

The 2004 Conference of the
**Food Distribution
Research Society**



Adapting to Change

October 10-13, 2004



at the
Inn at Morro Bay
Morro Bay, California
www.innatmorrobay.com/morro_bay.asp

Hosted by



and



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The 2004 Conference of the
**Food Distribution
Research Society**

“Adapting to Change” is the theme of the 2004 Conference of the Food Distribution Research Society and was developed in recognition of concerns facing our society and the food industry. California is rich in agriculture and diversity. Program speakers have been configured in the areas of “American Food Retailing Growth,” “Cooperative Structures – Finance Alternatives – Cooperative Brand Creation – Cooperative Structure – Cooperative Regulations,” “Organics – panel of experts from industry and academia,” “Food Safety – Perishable Food Safety Management – Food Safety/HACCP,” “Wine Marketing – Peculiarities of Wine Market Logistics,” “Marketing Issues – panel of experts from industry and academia discuss Nutrition/Labeling/International Trade.”

Invited speakers from industry, academia, and government will share information about these “hot” and important topics, plus highlights from the summer FDRS Study Tour and Symposium in Spain and upcoming Study Tour details (Bangladesh).

Don't miss this opportunity to experience lively discussions, network with peers and enjoy California Diversity and wonderful weather in the land of wine, where even a Hollywood actor can become Governor. Come discover the Inn at Morro Bay, nestled by the water and surrounded by rolling hills. Unique among Morro Bay hotels, our expansive grounds are inside Morro Bay State Park's 4,000 acres. Within walking distance, an 18-hole golf course awaits you. Minutes away, you will find the quaint town of Morro Bay, California. It is ideally located on the Central Coast halfway between San Francisco and Los Angeles.



Objectives of the Food Distribution Research Society

In May, 1960, a group of educators, researchers, and food industry executives met to discuss their mutual interest in the food distribution system. The open, frank discussion sparked enthusiasm among those involved, and this group organized the Food Distribution Research Society (FDRS). FDRS is a nonprofit organization composed of university educators, researchers, food industry executives, food consultants, and government analysts.

The primary purpose of the organization and its annual conference remain essentially unchanged from its inception:

1. To encourage meaningful and useful research in food distribution by providing a forum for discussion of food industry topics.
2. To recognize outstanding food industry research by awarding the Applebaum Scholastic Achievement Award for meritorious agribusiness research.
3. To serve as an information clearinghouse for current and future food industry research through publication of the Journal of Food Distribution Research, the quarterly FDRS Newsletter, and proceedings from its annual conference.
4. To encourage interaction and exchange among academic researchers, agribusiness teachers, business executives, industry specialists, and government.

FDRS holds the annual conference at a different site chosen by the officers and board each year. If you would like to be considered for hosting the annual conference, please send a request for more details to Mike Schroder (schroder@vt.edu) before this year's annual conference. Cal Poly State University, San Luis Obispo – College of Agriculture is proud to host the 2004 conference.

The Case Study Competition

This is the fifth annual FDRS pre-conference student case study competition.

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. Teams of three to five students present their analyses and recommendations for the case study. Most of the members of each team are undergraduate students. Teams of three or four members can have one student who is pursuing a Masters degree, and teams of five could have two students who are pursuing a Masters degree. Registered teams received a copy of the case 30 days prior to the competition.

Team members are invited to a special student reception on Saturday, as well as the Sunday evening welcome reception. All participants of the conference are invited to the welcome reception where the winning teams will be recognized.

For additional information and resources regarding the competition, check out the case study competition website located at: <http://webct.ufl.edu:8940/public/FDRSCase/index.html>.

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

*Begin putting together your case study team for
the 2005 competition in Washington, D.C.*

Saturday, October 9

- 1:00 pm – 5:00 pm S222 MEETING
Morro Bay Room
- 6:00 pm – 7:30 pm STUDENT CASE STUDY COMPETITION
REGISTRATION AND RECEPTION
Sunset Terrace & Alcove Room

Sunday, October 10

- 8:00 am – 12:00 pm FDRS BOARD MEETING
Alcove Room
- 8:00 am – 11:00 am CASE STUDY COMPETITION PREPARATION
Cayucos Room
- 11:00 am – 5:00 pm CASE STUDY COMPETITION
Cayucos Room, Morro Bay Room & Alcove Room
- 11:00 am – 6:00 pm REGISTRATION
Lobby
- 6:00 pm – 8:00 pm WELCOME AND AWARDS FOR THE CASE STUDY
COMPETITION
“The Logical Approach to Wine and Food” by Bob Noyes
Sunset Terrace & Alcove Room

Monday, October 11

- 7:30 am – 8:30 am CONFERENCE REGISTRATION AND
CONTINENTAL BREAKFAST
Lobby and Dining Room
- 8:00 am – 6:00 pm POSTERS DISPLAYED IN THE LOBBY
Posters will be on display on Monday, October 11th from
8:00 am - 6:00 pm with the authors of the posters available
for questions and discussion from 5:00 pm - 6:00 pm.
- 8:30 am – 8:45 am WELCOME – Cal Poly State University – College of Agriculture
University Administration
Morro Bay Room
- 8:45 am – 9:45 am KEYNOTE ADDRESS – Dr. Tom Reardon
“American Food Retailing Growth”
Morro Bay Room
- 9:45 am – 10:00 am BREAK (Beverages)
Dining Room & Sunset Terrace
- 10:00 am – 11:20 am COOPERATIVE STRUCTURE
Coordinator – Jay Noel, Cal Poly
“Finance Alternatives” – Mark Semmens, DA Davidson
“Cooperative Brand Creation” – Shermain Hardesty, UC Ag Econ/Ext
“Cooperative Structure” – Michael Riley, Diamond Nuts
“Cooperative Structure Regulations/Development” – James
Haskell, RCD-USDA
Morro Bay Room
- 11:20 am – 11:30 am HIGHLIGHTS FROM THE 2004 FDRS STUDY TOUR
AND SYMPOSIUM TO SPAIN – Randy James
Morro Bay Room

- 11:30 am – 1:00 pm **AWARDS LUNCHEON**
Dining Room, Alcove Room & Sunset Terrace
- 1:00 pm – 3:15 pm **ORGANICS**
Coordinator – Neal MacDougall, Agribusiness Dept., Cal Poly
Panel: Albert Straus, Straus Family Creamery
Paul Dolan, Fetzer Winery
Joe Montecalvo, Food Science – Cal Poly State University
Morro Bay Room
- 3:15 pm – 3:30 pm **BREAK (Beverages and Snacks)**
Cayucos Room & Garden Patio
- 3:30 pm – 5:00 pm **FOOD SAFETY**
Coordinator – Rudy Pompa, Cal Poly
“Perishables Food Safety Management” – Josh Ruiz, River Ranch
Fresh Foods and Mary Holz-Clause, Ag MRC – Iowa State
“Food Safety-HACCP” – Tom Lorish, Consult TreeCrops
Morro Bay Room
- 5:00 pm - 6:00 pm **POSTER SESSION AND DISCUSSION WITH AUTHORS**
Lobby
- 1) **The Diet Culture Phenomenon and its Effect on the Florida Orange Juice Industry**
Leigh Ann Love and James A. Sterns, Food and Resource Economics Department, University of Florida.
 - 2) **Competitive Analysis of Hispanic-Oriented Supermarkets in Southern California Emphasizing the Cookie Segment**
Julie Binns, Jon C. Phillips, and Maria Botero-Omary, California State Polytechnic University, Pomona.
 - 3) **Consumer Preferences for On-Farm Aquacultural Products**
Kent Wolfe, Chung L. Huang, John McKissick, and Mike Best, Department of Ag. and Applied Economics, University of Georgia.
- 6:00 pm – 7:00 pm **PRESIDENTIAL RECEPTION**
“Kari Lynn Kittinger’s Irish Dance Group”
Bay View Deck
- 7:00 pm – 9:00 pm **PRESIDENTIAL BANQUET**
Morro Bay Room

Tuesday, October 12

- 7:30 am – 8:30 am **REGISTRATION AND CONTINENTAL BREAKFAST**
Lobby
- 8:30 am – 10:00 am **MARKETING ISSUES: NUTRITION/LABELING/INTERNATIONAL TRADE**
Coordinator – Brad Rickard, Agribusiness Dept., Cal Poly
Panel: Jenni James, Penn State University
Lisa Cork, FreshIdeas/Massey University, New Zealand
Morro Bay Room
- 10:00 am – 10:15 am **BREAK (Beverages)**
Dining Room & Sunset Terrace

- 10:15 am – 11:30 am **WINE MARKETING**
 Coordinator – Bill Amspacher, Agribusiness Dept., Cal Poly
From Grape To Glass: Marketing Peculiarities In The Wine Industry
- I. Susan Pheasant
 - Introductions
 - Set stage of why wine distribution is such a fruiting issue (historical perspective leading into current situation)
 - Include aspects from production side as well as “finished” Product. Is the glass half empty or half full?
 - II. Steve Gross
 - Three-tier system
 - Pending lawsuits
 - Intricacies of state impediments (including shipping constraints)
 - III. Phil Doub
 - Insights and emails from industry members addressing specific challenges.
 - IV. Questions and Answers and Discussion
- Morro Bay Room*
- 11:30 am – 12:30 pm **BUSINESS LUNCHEON**
Dining Room & Alcove Room
- 1:00 pm – 6:00 pm **TOURS**
 Talley Farms Wine/Vegetable Production and Packing Tour or Golf Tournament
Meet in the lobby and front entrance by 12:45 pm

Dinner on your own

Wednesday October 13

- 7:30 am – 8:00 am **REGISTRATION AND CONTINENTAL BREAKFAST**
Lobby
- 8:00 am – 10:00 am **RESEARCH SESSIONS**

Session 1-A

Morro Bay Room

Market Competitiveness in the Agribusiness Sector

Moderator: *Dan Tilley (Oklahoma State University)*

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- 8:00 “Feasibility Templates for Value-Added Manufacturing Businesses”, Phil Kenkel and Rodney Holcomb (Oklahoma State University) (U)
- 8:15 “An Examination of the Competitive Advantages of the Raisin Industries in California and Turkey”, April Drukin, Mary Kate D. Francesco, and Jon C. Phillips (California State Polytechnic University) (U)
- 8:30 “Agribusiness Firms in Alabama: Profiles and Perceptions of Skills and Experiences Needed for Careers in Agribusiness”, Odili Onianwa, Gerald Wheelock, and Maribel Mojica (Alabama A&M University) (R)
- 8:50 “From Producer Driven to Market Driven: Agricultural Cooperatives’ Search for a Sustainable Competitive Advantage”, Julie A. Hogeland (USDA/Rural Business-Cooperative Service) (R)
- 9:10 “An Overview of the New England Seafood Auctions: Implications for the Marketing of Seafood in the New England Marketplace and Beyond”, Jim Corbett (Merrimack College) (R)
- 9:30 “A Comparative Analysis of Food Marketing Cooperatives in Spain and the U.S.”, Dixie Watts Reaves (Virginia Tech) (U)

Session 1-B*Cayucos Room***Supermarkets, Grocers, and Data Collection**Moderator: *Phillip Kaufman (Economic Research Service-USDA)*

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- 8:00 “Making Category Management More Practical”, Ron Larson (Western Michigan University) (R)
- 8:20 “Food Retail Price Comparison in Thailand”, David J. Schaffner, Blaire Bokal, Scott Fink, Kimberly Rawls, and Jeremy Schweiger (California Polytechnic State University) (R)
- 8:40 “Where are E-Grocers, and Why?”, Casie Berning, Neal H. Hooker, and Stan Ernst (The Ohio State University) (R)
- 9:00 “Test for WARP and GARP Violations Using ACNielsen Homescan Panel Data”, Rimma Shiptsova (Utah State University), Katherine Ralston (USDA/ERS), and Mike Thomsen (University of Arkansas) (U)
- 9:15 “Empirical Comparisons Between In-Store Display vs. Feature Advertising, Trade Promotions vs. Consumer’s Promotions, Measured at the Brand’s and the Category’s Level”, Jean-Claude Dufour and Stéphane Maisonnas (Université Laval) (U)
- 9:30 “Collecting Store-Level Data on Retail Supermarket Sales”, Marc V. McFetridge, Aaron J. Johnson, and Catherine A. Durham (Oregon State University) (R)

Session 1-C*Alcove Room***Farmers to Consumer: Links and Channels**Moderator: *Allen Wysocki (University of Florida)*

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- 8:00 “An Analysis of the Determinants of Farmer-to-Consumer Direct Market Users”, Odili Onianwa, Gerald Wheelock, and Maribel Mojica (Alabama A&M University) (R)
- 8:20 “Who’s In Charge Here?: Some Case Studies about Leadership, Management and Control of Food Distribution Channels from a Value System Perspective”, James J. Ahern and David S. Shaw (California Polytechnic State University) (U)
- 8:35 “Economic Impact of Varying Fuel Prices on the Food Sector in Mississippi”, Albert J. Allen, Albert E. Myles, and Saleem Shaik (Mississippi State University) (R)
- 8:55 “Analysis of Consumer Food Handling Practices from Grocer to Home Including Transport and Storage of Selected Foods”, SL Godwin and RJ Coppings (Tennessee State University) (R)
- 9:15 “Incentive Provision and Expense Shifting in Food Marketing Channels: An Agency Theory Perspective”, John K.M. Kuwornu, W. Erno Kuiper (Wageningen University), Joost M.E. Pennings (University of Illinois at Urbana-Champaign), and Marketing and Consumer Behaviour Group (Wageningen University) (R)
- 9:35 “An Efficiency Assessment of Refrigerated Food Products Trucking Carriers in the United States”, Albert J. Allen, Porfirio Fuentes, and Saleem Shaik (Mississippi State University) (R)

Session 1-D*Dining Room***Beef: The Complete Picture from Head to Tail**Moderator: *Enefiok Ekanem (Tennessee State University)*

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- 8:00 “Retail Meat Feature Pricing: Enhancing Meat Case Revenues?”, Kamina Johnson and James Pritchett (Colorado State University) (R)
- 8:20 “Cluster Analysis of Natural Beef Product Consumers by Shopping Behavior, Importance of Production Attributes and Demographics”, Amanda Ziehl, Dawn Thilmany, Wendy Umberger, and Ed Sparling (Colorado State University) (R)
- 8:40 “A Target Consumer Profile and Positioning for Promotion of a Locally Branded Natural Beef Product”, Marianne McGarry Wolf, Andrew J. Thulin, Kristine Baird, and Cheryl Hyle (California Polytechnic State University) (R)

- 9:00 “Rendering Plant Location Model for Minimizing Byproduct Transportation Cost of Oklahoma’s Small to Medium-Sized Meat Processors”, Rodney Holcomb, Phil Kenkel, and Fitryanti Pakiding (Oklahoma State University) (U)
- 9:15 “Relationship of Consuming Population to Meat Goat Production in the United States”, Doris N. Sande, Jack E. Houston, and James E. Epperson (The University of Georgia) (R)
- 9:35 “Assessing Bottlenecks in Vertically Organized Beef Systems”, Kellie Curry Raper, J. Roy Black, and Michael Hogberg (Michigan State University) (R)

Session 1-E

Lounge

Consumer Preferences of Fresh Fruits and Vegetables

Moderator: *Debra Tropp (Agricultural Marketing Service-USDA)*

- 8:00 “A Study of Store Level Retail Fruit Demand: Lessons from Omitted Variables”, Aaron J. Johnson, Marc V. McFetridge, and Catherine A. Durham (Oregon State University) (R)
- 8:20 “The Development of a Quality Scale to Measure the Impact of Quality on Supermarket Fruit Demand”, Catherine A. Durham, Marc V. McFetridge, and Aaron J. Johnson (Oregon State University) (R)
- 8:40 “Consumer Preferences and Marketing Opportunity for ‘Quality Guaranteed Tree-Ripened Peaches’ in New York State”, Wen-fei L. Uva, and Mei-luan Cheng (Cornell University) (R)
- 9:00 “An Assessment of Consumer’s Preferences for Louisiana Strawberries”, Roger A. Hinson and Michael N. Bruchhaus (Louisiana State University) (R)
- 9:20 “An Analysis of the Consumers Willing to Pay More for a High Quality Tomato”, David Shaw, Marianne McGarry Wolf, Jennifer Vasconcellos (California Polytechnic State University), and Robert Shewfelt (University of Georgia) (R)

10:00 am – 10:15am **BREAK** (Beverages)

Garden Patio and Sunset Terrace

10:15 am – 11:50 am **RESEARCH SESSIONS**

Session 2-A

Morro Bay Room

Risk Analysis, Biotechnology, Environment, and Agro-terrorism

Moderator: *Wojciech J. Florkowski (University of Georgia)*

- 10:20 “Producer Biotech Food Knowledge Differences: Findings from a Three-State Survey”, E. Ekanem, S. Muhammad (Tennessee State University), M. Mafuyai-Ekanem (North Carolina A&T State University), F. Tegegne, and S. Singh (Tennessee State University) (R)
- 10:40 “Tennessee College Students’ Knowledge of and Attitude Towards Biotechnology”, Fisseha Tegegne, Safdar Muhammad, and Enefiok Ekanem (Tennessee State University) (R)
- 11:00 “South Korea Public Preferences for Genetically Modified Foods: A Random Parameter Model”, Benjamin Onyango and Ramu Govindasamy (Rutgers The State University of New Jersey) (R)
- 11:20 “The Influence of Agro-terrorism on Consumers’ Preference for Locally Grown Products: A Case-Study from New Jersey”, Ramu Govindasamy, Calum Turvey, and Venkata Puduri (Rutgers The State University of New Jersey) (R)
- 11:40 “Economic Analysis of Recycling Chiller Water in Poultry Processing Plants Using Microfiltration Membrane Systems”, Horacio Saravia, Jack E. Houston, James E. Epperson, and Heather M. Nelson (University of Georgia) (R)
- 12:00 “Risk Management Practices for Specialty Crop Producers in California, Florida, New York, and Pennsylvania”, Richard Weldon and Jione Jung (University of Florida) (R)

Session 2-B*Cayucos Room***Consumer Preferences for Organic Products and Wine**Moderator: *Albert J. Allen (Mississippi State University)*

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- 10:20 “A Comparison of the Generation Y, X, and Boomer Generation Wine Consumers in California”, Marianne McGarry Wolf, Scott Carpenter, and Eivis Qenani-Petrela (California Polytechnic State University) (R)
- 10:40 “Demand for Organic Food in Australia: Results from a Focus Group Study”, Hui-Shung Chang and Lydia Zepeda (University of New England) (U)
- 10:55 “Organic Agriculture and its Contribution to the Sustainable Development of Armenia”, Arsen Poghosyan (Armenian Agricultural Academy) (U)
- 11:10 “Degree of Processing and Consumer Willingness to Pay for Non-Genetically Modified and Organic Foods”, John C. Bernard, Katie Gifford, and Ulrich C. Toensmeyer (University of Delaware) (R)
- 11:30 “Effective Winery-Distributor Relationships”, Liz Thach and Janeen E. Olsen (Sonoma State University) (R)
- 11:50 “Examining the Cost of an All-Organic Diet”, Cheryl Brown (West Virginia University) (R)

Session 2-C*Alcove Room***Fresh Produce Marketing (Visit to Farmers Market and Marketing Boards)**Moderator: *Dixie Watts Reaves (Virginia Tech)*

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- 10:20 “Farmers Market Census 2004”, Ed Ragland (AMS/USDA) (R)
- 10:40 “Produce Growers and Market Development: A Four State Comparison”, David Eastwood, Charlie Hall, John Brooker (University of Tennessee), Edmund Estes (North Carolina State University), Timothy Woods (University of Kentucky), James Epperson, and Forrest Stegelin (University of Georgia) (U).
- 10:55 “Overcoming Barriers to the National Produce Market: The Georgia Case”, Patrick D. McPherson, James E. Epperson, and Forrest E. Stegelin (University of Georgia) (R)
- 11:15 “State Department of Agriculture Participation in Fresh Produce Marketing in Georgia, Kentucky, North Carolina, and Tennessee”, John Brooker, David Eastwood, Charles Hall (University of Tennessee), Edmund Estes (North Carolina State University), Timothy Woods (University of Kentucky), James Epperson, and Forrest Stegelin (University of Georgia) (U)
- 11:30 “Removing Distribution Barriers Confronting Small-Volume Fruit and Vegetable Growers: Results of the Tennessee Extension Service Survey”, Charles Hall, David Eastwood, John Brooker (University of Tennessee), Edmund Estes (North Carolina State University), Timothy Woods (University of Kentucky), James Epperson, and Forrest Stegelin (University of Georgia.) (U)
- 11:45 “A Consumer Profile of Farmers Market Consumers and the Perceived Advantages of Produce Sold at Farmers Markets”, Marianne McGarry Wolf, Arianne Spittler, and James Ahern (California Polytechnic State University) (R)
- 12:05 “Forces that Caused Changes for the New Zealand Marketing Boards”, Robert S. Welsh (Central Michigan University) and Rob Hamlin (University of Otago, New Zealand) (R)

Session 2-D*Dining Room***Dietary Guidelines and Food Safety**Moderator: *Safdar Muhammad (Tennessee State University)*

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- 10:20 “Effect of Consumer Perception of Food Safety on Willingness to Pay for Protection against Foodborne Illnesses”, Adhikari B, Mukhopadhaya K, Mumma GA, and Teisl M (Centers for Disease Control and Prevention (CDC)) (R)
- 10:40 “Consumers Attitudes, Knowledge, Experiences, and Socio-Demographic Characteristics on Willingness to Pay for Irradiated Pork”, Kent Wolfe, Chung L. Huang, and John McKissick (The University of Georgia) (R)
- 11:00 “The ABC’s for Good Health: How Do Louisiana Consumers Rank Selected Recommendations from the Dietary Guidelines for Americans?”, Patricia E. McLean-Meynsse and Dewitt Jones (Southern University and A&M College) (R)
- 11:20 “Food Safety Issues and Training Methods for Ready to Eat Foods in the Grocery Industry”, Margaret Binkley and Richard Ghiselli (Purdue University) (R)
- 11:40 “Potential Risks and Benefits of Food Irradiation: A Review of the Literature”, Enefiok Ekanem, Safdar Muhammad, and Cyndi Thompson (Tennessee State University) (U)

Session 2-E*Lounge***Firm Competitiveness, Food Stamps, and Consumer Preferences**Moderator: *Albert Myles (Mississippi State University)*

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- 10:20 “Potato Price Linkages in the Northeastern America Production Region”, Hsiang-tai Cheng (University of Maine) (R)
- 10:40 “Factors Influencing Consumer Markets for Yellow Perch”, Stan Ernst, Thomas Worley, and Eugene Jones (The Ohio State University) (U)
- 10:55 “Growing Latino/Hispanic Population and their Participation in the Food Stamp Program”, Safdar Muhammad, Fisseha Tegegne, and Enefiok Ekanem (Tennessee State University) (R)
- 11:15 “Second Year Banana Cultivars Trial for Annual Cropping Production, Marketing and Ornamental Landscape Use in South Georgia”, Greg E. Fonsah, Gerard Krewer, and Mark Rieger (University of Georgia) (R)
- 11:35 “Food Security Status and Food Purchase Decisions of Low Income Households in Tennessee”, Fisseha Tegegne, Sandria Godwin, and Leslie-Speller Henderson (Tennessee State University) (R)
- 11:55 “An Assessment of the Competitiveness of Firms Within the U.S. Orange and Grapefruit Industry”, Nicole Campeau-McAllister, Kimberly Campeau-McAllister, Jon C. Phillips (California State Polytechnic University) (U)



Lisa Cork

Lisa Cork has been called “a marketing dynamo” and with 16 years experience in the food marketing and distribution industry, this lady knows her stuff. She was involved in the American produce industry for 5 years where she became most well known as “The Broccoli Lady” for the role she played in sending former President George Bush ten tons of broccoli. For the past 10 years, she has been based in Auckland, New Zealand where she has built a successful business working with food clients around the world. Lisa is a professional speaker and one of only 11 New Zealanders to hold the international APS accreditation. She is a University Lecturer and recently both wrote and taught New Zealand’s first post-graduate paper in Retail Food Marketing. She is a popular magazine columnist and the author of a world first book, “15 Fresh Ideas - Secrets of a Produce Marketer Revealed.” For more information, visit: www.freshproducemarketing.com.



Paul Dolan

Wine runs in Paul Dolan’s blood. For four generations there have been winemakers in Dolan’s family, and he has quietly been at the forefront of transforming the California wine industry for more than a decade. Part of the California winemaking renaissance that began in the 1970s, Dolan crafted a style for Fetzer Sundial Chardonnay that resulted in one of the longest running success stories in California wine history, with no end in sight. He repeated that success with Fetzer Eagle Peak Merlot, which remains one of the most popular restaurant wines in America. Fetzer’s vineyards are located in some of California’s premier grape growing regions, from the rugged Mendocino County to the north, to the cool, fertile vineyards along the Central Coast. As president of Fetzer Vineyards and a founder of Wine Vision, Dolan has been an advocate for sustainability and organic farming based on the simple premise that this natural view of our relationship with the world is not only the right view, but also delivers a more flavorful, memorable wine for consumers. Author of True To Our Roots: Fermenting A Business Revolution, Dolan is now sharing ideas about how to thrive with a triple-bottom-line approach: balancing environmental, economic and social equity needs to achieve success. Dolan serves on the boards of the Wine Institute and Business for Social Responsibility, and is developing next-generation product ideas for Brown-Forman Corporation, parent company of Fetzer Vineyards.



Steve Gross

Steve is Director of State Relations at Wine Institute, where he has been employed since 1986. Steve’s duties entail overseeing the activities of Wine Institute’s State Relations Field Staff as they track state legislation affecting the wine industry, as well as coordinating Wine Institute’s legislative and regulatory activities with staff, contract lobbyists and member wineries. Steve began his Wine Institute tenure as a Legal/Legislative Assistant, and also worked as Administrative Services Manager before assuming his current position in 1995. Steve regularly participates in many national programs dealing with issues facing the wine industry, both on the legislative and regulatory levels. Also, he is deeply involved in various public policy forums that are currently working toward reforming California’s governance structure, the state’s education and public finance systems, as well as environmental and sustainability issues. A native of Nebraska, Steve brought the Wine Institute knowledge garnered during his ten years of employment in the on-sale food and beverage industry, as well as extensive experience in political campaigns and legislative activism.



Shermain Hardesty

Shermain Hardesty is an Extension Economist in the Department of Agricultural and Resource Economics, University of California - Davis. She is responsible for research, education and outreach programs related to cooperatives and food marketing issues. Dr. Hardesty served as Director of the University's Center for Cooperatives from March 2002 through its closure in January 2004. Previously, she was principal of Food Marketing & Economics Group, a consulting firm based in Davis, California. She specialized in evaluating domestic and international marketing opportunities for produce, processed food products and agricultural commodities. Since 1993, she has served as the primary instructor for the class, Getting Started in the Specialty Food Business, offered by University of California-Extension, Davis. Prior to founding Food Marketing & Economics Group in 1991, Shermain Hardesty held the positions of Director of Financial Planning and Senior Economist at the Rice Growers Association of California, a rice marketing cooperative, between 1986 and 1990. Her responsibilities included conducting market research, developing new products, coordinating promotion programs and structuring financing programs. Dr. Hardesty earned her Ph.D. in Agricultural Economics from the University of California, Davis, where she has also taught marketing courses. She served as a member of the faculty of the Department of Agricultural Economics at Michigan State University from 1984 through 1986. During 1996-97, she served as President of the American Marketing Association, Sacramento Valley Chapter. Her other professional affiliations include the National Cooperative Business Association, North Central Region Committee on Research on Cooperatives, American Agricultural Economics Association, Food Distribution Research Society and the International Food & Agribusiness Management Association.



James E. Haskell

James is Assistant Deputy Administrator for Cooperative Service, Rural Cooperative Development - USDA, Washington, D.C. James is an USDA honored employee for outstanding achievement "52nd Annual Honor Awards: *For Personal and Professional Excellence.*" The Rural Cooperative Development Grant Program was established under the 1996 Farm Bill to provide grants to nonprofit corporations and institutions of higher education for the primary purpose of improving the economic condition of rural areas through the development of new cooperatives and improving operations of existing cooperatives. Emphasis is placed on those projects with high potential to improve rural business activity through the cooperative form of business. Rural Business-Cooperative Service (RBS) may offer up to \$10 million by the end of fiscal year 2003 to fund Agricultural Innovation Centers that will provide technical and business development assistance to producers interested in selling value-added agricultural commodities or products.



Mary Holz-Clause

Mary Holz-Clause is Program Manager for the Value Added Agriculture program at Iowa State University, in Ames, IA. In that role, she assists value added ag businesses with market research, feasibility studies, business plans and other key components of business start-up and expansion. She has worked on numerous feasibility studies in the area of meat and fish processing, grain processing, wine, cheese processing, and with a number of specialty food products. In addition to her position as program manager, she is co-director of the Agricultural Marketing Resource Center (AgMRC). The AgMRC is a joint project of Iowa State University, Kansas State University and the University of California. Holz-Clause wrote the grant which established the \$15 million center. The Center provides electronic-web based information for producers wanting to start value added ag businesses or expand existing businesses. The web site is www.agmrc.org. Prior to joining, ISU Holz-Clause was with the Iowa Department of Economic Development, where she helped to launch the first in the nation ethanol consumer marketing campaign. She headed up the research for the department helping to locate businesses and industries to the state and was involved in numerous international marketing trade missions. Holz-Clause has a Master's degree in Public Administration/Political Science from ISU and has a B.S. in agriculture business from ISU. She is currently pursuing a PhD.



Jenni James

Jenni is an Assistant Professor of Agricultural Economics at Pennsylvania State University. A California native, she received three degrees at the University of California, Davis: a bachelors in agricultural and managerial economics, and masters and doctorate degrees in Agricultural and resource economics. Jenni's research interests include the effects of agricultural policies and how they can influence product quality, policies related to commodity marketing boards, and consumer demand for food and agricultural products. Most of her current research focuses on consumer demand for particular product characteristics, in particular, whether a product has been developed using modern agricultural biotechnology. Along with co-authors, Jenni has received two awards from the Western Agricultural Economics Association for outstanding published research. Jenni teaches in Penn State's Agribusiness Management undergraduate program, which emphasizes business skills applied to agricultural and food markets. She teaches Agribusiness Problem Solving, an Excel-based class, Food Product Marketing, and Agribusiness in the Global Economy. She has been on the faculty at Penn State for 4 years.



Tom Lorish

Tom is a technical consultant living in Los Osos, CA. Working throughout central California, and the Pacific Northwest, he helps organizations develop, implement, and maintain Food Safety & Quality programs, including GMPs, GAPs, HACCP, ISO 9000, and EUREPGAP. His company, Ag2Tek, specializes in Agriculture and Food Processing.



Bob Noyes

Dr. Bob Noyes, Professor Emeritus of Food Science, taught in the Food Science and Nutrition Department at California Polytechnic State University (Cal Poly) in San Luis Obispo, CA for the past 30 years. His wine related efforts at Cal Poly included teaching two classes, one on the commercial production of wine and beer and another on the sensory evaluation and enjoyment of wine. He was the advisor to the Cal Poly Vines to Wines Club, a very active group of young people who are planning on careers in the wine industry. In 1999, he had an eight-month sabbatical working with Tim Hanni (MW) of Beringer Wine Estates and WineQuest LLC. He now consults in both the food and wine industries and gives wine related lectures around the country. Bob was raised in the state of Vermont, received his Ph.D. in Food Science at the University of Georgia in 1974, and he and his wife Sandra have lived in San Luis Obispo since then. Bob is a retired Lieutenant Colonel (Army Reserves), has served on the executive committee of the Institute of Food Technologist (IFT) (a 30,000 member scientific society regarding food), is a Past President of Phi Tau Sigma, the national Food Science honorary fraternity. He was recently elected a Fellow of the IFT and is currently the Secretary of the San Luis Obispo Exchange Club. While at Cal Poly, Bob taught courses in Fruit and Vegetable Processing, Sensory Evaluation of Food, Food Law and Regulation, Wine and Beer Production, and Sensory Evaluation of Wine. Bob enjoys gardening, hearing from friends and former students, traveling with his wife and being with their two grown sons, talking about and trying new wines, and most especially a tight line at the end of a bent fly rod. He also enjoys helping others learn about the wonderful world of wine and is looking forward to meeting you.



Thomas Reardon

Tom joined the Department of Agricultural Economics at Michigan State University in 1992. Before that he worked the 8 years after his Ph.D. with the International Food Policy Research Institute. He teaches the upper-level undergraduate course in International Agrifood Industries and Markets and the graduate course in International Agricultural Development, both in Fall Semester. Tom is the Deputy Director of the MSU project Partnerships for Food Industry Development - Fruits and Vegetables, PFID-F&V, funded by USAID. He is also a founding member of the Institute for Food and Agricultural Standards, funded by the National Science Foundation. He coordinates MSU work in Guatemala on the PFID-F&V project, collaborating with colleagues from the Association of Non-Traditional Product Exporters of Guatemala. Tom focuses his research on the rapid rise of supermarkets in developing countries, and the implications of that rise for agrifood systems, trade, and development in general. The bulk of the work focuses on implications for fruit and vegetables and dairy sectors, the foci of agricultural diversification initiatives to improve the lives of small farmers and firms. The extremely rapid rise of supermarkets in only one decade in developing regions constitutes a fundamental sea change in development, with profound implications for poor rural households and small farms and firms. Tom has done collaborative work on this theme in Latin America, East/Southeast Asia, Eastern/Southern Africa, and in Central/Eastern Europe. In most of the countries in these regions there is rapid multi-nationalization and consolidation of the supermarket sector. Moreover, the food product procurement systems of supermarkets differ substantially from those of traditional retail, whether state or private. These changes in procurement systems include: (1) a shift from local store-by-store procurement to nationally centralized big distribution centers; (2) a shift from the use of traditional brokers to new specialized/dedicated wholesalers; (3) a shift to preferred supplier systems; (4) a shift to high private standards of quality and safety. These changes change the conditions facing farmers, creating important opportunities and challenges in the international agrifood system. Dr. Reardon's global view of food retailing and procurement will set the stage for the 2004 FDRS Conference.



Bradley J. Rickard

Bradley Rickard completed his undergraduate and masters degrees in Agribusiness at the University of Guelph, in Canada. Brad has worked in fruit production, in the agricultural chemical sector, and interned in Australia. In 2003, he received his Ph.D. in Agricultural and Resource Economics from the University of California, Davis where he studied the economic effects of domestic support and trade barriers applied to markets in the tomato processing industry. Currently, he is an assistant professor in the Agribusiness Department at California Polytechnic State University, San Luis Obispo and a member of the Canadian Agricultural Economics Society and the Western Agricultural Economics Association. His primary duty at Cal Poly is teaching, and his research interests are in the areas of agricultural and food policy, traceability issues, and the economics of nutritional recommendations.



Michael P. Riley

Michael is Vice President and Chief Financial Officer for Diamond of California, the market leader of culinary and inshell nuts. In his role as CFO, he led a major reshaping of the company's capital structure that eliminated grower retains, added a Trust Preferred Offering, went into the private placement market for long term debt and utilized the retained earnings of a growing nonpatronage business. The last private placement earned an NAIC 1 credit rating, putting Diamond in the top tier of quality borrowers. He was actively involved in Diamond's transition away from the joint marketing and administrative structure of Sun-Diamond (which represented Sun-Maid Growers, Sunsweet Growers and Diamond) to a completely independent entity. Diamond has grown from \$190 million in annual sales to over \$300 million in the four years since operating under the new structure. He has worked for Diamond since 1988. Prior to Diamond, he held treasury and accounting positions for Sun-Diamond and Foster Poultry Farms. He graduated with a B.A. from California Lutheran College and and M.B.A from California State University, Stanislaus.



Joshua Ruiz

Currently, Joshua is working for River Ranch Fresh Foods, a Grower/Packer/Shipper/and Processor of fresh produce in the Salinas area, where he serves as Director of Harvest Operations for their broccoli program, as well as Food Safety Rep for the Ag Operations side of the business. Josh has degrees Crop Science and Agribusiness at California Polytechnic State University, SLO and has a MS in Agribusiness from the same institution. His university work evaluated resource allocation in the leaf vegetables in the Salinas Valley.



Mark J. Semmens

Mark is a Managing Director of Investment Banking for D.A. Davidson & Co., one of the nation's leading regional investment firms. Mr. Semmens has extensive experience in providing investment banking services to clients in the western and midwestern U.S., including public offerings, private placements, mergers, acquisitions and divestitures. In 2003, he led the team that structured and sold the \$86 million perpetual preferred stock offering for CHS, Inc. Since then, Mr. Semmens and his colleagues have prepared various analyses and presentations regarding equity capital alternatives for cooperatives.



Albert Straus

Albert Straus is the President and Founder (1994-present) of Straus Family Creamery of Marshall, CA in Marin County. Albert converted his family's dairy to organic in 1993, making it the first certified organic dairy west of the Mississippi. He then opened Straus Family Creamery to bottle milk and other organic dairy products under the family name. Since 1996, two other dairies have become an extended part of Straus Family Creamery. Albert continues to be active in farmland protection and environmental issues. Albert's on farm projects include growing silage, no-till planting, water waste reduction and the recent installation of a methane digester. The dairy is now powered with methane captured from the farm waste. Albert received his B.S. in Dairy Science at California Polytechnic State University, San Luis Obispo, in 1977. Awards given to the Albert and the Straus family include the 1998 Steward of the Land National Award in Recognition of outstanding efforts in land stewardship, farmland conservation policy and the use of environmentally and economically sustainable farming practices and the 2002 Ecological Farming Conference Sustie Award in recognition for their Leadership in Sustainable Agriculture and Organic Farming.



Inn at Morro Bay

60 State Park Road

Morro Bay, California 93442

1-805-772-5651 or 800-321-9566

The Inn at Morro Bay is nestled by the water and surrounded by rolling hills. Unique among Morro Bay hotels, our expansive grounds are inside Morro Bay State Park's 4,000 acres. Within walking distance, an 18-hole golf course awaits you. Minutes away, you will find the quaint town of Morro Bay, California. It is ideally located on the Central Coast halfway between San Francisco and Los Angeles.

Of Central Coast towns, Morro Bay most resembles a New England whaling village. Minutes away, San Luis Obispo waits to be explored. At the Inn, Cape Cod-style buildings are surrounded by the scent of massive eucalyptus trees and the lush microclimate of our flower gardens. This is Morro Bay, California. If you're looking for something special in Morro Bay hotels, you've found it.

The Inn at Morro Bay features an outdoor heated pool, complimentary beach cruiser bikes, complimentary range balls at Morro Bay Golf Course, and a full-service spa on site. Our 97 guestrooms feature featherbeds, fireplaces, and a private balcony with a hydrotherapy spa.

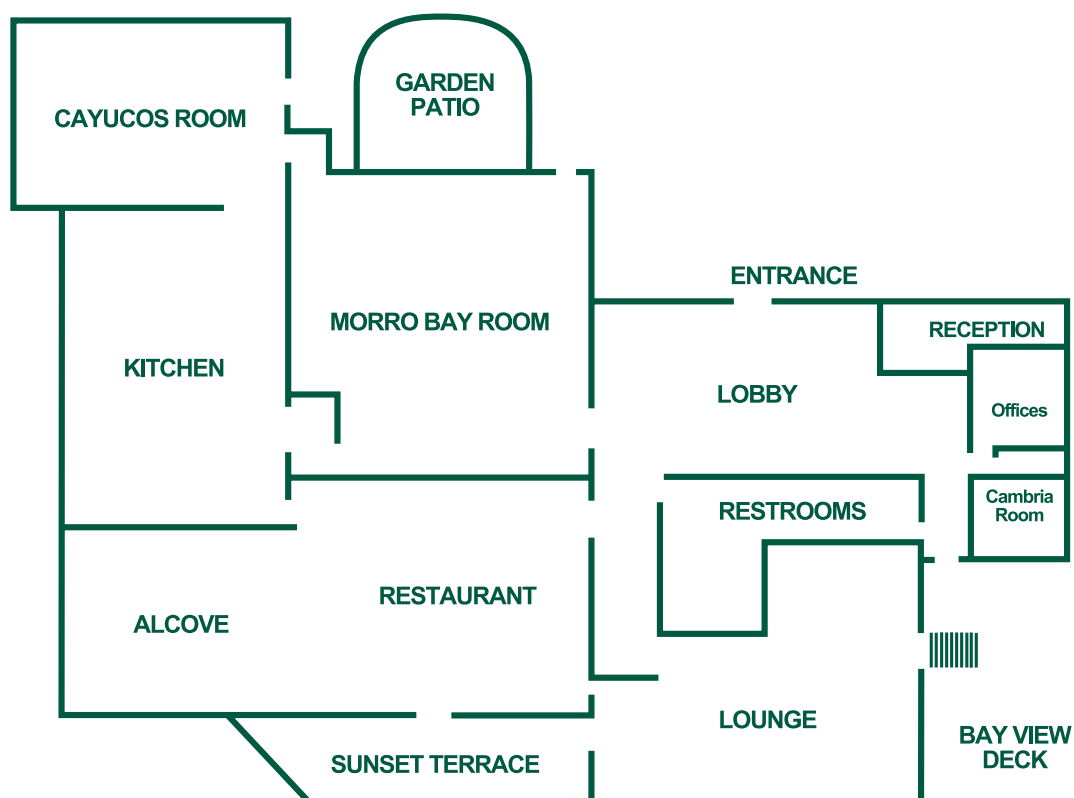
Fresh seafood served with a dash of Pacific Rim flavor awaits you at the Orchid Restaurant or the Bay Club. Imagine the view as you look out on the sunset, the bay, and Morro Rock.

Morro Bay, California offers life in the slow lane. But don't stop there. Shop for antiques in town, or watch rare birds in the National Estuary. Spend a gourmet afternoon wine tasting in the lush countryside of Paso Robles. Also, Hearst Castle, historic San Luis Obispo, and centuries-old missions wait to be explored. Harbor cruises from Morro Bay, California are offered daily. That is, if you can tear yourself away from our grounds!

For more information about the Inn at Morro Bay, check out their detailed website at: www.innatmorrobay.com/

HOTEL MAP

Meeting Room Floorplan





*See you next year at the 2005 Annual Conference in
Washington, D.C.*

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