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## *President's Message*



Dear FDRS Members:

Greetings, I hope everyone is having a great year. It is a pleasure for me to serve as this year's president. I want to take a few minutes to thank you and the FDRS board for making 2008 a great year. I want to thank Stan Ernst from the Ohio State University for organizing a fantastic 2008 conference in Columbus/Dublin, Ohio. Our theme was "Entrepreneurship in the Food Chain -When local is King". The program featured speakers and panelists with expertise on entrepreneurship and the sourcing of local foods. The conference also featured an excellent set of academic paper and poster sessions, as well as our annual "Food Marketing Challenge. Special thanks to Ron Wehner, the owner of Great Harvest Bakery, for providing us with our Challenge case, and to Mike Gunderson from the University of Florida for coordinating and overseeing the competition. Another highlight of the conference included an educational trip to Jungle Jim's International Market.

I also want to highlight some of the programs we have planned for 2009. Please mark your calendars for our 2009 Annual Conference, which will be held *October 31 – November 4, 2009 at the Omni Interlocken Resort in Broomfield, Colorado* – just 40 minutes from the Denver airport, 15 minutes from Boulder, 30 minutes to Fort Collins or Denver. Our theme is "**Values Based Food Supply Chains: The Role of**

**Transparency, Trust and Consumer Activism.**" Dawn Thilmany from Colorado State University has put together a terrific program, which features speakers and panelists with expertise on consumer values, supply chain changes, and policy implications for supply chains that have emerged to meet changing consumer preferences. A collection of truly unique speakers, a chance to experience autumn in the Rockies, a special *Food Marketing Challenge* for students, and what we believe will be a record number of partner organizations and research papers make this year's conference an exceptional opportunity to learn and network.

I also want to mention the 2009 International Study Tour. This year's tour will feature the food system of Poland, and is tentatively scheduled from June 6-20, 2009. The tour will take us around Poland and will include visits to food processors (meat, fruit and vegetable, bakeries, brewery, etc.), retailers, wholesale markets, food show facilities, agri-tourism facilities, among others. The trip will include Warsaw, Krakow with a side trip to the Tatra Mountains, Poznan, and Gdansk. We may also visit the Masury Lake district known for its tourism, fresh water fishing and dairy production. At Poznan University of Economics we will have a half-day symposium on issues of mutual interest to participants of the study tour and marketing department faculty. We will stay in hotels and at agri-tourism room & board places that are off the typical tourist track. Thanks to Wojcieck Florkowski (a native of Poland) from the University of Georgia and Mike Schroder from Towson University for putting together another great study tour.

Please take advantage of these outstanding opportunities and visit the FDRS webpage for the latest details regarding all our 2009

programs. Please feel free to contact me directly with any concerns you may have, or if you need additional information ([wharrison@agctr.lsu.edu](mailto:wharrison@agctr.lsu.edu), or Tel: 225-578-2727).

Sincerely,

*Wes Harrison*  
2009 FDRS President  
Louisiana State University AgCenter

## **FDRS CALLS AND ANNOUNCEMENTS**

### ***FDRS 50<sup>th</sup> Annual Conference Broomfield, Colorado October 31 – November 4, 2009***

Vice President for Programs, Dawn Thilmany McFadden, invites you to join her and colleagues at Colorado State this fall for an exciting and event-filled annual conference of the Food Distribution Research Society. This year's conference will be held from October 31 – November 4, 2009 at the Omni Interlocken Resort, Broomfield, Colorado (40 minutes from Denver airport, 15 minutes from Boulder, and 30 minutes to Fort Collins or Denver).

The theme of the 2009 conference is "Values Based Food Supply Chains: The Role of Transparency, Trust and Consumer Activism". "Invited speakers and panelists have expertise on analyzing the consumer values, marketing system changes, and policy implications of the food supply chains that have emerged to meet the changing demands of consumers. Some truly unique speakers, a chance to experience autumn in the Rockies, a special *Food Marketing Challenge* for students, and what we believe will be a record number of

partner organizations and research papers on Wednesday make us believe the opportunities to learn and network will be great."

Keep up-to-date with latest program details by book-marking the FDRS outreach page at <http://fdrs.ag.utk.edu/conference.html>.

### ***2009 Annual Conference Research Reports and Updates***

The society invites submissions of Research Reports and Research Updates for the Annual Conference, to be held October 31-November 4, 2009, at the Omni Interlocken Resort in Broomfield, Colorado. The theme of the 2009 conference is "Values Based Food Supply Chains: The Role of Transparency, Trust and Consumer Activism" will be explored in major sessions that will examine a variety of topics.

Research Reports are scholarly papers focusing on the results of research efforts in any food distribution area from the farm gate through retail. Reports will be evaluated and accepted on the basis of one-page abstracts that describe the research and its relevance to food distribution issues. Presentations of research reports will be limited to 20 minutes each. Research Updates are synopses of research or educational work (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 10 minutes each.

E-mail submissions to [fdrscall4papers@towson.edu](mailto:fdrscall4papers@towson.edu) no later than June 30, 2009. Authors will be notified about the status of their submissions by August 30, 2009. For more information visit

our website,  
<http://fdrs.ag.utk.edu/conference> .

In order for paper submissions to be accepted and published in *Proceedings of the Journal of Food Distribution Research*, at least one author must be a member of the society. At least one author of an accepted research report or update must make the presentation and be registered at the Annual Conference. Papers can be submitted to the Journal for consideration as refereed papers. Authors of Research Reports that are accepted for presentation at the annual meeting are required to send an electronic copy of the paper via email three weeks before the annual meeting to:

Ron Rainey, Proceedings Editor  
University of Arkansas  
Dept. of Agricultural Economics and Agribusiness  
P.O. Box 391, Little Rock, AR 72203  
[rrainey@uaex.edu](mailto:rrainey@uaex.edu)

### ***Call for Posters***

Submissions of posters are being sought for the 2009 FDRS Annual Conference. Posters should highlight research projects, teaching programs, and agricultural and food marketing issues. The maximum poster dimensions are four feet high by six feet wide, and posters should be attachable with pushpins to the backboards provided.

Posters will be on display Monday during the conference. Poster authors should be present to answer questions about their posters Monday for one hour before the reception and banquet.

The deadline for poster submissions is June 30, 2009. Email an abstract, maximum 250 words, to: [fdrsposter@towson.edu](mailto:fdrsposter@towson.edu). For more information, please contact Forrest Stegelin, University of Georgia, by telephone at 706-

542-0850, or by e-mail at  
[fstegelin@agecon.uga.edu](mailto:fstegelin@agecon.uga.edu).

Authors will be notified of acceptance by August 30, 2009.

### ***Presidential Service Awards***

The FDRS presents Presidential Awards at every annual meeting. Nominations are being sought for two distinguished service awards. The awards are described below:

*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.

*The Patrick Byrne Emerging Leadership Award* recognizes and encourages serving FDRS in a leadership capacity. Nominees must: 1) have no more than 10 years of continuous service in FDRS, 2) have served on the Board, 3) have *not* served as President of FDRS, 4) have made documented contributions to the organization, 5) have demonstrated evidence of continued involvement in FDRS leadership, and 6) be nominated by an FDRS member in good standing.

The deadline for submitting nominations is Friday June 26, 2009. If you have suggestions for recipients, contact President Elect Aaron Johnson at  
[aaronj@uidaho.edu](mailto:aaronj@uidaho.edu).

***2009 Applebaum Memorial  
Scholarship Award for Outstanding  
Ph.D. Dissertation, M.S. Theses and  
MS Case Study/Research Paper  
Relating to Food Distribution and  
Marketing***

The Food Distribution Research Society is pleased to accept applications for the 2008 William Applebaum Memorial Scholarship, which is awarded annually for outstanding student research in the area of food distribution and marketing. Broadly defined, food distribution and marketing 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 that have completed the degree in 2008 or before June 2009. The 2009 William Applebaum Memorial Scholarships are 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 or Research Paper.

In addition to cash stipends, recipients also receive a complementary student membership to FDRS, and are recognized at the 2009 FDRS Annual Conference scheduled for October 31-November 4, 2009 Omni Interlocken Resort, Broomfield, Colorado. The recipient's travel expenses will be paid by the FDRS. The Ph.D. recipient is also invited to present his/her research at the conference.

**Application Materials:**

**The applicant interested in applying should submit the following:**

1. Name, mailing address, phone number, and e-mail of the applicant;
2. a brief synopsis of academic

training, career interests, goals and objectives including a description of any food industry experience and/or research experience;

3. four copies of the dissertation/thesis/Case Study; and,
4. a letter of recommendation from the thesis advisor.

**Application Deadline:**

**Application materials must be postmarked by June 1, 2009.** For more information and an application form, please visit the FDRS web site at:

<http://fdrs.ag.utk.edu/applebaum.html>, or contact FDRS's Vice President for Education at the following e-mail: [SSaghaian@uky.edu](mailto:SSaghaian@uky.edu). Please send submission to:

**Sayed (Mehdi) Saghaian**  
Tel: 859-257-2356  
FDRS Vice President-Education  
Fax: 859-257-7290  
University of Kentucky

Department of Agricultural  
Economics  
314 C.E. Barnhart Building  
Lexington, KY 40546-0276

***Food Marketing Challenge***

Students – Are You Ready for the '09 CHALLENGE in Broomfield, Colorado? The 2009 FDRS Student Food Marketing Challenge will be held on October 31 – November 1, 2009 (prior to the FDRS annual meetings) in Broomfield, Colorado. The competition provides students an opportunity to interact with industry professionals to address a real and present issue in the food industry. Teams are encouraged to sign up early for this unique and limited opportunity.

Thirty days before the event, teams will be informed of the food industry segment to investigate. At the competition, a live food business case will be presented on site by the upper level management of the sponsoring food business. Students then have an opportunity to demonstrate their creativity and ability to apply knowledge in marketing and marketing research in response to the challenge the live case presents. Due to the format and extended opportunities for students, the Food Marketing Challenge begins on Saturday, October 31 at 9 AM. The live case will be presented in the morning and the students will craft their response and presentation in the afternoon. The preliminary round of the competition will begin that evening with the finals to follow on Sunday morning.

Prior to the awards at Sunday evening's reception, the competing teams will hear the perspective of a marketing expert on the live case and proposed ideas offered by all teams. This professional development opportunity provides students the chance to engage food marketing experts and learn practical skills that will serve them well in their careers.

For registration details and more information about the 2009 FDRS Food Marketing Challenge, please contact Dr. Michael Gunderson, Assistant Professor at the University of Florida. His email is mag79@ufl.edu and his phone is 352-392-1826 ext. 301.

### ***Call for Article Submissions***

The *Journal of Food Distribution Research* is refereed and published three times each year by the Society. The March issue is dedicated to the proceedings from the previous annual FDRS conference, and the July and November issues contain refereed

articles. An article submission should include (1) a title page with the article title, full names and titles of authors, academic or other affiliations, and complete address of contact author; (2) a 100-word abstract; (3) the manuscript. Number tables and figures consecutively and provide brief descriptive titles. For further formatting details, see <http://fdrs.ag.utk.edu/journal.html>. Refer questions to:

Journal Editor Dovi Alipoe ([alipoe@alcorn.edu](mailto:alipoe@alcorn.edu)). Send a cover letter and four copies of the manuscript to:

#### **Dovi Alipoe**

Alcorn State University  
1000 ASU Drive # 1134  
Alcorn State, MS 39096

### ***Announcing: Study Tour to Poland in 2009 and Study Tour to Ireland in 2010***

FDRS will be conducting a Study Tour to Poland in 2009 and a Study Tour to Ireland in 2010. Both have limited space availability and require deposits. More information will be available shortly on both tours via email and also on the FDRS Website. For those interested in going to either tour, please contact Mike Schroder at [mschroder@towson.edu](mailto:mschroder@towson.edu) or 410-704-3742. The deposit to secure your spot on the 2009 Study Tour will be due on March 15, 2009 and for the 2010 Study Tour it will be due December 15, 2009. Deposits of \$1,000 are required to secure your spot. The tours will include your lodging, in-country transportation during the tour dates to the activities, most meals (a few dinners will be on your own to allow for personal time or can be done as a small group reservation but breakfast and lunch is included most days with the exception of the arrival and departure days), materials, tours. Participants are responsible for their own transportation to and from the country (we

leave this flexible for those that arrive early or depart later). Arrival by 4 pm on the first date of the tour is required for check-in and first activity and departure anytime after 10 am on the final day of the tour.

**Final costs are being determined but here is an estimate on the tour costs for 2009 and 2010:**

Estimated Registration Fee: (payment in U.S. dollars)

Airfare not included (on your own):

- \$3,750 total fee for 2009 Poland OR 2010 Ireland--\$1,000 deposit by March 15 to secure spot—space is limited.
- \$1,000/Deposit—postmarked, on-line, or faxed before March 15, 2009 for 2009 Poland and December 15 for 2010 Ireland
- \$2,750/Balance—postmarked, on-line, or faxed before May 1, 2009 for Poland and March 15, 2010 for 2010 Ireland
- \$2,750 spouse/travel partner fee—double occupancy with:  
\_\_\_\_\_
- \$1,000/Deposit—postmarked, on-line, or faxed before March 15, 2009 for 2009 Poland and December 15 for 2010 Ireland
- \$1,750/Balance—postmarked, on-line, or faxed before May 1, 2009 for Poland and March 15, 2010 for 2010 Ireland

**Symposium Only Option:**

- \$150/One-day symposium registration fee (includes 1 night lodging, breakfast, breaks, and lunch)—postmarked, on-line, or faxed before May 1, 2009 for Poland or May 1, 2010 for 2010 Ireland

**Proposed study trip to Poland – June 6 (Saturday) – June 20 (Saturday)**

A study trip to Poland hosted by Wojcieck Florkowski will take us around the country in about two weeks and will include visits to food processors (meat, fruit and vegetable, bakeries, brewery, etc.), retailers, wholesale markets, food show facilities, agri-tourism facilities, among others. The trip will include Warsaw, Krakow with the side trip to Tatra Mountains, Poznan, Gdansk, and, possibly the Masury Lake district known for its tourism, fresh water fishing and dairy production. At Poznan University of Economics we will have a half-day symposium on issues of mutual interest to participants of the study tour and marketing department faculty. We will stay in hotels and at agri-tourism room & board places in off the main track. It will be possible to select some of the visits to preferences of the group.

**Tentative itinerary for the FDRS 2009 Poland tour**

**June 6 (Saturday) – June 20 (Saturday)**

**June 6, Saturday:**

Arrival to Warsaw; suggested hotels: Hotel Europejski or Hotel Mercure

Afternoon/evening stroll through Old Town

**June 7, Sunday:**

Warsaw-Wilanow Royal Summer Residence

Warsaw University of Life Sciences campus-meeting with ag econ faculty Visit to a greenhouse farm or a fruit farm

Tour downtown/former ghetto/Royal Palace

**June 8, Monday:**

Travel to Olsztyn; choice of a visit to meat plant/dairy plant; Olsztyn castle; meeting

with ag econ faculty at Masurian University in Olsztyn; Hotel accommodations: possibly at the Masurian University;

**June 9, Tuesday:**

Travel to Hitler's headquarters (the only outside Germany, the site of the assassination attempt in summer 1944 )and continue to Gdansk; suggested hotel Heweliusz; other hotels in the Old Town are possible; Old Town sightseeing; visit to Solidarity birthplace museum at Gdansk shipyard.

**June 10, Wednesday:**

Gdansk and surroundings; choice of visits to a local pastry company, fish/seafood processor, agro-tourism farm; visit to Gdynia and tourism industry;

**June 11, Thursday:**

Travel to Torun through Malbork, the largest medieval castle in Europe; with the visit to a choice of agro-tourism facility, a farm, small processing facility; tour old town in Torun in the evening;

**June 12, Friday:**

Travel to Poznan visiting Biskupin, the prehistoric farming community; tour Poznan old town; suggested hotel Hotel Mercure, Sheraton; other hotels available in the area;

**June 13, Saturday:**

Poznan – one half day symposium at Poznan University of Economics including faculty from the Poznan University of Life Sciences on food marketing and consumer demand; visit to a brewery, Poznan Trade Show Center.

**June 14, Sunday:**

Poznan surroundings; visit to a horse farm (it may be possible to stay in their hotel),

seed development company, restored historic village for filmmakers, Polish Academy of Science research facility focused on environmental issues, meeting with local government; small pastry company.

**June 15, Monday**

Travel to Wroclaw; Old Town tour; meeting with ag econ faculty; visit to a local food processor;

**June 16, Tuesday**

Travel to Krakow visiting Auschwitz on the way. Hotel suggestions for Krakow: Holiday Inn, other choices possible.

**June 17, Wednesday:**

Krakow – Old Town tour including the Wawel Castle, Jagiellonian University and Market Square; meeting with ag econ/econ faculty;

**June 18, Thursday:**

Visit to Wieliczka salt mines, about 800 years old salt mine near Krakow; travel to a fruit farm, a visit to an agro-tourism farm; an alternative: visit to Zakopane, the tourism capital of Polish Tatra mountains – this will be an all day trip with a hike in the mountains;

**June 19, Friday:**

Travel to Warsaw; visit to fruit orchard, farm or small food company along the way.

**June 20, Saturday:**

Departure from Warsaw

**Proposed study trip to Ireland – TBD June 2010**

## **Tentative itinerary for the FDRS 2010 Ireland**

### **TBD June 2010**

#### **Day 1 DEPART FOR IRELAND**

Depart this evening for Ireland. This will be an overnight flight. You will be making your own airline reservations.

#### **Day 2 DUBLIN'S FAIR CITY**

Welcome to Dublin, Ireland's Capital. As you will be arriving at Dublin Airport you be met by your experienced driver-guide and board your luxury Mercedes motorcoach and transfer into Dublin City to the Alexander Hotel. This 4 star hotel is well situated for exploring Dublin. You're near Merrion Square, Fitzwilliam Square and on St. Stephen's Green. After you get situated you will enjoy a guided tour of Dublin City, see the historic buildings, Georgian Squares and landmarks of Dublin on a panoramic tour. Enjoy a Welcome Dinner at Lanyon's Restaurant including a a welcome Irish coffee. This evening you can enjoy the nightlife of Dublin and find some Irish music at one of the nearby pubs. Overnight at Alexander Hotel.

#### **Day 3 DUBLIN'S FAIR CITY**

Irish breakfast this morning. Continue the sightseeing tour of Dublin today with visits to the Guinness Storehouse, Dublin Castle and the State Apartments. *You will be able to stop for lunch at a quality restaurant or pub with an reputation for good food.* In the afternoon, you will be greeted, in the hotel meeting room, by a member of Ireland's **The Department of Agriculture, Fisheries and Food** (Irish: An Roinn Talmhaíochta, Iascach agus Bia) After the greeting, **Papers** will be presented. This evening is at leisure to explore Dublin's nightlife! Traditional Irish Music is held nightly at Foley's Pub and O'Donoghue's Pub just a few blocks

away from the hotel. Overnight at the Alexander Hotel, Dublin.

#### **Day 4 GLENDALOUGH, AVOCA**

Irish breakfast this morning. Travel south through the Wicklow Mountains and the region known as "The Garden of Ireland". *Visit one of the Good Food Ireland producers today: Janet's Country Fayre at Kilcoole, County Wicklow.* At Glendalough take a guided tour of the 6th century monastic settlement, with its round tower and Celtic cross. Stop at Avoca Handweavers and see how they do the hand-loomed. *You will be able to stop for lunch at a quality restaurant or pub with a reputation for good food.* Continue on to New Ross where you may wish to stop at the Dunbrody Exhibit and see the replica famine ship. It was funded by the Kennedy Foundation. On to Waterford City. See Reginald Tower, built in the 11th century by the Vikings and restored in the 13th century. Stay at the Arlington Lodge. *Dinner is NOT included this evening. The hotel has a marvelous dining room and there are also pubs and restaurants within a short walk of the hotel.*

#### **Day 5 WEXFORD EXCURSION**

Irish breakfast this morning. Tour to County Wexford and a visit to the Johnstown Castle and the Irish Agricultural Museum. On to 13th century Tintern Abbey founded by the Cistercians and related to Tintern Abbey in Wales. *Visit two of the Good Food Ireland producers today: Martyn's Lobsters and Born Free Organic Chickens both near Dunmore East in County Waterford.* *You will be able to stop for lunch at a quality restaurant or pub with an reputation for good food.* You'll visit the Waterford Crystal factory and see how the fine cut crystal is made. *Dinner is NOT included this evening. The hotel has a marvelous dining*

*room and there are also pubs and restaurants within a short walk of the hotel.*

### **Day 6 CASHEL & LIMERICK**

Irish breakfast this morning. Tour to the town of Cahir in County Tipperary and visit Cahir Castle with its massive keep and high enclosing seven-towered wall, is mainly 15th century, and includes part of an 1142 stronghold erected by Conor O'Brien, Prince of Thomond. ***Visit two of the Good Food Ireland producers today: The Apple Farm at Moorstown and Bay Lough Cheese.*** Tour on to Cashel. From a distance you will see the Rock of Cashel rising from the rich grasslands of the Golden Vale of Tipperary. For eight centuries (4th -12th) the Rock of Cashel was the base for the Kings of Munster. It was visited in the 5<sup>th</sup> century by St. Patrick when he converted King Aengus to Christianity. *You will be able to stop for lunch at a quality restaurant or pub with a reputation for good food.* On to the City of Limerick, Ireland third largest city on the banks of the Shannon River. View 12th century King John's Castle. On to Bunratty where you will stay this evening at the Bunratty Manor Hotel. You can enjoy a choice of pubs this evening for dinner and some music, a reception will start the evening that is included.

### **Day 7 CLARE COAST & GALWAY**

Irish breakfast this morning. Tour to the coast of County Clare through the town of Lahinch with its famous golf course. Continue along the Clare Coast to visit the Cliffs of Moher which rise 700 feet above the sea and extend five miles along the coast. Tour via Lisdoonvarna, the Spa Town where each year they hold the Matchmaker Festival! ***Visit one of the Good Food Ireland producers today: The Burren Smokehouse.*** *You will be able to stop for lunch at a quality restaurant or pub with an reputation for good food.* Tour to the

Burren, The word 'Burren' means 'great rock' in Irish and the region is described by geologists as 'karst' after a similar tract of land in Slovenia. It occupies over 100 square miles. As you explore today you will find the most remarkable assemblage of flora in Ireland and the spectacular caves, streams, potholes and 'turloughs' (seasonal lakes). Continue along the shores of Galway Bay to Kinvara. Stop and look at 15th century Dunguaire Castle. On to Galway City. Christopher Columbus stopped here on his way to the New World. You'll see the Spanish Arch, the famous Claddagh District. You're free to browse the shops on Shop Street and the other pedestrianized streets of this vibrant city. Stay in Galway City near Eyre Square at the Park House Hotel. This evening you may wish to walk the pedestrianized streets and find a pub with traditional Irish music. ***Dinner is NOT included this evening. The hotel has a marvelous dining room and there are also pubs and restaurants within a short walk of the hotel***

### **Day 8 CONNEMARA TOUR**

Irish breakfast this morning. Tour along the shores of Galway Bay with the Aran Islands in the distance. Tour into the area known as Connemara. View the spectacular scenery of purple mountains, deep blue lakes and streams dotted with white-washed stone cottages, the Twelve Bens and the beauty of the landscape with its changing colors. On to Clifden, the capital of Connemara. ***Visit one of the Good Food Ireland producers today: The Connemara Smokehouse in Ballyconneely.*** *You will be able to stop for lunch at a quality restaurant or pub with an reputation for good food.* Tour north along the Sky Road to Kylemore Abbey with its serene setting on the lakeshore. The Benedictine Convent here is now a private school for girls. Continue down the scenic Lough Inagh Valley and return to Galway

via Oughterard and Moycullen. Stay in Galway at the Park House Hotel. *Dinner is NOT included this evening. The hotel has a marvelous dining room and there are also pubs and restaurants within a short walk of the hotel*

### **Day 9 GALWAY CITY**

Irish breakfast this morning. The day is devoted to meeting with the contact you have with the University of Galway. ***Visit one of the Good Food Ireland producers today: Martin Divilly Butchers in Galway City.*** *You will be able to stop for lunch at a quality restaurant or pub with an reputation for good food.* Stay in Galway at the Park House Hotel *Dinner is included this evening.*

### **Day 10 DEPART FOR HOME**

Irish breakfast this morning. Early morning transfer to Shannon Airport. Check in for yourflight and depart for home (or for those staying, you are on your own).

## **2008 FDRS SCHOLARSHIPS and AWARDS**

### ***2008 William Applebaum Scholarship Award Winners***

The William Applebaum Memorial Scholarship Awards recognize outstanding student theses on food distribution and marketing issues. Each year we accept nominations for awards in three categories, which include Outstanding Ph.D. Dissertation, Outstanding Master's Thesis, and Outstanding Non-thesis Research Paper. Nominations are reviewed by three reviewers in each category. In 2008, we had 6 nominations for Outstanding Master's Thesis, and 2 nominations for Outstanding Ph.D Dissertation. There were 2 submissions for Outstanding Non-thesis

research paper. Recipients of the 2008 Awards were honored at the Dublin Conference awards luncheon.

### ***Outstanding Ph.D. Dissertation Award:***

Dr. Jason R. Evans  
"Determining Consumer Perceptions of and Willingness to Pay for Appalachian Grass-Fed Beef: An Experimental Economics"  
West Virginia University  
Advisor: Dr. Gerard E. D'Souza

### ***Outstanding M.S. Thesis Award:***

Ms. Rebecca L.O. Cleary  
"The Impact of Wal-Mart Supercenters on Incumbents' Pricing Conduct: The Case of the Dallas/Forth-Worth Milk Market"  
University of Connecticut  
Advisor: Dr. Rigoberto A. Lopez

### ***President's Award for Excellence in Research and Communication***

The annual President's Award for "Excellence in Research and Communication" recognizes outstanding basic and applied research in food distribution and food marketing. Selection is made from journal articles published between annual conferences, which would include the November and July issues of the *Journal of Food Distribution Research*.

President's Award for Excellence in Research and Communication in 2008 was awarded to William Nganje, Simeon Kaitibie, Cherly Wachenheim, Emmanuel Acquah, Joel Matson, and Grant Johnson. "Estimating Price Premiums for Breads Marketed as Low-Carbohydrate Breads,"

### ***President's Service Awards***

The President's Service Awards were presented at the 2008 annual conference in Dublin, Ohio. The recipient of the *Frank Panyko Distinguished Service Award* was Virgil Culver, Mississippi State University. Mike Schroder, Towson University, received the *Patrick Byrne Emerging Leadership Award*. Congratulations to Virgil and Mike.

### ***Food Marketing Challenge Competition Awards***

The Food Marketing Challenge focused on the Great Harvest Bread Company of Columbus, Ohio. A special thank you goes to Ron Wehner, owner and operator. Students were asked to make recommendations to control costs, improve sales, and strengthen margins. Teams hailed from California Polytechnic State University, Colorado State University, University of Florida, University of Idaho, University of Kentucky, The Ohio State University, and Virginia Tech University. Three teams competed in the final round and were ranked by the judges in the following order: University of Kentucky (1<sup>st</sup>), University of Florida (2<sup>nd</sup>), and California Polytechnic State University. Congratulations to all of the students for their excellent presentations.

**49<sup>th</sup> ANNUAL FDRS  
CONFERENCE**

**Dublin, Ohio**

**October 31- November 4, 2008**

“Entrepreneurship in the Food Chain: When  
"Local" is King”

**--Conference Highlights--**

The conference was organized and sponsored by Stan Ernst of The Ohio State University and FDRS. The theme of the 2008 conference was “Entrepreneurship in the Food Chain: When "Local" is King”. Invited speakers highlighted the values of innovation and entrepreneurship in the food processing and retailing sectors. Topics addressed both niche and mainstream products and retailers, and included discussions about the role of innovation, local sourcing, processing and supplying in the current food climate, and diversity in grocery formats. It included a Food Marketing Challenge involving students from 8 different colleges and universities (10 total teams), plenary sessions by invited speakers, and more than 60 research reports and research updates in the concurrent presentation sessions. Conference attendees also participated in a “crawl” through unique local grocery venues that was arranged for student participants in the Live Case Competition, while the Columbus Zoo and Aquarium (ranked second only to San Diego) welcomed others. The annual educational tour was planned for Jungle Jim’s International Market, a 300,000-square-foot food extravaganza and tourist destination with over 130,000 different items from more than 70 countries.

**Welcome and Opening Remarks: Dr. Steven Slack, Associate Vice President for Agricultural Administration and Director of Ohio Agricultural Research and Center, The Ohio State University**

The conference began with opening remarks by Dr. Steven Slack. He welcomed us to Columbus, provided summary statistics on agriculture’s role in the state, and complimented us for selecting such a timely theme for the conference.

**Keynote Address: Dan Charna, Glory Foods, Columbus, Ohio**

Dan’s presentation was titled, “Innovation: It takes more than an Idea”. In his presentation, he outlined the evolution of Glory Foods from its inception in 1989 up to 2007. The hallmark of Dan’s presentation was the “Glory Concept” which focuses on (1) developing authentic African- American products; (2) making them convenient to use, and (3) marketing the products to the top 25 cities that represent 62 percent the African-American population. Product introductions are linked to market research on consumer preferences and shopping patterns. Survey results suggested that over 70 percent of respondents would buy from a black-owned company; the majority of respondents preferred fresh vegetables, but 39 percent would be willing to try processed vegetables. The initial business plan focused on markets with African American population, but as consumers became more heterogeneous and more women began working outside the home, the company’s focus changed to reflect the new market realities. Some of the company’s major accomplishments included the 20 products being carried by Kroger, product penetration into Food Lion in Atlanta, and the chance exposure on CNN. The company’s most recent accomplishments included the

following: 2003–hiring of first external president; 2004–expanding of product lines at Flint River Foods; 2005–launching of Sensibly Seasoned Products; 2006–launching of Cooking Base Products; 2007–hiring of a president with a strong consumer orientation.

### **Session I: The Local Challenge: Food Service**

This session expanded on the growing interest in local foods, fresh ingredients, and other issues related to the food service industry. The speakers addressed trends and implications for bakers, caterers, chefs, the food service, and vending providers. The first speaker, Ron Wehner, owner of Great Harvest Bread Company, informed participants that he and his wife started the company 11 years ago and that one of their goals was to franchise their fresh whole wheat bread. The company buys all its honey locally and this accounts for 50 percent of the cost of a loaf of bread, while wheat accounts for 40-43 percent of the cost.

Chef Mark Newton, Ohio State University's Dining Services indicated that they had 12 operations and served about 30,000 meals per day. The company's focus is at the retail end of local Ohio culinary production. It buys local, supports local producers, and prepares food items for restaurants and gift packages to students. The company's strong support for buying local is based on the potential for creating jobs. Its challenges include lowering the current 30 percent food waste in the University's cafeterias and the company's carbon foot print, and increasing economies of scale when buying local.

Dennis Bean, Director of Culinary Operations, AVI Food Systems Inc., emphasized that his company was strong in vending, consumer driven, privately owned,

bought locally, and supported the local community.

### **Session IIa: What "Local" Costs Us and Why Bother**

Jill Kirkendall-Smith is the senior inn keeper at the Inn and Spa at Honey Run. This is a 70-acre inn in the heart of Ohio's Amish country. The Inn prides itself on its ability to provide comfort, privacy, and fine dining. It features locally grown, fresh vegetables and meats, and plenty of organic offerings. The Inn was built to be naturally green and environmentally sound. It has 63 employees, and its own water treatment and recycling facilities. Because the organic products used are expensive, the Inn has started to import organic shampoos, soaps, and lotions from China. Other selling points included the 12 honey-comb rooms, rooms with balconies or patios, 71,200 plant species, and wellness spas which used only organic products. In Jill's view if an inn offers good quality organic products, people will pay for them. Guests are served local wines from within a 20-mile radius. Overall, the Inn is good for the environment and economy, and provides a climate for patrons to rest, relax, rejuvenate, reduce stress, see birds and plants, and eat the best produce in the world, as claimed by the chef.

### **Session IIb: Processing and Supplying in the Current Food Climate**

The two presenters in this session were a national leader in the production of salsa and hot sauce, and a regional vegetable packer. John Hard, the owner of CaJohns Fiery Foods, got the idea for his company after moving from Mississippi to New Orleans. He has won several first place awards for his sauces, and projected sales for 2008 would range from \$750,000 – over a \$1 million. Bill Hirzel of Hirzel Canning Company and

Farms mentioned that his grandfather started the company 80 years ago, and that for the most part, it was a regional packer. The company has only minimal advertising. However, in 2007, over 45,000 pounds of pepper were packed and shipped. During its 80-year tenure, over 180 recipes were developed. Both presenters felt that the biggest threats to their operations were lack of education about nutrition and government regulations.

### **Session III: Retail Sourcing Local**

The session began with an overview of U.S. food production and consumption patterns by John Park and Stan Ernst. Among the topics they discussed were the composition of the food dollar, farm value versus marketing bill, expenditures on food at home and away from home, and causes and repercussions emanating from the rising number of obese and overweight Americans. They were followed by presentations by Ken Ondek of Giant Eagle Groceries and Jim Sanfillipo of Sanfillipo produce. Ken Ondek reported that Giant Eagle Groceries had about \$7B in sales, bought produce from about 110 local farmers, and sold about 120 locally-produced items in their stores. He also mentioned that a core group of consumers wanted to buy local products, and that the media have jumped on the buying-local bandwagon. Jim's company sells to restaurants, hotels, Whole Foods, grocery stores, and country clubs, and buys a significant amount of its products from California. In his concluding remarks, Jim briefly discussed topical traceability and liability insurance.

### **Session IV: The Grocery Industry in a Diverse Market**

An increasingly diverse set of consumers means new challenges and opportunities for

the grocery industry. Long-time grocery executive Tom Jackson and Kathleen Tozzi of Whole Foods discussed their company's commitment to providing consumers with all natural products, and its decision to buy local when possible. Tom indicated that the main drivers were convenience, and health and wellness. Kathleen emphasized that Whole Foods's commitment to health and wellness meant no artificial flavors or additives. The company also was deeply committed to providing consumers with freshness, flavorful, high quality food products. On the environmental front, Whole Foods is committed to recycling, composting, and wind energy. Buying local reduces transportation costs and greenhouse gas emissions. She ended her presentation by identifying industry opportunities with respect to small, medium, and large operators, local merchandizing, and baby boomers. Some of her closing points included a rediscovering of neighborhood grocers by consumers, gas prices, convenience, easier shopping experiences, and meals at home. Additionally, high-income baby boomers liked convenience and attention, and to be involved in their food purchasing decisions.