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Frank Panyko Distinguished Service Award

John Brooker, Jarvis Cain, John Adrian

Emerging Leadership Award

Ty Cheng, Bobby Beamer, Barbara James

2001 Communications Award Committee

Rick Weldon, Chair.

Randy James, John Brooker, Rodney Holcomb, Ken Hood

FDRS Website

<http://fdrs.ag.utk.edu>

PRESIDENT'S MESSAGE

What's Going On

Lest you think FDRS is on automatic pilot between annual meetings, let me fill you in on some important activities underway.

As globalization of the food sector continues and trade expands, FDRS devotes more time at annual



meetings to these topics. Now our involvement has expanded to a study tour to England. Connie Falk, Randy James, Andrew Fearne, and Neal Hooker have worked on the program based at Wye College, London University. Tour dates are May 27 - June 1, 2001. A brochure has been sent to members and details are in this newsletter.

The annual meeting is Oct. 14-17, 2001, in Mesa, Arizona, outside Phoenix. Paul Patterson, Arizona State University, is working to create another great meeting. One of the positive features of our annual meeting is the opportunity for interactions among people from industry, government, and academia, and this fall should be the same.

Al Wysocki organized our first student case study competition at the 2000 meeting and has agreed to lead the efforts for our second student contest in Phoenix. Selecting the case, organizing the sessions, and arranging for the judges takes significant planning. You will receive more information about the contest as we get closer to the meeting. The competition is an excellent activity for students, so those in academia plan to participate!

Creation of an FDRS archives at New Mexico State University is underway. The archives will include materials from our organization such as newsletters, journals, annual meeting brochures, minutes of board meetings, directories, and photographs. If you have or know of any FDRS materials for the archives, please notify Connie Falk.

Our *Journal of Food Distribution Research*, is a year-round operation in order to manage the review process and print and distribute the journal. In this regard, don't forget the *JFDR* as a possible outlet for your research.

Finally, thanks to Connie Falk and Phil Kaufman for their work on this newsletter.



PAST PRESIDENT'S REMARKS

Congratulations to Dixie Reaves and Bobby Beamer at Virginia Tech for an outstanding job with the 2000 FDRS Annual Conference in Roanoke. Thanks also to Mike Schroder from Continuing Education, who handled promotion and many of the conference logistics. A special thanks to Al Wysocki who coordinated the first FDRS Case Study Competition. Teams from Cal Poly, Louisiana State, Western Michigan, Virginia Tech, and the University of Florida competed. Congratulations to the University of Florida for taking top honors! We look forward to heavy competition by student teams in Phoenix in 2001. Congratulations to service award recipients John Adrian for Distinguished Service and Ty Cheng for Emerging Leadership.

It has been a pleasure this past year to work with the officers and directors who are the real strength of the organization and who insure the success of FDRS year in and year out, oftentimes without recognition. Thank you for your support and encouragement. It has been a year of progress as we took on the challenge of introducing the case study competition and revising our constitution and by-laws (Barb James deserves special recognition for coordinating this mammoth task). Opportunities abound for us to continue addressing issues relevant to food marketing and distribution around the world. By time you read this, an FDRS study tour will be organized for a trip to England this spring!

As we look to the coming year, I encourage each of you to find a way to plug into what's really happening that makes FDRS a great organization to be a part of. Call the officers and directors to volunteer your time and talents. Make plans to join us in October as Paul Patterson hosts the 2001 conference in sunny Arizona. I will work with previous presidents who serve on the nominating committee for the next election. Please contact me or President-elect Roger Hinson if you have an interest in serving in an official capacity in 2002. President Dave Eastwood can also identify ways for you to be more involved this year. You can call Paul Patterson to help with the 2001 annual conference or Al Wysocki to help with the 2002 conference in Miami.

Finally, please remain active and encourage colleagues to join us as we work to keep on the cutting edge of leadership for the food distribution system. Pledge your support to President Eastwood and don't be shy about submitting creative ideas to strengthen FDRS.

Virgil Culver, Past President

FDRS CALLS & ANNOUNCEMENTS

William Applebaum Scholarship Award

The William Applebaum Memorial Scholarship is awarded annually by the society for outstanding graduate student research in food distribution and marketing. Each year three awards are available: \$500 for M.S. non-thesis research, \$750 for the M.S. thesis, and \$1,250 for the Ph.D. dissertation. Expenses are paid for the winners to attend and receive the award at the annual conference of the society. The Ph.D. winner makes a presentation at the Conference.

The contest is open to graduate students with a scholarly interest in food distribution. The review panel allows a broad definition of food distribution as long as the research focuses on improving the movement of agricultural products from the farm to the consumer. The winning paper is considered by the editorial board of the Journal for publication in the Proceedings Issue. The deadline for submissions is June 15, 2001. To request an application form, contact: **Dr. Hsiang-tai Cheng, FDRS Vice President for Education, Dept. of Resource Economics & Policy, University of Maine, 302A Winslow Hall, Orono, ME 04469-5782.**

Presidential Service Awards

The FDRS presents Presidential Awards at every annual meeting. Nominations are being sought for the two distinguished service awards. Descriptions of each award are provided 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) be nominated by an FDRS member in good standing.

The **Emerging Leadership Award** recognizes and encourages serving FDRS in a leadership capacity. Nominees must have 1) no more than 10 years of continuous service in FDRS, 2) have served on the Board, 3) 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.

If you have suggestions for recipients at the annual meeting in Arizona, send them to: **President-Elect Roger Hinson**, rhinson@agctr.lsu.edu or to the **Dept of Ag. Econ., Louisiana State University, 101 Ag Admin Bldg., Baton Rouge, LA 70803**. The deadline for submitting nominations is June 30, 2001.



FDRS Case Study Competition

The second FDRS student case study competition will be held at the fall conference in Arizona. All schools are encouraged to send teams to the competition to be held on October 14, 2001. The case study competition allows students to demonstrate their ability to apply knowledge of agribusiness (in particular, food distribution) and agricultural economics to real-world situations. Teams of 3-5 students present their analysis and recommendations for the case study.

The majority of each team must be comprised of undergraduate students. Registered teams will receive a copy of the case 30 days prior to the contest. Contest participants are invited to the Sunday evening reception, and this year there will be a special breakfast focusing on a student-industry professional exchange. Team members will also receive tickets to the Monday luncheon. Winning teams will be recognized at the Monday Luncheon Awards Ceremony. For additional information and resources, check the case study competition web site: <http://webct.nerdc.ufl.edu:8900/public/FDRSCASE/index.html>.

Contact contest coordinator **Al Wysocki** about the competition at wysocki@fred.ifas.ufl.edu, or by phone at (352) 392-1826 ext. 403.

2001 Annual Conference Research Reports, Updates And Posters

The society invites submissions of Research Reports, Research Updates and Poster Session Presentations for the 42nd Annual Conference, to be held October 14-17, 2001 at the Mesa Hilton Pavilion in Phoenix, AZ. The theme of this year's meeting is

“Know Thy Customer.”

Research Reports are scholarly papers that focus on the results of research efforts in any area of food distribution from the farm gate through retail demand. Reports will be evaluated and accepted on the basis of one-page abstracts, that describe the research and the relevance to food distribution issues. Presentations of research reports will be limited to 20 minutes each.

Research Updates are intended to serve as 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.

The purpose of the **Poster Sessions** is to better acquaint industry with innovative food marketing and distribution programs at universities aimed at strengthening partnerships between academia and business. Among other topics, posters can describe present challenges, successes, and programs on the drawing board. Poster session topics will be evaluated on the basis of a 50-word abstract. The FDRS will provide a cloth covered table in an area set aside at the conference. The presenters will be responsible for supplying their own poster backing material and an easel for the display of their posters.

Send all research update, research report, and poster session submissions to: **Dr. Delmy Calderón-Salin, PO Box 3906, Miss State, MS 39762, Phone: (662) 323-3539.**

Materials should be **postmarked no later than July 1st, 2001.** Authors will be notified about the status of their submissions by August 31, 2001. For more information visit our website <http://fdrs.ag.utk.edu>.

In order for paper submissions to be accepted and published as part of the proceedings in 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 a hard copy and a computer disk (3.5") copy of the paper three weeks before the annual meeting to **Dr. Rick Weldon, University of Florida, Department of Food & Resource Economics, P.O. Box 110240,**

Gainesville, FL 32611-0240.

Editorship of the *Journal of Food Distribution Research*

The officers and board of directors of the Food Distribution Research Society, Inc. invite application for an editor(s) of the *Journal of Food Distribution Research (JFDR)* for 2002-2004. This entails responsibilities for volumes 32, 33 and 34. Each volume consists of the March issue that is dedicated to the invited papers, research reports and updates of the previous fall's annual FDRS conference, and two issues in July and November that are comprised of refereed articles.

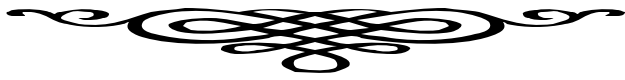
The editor(s) will be responsible for the *JFDR's* quality and timely publication. This includes working with the editorial review board on manuscript review and publication, the publisher (University of Maine), the secretary-treasurer on administering page charges, and the Vice President-Publications. Interested individuals should contact **John Brooker, FDRS Vice President-Publications, University of Tennessee, P.O. Box 1071, Knoxville, TN 37901. Phone: (423) 974-7231.**

Call for Article Submissions

The *Journal of Food Distribution Research* is refereed and published three times each year. 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 name and titles of authors, academic or other affiliation and complete address of contact author; (2) a 100-word abstract; (3) the manuscript, typed double spaced with margins of at least one inch; (4) consecutively numbered tables and figures that have a brief descriptive title; and (5) references cited by author(s) and date in parenthesis. A cover letter and four copies of the submitted manuscript should be sent to:

Dr. Rick Weldon, Editor, P.O. Box 110240, Department of Food and Resource Economics, University of Florida, Gainesville, FL 32611-0240.



2000 CONFERENCE HIGHLIGHTS

FDRS Amends Constitution

At the October 17, 2000 business meeting, FDRS members approved the amended constitution for the society. The constitution now more closely reflects how business is conducted by the society, board, and officers.

The amended constitution designates and defines the responsibilities of a *Web Site Coordinator*, more clearly delineates membership categories, and provides for committees to select award recipients and student case study competitions. Two new FDRS officers were created. The *Vice President for Communications*, formerly the Vice President for Publications, coordinates the efforts of the Newsletter and Journal Editors and Web Site Coordinator. The *Vice President for Education* conducts the Applebaum Scholastic Award Program, appoints the chair of the student case study competition, and supports that chair and committee in its work.

The approval of the amended constitution concluded the work of an ad hoc committee comprised of Ed Estes, Carl Toensmeyer and Barbara James (Chair).

Special thanks to Barb, Ed, and Carl for their extra effort to keep FDRS relevant and viable in the years ahead. D. Eastwood.

2000 Conference Celebrates the Past, Embraces the Future

The Hotel Roanoke and Conference Center in Roanoke, Virginia, hosted 115 participants at the 2000 FDRS conference, co-chaired by Bobby Beamer and Dixie Watts Reaves, Virginia Tech. The conference offered a keynote address, five thematic invited paper sessions, seven sessions of research reports and updates, a tribute to the FDRS founding fathers, and the inaugural student case competition. Founding Fathers who attended the conference were Jarvis Cain, Charles W. Coale Jr., Douglas J. Richardson Jr., and Ulrich (Carl) Toensmeyer. Past Presidents attending the conference were Charles W. Coale Jr., Douglas J. Richardson Jr., Oral Capps Jr., Jarvis L. Cain, Charles R. Handy, John Brooker, James

J. Corbett, Constance L. Falk, John L. Adrian, Carl Toensmeyer, Edmund Estes, and Barbara James. The following summaries are from the invited papers sessions.

Mega-Trends in Agriculture: Implications for Food Distribution

David Kohl, professor of Agricultural and Applied Economics at Virginia Tech and currently on special assignment with the Royal Bank of Canada, delivered the keynote address. The food system must meet the needs of both the developed and developing



world. Half of the world's population lives on less than one dollar per day and 80% of the population is responsible for 20% of global gross domestic

product. Developing countries look to food for basic nutrition, while developed countries demand convenience and entertainment from their food. With 53% of the world's population, Asia will be critical to the demand side of the food system, while seven areas of the world control 75% of the world's agricultural production on the supply side. There are three stages of technology in the food industry: cost control and yield increases, focus on specific product attributes, and medical and pharmacological roles. Food production will be increasingly contracted and less will be marketed as commodities. Successful companies in the value added food industry will provide traceability and either be large or creative.

David versus Goliath: Strategies for Regional Competitiveness

Bob Gatty, Vice President for Communications and Marketing with Food Distributors International, discussed how independent grocery retailers could improve their competitiveness through partnerships. Independents must compete with large chains, meet the needs of demanding consumers, and attract employees. He said wholesalers must help independents adopt technology to meet their challenges. Improved coordination and partnership in the food marketing chain

could lead to products reaching the shelf faster and better shelf management. On average, chain stores get a new product to the shelf in 3.6 weeks, compared to 7.2 weeks for independents. An FDI study estimated that \$1.2 billion dollars in additional sales would be generated by the 10,000 independents if the time could be reduced to five weeks. Partnership success depends on commitment from top leadership and the total channel, collaborative practices, training, and follow-up.

Ben and Jerry's: A Takeover Tale

James Hagen of Cornell University discussed consolidation among food retailers and manufacturers. While the top five supermarkets controlled 25% of the retail market in 1995, they controlled 40% in 2000. Drivers behind consolidation include financial markets, executive incentives, economies of scale, and market power. Manufacturer consolidation has been slower than retail consolidation. As an example of consolidation, Hagen presented the story of Ben and Jerry's. The U.S. ice cream market is an \$11 billion market, with four categories: economy, regular, premium, and super premium. Ben and Jerry's, a super premium ice cream, began in 1978. It was a small regional brand until 1984 when it decided to grow out of the region. However, it had difficulty obtaining distributors due to alleged anticompetitiveness by other large ice cream firms, and it took its competitor to court for illegally restraining trade. It settled out of court but continued to have concerns about distribution. In 2000, Unilever acquired Ben and Jerry's, offering it global markets, capital, and high stock valuation. Did Ben and Jerry's have to sell? Hagen concluded they did. Small public ice cream companies cannot stay small, because investors demand growth.

Integration and Concentration: Implications for Food Distribution Channels

Steve Martinez, USDA, and **Wayne Purcell**, Research Institute on Livestock Pricing and Virginia Tech, discussed coordination and concentration issues in the pork and beef sectors. Martinez reported on changes in the hog sector, including specialization and application of new technology, economies of size (fewer and larger), geographic changes in production, and changing methods of vertical coordination. The food marketing system is seeing more branded fresh pork and increasing pork exports. Although the pork sector has seen strides in quality and efficiency, these improvements have not been

reflected in per capita consumption.

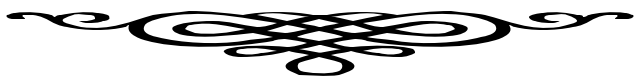
Purcell said the beef packing industry had faced 20 years of trade-offs between market power and economies of size: during the 1980s, the top four companies had 40% of the beef packing market, whereas in 2000, the top four controlled 81% of the market. However, the primary reason for economic stress on livestock producers is not concentration, but rather declining long-term demand for beef, down 51% from 1980 to 1998. Another problem is the obsolete grading system, which does not send the proper signals to producers. The failing price system has led to increased contracts and captive supplies.

Biotechnology: Costs and Concerns, Benefits and Bounty

Michael Schechtman, USDA, provided information on federal oversight of biotechnology and the Clinton administration's biotechnology initiative. He said the biotechnology regulatory system must protect public health, safety and the environment, be flexible and responsible, and be based on sound science and public input. **George Rolofson**, American Crop Protection Association, said that the public is vulnerable to misinformation about biotechnology. Good science is seen as a way to address the issues of consumer acceptance, labeling, the Monarch butterfly, resistance management, and anti-technology activists. **Karen Bender**, University of Illinois, discussed the marketing channel costs of identity preservation. An Illinois study indicated that additional margins for producing biotech products were less than the increased costs of handling the specialty crops.

Sue Tolin and **Eluned Jones**, Virginia Tech, focused on the benefits of biotechnology. Tolin emphasized the benefits to the farmer, the environment, and the consumer: reduced production costs, conservation tillage, fewer pesticides, safer foods, medicinal benefits, and improved nutritional value. Jones focused on grain marketing in a biotech environment. She said the source of change in the grains and oilseeds economy has been institutional (concentration), legal (antitrust and property rights issues), and cultural (alliances and joint ventures). Production of homogeneous products has also decreased. To facilitate biotech grain marketing, trace through and documentation will be key. She said the system and process must be verified, rather than the product. To

conclude, **George Rolofson** said 15 states had introduced more than 40 anti-biotech bills. One state passed a resolution to protect biotechnology research, one passed a bill to prevent crop and facility destruction, and one passed a biotech seed labeling bill.



2000 AWARDS AND HONORS

FDRS Student Case Study Competition



The winning team from the University of Florida. From left: Al Wysocki, Jennifer Welshans, Bryan Harrington, James Smith

The University of Florida took top honors at the first FDRS student case study competition at annual fall conference. Twenty-three students competed on six teams representing Cal Poly, Louisiana State University, Western Michigan University, Virginia Tech, and the University of Florida. Cal Poly and Western Michigan University took second and third place, respectively. A Harvard Business School case co-authored by Ray Goldberg, entitled "Florida Department of Citrus," was used in the competition. Contest participants had 30 days to read the case and prepare their analyses. Teams had 25 minutes to present their recommendations and answer questions posed by a panel of judges at the contest. The winning teams were recognized at the Monday Luncheon Awards Ceremony.

The Frank Panyko Award for Distinguished

Service

The Frank Panyko Distinguished Service award recognizes significant long-term service to FDRS. This year's recipient was Dr. John Adrian, Professor, Department of Agricultural Economics, Auburn University. John has been a member of the Board of Directors, Vice-President for Education, President-Elect, President, Past President, Editor of the Directory, and a member of the *Journal* editorial board. Congratulations, John, and thank you for your leadership role in FDRS!

The Emerging Leadership Award

Dr. Hsiang-tai (Ty) Cheng received this year's Emerging Leadership award, which recognizes the efforts of newer members in FDRS. He is an Associate Professor, Department of Resource Economics and Policy and a Cooperating Associate Professor of Food Science and Human Nutrition, University of Maine. Dr. Cheng was Co-editor, *Journal of Food Distribution Research*. Current FDRS responsibilities include the Applebaum Scholastic Award Program, and he is the Vice-President for Education. Ty is also a member of the Board of Directors. Congratulations, TY, and thank you for all your contributions to the FDRS!

Excellence in Research and Communication

The Presidential Award for Excellence in Research and Communication recognizes outstanding basic or applied research in food distribution and 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*. The 2000 winners were Abrindra Rimal, Stanley Fletcher and Kay McWatters for their article titled "Do Handling and Cooking Practices Determine the Selection of Irradiated Beef?" in Volume XXX, Number 3, November 1999.

The Applebaum Awards

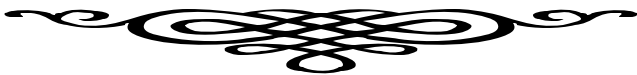


Vice President for Education Ty Cheng (left) presents the Applebaum Award to Bruno Lanfranco

The William Applebaum Memorial Scholarship Award recognizes outstanding student theses on food distribution and marketing issues. The purpose of the contest is to stimulate student interest in food distribution as an academic pursuit and career choice. Two recipients of the 2000 Award were honored at the FDRS Annual Conference.

The recipient of the Award for Outstanding Master's Thesis was Bruno Antonio Lanfranco from the University of Georgia. Mr. Lanfranco presented his award-winning thesis, entitled "Food Consumption Patterns of the Hispanic Community in the United States." The work was completed under the direction of Glenn Ames. Mr. Lanfranco is currently pursuing a doctoral degree in agricultural and applied economics at the University of Georgia.

The 2000 doctoral recipient was Dr. Andrew A. Washington from the University of Florida for his dissertation entitled "The Derived Demand for Imported Dairy Products in Selected International Markets." His advisor was Richard L. Kilmer. Dr. Washington is currently an assistant professor in the Department of Economics, Southern University.



2001 ANNUAL CONFERENCE

The annual conference of the Food Distribution Research Society will be held in the Phoenix metropolitan area October 14-17, 2001. Conference

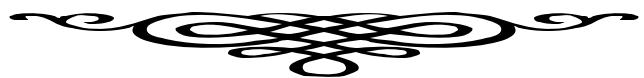
coordinators are Paul Patterson, Tim Richards, and Tim Burkink, all of the Morrison School of Agribusiness and Resource Management at Arizona State University. The conference will be held jointly with NEC-63, the research project on commodity advertising and promotion. Henry Kinnucan, Cynda Clary, and Walt Armbruster from NEC-63 are assisting with the program development. Commodity advertising and promotion has been a recurring area of interest to FDRS members, as it is frequently featured in articles in the *Journal of Food Distribution Research* and past winners of the Applebaum award have conducted research in this area. The joint conference should provide members of both groups the opportunity to make new professional contacts and exchange ideas.

The theme for the conference is "Know thy Customer." Sessions will focus on commodity board marketing information needs and promotion strategies, targeted marketing strategies, innovative approaches to consumer analysis, and the resolution of disputes with trade partners. Other proposed topics are developments in business-to-business electronic commerce and distance education opportunities in agribusiness.

Conference attendees can choose to tour Shamrock Dairy or play golf on the second afternoon of the conference. Shamrock Dairy is the leading dairy product manufacturer in Arizona. The company has successfully developed innovative products and moved into new markets.

This year's conference will also feature the second annual student case study competition. A case featuring a problem confronting an agricultural or food business in the Southwest will be selected and principals from the case will be invited to participate as judges.

For additional information, contact **Paul Patterson, (480) 727-1124, paul.patterson@asu.edu**. We look forward to seeing you in the Valley of the Sun.



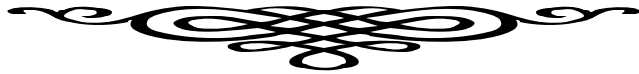
FDRS ARCHIVES

New Mexico State University has agreed to house the society's archives. Boxes of materials containing journals, correspondence, financial records, and other materials have been shipped to the Branson

Library at NMSU. Archivist Portia Vescio will soon begin the task of preparing a "finding aid" which the society will get a copy of once it is completed. With the finding aid, one can locate any of the records stored in the archive. The archives at NMSU are stored on the 3^d floor of the Branson Library, in a room kept at a constant 70 degrees temperature and constant humidity.

The archives currently contain membership directories from 1989, 1990-91, 1992-93, 1995, 1996, 1997, and 1998. We have newsletters from Sept. 88, Feb. 89, June 89, Sept. 89, Jan. 90, June 90, Sept. 90, Jan. 91, April 91, Aug. 91, Jan. 92, June 92, Oct. 92, and Spring 96. Conference brochures and meeting minutes are still needed for most years.

If you have newsletters, membership directories, conference brochures, minutes of meetings, or other historical records to donate, please contact **Connie Falk** to make arrangements to forward them to her. Contact her at cfalk@nmsu.edu or **MSC 3169 Box 30003, New Mexico State Univ., Las Cruces, NM 88003.**



THE FDRS STUDY TOUR TO ENGLAND

May 27-June 1, 2001

**"Food Retailing in England"
based at historic Wye College
of London University, Kent, England**

Study Tour Schedule

Monday, May 28

Morning. Trends in European food retailing. Professor David Hughes and Dr. Andrew Fearne. Key issues in the European food industry. This will provide the essential context for the rest of the week.

Afternoon. Tour of supermarkets to witness the diversity of product and differentiated offer between the major players.

Evening. Dinner with Peter Stutchbury, Marketing Director, Brake Bros, which is one of the UK's largest suppliers of chilled and frozen foods to the food service sector. Mr. Stutchbury will provide a world view from someone who does not deal with supermarkets.

Tuesday, May 29

Morning. The Food Consumer. Dr. Richard Hutchins, Institute of Grocery Distribution, Letchmore Heath. The IGD has undertaken systematic consumer research across a range of commodity sectors to support upstream stakeholders in their pursuit of differentiation.

Afternoon. The impact of promotions on food purchasing behavior. Dr. Adam Donaldson, AC Nielsen, Oxford. AC Nielsen is one of the world's largest strategic consumer research organizations. The discussion will move from commodities to brands and consider the differential impacts of alternative promotional strategies, drawing on evidence from analysis of AC Nielsen's Homescan database. An afternoon tour to a food manufacturer is tentatively planned.

Evening. Visit to Oxford.

Wednesday, May 30

Morning. Category Management. Stuart Stubbins, Senior Buyer, soft fruit, Marks & Spencer, and Nicholas Marston, Managing Director, KG Fruit Ltd, UK's largest soft fruit marketing co-operative. We will discuss the faltering progress with ECR and Cat Man in the UK in contrast with the US. The competition authorities are looking to block the 'category captain' role assumed by the large branded manufacturers. This session will highlight how Category Management principles can be applied in a non-branded sector such as soft fruit.

Afternoon. Visit London's Covent Garden wholesale fruit and vegetable market. We will discuss the future of wholesale markets, which are in decline, and make contrasts with US wholesale markets.

Evening. Dinner in London.

Thursday, May 31, 2001

Morning. Food safety, traceability and supply chain partnerships. Tim Eaton, Anglo-Beef Producers, key supplier of fresh beef to J Sainsbury.

Afternoon. Agency relationships in the beef supply chain. Susan Hornibrook, Imperial College at Wye. We will visit the Ashford Livestock Market, a modern example of how livestock markets are justifying their existence.

Evening. Visit the City of Canterbury, home of the Church of England and Geoffrey Chaucer, who wrote *The Canterbury Tales*.

Friday, June 1, 2001

Morning. Food Policy and Government

Intervention. Professor Tim Lang, Thames Valley University, London. Lang is a leading agitator on agriculture and food policy. Neal Hooker, of the Ohio State University, will provide an overview of the week's themes. Lunch with David Lavelle, Marketing Director, Murston Peters, Management Consultants.

Afternoon. Adjourn about 3 pm.

Trip Registration, Fees and Deadlines

Send in a registration form and a \$500 down payment by March 15, 2001. The rest of the payment is due by May 1, 2001. Information and the registration form are available at <http://www.conted.vt.edu/fdeng.htm>.

Total Trip Cost

For up to 10 participants	\$1250
For 11 to 15 participants	\$1150
For 16 to 20 participants	\$1050

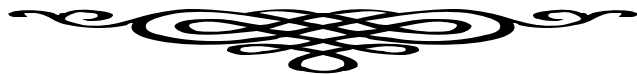
Trip expenses include

- 5 nights lodging (S-TH), at Wye College,
- Breakfast, lunch, and afternoon tea (M-F),
- 1 banquet,
- In-country transportation for tours,
- All speaker fees and materials

Trip expenses do not include

- Air fare to England
- Ground transportation from airport to Wye College
- Passport fees

For more information, contact **Mike Schroder**, schroder@vt.edu or by mail at **Virginia Tech, Mail Code 0364, Blacksburg, VA 24061**.



ANNOUNCEMENTS

Dissertation Proposal Competition

The Academy of Food Marketing in conjunction with the Department of Food Marketing at Saint Joseph's University is pleased to announce the C. J. McNutt

Ph.D. Dissertation Proposal Competition. Submissions by students from doctoral programs worldwide are invited to participate in this competition. The author of the winning proposal will receive a \$5,000 award and will be invited to present the proposal to the Board of Governors of the Academy of Food Marketing in Philadelphia.

The Academy of Food Marketing at Saint Joseph's University is sponsoring this dissertation competition to foster academic research on various issues related to the food industry. The grant from this competition is intended to support the recipient's dissertation research. Doctoral students who plan to research the food industry (branding, advertising, consumer attitudes, etc.) are eligible. Proposals which cross functional lines or involve multiple research disciplines are especially encouraged.

Please send four copies of your proposal, along with a letter from your dissertation chair confirming acceptance of the proposal, to Renée Shaw Hughner, Department of Food Marketing, Erivan K. Haub School of Business, Saint Joseph's University, 5600 City Avenue, Philadelphia, PA 19131. Entries must be postmarked no later than **June 1, 2001**.

Additional questions can be directed to **Renée Shaw Hughner** at **(610) 660-1689** or rhughner@sju.edu.

Position Announcement
California State Polytechnic University, Pomona

Assistant or Associate Professor. Tenure track. **Duties and Responsibilities:** teaching in areas such as management, sales and marketing at the undergraduate and graduate levels; establishing contacts and developing programs with the food and agribusiness industry; and coordinating and directing activities of the Center for Food Marketing and Agribusiness Solutions. The position will also involve working cooperatively with faculty, students and industry leaders in developing an applied research program. **Qualifications: Required:** Doctoral degree in food industry management, marketing, agricultural business, agricultural economics, general business management or related field. Demonstrated effective written and verbal communication as well as organizational skills. **Salary:** Commensurate with experience and qualifications. **How To Apply And Closing Date:** To be considered, applicants are required to submit a completed application form, resume, official graduate and undergraduate transcripts of records sent directly from granting institutions to Search Committee Chair, and a minimum of three (3) recent letters of recommendation (dated within the past two years) with phone numbers of those persons making the recommendations. Open until filled. First consideration will be given to completed applications received no later than March 23, 2001. Early response is encouraged. **Date of Appointment:** University seeks to fill this position by September, 2001. AA/EOE. For expanded position description and application, call (909) 869-2212, or email Adith Barr at ajbarr@csupomona.edu.

Position Announcement
New Mexico State University

New Mexico State University is seeking a tenure track faculty member in the area of natural resource/water economics. This is a 12-month appointment, 75% research and 25% teaching at the assistant professor level. The candidate will be expected to develop an excellent natural resources and water policy research program of relevance to the state and region. Teaching responsibilities will be at both the MS and undergraduate levels and include support of existing natural resource courses and development of additional courses consistent with this position and the needs of the department. Candidates should submit:

1. Letter describing interest and qualifications as they relate to this position, and any other information that would be helpful to the search committee. The letter should include research and teaching goals.
2. Curriculum vitae
3. Official transcript of university level courses
4. Names and contact information for at least 3 references

Initial screening will begin 15 March 2001, and continue until the position is filled. The position is available 1 July 2001. Contact **Dr. Rhonda Skaggs, Search Committee Chair, Department of Agricultural Economics & Agricultural Business, Box 30003, MSC 3169, New Mexico State University, Las Cruces, NM 88003. 505-646-1344.** Email: rskaggs@nmsu.edu.
