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## President's Message

At my first FDRS conference in 2003, I discovered a place where academia, industry, and government come together in a lively forum discussing the most current challenges to food marketing and distribution. The conference is one of the most rewarding ones to me professionally providing an opportunity to network in a friendly atmosphere conducive to professional growth.

On behalf of the officers and directors of FDRS, I invite you to join us this year at the **FDRS Annual Conference** in beautiful **San Juan, Puerto Rico** on **October 14-17, 2012** for our annual meeting.

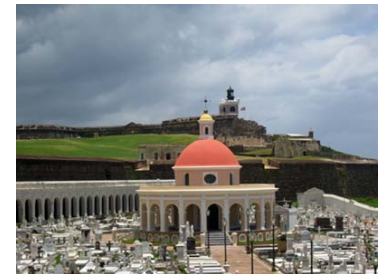
This year's theme is, "Diverse

& Emerging Market & Supply Chain Challenges." Following this over-arching goal the conference will feature four topic focused sessions:

- Sustainability in Food Distribution
- Fair Trade
- Ethnic Food Marketing
- Food Security

We are in the process of finalizing an exciting program for 2012 that will provide you with an opportunity to better understand existing food distribution issues and/or a prospect to expand your research and business activities.

This year's conference location provides several distinc-



tive opportunities to enhance your conference experience. A special thank you is extended to *Jorge A. Gonzalez-Soto and his colleagues at University of Puerto Rico at Mayaguez* for their dedicated assistance to the program's development. We hope to see you there!

*Dr. Ronald L. Rainey*  
President

## 2012 FDRS Annual Meeting

- **San Juan, Puerto Rico**
- **October 13-17**
- **San Juan Marriot Resort & Stellaris Casino**
- **Student Food Marketing Challenge**
- **Applebaum Awards**
- **Research Presentations**



The FDRS Newsletter is published semi-annually by the Food Distribution Research Society.

To submit material for future newsletters, please email Aaron Johnson at [aaronj@uidaho.edu](mailto:aaronj@uidaho.edu).

For additional information about FDRS, please visit our website at <http://fdrs.tamu.edu>.

## FDRS Annual Meeting

The 53<sup>rd</sup> Annual Food Distribution Research Society meeting is in San Juan, Puerto Rico. The 2012 conference is October 13-17, and will be held in the San Juan Marriot Resort & Stellaris Casino, located along the North Shore of the San Juan Municipality. This resort is located next to the International Airport and is within walking distance to a wide variety of restaurants and attractions.

The conference will include different speakers and sessions, discussing current events in the food industry. There will also be opportunities to tour Puerto Rico and learn more about their food industries. A luncheon award recognition, poster displays, and research presentations will be available to view as well.

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## Puerto Rico

- Puerto Rico is the smallest of the Greater Antilles, and the largest of the Lesser Antilles, located about 1600 km (994 mi) SE of Miami, FL
- Population is 3.9 million people
- Spanish is the native language
- Second language is English
- Average temperature is 82° F
- 290 miles of pristine beaches
- Host of lush mountain ranges
- Home to the only tropical rainforest in the U.S. National Park System (El Yunque Rain Forest)
- Major Cities are:
  - San Juan, Capital City
  - Ponce
  - Mayagüez

## CALL FOR SUBMISSIONS

- **Research Reports** - scholarly papers focusing on the results of research efforts in any food distribution area from the farm gate through retail to the consumer
- **Research Updates** - synopses of research/ educational work either recently completed, in progress, or to be undertaken within the next year
- **Posters** - highlights research projects, teaching programs, and agricultural and food marketing issues
- Submissions due July 1, 2012
- More info at:  
<http://fdrs.tamu.edu>



Castillo San Felipe del Morro

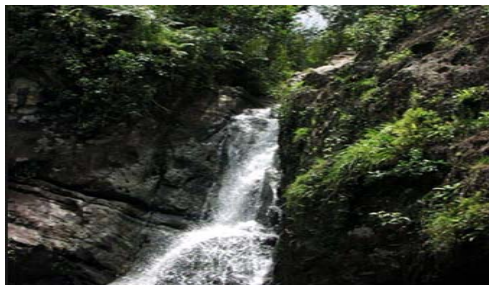
## Cultural Field Trips

### Las Cabezas de San Juan Lighthouse, Fajardo

- Located in the northeastern corner of the island
- Natural reserve of the ecosystem of the dry subtropical forest
- Restored 19th-century Spanish colonial lighthouse
- From the lighthouse observation deck, majestic views extend to islands as far off as St. Thomas in the U.S. Virgin Islands
- Site encompasses forestland, mangroves, lagoons, beaches, cliffs, offshore cays, and coral reefs
- Boardwalk trails
- Ospreys, sea turtles, and an occasional manatee are seen from the windswept promontories and rocky beach

### Hacienda Buena Vista Plantation, Ponce

- Built in 1833, 19th-century farm production
- Preserves an old way of life, with its whirring waterwheels and artifacts
- It was once one of the most successful plantations in Puerto Rico, producing coffee, corn, and citrus
- Was working until the 1950s, and 86 of the original 500 acres are still part of the estate
- Some methods are still used as sustainable methods



**El Yunque Tropical Rainforest**

### Casa Bacardí, Bacardí Rum Distillery

- Experience the past, present and future of the Bacardi Company, family and brand
- Visitors to the Puerto Rican home of The BACARDI rum can enjoy an interactive tour through history, observe the production process, and experience the party spirit of BACARDI brand.
- Sunday from 10:00 am to 5:00 pm. (Last tour at 3:45 pm)

### Old San Juan

- Remains of the original city. Founded in 1521, it is now a U.S. Historic Zone, complete with over 400 remarkable preserved buildings dating back to the city's inception.
- Century architecture abound in Old San Juan Puerto Rico, as do aging stone walkways that occasionally become so narrow they barely seem traversable, small gardens outfitted with tropical plants and many shops and cafes.



**Old San Juan**

### Camuy Caverns

- Third-largest underground river in the world.
- Runs through a network of caves, canyons, and sinkholes
- Descend into the caverns in open-air trolleys—taking you through a 200 foot deep sinkhole and a chasm where tropical trees, ferns, and flowers flourish.

### El Yunque Tropical Rainforest

- Part of the Caribbean National Forest and is the only tropical forest in the U.S. National Forest Service system.
- 28,000 acres
- Remains much as it was in 1493 when Columbus first sighted Puerto Rico
- Informative exhibits, coffee, and a gift shop

## A Note from FDRS VP Communications

The leadership of FDRS is actively engaged in attempting to enhance communication efforts to our members and stakeholders. We recently transitioned JFDR to an electronic format and Dovi Alipoe has been getting the Journal included in several databases to increase FDRS' exposure. We are exploring redesigning our newsletter to a more asynchronous process where news tidbits can be shared instantaneously. If you have suggestions for the newsletter and its content, please share them with us!

But our efforts are not enough. We greatly appreciate the dedicated reviewers who generously give their time to ensure the development of quality manuscripts for publication in JFDR. If you have interest in contributing to our journal in some capacity, please feel free to contact one of our editors or me.

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.

Randy Little  
VP Communications



## 2012 Applebaum Memorial Scholarship Award

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

FDRS is accepting applications for the 2012 William Applebaum Memorial Scholarship, which is awarded annually for outstanding student research in the area of food distribution and marketing. The competition is open to all graduate students with scholarly interest and career aspirations in food distribution that have completed the degree in 2011 or before June 2012. The 2012 Scholarships are cash stipends of \$1,250 for the best Ph.D. dissertation, \$750 for the best M.S. thesis, and \$750 for the best M.S. Case Study or Research Paper.

**Electronic applications** should include:

- Application due by **June 15**
- Awarded at FDRS Annual Meeting
- More info at:  
<http://fdrs.tamu.edu>

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. A copy of the dissertation/thesis/Case Study; and
4. A letter of recommendation from the thesis advisor.

## FDRS Student Food Marketing Challenge

The Student Food Marketing Challenge offers an opportunity for student teams to apply their knowledge of food distribution, economics, management, marketing, and/or merchandising to a real-world situation. Teams are expected to play the role of consultants competing for the account of a mystery company over this two day event and they make their bid presentation to a company executive.

In 2011 college students from across the country competed at the annual meeting in Portland, Oregon. The mystery company was Tillamook County Creamery Association (TCCA) and Bill Tennant, VP of Operations, was there to present the case to the students and judge the final round. The case was related to growing the ice cream division of Tillamook through marketing efforts and optimizing the use of Tillamook's ice cream production facilities.

Teams from Cal Poly, San Luis Obispo, the University of Idaho, Sam Houston State University, Texas A&M University, Tuskegee University, and Utah State University all competed in the competition. The top three teams were awarded plaques and cash prizes at the conference's opening reception. First place went to Texas A&M University's team, coached by Dmitry Vedenov. The University of Idaho, coached by Aaron Johnson, was awarded second place and Utah State University, coached by Kynda Curtis, was awarded third place

The **2012 Student Food Marketing Challenge** will be held on October 13-14 in San Juan, Puerto Rico. The top three teams will split the \$1000 prize money.

For more information about the 2012 Student Food Marketing Challenge, please contact Lindsey Higgins ([lhiggins@calpoly.edu](mailto:lhiggins@calpoly.edu)).



Bill Tennant,  
VP of Operations  
Tillamook County Creamery Association

### 2012 FOOD MARKETING CHALLENGE

- October 13-14
- San Juan, Puerto Rico
- Students challenged in a real-world situation
- Top 3 teams split \$1,000

