

FROM THE LEADERSHIP TEAM

We are excited you are attending our 67th conference, themed **Resilience, Risk, and Reinvention in Food Distribution 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.

This years' program showcases current research in community, food and agricultural systems linkages, innovations in supply chain, and food systems initiatives. Our symposia bring together experts from government, academia and industry to discuss current developments in the food supply chain and food systems.

We hope you will enjoy the conference, attend the sessions, and take advantage of the opportunity to meet new people. Last, please join us to recognize our award winners.

Wishing you a great conference!

FDRS 2025-2026 Officers

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Journal of Food Distribution Research
Editors: Brandon McFadden, Jada Thompson

OCTOBER 4-6, 2026

**Resilience, Risk, and Reinvention in Food
Distribution Systems**

**67TH FOOD DISTRIBUTION
RESEARCH SOCIETY
CONFERENCE**



SUNDAY, OCTOBER 4

CONFERENCE AGENDA

PRE- SESSIONS

- 9:00 AM-12:30 PM** **S-1088 Meeting**
Room: Crystal A
- 12:30 PM-3:00 PM** **FDRS Board Meeting**
Room: Crystal A
- 1:30 PM-5:30 PM** **FDRS Student Marketing Challenge**
Room: Wild Rose A

GENERAL SESSIONS

- 1:00 PM-6:00 PM** **Registration**
Location: Confection Hall
- 6:00 PM-7:00 PM** **Welcome Reception**
Location: Magnolia A-D
Hors d'oeuvres included

MONDAY, OCTOBER 5

- | | |
|--|---|
| 7:00 AM-8:15 AM Registration
Room: Confection Hall | 1:45 PM-3:15 PM Symposium I
Room: Empire A-D |
| 8:30 AM-10:00 AM Keynote Speech
Room: Empire A-D | 1:45 PM-3:15 PM Richardson- Applebaum Award Winners Research Session
Room: Crystal A |
| 10:15 AM-11:45 AM Research Sessions I
Breakout Rooms | 1:45 PM-3:15 PM FDRS Student Marketing Challenge
Room: Wild Rose A |
| 12:00 PM-1:30 PM Richardson- Applebaum Awards Luncheon
Location: Magnolia A-D
Lunch Included | 3:30 PM-5:00 PM Research Sessions II
Breakout Rooms |
| *Breakout Rooms: Wild Rose A, Wild Rose B, Crystal A, Empire A-D | 6:30 PM-8:30 PM Award Ceremony & Banquet
Location: Magnolia A-D
Dinner Included |

TUESDAY, OCTOBER 6

- | | |
|---|--|
| 7:00 AM-8:45 AM Registration: Confection Hall
FDRS Breakfast & Business Meeting
Location: Empire A-D
All FDRS conference attendees invited to breakfast.
Business Meeting starts at 7:45am | *Breakout Rooms: Wild Rose A, Wild Rose B, Crystal A |
| 9:00 AM-10:30 AM Symposium II
Empire A-D | This concludes our 2026 FDRS annual conference, thank you for your participation. We look forward to seeing you in 2027. |
| 10:45 AM-12:15 PM Research Sessions III
Breakout Rooms | |

KEYNOTE SPEECH

Monday, October 5 | 8:30 AM - 10:00AM

ROOM: EMPIRE A-D

Speaker: Russell Redding, Secretary of Agriculture, Commonwealth of Pennsylvania

Bio: Russell Redding was unanimously confirmed by the Pennsylvania Senate to serve as Pennsylvania's 27th Secretary of Agriculture on May 10, 2023. Governor Josh Shapiro nominated Redding to continue serving as secretary, after he served from 2015 – 2022 under Governor Tom Wolf. He is the former dean of the School of Agriculture and Environmental Sciences at Delaware Valley University. Redding has extensive experience as a public servant, having spent more than 30 years serving Pennsylvania in Harrisburg and Washington D.C. He worked on Capitol Hill as Ag Policy Advisor to U.S. Senator Harris Wofford and served for nearly 25 years in the Pennsylvania Department of Agriculture, serving as secretary from 2009-2011 under Governor Ed Rendell, and from 2015-2022 under Governor Tom Wolf. He currently serves on the Agriculture subcommittee of the USDA's Equity Commission. He earned his B.S. in Agriculture Education and M.S. in Agriculture and Extension Education from Penn State University. In addition, he is a graduate of the Agribusiness Executive program. A native of Pennsylvania, Redding has an innate understanding of food and agriculture, stemming from his youth on his family's dairy farm and his time as a dairy farm operator.

Speaker: Cindy Nickerson, Deputy Chief Economist, US Department of Agriculture

Bio: Dr. Cindy Nickerson joined OCE as the Deputy Chief Economist in June 2020. In this role, Dr. Nickerson assists the Chief Economist with overseeing OCE's mission and leading a dedicated team in advising the Secretary and top policy officials regarding the economic implications of programs, regulations, and legislative proposals affecting the U.S. food system and rural areas. Dr. Nickerson has over 24 years' experience providing policy-relevant economic expertise on a wide range of issues. Prior to joining OCE, she was the Director of the Market and Trade Economics Division at USDA's Economic Research Service and earlier served on the management team of ERS' Resource and Rural Economics Division. In these leadership roles she oversaw and influenced research on many topics including the agricultural economy, rural economy, global markets and trade, and conservation. She also served on the White House's Council of Economic Advisers, where she provided economic advice on administration initiatives and regulatory actions relating to agriculture, economic development, transportation, rural child poverty and evidence-based policymaking. Dr. Nickerson received her Ph.D. in Agricultural and Resource Economics from the University of Maryland, an M.S. from California State University, and a B.S. from Towson University. She grew up on a small cow-calf operation in north central Maryland.

RESEARCH SESSIONS I

Monday, October 5 | 10:15 AM - 11:45 AM

FOOD SUPPLY CHAINS, INFRASTRUCTURE & FOOD WASTE

ROOM:
WILD ROSE A

MODERATOR:
MARIA
KALAITZANDONAKES

RESEARCH REPORT

Risks and Responses in Single-Supplier Contract Systems: Evidence from the 2022 Infant Formula Crisis

Presenter: MARIA KALAITZANDONAKES - University of Illinois Urbana-Champaign; mariahk2@illinois.edu

RESEARCH REPORT

Shelf Life, Consumption Uncertainty, and Food Waste

Presenter: YANG YU - The Pennsylvania State University; yuy138@psu.edu

RESEARCH REPORT

Economic Analysis of High Pressure Processing for Shelf-Life Extension and Risk Mitigation

Presenter: ELI GREENLEE - Oklahoma State University; eli.greenlee@okstate.edu

FOOD LABELS, CLAIMS & CONSUMER INFORMATION

ROOM:
WILD ROSE B

MODERATOR:
CHYI-LYI (KATHLEEN)
LIANG

RESEARCH UPDATE

Do Consumers Read Labels? Results of a National Survey for Fresh Poultry Products

Presenter: CHYI-LYI (KATHLEEN) LIANG - North Carolina A&T State University; cliang@ncat.edu

RESEARCH UPDATE

Multi-State Comparison of Consumer and Producer Preferences for Environmental Attribute Claims on Pure Maple Syrup

Presenter: MARK CANNELLA - The University of Vermont; mark.cannella@uvm.edu

RESEARCH UPDATE

Impact of Nutritional Claims on Consumer Choices and Preferences: Evidence from the Kale Market

Presenter: MANUEL GARCIA - Texas A&M University; manuel.garcia@ag.tamu.edu

RESEARCH SESSIONS I

Monday, October 5 | 10:15 AM - 11:45 AM

MEAT PRODUCTS & CONSUMER ACCEPTANCE

ROOM:
CRYSTAL A

MODERATOR:
BENJAMIN ONYANGO

RESEARCH REPORT

Does the Willingness to Buy Goat Meat Depend on Methods of Production: Analysis of 2024 Goat Meat Consumption National Survey

Presenter: BENJAMIN ONYANGO - Missouri State University;

Benjaminonyango@missouristate.edu

RESEARCH REPORT

Taste Attributes and Acceptance of Goat Meat Consumption in USA: A Sensory Experiment Outcome Analysis

Presenter: JESSE COX (STUDENT) and BENJAMIN ONYANGO - Missouri State

University; Benjaminonyango@missouristate.edu

RESEARCH REPORT

The Impact of Sensory Quality of Goatmeat on Consumer Preference

Presenter: MOHAMMED IBRAHIM - Fort Valley State University;

pattanaikn@fvsu.edu

RESEARCH UPDATE

Consumer Perceptions of Hamburger Patties Fortified with Rubaiyat Grape Skin Extract and Emulsion to Control Lipid Oxidation and Beef Color

Presenter: MADISON MULLER - Oklahoma State University;

madison.muller@okstate.edu

ORGANIC AGRICULTURE & SPECIALTY CROPS

ROOM:
EMPIRE A-D

MODERATOR:
SALMA SHRITY

RESEARCH REPORT

What Drives Organic Adoption? The Role of Producer Concerns, Motivaitons, and Attitudes

Presenter: SALMA SHRITY- Utah State University; kynda.curtis@usu.edu

RESEARCH UPDATE

Resilience in Specialty Crop Systems: Evidence from Small Farmers' Production and Marketing Practices in North Carolina

Presenter: OBED QUAICOE- North Carolina A&T University; mistraughter@ncat.edu

RESEARCH REPORT

Identifying Regional Market Opportunities for Arkansas-Grown Organic Foods Using Best-Worst Scaling and Product-Specific Discrete Choice Experiments

Presenter: KATHRYN GOODRICH - University of Arkansas;

nkemper@uark.edu

RESEARCH UPDATE

The Kentucky Produce Auction Buyer Survey

Presenter: TIM WOODS and SAVANNAH COLUMBIA- University of Kentucky;

tim.woods@uky.edu, savannah.columbia@uky.edu

ORGANIZED SYMPOSIUM I

Monday, October 5 | 1:45 PM - 3:15 PM

DATA-DRIVEN DECISION MAKING AND REGULATORY ADAPTATION IN SPECIALTY CROP FOOD SYSTEMS

ROOM: EMPIRE A-D

Abstract

The U.S. specialty crop and food supply chains are facing unprecedented structural changes driven by evolving federal regulations, shifting consumer priorities, and technological innovations in production. As mandates like the Food Safety Modernization Act (FSMA) mature, agricultural businesses and post-harvest handlers must balance rising operational and compliance costs against volatile market dynamics. Concurrently, the rise of Controlled Environment Agriculture (CEA) introduces new producer demographics and shifting perceptions of food value across market channels. This session, proposed by S-1088 members, explores how specialty crop food system stakeholders adapt to this regulatory and economic landscape. The first half of the session examines the producer and handler reality, presenting survey data on the financial benchmarks of food safety compliance prior to FSMA and evaluating how CEA growers perceive food value attributes. The second half shifts to macro-level governance and decision-support systems, analyzing longitudinal consumer trends regarding federal food safety oversight and introducing the Food and Agriculture Mapper and Explorer (FAME), a nationally scoped data visualization and analytics platform funded by the USDA Agricultural Marketing Service. Together, these presentations offer a cohesive, in-depth look at how data-driven tools and empirical research can streamline food system assessments, optimize stakeholder decision-making, and inform future agricultural policy.

Moderator: Maria Bampasidou, Texas A&M University

Organizer: Kuan-Ming Huang, Mississippi State University

Panelists:

Maria Kalaitzandonakes
University of Illinois at
Urbana-Champaign
mariahk2@illinois.edu

Suzanne Thornsby
University of Florida
thornsbs@ufl.edu

Xuan Wei
University of Maryland
xuanwei@umd.edu

Jayna Mallon
Colorado State University

Dawn Thilmany
Colorado State University
Dawn.Thilmany@ColoState.edu

RICHARDSON- APPLEBAUM AWARD WINNERS RESEARCH SESSION

Monday, October 5 | 1:45 PM - 3:15 PM

ROOM: CRYSTAL A

Outstanding Ph.D. Dissertation Research

Mackenzie Gill – Colorado State University, mgill5@utk.edu

Three Essays on Pandemic-Driven Shifts in Food Purchasing and Policy: Insights for Strengthening Food System Resilience

Honorable Mention for Outstanding Ph.D. Dissertation Research

Success Okafor – North Carolina A&T State University, saokafor1@aggies.ncat.edu

Examining the Impacts of Hydroponic Operations in the Southeastern U.S.: Linkages to the Entrepreneurial Ecosystem from Social, Economic, and Environmental Perspectives

Outstanding M.S. Thesis Research

Andres Bejarano Loo – University of Florida, andresbejaranoloo@hotmail.com

Finger Limes (*Citrus australasica*) in Florida: An Analysis of Market Potential

Honorable Mention for Outstanding M.S. Thesis Research

Macie McCollum – Texas A&M University, maciemccollum@specsonline.com

A Disaggregated Analysis of the Demand for Coffee in the United States with Projections for 2025 and 2026

Outstanding Undergraduate Research

Jimmy Hughes – Clemson University, jbhughe@clemson.edu

Selection vs. Consumption: Divergent Effects of Education and Reciprocity Nudges on Children's Food Waste

RESEARCH SESSIONS II

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

**FOOD
ASSISTANCE,
RESTAURANTS &
CONSUMER
BEHAVIOR**

**ROOM:
WILD ROSE A**

**MODERATOR:
ZHENG HOU**

RESEARCH REPORT

**Does SNAP Restaurant Meals Program Participation Increase Restaurant Visits?
Evidence from California Mobility Data**

Presenter: LINLIN FAN - The Pennsylvania State University; Lpf5158@psu.edu

RESEARCH REPORT

Effects of GLP-1 Advertising on Protein Supplement Demand

Presenter: SAMYAR DARZILARIJANI - The Pennsylvania State University;
sxd5705@psu.edu

RESEARCH REPORT

Beyond the Lunch Hour: Restaurant Health Nudges Spill Over to Home Dinner Choices

Presenter: ZHENG HOU - The Ohio State University; [hou.582@osu.edu](mailto:houl.582@osu.edu)

RESEARCH REPORT

Does Caring Translate into Giving? Issue Salience and the Hypothetical-Real Gap in Food Assistance Donations

Presenter: XUESEN FAN - The Ohio State University;
fan.953@osu.edu

**CONSUMER
PREFERENCES,
PRICING &
MARKETING**

**ROOM:
WILD ROSE B**

**MODERATOR:
LIJUN ANGELIA
CHEN**

RESEARCH REPORT

Buying into State Affinity: The Influence of Affinity, Egoistic, and Altruistic Considerations on Behavioral Intention toward State-Sponsored Marketing Programs

Presenter: LIJUN ANGELIA CHEN - University of Florida; lijunchen@ufl.edu

RESEARCH UPDATE

Consumer Willingness to Pay for Vitamin C-Biofortified Baby Spinach: A Discrete Choice Experiment with Information and Price-Anchor Treatments

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

RESEARCH REPORT

Consumer Willingness to Pay for Water-Efficient Rice

Presenter: ZEKE SANDERS - Arkansas State University; zeke.sanders@smail.astate.edu

RESEARCH UPDATE

Machine Learning Approaches to Assess Price Transmission in Specialty Crops: The Case of Prickly Pear Cactus

Presenter: JORGE C. MARTINEZ-PALOMARES - Texas A&M University;
jorge.martinez@ag.tamu.edu

RESEARCH SESSIONS II

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

SUSTAINABILITY, INTERNATIONAL MARKETS & E- COMMERCE

ROOM: CRYSTAL A

MODERATOR:
YAO AGBENYEFIA

RESEARCH UPDATE

Consumer Preference for US Food Products in Canada: An Experimental Survey in a Climate of Trade Tension

Presenter: YAO AGBENYEFIA - University of Delaware; yaosedu@udel.edu

RESEARCH REPORT

Exploring Consumer Value of Certified Sustainability Labels of Local versus National Brands: A Case Study within Coffee

Presenter: MARIA BAMPASIDOU - Texas A&M University; maria.bampasidou@ag.tamu.edu

RESEARCH REPORT

Weather Shocks and Price Dynamics in Crop Trade

Presenter: XIALING ZHAO - The Pennsylvania State University; xkz5250@psu.edu

AGRICULTURAL INNOVATION & CONSUMER POLICY

ROOM: EMPIRE A-D

MODERATOR:
JOHN C. BERNARD

RESEARCH REPORT

But Is It Certified? How One Word Can Change Willingness to Pay for Ground Beef

Presenter: JOHN C. BERNARD - University of Delaware; jbernard@udel.edu

RESEARCH UPDATE

Paving the Way for Adoption of New Technologies: Fresh Blueberry Mechanization

Presenter: DANIEL J. PETTI - University of Florida; thornsbs@ufl.edu

RESEARCH UPDATE

Resilience Constraints in U.S. Organic Food Supply Chain

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

RESEARCH REPORT

When Do Consumers Walk Away? Decision Thresholds and the Framing of Sugar Taxes

Presenter: JINGBIN WANG - Huazhong Agricultural University; wangjingb@webmail.hzau.edu.cn

ORGANIZED SYMPOSIUM II

Tuesday, October 14 | 9:00 AM - 10:30 AM

TRAINING MINDS IN FAST-CHANGING TIMES

ROOM : EMPIRE A-D

ABSTRACT: As a Society built to serve its members from academia, industry, and government, FDRS is focused on the future of the talent pipeline of the global agricultural industry. Kristin brings her interactive presentation style to engage the audience in topics such as generational and gender differences, ways to weave AI into the company culture, and why newer hires and the “older, wiser” middle and senior level folks need to learn from another to collectively achieve shared goals of company growth and profitability. Martha shares her global experiences on how translating tech platforms into usable data at the farm decision-maker level works to better inform their marketing and market development strategies.

MODERATOR: Kimberly L. Morgan, Extension Economist, Greever Chair of Agribusiness Development, University of Tennessee

PANELIST: Kristin J. Pronschinske, Founder, LookUp LLC

BIO: Kristin Pronschinske is the Founder and CEO of LookUp, LLC, where she partners with organizations to develop leaders who strengthen culture, improve communication, and drive organizational performance. She is the creator of the LookUp 365 Leadership Program®, a proprietary 12-month leadership development system designed specifically for mid-level leaders. Through executive coaching, leadership assessments, and practical application, the program equips emerging leaders with the skills and confidence to lead people, navigate difficult conversations, and successfully translate strategy into execution. With more than 20 years of experience in sales, business development, leadership coaching, and organizational strategy, Kristin has led international business initiatives, developed new markets, and coached leaders and sales teams across North America. She is an international keynote speaker specializing in leadership development, multi-generational communication, and organizational effectiveness. Kristin earned a Bachelor of Science in Marketing Communications, a Master of Science in Agricultural Education, and an MBA from the University of Wisconsin-River Falls. She also holds a Master of Science in Organizational Leadership from Colorado State University, where she was recognized as a Distinguished Scholar, and an International Advanced Leadership certification from the Stockholm School of Economics Executive Education. She is currently a Doctoral Candidate in Leadership Excellence. Raised on a dairy farm in western Wisconsin, Kristin remains deeply connected to agriculture and is passionate about helping organizations build stronger leaders who create lasting impact.

PANELIST: Martha Montoya, CEO and Founder, AgTools Inc.

BIO: Martha Montoya has more than 30 years of worldwide food/agricultural development and supply chain experience. Traveling while setting up production lines and delivering projects on more than four continents, Martha has dealt with both small- and industrial-sized farmers or suppliers, government entities, and sophisticated buyers. Martha was appointed to the board of the California State Board of Food and Agriculture and the U.S. Department of Commerce District Export Council. She has served on the Worldwide Advisory Board of Women for Walmart, the board of the United States Hispanic Chambers of Commerce, and the board of the National Latino Food Industry.

RESEARCH SESSIONS III

TUESDAY, October 6 | 10:45 AM - 12:15 PM

FOOD ASSISTANCE & FOOD SYSTEM INNOVATION

ROOM:
WILD ROSE A

MODERATOR:
YANG YU

RESEARCH REPORT

Food Assistance Programs and Household Production

Presenter: YANG YU - The Pennsylvania State University; yuy138@psu.edu

RESEARCH REPORT

Access to SNAP Restaurant Meals Program and Household Food Purchases: Evidence from Household Scanner Data

Presenter: XIAOFEI WANG - The Pennsylvania State University; xkw5229@psu.edu

RESEARCH UPDATE

Feasibility Assessment of a Non-Dairy, Pecan-Based Frozen Dessert Product

Presenter: WISDOM TSETSE - Oklahoma State University; wisdom.tsetse@okstate.edu

RESEARCH REPORT

Shared-Use Kitchens as Hard and Soft Food System Infrastructure: Exploring Offerings, Usage, and Motivations

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

MEAT MARKETS & NUTRITION LABELING

ROOM:
WILD ROSE B

MODERATOR:
EDWIN COLEMAN

RESEARCH REPORT

Protein-Adjusted Retail Meat Prices in the United States: Species Premiums, Cut Heterogeneity, and Responses to Market Shocks

Presenter: EDWIN COLEMAN - Oklahoma State University; edcolem@okstate.edu

RESEARCH REPORT

Unveiling the Health Halo: Do On-Package Claims Signal Nutritional Quality?

Presenter: PEI ZHOU - Cornell University; pz272@cornell.edu

RESEARCH REPORT

Consumer Familiarity of Vegetable Amaranth in North Carolina.

Presenter: TAYLOR J. THOMAS - North Carolina A&T University; jykenret@ncat.edu

RESEARCH UPDATE

Reasons to Pay More for Healthy Foods: The Case of Amaranth Greens.

Presenter: MADISON COX - North Carolina A&T University; jykenret@ncat.edu

RESEARCH SESSIONS III

TUESDAY, October 6 | 10:45 AM - 12:15 PM

CASE STUDY

ROOM:
CRYSTAL A

MODERATOR:
JAMES BARNES

CASE STUDY

Beyond the Brew: Balancing Brand Clarity and Channel Growth at Umble Coffee

Presenter: JAMES BARNES - Mississippi State University; james.barnes@msstate.edu

CASE STUDY

Decision-Making Under Uncertainty for Specialty Crop Diversification: Teaching Case

Presenter: Suzanne Thornsby - University of Florida; thornsbs@ufl.edu

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WE WOULD LOVE TO HEAR
YOUR FEEDBACK!
AFTER THE CONFERENCE,
YOU WILL RECEIVE A SHORT
SURVEY BY EMAIL.
PLEASE TAKE A MOMENT TO
COMPLETE IT & SHARE YOUR
FEEDBACK.

**THANK YOU FOR ATTENDING THE
67TH FDRS CONFERENCE**

