

President's Message

by Dawn Thilmany

In my first message as President, I want to note how rewarding it is to be a part of an organization who has faced a couple of challenges, and yet, seen some committed leaders dedicate many hours to meet those challenges. And, more impressively, the number of new leaders that have joined the FDRS board this year gives me great hope about the future of our Society.

The 2015 Philadelphia meetings in October were an unqualified success. The industry speakers, student marketing challenge teams, networking among attendees, paper presentations by our members and tours demonstrated that great scope, relevancy and market orientation of our work.

The dynamics surrounding food marketing and distribution are making our society more relevant than ever. And, the number of partners planning for the upcoming 2016 meetings in New Orleans is a signal of increasing activity and engagement. Currently, we have plans to have several organizational partners meeting with us in 2016 including:

- The eXtension Community, Regional and Local Food Systems team
- The Wallace Center's Food Systems leadership
- The USDA Agricultural Marketing Service's Local Food Economics Toolkit team
- Three grant teams who will highlight the findings and work of their projects including:
 1. the Southern region's Enhancing Food Safety Practices at Farmer's Markets,
 2. Cornell's USDA NIFA project on Food Systems role in Rural-Urban Wealth Creation and,
 3. a NIFA project Evaluating the Role of Small and Mid-Size Farms and their Impacts in Local and Regional Food Systems.



Dawn Thilmany, FDRS President

Please plan to join us...present some of your own applied research...and meet some new colleagues from across the disciplines that are working to better connect food systems.

The November 2015 issue of the Journal of Food Distribution Research is online and available to the public for free! Please visit the recent issue or scan the library of all past work in links at: <https://www.fdrsinc.org/journal/> Consider submitting your work for our future issues!

Inside this Issue:

- President's Message
- Highlights from the 2015 Conference
- 2015 Student Marketing Competition Results
- FDRS Leadership Changes
- Journal of Food Distribution Research News
- 2016 Conference Preview
- Membership Updates

Highlights from the 2015 Conference

by Tim Woods

The 56th annual Food Distribution Research Society meeting was held this past October in Philadelphia and was a great success. The theme was ***Marketing and Distributing Fresh Products*** and featured tours, industry speakers, and research highlights that did a great job showcasing Philadelphia. Tours were provided to both Procacci Brothers and Sysco Philadelphia showing behind the scenes perspectives on emerging issues and technology for food distribution. Firms like ToJo Mushrooms, the U.S. Mushroom Council, Kreider Farms, Wegmans, the Produce Marketing Association, Atalanta Corp., Taylor Farms, and Burris/Honor Foods provided valuable insights on fresh marketing distribution trends, challenges, and opportunities from food industry leadership.

A hearty thanks once again to Ferd Wirth and the good folks at St. Joseph's University for helping with the local logistics. Several folks were able to stay and attend the 10th Annual Food Industry Summit actually held at St. Joseph's, which was also excellent. Great programs like this involve many hands behind the scenes both before and during the conference. Thanks again to the FDRS Board of Directors, the local planning committee, and FDRS membership that all contributed to this outstanding program. It made me proud to be a part of FDRS.



FDRS participants touring Sysco Philadelphia



FDRS participants touring the fresh produce wholesaler, Procacci Bros.



FDRS participants on tour at Procacci Bros.



Bart Minor of the US Mushroom Council talking about meeting consumer demands

2015 Student Marketing Competition Results

by Lurleen Walters

College students from across the country competed in the Food Distribution Research Society Student Food Marketing Contest on October 10th and 11th, during the 2015 annual meeting. The marketing contest required students to apply their agribusiness knowledge to a live business case presented by a company executive on the day of the contest.

This year's mystery clients were The Mushroom Council and To-Jo Mushrooms, Inc. The Mushroom Council is an industry trade group that plays a key role in national promotion of fresh mushrooms. To-Jo Mushrooms is a family owned and operated grower and shipper of fresh and prepared mushrooms, based in Avondale, Pennsylvania. For information about The Mushroom Council and To-Jo Mushrooms, please visit <http://mushroomcouncil.org/> and <http://to-jo.com/>.



To-Jo Mushrooms, Inc. and The Mushroom Council representatives with FDRS past president, Tim Woods

Bart Minor, President and CEO of the Mushroom Council, and Kevin Delaney and Tony D'Amico, the Vice President of Sales and Marketing, and President, respectively, of To-Jo Mushrooms, Inc., presented the case and judged the final presentations. Teams were challenged to assess how a distributor may be required to manage and safeguard supplier-buyer partnerships that could be affected by an exclusivity agreement, while trying to meet demand for an innovative food product. The food product in question was the meat-mushroom blended burger patty, which is being offered as a healthy, high quality and

competitively priced option to foodservice, retail, and end consumers. Given the drive toward expanding healthy dining choices for health-conscious consumers, and the implementation of tougher federal nutrition guidelines for school meals, the concept has been well received in the marketplace.

Nine university teams, comprised of more than 50 undergraduate and graduate students, took part in the competition. Teams from California State University at Chico, California State University at Fresno, California Polytechnic State University at San Luis Obispo, California Polytechnic State University at Pomona, Colorado State University, University of Idaho, and the University of Kentucky, all competed in the competition. The top four teams were awarded plaques and cash prizes at the FDRS conference's welcoming reception and presidential awards banquet on Sunday, October 11th. First place went to California State University at Chico, coached by Marnie Dalton. California State University at Fresno, coached by Serhat Asci, won second place. University of Idaho, coached by Aaron Johnson, was awarded third place. Colorado State University, coached by Dawn Thilmany, took home the fourth place award.



1st place team: CSU Chico with coach, Marnie Dalton

For more information about the 2016 FDRS Student Food Marketing Challenge that will be held in New Orleans, Louisiana, Sept 30-Oct 3, 2016, please contact VP of Student Programs, Lurleen Walters (lurleen.walters@msstate.edu).

FDRS Leadership Changes

At the board meeting during the Philadelphia conference some changes to the FDRS Board of Directors were made official. Dawn Thilmany took over the role of president from Tim Woods. Tim served as president of FDRS for the past two years and made some very important strides toward improving the Food Distribution Research Society. We thank Tim for his invaluable service and leadership. Kynda Curtis was voted into the role of president-elect and will begin her term as president in October 2016.

In addition, Lurleen Walters officially took over the role of Vice President of Student Programs. Lurleen was gracious enough to volunteer to help with running the 2015 student competition and we are happy to officially welcome her to the board of directors (her bio is provided to the right). Former Vice President of Student Programs, Lindsey Higgins, moved into the role of Newsletter Editor.

We are also happy to welcome Margarita Velandia from the University of Tennessee into the position of Vice President of Programs (see bio to the right). Margarita is busy working on putting together a great conference in New Orleans and we are thrilled to have her on board as Vice President of Programs.

Complete with the new journal editors that were introduced in the fall newsletter (Christiane Schroeter, Martha Sullins, and Karina Gallardo), the board of directors is fresh, energized, and excited about what the Food Distribution Research Society has to offer.



Dr. Lurleen Walters is an Assistant Professor with the Department of Agricultural Economics at Mississippi State University in Starkville, Mississippi, USA. Her research interests include farm labor and specialty crop issues, international trade and development, and local food marketing. She holds a Doctor of Philosophy degree in Food & Resource Economics from the University of Florida.



Dr. Velandia is an associate professor at the department of Agricultural & Resource Economics, University of Tennessee, with a 75% research and a 25% Extension appointment. My research program concentrates on the development and dissemination of knowledge that helps agricultural producers make informed decisions about the adoption of sustainable farming systems in an ever-changing environment.

Journal of Food Distribution Research News

by Christiane Schroeter, Martha Sullins, and Karina Gallardo

2015 Best Paper Award

We are pleased to announce that the 2015 Best Paper Award goes to “Food Consumption, Attitude, and Behavioral Change among CSA Members: A Northern Utah Case Study” written by Kynda Curtis, Karin Allen, and Ruby Ward. JFDR 46(2): 3-16.

The authors analyze the impact of Community Supported Agriculture (CSA) on Northern Utah consumers’ attitudes and behaviors related to food consumption and preparation. Their findings show evidence that CSA participants increase their dietary intake for fresh produce, decrease grain intake, and consume less food away from home. Implications of this study will serve to promote and expand CSAs as an important means to shift diets towards more healthy choices.

The latest issue (volume 46, issue 3) of the *Journal of Food Distribution Research* is available at:

<https://www.fdrsinc.org/journal/>

This manuscript merits the award of best article published in the JFDR for 2014/2015 based on the clarity of the narrative, the methods used and research implications. The editorial team congratulates the authors on their award! We look forward to another fabulous year of JFDR publications. Be sure to check out the full article in the July issue of the Journal of Food Distribution Research (volume 46, number 2).

Abstract

This study examines the impacts of Community Supported Agriculture (CSA) program participation on consumer attitudes and behaviors related to food consumption and preparation, among CSA members in Utah. Data were collected through a series of pre, post, and monthly program surveys, along with food purchase receipts and CSA basket contents. Results show a shift in participant dietary intake and food preparation attitudes and behaviors, namely increased consumption of fresh produce, decreased grain intake, and fewer meals consumed away from home. Participants also became more interested in cooking and canning/preserving. Increases in Vitamin C, Vitamin B, and folic acid availability among participants also resulted.

JFDR Vision

The JFDR will be the leading journal that disseminates research-based knowledge in food and agricultural marketing, distribution and applied economics; whose findings represent important contributions to academia, industry and government organizations that can be directly applied by stakeholders.

JFDR Mission

Promote the publication of relevant, timely and innovative research that serves to advance the industry, academia and governments in the areas of food marketing and distribution.

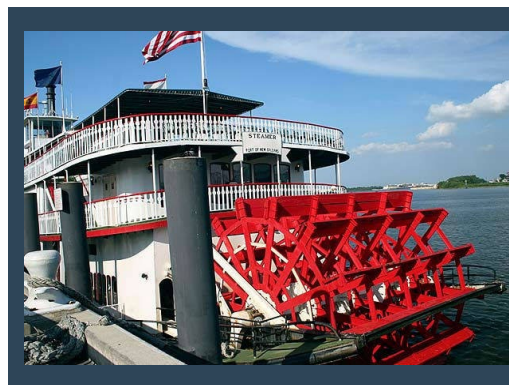
2016 Conference Preview

by Margarita Velandia

The 57th Annual Conference of the Food Distribution Research Society will be held between September 30 and October 4, 2016 in New Orleans, LA. The dates of the Society meetings will begin on Sunday, October 2nd, but there will be the annual Student Marketing Challenge, tours, partner meetings and a pre-conference workshop beginning September 30th for those who want to participate. More details will be available in early spring.

The conference hotel, New Orleans Downtown Marriott at the Convention Center, is housed in a renovated 19th century cotton mill, offering unique and cozy accommodations that are the perfect place to call home while visiting the historic Crescent City for work or leisure. The conference hotel has easy access to the vibrant sights and sounds of the French Quarter and Arts and Warehouse districts. For more information about the conference hotel and local area visit:

<http://www.marriott.com/hotels/travel/msymc-new-orleans-downtown-marriott-at-the-convention-center/>



Membership Updates

by Jonathan Baros

In 2015, the Society revisited two previous membership efforts, informational mailings and membership renewal with conference registration. In the spring roughly 500 mailings were distributed to anyone active since 2007 to provide updated information in a different format. At the start of the annual conference in Philadelphia our membership was 110, down slightly from 2014. In an effort to give another opportunity to renew, conference registration will continue to offer the option to renew for up to three years! Incorporating this option back into conference registration was based off of membership feedback, and has allowed 2016 to start with 58 members! If you have not already done so, please take a moment to become an active member at <https://www.fdrsinc.org/payment/>.

2016 FDRS Meeting

New Orleans, Louisiana
September 30th - October 4th

New Orleans Downtown Marriott

Information Request

The next FDRS newsletter will come out in late spring. If you have a story, pictures, or content that you would like to contribute to the next issue of the FDRS Newsletter, please feel free to send that information to the Newsletter Editor, Lindsey Higgins at lhiggins@calpoly.edu.