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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.

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



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



Join FDRS on LinkedIn!
It is a great way to keep in contact

President's Message

WELCOME! Thank you for your interest, support, and participation in FDRS.

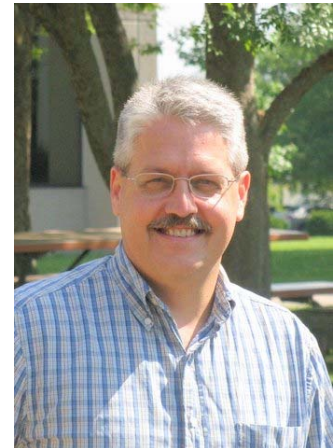
From my very first FDRS meeting as a young graduate student, I was struck by the enthusiasm and support in this group. Recently, FDRS has expanded efforts to increase student engagement. We are encouraging student membership in FDRS and have developed ways to keep them active with the Society as they move forward professionally (see "Why Student Membership" on p. 3).

The Food Marketing Challenge (p. 5) is one way FDRS has engaged students. Teams from all over the country have participated, including some of I have coached. Dr. Lindsey Higgins and her team have done an excellent job making this a premiere learning experience.

In addition, FDRS has supported emerging researchers in food marketing and distribution. The Richardson-Applebaum Award (p. 4) is given to outstanding dissertations, theses, and student papers in an effort to encourage relevant research topics in the

area and to celebrate the high quality contributions made by these researchers. The PhD dissertation winner is invited to present their work at the annual meeting. These presentations have been truly outstanding in recent years. We continue to encourage faculty and their students to consider submitting research for consideration of the Richardson-Applebaum Award.

Kynda Curtis and Ruby Ward, our program hosts from Utah State University, have been busy putting together an exciting program for this year's annual meeting (p. 2) in Salt Lake City. This is an exciting and unique venue in the beautiful Rocky Mountains and is home to many popular resorts and cultural settings. We will have an opportunity to encounter innovative food retailing, food marketing and distribution in seasonal resort areas, an innovative local food marketing system. The choices of restaurants in the Greater Salt Lake City area is world class as well.



I trust you will be including FDRS on your calendar this year. So many exciting things are happening in the world of food distribution and marketing. FDRS is a great venue to keep connected with industry leaders, research topics, and food system programs. We are excited to see more students involved and are adapting the meetings even more to include them.

On behalf of our FDRS Board of Directors, I encourage you to join us in Salt Lake City. Your presence and professional investment into FDRS be of great value.

Tim Woods
President

2014 FDRS Annual Meeting

The 2014 Annual Meeting is hosted by Utah State University in the beautiful and historic Salt Lake City. We are looking forward to an exciting conference this November. Cottage foods, food tourism, and local food sourcing are just a few of the topics you will see at the conference. Salt Lake City and the Wasatch Front has a vibrant tourism industry, including many excellent restaurant and local food options. We look forward to seeing you in Salt Lake City!

Program Areas

- Food and agritourism
- Cottage food industry's contribution to expanding Utah's food economy
- Local foods as a differentiation and survival strategy
- Economic impacts

For a taste of what is to come, please visit:

- <https://www.squatters.com/>
- <http://redrockbrewing.com/>
- <http://www.harmonsgrocery.com/>

Possible Tours

- Beer and nuts walking tour, Sunday afternoon tour of several breweries and such downtown SLC
- Local sourcing grocery and restaurant tour in SLC
- Cache Valley food processing and marketing tour- tour of a plethora of dairy, honey, and beef product processing facilities, as well as an on farm processing facility – 90 miles north of SLC
- Ag/Food tourism tour of farm stores and other agritourism activities within 60 miles of SLC
- LDS emergency relief distribution center – SLC



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** to fdrsVPresearch@gmail.com by **July 1, 2014**
- More information & submission form can be found at:
<http://fdrs.tamu.edu>

A Note from VP Communications

Our society continues to move beyond the IFAMA experiment to manage our journal. The concept looked good but the execution left room for improvement. FDRS emerged from that experience having built a relationship with a very competent technical editor in Kathryn White. The Board agreed and FDRS has contracted with her. Her effort is making the publication of the journal faster and more efficient.

Due to the convenience for users and reviewers, as well as administrative efficiency, we plan to continue to use Editorial Express for journal submissions (apart from IFAMA). After determining working under AAEA was infeasible, we asked about such a relationship with SAEA. We are waiting on an official response from their annual meetings in Dallas.

In addition to the work being done for future issues, we have worked with the staff at University of Minnesota to get all back issues of our journal available in AgEconSearch. I believe that task is complete. If I missed one, please let me know and I will personally marshal getting the error corrected.

Our Facebook and LinkedIn pages are up as well. Please join each social media venue and encourage others to as well. Also, please post pertinent stuff. If we do a better job promoting the great work we do through these venues we hope we can stimulate more industry participation in FDRS

Randy Little
VP Communications

Why Student Membership in FDRS?

Food marketing and distribution is a challenging and exciting field for young professionals. FDRS has continued to provide programs through the annual meetings specifically for students with career interests in this area. The Food Marketing Challenge provides networking opportunities with food firms, student peers, and researchers committed to the food industry. FDRS wants to build on these networking opportunities and build on the initial student engagement. Many of our students participating in the Food Marketing Challenge are among the brightest and best and will launch into their own food industry careers. Our Board is committed to further developing programs and activities that will help students expand their professional food industry networks and keep better connected to the activities of the Society. This may evolve into mentorships, position referrals, or partnerships of various kinds. We think this can become a valuable service for students.

To that end, we are instituting a special \$15 initial student membership that will hold at that rate for up to five years from initiation for that person. The professional membership is \$45. Students (and all food industry professionals) are encouraged to apply for membership at: <http://fdrs.tamu.edu/FDRS/Membership.html>.

FDRS is committed to bringing the highest value possible to your membership.

Jonathan Barros
VP Membership

RICHARDSON/APPLEBAUM SCHOLARSHIP AWARD

FDRS is accepting applications for the 2014 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 2013 or before June 2014. The 2014 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.

Awards for the following work related to food distribution and marketing

- ⇒ Outstanding Ph.D. Dissertation
- ⇒ M.S. Theses
- ⇒ MS Case Study/Research Paper

2014 RICHARDSON/ APPLEBAUM SCHOLARSHIP

- Application due **July 1**
- Awarded at
FDRS Annual Meeting
- More information at:
<http://fdrs.tamu.edu>

Electronic applications should include:

1. Contact information of the applicant
 - Name
 - Mailing Address
 - Phone Number
 - Email Address
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 Award Recipient

**David Ortega (center)
Award Recipient**

**Doug Richardson (left)
VP Applebaum Scholarship Fund**

**Deacue Fields (right)
VP of Education**



FDRS Student Food Marketing Challenge

College students from across the U.S. competed in the 2013 FDRS Student Food Marketing in Chicago. The marketing contest asks students to apply their agribusiness knowledge to a case presented by a company executive the day of the contest. The partnering company is kept a secret until the day of the contest so all teams are faced with the same information and time constraints to analyze the case and prepare a presentation for the company executive.

This year's company was the [Chicago Meat Authority](#) (CMA). Michael Stanek, marketing manager, presented the challenge of developing a strategy to recruit and retain recent agribusiness graduates as employees. Established in 1990, CMA specializes in delivering customized, value-added beef, pork, and veal products to customers around the world. CMA employs 325 people on three shifts and is headquartered in the historic Chicago Stockyards. CMA constantly strives to build a better-trained, more dedicated work force to meet the needs of their consumers.

FOOD MARKETING CHALLENGE

- Live Case
- Challenging Day
- November 1 & 2
- Salt Lake City
- Teams of 3-5 students
- Top 3 teams split \$1,000

2013 Challenge—Teams

- *Cal-State—Chico*
- *Cal-State—Fresno*
- *Cal Poly—San Luis Obispo*
- *Colorado State*
- *Louisiana State*
- *Kentucky*
- *Texas A&M*
- *Utah State*

Teams from eight universities competed and the top three teams were awarded plaques and cash prizes at the FDRS conference's opening reception on Sunday. First place went to Utah State University, coached by Kynda Curtis. California Polytechnic State University at San Luis Obispo, coached by Bill Amspacher, won second place and the team from California State University at Chico, coached by Song Baohui, won third place.



For more information about the FDRS Student Food Marketing Challenge that will be held in early November 2014 in Salt Lake City, Utah, please contact Lindsey Higgins (lhiggins@calpoly.edu).

More information at:

- <http://fdrs.tamu.edu> or
- [Facebook](#)