 pm

PLENARY SESSION IV - Integrating
Local Foods into the Utah Tourist
Experience
1:30 pm - 3:00 pm

3:00 pm - 3:15 pm—Break

PLENARY SESSION V - Agritourism
and Food Tourism: Diversification
Opportunities
3:15 pm - 5:00 pm

Presidential Banquet
6:30 pm - 9:00 pm

WEDNESDAY, NOVEMBER 5, 2014

Continental Breakfast
7:30 am - 8:00 am

Research Reports and Updates (See
Attached Agenda)

*Two sessions with a 15 minute break
between - 5-20 minute presentations in
each room per session.*
8:00 am - 11:45 am

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