

OCTOBER 20-22, 2024
Resilient AgriFood Systems

65TH FOOD DISTRIBUTION RESEARCH SOCIETY CONFERENCE



FROM THE LEADERSHIP TEAM

We are excited that you are attending our 65th conference themed **Resilient AgriFood Systems!**

FDRS’s overall goal is to facilitate the development of leading-edge information and education about food distribution through applied research by serving as a forum for exchanging ideas and information and acting as a clearing house for food distribution research and education. We strive to help with food industry education and training, as well as the implementation of new ideas and concepts.

We developed a program that showcases current research and outreach activities in food systems, fosters collaboration and supports networking.

We hope you will enjoy the symposia and the sessions, and attend our awards luncheon and award ceremony. Not least, take advantage of the opportunity to meet new people and share your projects.

FDRS 2023-2024 Officers

President: Alba J. Collart
President Elect: Esendugue Greg Fonsah
Past President: Margarita Velandia
Secretary-Treasurer: Kimberly Morgan
VP Communication: Shuoli Zhao
VP Education: Andrew Muhammad
VP Logistics & Outreach: Rodney Holcomb
VP Membership: Jacob Manlove
VP Research: Maria Bampasidou
VP Student Programs: Ariana Torres
VP Industry Relations: Gary Matteson
VP Government Relations: Danielle Ufer
VP Richardson-Applebaum Funds:
Kimberly Morgan

Directors: Swagata “Ban” Banerjee, Linlin Fan, Courtney Long, Obed Quaicoe and Arbindra Rimal

Editors: Ben Campbell, Carlos O. Trejo-Pech, and Richard J. Volpe

SUNDAY, OCTOBER 20

CONFERENCE AGENDA

PRE- SESSIONS

- 8:00 AM-11:00 AM** **S-1088 Meeting**
Room: Flamboyant A/B (Mirador level)
- 1:00 PM-5:00 PM** **Registration Opens**
Room: Gardenia (Mirador level)
- 2:00 PM-4:00 PM** **FDRS Student Marketing Challenge**
Room: Flamboyant A/B (Mirador level)

GENERAL SESSIONS

- 6:00 PM-7:00 PM** **Welcome Reception & Keynote Speaker (TBD)**
Room: Trellises (Outdoor space)
Hors d'oeuvres included

MONDAY, OCTOBER 21

- | | | | |
|--------------------------|---|------------------------|---|
| 7:00 AM-8:15 AM | Registration
Room: Gardenia (Mirador level) | 1:45 PM-3:15 PM | Symposium II
Breakout Rooms (Mirador level) |
| 8:30 AM-10:00 AM | Symposium I
Breakout Rooms (Mirador level) | 3:30 PM-5:00 PM | Research Sessions II
Breakout Rooms (Mirador level) |
| 10:15 AM-11:45 AM | Research Sessions I
Breakout Rooms (Mirador level) | 6:30 PM-8:30 PM | Award Ceremony & Banquet
Dinner Included
Pablo Casals Ballroom (Mirador level) |
| 12:00 PM-1:30 PM | Richardson- Applebaum Awards Luncheon
Lunch Included
Pablo Casals Ballroom (Mirador level) | | *Breakout Rooms:
-Flamboyant A
-Flamboyant B
-Orquidea
-Violeta |

TUESDAY, OCTOBER 22

- | | | |
|-------------------------|---|--|
| 7:00 AM-8:45 AM | FDRS Business Meeting
Business Meeting starts at 7:45am
Breakfast Included
Pablo Casals Ballroom (Mirador level) | *Breakout Rooms:
-Flamboyant A
-Flamboyant B
-Orquidea
-Violeta |
| 9:00 AM-10:30 AM | Research Sessions
Breakout Rooms (Mirador level) | |



FDRS SESSIONS

ORGANIZED SYMPOSIUM

These sessions offer the opportunity for presentations and discussions on a single theme or problem related to the food distribution field. Organized symposia proposals are allowed 1 hour and 30 minutes and time for discussion.

RESEARCH REPORTS

These sessions are scholarly papers focusing on the results of research efforts. Presentations of research reports are limited to 15 minutes each, with 5 minutes for Q&A.

RESEARCH UPDATES

These sessions are synopses of research or educational work either (1) recently completed, (2) in progress, or (3) to be undertaken within the next year. Presentations of updates are limited to 10 minutes each, with 3 minutes for Q&A.

OUTREACH WRITING

These sessions comprise technical communication of food industry issues that are key to Extension/Industry Outreach. These may include 'industry outlook', food supply chain, and marketing articles or content similar to AAEEA's Choices Magazine, for example, geared toward non-academic audiences. Authors will have 15 minutes to present a summary of the article's key points and how it was used in outreach/extension efforts, with 5 minutes for Q&A.

TEACHING CASE STUDIES

These sessions comprise technical communication of food industry issues that are key to Extension/Industry Outreach. These may include 'industry outlook', food supply chain, and marketing articles or content similar to AAEEA's Choices Magazine, for example, geared toward non-academic audiences. Authors will have 15 minutes to present a summary of the article's key points and how it was used in outreach/extension efforts, with 5 minutes for Q&A.

ORGANIZED SYMPOSIUM I

Monday, October 21 | 8:30 AM - 10:00AM

CREATING RESILIENT FOOD SYSTEMS THROUGH THE NON-CONTIGUOUS REGIONAL FOOD BUSINESS CENTER: A REVIEW OF THE FINDINGS FROM THE ASSESSMENT IN THE VIRGIN ISLANDS

ROOM : FLAMBOYAN A

Abstract

This presentation will provide a review of the methods and findings from the Virgin Islands Regional Food Business Center (RFBC) assessment, including a review of financial credit access, food aggregation and distribution, and food processing needs across the territory. Since 2017, Iowa State University Extension and Outreach and the Virgin Islands Good Food Coalition have worked cooperatively to understand needs for farmers and food businesses to increase their market potential and create a thriving food system across the Virgin Islands Territory. This has led to the creation of a food system assessment, a resilient food system report, funded projects for a virtual farmers market and mapping of the farm and food businesses across the territory. The team also received funding through Extension Risk Management to assess the risk and potential curricula for farmers in the areas of finance, marketing, and production risk. This presentation will review this history and then explore a current project within the non- contiguous Regional Food Business Center. The presentation will share the context of the non- contiguous RFBC and showcase the Caribbean sub-region that incorporates both Puerto Rico and Virgin Islands. As part of the process, Virgin Islands conducted an assessment that reviewed three priority areas based on previous research: financial capital, food aggregation and distribution, and food processing. This symposium will highlight the findings from interviews and discussions with farmers, food businesses and organizations and share next steps associated. Following the presentation, the symposium will offer space for dialogue regarding potential next steps for research and implementation.

Panelists:

Courtney Long

Iowa State University
Extension and Outreach
court7@iastate.edu

RESEARCH SESSIONS I

Monday, October 21 | 10:15 AM - 11:45 AM

PRODUCTION, ENVIRONMENTAL ISSUES AND CONSUMER PREFERENCES

ROOM:
FLAMBOYAN A

MODERATOR:
JANE KOLODINSKY

RESEARCH UPDATE

Risk Efficient Crop Combinations for North Carolina Farms

Presenter: EJIMAKOR, GODFREY, North Carolina A&T State University; ejimakor@ncat.edu

RESEARCH UPDATE

A Cost-benefit Analysis of Climate-smart Interventions in the Agricultural and Livestock Landscape of Saint Kitts and Nevis

Presenter: PEGUERO, FELIPE -Texas A&M University; felipe.peguero@ag.tamu.edu

RESEARCH REPORT

Consumer Trust in Information Sources about Hemp Foods and CBD Products

Presenter: KOLODINSKY, JANE - Arrowleaf Group; jane@arrowleafgroup.com

RESEARCH REPORT

Weather, Wine and Prices

Presenter: OKHUNJANOV, BOTIR - Denison University; okhunjanovb@denison.edu

RESEARCH UPDATE

Two Decades of Change: Evolving Costs of Regulatory Compliance in the Produce Industry

Presenter: HAMILTON, LYNN - California Polytechnic State University; mpmccull@calpoly.edu

AGRICULTURAL OUTLOOK & PRICES

ROOM:
FLAMBOYAN B

MODERATOR:
**MARGARITA
VELANDIA**

OUTREACH

Price Trends at Tennessee Farmers Markets 2018-2023

Presenter: VELANDIA, MARGARITA- University of Tennessee ; mvelandi@utk.edu

RESEARCH REPORT

The Accuracy, Bias, and Dispersion in Financial Analysts' Earnings Per Share Forecasts of Sugar-Using Firms

Presenter: TREJO-PECH, CARLOS O. - University of Tennessee; ctrejope@utk.edu

RESEARCH UPDATE

Investigating the Lucrativeness of Onion Production in Georgia, USA

Presenter: FONSAH, ESENDUGUE GREG - University of Georgia; gfonсах@uga.edu

RESEARCH REPORT

Comparing Food Price Inflation Experiences across the States

Presenter: GOETZ, STEPHAN J. - Pennsylvania State University; sgoetz@psu.edu

RESEARCH SESSIONS I

Monday, October 21 | 10:15 AM - 11:45 AM

TRAINING AND WORKFORCE DEVELOPMENT IN FOOD INDUSTRY

ROOM:
ORQUIDEA

MODERATOR:
NATHAN KEMPER

RESEARCH REPORT

Consumer Willingness to Pay for U.S. Fair Wages in Agriculture: Experimental Evidence on Labels and Empathy

Presenter: SAHA, SRABONE - University of Delaware; srabone@udel.edu

RESEARCH UPDATE

Participant Perceptions and Economic Benefits from a USDA- Funded Meat Industry Workforce Training Program

Presenter: HOLCOMB, BAILEY- Oklahoma State University; ravi.jadeja@okstate.edu

RESEARCH UPDATE

Agricultural Financial, Tax and Asset Protection (AgFTAP)

Presenter: VETTER L. ALLISON - University of Arkansas, avetter@uada.edu

RESEARCH UPDATE

Experimental Hands-On Food Safety Training for Socially Disadvantaged Farmers in Alabama: Red Flag Demonstration

Presenter: CHAVEREST, E'LICIA L. - Strategic Alignment Network;
info@strategicalignmentnetwork.com

RESEARCH UPDATE

Enhancing Rural Economic Growth through Targeted Workforce Development in Food and Agricultural Industries.

Presenter: KEMPER, NATHAN - University of Arkansas; nkemper@uark.edu

EMERGING CHALLENGES AND OPPORTUNITIES IN FOOD ECONOMICS

ROOM:
VIOLETA

MODERATOR:
CLINTON NEIL

RESEARCH REPORT

Telemedicine Usage and Barrier in Rural Veterinary Medicine

Presenter: NEILL, CLINTON L. - Cornell University; cln64@cornell.edu

RESEARCH REPORT

Which Came First: Policy or Preference? Preference Stability and Impacts of State Policy Passage in Specialty U.S. Table Eggs

Presenter: UFER, DANIELLE J. - USDA; danielle.ufere@usda.gov

RESEARCH REPORT

The Instrumental Value of Calorie Information and its Effect on Food Choices

Presenter: MICHELLE SEGOVIA - University of Delaware; segoviam@udel.edu

RESEARCH UPDATE

A Taste for Change: Understanding Current New York City Food Procurement to Inform a Shift to Values-Based Public Procurement

Presenter: WASSERMAN-OLIN, REBECCA - Colorado State University ;
rebecca.Wasserman-Olin@colostate.edu

ORGANIZED SYMPOSIUM II

Monday, October 21 | 1:45 PM - 3:15 PM

ASKING BETTER QUESTIONS ABOUT SCALING TECHNOLOGY IN FOOD AND AGRICULTURE INDUSTRIES

ROOM : FLAMBOYAN A

Abstract:

Advances in technology for agricultural use often focus on increasing efficiency and lowering cost, which in turns aims to increase profit. Yet, the research and development of such technologies often fail to consider the deeper social and economic issues related to implementation. Managing the risk of implementation goes beyond simple cost-benefit calculations, but rather should focus on asking broader, core questions about the purpose of the specific technology. Such questions are NOT about whether we can develop a new technology or refine an existing one, but rather SHOULD we? Moreover, what role should economist play in such discussions and WHEN should they be involved in such discussions? These more normative economic type questions are essential to advancing resilient agrifood systems and need to be discussed to better position the profession for future involvement.

This symposium aims to bring together different perspectives from extension, research, and industry to develop conversation around different technologies and approaches to asking more pertinent and engaging questions. Discussion will include the audience with a goal to develop and encourage a method for formulating such questions. Presentations will cover issues such as the science of scaling, advancing information technology, finance and marketing technology advancements, along with policy and labor considerations. Panel participants will provide different perspectives on the issue through interactive presentations and then an audience led discussion, through submitted questions, will be the main focus of the symposium. The outcomes of the symposium are intended to spur attendees to better engage with inter/transdisciplinary research teams and provide a flexible framework to ask more pertinent economic questions.

Panelists:

Mariah Beverly

University of Minnesota
Center for Farm Financial
Management
mbeverly@umn.edu

Martha Montoya

AgTools Inc

Kim Morgan

University of Florida
kimmorgan@ufl.edu

Clint Neil

Cornell University
cln64@cornell.edu

Suzanne Thornsby

University of Florida

RESEARCH SESSIONS II

Monday, October 21 | 3:30 PM - 5:00 PM

CONSUMER ATTITUDES AND FACTORS AFFECTING PURCHASES

ROOM:
FLAMBOYAN A

MODERATOR:
SHUOLI ZHAO

RESEARCH REPORT

The Possible Effects of GLP-1 Adoption on Caloric Demand and Food Substitution.

Presenter: DILLEY, ANDREW - University of Arkansas; mcfadden@uark.edu

RESEARCH REPORT

Does Origin of Meat Import Matter? Consumer Preferences for Goat Meat: Analysis of a 2024 USA National Goat Consumption Survey.

Presenter: ONYANGO, BENJAMIN - Missouri State University;
benjaminOnyango@missouristate.edu

RESEARCH REPORT

Impacts of Purchase Motivations on Southeastern U.S. Consumers' Farmstead Cheddar Cheese Willingness-to-pay.

Presenter: ZARING, CAITLIN - University of Tennessee; eeckelka@utk.edu

RESEARCH REPORT

From Convenience to Conscience: A Field Experiment on Influencing Local and Ecofriendly Milk Purchases Through Habit Formation.

Presenter: ZHAO, SHUOLI - University of Kentucky; szhao@uky.edu

SPECIALITY CROP PRODUCTION AND MARKETING

ROOM:
FLAMBOYAN B

MODERATOR:
YEFAN NIAN

RESEARCH REPORT

US Consumers' Preferences for Heritage Crops.

Presenter: NIAN, YEFAN - Clemson University ; ynian@clemson.edu

RESEARCH REPORT

Information Nudges and Preferences for Fresh From Florida Blueberries.

Presenter: KHACHATRYAN, HAYK - University of Florida; hayk@ufl.edu

RESEARCH UPDATE

A Sensory and Wellness Framework for Choosing Watermelons for Local Growers in Local Markets.

Presenter: WOODS, TIM - University of Kentucky; tim.woods@uky.edu

RESEARCH UPDATE

Wholesale Produce Markets: On-Site Infrastructure Assessment.

Presenter: PARK, KRISTEN S. - Cornell University; ksp3@cornell.edu

RESEARCH SESSIONS II

Monday, October 21 | 3:30 PM - 5:00 PM

AGRICULTURAL SUPPLY CHAINS: ECONOMIC AND SOCIAL IMPLICATIONS

ROOM:
ORQUIDEA

MODERATOR:
STEPHAN GOETZ

RESEARCH REPORT

Values Based Supply Chains can be More than Agriculture in the Middle: The Case of Small Grains in the Pacific Northwest.

Presenter: KOLODINSKY, JANE - Arrowleaf Group; jane@arrowleafgroup.com

RESEARCH REPORT

Decomposition of the U.S. Dairy Supply Chain: Implications for Sustainability and Resilience in the Post-COVID Era.

Presenter: TIAN, ZHENG - Pennsylvania State University; zzt36@psu.edu

RESEARCH REPORT

Foodborne Outbreaks, Product Recalls, and Firm Learning.

Presenter: AKHUNDJANOV, SHERZOD B. - Utah State University;
sherzod.akhundjanov@usu.edu

RESEARCH REPORT

Alcoholic Beverage Manufacturing Resilience during The Great Recession and the Covid-19 Pandemic.

Presenter: GOETZ, STEPHAN J. - Pennsylvania State University; sgoetz@psu.edu

FOOD SYSTEMS TRANSFORMING INITIATIVES

ROOM:
VIOLETA

MODERATOR:
HANNAH SHEAR

CASE STUDY

DEVELOPING AND EXPANDING A UNIVERSITY STUDENT FARM

Presenter: SHEAR, HANNAH E. - Oklahoma State University; hshear@okstate.edu

RESEARCH REPORT

Lessons Learned from a Pilot Farm to Senior Services Program in North Carolina

Presenter: BLOOM, J. DARA - North Carolina State University; jdbloom@ncsu.edu

RESEARCH REPORT

Getting to Scale with Farm to ECE: Strategies to Grow the Market

Presenter: BLOOM, J. DARA - North Carolina State University; jdbloom@ncsu.edu

RESEARCH REPORT

Fruits and Vegetables in Farmers Market in Different Counties of Ohio: Educating community value of holistic nutrition and health benefits.

Presenter: GUPTA, PRATIBHA - Central State University; pgupta@centralstate.edu

RESEARCH SESSIONS III

TUESDAY, October 22 | 9:00 AM - 10:30 AM

LOCAL FOOD MARKETING & DIGITAL RETAILING

ROOM:
FLAMBOYAN A

MODERATOR:
KRISTEN DEVLIN

RESEARCH REPORT

The Rise and Fall of the Oklahoma Food Cooperative

Presenter: KENKEL, PHIL - Oklahoma State University; phil.kenkel@okstate.edu

RESEARCH UPDATE

Waiting for Convenience: The influence of online grocery shopping delivery speed on food choice.

Presenter: YENERALL, JACKIE - University of Tennessee; jyeneral@utk.edu

RESEARCH UPDATE

Online Media Listening: Analysis of User Posts on Salmon and Shrimp.

Presenter: QUAGRAINIE, KWAMENA K. - Purdue University; kquagrai@purdue.edu

OUTREACH

From Academic Circles to Public Squares: Transforming Research into National News.

Presenter: DEVLIN, KRISTEN - Pennsylvania State University; krd111@psu.edu

SUPPLY CHAIN DIMENSIONS OF ANIMAL PRODUCTS

ROOM:
FLAMBOYAN B

MODERATOR:
KELLIE RAPER

RESEARCH REPORT

Consumer Preferences and Willingness to Buy Value-added Goat Meat Products

Presenter: IBRAHIM, MOHAMMED - Fort Valley State University; ibrahimm@fvsu.edu

RESEARCH UPDATE

Analysis of Downstream Buyer Volume and Wagyu-Angus Feedlot Price Distribution

Presenter: RAPER, KELLIE CURRY - Oklahoma State University; kellie.raper@okstate.edu

RESEARCH UPDATE

Backyard Grower-Consumer Perceptions of Rabbit Meat Consumption in Rural [State]

Presenter: MURPHREE, MILLIE - Auburn University; mem0355@auburn.edu

RESEARCH REPORT

Economics of Adding Value to Dark Cutting Beef Using High Pressure Processing Technology

Presenter: RAMANATHAN, RANJITH - Oklahoma State University;
rodeny.holocomb@okstate.edu

OUTREACH

Kentucky Dairy Product Shoppers: Perceptions of Local Sourcing

Presenter: WOODS, TIM - University of Kentucky; tim.woods@uky.edu

RESEARCH SESSIONS III

TUESDAY, October 22 | 9:00 AM - 10:30 AM

COMMUNITY, FOOD AND AGRICULTURAL SYSTEMS LINKAGES

ROOM: ORQUIDEA

MODERATOR: DARA BLOOM

RESEARCH REPORT

A Qualitative Research Approach to Understanding the Resilience of Local and Regional Food Systems to External Shocks in the Midwest Region of the United States.

Presenter: BONILLA, ANDREA RAMOS - Michigan State University; ramosan6@msu.edu

RESEARCH REPORT

Distributional Effects of Spatial Food Prices: Evidence from Benin

Presenter: FABININ, AKEM NINA - University of Kiel, Germany; fabininakem@yahoo.com

RESEARCH REPORT

Resilient Food Systems: A case study review of five place-based

Presenter: LONG, COURTNEY - Iowa State University; court7@iastate.edu

RESEARCH UPDATE

A Coordinated Farm to Institution Supply Chain Approach to Increase Market Access and Community Food Security

Presenter: BLOOM, J. DARA - North Carolina State University; jdbloom@ncsu.edu

ADVANCEMENTS IN PRODUCTION

ROOM: VIOLETA

MODERATOR: ARBINDRA RIMAL

RESEARCH UPDATE

Redefining Citrus Greening Management: A Quest for Optimal Treatment

Presenter: ANDERSON, XICAY - Texas A&M University ; anderson.xicayxico@ag.tamu.edu

RESEARCH UPDATE

Adoption of Artificial Intelligence in Agriculture: Economic Divergence or Convergence

Presenter: HENNEBERRY, SHIDA - USDA; Shida.Henneberry@usda.gov

RESEARCH REPORT

Resilient Agricultural Decision-Making in South Texas Amid Water Scarcity

Presenter: XAVIER VILLAVICENCIO - Texas A&M University;
xavier.villavicencio@ag.tamu.edu

RESEARCH UPDATE

Analyzing Biodynamic Agriculture in California Using Porter's Five Forces

Presenter: PHILLIPS, JON C. - California State Polytechnic University; jcphillips@cpp.edu

RESEARCH REPORT

Purchase of Locally Produced Climate Smartfood: Institutional vs. intermediated buyers

Presenter: RIMAL, ARBINDRA - Missouri State University;
arbindrarimal@missouristate.edu

2024 SPONSORS

A SPECIAL THANK YOU TO THIS YEAR'S SPONSOR ORGANIZATIONS :



**SOUTHERN
EXTENSION
RISK
MANAGEMENT
EDUCATION**

WE WOULD LOVE TO HEAR
YOUR FEEDBACK!
PLEASE TAKE A MOMENT AT
THE END OF THE
CONFERENCE TO COMPLETE
OUR EVALUATION:

**THANK YOU FOR ATTENDING THE
65TH FDRS CONFERENCE**

