



STUDENT FOOD MARKETING CHALLENGE

The Student Food Marketing Challenge provides university students with the opportunity to play the role of consultants and compete to give a presentation outlining their strategic recommendations in response to a marketing and food distribution challenge.

The Student Food Marketing Challenge will be held using a different format this year. Teams will receive a challenge a few weeks before the conference and will be required to submit a 10-minute video as a response. A team of judges will evaluate the videos based on specific quality and creativity criteria.

The winners will be announced during the FDRS virtual conference. The top three teams will split \$2,250 in prize money (\$1,000 for 1st place, \$750 for 2nd place, and \$500 for 3rd place).

Teams can consist of 3 to 5 undergraduate and masters-level students; however, the majority of the team members must be undergraduate students.

Registration fees are \$50 and it includes students' access to the FDRS virtual conference. **Teams should register for the competition no later than August 26th, 2020.**

For more information, please contact contest chair Elizabeth Canales (elizabeth.canales@msstate.edu).

FOOD DISTRIBUTION RESEARCH SOCIETY



Virtual Conference Oct. 13th, 2020

The 2020 Annual Meeting of the Food Distribution Research Society will be held virtually on Tuesday, October 13th, 2020.

2019 FDRS Student Food Marketing Challenge First Place Team

*California Polytechnic State University
at San Luis Obispo*



Team Members:

Victoria Cohen, Emma Manoukian, Katie Kelley, Anna Hilbert, and Dr. Cristina Connolly (team coach).