OCTOBER 20-22, 2024 Resilient AgriFood Systems

65TH FOOD DISTRIBUTION RESEARCH SOCIETY CONFERENCE





FROM THE LEADERSHIP TEAM

We are excited you are attending our 65th conference, themed **Resilient AgriFood Systems.**

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

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

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

Wishing you a great conference!

FDRS 2023-2024 Officers

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

Directors: Linlin Fan, Courtney Long, Arbindra Rimal, and Swagata "Ban" Banerjee.

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

65TH FDRS CONFERENCE

FDRS Breakfast & Business Meeting

8:45 AM Location: Pablo Casals Ballroom (Mirador level) **Breakfast Included** Business Meeting starts at 7:45am

Research Sessions III 9:00 AM-

TUESDAY, OCTOBER 22

7:00 AM-

10:30 AM Breakout Rooms (Mirador level)*

> *Breakout Rooms: Flamboyan A/B, Orquidea, and Violeta

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SUNDAY, OCTOBER 20

8:00 AM-	S-1088 Meeting		
11:00 AM	Room: Flamboyan A/B (Mirador level)		
		6:00 PM-	Welcome Reception
1:00 PM-	Registration Opens	7:00 PM	Location: Trellises (Outdoor space)
5:00 PM	Room: Gardenia (Mirador level)		Hors d'oeuvres included
2 00 514	EDDC Student Marketing Challenge		
2:00 PM-	FDRS Student Marketing Challenge		
4:00 PM	Room: Flamboyan A/B (Mirador level)		

MONDAY, OCTOBER 21

	00 AM 15 AM	Registration	1:45 рм - Symposium II 3:15 РМ Room: Flamboyan A
	30 AM 00 AM		3:30 PM-Research Sessions II5:00 PMBreakout Rooms (Mirador level)*
12:	15 AM 45 AM 00 PM ⁻ 30 PM	Breakout Rooms (Mirador level)* Richardson- Applebaum	6:30 PM- 8:30 PM (Mirador level) Dinner Included
		Location: Pablo Casals Ballroom (Mirador level) Lunch Included	*Breakout Rooms: Flamboyan A/B, Orquidea, and Violeta

CONFERENCE AGENDA

GENERAL SESSIONS



FDRS SESSIONS

ORGANIZED SYMPOSIUM

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

RESEARCH REPORTS

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

RESEARCH UPDATES

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

OUTREACH WRITING

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

TEACHING CASE STUDIES

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

ORGANIZED SYMPOSIUM I

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

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

ROOM : FLAMBOYAN A

Abstract

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

Panelists:

Courtney Long Iowa State University Extension and Outreach court7@iastate.edu

RESEARCH SESSIONS I

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

PRODUCTION, ENVIRONMENTAL ISSUES AND CONSUMER PREFERENCES ROOM: FLAMBOYAN A MODERATOR: JANE KOLODINSKY	RESEARCH UPDATE Risk Efficient Crop Combinations for North Carolina Farms Presenter: EJIMAKOR, GODFREY, North Carolina A&T State University; ejimakor@ncat.edu RESEARCH UPDATE A Cost-benefit Analysis of Climate-smart Interventions in the Agricultural and Livestock Landscape of Saint Kitts and Nevis Presenter: PEGUERO, FELIPE -Texas A&M University; felipe.peguero@ag.tamu.edu RESEARCH REPORT Consumer Trust in Information Sources about Hemp Foods and CBD Products Presenter: KOLODINSKY, JANE - Arrowleaf Group; jane@arrowleafgroup.com
	RESEARCH REPORT
	Weather, Wine and Prices Presenter: OKHUNJANOV, BOTIR - Denison University; <u>okhunjanovb@denison.edu</u>
	RESEARCH UPDATE Two Decades of Change: Evolving Costs of Regulatory Compliance in the Produce Industry Presenter: HAMILTON, LYNN - California Polytechnic State University; mpmccull@calpoly.edu
AGRICULTURAL	OUTREACH
OUTLOOK & PRICES	Price Trends at Tennessee Farmers Markets 2018-2023 Presenter: VELANDIA, MARGARITA- University of Tennessee ; <u>mvelandi@utk.edu</u>
	RESEARCH REPORT
ROOM:	The Accuracy, Bias, and Dispersion in Financial Analysts' Earnings Per Share Forecasts of
FLAMBOYAN B	Sugar-Using Firms Presenter: TREJO-PECH, CARLOS O University of Tennessee; <u>ctrejope@utk.edu</u>
MODERATOR:	
MARGARITA VELANDIA	RESEARCH UPDATE
	Investigating the Lucrativeness of Onion Production in Georgia, USA
	Presenter: FONSAH, ESENDUGUE GREG - University of Georgia; gfonsah@uga.edu
	RESEARCH REPORT

Comparing Food Price Inflation Experiences across the States Presenter: GOETZ, STEPHAN J. - Pennsylvania State University; sgoetz@psu.edu

RESEARCH SESSIONS I

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

TRAINING AND WORKFORCE DEVELOPMENT IN FOOD INDUSTRY ROOM: ORQUIDEA	RESEARCH REPORT Consumer Willingness to Pay for U.S. Fair Wages in Agriculture: Experimental Evidence on Labels and Empathy Presenter: SAHA, SRABONE - University of Delaware; srabone@udel.edu RESEARCH UPDATE Participant Perceptions and Economic Benefits from a USDA- Funded Meat Industry Workforce Training Program Presenter: HOLCOMB, BAILEY- Oklahoma State University; bailey.holcomb@okstate.edu
MODERATOR: NATHAN KEMPER	RESEARCH UPDATE Agricultural Financial, Tax and Asset Protection (AgFTAP) Presenter: VETTER L. ALLISON - University of Arkansas, <u>avetter@uada.edu</u> RESEARCH UPDATE Experimental Hands-On Food Safety Training for Socially Disadvantaged Farmers in Alabama: Red Flag Demonstration Presenter: CHAVEREST, E'LICIA L Strategic Alignment Network; info@strategicalignmentnetwork.com RESEARCH UPDATE Enhancing Rural Economic Growth through Targeted Workforce Development in Food and Agricultural Industries. Presenter: KEMPER, NATHAN - University of Arkansas; <u>nkemper@uark.edu</u>
EMERGING CHALLENGES AND OPPORTUNITIES IN FOOD ECONOMICS ROOM: VIOLETA	RESEARCH REPORT Telemedicine Usage and Barrier in Rural Veterinary Medicine Presenter: NEILL, CLINTON L Cornell University; cln64@cornell.edu RESEARCH REPORT Which Came First: Policy or Preference? Preference Stability and Impacts of State Policy Passage in Specialty U.S. Table Eggs Presenter: UFER, DANIELLE J USDA; danielle.ufer@usda.gov RESEARCH REPORT The Instrumental Value of Calorie Information and its Effect on Food Choices Presenter: MICHELLE SEGOVIA - University of Delaware; segoviam@udel.edu
	RESEARCH UPDATE A Taste for Change: Understanding Current New York City Food Procurement to Inform a Shift to Values-Based Public Procurement Presenter: WASSERMAN-OLIN, REBECCA - Colorado State University ; rebecca.Wasserman-Olin@colostate.edu

ORGANIZED SYMPOSIUM II

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

ASKING BETTER QUESTIONS ABOUT SCALING TECHNOLOGY IN FOOD AND AGRICULTURE INDUSTRIES

ROOM : FLAMBOYAN A

Abstract:

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

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

Panelists:

Martha Montoya AgTools Inc Kim Morgan University of Florida <u>kimorgan@ufl.edu</u> Clint Neill Cornell University cln64@cornell.edu

Suzanne Thornsbury University of Florida

RESEARCH SESSIONS II

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

CONSUMER ATTITUDES AND FACTORS AFFECTING PURCHASES ROOM: FLAMBOYAN A MODERATOR: SHUOLI ZHAO	RESEARCH REPORT The Possible Effects of GLP-1 Adoption on Caloric Demand and Food Substitution. Presenter: DILLEY, ANDREW - University of Arkansas; mcfadden@uark.edu RESEARCH REPORT Does Origin of Meat Import Matter? Consumer Preferences for Goat Meat: Analysis of a 2024 USA National Goat Consumption Survey. Presenter: ONYANGO, BENJAMIN - Missouri State University; benjaminOnyango@missouristate.edu RESEARCH REPORT Impacts of Purchase Motivations on Southeastern U.S. Consumers' Farmstead Cheddar Cheese Willingness-to-pay. Presenter: ZARING, CAITLIN -University of Tennessee; eeckelka@utk.edu RESEARCH REPORT From Convenience to Conscience: A Field Experiment on Influencing Local and Ecofriendly Milk Purchases Through Habit Formation. Presenter: ZHAO, SHUOLI - University of Kentucky; szhao@uky.edu
SPECIALITY CROP PRODUCTION AND MARKETING ROOM: FLAMBOYAN B MODERATOR: YEFAN NIAN	RESEARCH REPORT US Consumers' Preferences for Heritage Crops. Presenter: NIAN, YEFAN - Clemson University ; ynian@clemson.eduRESEARCH REPORT Information Nudges and Preferences for Fresh From Florida Blueberries. Presenter: KHACHATRYAN, HAYK - University of Florida; hayk@ufl.eduRESEARCH UPDATE A Sensory and Wellness Framework for Choosing Watermelons for Local Growers in Local Markets. Presenter: WOODS, TIM - University of Kentucky; tim.woods@uky.eduRESEARCH UPDATE Wholesale Produce Markets: On-Site Infrastructure Assessment. Presenter: PARK, KRISTEN S Cornell University; ksp3@cornell.edu

RESEARCH SESSIONS II

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

AGRICULTURAL SUPPLY CHAINS: ECONOMIC AND SOCIAL	RESEARCH REPORT Values Based Supply Chains can be More than Agriculture in the Middle: The Case of Small Grains in the Pacific Northwest. Presenter: KOLODINSKY, JANE - Arrowleaf Group; <u>jane@arrowleafgroup.com</u>
IMPLICATIONS	RESEARCH REPORT
ROOM:	Decomposition of the U.S. Dairy Supply Chain: Implications for Sustainability and Resilience in the Post-COVID Era.
ORQUIDEA	Presenter: TIAN, ZHENG - Pennsylvania State University <u>; zzt36@psu.edu</u>
MODERATOR: STEPHAN GOETZ	RESEARCH REPORT Foodborne Outbreaks, Product Recalls, and Firm Learning. Presenter: AKHUNDJANOV, SHERZOD B Utah State University; sherzod.akhundjanov@usu.edu
	RESEARCH REPORT Alcoholic Beverage Manufacturing Resilience during The Great Recession and the Covid-19 Pandemic. Presenter: GOETZ, STEPHAN J Pennsylvania State University; <u>sgoetz@psu.edu</u>

FOOD SYSTEMS TRANSFORMING INITIATIVES	CASE STUDY DEVELOPING AND EXPANDING A UNIVERSITY STUDENT FARM Presenter: SHEAR, HANNAH E Oklahoma State University; <u>hshear@okstate.edu</u>
	RESEARCH REPORT
ROOM:	Lessons Learned from a Pilot Farm to Senior Services Program in North Carolina
VIOLETA	Presenter: BLOOM, J. DARA - North Carolina State University; jdbloom@ncsu.edu
MODERATOR:	RESEARCH REPORT
HANNAH SHEAR	Getting to Scale with Farm to ECE: Strategies to Grow the Market
	Presenter: BLOOM, J. DARA - North Carolina State University; jdbloom@ncsu.edu
	RESEARCH REPORT
	Fruits and Vegetables in Farmers Market in Different Counties of Ohio: Educating

Fruits and Vegetables in Farmers Market in Different Counties of Ohio: Educating community value of holistic nutrition and health benefits. Presenter: GUPTA, PRATIBHA - Central State University; <u>pgupta@centralstate.edu</u>

RESEARCH SESSIONS III

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

LOCAL FOOD MARKETING & DIGITAL	RESEARCH REPORT The Rise and Fall of the Oklahoma Food Cooperative Presenter: KENKEL, PHIL - Oklahoma State University; <u>phil.kenkel@okstate.edu</u>
RETAILING	RESEARCH UPDATE
ROOM:	Waiting for Convenience: The influence of online grocery shopping delivery speed on food choice.
FLAMBOYAN A	Presenter: YENERALL, JACKIE - University of Tennessee; jyeneral@utk.edu
MODERATOR :	
KRISTEN DEVLIN	RESEARCH UPDATE
	Online Media Listening: Analysis of User Posts on Salmon and Shrimp.
	Presenter: QUAGRAINIE, KWAMENA K Purdue University; <u>kquagrai@purdue.edu</u>
	OUTREACH From Academic Circles to Public Squares: Transforming Research into National News.

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

SUPPLY CHAIN DIMENSIONS OF ANIMAL PRODUCTS	RESEARCH REPORT Consumer Preferences and Willingness to Buy Value-added Goat Meat Products Presenter: IBRAHIM, MOHAMMED - Fort Valley State University; <u>ibrahimm@fvsu.edu</u>
	RESEARCH UPDATE
ROOM:	Analysis of Downstream Buyer Volume and Wagyu-Angus Feedlot Price Distribution
FLAMBOYAN B	Presenter: RAPER, KELLIE CURRY - Oklahoma State University; <u>kellie.raper@okstate.edu</u>
MODERATOR:	RESEARCH UPDATE
KELLIE RAPER	Backyard Grower-Consumer Perceptions of Rabbit Meat Consumption in Rural [State] Presenter: MURPHREE, MILLIE - Auburn University; <u>mem0355@auburn.edu</u>
	RESEARCH REPORT
	Economics of Adding Value to Dark Cutting Beef Using High Pressure Processing
	Technology
	Presenter: RODNEY HOLCOMB - Oklahoma State University; rodney.holcomb@okstate.edu
	OUTREACH
	Kentucky Dairy Product Shoppers: Perceptions of Local Sourcing

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

RESEARCH SESSIONS III

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

COMMUNITY, FOOD AND AGICULTURAL SYSTEMS LINKAGES	RESEARCH REPORT A Qualitative Research Approach to Understanding the Resilience of Local and Regional Food Systems to External Shocks in the Midwest Region of the United States. Presenter: BONILLA, ANDREA RAMOS - Michigan State University; <u>ramosan6@msu.edu</u>
ROOM: ORQUIDEA	RESEARCH REPORT Distributional Effects of Spatial Food Prices: Evidence from Benin Presenter: FABININ, AKEM NINA - University of Kiel, Germany; <u>fabininakem@yahoo.com</u>
MODERATOR: DARA BLOOM	RESEARCH REPORT Resilient Food Systems: A case study review of five place-based Presenter: LONG, COURTNEY - Iowa State University; <u>court7@iastate.edu</u> RESEARCH UPDATE A Coordinated Farm to Institution Supply Chain Approach to Increase Market Access

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

ADVANCEMENTS IN PRODUCTION	RESEARCH UPDATE Redefining Citrus Greening Management: A Quest for Optimal Treatment Presenter: ANDERSON, XICAY -Texas A&M University ; <u>anderson.xicayxico@ag.tamu.edu</u>
ROOM: VIOLETA MODERATOR: ARBINDRA RIMAL	RESEARCH UPDATE Adoption of Artificial Intelligence in Agriculture: Economic Divergence or Convergence Presenter: HENNEBERRY, SHIDA - USDA; <u>Shida.Henneberry@usda.gov</u>
	RESEARCH REPORT Resilient Agricultural Decision-Making in South Texas Amid Water Scarcity Presenter: XAVIER VILLAVICENCIO - Texas A&M University; xavier.villavicencio@ag.tamu.edu_
	RESEARCH UPDATE Analyzing Biodynamic Agriculture in California Using Porter's Five Forces Presenter: PHILLIPS, JON C California State Polytechnic University <u>; jcphillips@cpp.edu</u>
	RESEARCH REPORT Purchase of Locally Produced Climate Smartfood: Institutional vs. intermediated buyers Presenter: RIMAL, ARBINDRA - Missouri State University; arbindrarimal@missouristate.edu

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A SPECIAL THANK YOU TO THE SOUTHERN EXTENSION RISK MANAGEMENT EDUCATION CENTER FOR THEIR GENEROUS SPONSORSHIP.



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

THANK YOU FOR ATTENDING THE 65TH FDRS CONFERENCE

