

President's Message

The 2018 FDRS Annual Conference will be held at the Crystal Gateway Marriott, 1700 Jefferson Davis Highway, Arlington, Virginia, during September 15-18, 2018. Ron Rainey, VP Logistics, and I had the chance to tour the hotel in February. This Marriott is perfectly situated minutes from Washington, D.C. and less than one mile from Reagan National Airport, with an interior corridor connecting you to the Crystal City Metro. Attractions such as Pentagon 9/11 Memorial, Pentagon City Mall, Arlington National Cemetery, Iwo Jima Memorial, Old Town Alexandria, US Capitol, White House, National Mall and Nationals Park are only a few Metro stops away! I am sure you will find it an excellent venue for any type of entertainment.

This year's FDRS annual meeting will be held in conjunction with United States Department of Agriculture, Farm Credit, Farmers Market Coalition, and National Value-Added Conference under the umbrella of "2018 Direct Agricultural Marketing Summit." The goal of the summit is to improve the understanding, capacity and performance of farms and businesses that participate in direct to consumer markets. The summit will feature new resources—intended to assist farmers, market managers and direct marketing farmers—as well as research and data on direct to consumer markets.

National leaders and experts from industry and the public sector will participate in plenary sessions and break-out training. Technical assistance will include workshops for Farmers Market Promotion Program grant participants and MarketMaker stakeholders. The 2018 program will feature an organized tour (Shaw Farmers Market and Dupont Circle Farmers Market) on Sunday, September 16th.

The Food Marketing Challenge will occur on Saturday prior to the formal conference. Dr. Lurleen Walters and Dr. Elizabeth Canales are arranging an excellent and challenging case for this team competition. I encourage each of you to register a team. It is like no other competition and really challenges the students.

Inside this Issue:

- President's Message
- 2018 Conference Preview
- Conference Partners Groups
- Call for Research and Outreach Writing
- Conference Hotel and Registration
- Call for Award Applications
- 2018 Student Marketing Competition
- JFDR News and Call for Editors
- Dates to know
- Information Request

Besides, there are cash awards for the top three teams.

Please consider submitting a proposal for a research update, research report, or poster. FDRS is a great place to share research and engage in dialogue that can help improve your work or spark ideas for future work. In addition, it is a friendly place for graduate students to gain experience. Another benefit of presenting a report, update or poster is it will be published in the March issue of the *Journal of Food Distribution Research*. I encourage you to include the JFDR on your preferred publication list.

Announcements regarding the presidential awards and the Richardson-Applebaum awards for outstanding graduate research in food distribution and marketing have gone out to the membership and partnering organizations. Please consider nominating a worthy colleague and/or one of your students for these awards. If you did not receive the announcement, please visit the FDRS website at: www.fdrsinc.org/fdrs-awards/.

We hope to see you in Washington DC, in September.

Ramu Govindasamy
FDRS President



Conference Preview: 2018 National Direct Agricultural Marketing Summit

Tentative Schedule		
Saturday, September 15	8 am - 12 pm	Student Food Marketing Challenge Orientation
	12 pm - 3 pm	FDRS Board Meeting
	1 pm - 3 pm	Student Food Marketing Challenge Preliminary Round
	5 pm - 7 pm	Student Food Marketing Challenge Final Round
Sunday, September 16	8 am - 3 pm	Pre-conference Tour (with visits to the Shaw Farmers Market and Dupont Circle Farmers Market)
	3 pm - 5 pm	S-1067 Meeting
	3 pm - 6 pm	MarketMaker State Partner Meeting
	3 pm - 6 pm	Technical Assistance Workshops
	6:30 pm - 8 pm	Welcome Reception and Student Awards
Monday, September 17	8:30 am - 12 pm	Plenary Sessions I, II, and III
	12:15 pm - 1:45 pm	Luncheons
	2 pm - 5 pm	Breakout Sessions and Technical Assistance Workshops
	6:30 pm - 8:30 pm	Awards Dinner
Tuesday, September 18	7 am - 8:30 am	Breakfast and Business Meeting
	8:30 am - 10:30 am	Breakout Sessions and Technical Assistance Workshops
	10:30 am - 12 pm	Plenary Session IV

Register for the 2018 National Direct Agricultural Marketing Summit [HERE](#).



The FRESHFARM Dupont Circle Farmer’s Market is located in the heart of one of Washington, DC’s most vibrant and diverse neighborhoods. *Washingtonian* magazine credits the market with "teaching Washingtonians to love their fruits and vegetables." *The Wall Street Journal* and *The Financial Times of London* also named the market one of the top farmers markets in the country. During the peak season, there are more than 50 farmers offering conventional and certified organic fruits and vegetables, pastured meat, poultry and eggs, farmstead and artisan cheeses, sweet and savory baked goods (including gluten free options), fresh pasta, pickles, jams, and jellies, locally roasted coffee, District-made spirits and beers, wood-fired pizza, handmade dumplings, soups and sandwiches, cut flowers, potted plants, soaps, and more.



Community Foodworks (CFW) is a DC-based, mission-driven non-profit organization that works to increase access to fresh and healthy food for underserved populations while creating opportunities for local farmers. CFW operates a network of farmers markets, including the Shaw Farmer’s Market, and manages a portfolio of innovative food access programs based at those markets that improve the lives and health of low-income community members. By incentivizing low-income customers to buy healthy, local food while developing new distribution channels for local farmers, CFW builds a stronger, more inclusive local food system.

National Direct Agricultural Marketing Summit

Partner Groups

Agricultural Marketing Service USDA (AMS) is a presenting sponsor providing leadership and financial support to host the summit. Through a cooperative agreement with the University of Arkansas, AMS provides leadership and financial support to the summit planning committee to host this national effort that highlights public and private innovations in direct to consumer markets. AMS delivers national leadership to several programs which will be highlighted throughout the summit including Farmers Market Promotion and Local Food Promotion programs; Local Food Economics; and Local Food Resource Mapping Project.



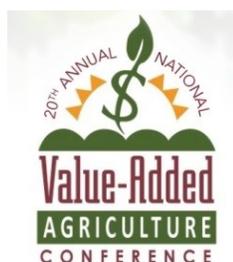
The Farmers Market Coalition (FMC) is a national, member-based 501(c)(3) nonprofit dedicating to strengthening farmers markets through education, networking and advocacy. Now in our 11th year of operation, FMC has completed more than 4,300 hours of technical assistance to farmers markets, providing assistance in project development and evaluation, research, and training. Our website features comprehensive guidance for

new and experienced market managers, in-depth analysis of federal regulations, guides to offering SNAP at markets, a farmers market resource library, an archive of professional development webinars, and multiple programming opportunities. FMC regularly presents and hosts workshops at state and regional conferences, in addition to planning and implementing training webinars. FMC specializes in measuring and communicating farmers market impacts, working to quantify and highlight their ability to stimulate local economies, preserve rural farmland and livelihoods, increase access to fresh food, support healthy communities, activate civic meeting places, and promote sustainable farming practices.

Farm Credit is a presenting sponsor providing leadership and financial support to host the summit. For more than 100 years, Farm Credit supports rural communities and agriculture with reliable, consistent credit and financial services, today and tomorrow. In all 50 states and Puerto Rico, Farm Credit supports infrastructure providers and farmers by helping to keep American agriculture competitive in global markets and our rural communities viable and thriving. Our 73 independent Farm Credit institutions are governed by the customers they serve. Together, we support more than 500,000 farmers, ranchers, agricultural producers, rural infrastructure providers and rural homebuyers. Farm Credit loans help U.S. agricultural producers feed the world, rural businesses grow and rural families thrive.



FARM CREDIT



Since 2009 the National Value Added Agriculture (NVAA) Conference has welcomed farmers, researchers, extension educators, USDA representatives and agricultural industry stakeholders to highlight resources and expertise to assist farmers and agribusinesses with improving market knowledge and performance across the food value chain. The conference planning committee is an informal partnership of faculty from land-grant colleges and universities across the United States. The conference features tools and resources of Iowa State University's Agricultural Marketing Resource Center (AgMRC – <https://www.agmrc.org/>) and MarketMaker (<https://foodmarketmaker.com/>).

MarketMaker is a national network of states that connect farmers and fishermen with food retailers, grocery stores, processors, caterers, chefs, and consumers. It is an ever-growing partnership of Land Grant Universities, Departments of Agriculture, and food and agricultural organizations investing in a coordinated effort to build a virtual food value chain.

Call for Research Reports, Updates, and Outreach Writing

The Food Distribution Research Society invites submissions of Research Reports, Research Updates, and Outreach Writing for the 2018 Annual Conference to be held in conjunction with the National Direct Ag Marketing Summit in Arlington, VA from September 15-18, 2018. Work related to any food distribution area from the farm gate through retail to the consumer is welcome at FDRS.

ALL SUBMISSIONS MUST USE THE SUBMISSION FORM AVAILABLE [HERE](#). Email submissions to Dawn Thilmany, at FDRSVPresearch@gmail.com, by June 18. Authors will be notified of acceptance by July 13.

Address questions and correspondence regarding research submissions to Research VP Dawn Thilmany at: FDRSVPresearch@gmail.com

Research reports, updates and posters are eligible for publication in the proceedings issue of the Journal of Food Distribution Research. However, submission of a food distribution research update, report or poster does not preclude submission of a full manuscript on the topic for consideration in a refereed volume of the Journal of Food Distribution Research or other scholarly publication.

Research Reports:

Research Reports are scholarly papers focusing on the results of research efforts. Reports will be evaluated and accepted on the basis of one-page abstracts that describe the research and its relevance to food distribution issues. Conference presentations of research reports are limited to 20 minutes each.

Research Updates:

Research Updates are synopses of research or educational work either (1) recently completed, (2) in progress, or (3) to be undertaken within the next year. To give an update, submit a maximum one-page description of the update. Presentations of updates will be limited to 15 minutes each.

Outreach Writing:

Outreach Writing is a relatively new category for the conference. We seek to recognize the kinds of technical communication of food industry issues that is key to the Extension/Industry Outreach work done by the Society's founders and is core to many members' work today. Some call these articles "industry outlook" or it may be something contributed to publications such as Choices ... materials that communicate food supply chain and marketing issues to an intelligent, highly-involved but non-academic audience. Submissions will consist of the actual article and the submission form. At the conference, the author will have 15 minutes to present a summary of the article's key points and how it was used in outreach/Extension efforts.

Conference Hotel and Registration



The hotel room block is expected to sell out! We recommend making your reservations early.

Crystal Gateway Marriott
1700 Jefferson Davis Highway
Arlington, VA 22202, US

Make your hotel reservations [HERE](#).

Conference registration is \$225 and includes the pre conference tour, reception, breaks, lunch, and the Presidential awards dinner.

Add a 1 year FDRS membership to your conference registration (and full breakfast Tuesday morning) for only \$60 more!

Register [HERE](#).

Call for Award Applications

2018 Richardson–Applebaum Scholarship Award

For Outstanding Graduate Research on Food Distribution & Marketing

FDRS is pleased to accept applications for the **2018 Richardson–Applebaum Scholarship Award**, which is awarded annually for outstanding student research in the area of food distribution and marketing. Broadly defined, this area encompasses all economic functions that occur between the farm gate and final consumer. The competition is open to all graduate students with scholarly interest and career aspirations in the food distribution system who have completed the degree in 2017 or by May 2018.

The award includes:

- Cash stipends of (1) \$1,250 for the best Ph.D. Dissertation, (2) \$750 for the best M.S. Thesis, and (3) \$750 for the best M.S. Case Study.
- Complementary student membership to FDRS.
- Complementary conference registration fees and recognition at the annual conference. The recipients' domestic travel expenses will also be paid by the society.
- The Ph.D. recipient is invited to present his/her research at the conference.

To apply submit the following to KathyKelley@psu.edu by May 18th:

- Cover letter
- A copy of the dissertation/thesis/case study
- A letter of recommendation from the academic advisor
- A brief synopsis of: academic training, any food industry experience and/or research experience, and career interests, goals, and objectives.
- Applicant's contact information (name, mailing address, phone number, and e-mail)

2017 Richardson - Applebaum Ph.D. Winner

- Dr. Zoë Plakias
- 2016 PhD from University of California, Davis
- Dissertation title: "Mandatory Agricultural Producer Organization Referenda: Theory and Evidence"
- Chair: Rachel Goodhue
- Currently Assistant Professor at The Ohio State University



2017 Richardson - Applebaum MS Thesis Winner

- Ms. Michelle Paukett
- Texas A&M University
- Thesis title: "Revenue Impacts of the 2015 Avian Influenza Virus Outbreak on United States Table Egg Wholesalers"
- Research Advisors: Senarath Dharmasena and David Bessler



2018 FDRS Scholarship Award

For Outstanding Undergraduate Research in Food Distribution and Marketing

FDRS is pleased to accept applications for the 2018 Undergraduate Student Research Paper Competition in the area of food distribution and marketing. The competition is open to all undergraduate students with scholarly interest and career aspirations in the food distribution system.

The award includes:

- Cash stipend of \$500 for the best Undergraduate Student Research Paper.
- Complementary student membership to FDRS.
- Complementary conference registration fees and recognition at the annual conference (Sept 15-18th). The recipients' domestic travel expenses will also be paid by the society.

Application steps:

1. Submit a Statement of Intent form (available at www.fdrsinc.org) to KathyKelley@psu.edu.
2. Write the research paper following the formatting guidelines provided (available at www.fdrsinc.org).
3. Submit the following electronically to KathyKelley@psu.edu by May 18th: (1) Cover letter, (2) A copy of the complete research paper in Microsoft Word (*.doc, *.docx) or other compatible format (3), A letter of recommendation from the research paper advisor (4), A brief synopsis of: academic training, any food industry experience and/or research experience, and career interests, goals, and objectives, and (5) Applicant's contact information (name, mailing address, phone number, and e-mail).

Call for Award Applications

2018 President's Awards

Nominations are being sought for two distinguished service awards. The deadline for submitting nominations is June 18th. If you have questions or concerns, please contact FDRS President Elect, Kimberly Morgan at klmorgan@vt.edu. More information about the awards, as well as a list of past recipients can be accessed from <https://www.fdrsinc.org/fdrs-awards/>. Application materials should be submitted via email to Kimberly Morgan at klmorgan@vt.edu. The awards are described below:

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. Self-nominations are also accepted. In addition, the nominee is expected to have exhibited exemplary efforts in promoting FDRS, provided outstanding training and guidance to in-coming FDRS leadership, and provided outstanding support in mentoring FDRS members. To be considered for the award, please email the nominee's CV and a one page summary of accomplishments and service.

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. Self-nominations are also accepted. To be considered for the award, please email the nominee's CV and a one page summary of accomplishments and service.

2018 Student Marketing Competition

The 2018 FDRS Student Marketing Case Competition will be held during the annual conference of the Food Distribution Research Society (aka the National Direct Agricultural Marketing Summit). This competition is a great opportunity for students to play the role of consultants and give a live presentation for an industry client.

The competition will be held on September 15th at the Crystal Gateway Marriott in Arlington, VA. This year, we are pleased to introduce some exciting changes to the configuration of the competition. Teams will be provided details about the company and the case challenge two weeks in advance of the competition. This will give teams additional time to develop their marketing strategy recommendations for the industry client. The representatives from the sponsoring company will be on hand to give an overview of the challenge and to conduct team interviews on Saturday (September 15th) morning. The first round of competition will begin promptly on Saturday afternoon, and the final round will occur on Saturday evening.

The deadline to register a team is August 17th. Teams can consist of 3-5 students (undergrad and graduate students). Registration is \$350 per team and covers attendance to all FDRS case events.

For questions about the student competition please contact contest chairs Elizabeth Canales (Elizabeth.canales@msstate.edu) or Lurleen Walters (Lurleen.walters@msstate.edu)



2017 1st place team:
University of Missouri

Journal of Food Distribution Research News

Please consider submitting your applied research manuscript to the *Journal of Food Distribution Research (JFDR)*!

The JFDR has an applied, problem-oriented focus on the flow of food products and services through wholesale and retail distribution systems. 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, agricultural, and applied economic applications are encouraged. Acceptable methodologies include survey, review, and critique; analysis and synthesis 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 editors' initiative. Potential usefulness to a broad range of agricultural and business economists is an important criterion for publication.

The *Journal of Food Distribution Research (JFDR)* is published three times a year (March, July, and November). JFDR is refereed in its July and November issues. A third, non-refereed issue contains Research Reports and Research Updates presented at FDRS's annual conference. JFDR is refereed by a review board of qualified professionals. Manuscripts should be submitted to the JFDR editors.

JFDR Call for Editors

The Food Distribution Research Society is accepting proposals for editorship of the *Journal of Food Distribution Research*. The lead JFDR Editor(s) would serve on the FDRS Board of Directors and be expected to contribute to the further development and programming of the organization. The Board meets at the annual fall conference (September/October) and by conference call (January and May). The lead Journal Editor edits and publishes both regular refereed issues and the annual proceedings issue in a timely manner. S/he selects the Editorial Board, prepares an annual budget request for the Secretary/Treasurer, bills authors for page charges, and establishes journal policy and style in consultation with the Vice President for Communications. The lead Journal Editor may appoint two associate editors who will assist in editing, publishing and budgetary matters for the journal. Since we are encouraging the development of an editorial team to share the tasks in this call, a set of colleagues from an institution(s) are also encouraged to apply. The editorial team will receive a three year appointment, beginning January 1, 2019, with opportunity for renewal upon mutual agreement between the team and the board. Candidates should send a two page application that includes the editorial philosophy, administrative plan, curriculum vitae of each editorial team member, and a letter of support from the department chair (to assure institutional support) to Kim Morgan at KLMorgan@vt.edu. **Applications should be submitted by September 1, 2018.** The board plans to make a decision shortly following that deadline. More information about the Food Distribution Research Society is available at the Society's web page, www.FDRSinc.org.

The latest issue of the Journal of Food Distribution Research is available online at <https://www.fdrsinc.org/journal/>. This latest issue includes two outreach updates and nine research updates from the 2017 conference in Honolulu, HI. Topics range from the economics of crop rotation systems to the contributors to the frequency of fast food consumption, and from forecasting the price of organic wheat to understanding the supplier-manufacturer relationship in the specialty food sector. The next issue will be published in July.

JFDR Fast Stats

- 40 years of publishing history
- Nearly 2,000 articles published
- 1.3 million article downloads since 2008
- Average acceptance rate of 30%
- 3 issues per year

Dates to Know

Upcoming Dates and Deadlines	
5/18	Richardson-Applebaum and FDRS Scholarship Award Applications due
6/18	Deadline for submitting nominees for the president’s awards
6/18	Research Reports, Updates, and Outreach Writing Proposals due
7/13	Authors notified of acceptance
7/31	Last day to register for the National Direct Agricultural Marketing Summit and be eligible for a 90% refund
8/17	Deadline to register a student team for the Student Marketing Competition at the National Direct Agricultural Marketing Summit
9/1	Applications for the JFDR Editor position due
9/15 - 9/18	National Direct Agricultural Marketing Summit in Arlington, VA

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.



Did you know?

The conference hotel for the National Direct Agricultural Marketing Summit (Crystal City Marriott) is less than 1 mile from Reagan National Airport.

FDRS Officers and Directors

- President: Ramu Govindasamy – Rutgers University
- President-Elect: Kimberly Morgan – Virginia Tech University
- Past President: Kynda Curtis – Utah State University
- VP of Education: Kathy Kelley – Pennsylvania State University
- VP of Programs: Margarita Velandia – University of Tennessee
- VP of Communication: Jonathan Baros – North Carolina State University
- VP of Research: Dawn Thilmany – Colorado State University
- VP of Membership: Samuel D. Zapata – Texas AgriLife Extension Service
- VP of Logistics & Outreach: Ronald L. Rainey – University of Arkansas
- VP of Student Programs: Lurleen Walters – Mississippi State University
- Assistant VP of Student Programs: Elizabeth Canales, Mississippi State University
- Secretary-Treasurer: Clinton Neill – Virginia Tech University
- JFDR Editors: Christiane Schroeter – California Polytechnic State University, Martha Sullins – Colorado State University, R. Karina Gallardo – Washington State University
- Newsletter Editor: Lindsey Higgins – California Polytechnic State University