



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.



Journal of Food Distribution Research

Volume 51, Issue 3

November 2020

ISSN 0047-245X

The *Journal of Food Distribution Research* has an applied, problem-oriented focus on the flow of food products and services through wholesale and retail distribution systems. Related areas of interest include patterns of consumption, impacts of technology on processing and manufacturing, packaging and transport, data and information systems in the food and agricultural industry, market development, and international trade in food products and agricultural commodities. Business, agricultural, and applied economic applications are encouraged. Acceptable methodologies include survey, review, and critique; analysis and synthesis of previous research; econometric or other statistical analysis; and case studies. Teaching cases will be considered. Issues on special topics may be published based on requests or on the editors' initiative. Potential usefulness to a broad range of agricultural and business economists is an important criterion for publication.

The *Journal of Food Distribution Research* (JFDR) is a publication of the Food Distribution Research Society, Inc. (FDRS). The journal is published three times a year (March, July, and November). JFDR is refereed in its July and November issues. A third, non-refereed issue contains Research Reports and Research Updates presented at FDRS's annual conference. Members and subscribers also receive the Food Distribution Research Society Newsletter, normally published twice a year.

JFDR is refereed by a review board of qualified professionals (see Editorial Review Board, at left). Manuscripts should be submitted to the FDRS editors (see back cover for Manuscript Submission Guidelines).

The FDRS accepts advertising of materials considered pertinent to the purposes of the Society for both the journal and the newsletter. Contact the V.P. for Membership for more information.

Lifetime membership is \$400; one-year professional membership is \$45; three-year professional membership is \$120; student membership is \$15 a year; junior membership (graduated in last five years) is \$15 and company/business membership is \$140.

Food Distribution Research Society

<http://www.fdrsinc.org/>

Indexing and Abstracting

Articles are selectively indexed or abstracted by AgEcon Search, Google Scholar, RePEc, Econ Papers, IDEAS, and CAB International.

Editors

Editors, JFDR: Andrew Muhammad, University of Tennessee
Margarita Velandia, University of Tennessee

Technical Editor: Kirche Rogers

Editorial Advisory Board

Awudu Abdulai, Institute of Food Economics and Consumption Studies, University of Kiel, Germany
Kynda R. Curtis, Department of Applied Economics, Utah State University, USA
Miguel I. Gómez, Dyson School of Applied Economics and Management, Cornell University, USA
Dawn Thilmany, Department of Agricultural and Resource Economics, Colorado State University, USA
Suzanne Thornsbury, Economic Research Service, U.S. Department of Agriculture, USA
Michele (Shelly) Ver Ploeg, Economic Research Service, U.S. Department of Agriculture, USA
Dave D. Weatherspoon, Department of Agricultural, Food and Resource Economics, Michigan State University, USA
Norbert L. W. Wilson, Friedman School of Nutrition Science and Policy, Tufts University, USA
Cortney Cowley, Economist, Omaha Branch - Federal Reserve Bank of Kansas City, USA

Send change of address notifications to

Samuel Zapata
Texas AgriLife Extension Service
2401 E. Business 83
Weslaco, TX 78596
Phone: (956) 5581;
e-mail: samuel.zapata@ag.tamu.edu

Copyright © 2020 by the Food Distribution Research Society, Inc. Copies of articles in the Journal may be non-commercially re-produced for the purpose of educational or scientific advancement.



Food Distribution Research Society

2020 Officers and Directors

President: R. Karina Gallardo – Washington State University

President-Elect: Jonathan Baros – North Carolina State University

Past President: Kimberly Morgan – Virginia Tech University

Vice Presidents:

Education:	Kathy Kelley – Pennsylvania State University
Communication:	Zoë Plakias – Ohio State University
Research:	Lurleen Walters – University of Florida
Membership:	Samuel D. Zapata – Texas AgriLife Extension Service
Logistics & Outreach:	Ronald L. Rainey – University of Arkansas
Industry Relations:	Matthew Salois – Director, Economics Division, American Veterinary Medical Association
Student Programs:	Elizabeth Canales – Mississippi State University
Secretary-Treasurer:	Clinton Neill – Virginia Tech University

Editors:

JFDR Refereed Issues:	Andrew Muhammad – University of Tennessee
	Margarita Velandia – University of Tennessee

Guest Editors:

Zoë Plakias – Ohio State University
Kathryn Boys – North Carolina State University
Karina Gallardo – Washington State University



Journal of Food Distribution Research
Volume 51, Issue 3

Table of Contents

Special Issue: Emerging Issues in the U.S. Specialty Crops' Supply Chain

- 1 **Fresh Produce Donations in California: Opportunities for and Challenges to Increasing Volume and Reducing Food Insecurity**
Travis J. Osland and Gregory A. Baker 1–15
- 2 **Understanding Shareholder Satisfaction and Retention in CSA Incentive Programs** *Jairus Rossi and Tim Woods* 16–40
- 3 **Factors Influencing Consumers' Expected Food Waste**
Kara R. Grant, R. Karina Gallardo, and Jill J. McCluskey 41–62
- 4 **Tennessee Fruit and Vegetable Farmer Preferences and Willingness to Pay for Plastic Biodegradable Mulch** *Margarita Velandia, Kimberly Jensen, Karen L. DeLong, Annette Wszelaki, and Alicia Rihn* 63–87

Submitted Articles

- 5 **Trouble at Old River: The Impact of a Mississippi River Avulsion on U.S. Soybean Exports** *Patrice M. Lazard and P. Lynn Kennedy* 88–110
- 6 **Consumer Perceptions of a Lamb Meat Communication Campaign: A Qualitative Study** *Pilar Uldemolins, María T. Maza, and Sara Aldama*..... 111–126
- 7 **Economic and Sociodemographic Drivers Associated with the Decision to Purchase Food Items and Nonalcoholic Beverages from Vending Machines in the United States** *Oral Capps, Jr. and Rejeana Marie Gvillo*. 127–145