



# Food Distribution Research Society Newsletter

Spring 2010 Issue

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*One Year:*  
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## President's Message

Greetings! I do hope this newsletter finds you well. In today's environment, it seems there is plenty of bad news, particularly when it relates to budgets and especially if you are in academia. Writing this message to you has been a breath of fresh air for as I ponder the work of the Society, I am encouraged once again. The first thing that comes to mind is our outstanding annual conference. In 2009 the conference was in Broomfield, Colorado. Dr. Dawn Thilmany-McFadden from Colorado State University did an excellent job organizing the program. In addition, she found outstanding partners and sponsors. We particularly owe Market Makers, Farm Foundation, and Colorado State our gratitude for their generosity. The Student Food Marketing Challenge under the leadership of Dr. Mike Gunderson, VP of Student Programs, also enjoyed another successful competition this year. Dave Carter from the National Bison Association was our case sponsor. All involved did a fantastic job, including all of the teams representing US and Canadian schools. Finally, Dr. Forrest Stegelin, VP of Research, did the herculean task of

coordinating our paper sessions, where you the members shared your great work with each other.

Planning for the 2010 conference is already in full swing. Dr. Terry Hanson from Auburn University is our host this year. He has been busy putting together another outstanding program and the San Destin location is amazing. You can find more details about this year's program in Dr. Hanson's report later in this newsletter. I hope you will be able to join us. And, if you are coming, consider bringing a student team for The Student Food Marketing Challenge. I have never met a student that was not really excited about their participation.

In addition to our annual conference, your leadership has been busy in making positive changes that will improve operation of the society. One example is the ability to accept credit card payments for page charges and membership payments through PayPal. This capability will streamline the process of collecting our accounts receivable, an important accomplishment in a full-volunteer society. We are also considering changes to the Journal of Food Distribution Research. The changes being evaluated are focused on reducing the cost of publishing the journal without sacrificing quality. Finally, it is important to note that our website is undergoing an upgrade. We are thankful to University of Tennessee and Michele Wilson for their long-time hosting of our website. As we moved the site hosting to Texas A&M, Dr. John Park has been working hard to upgrade the site. Take a look and let us know what you think: <http://fdrs.tamu.edu/FDRS/Welcome.html>.

Last but not least, I am excited about the society's leadership team. The board is made up of a great mix of talented, competent people who serve this association

on a volunteer basis. They pay their way to every meeting and spend countless hours working for the greater good. It is a pleasure to serve with these people. When you get a chance, would you please let them know how much you appreciate their contribution?

You can see why I enjoyed writing this message. There are plenty of positive things happening, and it is important that we stop from time to time to recognize them. One of the strengths of the Society is the people that make up our membership. I look forward to seeing you in San Destin to reconnect with old friends and meet new ones.

*Aaron Johnson*

### **2010 APPLEBAUM MEMORIAL SCHOLARSHIP AWARD**

**For Outstanding Ph.D. Dissertation, M.S. Theses and MS Case Study/Research Paper Relating to Food Distribution & Marketing**

The Food Distribution Research Society is pleased to accept applications for the 2010 William Applebaum Memorial Scholarship, which is awarded annually for outstanding student research in the area of food distribution and marketing. Broadly defined, food distribution and marketing encompasses all economic functions that occur between the farm gate and final consumer. The competition is open to all graduate students with scholarly interest and career aspirations in the food distribution system that have completed the degree in **2009 or before June 2010**. The 2010 William Applebaum Memorial Scholarships are cash stipends of: (1) \$1,250 for the best Ph.D. dissertation, (2) \$750 for the best M.S. thesis, and (3) \$750 for the best M.S. Case Study or Research Paper.

In addition to cash stipends, recipients also receive a complementary student

membership to FDRS, their conference registration fees are paid, and they are recognized at the 2010 FDRS Annual Conference scheduled for October 16 – 20, 2010 at the **Hilton Sandestin Beach Golf Resort & Spa, Florida**. The Ph.D. recipient is also invited to present his/her research at the conference with his/her travel expenses paid by the FDRS.

**Resort & Spa, Florida.** The Ph.D. recipient is also invited to present his/her research at the conference with his/her travel expenses paid by the FDRS.

Students interested in applying should submit **(application)** the following:

1. Name, mailing address, phone number, and e-mail of the applicant;
2. A brief synopsis of academic training, career interests, goals and objectives including a description of any food industry experience and/or research experience;
3. Four copies of the dissertation, thesis, or Case Study; and
4. A letter of recommendation from the thesis advisor.

Please send submission to:

**Sayed Saghaian (Mehdi)**  
FDRS Vice President-Education  
University of Kentucky  
Department of Agricultural Economics  
314 C.E. Barnhart Building  
Lexington, KY 40546-0276  
Tel: 859-257-2356 Fax: 859-257-7290

**Application materials must be postmarked by June 1, 2010.** For more information and an application form, please visit the FDRS web site at: <http://fdrs.tamu.edu/applebaum.html>, or contact FDRS's Vice President for Education at the following e-mail: [SSaghaian@uky.edu](mailto:SSaghaian@uky.edu).

## **Applebaum Scholarship Fund Drive**

The Food Distribution Research Society (FDRS) is presently engaged in a fund drive to support the William Applebaum Memorial Scholarship Fund. This fund was founded in honor of William Applebaum, the Chief of Staff for Market Research for The Kroger Grocery and Baking Company. Bill was also a highly regarded lecturer on Food Distribution and Comparative Marketing for the Graduate School of Business Administration at Harvard University. FDRS awards scholarships annually for outstanding PhD and Master level research that addresses pressing problems in the global food industry. Since the first scholarship was awarded in 1978, the fund has supported over 60 awards. Contributions may be made directly to the Food Distribution Research Society. Contributed funds are invested, and scholarships are given each year to outstanding graduate students studying food distribution and marketing. Many of our past recipients have gone on to become prominent professionals in food distribution research and education.

The Applebaum scholarships have been a highlight of FDRS's annual conference for many years, please help support this worthwhile program with a tax deductible donation. For more information please contact:

Wes Harrison  
FDRS Past President  
225-578-2727  
[wharrison@agctr.lsu.edu](mailto:wharrison@agctr.lsu.edu)

## **Vice President – Communications**

FDRS is excited to launch a new year of activities. The Society's leadership is actively engaged in attempting to enhance our communication efforts to our members and stakeholders. We are currently evaluating different electronic formats for

the JFDR as well as launching a revamped society website.

Since communication is vital for the success of any organization, we hope that you will take the opportunity to share with us your thoughts and comments on the society or ideas that would enhance the value of your membership.

Lastly, I want to thank all of our contributors whose input continues to drive our successful JFDR. Our editors do a fantastic job and we applaud their efforts and commitment. We greatly appreciate all of our dedicated reviewers who take time to ensure the development of quality manuscripts for publication. If you have interest in contributing to our journal in some capacity feel free to visit our website to contact one of our editors or me.

We look forward to seeing you in Florida this fall.

**Ron Rainey**

### **2010 Annual Conference: Call for Research Reports, Updates and Posters**

The Food Distribution Research Society invites submissions of Research Reports and Research Updates, as well as Research Posters, for the 2010 Annual Conference to be held at the Hilton Sandestin Beach Golf Resort and Spa, Sandestin, Florida, on October 16 – 20, 2010. The conference theme “Consumer Issues Facing the Food Industry, With a Focus on Seafood and Aquaculture Products” will be explored in major sessions that will examine a variety of topics.

**Research Reports** are scholarly papers focusing on the results of research efforts in any food distribution area from the farm gate through retail. Reports will be

evaluated and accepted on the basis of one-page abstracts that describe the research and its relevance to food distribution issues. Presentations of research reports will be limited to 20 minutes each.

**Research Updates** are synopses of research or educational work either (1) recently completed, (2) in progress, or (3) to be undertaken within the next year. To give an update, submit a maximum one-page description of the update. Presentations of updates will be limited to 15 minutes each.

Email report and update submissions to: Forrest Stegelin, [stegelin@uga.edu](mailto:stegelin@uga.edu) no later than **June 30, 2010**. Authors will be notified about the status of their submissions by August 15, 2010. For more information on the research reports and updates, contact: Dr. Forrest Stegelin, University of Georgia at [stegelin@uga.edu](mailto:stegelin@uga.edu).

**Posters** should highlight research projects, teaching programs, and agricultural and food marketing issues. The maximum poster dimensions are four feet high by six feet wide, and posters should be attachable with pushpins to the backboards provided. Posters will be on display Monday during the conference. Poster authors should be present to answer questions about their posters Monday for one hour before the reception and banquet.

The deadline for poster submissions is **June 30, 2010**. Email an abstract, maximum 250 words, to: Randy Little, [little@agecon.msstate.edu](mailto:little@agecon.msstate.edu). Authors will be notified of acceptance by August 15, 2010. For more information on the poster presentations contact: Dr. Randy Little, Mississippi State University at [little@agecon.msstate.edu](mailto:little@agecon.msstate.edu).



## Welcome Letter

### The 2010 FDRS Conference Provides An Exceptional Setting – Sandestin Florida

On behalf of the Food Distribution Research Society (FDRS) I would like to personally invite you to attend the 2010 Annual Conference, which will be held October 16-20, 2010 at the Hilton Sandestin Beach Golf Resort and Spa (<http://www.sandestinbeachhilton.com/>), a beautiful Gulf of Mexico resort area located midway between Pensacola and Panama City, Florida. Convenient flights to Fort Walton Beach Airport (30 min), Panama City Airport (90 min), Pensacola Airport (60 min), or Mobile Airport (100 min) make Sandestin an easy destination from anywhere in the US.

Our first theme will be "Consumer Issues Facing the Food Industry: With a Focus on Seafood and Aquaculture Products." Global demand for seafood is projected to increase by 70 percent in the next 30 years, and harvests from capture fisheries are stable or declining, and a consensus is growing that a dramatic increase in aquaculture supply sources are needed to supply future aquatic food needs. Our sessions will provide information on the U.S. and world seafood industry and explore issues challenging the supply and distribution of fish and seafood products, specifically food safety, mislabeling, and certification programs. Conference speakers and panelists with expertise in fresh and marine aquaculture and wild caught fish and shellfish will provide insights into the US fish and seafood industry that imports 80% of its products and is essential to the healthy, nutritious diets Americans seek. You are sure to enjoy and learn from these sessions while you whet your appetite for local seafood products, such as shrimp, crab, tuna, grouper, red fish, mahi-mahi, oysters, catfish, trout, prawns, and other items found at local Sandestin area restaurants. Representative industry producers/fishermen, associations, researchers, extension, and government agency personnel will provide their expertise, and combined with audience participation, solutions and networking toward common goals in the food distribution sector are sure to occur.

Our second theme, "Setting the Agenda for Food Marketing and Economics Research" will be a professional colloquium led by Drs. Gary Williams and Jug Capps in celebration of the 40<sup>th</sup> anniversary of the Texas Agribusiness Market Research Center (TAMRC) at Texas A&M University and its transformation into the Agribusiness, Food, & Consumer Economics Research Center (AFCERC) with greater emphasis on food industry and consumer economic issues (<http://afcerc.tamu.edu/>).

Sandestin Florida and the Hilton Sandestin Beach Golf Resort & Spa is the perfect site for these themes. If you've heard the name "Redneck Riviera" for this area, take note, the Sandestin Resort brings new style to northwest Florida. Known as the Emerald Coast for its crystalline green water (a color created by the white quartz sand), this area is now on the map for more than its beaches. Sandestin's Village at Baytowne Wharf has specialty shops and restaurants galore, from fine French to bayside funky and located just minutes away are Eden State Park and Silver Sands Factory Stores, a designer outlet mall. The hotel and environs offers unspoiled, uncrowded, and unquestionably one of the most inviting beaches in the world, not to mention golf just outside the hotel door!

Please make plans to join us in Sandestin Florida from October 16 – 20, 2010 for what I think will be a great conference!

Sincerely,  
Terry Hanson, 2010 VP for Programs

*Tentative Program*

**Monday, October 18, 2010**

**7:30 am – 8:30 am Conference Registration and Continental Breakfast  
Consumer Issues Facing the Food Industry: With a  
Focus on Seafood and Aquaculture Products**

**8:30 am - 8:45 am Welcome & Opening Remarks – Either Dr. John Liu, Dean College Of  
Agriculture, Auburn University OR Dr. David Rouse, FAA Department Head,  
Auburn University (not confirmed)**

**8:45 am - 9:45 am - Keynote Addresses – “U.S. Seafood /Aquaculture Industry Issues and  
Challenges” by:**

**1) Dr. Michael Rubino (invited and confirmed, possibly a substitute for him if  
he cannot make it), NOAA Open Ocean Aquaculture initiative.** To address food  
system and future of fish/seafood supply; sustainability and aquacultures role in world  
food supply; and touch upon issues of food safety, mislabeling of products, and  
certification efforts (30 minutes).

**2) Dr. Jeff Silverstein (invited and confirmed), USDA/ARS Aquaculture  
Director and newly appointed Executive Secretary for the federal coordinating Joint  
Subcommittee on Aquaculture (JSA), “Challenges facing the US Aquaculture Industry  
in terms of Competing with Wild Caught Imported Seafood / Aquaculture Products” (30  
minutes)**

**9:45 am - 10:00 am – Break**

**10:00 a.m. – 12:00 noon - Session I - Food Safety**

**Dr. Benjy Mikel** (invited and confirmed), Mississippi State University, Department of  
Food Science, Nutrition and Health Promotion - comparisons and contrasts of the FSIS in  
the poultry, livestock and fish (proposed) industries (25 minutes).

**TBA - Aquaculture / Seafood Safety – Someone from the USDA-Food Safety Inspection  
Service, Office of Catfish Inspection Programs (25 minutes).**

**TBA - Gulf of Mexico Oyster Industry and food safety concerns in the oyster industry;  
researchers are working toward post harvest strategies of freezing, pressure and  
irradiation to make safe oyster products and make sense for Gulf of Mexico oyster  
producers (25 minutes).**

**Dr. John Jensen** (not confirmed), Past Dean COA and FAA Department Head, Auburn  
University – to address LEAN manufacturing and Pond-to-Plate project in the farm-  
raised catfish industry- “Auburn Technical Assistance Center LEAN Manufacturing and  
Continuous Improvement Principles Applied to the U.S. Catfish Industry” (25 minutes).

**Panel discussion & Question and answer period (20 minutes)**

**12:00 noon – 1:30 pm - Awards Luncheon**

**1:30 pm - 3:00 pm - Session II - Mislabeling of Food Products**

**Dr. Chuck Adams** (invited and confirmed) - Data collection effort toward the Florida case where Pangasius fish were mislabeled (economic fraud) as Grouper fish resulting in several importers being convicted of reselling the product fraudulently – they will provide a history of what has and is being done to regulate this abuse (20 minutes).

**Dr. Sherry Larkin** (invited and not yet confirmed) - Logit analysis results of the Florida case where Pangasius fish were mislabeled (economic fraud) as Grouper (20 minutes).

**Mr. Bob Jones** (invited and confirmed), Director, Southeast Fisheries Association, Tallahassee, Florida - Grouper Mislabeling and Florida Attorney General Cracking down on this issue (20 minutes).

**TBA** - a local or regional seafood buyer to address this issue from the private sector point of view (20 minutes)

**Question and answer session** (10 minutes)

**3:00 pm - 3:15 pm - Break**

**3:15 – 5:00 pm - Session III– Certification and Sustainability in Seafood / Aquaculture Supply**

**Dr. Cathy Roheim** (invited and confirmed), University of Rhode Island, “Marine Stewardship Council Seafood Certification: Dimensions and Implications to Producers, Fishermen, Distributors, Retailers and Consumers” (20 minutes)

**Dr. Steve Otwell** (invited and confirmed), University of Florida, “Overview of Certification NGO Actions with Respect to Seafood sustainability Certification and Related Efforts” (20 minutes)

**Mrs. Linda O’Dierno** (not confirmed), National Aquaculture Association, to address the topic of organic seafood/aquaculture products and/or organic produce certification could be addressed (20 minutes).

**Dr. Jimmy Avery** (invited but not confirmed), Ph.D., Extension Professor, Mississippi State University - Various groups that have sustainability of seafood and aquaculture as their certification topic; each group has a unique niche that agrees with particular audiences, such as the Global Aquaculture Alliance (GAA), World Wildlife Fund (WWF), Marine Stewardship Council (MSC), Monterey Bay Aquarium (MBA), etc. (20 minutes).

**Question and answer period** (20 minutes)

**Tuesday, October 19, 2010**

**8:15 am - 9:45 am - Breakfast and Business Meeting**

**Session IV 10:00 – 5:30 – Gary Williams, “Setting the Agenda for Food Marketing and Economics Research”**

Texas AgriLife Research and Extension at Texas A&M University has recently invigorated the Texas Agribusiness Market Research Center (TAMRC) in the Department of Agricultural Economics with a new mission and organization as the Agribusiness, Food, & Consumer Economics Research Center (AFCERC). This session, led by the co-directors of AFCERC, Gary Williams and Jug Capps, will celebrate the launch of AFCERC and the 40-year history of food marketing research by its predecessor with a professional symposium intended to help set the future for food marketing and consumer economics research. (See the website for the Center at <http://afcerc.tamu.edu/>.)

**10:00 Welcome and Introduction:** Gary W. Williams, Texas A&M University

**10:10 Keynote Speaker:** Laurian J. Unnevehr, Director of the Food Economics Division, Economic Research Service, U.S. Department of Agriculture (CONFIRMED)  
“Economic Issues Facing the Food Industry Today”

**10:45 Invited Speaker:** Robert Norberg, Deputy Executive Director, Research and Operations, Florida Department of Citrus (CONFIRMED)  
“Economic Research Priorities for the Food Industry”

**Educational Tour Options (Tentative Educational Tours)**

**11:30 am - 8:00 pm Behind the scenes tour of the world famous Apalachicola oyster industry tour** (box lunch will be provided on the bus ride). Coastal bus tour to Apalachicola along scenic Highway 98, visit includes an oyster “tonging” experience, a traditional waterfront oyster shucking house, and a modern operation with high tech post harvest processes that address FDA food safety concerns. There will also be free time to stroll around the southern charm-filled waterfront fishing town and dine at one of the many Apalachicola restaurants.

**11:30 pm - 1:00 pm - Lunch on Your Own if not participating in Tours**

**1:00 pm Current Research in Food Marketing and Economics  
Concurrent Sessions of Selected Papers (3 papers, each session)**

Sessions A, B, C D, E: TBA

**5:30 pm Wrap Up, Conclusions and Future**



**Food Distribution Research Society - 2010 Annual Conference**  
**Special Call for Papers: Current Research on**  
**Food Marketing and Economics**

Presentations of research reports are limited to 20 minutes each. Electronic acknowledgements of submissions will be sent to all submitters. Notices of acceptance will be sent out by no later than August 15, 2010. The Food Distribution Research Society is seeking papers on food marketing and food economics for presentation at its annual meeting on October 16-20, 2010 in Destin, Florida. The papers selected will be presented in concurrent sessions following a general session on Tuesday morning, October 19, entitled "Setting the Agenda for Food Marketing and Economics Research" organized by the Agribusiness, Food, and Consumer Economics Research Center (AFCERC) at Texas A&M University. The keynote speaker in the general session will be Dr. Laurian Unnevehr, Director of the Food Economics Division of the Economic Research Service at USDA. Mr. Robert Norberg, Deputy Executive Director of Research and Operations at the Florida Department of Citrus will provide an industry viewpoint on "Economic Research Priorities for the Food Industry with an Emphasis on Citrus." Papers on any of the following or related topics are of particular interest:

- Pricing strategies and the price discovery process
- Supply chain management and analysis
- Strategic management and planning
- Concentration and industrialization in agribusiness, food, and fiber industries
- Mergers and acquisitions
- Food and fiber marketing and distribution
- Globalization, international trade & trade policy
- Food and fiber sector implications of environmental and resource issues
- Food advertising
- Health and nutrition economics
- Food safety economics
- Consumer economics and behavior

Interested authors should submit the following to Dr. Gary W. Williams, Texas A&M University at [gwwilliams@tamu.edu](mailto:gwwilliams@tamu.edu) by June 30, 2010:

(1) Name, institutional affiliation, and contact information for paper presenter and co-author(s); and

(2) A one-page abstract of the proposed paper.