

**Food Distribution Research Society 2015 Conference**

# *Marketing and Distributing Fresh Products*



**October 9-13, 2015  
Wyndham - Philadelphia Historic District  
Philadelphia, Pennsylvania**



The 2015 Conference of the  
**Food Distribution Research Society**

On behalf of the Food Distribution Research Society Board of Directors, we invite you to attend our 2015 Annual Conference, [October 10-12, 2015](#). This year's conference will be held in historic Philadelphia, the largest city in the U.S. state of Pennsylvania and the fifth-most-populous in the United States. The city of Philadelphia is home to 67 National Historic Landmarks which help account for the \$10 billion generated annually by tourism.

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*I am very excited to welcome you to Philadelphia, home to many great national historic sites, but also home to many national food businesses. What a great venue to hold a program for food distribution research. On behalf of the FDRS board of directors, I welcome you to the meeting that will be packed with presentations from industry leaders and the food distribution and marketing research community.*

*The theme of the conference, Marketing and Distributing Fresh Products, is timely for the Society given the dynamic growth of fresh food products market and the corresponding opportunities and challenges. I appreciate the sacrifice of time and expense made by each person participating in this year's program. The FDRS leadership team has worked extremely hard to make sure we have a value-packed program that will send you off charged with new ideas and professional connections, to better advance your own work in food marketing.*

*A special welcome to Riverside Research and the MarketMaker Community as well as the S-1050 Produce Supply Chains Research group, and a special thank you to Ferd Wirth and the St. Joseph's University Food Marketing program for helping host this program.*

*Welcome to the 2015 program and thank you for your support of the Food Distribution Research Society.*

*Timothy Woods  
FDRS President*

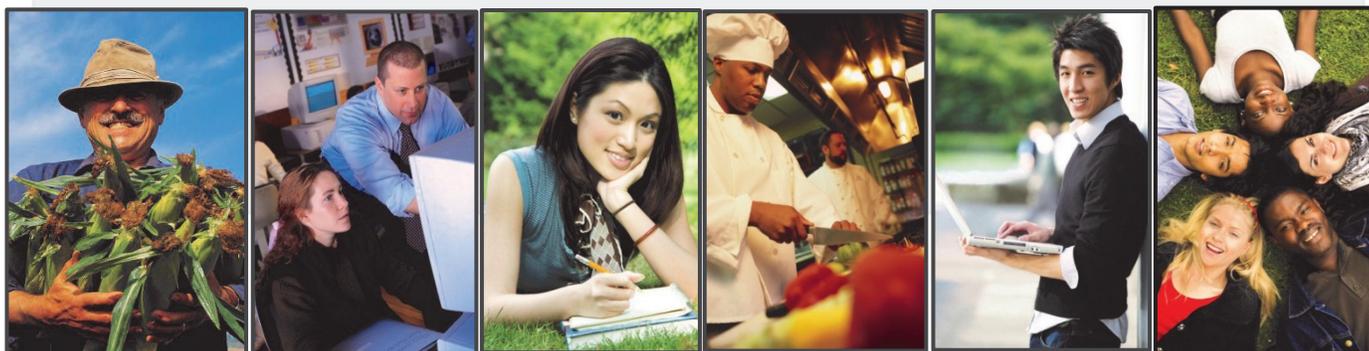
## About the Food Distribution Research Society

In May, 1960, a group of educators, researchers, and food industry executives met to discuss their mutual interest in the food distribution system. The open, frank discussion sparked enthusiasm among those involved, and this group organized the Food Distribution Research Society (FDRS). FDRS is a nonprofit organization composed of university educators, researchers, food industry executives, food consultants, and government analysts.

The primary purpose of the organization and its annual conference remain essentially unchanged from its inception:

- To encourage meaningful and useful research in food distribution by providing a forum for discussion of food industry topics.
- To recognize outstanding food industry research by awarding the Applebaum Scholastic Achievement Award for meritorious agribusiness research.
- To serve as an information clearinghouse for current and future food industry research through publication of the *Journal of Food Distribution Research*, the quarterly FDRS Newsletter, and proceedings from its annual conference.
- To encourage interaction and exchange among academic researchers, agribusiness teachers, business executives, industry specialists, and government.

FDRS holds the annual conference at a different site chosen by the officers and board each year. If you would like to be considered for hosting the annual conference, please send a request for more details to Ron Rainey ([rrainey@uaex.edu](mailto:rrainey@uaex.edu)) anytime throughout the year. FDRS is currently looking for locations for the 2017 and 2018 conferences.



### Who Should Attend

University educators, researchers, food industry executives and managers, food consultants, and government analysts, government agency personnel, food safety personnel, farmer/flower/wine market owners and managers, extension personnel, economists and food lobbyists are the primary audience for this conference. Students interested in the food industry and commodity promotion evaluation are encouraged to attend.

## Welcome to Philadelphia

Saint Joseph's University (SJU), Philadelphia's Jesuit university, and the SJU Department of Food Marketing welcome the Food Distribution Research Society (FDRS) to Philadelphia.

The SJU Department of Food Marketing offers an internationally recognized food marketing degree program at both the graduate and undergraduate levels. SJU's undergraduate marketing programs were recently ranked #10 in U.S. News and World Report's undergraduate business school rankings. With almost 600 undergraduate students enrolled in the traditional four-year degree and the innovative five-year Co-op program, Food Marketing is the largest major at SJU and provides students job placement with manufacturers such as General Mills and PepsiCo, retailers such as Wegmans and Wal-Mart, and industry suppliers and support firms. Our graduate degrees include the world's only Executive MBA and Executive MS programs in Food Marketing. The Executive MBA in Food Marketing just recently unveiled an online delivery option so students from around the world can pursue advanced degrees in this unique program. The major's own specialty library, the Campbell Library, is one of the largest depositories of food industry information in the world.

This year's FDRS Conference focuses on marketing and distributing fresh products, and will feature food industry speakers from major companies at all levels in the food supply chain. From tours beginning on Friday to the optional day at the SJU Food Industry Summit, attendees will have the opportunity to hear from food industry senior executive and thought leaders.

Bring the family and plan to spend a few extra days sightseeing in the City of Brotherly Love. The conference hotel, the Wyndham Philadelphia Historic District, is surrounded by treasures of American heritage. Within several blocks of the hotel, conference attendees can visit more than 20 popular historic sites, including the Independence Visitor Center, Independence Hall (America's birthplace), the Liberty Bell, the National Constitution Center, Declaration House (where Thomas Jefferson wrote The Declaration of Independence), the National Museum of American Jewish History, The U.S. Mint, the Federal Reserve Bank of Philadelphia, the African American Museum, the B. Free Franklin Post Office, Franklin Court, Betsy Ross House, New Hall Military Museum, Library Hall and others. A wealth of tourism information is available online at [www.visitPhilly.com](http://www.visitPhilly.com) and [www.discoverPHL.com](http://www.discoverPHL.com).

Respectfully yours,  
Ferdinand Wirth  
Saint Joseph's University Food Marketing

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FDRS Board of Directors expresses gratitude to Saint Joseph's University faculty and staff along with our local planning committee for dedicated service and support of the Society's Annual Conference.

### 2015 Local Planning Committee

Kenesha Allie, Rutgers University

Ashley Newhall, University of Maryland

Mayhah Suri, University of Maryland

## Friday, October 9, 2015

12:30 pm - 1:00 pm *Executive Boardroom*

Food Industry Tour Registration and Check-In (Bus departs at 1:00pm)

Educational Tours

- **Procacci Brothers** (<http://procaccibrothers.com>): Founded in 1948, the company is one of the largest wholesale produce distributors in North America. Procacci Brothers works to grow and strengthen the business of its customers by delivering the freshest, premium quality fruits and vegetables available. Procacci Brothers operates 24 hours a day, seven days a week in its state-of-the-art facilities in South Philadelphia. The company operates seven warehouses located at one of the East Coast's busiest ports on the Delaware River. Receiving the freshest produce locally, domestically, and from around the world, we remain committed to building strong and unique programs for retail supermarkets, club stores, and the food service industry.
- **Sysco Philadelphia, LLC** (<http://www.syscophilly.com>): From the farm to the fork, Sysco Philadelphia seeks to provide everything to prepare meals away from home. The world has changed and the way we do things has changed, but when it comes down to it, it's still about that promise the company made in 1970 - to help foodservice operators create quality meals consumed away from home. From recipe development to writing a marketing plan, Sysco Philadelphia can help you achieve real and measurable growth. Sysco maintains an unwavering commitment to the success of its customers - we hope you'll agree that good things come from Sysco.

5:30pm

Bus returns to hotel

## Saturday, October 10, 2015

8:00 am - 9:00 am *Foyer*

The Food Marketing Challenge Registration & Continental Breakfast  
Student Case Study Competition

9:00 am - 11:30 am *Franklin*

The Food Marketing Challenge Live Case Presentation

11:30 am - 1:00 pm *Franklin*

The Food Marketing Challenge - Industry Q & A Sessions

11:30 am - 6:00 pm *Executive Boardroom, Adams, Franklin, Jefferson, Betsy Ross I, Betsy Ross II and FDR*

The Food Marketing Challenge - Team Work Session

## *Marketing and Distributing Fresh Products*

Noon - 5:00 pm *Penn*

FDRS Board of Directors' & Officers' Meeting - Lunch provided

1:00 pm - 4:30 pm *Foyer*

FDRS Conference Registration and Poster Set-up

6:30 pm *Franklin*

Food Marketing Challenge - Teams must turn in final materials

7:00 pm - 10:00 pm *Franklin, Jefferson, Hancock, Sherman*

The Food Marketing Challenge Presentations

## Sunday, October 11, 2015

8:00 am - 4:30 pm *Foyer*

FDRS Conference Registration and Poster Set-up

8:30 am - 9:00 am *Franklin - Jefferson*

The Food Marketing Challenge Continental Breakfast

9:00 am - noon *Franklin - Jefferson*

The Food Marketing Challenge - Final Round

9:00 am - 11:30 am *Betsy Ross II*

S-1050 Meeting

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

1:30 pm - 3:30 pm *Franklin - Jefferson*

FDRS Opening General Session

### **Welcome & Opening Remarks**

Tim Woods - President, Food Distribution Research Society

Ferdinand Wirth - Vice President of Programs

### **Plenary Session I - Branding *and Market Data for Fresh Products***

Dave Andrews, Kreider Farms

Kathy Means, Produce Marketing Association

Chris Talley, Aramark

## *Marketing and Distributing Fresh Products*

3:30 pm - 4:00 pm *Foyer*  
Break

4:00 am - 5:30 *Franklin - Jefferson*  
Plenary Session II - Competitive Positioning with Fresh Product Supply  
Chains  
"The Future of Merchandising Fresh Food"  
Joe Sofia, Wegmans

6:30 pm - 9:00 pm *Hancock - Sherman*  
Welcoming Reception & Presidential Awards Banquet

- FDRS Student Case Study Winners announced
- Frank Panyko Award for Distinguished Service
- Patrick J. Byrne Award for Emerging Leadership

## Monday, October 12, 2015

7:30 am - 9:30 am *Foyer*  
Conference Registration  
Registration will be open from 7:30 am to 11:00 am

7:30 am - 5:00 pm *Foyer*  
Posters - Displayed all day Monday, presenters and taken down at end of day.

7:30 am - 9:00 am *Franklin -Jefferson*  
FDRS Business Meeting (Full breakfast)  
Tim Woods, FDRS President, Presiding

9:30 am - 11:00 am *Franklin -Jefferson*  
Plenary Session III - Fresh Across the Supply Chain  
John Stephano, Atlanta Corporation  
Jennifer Watts-deLehman, Taylor Farms  
Kevin Delaney, ToJo Mushrooms  
Mark Tarzwell, Burris/Honor Foods

11:00 am - 11:30 am *Foyer*  
Authors present at posters

## *Marketing and Distributing Fresh Products*

**11:30 pm - 1:00 pm** *Hancock-Sherman*

FDRS Awards Luncheon & Dissertation Presentation

- *2015 Richardson - Applebaum Scholarship Award Winner(s)*
- *Research and Communication Award*

**1:00 pm - 5:00 pm**

Researcher Presentations - Concurrent presentation of research reports and updates

Session 1 - *Franklin*

Moderator, Stan Ernst - Ohio State University

Session 2 - *Penn*

Moderator, Jonathan Baros - North Carolina State University

Session 3 - *Adams*

Moderator, Kim Morgan - Virginia Tech University

**1:00 pm - 5:00 pm** *Betsy Ross I*

MarketMaker State Partners Meeting

**5:30 - 7:00pm** *Jefferson*

MarketMaker Reception sponsored by Riverside Research

**7:00 pm** - Dinner on your own

## **Tuesday, October 13, 2015**

**8:00 am**

Participants depart to attend 10<sup>th</sup> Annual Food Industry Summit, "'FRESH' Thinking in Food Marketing" hosted by St. Joseph's University:

Here's the link to the Summit's conference's general program and registration:

<http://www.sju.edu/int/academics/hsb/resources/foodmarketing/foodindustrysummit/index.html>

**8:00 am - 11:45 am** *Betsy Ross I*

MarketMaker State Partners Meeting

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# Special Thanks to FDRS Conference Sponsors and Exhibitors!



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THANKS FOR A GREAT 2015 CONFERENCE  
TRAVEL SAFELY HOME

SEE YOU NEXT YEAR IN *New Orleans, LA!!!*

