

President's Message

In these changing times, it is critical that academia, government, and industry continue to work together in food distribution to foster industry growth. The Food Distribution Research Society (FDRS) is the only body of scholars and practitioners in the United States dedicated to the study, monitoring, and sharing of knowledge about the dramatic changes that are taking place in the global food system.

The FDRS meets today's challenges in several ways. The Journal of Food Distribution Research, which has been published since 1969, is the principal academic product and outlet for research dissemination. Annual meetings provide the opportunity for exchange of ideas among practitioners, researchers, and government agencies. Newsletters give updates on society activities. The entire membership is encouraged to provide suggestions for improvement in these activities.

The Food Distribution Research Society supports research on food industry topics through Richardson-Applebaum Awards. The categories are work at the doctoral level, at the M. S. level (both thesis and non-thesis) and at the undergraduate level, for a total of four awards annually. Additionally, FDRS offers the Frank Panyko award for distinguished service, the Patrick J. Byrne award for emerging leadership and research and communication award. For details, please look at the FDRS website (<https://www.fdrsinc.org/>).

As President, I am confident that we can continue the Society's mission to bring multiple viewpoints and partners to the table, which will increase the relevance and impact of the work we do. Our society has a growing membership and many up and coming leaders have joined our ranks. Hence, I am optimistic about the future of our Society and look forward to working with you all in the future.

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The 2018 annual FDRS meetings will be held at the heart of Washington DC Crystal Gateway Marriott during September 14-18, 2018. I guarantee the networking opportunities will be excellent given the current and new partners planning to join us for the 2018 meetings, including the National Value-Added Conference team and the National Farmers Market Coalition team.

I look forward to seeing all of you in Washington DC!

Ramu Govindasamy
FDRS President



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FDRS President

2017 Honolulu Conference Highlights

By Kynda Curtis

The 2017 annual conference of the food distribution and research society was held in beautiful Honolulu, Hawaii on Waikiki beach. This year's program included speakers from across the US and Hawaii with over 80 attendees at the three-day conference held October 22-24. Conference sessions covered topics such as mitigating food waste, assessing local food system ability to drive economic development, Extension food projects, and local food systems and food security in Hawaii.

Ku'ulei Williams, the Executive Director of Aloha Harvest, discussed the food recovery program on the island of Oahu and how donated food is redistributed to feed the hungry in Hawaii. Kristen Frost Albrecht, the Interim Executive Director of The Food Basket, discussed issues surrounding the high degree of food imports to Hawaii (approximately 85% of all food is imported) including the high cost of food and the prevalence of poverty in Hawaii. The Food Bank works on the island of Hawaii to assist with food donations and provide low-cost food to those in need.

The research and outreach presentation schedule was expanded this year to include two additional

rooms, thus providing the opportunity for over seventy presentations by members and friends of the society.

This year's conference included entertainment unique to Hawaii including a Hula Dancing show on Sunday night and a talk by Chef Mathew Gray on Monday night on the importance of food tourism in Hawaii and specialty foods that are a "must try" while in Hawaii.

Two tours highlighted the unique food products and distribution issues of Hawaii. On Sunday, over fifty members and student competition participants traveled to the Dole Plantation and a local farm providing agritourism opportunities. Events included a train ride and garden tour, along with coffee, chocolate and macadamia nut tastings.

The Tuesday industry tour made stops at four locations to examine primary food retail, processing, and restaurant trends in Hawaii. Tour attendees were able to visit and enjoy food samples at the ABC/ Island Deli, Da Hawaiian Poke Company, the Hawaiian Chip Company, and Aloha Brewing.

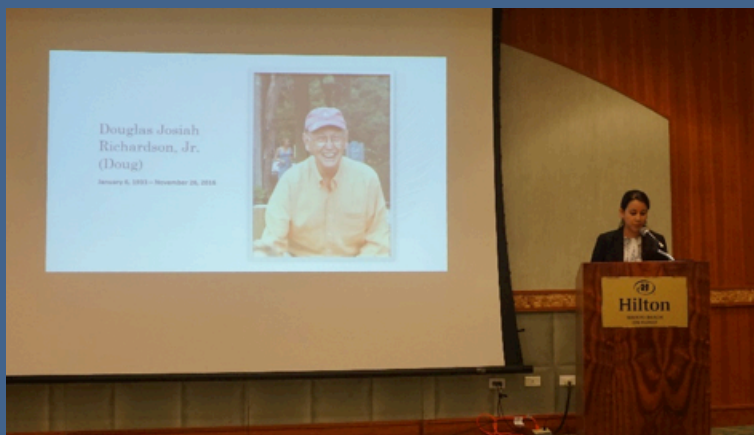


Touring the Aloha Brewing Company
(Photo courtesy of Rob Holland)



Learning about Hawaiian Agritourism
(Photo courtesy of Rob Holland)

Richardson-Applebaum Scholarship Award Winners



Alba Collart, VP of Education, kicked off the the Richardson-Applebaum Awards luncheon with a touching tribute to the late Doug Richardson.

Award for Outstanding Undergraduate Research

The 2017 recipient of the Food Distribution Research Society Award for Outstanding Undergraduate Research was Young-Ho Kim from Texas A&M University for his paper entitled “Price Discovery and Integration in the United States Pecan Markets”, which was completed under the direction of Dr. Senarath Dharmasena.

Congratulations, Young-Ho!



Young-Ho Kim and Alba Collart

Award for Best M.S. Case Study

The 2017 Richardson-Applebaum Award for Best M.S. Case Study was granted to Mr. Aaron Shew from the University of Arkansas for his work entitled “New Innovations in Agricultural Biotech: Is RNA-i Rice Acceptable to Consumers?”. In his work, completed under the advice of Dr. Lanier Nalley, Aaron looks at consumer valuation of a non-GMO rice variety which uses RNA interference for insect control. They find that consumers in North America and Europe still discount this advancement in rice biotechnology, however, their discounts are smaller compared to those for a genetically-modified rice variety.

Congratulations, Aaron!



Aaron Shew and Alba Collart

Richardson-Applebaum Scholarship Winners, cont.



Michelle Paukett and Alba Collart

2017 Richardson-Applebaum Award for Best M.S. Thesis

The 2017 Richardson-Applebaum Award for Best M.S. Thesis was granted to Ms. Michelle Paukett from Texas A&M University for her work entitled "Revenue Impacts of the 2015 Avian Influenza Virus Outbreak on United States Table Egg Wholesalers." In her work, completed under the advice of Drs. Senarath Dharmasena and David Bessler, Michelle found that the outbreak had a negative impact on many farms, however, U.S. table egg wholesalers, who operate in an imperfectly competitive market, gained \$676 million as a result of the outbreak.

Congratulations, Michelle!

2017 Richardson-Applebaum Award for Best Ph.D. Dissertation

The 2017 Richardson-Applebaum Award for Best Ph.D. Dissertation was granted to Dr. Zoë Plakias. Dr. Plakias earned a Ph.D. in Agricultural and Resource Economics from the University of California-Davis, in 2016. Her dissertation was entitled "Mandatory Agricultural Producer Organization Referenda: Theory and Evidence." She is currently an Assistant Professor of Agribusiness in the Department of Agricultural, Environmental, and Development Economics at The Ohio State University, where she focuses in all facets of the contemporary food system. Before enrolling in the Ph.D. program at Davis, Dr. Plakias earned a Bachelor's degree in Economics from Western Washington University. Congratulations, Zoë!



Zoe Plakias giving her dissertation presentation



Zoe Plakias and Alba Collart

President's Awards

FDRS presents Presidential awards at every annual meeting. This year two very deserving board members were honored at the Presidential Awards Dinner where Chef Matthew Gray was the guest speaker.

Frank Panyko Award For Distinguished Service

The Frank Panyko Distinguished Service Award recognizes major contributions to FDRS over an extended time period. Criteria are 1) more than 10 years of continuous membership in FDRS, 2) demonstration of outstanding service and leadership in FDRS, and 3) nomination by an FDRS member in good standing. This year's Frank Panyko Award for Distinguished Service was presented to past FDRS President, Tim Woods.

Patrick J. Byrne Award For Emerging Leadership

The Emerging Leadership Award recognizes and encourages serving FDRS in a leadership capacity. Nominees must: 1) have made outstanding contributions to the profession 2) have no more than 10 years of continuous service in FDRS, 3) have served on the Board, 4) have not served as President of FDRS, 5) have made documented contributions to the organization, 6) have demonstrated evidence of continued involvement in FDRS leadership, and 7) be nominated by an FDRS member in good standing. This year's Patrick J. Byrne Award for Emerging Leadership was presented to VP of Education, Alba Collart.



Kynda Curtis, Tim Woods, and Ramu Govindasamy



Kynda Curtis, Alba Collart, and Ramu Govindasamy

Journal of Food Distribution Research News

Please consider submitting your applied research manuscript to the Journal of Food Distribution Research!

Over the last 40 years the JFDR has published near 2,000 research articles, with over 1.3 million article downloads since 2008. The Journal features applied, problem-oriented approaches that emphasize the flow of products and services through the food distribution system. Related areas of interest include consumer preferences and behavior, 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. One important criterion for publication is that the submission is potentially useful to a broad range of agricultural and business economists. Please note the following:

- The JFDR is refereed and the average rate of acceptance is 30%.
- There are three issues per year. The March issue is dedicated to the proceedings from the previous year's Food Distribution Research Society conference.
- The July and November issues feature refereed articles.

If you have any questions, please contact the Journal's editorial staff.

The most recent issue of the Journal of Food Distribution Research (November 2017) is online and available to the public for free! The November issue features four research articles on topics from technology adoption by blueberry producers to identifying underserved foreign markets. Please visit the November 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.

Information Request

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.

FDRS Leadership Changes

There have been a few changes in the FDRS Board of Directors. Ramu Govindasamy took over the role of president from Kynda Curtis. President Elect is Kimberly Morgan. Dawn Thilmany has moved into the role of VP of Research. Jonathan Baros, previously VP of Membership, is now the VP of Communications. In addition, we welcomed four new faces to the board: Clinton Neill (Secretary - Treasurer), Kathy Kelley (VP of Education), Samuel Zapata (VP of Membership), and Elizabeth Canales (Assistant VP of Student Programs). Meet your new board members:

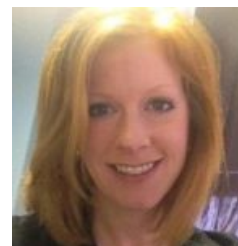


Secretary- Treasurer: Clinton Neill, Virginia Tech

Originally from Texas, I recently earned my Ph.D. at Oklahoma State University. As a new faculty member in the Department of Agricultural and Applied Economics, I plan to pursue a research/extension program that integrates the entire marketing chain. My areas of focus are on value-added food products and veterinary business management. A growing trend in Virginia is the diversification of agricultural enterprises, especially in the food and beverage industry. My goal is to assist producers and veterinarians in starting or expanding their diversification efforts through business development and marketing of their products.

VP of Education: Kathy Kelley, Penn State

Kathleen Kelley is a Professor of Horticultural Marketing and Business Management at The Pennsylvania State University. Her research interests include consumer awareness, preference, and acceptance of horticultural products. Her extension-education responsibilities are to develop business and marketing educational programs for horticultural crop producers and retailers. She also discusses topics and challenges retailers encounter in her undergraduate course, Retail Horticultural Business Management (HORT 455). She also teaches Issues in Landscape Contracting (HORT410W). She received a dual Ph.D. from Michigan State University in Horticulture and Botany & Plant Pathology and joined the faculty at Penn State in 2001.



Assistant VP of Student Programs: Elizabeth Canales, Mississippi State

Elizabeth Canales is an assistant professor in the Department of Agricultural Economics at Mississippi State University. Her research and extension interests relate to specialty-crops production issues, adoption of agricultural technologies, local food systems, and agribusiness. Prior to joining Mississippi State, Elizabeth worked as an internal strategy consultant for The Wonderful Company LLC, a private consumer goods corporation based in California, where she worked on business-wide strategic initiatives and operational projects. Elizabeth obtained her Ph.D. in Agricultural Economics from Kansas State University.

VP of Membership: Samuel Zapata, Texas AgriLife Extension Service

Dr. Samuel Zapata is an Assistant Professor and Extension Economist at Texas A&M AgriLife Extension Service/ Texas A&M University. Dr. Zapata serves the 20-county area of the South Extension District. He develops and coordinates Extension educational programs related to farm management and marketing by providing technical expertise and educational materials for producers, Extension agents, specialists, clientele, and organizations. Dr. Zapata conducts applied research focused on farm management, economic feasibility analysis, economic impact of new invasive pests and diseases, and economics of biofuel production. Dr. Zapata received his Ph.D. in Applied Economics and M.S. in Applied Economics and Statistics from Clemson University, and B.S. in Agriculture from Zamorano Pan-American Agricultural University.



Student Marketing Competition Results

By Lurleen Walters

College students from across the country competed in the Student Food Marketing competition on October 21st and 22nd during the annual meeting. The contest required student teams to apply their agribusiness knowledge to a live business case presented by a company executive on the first day of the competition.

This year's mystery client was Makaha Mangoes, which is a family owned and operated business based on Oahu. In the years since its inception, Makaha Mangoes has built a reputation for the finest tree ripened handpicked mangoes in Hawaii, and is a highly respected brand that competes on the basis of quality. It has two distinct business lines – one geared toward production and direct sales of fresh fruit to high-end restaurants, hotels and manufacturers in Hawaii, and another that offers agronomic and marketing consulting services to local growers. Sustainability and respect for Hawaiian culture are core objectives that are integrated into the company's mission and business practices. For more information, please visit <https://www.makahamangoes.com/>

The competition required students to analyze and make recommendations on how Makaha Mangoes could feasibly and profitably expand while remaining true to its mission and its operational strategies. The company is currently unable to meet local demand due to production area limitations, but is interested in doing so via a novel approach – edible landscaping. Historically, fruit trees have been an important component of the Hawaiian landscape, particularly in backyards, but this tradition has declined sharply due to urbanization pressures. Owner and operator of Makaha Mangoes, Mark Suiso, is interested in bringing back the tradition of fruit tree cultivation, and sees the opportunity to enter the landscaping business as a great prospect to revitalize it and, most importantly, to expand the business in the long run. He presented the case and challenged the students to think about how this could be executed. Students were required to present a strategic plan that would

allow Mahaka Mangoes to enter and effectively compete in the landscaping service market, and that would complement the existing product and consulting services business lines over the short and long runs.

Student teams from the University of Missouri, California State University at Chico, California State University at Fresno, California Polytechnic State University at San Luis Obispo, California Polytechnic State University - Pomona, Kansas State University, Texas A&M University, Colorado State University, and the University of Kentucky, competed in the two-day event. The top three teams were awarded plaques and cash prizes at the welcoming reception on Sunday, October 22nd. The University of Missouri team, coached by Dr. Jamille Palacios, was judged the first place winner. Colorado State University's team, coached by Dr. Dawn Thilmany McFadden, and California Polytechnic State University at San Luis Obispo, coached by Dr. Cristina Connolly, placed second and third, respectively.

In summing up his experience with the competition and his interactions with the teams, Mark Suiso remarked that he was extremely impressed by the students' efforts and professionalism, and that they expertly analyzed the situation and presented novel ideas that could be put into practice.



1st place University of Missouri team receiving their plaque and monetary award.