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President's Message

Food marketing and distribution is a white hot research area. Food safety, quality assurance demands, distribution innovations, emerging market segments, food access, and consumer concerns over all aspects of the supply chain are all issues that create great opportunities for the Food Distribution Research Society. The 2015 FDRS meeting will take place in Philadelphia. The focus of the program this year will be marketing and distributing fresh food. St. Joseph's University and their Department of Food Marketing will serve as our host. I just returned from Philadelphia to help start setting up the program. This is going to be a fantastic venue and a great opportunity to engage with national food companies seeking to develop their own fresh market strategies.

The program this year will be held in the historic district of Philadelphia – Independence Hall, the Liberty Bell, the Franklin Mint and Federal Reserve, Penns Landing, Philadelphia Museum of Art all within a few blocks of the Wyndham

Hotel. I fully expect folks attending the conference will love the venue and have difficulty getting to everything they would like to do.

In addition to our usual slate of great speakers from industry and the Society, the Student Marketing Challenge, research presentations, food business tours – with many great options, the meetings this year have been scheduled to coincide with the Food Summit sponsored annually by St. Joseph's. This program includes a day long program with food industry executives and will follow the Tuesday after our meetings.

I'm very excited about the venue and opportunity for the meeting this year and invite you to join us in Philadelphia. The Society continues to expand the reach and exposure to the food marketing world and I encourage you to join us and share in these exciting times. The topic of marketing fresh foods is timely and exciting. It inter-



sects with advances in distribution technology, food marketing policy, supply chain management, big data and the consumer. I have been part of FDRS for over 25 years and see the need now more than ever before for bringing together talented and energized individuals that are excited to be a part of the new food market. I look forward to seeing you with us in Philadelphia.

Tim Woods
President

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>

Like us on Facebook!
<https://www.facebook.com/TheFoodDistributionResearchSocietyInc>



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

2015 FDRS ANNUAL MEETING—Marketing and Distributing Fresh Foods

PHILADELPHIA, OCTOBER 9-13, 2015

Save the date for the 2015 FDRS conference at the Wyndham Hotel in Philadelphia. Philly is home to many major food businesses. Meeting there will allow the Society to connect with these industry leaders. In an effort to take advantage of some unique opportunities for those attending and make the program more accessible for busy academic calendars, this year's program will **start on Friday** with tours and presentations relating to the fresh food marketing theme. The Student Food Marketing Challenge and various Society activities will continue through the weekend with industry leaders, government officials, and academic leaders speaking. Monday will be the close of the program with our customary research presentations.

Saint Joseph's University will be hosting its 10th Food Industry Summit on Wednesday, October 14, and providing a special invitation and rate to Society members attending the conference. This program has always featured thought leaders from among the national food industry executive community – a great opportunity following our regular FDRS program.

Please make plans to join us. There will be excellent networking and program elements for students, industry leaders, academics, government – a whole community of individuals playing important roles in our food economy.

CALL FOR SUBMISSIONS

- **Research Reports**
Papers on scholarly research in any food distribution area.
- **Research Updates**
Synopses of research/educational work in progress, or to be undertaken within the next year
- **Posters**
Highlights research projects, teaching programs, and agricultural & food marketing issues
- Email [submission form](mailto:fdrsVPresearch@gmail.com) to fdrsVPresearch@gmail.com by **July 1, 2015**
- More information & submission form can be found at:
www.fdrsinc.org



FDRS STUDENT FOOD MARKETING CHALLENGE

College students from across the U.S. competed in the 2014 FDRS Student Food Marketing in Salt Lake City. 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.

The company for 2014 was Central Milling of Logan, Utah. Nicky Guisto, marketing director, and Lynn Perry, CEO presented the challenge of developing a plan for marketing Central Milling's Living Sprouted Grain to manufacturers and developing a marketing strategy for manufacturers to use in marketing their end products. Baked goods made with Living Sprouted Grains are thought to have improved digestibility, more nutrient availability, less bloating after digestion, and a lower glycemic index.

Central Milling is the oldest, continuously operating company in the state of Utah. They strive to provide the finest quality flour to bakeries and consumers across the country. Central Milling is committed to sustainability and generate hydroelectricity by their own water turbine. For more information about Central Milling, please visit www.centralmilling.com.

2014 CHALLENGE WINNERS

1. *University of Kentucky*
2. *Cal Poly—SLO*
3. *Cal-State—Fresno*

2015 FOOD MARKETING CHALLENGE

- Live Case
- Practical Application
- October 10-11
- Philadelphia
- Teams of 3-5 students
- Top 3 teams split \$1,000

More information at:

- www.fdrsinc.org or
- [Facebook](#)

Or contact
Dr. Lindsey Higgins at
lhiggins@calpoly.edu



Eleven teams from nine 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 University of Kentucky, coached by Tim Woods. California Polytechnic State University at San Luis Obispo, coached by Michael McCullough and Jacky Eshelby won second place and the team from Colorado State University coached by Dawn Thilmany won third place.

RICHARDSON/APPLEBAUM SCHOLARSHIP AWARD

FDRS is accepting applications for the 2015 Richardson-Applebaum Scholarship Award. The award is given 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 2014 or by May 2015. The 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. All three awards include complementary membership to FDRS and conference registration (October 9-14 in Philadelphia). In addition, the Ph.D. recipient will have a chance to present his/her research at the conference.

APPLICATIONS

To nominate a student, please send an electronic copy of the following items to Alba Collart (ac2479@msstate.edu)

1. Cover letter
2. 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.

2014 Award Recipient—Becca Jablonski



From Left to Right: Doug Richardson, VP Applebaum Scholarship Fund; Becca Jablonski, Award Recipient; Deacue Fields, VP of Education; and Tim Woods, President

2015 RICHARDSON/ APPLEBAUM SCHOLARSHIP

- Application due **May 30**
- Awarded at
FDRS Annual Meeting
- More information at:
www.fdrsinc.org

BECCA JABLONSKI INTERVIEW 2014 RICHARDSON/APPLEBAUM AWARD

What attracted you to food distribution research?

After my master's I worked as the Agricultural Economic Development Specialist for Cornell Cooperative Extension of Madison County, New York. I spent several months traveling around the county and state visiting farms, input suppliers, distributors, processors, policymakers, and nonprofits asking what an Agricultural Economic Development Specialist could do. One theme that emerged was the challenges small and mid-scale farms and processors have distributing and marketing their products. Thus, one of the first initiatives I was involved with helped set up the food hub CNY Bounty. It proved unsustainable but it was an eye opening experience about the challenges of working with small and mid-scale producers and to deliver food throughout rural communities.



What are some intriguing things learned from your research and where will you take it?

In certain circles I believe there is a misconception that there are separate food systems -- conventional and alternative. My research shows how interconnected these systems are. For example, many 'local' food producers selling to farmers' markets purchase seed or fertilizer from conventional businesses. Looking forward, I want to know how all kinds of agriculture and food system participants can work together to achieve common goals -- healthy people, communities, environments, and economies. I would also like to see research on how expanded purchases by wholesalers from small and mid-scale farms could work.

What advice would you give young professionals regarding food distribution research?

There are many interesting research questions; It is a great time to be working in this area! I am just starting a new project on how policies supporting strengthened rural-urban linkages via local food systems impacts rural communities, economies, and farm viability. Many of these policies are specifically focused on distribution infrastructure that supports small/mid-scale/beginning farms and underserved/low income communities. Yet very little evaluation has been done of these policies. I would love to see people investigate opportunities to incentivize existing distributors, as well as to utilize existing infrastructure, to support these target communities.

What would you like to see food research organizations do to attract more young professionals to work in this field?

I think we are seeing a resurgence of young people working in this field. However, I'm not sure we have the educational programs and curricula in place to ensure they get the proper toolkit to be successful in the work force. I hope to see more multidisciplinary programs emerge at the university level that can foster the innovation and enthusiasm that many young people have for these issues, while obviously providing the requisite depth of training to equip them to solve complex problems.

RODNEY HOLCOMB INTERVIEW 2014 PANYKO AWARD WINNER

What is your position at Oklahoma State University?

I'm a professor in the Department of Agricultural Economics, and the C.B. Browning Endowed Professor of Food Studies with the OSU Food & Agricultural Products Center (FAPC). I've been with OSU and the FAPC since March 1997, first as a predominantly Extension-focused "value-added" specialist and now with a three-way appointment of research, extension, and teaching.

What led you to become a member of the FDRS?

As a graduate student, I was fortunate to be around active FDRS members. People like Oral Capps and the late Patrick Byrne introduced me to the FDRS. The research performed by FDRS members, the papers being presented at annual meetings, and the articles published in the JFDR were very applicable to my dissertation research. They are still very applicable to the work I'm doing today.

How did you become involved in FDRS leadership?

I just asked if I could help in any way. The FDRS was very important to my professional development as a young faculty member, so offering to help the Society seemed like a logical thing to do. At one of the FDRS annual meetings in the late 1990s, I asked former board members Virgil Culver and Tom Worley if I could do anything to help them. As a result, I helped Tom with some membership activities and Virgil got me on the JFDR editorial review board. From 2001-2008 I served on the board as an elected Director, President-Elect, President, and Past-President. After one year off the board I returned as VP-Membership from 2009-2012. I'm still willing to help in any way.

How do you view the impact of the FDRS on academia and food industry today?

Like most organizations, both the operational structure and membership of the FDRS have changed over time. However, the FDRS has always maintained its strict focus on the food industry. That focus permeates through the research, outreach, and educational programs presented by FDRS members at the annual meetings. Each year at the meetings I learn something that I can use in my own research, outreach, and teaching efforts. Additionally, the FDRS continues to include industry members and government food policy experts in prominent speaking roles at the annual meetings. The result is a great mix of academic activities and industry/government viewpoints unlike the annual meetings of any other organization.



HIGHLIGHTS FROM THE PROFESSION

NEW FEATURE: Starting with this newsletter, important projects, data and work of our members and partners will be highlighted in the newsletter. This edition the focus is on a key governmental report and grant training initiative by the USDA.

Trends in U.S. Local and Regional Food Systems: A Report to Congress

A January 2015 USDA Economic Research report provides an overview of local and regional food systems across several dimensions. It details the latest economic information on local food producers, consumers, and policy, relying on findings from several national surveys and a synthesis of recent literature to assess the current size of and recent trends in local and regional food systems. In addition to this report supporting much of the work key to our association, many of our members' research and projects are featured in this report to Congress.

<http://www.ers.usda.gov/publications/ap-administrative-publication/ap-068.aspx>

USDA Agricultural Marketing Service Technical Assistance (AMSTA) Project

AMSTA is an initiative that shares knowledge, through a series of workshops and other tools, regarding effective grant-writing practices, with an emphasis on USDA's Farmers Market and Local Food Promotion Program. AMSTA aims to provide equal access to grant-writing workshops. There are workshops taking place throughout early 2015, and many are being led by our members and their partners in their respective states (for example, Kynda Curtis, our past VP of Programs is on the national leadership team for this project). Please spread the word about these opportunities for assistance in your own area. The link below also has a map of workshops and their dates.

<http://www.amsta.net/workshops.html>

For the next journal article you write, consider submitting to

The Journal of Food Distribution Research

For more information go to: <http://www.fdrsinc.org/journal/>

A NOTE FROM VP COMMUNICATIONS

I want to encourage you as an FDRS member (current or former) to do some very valuable and important things:

1. **RENEW** your membership, if you haven't already. What a great place to start!
2. We need more numbers in each social media venue – and we need to be using those venues to help get the word out about FDRS and the value it offers. Member participation is key to making that happen. So please **FOLLOW** FDRS on
 - **Facebook** (<https://www.facebook.com/TheFoodDistributionResearchSocietyInc>)
 - **Twitter** (@FDRSInc)
 - **LinkedIn** (<https://www.linkedin.com/groups/Food-Distribution-Research-Society-6509926>).
3. **REACH OUT** to your colleagues who may have interests compatible with what FDRS offers, but may just not know about us.
4. Likewise, **REACH OUT** to industry counterparts and encourage them to check us out. We would love to see industry participation climb again! Learn what we can do to bring value to them – and let us know.
5. **SUBMIT** quality manuscripts to the Journal. We are exploring the possibility of submitting the Journal for review to get an impact factor rating. Timeliness and consistency of publication are imperative. We need to increase the volume (without sacrificing quality, of course!) of manuscripts coming in to re-establish the Journal's track record. And that will take your help. So, don't forget the Journal of Food Distribution as a publishing outlet for your work. Your help now, and consistently into the future, will help us boost the value of the Journal.
6. Make plans now to **ATTEND AND PARTICIPATE** in the Annual Meeting this Fall. This meeting has such great potential – I can't wait to see what Ferd puts together! So mark your calendars with the dates of the meeting – and the submission dates! And get those research papers and posters ready to go.
7. **NOMINATE** people for FDRS awards! We have opportunities for graduate students' and regular members' achievements and contributions to garner the recognition they deserve. Watch for the call for nominations – and just do it...

We are plugged into an organization, in FDRS, that serves its niche well. Unfortunately, we seem to be too much of a "Best-Kept Secret." Please help us break out of that mode. I look forward to the meetings in Philly this fall!

Randy Little
VP Communications