

**Food Distribution Research Society
2017 Annual Conference**

Conference Program



October 20-24, 2017

**Hilton Waikiki Beach
2500 Kuhio Ave.
Honolulu, HI**



Friday, October 20, 2017

3:00 pm – 5:00 pm

Registration & Check-In

Niihau Boardroom

Saturday, October 21, 2017

8:00 am – 9:00 am

**The Food Marketing Challenge Student Case Study
Competition – Registration**

Territorial Foyer

Continental breakfast provided for students and advisors only

9:00 am – 11:30 am

The Food Marketing Challenge – Live Case Presentation
Break provided for students and advisors only

Territorial I & II

11:30 am – 1:00 pm

The Food Marketing Challenge – Industry Q & A Sessions
Lunch provided for students and advisors only

Territorial I & II

12:00 pm – 4:00 pm

FDRS Board of Directors' & Officers' Meeting
Lunch provided

Territorial III

2:30 pm – 5:00 pm

Conference Registration & Check-In

Ballroom Foyer (3rd)

6:30 pm

The Food Marketing Challenge
Teams turn in final materials

Territorial I & II

7:00 pm – 10:00 pm

The Food Marketing Challenge – Team Presentations

**Territorial I, II, III
& Molokai Room**

Sunday, October 22, 2017

8:30 am – 5:00 pm

FDRS Conference Registration

Ballroom Foyer (3rd)

7:30 am

The Food Marketing Challenge
Teams turn in final materials

Prince David

8:00 am – 12:00 pm

The Food Marketing Challenge – Final Round Team

Prince David

Presentations & Feedback Session

Continental breakfast provided for students and advisors only

9:00 am – 12:00 pm

S-1067 Meeting

Territorial III

12:00 pm – 5:30 pm

Food & Agriculture Tourism Tour – Separate Registration

Ballroom Foyer (3rd)

Box lunch provided (depart on charter bus from hotel lobby at 12:10 p.m.)

6:00 pm – 8:00 pm

**Welcome Reception & Student Food Marketing
Challenge Award Presentations**

Prince Edward

Monday, October 23, 2017

8:00 am – 3:30 pm

Conference Registration

Ballroom Foyer (3rd)

8:00 am – 5:00 pm

FDRS Posters Session

Ballroom Foyer (3rd)

Displayed all day Monday

7:30 am – 8:15 am

Continental Breakfast

Prince Edward

8:30 am – 10:00 am

Plenary Session I

Prince David

Title: *Assessing the Likely and Unintended Effects of Actions Designed to Mitigate Food Waste*

Speakers:

- Norbert Wilson, Professor, Tufts University – *The Road to Food Waste is Paved with Good Intentions*
- Brad Rickard, Associate Professor, Cornell University – *How do Food Waste Mitigation Strategies Affect Food Consumption?*
- Ku'ulei Williams, Executive Director, Aloha Harvest – *Aloha Harvest-Rescuing Food to Feed Hawaii's Hungry*

10:00 am – 10:30 am

Break

10:30 am – 12:00 pm

Plenary Session II

Prince David

Title: *Local Food Vitality Index: Utilizing Resident Consumer Views of Food System*

Performance to Create a Development Road Map

Speakers:

- Timothy Woods, Professor, University of Kentucky

- Alison Davis, Professor, University of Kentucky
- Jairus Rossi, Assistant Research Professor

12:00 pm – 1:30 pm

Applebaum-Richardson Awards Luncheon

Prince Edward

Tribute to Doug Richardson

Presentation by Applebaum-Richardson Dissertation Award Winner, Dr. Zoë T. Plakias, University of California, Davis – *Voting for Mandatory Agricultural Producer Organizations: Theory and Evidence from California*

1:45 pm – 2:45 pm

Keynote Presentation

Prince David

Title: *Local Food Systems and Food Security on Hawai`i Island*

Speakers:

- Carol Ignacio, Government & Community Affairs Manager, Blue Zones Project
- Kristin Frost Albrecht, Interim Executive Director, The Food Basket, Hawaii Island's Food Bank

2:45 pm – 3:15 pm

Break

3:15 pm – 5:00 pm

Research & Outreach Presentations

- Session G – Prince David
- Session H – Kaiulani I
- Session I – Kaiulani II
- Session J – Kaiulani III
- Session K – Territorial I
- Session L – Territorial II

6:00 pm – 9:00 pm

FDRS Awards Dinner

Prince Edward

Speaker: Chef Matthew Grey, Local Chef and Food Tourism Operator

Tuesday, October 24, 2017

7:30 am – 8:20 am

FDRS Business Meeting

Prince Edward

Continental breakfast provided

8:30 am – 10:00 am

Plenary Session III

Prince David

Title: *Potpourri of Food Distribution and eXtension Community of Practices in Regional and Local Food Systems*

Speakers:

- Kathleen Liang, W. K. Kellogg Distinguished Professor of Sustainable Agriculture, Director, Center for Environmental Farming Systems, North Carolina A&T State University
- Kimberly Morgan, Assistant Professor and Kohl Junior Faculty Fellow, Virginia Tech
- Deacue Fields, Department Chair and Professor, Auburn University

10:00 am – 10:15 am

Break

10:15 am – 12:00 pm

Research & Outreach Presentations

- Session G – Prince David
- Session H – Kaiulani I
- Session I – Kaiulani II
- Session J – Kaiulani III
- Session K – Territorial I
- Session L – Territorial II

12:00 pm – 1:00 pm

Lunch on you own

1:00 pm – 5:00 pm

Industry Tour – Separate Registration

Depart hotel lobby in vans at 1:00 p.m.

5:00 pm

Conference Close

Session Abstracts and Information

Plenary Session I

Title: *Assessing the Likely and Unintended Effects of Actions Designed to Mitigate Food Waste*

Abstract: In a recent op-ed piece in the Wall Street Journal, Prof. Marc Bellemare highlights that as food becomes an increasingly small fraction of a household's budget, wasting food becomes cheaper relative to other expenditures, and that the optimal amount of food waste is not zero. In addition, there may be non-trivial effects of efforts to reduce food waste on food consumption. We develop a framework to assess how various food waste mitigation strategies will affect nutrient and caloric consumption patterns. Given current food consumption and food waste patterns in the United States, our results indicate that a zero food waste mandate may disproportionately increase consumption of calorie dense foods and increase overall per capita caloric intake. Using results from a series of lab experiments and surveys, we find evidence that adoption of specific date labeling approaches may lead to less food waste and better nutritional outcomes.

Plenary Session II

Title: *Local Food Vitality Index: Utilizing Resident Consumer Views of Food System Performance to Create a Development Road Map*

Abstract: Identifying successful development priorities for local food systems (LFSs) is a challenge for producers, LFS advocates, Extension agents, and policymakers. Consumer perceptions and preferences regarding what constitutes an active, healthy, and vibrant LFS often differ within and between diverse communities. Producers, development personnel, and other LFS stakeholders would benefit from rapid community assessment processes that provide detailed information on consumer preferences, perceptions of component performance, and potential market opportunities. In this session, we introduce our 'local food system vitality index' (LFSVI) – a survey-based approach that assesses how well 20 specific elements of a LFS meet consumer expectations. We first present our methodology for assessing LFS vitality. Then using data from a national pilot survey, we demonstrate how LFSVI data identifies diverse priorities for communities with different demographic and geographic characteristics. We use data from Lexington, Kentucky as a case community to demonstrate how the LFSVI measures consumer preferences in local communities and can help weight specific components. We will then facilitate a few collaborative activities. First, participants will develop recommendations based on the case data for how LFS coordinators, Extension agents, farmers, or businesses might best allocate their efforts to strengthen the LFS. Participants will then work in groups to identify the top 4-5 drivers of local food system vitality in their own communities based on their professional and personal experience. Finally, we will compile a comprehensive list of LFS to include in future LFSVI iterations that are more responsive to geographically-specific contexts of other LFSs.

Plenary Session III

Title: *Potpourri of Food Distribution and eXtension Community of Practices in Regional and Local Food Systems*

Abstract: This session will provide general purposes, scope, contents, and collaborations of the eXtension Community of Practice focusing on regional and local food systems. We will also share specific cases involving success and challenge while working with community partners.

Awards Dinner Speaker – Chef Matthew Gray

Chef Matthew Gray left High School early to join The Eagles on their Hotel California tour. He continued on with the Stones, Led Zep, Pink Floyd, Fleetwood Mac, and many others, as a Merchandiser of their licensed products. He traveled the world and decided to become a Chef, and did, at the London-based Cordon Bleu academy. Afterwards, he contacted all his Rock & Roll contacts and began cooking for many of them. He also cooked for Robin Williams, Dan Akyroyd, Heather Locklear, and Henry Kissinger, among many others. He was one of the youngest Executive Chefs in Los Angeles history. Several of Matthew's recipes have been published in cookbooks all over the world.

A self-described serial entrepreneur, Matthew owned "Sublime Craftwork", a greeting card and fine arts company, "Rent-a-Chef", and "Pamper & Dine", an only-in-L.A. company bringing "Massage & Fine Dining" to its customers all over Southern California. He was profiled in National Enquirer, CBS, CNN, New York Times, and a thousand other media outlets. Matthew hosted and/or co-hosted several radio shows in Los Angeles, from the late-night Midnight Rendezvous, to a super-fun show on KROQ called "Matthew The Prime-Time Chef" where listeners/callers called in and were compelled to coax me into going to their location to cook for them, while on the air! He cooked in Hospital Emergency Rooms, Police Stations, Fire Houses, and in the back of a limo on the 405, a massage parlor.... you name it! As owner & operator of "Chef Matthew's Fine Foods" he created and supplied sexy, gourmet finger foods to Gelsons and Trader Joes. When ready for new challenges, Matthew sold that company and moved to Hawaii 24 years ago to become the foremost food writer and restaurant reviewer in the state, for The Honolulu Advertiser, the State's largest daily newspaper. After accomplishing that, Matthew saw this young thing called the Internet. He established Hawaii Food Tours in, rated #1 on Trip Advisor in the "Food & Drink" category, and named "One of the best food adventures in the world" by MSNBC.



Tour Descriptions and Information

Food & Agriculture Tourism Tour

Sunday, October 22, 2017

12:00 pm to 5:30 pm

Registration fee of \$90, box lunch included

(This tour is free of charge for all Food Marketing Challenge student participants)

- Departure Hilton Waikiki Beach hotel by bus at approx. 12:10 pm.
- Arrive at Green World Café 1:00 pm. <https://greenworldcoffeefarm.com/>



Green world is small farm situated on the famous North Shore of Oahu Hawaii. Their farm consists of seven acres of land with approximately 2,000 Arabica coffee trees. They opened their farm and Espresso Bar in January of 2013. They roast all of their coffee on the farm. They buy green coffee beans from local farms across Hawaii to include Maui, Molokai, Kauai as well as Waialua, which is on the North Shore of Oahu.

They have at least five different types of coffees to sample on a daily basis in their store. We will tour the coffee garden where you will learn exactly how coffee is produced, where coffee is grown, and how it gets from the tree to your cup!

- Depart Green World Café at 2:15 pm.
- Arrive at the Dole Plantation at 2:25 pm. <https://www.doleplantation.com/>



Activities at the Dole Plantation will include:

- Plantation express train, <https://www.doleplantation.com/pineapple-express/>: This fully narrated, twenty-minute train tour is an experience for the whole family. You'll learn the story of pineapple in Hawaii, hear how James Drummond Dole founded his world-famous agricultural empire where the Dole Plantation stands today, and travel through the stunning scenery of the island's famous North Shore.
- Plantation Garden tour, <https://www.doleplantation.com/plantation-garden-tour/>: As you wander through Dole Plantation's eight different gardens, you'll get an up-close view of the plants that are the source of tropical delights from coffee to exotic fruit to colorful cacao pods, used to make Waialua's signature single-estate chocolate. Depending on the season, you'll also be able to smell the delicate fragrance of lei flowers including plumeria, pikake, and pua kenikeni. Plus, download the Dole Plantation app on your iPhone or Android device to hear folklore of old Hawaii and much more!
- Depart for Honolulu at 4:20 pm, arrive at the hotel at 5:30 pm.

Food Industry Tour

Tuesday, October 24, 2017

1 pm to 5 pm

Registration fee of \$10

- Departure Hilton Waikiki Beach hotel by van at approx. 1:00 pm.
- This tour will make three stops at food/beverage production and retailing firms in Honolulu, HI. You will have the chance to learn about the unique food products and distributional aspects faced by the food industry in Hawaii, including beer, candy, nuts, and much more!

Honolulu Event and Destination Information

- Hawaiian Islands Visitor Center. 2270 Kalakaua Ave Ste 801, Honolulu, (808) 524-0722. <https://www.gohawaii.com/islands/oahu>.
- Kapiolani Farmers Market. Among the best in the state of HI. **Saturdays:** 7:30 am - 11 am, Kapiolani Community College, 4303 Diamond Head Rd. (Parking Lot C).
- Hawaii Food Tours. Food tours in Honolulu and the North Shore of Oahu. These are the best tours in Hawaii designed especially for those who love food and fun. Created by Hawaii's #1 Food Writer and Restaurant Reviewer, Chef Matthew Gray. Call 808-926-FOOD (3663) or visit <http://www.hawaiifoodtours.com/>.
- Aloha Food Tours. Eat what locals eat. Call 808-330-5602, email info@alohafoodtours.com, or visit <https://alohafoodtours.com/>.
- Honolulu Zoo. 151 Kapahulu Ave, Honolulu, Hawai'i 96815, (808) 971-7171, info@honolulu zoo.org, Open daily 9:00am-4:30pm.
- Waikīkī Aquarium. 2777 Kalakaua Avenue, Honolulu, HI 96815, on the shoreline in Kapi'olani Park. (808) 923-9741, Open daily 9:00am-4:30pm.

Please consider submitting to the *Journal of Food Distribution Research*

The *Journal of Food Distribution Research* has an applied, problem-oriented focus. The Journal's emphasis is on the flow of products and services through the food wholesale and retail distribution system.

Related areas of interest include patterns of consumption, impacts of technology on processing and manufacturing, packaging and transport, data and information systems in the food and agricultural industry, market development, and international trade in food products and agricultural commodities. Business and agricultural and applied economic applications are encouraged.

Acceptable methodologies include survey, review, and critique; analysis and syntheses of previous research; econometric or other statistical analysis; and case studies. Teaching cases will be considered. Issues on special topics may be published based on requests or on the editor's initiative. Potential usefulness to a broad range of agricultural and business economists is an important criterion for publication.

The Journal of Food Distribution Research is refereed and published three times each year by the Society. The March issue is dedicated to the proceedings from the previous annual FDRS conference, and the July and November issues contain refereed articles. More information and submission instructions can be found at: <https://www.fdrsinc.org/journal-submissions/>

**The 2018 FDRS Annual Conference will take place in Washington D.C.,
We look forward to seeing you in D.C.**

Thanks to our Conference Sponsors

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