

**Save the Date & Register Now**  
***The 2014 Conference of the Food Distribution Research Society (FDRS)***



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

***Saturday, November 1 - Wednesday,  
November 5, 2014  
Salt Lake City, Utah***

***Hosted by FDRS & Utah State University***



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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.

[Learn More.](#)

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### **Please note the following changes in the format this year:**

- Monday Educational Tour (Space Limited)
- Option (Limited Space)
- Research Papers presented on Wednesday
- Presidential Reception and Banquet Tuesday Evening

This year's conference will be hosted at the Salt Lake City Marriott-City Center.

[Click here for directions.](#)

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## **Conference Schedule**

### **Saturday, November 1, 2014**

8:00 am - 9:00 am

**The Food Marketing Challenge Registration and Continental Breakfast Student Case Study Competition**

9:00 am - 11:30 am

**The Food Marketing Challenge Live Case Presentation**

11:30 am - 1:00 pm

**The Food Marketing Challenge - Industry Q & A Sessions**

11:30 am - 6:00 pm

**The Food Marketing Challenge - Team Work Session**

10:00 am - 4:00 pm

**FDRS Board of Directors' and Officers' Meeting Includes lunch**

4:00 pm - 6:00 pm Harmon's City Creek, 135 East 100 South, Salt Lake City

**FDRS Board of Directors' and Officers' Team Building Event**

7:00 pm - 10:00 pm

**The Food Marketing Challenge Presentations**

## **Sunday, November 2, 2014**

8:30 am - 9:00 am

**The Food Marketing Challenge Continental Breakfast**

9:00 am - Noon

**The Food Marketing Challenge - Final Round**

12:00 pm - 1:30 pm - Lunch on your own

1:30 pm - 5:00 pm

**Utah Craft Brewery Walking Tour, Downtown SLC - Guided Tour, Tasting included for 21 and over**

1:30 pm - 4:00 pm

**S-1050 Meeting**

4:00 pm - 6:00 pm

**Conference Registration**

6:00 pm - 8:30 pm

**Welcoming Reception and The Food Marketing Challenge Awards**

## **Monday, November 3, 2014**

7:30 am - 8:00 am

**Conference Registration and Continental Breakfast**

7:30 am - 6:00 pm

**Posters - displayed throughout the day on Monday and Tuesday and the presenters will be available at the breaks both days.**

8:00 am - 8:30 am

**Welcome & Opening Remarks**

Tim Woods, FDRS President

8:30 am - 9:30 am

**Welcome to Utah and other points**

LuAnn Adams, Commissioner of the Utah Department of Agriculture and Food

9:30 am - 9:45 am

**Break**

9:45 am - 11:45 am

**Plenary Session I - Cottage Food Production: True Local Food Incubators**

11:45 am - 1:00 pm - Lunch on your own

## Educational Tours

12:00 pm - 5:30 pm - Box lunch provided

1. Mormon History and Welfare Square (Bus Tour of SLC Locations)
2. Farm and Food Tourism Experience (Bus Tour 60 miles South of SLC)
3. Taste of Cache Valley Foods (Bus Tour 80 miles North of SLC)
4. Downtown Salt Lake Local Foods Walking Tour (self-guided) - no fee

6:00 pm - Dinner on your own

## Tuesday, November 4, 2014

7:30 am - 8:30 am

**Conference Registration, Continental Breakfast and Business Meeting**

7:30 am - 6:00 pm

**Posters - displayed throughout the day on Monday and Tuesday and the presenters will be available at the breaks both days.**

8:30 am - 10:00 am

**Plenary Session II - Local Food Sourcing: A Survival Strategy**

10:00am - 10:15 am

**Break**

10:15 am - 11:45 am

**Plenary Session III - Local Food Distribution: Opportunities and Challenges**

11:45 am - 12:15 am Dissertation Presentations and Awards *Room G from day before*

12:15 - 1:30 pm - **Awards Luncheon and Dissertation Presentation**

1:30 pm - 3:00 pm - *Room G from day before*

**Plenary Session IV - Integrating Local Foods into the Utah Tourist Experience**

3:00 pm - 3:15 pm

**Break**

3:15 pm - 5:00 pm

**Plenary Session V - Agritourism and Food Tourism: Diversification Opportunities**

6:30 pm - 9:00 pm

**Presidential Banquet**

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**Wednesday, November 5, 2014**

7:30 am - 8:00 am

**Continental Breakfast**

8:00 am - 11:45 am

**Research Reports and Updates (See Attached Agenda)**

Two sessions with a 15 minute break between - 5-20 minute presentations in each room per session.

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## Hotel Information

[Marriott Salt Lake City - City Center](#)

220 South State Street  
Salt lake City, Utah 84111  
801-961-8700

Welcome to one of the newest hotels in Salt Lake City, Utah. With its inviting blend of location, ambiance, award-winning service and luxury, this Salt Lake City Hotel is the place to stay if you want to be close to attractions like Temple Square, Gallivan Plaza, the Salt Palace Convention Center and the Salt Lake International Airport. This Salt Lake City Hotel's spacious guest rooms are complemented by stunning views of the Wasatch Mountains or Gallivan Plaza, and feature free high-speed Internet, marble bathrooms and plush bedding. La Bella Piastra, our signature restaurant, delights diners with fine cuisine inspired by the flavors of Italy, while the lobby lounge offers a relaxing setting for cocktails before or after dinner. For recreation, guests can take advantage of the impressive fitness center with views of Salt Lake City and indoor pool, or indulge in a soothing massage.

[Reserve your room today.](#)

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## Travel Information

### Lodging and Room Rates

A block of lodging rooms is being held at the hotel at the special conference rate of \$149 plus tax per room per night for single-quad occupancy. Please make your reservation with the FDRS or Food Distribution Room-Block (the conference is committed to filling so many rooms at the hotel so please make sure you mention this particular room block). To reserve a room, please call 1-866-961-8700.

Be sure you tell them that you are with the **FOOD DISTRIBUTION RESEARCH SOCIETY/FDRS Conference**. **Please make your room reservations by October 1, 2014.**

Rooms at the conference rate are available (pending availability) beginning with check-in as early as Friday, October 31st through Thursday, November 6th (check-out). Check-in time is 3:00 PM; check-out time is 12:00 pm. Please make your reservations before October 1, 2014. After this date, the room block will be dropped, and the conference rate can no longer be guaranteed and if the hotel FDRS room block fills up prior to this date check the web-site or contact the hotel for additional lodging options.

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## Registration & Cancellation Policy

All attendees, including speakers, are required to register for the conference. A number of fee options are available, and are listed on the registration form on the next page.



### Refund and Cancellation Policy

Refund and Cancellation Policy: Requests for refunds will be honored if received no later than seven calendar days prior to the start of the conference, less a \$100 administrative charge. However, another person may be substituted at any time for this program. In the unlikely event that this program is cancelled or postponed due to insufficient enrollments or unforeseen circumstances, your registration fee will be refunded minus the \$100 administrative fee. FDRS nor CSUSM Extended Learning cannot be held responsible for any expenses, including cancellation or change charges assessed by airlines, hotels, travel agencies, or other organizations.

CSUSM Extended Learning and FDRS do not discriminate against employees, students, or applicants for admission or employment on the basis of race, gender, disability, age, veteran status, national origin, religion, sexual orientation, or political affiliation. Anyone having questions concerning discrimination should contact the Office of Equal Opportunity. If you are a person with a disability and require any auxiliary aids, services, or special accommodations for this program please discuss your needs with Mike Schroder at [760-750-8722](tel:760-750-8722) or [mschrode@csusm.edu](mailto:mschrode@csusm.edu) before August 30, 2014.

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## Quick Links

[For More Information](#)

[Hotel Information](#)

[Travel Information](#)

[Registration](#)

[Directions](#)

**STAY CONNECTED**

