

## President's Message

by **Kynda Curtis**

Thank you to those who attended the FDRS 2016 Annual Conference in New Orleans, LA from September 30 to October 3, 2016. The conference was a huge success. The Marriott provided a great location and venue for the conference, and the conference was very highly attended, with over 150 attendees. There were lots of new faces this year, I enjoyed meeting many of you! The 2016 conference program included informative presentations from partner organizations and USDA project groups, a tasting experience at a local restaurant, and many excellent selected paper presentations.

I would like to give a special thanks to Dawn Thilmany (Past President), Ron Rainey (VP Logistics), and Margarita Velandia (VP Programs) for their hard work and diligence in organizing such an outstanding conference, and to Kim Morgan (Sec-Treasurer) and Jonathan Baros (VP Membership) for handling the behind the scenes administration. I would also like give special thanks to Stan Ernst (VP Research) for putting together the selected paper sessions, Alba Collart (VP Education) for organizing and presenting our student dissertation and thesis awards, and to Lurleen Walters (VP Student Programs) for organizing and running the Student Food Marketing Challenge this year.

The 2017 Annual Conference will be held on Waikiki Beach, Honolulu, HI, October 20-24, 2017. The 2017 program will feature organized tours highlighting food products and food tourism specific to Hawaii. The program will be structured around topics of current interest to the membership, as well as those specific to Hawaii. Hawaii has some very distinctive products and distribution issues, so please join us for this unique opportunity!



Kynda Curtis  
FDRS President

This year we will be looking into new programs for members, such as research trips, and also requesting bids from third-party administrators to handle financial and conference organizational aspects for the society.

I look forward to serving as your President this next year and I will see you in Hawaii!!

Best,



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## 2016 FDRS Conference Highlights

The 2016 FDRS conference in New Orleans was by all measures a great success. With the addition of partner groups, a pre-conference workshop on the economic assessment of local foods, engaging plenary sessions, and a variety of research presentations covering all aspects of the industry, there was something at the 2016 FDRS conference in New Orleans for everyone. Speakers represented a mix of government officials, academic leaders, and industry professionals.

The conference was attended by more than 150 people, including 32 students representing eight different universities for the Student Food Marketing Challenge. Attendees came from Vermont to California, and from Florida to Alberta, Canada. Membership fees were included in conference registration this year. We hope that all the attendees, now members, will continue to stay engaged with FDRS this year by submitting to the *Journal of Food Distribution Research* and making plans to join us next year in Honolulu, Hawaii!

Many thanks to all of those who worked so hard to put together this great conference.



Ron Rainey, Zachary Hebert, and  
Maria Bampasidu

We encourage all FDRS members and conference attendees, including those members who weren't able to make it to the conference in New Orleans, to complete the conference evaluation and/or provide input for future meetings by Friday, December 2, 2016 at: [https://utk.co1.qualtrics.com/SE/?SID=SV\\_ezeQpKKox9ATkH2](https://utk.co1.qualtrics.com/SE/?SID=SV_ezeQpKKox9ATkH2)



Rodney Holcomb and Deacue Fields



Steve Warshawer of La Montanita  
presenting during the Student Food  
Marketing Challenge

# Richard-Applebaum Award Winners

## 2016 Richardson-Applebaum M.S. Awardee

The Richardson-Applebaum Award for best M.S. Thesis was granted to Mr. Graham Soley from the University of Kentucky for his work entitled “Farmed and Wild-Caught Shrimp in Kentucky and South Carolina: Consumer Preference for “Homegrown by Heroes”, Community Supported Fishery, and other Quality Attributes?”. In his work, completed under the advisement of Dr. Wuyang Hu, Graham studies whether the success of Community Supported Agriculture (CSA) can be replicated for fishery products through a Community Supported Fishery (CSF) program. He also evaluates consumer preferences for a state-sponsored program called “Homegrown by Heroes”, which allows veteran farmers to label and differentiate their products in the market place.

We wish Graham well as he moves to Washington, D.C.!



Doug Richardson and Ron Rainey

## 2016 Richardson-Applebaum Ph.D. Awardee

The Richardson-Applebaum Award for best Ph.D. Dissertation was granted to Dr. Violet Muringai. Dr. Muringai earned a Ph.D. in Agricultural and Resource Economics at the University of Alberta, Edmonton, Canada in March of 2016. Her dissertation was entitled “Trust, Consumers’ Perceptions, Intentions and Behaviour in Meat Consumption.” She is currently a Research Associate in the Department of Resource Economics and Environmental Sociology at the University of Alberta where she is evaluating the impact of the Canadian National Beef Check-Off Program on the beef industry in Canada and the United States. Before enrolling in the Ph.D. program at the University of Alberta, Dr. Muringai earned a Master’s degree and a Bachelor’s degree in Agricultural Economics from the University of Zimbabwe.



Doug Richardson, Graham Soley, and  
Alba Collart



Doug Richardson and Violet Muringai

## Presidential Award Winners

### FRANK PANYKO AWARD FOR DISTINGUISHED SERVICE

**2016 Awardee: Dr. Dawn Thilmany**

The Frank Panyko Distinguished Service Award recognizes major contributions to FDRS over an extended time period. This year's recipient was Dr. Dawn Thilmany. Dawn has been a member of FDRS since 2002 and has served in multiple capacities ranging from VP Programs in 2009 to serving as pres-elect and president these last three years. The goal of her presidency has been to leave the society better off than when she started. Through Dawn's leadership FDRS has strengthened its financial and legal stability, enhanced its membership communications and outward promotion through social media, list serves, etc., and improved the management and timeliness of its journal. Dawn often goes above and beyond the call of duty, completing tasks far outside of the normal role of pres-elect/president, such as editing/reviewing journal articles during editor transitions, handling membership email and social media communication, just to name a couple. Dawn has never wavered in her mission to improve the society and increase its effectiveness and benefits to its members. Hence, Dr. Dawn Thilmany is well deserving of The Frank Panyko Distinguished Service Award for her major contributions to FDRS over the last 14 years.



Dawn Thilmany and Kynda Curtis

### PATRICK J. BYRNE EMERGING LEADERSHIP AWARD

**2016 Awardee: Dr. Lurleen M. Walters**

The Emerging Leadership Award recognizes and encourages serving FDRS in a leadership capacity. This year's recipient was Dr. Lurleen Walters. Lurleen is a worthy recipient for this award for several reasons. It was not long after Lurleen began attending FDRS events that she became actively engaged with many aspects of our association, even as a new faculty member facing the challenges of pre-tenure expectations. From joining the regional research committee that meets with FDRS, to assisting with the Student Marketing Challenge, then accepting the responsibility of serving as VP of Student Programs, Lurleen has never offered anything, but energy and perseverance in making the organization stronger. Her thoughtful recommendations on how to improve the Student Food Marketing Challenge process has been particularly appreciated, and we look forward to seeing her efforts in FDRS for many years to come.



Kynda Curtis and Lurleen Walters

# 2016 Student Marketing Competition

by Lurleen Walters

This year's mystery client was La Montañita Co-op. Formed in 1976, the Co-op is New Mexico's largest community-owned natural and organic food market, complete with a regional food distribution center. It is a leader in the local foods movement, and the shared benefits of healthful food, sound environmental practices, a strong local economy and a strengthened co-operative community are central to its mission. In the forty years since its inception, La Montañita Co-op has significantly expanded its operations; it currently has six locations in Albuquerque, Santa Fe, and Gallup and approximately 16,000 active owners. It carries over 2,000 local products from 280 farmers, ranchers and producers via their local foodshed, 300 miles from around Albuquerque, NM. For more information, please visit [www.lamontanita.coop](http://www.lamontanita.coop).

The competition required students to analyze and make recommendations on how La Montañita Co-op could feasibly and profitably expand its role in the regional food system, while remaining true to its mission and its operational strategies. Steve Warshawer, enterprise development manager, presented the case and charged the students to think about how a distributor may address this challenge – keeping in mind the need to balance supply, demand, and pricing structures for regionally sourced products and maintain year round relationship with buyers.

Student teams from Auburn University, California State University at Chico, California State University at Fresno, California Polytechnic State University at San Luis Obispo, North Dakota State University, Texas A&M University, Colorado State University, and the University of Kentucky, competed in the two-day event. The top four teams were awarded plaques and cash prizes at the presidential awards banquet on Sunday, October 2<sup>nd</sup>. Texas A&M University, coached by Senarath Dharmasena, was the first place winner.

University of Kentucky, coached by Tim Woods, and California Polytechnic State University at San Luis Obispo, coached by Michael McCullough, placed second and third, respectively. North Dakota State University, coached by Tom Wahl and David Englund, placed fourth.



In summing up his experience with the competition, Steve Warshawer said, "the food supply chain is evolving, with new opportunities and challenges arising from the process. Businesses delivering locally and regionally produced foods in short supply chains face both familiar and unique challenges. All of the teams provided excellent analysis of the challenges facing La Montañita and every suggestion had merit. The teams impressed me with their solid work and professionalism of presentation. It is reassuring to meet the next generation of business and marketing advisors. As a client, I would say that I could 'hire' any of these teams and benefit from their services."



Joseph Simmons, Gabrielle Cowart, Chandler Johnstone, Lauren Friend, and coach Dr. Senarath Dharmasena representing Texas A&M University

# Journal of Food Distribution Research News

by Christiane Schroeter, Martha Sullins, and Karina Gallardo

## 2016 Outstanding Journal Article – Journal of Food Distribution Research Society

### The Impacts of Foot and Mouth Disease Outbreaks on the Brazilian Meat Market by Rafael Costa, David Bessler, and C. Parr Rosson

The editorial team felt that this paper offers an original and substantial contribution to our field. It provides an analysis of the effect of animal disease outbreaks at the export level for three different types of meat. Besides, authors systematically investigate the impacts of the outbreaks on the Brazilian meat market. Despite Brazil being a major player in the global meat industry, no other study in the literature has analyzed the Brazil market at the level of detail presented in this article.

*Abstract:* This paper elucidates the impacts of the September 2005 foot and mouth disease outbreak on the Brazilian meat market for different levels of the industry (export, wholesale, and farm). The associated import ban by Russia on Brazilian meat exports is also analyzed. Results suggest that the increase in domestic supply due to the import ban generated downward pressure on prices at all levels for pork and chicken. Meanwhile, export beef and wholesale beef prices underwent ambiguous and positive changes, respectively, while farm level prices only recovered after the removal of the import ban.

If you presented a research paper or update at the New Orleans conference, please turn in your updated abstract or short paper electronically by Wednesday, November 30, 2016 to Marco Palma at [mapalma@tamu.edu](mailto:mapalma@tamu.edu) to be included in the March 2017 proceedings issue.

The most recent issue of the Journal of Food Distribution Research (July 2016) is online and available to the public for free! Please visit the July issue or scan the library of all past work in links at: <https://www.fdrsinc.org/journal/>

### *JFDR Vision*

The JFDR will be the leading journal that disseminates research-based knowledge in food and agricultural marketing, distribution and applied economics; whose findings represent important contributions to academia, industry and government organizations that can be directly applied by stakeholders.

### *JFDR Mission*

Promote the publication of relevant, timely and innovative research that serves to advance the industry, academia and governments in the areas of food marketing and distribution.

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## Information Request

The next FDRS newsletter will come out in March. If you have a story, pictures, or content that you would like to contribute to the next issue of the FDRS Newsletter, please feel free to send that information to the Newsletter Editor, Lindsey Higgins at [lhiggins@calpoly.edu](mailto:lhiggins@calpoly.edu).

# Call for Technical Editor - Journal of Food Distribution Research

The *Food Distribution Research Society (FDRS)* is accepting applications for **Technical Editor** of its journal, the *Journal of Food Distribution Research (JFDR)*. The JFDR is a refereed academic publication published three times annually by the Society. The March issue is dedicated to the proceedings (15-25 short articles and abstracts) from the previous annual FDRS conference, and the July and November issues (8-12 manuscripts) contain refereed articles.

## Major duties of the Technical Editor position include:

- Technical editing on all accepted manuscripts to include:
  - **Stylistic Editing:** Clarifying meaning, eliminating jargon, polishing language, and other non-mechanical line-by-line editing.
  - **Copy Editing:** Editing for grammar, usage, spelling, punctuation, and other mechanics of style; checking for consistency of mechanics and for internal consistency of facts; inserting head levels and approximate placement of art; editing tables, figures, and lists.
  - **Reference Checking:** Checking accuracy of references cited (author names, publication date, web links, etc.) in the text and editing citations per journal style guidelines. Does not include fact or quotation checking.
  - **Formatting:** Creating a formatted document from an electronic manuscript according to the Journal's instructions and style template. Includes sizing and placement of tables, figures, and setting front and back matter.
- Communicate with corresponding authors throughout the final phase of editing and proof approval, to final publication.
- Email publication fee invoices to corresponding authors directing payment to the Society's webpage before final issue publication.
- Maintain detailed spreadsheet containing manuscript title, author name(s), corresponding author name and contact info, date fee invoice sent, and total page charges and forward to lead Journal Editor and Secretary-Treasurer after issue completion.
- Work with the VP of Communications to post the finalized issue to the FDRS website upon completion.
- Work with Linda Eells at Ag-Econ Search to have issues posted immediately following final publication on the FDRS website.
- Work with JFDR Editors (3) and Proceedings Issue Editor (1) to meet publication schedule.
- Work with Journal and Proceedings Editors throughout all final phases of the publication process.

**Duration:** The contract shall be for one year (January 1, 2017 to December 31, 2017), is renewable upon BOD approval, and may be terminated with a 90 day notice by either party.

**To apply:** Please email your application containing a quote for services per issue, an updated resume, and contact information for three references to Kynda Curtis, President, Food Distribution Research Society at [kynda.curtis@usu.edu](mailto:kynda.curtis@usu.edu) by *Monday, November 28, 2016*. For questions you may contact Dr. Curtis by email or by phone at 435-797-0444.