





**2002 Conference of the  
Food Distribution Research Society  
October 27-30, 2002  
The Biscayne Bay Marriott Hotel  
and Marina  
Miami, Florida**

**A Message from  
Mike Schroder,  
FDRS Conference Coordinator**

The 2002 Conference of the Food Distribution Research Society in Miami, Florida, from Oct. 27-30, is fast approaching. If you haven't made lodging reservations, please do so now to secure the discounted group rate (information below). Also, don't forget about USAirway's Goldfile number when booking your airline reservations to get substantial savings (information below). If you have any questions on the meeting, please contact me at your convenience, at [schroder@vt.edu](mailto:schroder@vt.edu).

Visit the 2002 Conference web site:  
<http://www.conted.vt.edu/fdrs/2002/index.html>  
for updated information on schedule, speakers, travel links, tours, and more.



**Hotel Reservations**

Make your lodging reservation now at the special conference rate by calling the hotel directly (305-374-3900) or Marriott's main reservation line (800-228-9290). Reservations at the special rate are on a first-come, first-served basis; once the room block and/or the hotel is full, the conference rate will most likely not be available. Therefore, please make your reservations early and definitely no later than September 21, 2002. You must mention the Food Distribution Research Society (FDRS) Conference when making your reservation to get the special rate of \$133 single/double/triple occupancy (plus taxes). Rooms at the conference rate are available beginning Saturday, October 26 through Wednesday night, October 30. Check-in time is 4:00 PM; checkout time is 12:00 noon. For additional information on Biscayne Bay Marriott Hotel and Marina, go to <http://www.marriotthotels.com>.

**Words of Welcome from  
FDRS 2002 Conference  
Host and Chairperson  
Allen Wysocki**

Preparations for the 2002 Food Distribution Research Conference are nearly complete. A dynamic group of diverse sessions feature top food industry and industry experts in their respective fields. The conference should afford academic researchers, business practitioners, and policy makers the opportunity to interact and get to know one another.

The theme for this year's conference is "**Emerging Business Models.**" The world food system continues to undergo rapid change. What are the emerging business models? Which models and organizations are likely to survive? These and other questions will be addressed throughout the conference. For a summary and schedule of the 2002 conference, please go to:  
<http://www.conted.vt.edu/fdrs/2002/program.html>.



**Discount Airfare Information**

Special discounted airfare has been negotiated with USAirways for travel to the 2002 Conference of the Food Distribution Research Society. To obtain a discounted rate, call toll-free at 1-877-874-7687 and refer to the Virginia Tech Division of Continuing Education Goldfile Number 72172190.

If you prefer, use your own travel agent and refer to the Goldfile number, above. You will receive a minimum of 5% off the lowest applicable fare or 10% off the unrestricted coach fare. Make sure you also inquire about the special zone fares that are available; these zone fares do not require a Saturday night stay.



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**Keynote Address:  
Glen A. Terbeek**

Keynote speaker Glen Terbeek will challenge conference attendees to examine the effectiveness of current business models and his vision for the future. Mr. Terbeek is recently retired as Managing Partner for Accenture (formerly Andersen Consulting) and its Global Food and Consumer Packaged Goods Industry Practice division. The division focuses on the vertically related industries of retailing, wholesale distribution and manufacturing.

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**Session 1:  
Breakout  
Discussion  
Groups**

Robert Cook-Canela will lead this session where conference attendees will be placed in small groups and encouraged to respond to Mr.

Terbeek's keynote address. Participants will share their group discussions with the all attendees and Mr. Terbeek. This discussion should generate a list of critical issues facing the Food Distribution Society that will guide the society's direction in the near future.

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**Session 2:  
Panel  
Discussion—  
Industry Leaders  
on Emerging  
Business Models**

Industry leaders from grocery, foodservice, and restaurant industries share their perspectives regarding emerging business models and

their view of where the "food supply chain" is headed.

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**Panel Members:**

**Bob Tobin**  
**Retired President & CEO, Ahold**  
**USA**

Mr. Tobin has extensive experience in food retailing, including: Chairman of the Board of the

Stop & Shop Companies, Inc., (a subsidiary of Royal Ahold, NV since 1996); President and Chief Operating Officer of the Stop & Shop Supermarket Company; Chairman, Executive Board, Worldwide Retail Exchange (WWRE); Board of Directors, The Food Marketing Institute; and Board of Overseers, The Dana-Farber Cancer Institute.

**Josh Greenburg**  
**Darden Restaurants**

Darden Restaurants, Inc. is the largest casual dining restaurant company in the world. It operates more than 1,100 Red Lobster, Olive Garden, Bahama Breeze and Smokey Bones restaurants in North America, leading each of its market segments and employing more than 122,000 people. All of the restaurants are company-owned. The name "Darden" comes from Bill Darden, the founder of Red Lobster. Bill Darden opened the first Red Lobster, located in Lakeland, Florida, in 1968. Darden became a public company in May 1995 as a result of a spin-off from General Mills.

**Jackie Legg**  
**VP - Creative Marketing**  
**Ukrops Supermarkets**

As Vice President of Solution Shopping for Ukrop's Super Markets, Inc. of Richmond, Virginia, Jackie has shared responsibility for developing the prepared foods department, the store design, recipe creation, and packaging design, which have

established Ukrops as an international leader in the field of prepared foods and meal solutions. Currently she focuses her attention on new store and remodel concepts, in conjunction with storewide health and food solutions.

**Bruce Samples**  
**President, Henry Lee Co.**

Bruce Samples is a career foodservice industry professional. Since the year 2000 he has held the position of President for the Henry Lee Company, which is a 500 hundred-employee foodservice distributor operating throughout the state of Florida with annual sales in excess of \$280 million. The focus of this assignment has been leading a major turnaround effort.

**Session 3:  
 Panel Discussion—  
 Industry Experts  
 on Emerging  
 Business Models**

Industry experts from grocery, foodservice, and restaurant industries share their perspectives regarding emerging

business models and their view of where the “food supply chain” is headed.

**Panel Members:**

**Mike Sansolo  
 Senior VP  
 Food Marketing Institute**



Michael Sansolo, Senior Vice President, Food Marketing Institute oversees FMI’s education, industry relations and research departments and serves as President of FMI’s Independent Operator’s Division. Prior to joining FMI, Mr. Sansolo was editor-in-chief of Progressive Grocer magazine and was a reporter for Gannett Newspapers.

**Jack Allen  
 Partnerships for  
 Food  
 Industry Development**



Jack Allen has devoted his career to undergraduate and graduate food marketing education and participation in management and advisory activities in the food industry. He was Director of Retailer Relations with the American Meat Institute prior to joining the faculty of Michigan State University.

Dr. Allen consults and conducts management presentations for numerous national and international companies and governmental agencies.

**Tony DiMare  
 President – The DiMare Company**

Tony DiMare is the President of the DiMare Company, a year-round grower, packer, shipper, wholesaler, and repacker of premium produce. DiMare’s product line continues to expand and now includes citrus, table grape mixed vegetables, dates and nuts. Today they have operations in five states. The DiMare Company history is one of growth and success. From its humble beginnings on the streets of Boston to the green fields of Florida and the fertile valley of California, the DiMare Company has stood for hard work, integrity and excellence. Through the boundless determination and perseverance of the three brothers and the associates, DiMare has become a multimillion dollar international agribusiness.



**Presidential  
 Dinner Address:  
 Bob Willett**

Bob Willett is the Global Managing Partner with Retail for Accenture (U.K.), a position he has held from 1997 – 2002. His

assignments span the full spectrum of supply and demand across the food, non-food, and financial sectors. His background includes experience in: strategy development and execution, brand development across products and facia, business transformation, retail operations from distribution to stores, product procurement and merchandising, supply chain management, support services, and customer management.



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**Conference News**

**Session 4:  
From Eggs to  
Omelets –  
Tracing the  
Route**



**Julie Caswell**  
**University of  
Massachusetts**

Julie Caswell (<http://www.umass.edu/resec/fac+staff/cas.html>) is a Professor in the Department of Resource Economics. Her research focuses on understanding the operation of domestic and international food systems, with particular interest in the economics of food quality, especially safety and nutrition, and international trade. From 1989-2002 she chaired Regional Research Project NE-165 (<http://www.umass.edu/ne165/>), an international group of over 100 economists who analyze the operation and performance of the food system.



**Neil Hooker**  
**The Ohio State  
University**

Dr. Neil Hooker is an Assistant Professor in the Department of Agricultural, Environmental and Development Economics at The Ohio State University. He holds a research, teaching, and extension position in the general areas of agribusiness marketing, management, policy, and international trade. Dr. Hooker currently serves on a joint Institute of Medicine / National Academy of Sciences Committee and Sub-Committee that is conducting a “Review of the Use of Scientific Criteria and Performance Standards for Safe Food.”

**Elise Golan**

Elise Golan is an economist at USDA’s Economic Research Service. At ERS Elise’s work has focused on the distributional consequences of food policy, the economics of product differentiation and food labeling, and domestic and international food safety policy. She also served as a senior staff economist on the President’s Council of Economic Advisers in 1998-99.

**David Warren**  
**CEO - eMerge Interactive**

With his extensive background in livestock management and animal health, David Warren was appointed chief executive officer of eMerge in September 2001. From 1990 to 2001 Warren served as president of Allflex USA, Inc. His responsibility included the development, adoption, and growth of electronic ID systems for the cattle, swine, and dairy industries. His efforts provided an infrastructure for the early beef alliances to adopt individual animal management practices. Before joining Allflex, Warren worked for Fermenta Animal Health and held various sales and product management positions at SDS Biotech, Diamond Shamrock and Shell Animal Health.

**Session 5:  
Food Distribution  
and Marketing  
South Florida Style**

This session will expose attendees to the unique aspects of food distribution and marketing in South Florida including online grocery delivery, the

importing and exporting of fruits and vegetables into South Florida, and the interface between people, agriculture, and the Everglades.

**Tom O’Connor**  
**President**  
**PublixDirect**



Tom O’Connor is the President of PublixDirect, an online grocery delivery service that currently offers delivery service in South Palm Beach, Broward and northeast Dade Counties in Florida. PublixDirect is an online grocery shopping and home

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delivery service for customers of Publix Super Markets. Their mission is to provide the same superior quality products and unparalleled customer service that customers have come to expect from Publix stores.

### **Pal Brooks President Brooks Tropicals**



Pal Brooks has been President of Brooks Tropicals since 1961 and has owned the company since he purchased it from his father in 1967. Mr. Brooks graduated from the University of Florida, Gainesville with a Bachelor of Science in Agricultural Economics and

immediately went to work for his father's company. Largely due to his foresight and persistence star fruit is now one of the most popular tropical fruits with consumers nationwide. Brooks Tropicals was also the first company to use the hydro-cooler on avocados. Today, Brooks Tropicals has grown to more than a \$50 million business with a stellar reputation as the leading provider of tropical fresh fruits and vegetables.

### **Bob Degner Food and Resource Economics Dept. University of Florida**

Dr. Robert Degner joined the Florida Agricultural Market Research Center staff in 1976 and was appointed Director in 1982. His short-run, applied research and extension activities focus on marketing problems faced by Florida's various commodity groups or by governmental agencies. Major projects underway include an agricultural land retention study in Dade County, and analyses of seafood consumption data obtained from a statewide sample of 9,500 Florida residents.



### **Wednesday Morning Sessions: Research Reports and Updates**

Wednesday morning is devoted to the presentation of FDRS research reports and updates. Delmy Calderón-

Salin, Vice President for Research of the FDRS, has indicated a record number of submissions for this year's conference. This year annual FDRS meeting scheduled for Miami FL, October 27 - October 30th, promises to be a record one for the number of presentations. According to Calderón-Salin, there are 63 papers scheduled for presentation this year in two sets of five concurrent sessions, which will be held on the morning of Oct. 30<sup>th</sup>. This compares with 56 papers in the Phoenix, Arizona, meeting, 47 papers at the Roanoke, Virginia, meeting and 55 papers at the San Antonio and Monterey meetings. In addition to these 1,180 minutes of oral presentations, we have 5 poster presentations. This record number of participants reflects the heightened enthusiasm and interest in the FDRS program.

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A number of related activities round out this year's conference, including the third annual **Student Case Study Competition**, which promises to be very competitive this year. On Tuesday afternoon, the **Educational Tour** will offer an opportunity to learn about food service management at one of the largest cruise ship lines. Three **informal receptions** are planned for conference participants to make new acquaintances and catch up with old friends. **Tours of local areas** including South Beach and the Everglades are also available through an agency contracted by FDRS.

### **FDRS Student Case Study Competition**

The third annual case study competition will be held in conjunction with this year's

conference. A case describing a problem confronting an agricultural or food business in the Southeast has been selected. The FDRS Case Study Competition allows students to demonstrate their ability to apply knowledge of agribusiness, particularly food distribution and agricultural economics, to real-world

situations. Most of the members of each team must be undergraduate students. As a new feature this year, the principals from the case study have been invited to participate as judges.

Registered teams will receive a copy of the case 30 days prior to the competition. For more information, please go to our internet site at: <http://webct1.nerdc.ufl.edu:8900/public/FDRSCase/index.html>.

### **Educational Tour to Royal Caribbean Cruises**

An educational tour is planned featuring the distribution warehouse of Royal Caribbean Cruise Lines. Royal Caribbean Cruises is

the world's #2 cruise ship operator with a fleet of 22 ships that carries more than two million passengers a year to some 200 destinations around the world. It operates through Royal Caribbean International and the more upscale Celebrity Cruises. Its ships troll the warm waters of the Caribbean and Mexico, as well as Alaska and Europe. We will be meeting with Mike Allsup, Vice President of Supply Chain Management.

### **Receptions**

Three informal receptions are planned this year:

1. A Saturday evening reception for students involved in the Case Study Competition,
2. The Welcome Reception on Sunday evening,
3. The Presidential Banquet on Monday evening.

### **Tours of local areas available**

FDRS has contacted a local tour agency that will arrange a number of tours around the Miami

area including South Beach and the Everglades. Golfing enthusiasts will have plenty of opportunity to get in a round of golf during their stay in Miami. Look for details on the conference online site.

### **Registration and Conference Information**

Conference program updates are posted to the conference website: <http://www.conted.vt.edu/fdrs/2002/index.html> including an option to register on line. The early registration deadline is September 15, 2002. For additional information, contact Al Wysocki ([wysocki@ufl.edu](mailto:wysocki@ufl.edu)), or by phone at (352) 392-1826 ext. 403. Check out the Miami area at <http://www.tropicoolmiami.com/>. We look forward to seeing you in South Florida.

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### **FDRS CALLS & ANNOUNCEMENTS**

### **Study Abroad Scheduled For 2004!!!**

The International Study Tour Committee has announced that FDRS members and guests will visit Spain in June 2004. Details will be related at our

October conference in Miami, Florida. For more information, Contact Randy James by phone at (440) 834-4656 or by e-mail at [james.7@osu.edu](mailto:james.7@osu.edu), or Mike Schroder at [schroder@vt.edu](mailto:schroder@vt.edu). For future updates, please check the FDRS web site at <http://www.conted.vt.edu/fdrs.htm>.

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### **OTHER ANNOUNCEMENTS**

### **Online Journals Now Available**

FDRS journal articles from 1980-1999 in addition to other leading journals are available online through AgEcon Search. The University of Minnesota maintains the site. You can enter the site via the FDRS homepage or by going directly to AgEcon Search at: <http://agecon.lib.umn.edu>. The site also shows the number of times an article is opened and the number of times it is downloaded.

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