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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>

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



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

President's Message

We are very excited about our upcoming FDRS annual meeting in the historic district of Philadelphia. Our theme this year is *Marketing and Distributing Fresh Products*. Ferd Wirth and his colleagues at St. Joseph's University have helped us assemble a great program featuring food industry leaders exploring this topic. Philadelphia is home to a significant market for many food giants – Aramark, Campbell's Soup, the Food Marketing Institute, Sysco, the Produce Marketing Association, Wegman's and many others. Leaders from these businesses and others will be featured throughout the program addressing the challenges and opportunities for fresh products.

We are pleased to have a great industry tour and are starting things early on Friday to accommodate this. We are planning to visit the Procacci Brothers (one of the largest wholesale tomato marketers still located at the old Philly Terminal Market), Sysco (one of largest distributors of fresh products to foodservice), and hopefully the Philadelphia

Port Authority – all relatively close to the hotel.

We are also pleased again to have the Food Marketing Challenge for our students. Lurleen Walters and Lindsey Higgins have been diligently preparing along with our host firm to welcome our students again.

FDRS members and registrants have also been invited on Tuesday following the program to participate in the Food Industry Summit at a special discounted rate. I would highly encourage as many to attend this program as possible. There is limited space set aside for the Society. You can access it through your FDRS registration site.

FDRS is stepping into a fresh new season with new journal editors, new board members, new partnerships, and a commitment to develop new professional development opportunities. Let me encourage you to get out and connect at the meeting in Philadelphia and experience these changes for yourself. This year's conference promises to be



a great opportunity to gain important industry perspectives for your research, teaching, and business connections - truly unique to FDRS.

Visit the FDRS site to see the detailed program and be sure to register: www.FDRSinc.org.

I look forward to visiting with you in person.

Tim Woods
President

2015 FDRS ANNUAL MEETING—Marketing and Distributing Fresh Foods



OCTOBER 9-13, 2015

The 2015 FDRS conference is 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 be 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.

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.

SCHEDULE AT A GLANCE

Friday, Oct. 9

- Food Industry Tour

Saturday, Oct. 10

- Food Marketing Challenge (p. 3)
- FDRS Board of Directors Meeting

Sunday, Oct. 11

- Food Marketing Challenge Finals
- FDRS Opening General Session
- Welcome Reception
- Presidential Awards Banquet

Monday, Oct. 12

- Poster Presentations
- FDRS Business Meeting
- FDRS Session—Fresh Across the Supply Chain
- FDRS Awards Luncheon & Dissertation Presentation
- Researcher Presentations
- Market Maker State Partners Meeting

Tuesday, Oct 13

- Food Industry Summit

10TH ANNUAL FOOD INDUSTRY SUMMIT 2015

Saint Joseph's University will be hosting its 10th Food Industry Summit on Tuesday, October 13. They have generously offered 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. See the FDRS Conference Registration site for details: www.FDRSINC.Org

FDRS STUDENT FOOD MARKETING CHALLENGE

The FDRS Student Food Marketing Challenge. The contest will be held October 10-11 at our annual meeting location!

The contest challenges students to apply their agribusiness knowledge to a live case presented by a company executive on Saturday morning. Then teams, apart from their coach, are charged with developing a plan to address the issues presented.

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. However, students receive a hint approximately a month from the competition so they can prepare somewhat to tackle the challenge.

For more information, please visit our website www.fdrsinc.org or Facebook. Or feel free to contact Dr. Lindsey Higgins (lhiggins@calpoly.edu), VP of Student Programs or Dr. Lurleen Walters (lurleen.walters@msstate.edu).

2015 FOOD MARKETING CHALLENGE

- Live Case
- Practical Application
- Networking opportunity
- October 10-11
- Philadelphia
- Teams of 3-5 students
- Top 3 teams split \$1,000
- For more details:
www.fdrsinc.org



UPDATE ON FDRS LEGAL STATUS

The FDRS, like many non-profit organizations, temporarily had its non-profit status revoked pending submission of documentation to the IRS. Dr. Kim Morgan, Secretary-Treasurer and the FDRS Board of Directors have been working with Mr. Rick Beason, the FDRS accountant to reestablish our non-profit status. Thanks to hard work by Kim and Rick, the IRS reinstated the non-profit status. This is an important status for the Society given the growing value of the Richardson-Applebaum Trust, as well as the management of the operating revenues and expenses for the Society.

We are greatly appreciative of the hard and patient work of many to gather and file necessary documents. Particular appreciation is extended by the Society to Kim for helping us keep the Society in good legal and financial standing.

The FDRS Board and officers are fully committed to our newly-developed financial guidelines to ensure the Society's accounts are managed to meet IRS requirements and for the future benefit of our membership. If you have any questions about this issue, please contact FDRS's President or Secretary-Treasurer.

UPDATE ON JOURNAL OF FOOD DISTRIBUTION RESEARCH

The key item for this report is the transition that is occurring with the editorship of our Journal. Jennifer Dennis has moved from Purdue to Oregon State University. Her new duties are such that she feels the need to step down as Editor. Jennifer, on behalf of the Board, and the entire organization: A hearty THANK YOU for all you have done as Editor!!!

Looking forward, we needed to find a good volunteer that would take over for Jennifer as editor of a journal. Fortunately we have great news! A capable trio has agreed to step up to the task. The Board welcomes Drs. Karina Gallardo, Christiane Schroeter, and Martha Sullins as the new Journal Editorial Team (see bios on page 5). While just how the editorial duties will be shared is being hashed out even now, the transition is underway. Please join the Board in welcoming Karina, Christiane, and Martha!

We are thankful for all Jennifer did for our Journal as Editor. Now we are excited to have the duties being placed into such capable hands as we look to build on all Jennifer, and Dovi Ali-poe before her, accomplished.

In closing, a gentle reminder: We NEED more manuscript submissions! Please consider submitting articles to the Journal of Food Distribution Research. We need your help!

Randy Little
VP Communication

MEET THE JFDR NEW EDITORIAL TEAM



Dr. R. Karina Gallardo is an Associate Professor Extension Specialist in the School of Economic Sciences at Washington State University. She is stationed at the Puyallup Research and Extension Center and is affiliated faculty of the Center for Precision and Automated Agricultural System at Washington State University. She holds earned her PhD in Agricultural Economics from Oklahoma State University.

Gallardo's primary research and outreach program goal is to enhance value-added agribusiness opportunities for specialty crops in the state of Washington. Her areas of research are focused on consumer demand analysis and economics of technological change.

Dr. Christiane Schroeter is a faculty member at Cal Poly San Luis Obispo where she teaches Food and Fiber Marketing, Global Agricultural Marketing, and Food Retail Management. She graduated with her Ph.D. in Agricultural Economics from Purdue University. Her research focuses on the economics of obesity, behavioral economics, and consumer demand analysis.

She has published several peer-reviewed articles in journals including the Journal of Health Economics, Health Economics, Journal of Agricultural and Applied Economics, and the Western Economics Forum.

Prior to her academic pursuits, Dr. Schroeter acquired seven years of business experience in positions with Kellogg's, Kraft Foods, and Novartis. In those positions, she was responsible for applying retail marketing techniques and communicating with sales personnel and consumers.



Martha Sullins is an Ag Business Management Specialist with Colorado State University Extension. Her areas of emphasis in applied research and outreach include smaller-scale and specialty livestock and crop production businesses, agritourism, local foods, farm transition, on-farm food safety and risk management. She develops and teaches small business management classes, evaluates classroom and field-based educational programs targeted at beginning farmers and ranchers, and develops tools for ag and food producers navigating food safety and business regulations, as well as those starting value-added agricultural enterprises. She also develops and coordinates field-based education in Good Agricultural

Practices designed to help fruit and vegetable growers minimize food safety risks within their operations. Martha has a B.A. in Economics and in French, and an M.S. in Agricultural Economics.