

**Inside this issue:**

Annual Meeting Announcement	2
Call for Submissions	2
Chicago	2
Note from Communications VP	3
FDRS Embraces Social Media	3
Applebaum Awards	3
Student Food Marketing Challenge	4

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>



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<https://www.facebook.com/TheFoodDistributionResearchSocietyInc>

## President's Message

Thank you for your interest and participation in FDRS.

On behalf of the officers and directors of FDRS, I invite you to membership and the **2013 annual conference in Chicago, IL on October 5 – 8** at the Union League Club of Chicago, an historic icon at the center of Chicago civic events since 1879.

This year's *theme* is "Food Security and Sustainability." Dr. Jennifer Dennis, Program Vice President, with the assistance of friends and colleagues, has organized a star-studded and excellent conference

### Sessions include:

- ◆ Global Food Waste Initiative of ADM
- ◆ Feeding America
- ◆ Global Food Security
- ◆ Food Hubs and Other Local Food Distribution Initiatives
- ◆ Forecasting Food Product Demand
- ◆ Using Social Media & E-Communications
- ◆ MarketMaker and Its Collaborative Efforts

Optional **tours** will be available:

- ⇒ Ethnic Grocery and Food Markets in Chicago Neighborhoods (Sunday prior to Presidential Welcome Reception)
- ⇒ Chicago Wholesale Produce Terminal and Chicago Mercantile Exchange (Wednesday morning).

Last year, FDRS changed the conference format. The most significant change was moving the research reports and updates from a Wednesday morning marathon to Monday and Tuesday afternoon sprints in concurrent sessions. Participants liked this format so well that we will do the split sessions again this year.

Please consider submitting a proposal for a research update, research report, or poster. FDRS is a great place to share research and engage in dialogue that can help improve your work or spark ideas for future work. In addition, it is a friendly place

for graduate students to gain experience. The submission deadline is July 27.

Another benefit of presenting a report, update or poster is it will be published in the March issue of the *Journal of Food Distribution Research* (now an electronic journal). I encourage you to include *JFDR* on your preferred publication list.

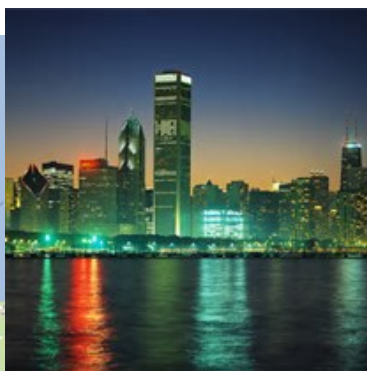
The **Food Marketing Challenge** will occur on **Saturday and Sunday** prior to the formal conference. Dr. Lindsey Higgins is arranging an excellent and challenging case for this team competition. I encourage each of you to register a team. It is like no other competition and really challenges the students. Besides, there are cash awards for the top three teams.

We hope to see y'all in Chicago, the historical home of food distribution, in October.

**Forrest Stegelin**  
President

## FDRS Annual Meeting

The 54<sup>th</sup> Annual Food Distribution Research Society meeting is in The Windy City. The 2013 conference is October 5-8 in the iconic Union League Club of Chicago, located downtown Chicago near The Magnificent Mile (shopping and people watching), Soldier Field, and numerous other local attractions. The conference will include different speakers and sessions discussing current events in the food industry. There will also be opportunities to tour a neighborhood ethnic grocery store and local food hub on Sunday, and the Chicago Board of Trade on Wednesday morning. There will also be an award recognition luncheon, poster displays, and research presentations. Please join us!



## Chicago Attractions and Facts

- **Art Institute of Chicago** displays one of the largest collections of Impressionist and Post-Impressionist paintings in the world. Many other art displays can be found at the nearly 200 other art galleries in Chicago.
- The **Chicago Cultural Center**, the first free municipal cultural center in the U.S., is home to the world's largest stained glass Tiffany dome.
- The Lincoln Park Zoo is the country's oldest public zoo and with free admission an estimated three million people visit the zoo annually.
- The **Willis Tower** (formerly the Sears Tower) is the tallest building in the Western Hemisphere at 110 stories high.
- Chicago's **nicknames** include: The Windy City, the City of Big Shoulders, the Second City, and The City That Works.
- Navy Pier is home to a **15-story Ferris wheel**, modeled after the original Ferris wheel which debuted in Chicago in 1893.

## CALL FOR SUBMISSIONS

- **Research Reports**  
Scholarly papers focusing on research results in any food distribution area.
- **Research Updates**  
Synopsis 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
- Email **[submission form](mailto:fdrsVPresearch@gmail.com)** to [fdrsVPresearch@gmail.com](mailto:fdrsVPresearch@gmail.com) by **July 27, 2013**
- More information & submission form can be found at:  
**<http://fdrs.tamu.edu>**

## A Note from VP Communications

How we do business in FDRS continues to change - hopefully for the better. Our experiment with IFAMA, which seemed to hold great potential for increasing efficiencies by sharing resources, was a bit of a flop. But we have learned from it - and more importantly, we connected with Kathryn White, who has agreed to serve as Technical Editor for the Journal. Kudos to Kathryn for her able assistance getting the disarray from the "experiment" cleaned up and the journal and proceedings issues back on track. My apologies to the several authors whose papers slipped between some cracks - I believe we are current again and encourage all to submit your excellent research to the journal for publication.

*Randy Little*  
VP Communications

## FDRS Embraces Social Media!



FDRS is hoping to increase its social media presence starting with the promotion of and highlights posted from the Fall 2013 joint meeting with MarketMaker.

If you are on Facebook, please like us at:  
<https://www.facebook.com/TheFoodDistributionResearchSocietyInc>

Also, please distribute this link and invite friends who you feel may want to know more about our organization and the Chicago meetings. We also hope to post highlights from our Award winners and journal articles on a weekly or monthly basis.

Dawn Thilmany McFadden

## 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 2013 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 2012 or before June 2013. The 2013 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:

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.

### 2013 APPLEBAUM MEMORIAL SCHOLARSHIP

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

## FDRS Student Food Marketing Challenge

*"The Challenge"* asks students to apply their agribusiness knowledge to a marketing case presented live by a company executive the day of the contest. The partnering company is kept a secret until the day of the contest so that the students are all faced with the same information and have the same eight-hours to analyze, prepare, and presentation to the company.

Seven teams of college students from across the country competed in the 2012 Food Marketing Challenge in San Juan, Puerto Rico. Aurea Rodriguez, VP of Export, Import, and Logistics for Martex Farms was there to present the case to the students. The case was related to developing a marketing strategy to reach the New York and Florida markets with the value-added Puerto Rican product cooked green bananas.

### 2013 FOOD MARKETING CHALLENGE

- Live Case—Challenging Day
- October 5-6
- Chicago
- Teams of 3-5 students
- Top 3 teams split \$1,000



Teams from California State University at Chico, California Polytechnic State University at San Luis Obispo, University of Idaho, University of Kentucky, University of Minnesota, Texas A&M University, and Utah State University all competed. The top three teams were awarded plaques and cash prizes at the FDRS conference's opening reception. First place went to California Polytechnic State University at San Luis Obispo, coached by Bill Amspacher. Texas A&M University's team, coached by Dmitry Vedenov, was awarded second place, and Utah State University, coached by Ruby Ward, was awarded third place.



We hope to expand the competition in 2013 and welcome additional schools to bring a team for this year's competition in Chicago. The students gain great practical experience from The Challenge that they can use in their classes, interviews, and first jobs. For more information about the FDRS Student Food Marketing Challenge that will be held on October 5-6, 2014 in Chicago, please contact Lindsey Higgins ([lhiggins@calpoly.edu](mailto:lhiggins@calpoly.edu)).

More information at:

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