"The Role of Local Food Sourcing and Destination Image in Enhancing Economic Development"

November 1- 5, 2014—Salt Lake City, Utah
Hosted by FDRS and Utah State University

Conference Overview

Conferences of the Food Distribution Research Society are known for a high degree of industry interaction and plenty of opportunities for networking in an inviting and collegial atmosphere. We strive to provide great value for the attendees through the inclusion of banquets and receptions and the selection of choice properties.

For additional information visit: fdrsinc.org
To register visit: http://www.csusm.edu/fdrsreg2014
CONFERENCE SCHEDULE

SATURDAY, NOVEMBER 1, 2014
The Food Marketing Challenge
Registration and Continental Breakfast
Student Case Study Competition
8:00 am - 9:00 am
The Food Marketing Challenge Live
Case Presentation
9:00 am - 11:30 am
The Food Marketing Challenge -
Industry Q & A Sessions
11:30 am - 1:00 pm
The Food Marketing Challenge -
Team Work Session
11:30 am - 6:00 pm
FDRS Board of Directors' and Officers'
Meeting Includes lunch
10:00 am - 4:00 pm
FDRS Board of Directors' and Officers'
Team Building Event
4:00 pm - 6:00 pm
Harmon's City Creek,
135 East 100 South, Salt Lake City
The Food Marketing Challenge
Presentations
7:00 pm - 10:00 pm

SUNDAY, NOVEMBER 2, 2014
The Food Marketing Challenge
Continental Breakfast
8:30 am - 9:00 am
The Food Marketing Challenge -
Final Round
9:00 am - Noon
12:00 pm - 1:30 pm - Lunch on your own
Utah Craft Brewery Walking Tour,
Downtown SLC - Guided Tour, Tasting
included for 21 and over
1:30 pm - 5:00 pm
S-1050 Meeting
1:30 pm - 4:00 pm
Conference Registration
4:00 pm - 6:00 pm

MONDAY, NOVEMBER 3, 2014
Conference Registration and
Continental Breakfast
7:30 am - 8:00 am
Posters - displayed throughout the
day on Monday and Tuesday and the
presenters will be available at the
breaks both days.
7:30 am - 6:00 pm
Welcome & Opening Remarks
Tim Woods, FDRS President
8:00 am - 8:30 am
Welcome to Utah and other points TBD
LuAnn Adams, Commissioner of the
Utah Department of Agriculture and
Food
8:30 am - 9:30 am
9:30 am - 9:45 am —Break
PLENARY SESSION I - Cottage Food
Production: True Local Food Incubators
9:45 am - 11:45 am
11:45 am - 1:00 pm - Lunch on your own
6:00 pm - Dinner on your own
Educational Tours
3:00 pm - 3:15 pm—Break
PLENARY SESSION II - Local Food
Sourcing: A Survival Strategy
8:30 am - 10:00 am
10:00am - 10:15 am —Break
PLENARY SESSION III - Local Food
Distribution: Opportunities and
Challenges
10:15 am - 11:45 am
Presentations and Awards
11:45 am - 12:15 am Dissertation
Awards Luncheon and Dissertation
Presentation
12:15 - 1:30 pm
PLENARY SESSION IV - Integrating
Local Foods into the Utah Tourist
Experience
1:30 pm - 3:00 pm
3:00 pm - 3:15 pm —Break
PLENARY SESSION V - Agritourism
and Food Tourism: Diversification
Opportunities
3:15 pm - 5:00 pm
Presidential Banquet
6:30 pm - 9:00 pm

TUESDAY, NOVEMBER 4, 2014
Conference Registration, Continental
Breakfast and Business Meeting
7:30 am - 8:30 am
Posters - displayed throughout the
day on Monday and Tuesday and the
presenters will be available at the
breaks both days.
6:30 pm - 9:00 pm
PLENARY SESSION I - Cottage Food
Production: True Local Food Incubators
9:45 am - 11:45 am
11:45 am - 12:15 am Dissertation
Awards Luncheon and Dissertation
Presentation
12:15 - 1:30 pm
PLENARY SESSION II - Local Food
Sourcing: A Survival Strategy
8:30 am - 10:00 am
10:00am - 10:15 am —Break
PLENARY SESSION III - Local Food
Distribution: Opportunities and
Challenges
10:15 am - 11:45 am
Presentations and Awards
11:45 am - 12:15 am Dissertation
Awards Luncheon and Dissertation
Presentation
12:15 - 1:30 pm
PLENARY SESSION IV - Integrating
Local Foods into the Utah Tourist
Experience
1:30 pm - 3:00 pm
3:00 pm - 3:15 pm —Break
PLENARY SESSION V - Agritourism
and Food Tourism: Diversification
Opportunities
3:15 pm - 5:00 pm
Presidential Banquet
6:30 pm - 9:00 pm

WEDNESDAY, NOVEMBER 5, 2014
Continental Breakfast
7:30 am - 8:00 am
Research Reports and Updates (See
Attached Agenda)
9:30 am - 11:45 am
For additional information visit: fdrsinc.org
To register visit: http://www.csusm.edu/fdstrstr2014