2020 FDRS Student Food Marketing Challenge Award

Students played the role of consultants and outlined their strategic recommendations for a fresh produce company facing supply chain disruptions and losses in foodservice sales due to COVID-19. Teams submitted short videos (<10 min) in response to the distribution and marketing challenge.

Honorary Mention

University of Kentucky
Jenna Bryant, Anna Lowes, Thomas Pierce

Advisor:
Timothy Woods
2020 FDRS Student Food Marketing Challenge Award

Third Place

National Chung Hsing University, Taiwan

Advisor:
Shang-Ho Yang
2020 FDRS Student Food Marketing Challenge Award

Second Place

Massey University
Alex Tomkins, Kazi Talaska, Will Robertson, Euphemia Tan

Advisor:
Emma Boase
2020 FDRS Student Food Marketing Challenge Award

First Place

Lincoln University
Grace Mainwaring, Grace Moscrip, Lincoln Roper, Emma Richie

Advisor:
Emma Boase
This paper analyzes the economic effects of the 2012 change in liquor policy (Initiative 1183) in Washington State in the United States. This policy increased the availability of liquor but also increased taxes on liquor in Washington. This research provides some evidence that the quantity of liquor sold in both Washington and Idaho increased, suggesting that availability/convenience effects can outweigh tax/price effects. Furthermore, the cross-border spillover effects are isolated to the nearest store to the border.
2020 Service Awards
Patrick J. Byrne Emerging Leadership Award

Dr. Margarita Velandia

• This Award recognizes and encourages serving FDRS in a leadership capacity.
• In 2016, Dr. Velandia was appointed as VP of Programs and served in this capacity for two years.
• In 2019, she was appointed as Co-Editor of the Journal of Food Distribution Research.
• Dr. Velandia has served in leadership positions in the Southern Agricultural Economics Association and in her institution the University of Tennessee.
2020 Service Awards
Frank Panyko Distinguished Service Award

Dr. Patricia McLean-Meyinsse

- This Award recognizes major contributions to FDRS over an extended time period.
- Dr. Meyinsse has been an active member for over 20 years and served in multiple leadership roles for the society.
- She has served as a vital mentor to many junior faculty throughout her tenure. She serves as an ambassador connecting the society to 1890 institutions.
- Across our profession and the land-grant system, she provides a wealth of institutional knowledge and wisdom.
2020 Awardees: Undergraduate, M.S. Case Study, and M.S. Thesis

Faith Parum
Texas A&M University
Outstanding Undergraduate Research on Food Distribution and Marketing
Title of submission: U.S. Consumer’s Intake of Food at Home and Food Away from Home as A Complex Economic System

Isabella T. Sanders
Georgia Institute of Technology
Richardson-Applebaum Outstanding Graduate Research on Food Distribution and Marketing: M.S. Case Study
Title of submission: Strategic Market Deployment Planning: Farm-to-Table Logistics Platforms

Aaron J. Staples
Purdue University
Richardson-Applebaum Outstanding Graduate Research on Food Distribution and Marketing: M.S. Thesis
Title of submission: Consumer Willingness-to-Pay for Sustainability Attributes in Beer: A Choice Experiment Using Eco-Labels
Dr. Shannon Allen
University of Alberta


Advisor: Dr. Ellen Goddard