

UNIVERSITY OF MINNESOTA

The Food Industry Center

2008–2009 ANNUAL REPORT





Table of Contents

- 1 **A Note from the Director**
- 2 **About Us**
- 3 **Events & Outreach**
- 3 2008 Fall Symposium: Future Food Scarcities? Global Causes, Local Consequences
- 4 2009 Spring Conference: How Safe is our Food Supply? Expectations, Technology and Regulation
- 5 Educating on the Food Industry
- 6 **Research**
- 6 The First of Three Food Recall Case Studies is Published
- 7 Continuous Food Safety Tracking Survey
- 7 Green Retailing
- 8 How Many Food Companies are in Minnesota?
- 9 The Cost of Hunger in Minnesota
- 9 Figuring the Prices and Reimbursement Rates of a Nutritious School Lunch
- 10 **TFIC Financial Report**
- 11 **TFIC in the News**
- 12 **Publications**
- 12 **Acknowledgments**



A Note from the Director



As The Food Industry Center enters its 15th year, we are seeing abundant criticism about the way food is produced, processed and distributed. Pundits with various agendas serve up messages that are confusing, sometimes intimidating and divisive, and often misleading. Among the advocates for a non-industrialized food system, there are those who romanticize the virtues of smaller farms with multiple crops and animals. There are those who document the environmental dangers of using too many chemicals in agriculture. There are those who see the dangers in vast monocultures that are susceptible to diseases capable of causing massive crop failures. Some worry about food ingredients that may aggravate allergies or human health conditions including obesity and addictions. Others worry about the treatment of animals. There are groups who worry about producing enough food to feed the people of the world and building a trade and distribution system to deliver it to where people live. And others just want to enjoy eating.

To be sure, there are major changes afoot to further improve the healthfulness of individually processed foods. Witness the lowering of fat and sodium content in everything from fresh meat to canned soup. Education of consumers about reading labels and controlling dietary intake is rampant. Consumers are growing more fruits and vegetables themselves and buying them from local producers in record numbers. Yet, they are more confused than ever about the meaning of labels like organic, local, fresh, and natural. Food companies bear some of the responsibility for this confusion as they jump on the latest bandwagon with labels consumers want to see, but are meaningless in practice. Advocacy groups also bear responsibility for misleading consumers with sometimes unfounded health claims or scary admonitions and for imbuing guilt about their normal eating habits.

As a Center that studies the food industry from farm to fork, we see a few important long term trends emerging from these discussions. The first is a trend towards healthier foods and healthier eating and the realization of food as both preventative medicine and a way to improve and maintain health. The second is the rediscovery of food as a joyous experience that is enhanced, but not dominated, by fresh foods. Third is a serious rethink about how and where food is produced and distributed. Global food trade will grow, not go away, but regionalization of supply channels appears to be developing. This trend is prompted by higher fuel prices and concessions to changing climate conditions. Consequently, food prices will continue to rise driven largely by energy costs, global food shortages, competing demands for crops, and consumer willingness to pay for foods believed to be healthier. Food prices have outstripped inflation since 2005 and are forecasted by the USDA to increase 5-6% in 2009 on top of an almost 9% increase in 2008.

At The Food Industry Center, we continue analyzing and reflecting on the attitudes and trends that impact the industry. Our work includes weekly surveys of consumers' attitudes towards food safety, examining the cost of food recalls, and examining the cost of school lunches to name a few. In addition, our undergraduate students have partnered with food companies to help judge advertising contests and have interned at industry conventions. This is all part of our dedication to educating tomorrow's leaders through research and real world experiences. Thanks to our alumni and generous sponsors, this work will continue. We welcome your comments and thank you for your support.

Jean Kinsey
Professor of Applied Economics and
Director of The Food Industry Center

About Us

The Food Industry Center (TFIC) was founded in January 1995 at the University of Minnesota as one of several Alfred P. Sloan Foundation Industry Studies Centers and the only one that studies the food industry. TFIC has an illustrious twelve year history of conducting primary research on the food industry and offering forums on current industry topics and best practices. Originally established as The Retail Food Industry Center, the Center changed its name to The Food Industry Center in 2001 to accurately portray the breadth of food industry studies it conducts.

TFIC is a national collaboration of scholars made up of faculty, students, and industry leaders from across the nation and the world who address the issues of an efficient, ethical, healthy, and safe food system. The Center addresses cross-sector issues through developing and disseminating data and analysis focused on how food moves from farm to fork.

The Center is advised by three boards. A Board of Executives provides their senior level strategic guidance, while the Program Leadership Board, our industry working board contribute their practical experience to our research and programs. Research and program input are also contributed by the Academic Leadership Board made up of faculty contributors from the College of Food, Agricultural and Natural Resource Sciences and the Carlson School of Management.



OUR MISSION

The Food Industry Center will develop leaders for tomorrow's food industry. Through research, educational programs, and industry collaboration, it is a leading source of knowledge on how food reaches consumers efficiently and contributes to safe and healthy lives.

EVENTS & OUTREACH

2008 Fall Symposium: Future Food Scarcities? Global Causes, Local Consequences

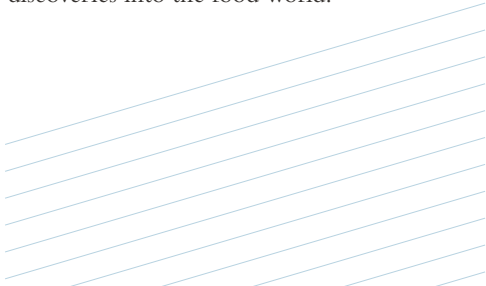
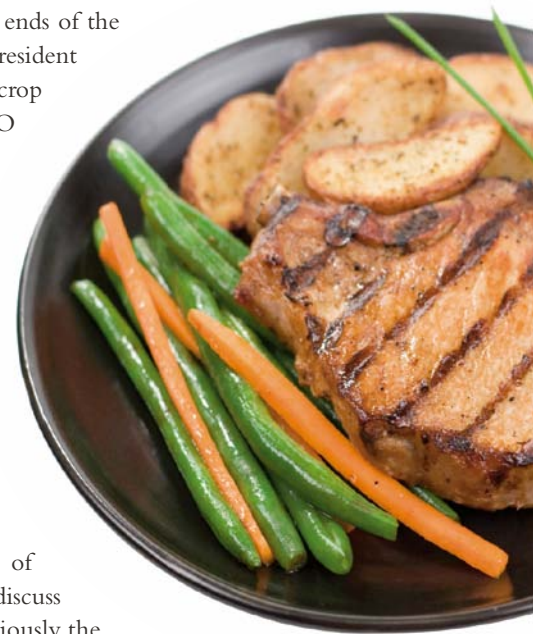
The economic recession of 2008-2009 had many consequences on the U.S. and global economies, one of the most serious was the quickly rising food prices impacting consumers. The Food Industry Center dedicated its Fall 2008 Symposium to this urgent question and analyzed it from economic, public policy, industry, producer, and academic perspectives to identify the spectrum of local through global causes and their solutions.

In order to provide greater perspective on this topic, TFIC joined efforts with the University of Minnesota's Center for International Food and Agricultural Policy, also based in the Applied Economics department. Together, the Centers designed an agenda that looked at rising food prices from a variety of viewpoints along the food supply chain. Professor Ben Senauer and Wells Fargo Agricultural Economist Michael Swanson began by discussing how the increased demand for food in emerging nations and the rising cost of energy (oil) played large roles in the past year's higher food prices. World Bank Economist, Will Martin, discussed the impact of rising food prices on the world's poor population. Applied Economist Phil Pardey contributed his research on the declining growth rate in staple crop yields and called for greater investment in agricultural research and development to turnaround this slowing productivity. The morning session wrapped up with analysis provided by University of Minnesota Applied Economists Brian Buhr, Terry Rowe, and Paul Glewwe who reflected on the global market of public goods, research and development, and planning environments given the price volatility of the world's food supply. The afternoon session included industry perspectives from both ends of the food supply chain by featuring presentations from Corporate Vice President at Cargill Wayne Teddy and Agricultural Economist and Minnesota crop and livestock producer Will Anthony. Mark Allen, President and CEO of the International Foodservice Distributors Association, detailed the impact of increasing food prices on the foodservices sector. Frederick Kirschenmann, Distinguished Fellow from the Leopold Center at Iowa State University discussed the benefits of moving away from an industrial food economy and moving towards a "food shed" sort of system. The symposium wrapped up with a keynote speech given by Hormel's Chair, President, and CEO Jeff Ettinger who provided the perspective of a food manufacturer in a world of growing food demand and rising costs. Ettinger also called for the restructuring of public policies that pit energy and food policies against each other, ultimately increasing the prices of both.

Again this year, the fall symposium demonstrated its unique value of bringing together the private and public sectors of the food system to discuss their common goals and challenges. The Food Industry Center takes seriously the role of hosting these wide-ranging perspectives in order to bring new discussions and discoveries into the food world.



Jeff Ettinger



2009 SPRING CONFERENCE

How Safe is our Food Supply? Expectations, Technology and Regulation

In the wake of the extensive peanut butter recall that hit the American food industry in early 2009, The Food Industry Center hosted *How Safe is our Food Supply? Expectations, Technology and Regulation* on April 1, 2009. While TFIC set an agenda that included public health, food science, and economic analysis of food safety issues, participants also learned from each other as they shared their experiences during the 2009 peanut butter recall, revealing a complex web of considerations food companies must pursue to ensure a safe food supply.



Conference Attendees Visit Sponsors' Tables

The goal of our Spring Student Networking Conference is to bring together students and industry professionals to explore job and internship opportunities and learn about current issues in the food system. This year, participants heard from leading researchers in the field of food safety. Dr. Craig Hedberg, Professor of Environmental Health Sciences at the University of Minnesota, provided an overview of the food recall process from a public health perspective. Dr. Ted Labuza, Professor of Food Science and Nutrition, provided the *Anatomy of a Recall* and instructed the audience on the logistical and legal ramifications of the food recall process. The third presentation came from TFIC researchers Dr. Jean Kinsey and Dennis Degeneffe. They presented their real-time survey research on consumer confidence in the safety of the food supply in the wake of major food safety incidents. The session wrapped up with an industry and academic panel discussion responding to the day's presentations and providing their scientific, policy, and practical knowledge related to food safety. Panelists included Dave Wiemer, Corporate Director for Supply Chain Food Safety and Recalls at SUPERVALU; Dr. Phil Minerich, Vice President of Research and Development at Hormel Foods; and Dr. Frank Busta, Senior Science Advisor at the National Center for Food Protection and Defense and Professor Emeritus of Food Science at the University of Minnesota.



From left to right: Dave Wiemer of SUPERVALU, Jean Kinsey of The Food Industry Center, and Phil Minerich of Hormel.

The Student Networking Conference was made possible by this year's conference sponsors – CHS, Inc.; General Mills; Cub Foods/SUPERVALU; and Nash Brothers Trading Company. Their conference support ensures the continued education of food industry leaders and provides an opportunity for students and the public, to learn more about the food industry and its careers.





NAAMA Group at Old Dutch Foods Headquarters

TFIC HOSTS NATIONAL AGRICULTURAL ALUMNI AND DEVELOPMENT ASSOCIATION GROUP

In June, TFIC had the opportunity to show case the Minnesota food industry by hosting the Global Brands Food Tour of the 2009 National Agricultural Alumni and Development Association (NAAMA) meeting; a group comprised of alumni, communications, development, and student affairs professionals from land grant universities from around the country. Turning to its Sponsoring Members as representatives of the University's industry support, TFIC approached Old Dutch Foods and Land O'Lakes to provide guided tours of their production facilities and test kitchens, respectively. Both companies also discussed how they, as private industry, interact and benefit from their relationship with The Food Industry Center and the University of Minnesota.

TFIC would like to thank Steve Aanenson, President of Old Dutch Foods for greeting the group and Cindy Scott and Deb Langren for arranging and guiding the tour of the Old Dutch production facility. TFIC would also like to extend a thank you to Keith Wolff, Treasury Manager at Land O'Lakes for welcoming the group to the Land O'Lakes test kitchen facilities.

Educating on the Food Industry

Each year, the National Grocers Association (NGA) Annual Convention hosts an internship program for students in food business or marketing programs at universities from around the country. Each year, The Food Industry Center sponsors students to participate as NGA interns. This year, TFIC sent 5 students from the College of Food, Agricultural, and Natural Resource Sciences to represent the University of Minnesota and its food and agriculture management programs. The Food Industry Center would like to thank Amanda Eberle, Justin Ewens, Theresa Krause, Katelin Redalen, and Jordan Weber for representing the University at the 2009 NGA Convention.



Katelin Redalen



Amanda Eberle

As part of their internship experience, students walked the show floor with industry mentors, attended workshops, and moderated information sessions. Meeting with mentors was a successful new element introduced to the internship program in 2009. Katelin Redalen said "(a) highlight for me was the time spent with my mentor, (he) toured the showroom floor with me and introduced me to several individuals at the conference he knew." Likewise, industry mentors noted their interest in hearing student feedback on the convention and were eager to be involved in the learning process by sharing their knowledge of the food industry. Students also participated in the NGA workshops and found them a useful learning tool in addition their academic work. Theresa Krause noted "The workshops were similar to most classes I have taken at the University... This really helped summarize classes I have taken the past three years. Also, it showed me how I can put my education into practical experience."



Theresa Krause and Jean Kinsey

The NGA Convention Internship Program is just one practical way The Food Industry Center is working to meet its strategic goal of educating tomorrow's undergraduate tomorrow's leaders on the food industry.

FOOD DEFENSE RESEARCH

The First of Three Food Recall Case Studies is Published

Castleberry's: 2007 Botulism Recall; A Case Study by The Food Industry Center details the cross sector implications of a food recall in the United States' food industry. By tracing the supply chain footprint of numerous Castleberry products, the company ownership, recall procedures, disposal procedures, and crisis communication of the incident, the study provides a greater understanding of how the botulism contamination incident that sickened 8 people in 2007 could happen. The study also illustrates why continued vigilance is needed to suppress foodborne illnesses, even those illnesses long thought to be "cured." In addition, it received high praise from industry and academic readers who noted its insightful look at the little known process of a recall.

The study is the first of a three part collection that is currently being rolled out and will also include studies of the Natural Selections and Westland/Hallmark recalls. The Center's goal in creating these case studies is to uncover and quantify the complex world of food contamination and recall processes, while helping to understand the food supply chain and business strategies during such incidents. The case studies project is also a way for the Center to apply its unique analytical talents and contribute to the growing collection of research on the food industry, while continuing to educate futures leaders on issues critical to the health of the food industry, public policy, and consumers.

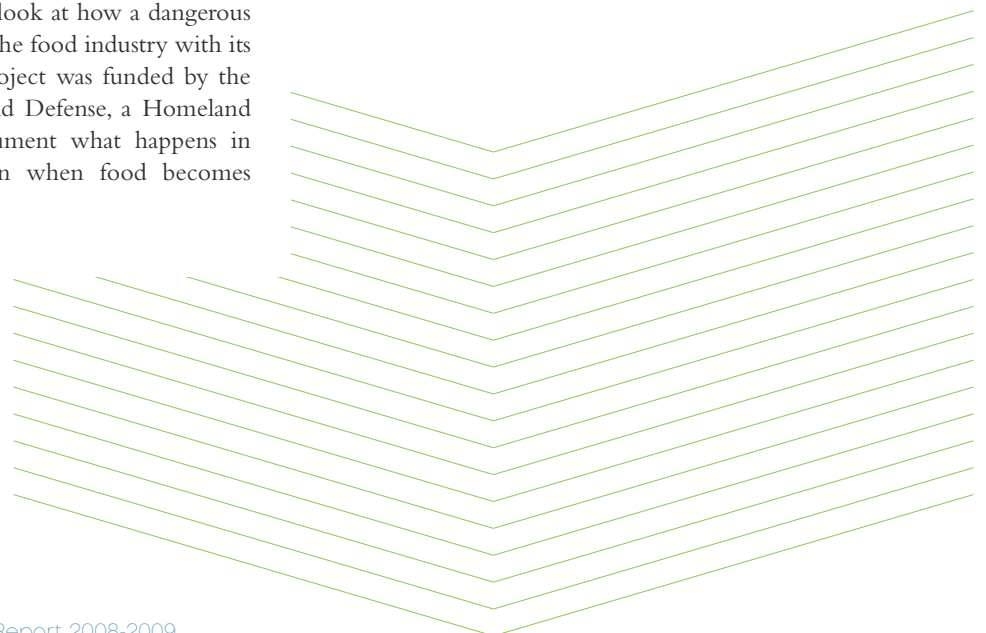
Researchers Jon Seltzer, a TFIC consultant, Jeff Rush, a graduate student in the Department of Applied Economics, and Director Jean Kinsey interviewed company personnel, government officials, and consumers involved in the recall to piece together a comprehensive look at how a dangerous food contamination incident can impact the food industry with its health and financial implications. The project was funded by the National Center for Food Protection and Defense, a Homeland Security Center of Excellence, to document what happens in the food industry and its supply chain when food becomes contaminated.



Jeff Rush



Jon Seltzer



Continuous Food Safety Tracking Survey

Ever wonder what a major food recall or a major world health crisis does to the American public's confidence in the food supply? TFIC researchers Dennis Degeneffe, Jean Kinsey, and Sakiko Shiratori, have been tracking this response in real time as part of the Center's Continuous Food Safety Tracking Survey. The tracking was initiated in May 2008, and since that time two major food safety incidents have occurred, as well as the outbreak of the H1N1 Flu pandemic. The tomato/jalapeno contamination incident revealed a measurable drop in consumer confidence in the country's food supply. After the salmonella recall related to peanut products in January 2009, fewer than 1 in 4 people reported that they had confidence in the country's food supply. The survey has also shown that communications surrounding the H1N1 Flu outbreak have been successful in preparing consumers to take appropriate actions to prevent catching or spreading the illness, such as washing hands, using hand sanitizer, and watching for symptoms. Inappropriate and ineffective actions such as avoiding eating pork were reported by only 3% of those interviewed.

This one-of-a kind research is a collaborative project between The Food Industry Center and Louisiana State University AgCenter researchers Dr. R. Wes Harrison and graduate student Gustavo Ferreira. The TFIC research team has created two indexes that track 1) consumer concern over the safety and defense of the U.S. food supply and 2) consumer perception of preparedness of industry to

deal with food safety and defense. LSU researchers have created a media tracking index that compiles media coverage of food safety and defense events. The media index will then be used to examine the effects of media exposure on the collected consumer confidence data.

The critical findings from this responsive relationship between food recalls and consumer confidence will inform the National Center for Food Protection and Defense, A Homeland Security Center of Excellence and funder of the project, in predicting how quickly consumer confidence is affected and how quickly it can be restored following food "incidents" or recalls. Ultimately, the critical value of the Consumer Food Safety Tracking Survey, through its research and index tools, comes in its ability to assess the vulnerability and resiliency of the U.S. food system.



Dennis Degeneffe



Sakiko Shiratori



Ron Larson



Koel Ghosh

Survey of Minnesota Grocers' Environmental Practices GREEN RETAILING RESEARCH

In 2008, The Food Industry Center returned to the grocery store to conduct another survey on environmentally friendly practices. This time, we looked at such details as plastic bags, recycling programs, and shrink wrap practices at the request of the Minnesota Pollution Control Agency and in partnership with the Minnesota Grocers Association. Our collective goal was (1) to assess the industry's current waste practices, (2) understand the barriers and motivations for implementing environmentally favorable practices, and (3) identifying priority environmentally-friendly practices that could be encouraged by the research partners.

Not since 1998 had a survey of grocers' environmental practices been conducted in Minnesota. As the state's (and country's) leading academic food industry researcher, TFIC was able to provide benchmark data from a survey it conducted in 1996 to gauge changes in the practices of Minnesota's food retailers. Researchers Ron Larson, Visiting Professor from Western Michigan University,

Research Associate Koel Ghosh, and Director Jean Kinsey found that environmental practices that yield immediate cost savings or generated revenue, were significantly more likely to be adopted than other practices where costs savings or revenue generation were less significant. Returning wooden pallets and selling reusable bags were two common practices that fit these criteria for Minnesota food retailers. Likewise, consumers have focused much of their "green attention" on shopping bags, by asking for plastic bag recycling in stores and demanding reusable shopping bags, for their purchases. The stores in the survey differed by size and geographic region across Minnesota.

The Food Industry Center would like to thank its industry partners who contributed their time and industry knowledge to the *Environmental Practices Inventory: Survey of Minnesota Grocers*. The full report is published by the Minnesota Pollution Control Agency and can be found on their website at <http://www.pca.state.mn.us/oea/publications/p-p2s1-01.pdf>.





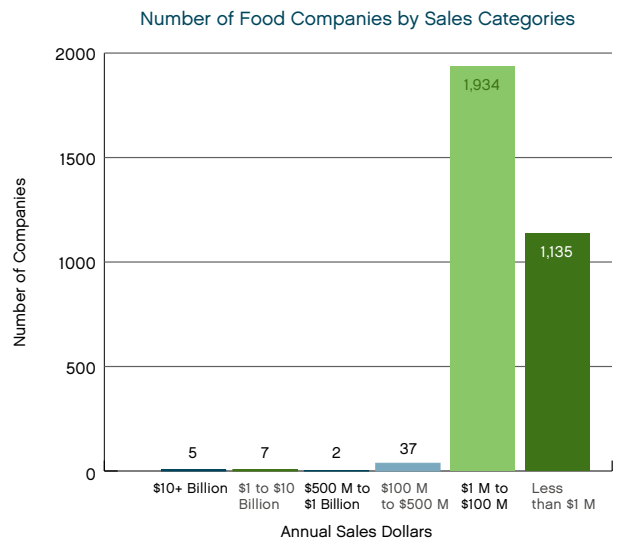
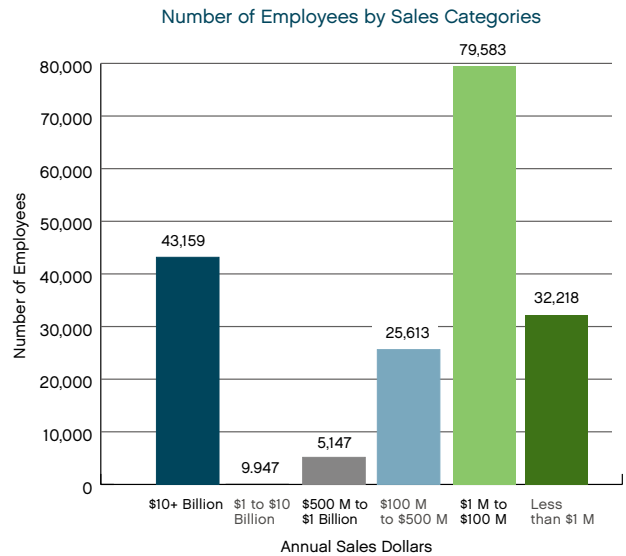
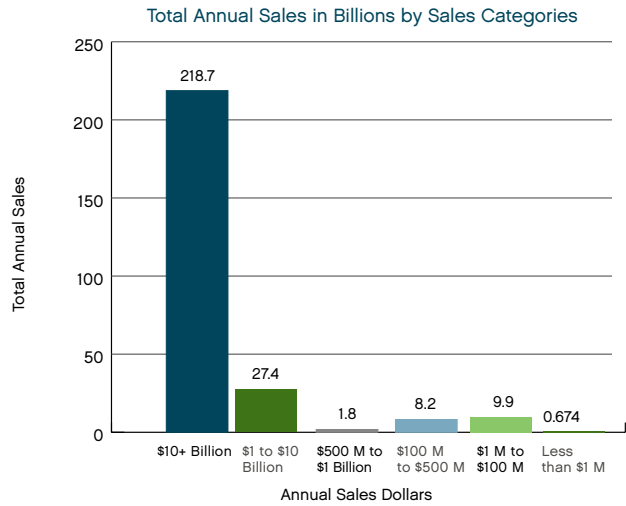
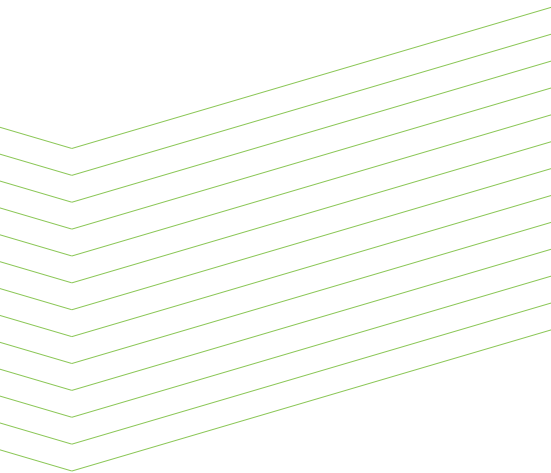
MINNESOTA RESEARCH

How Many Food Companies are in Minnesota?

The Minnesota Food Companies Study started with a simple question and was resolved with a complicated answer. The answer depends on how you count the companies, how you classify them, and how much local knowledge you can contribute to the project. Previous estimates proffered 400 food companies, but after TFIC researchers dug deeper into the data, it was discovered there is closer to 2,436 food companies in Minnesota.

This exclusive TFIC report explains who these food companies are, how they were counted and what they contribute to the state of Minnesota in terms of sales revenue and employment. To compile this information, Center researchers Koel Ghosh and Jean Kinsey used a combination of the North American Industrial Classification System codes and Dunn and Bradstreet data to identify “food only” companies and determine their sales and employment figures. Pure data gathering was not sufficient to complete this project, however. The Center also relied on input from its industry board members to contribute their “local” knowledge to more accurately reflect the status of food companies in the state of Minnesota.

This project is the first time any such study has been conducted on Minnesota food companies. Results and further discussion on the methodology of computing this report are available on The Food Industry Center website.





Figuring the Prices and Reimbursement Rates of a Nutritious School Lunch

True to its cross-disciplinary research roots, The Food Industry Center is conducting joint research on the cost of a nutritious

school lunch with the Departments of Food Science and Nutrition and Epidemiology at the University of Minnesota. With over 30 million youth participating in the school lunch program every school day, the National School Lunch Program (NSLP) is a potent policy tool to improve the diets of American children.

Almost three-fifths (60%) of school lunches served are free or reduced-price for students from low-income families. A recent USDA report documented that school food service revenues just cover reported costs of producing reimbursable meals, but fall short of covering the full school lunch program costs incurred by the school districts. Adding to the problem is the disproportionate number of low income and minority children afflicted by obesity and poor diet. According to the School Nutrition Association and various school districts, the reimbursement provided to schools is deemed inadequate for truly achieving the NSLP goal of adequate nutrition delivery; particularly in times of high food costs.

The reimbursement to public schools is currently calculated using the Food Away From Home price series in the Consumer Price Index, a method that gives greater importance to foods served at full and limited service, commercial restaurants. To construct a more accurate school lunch cost, researchers gathered data from lunch costs in Minnesota schools and found that current annual percentage increases in reimbursement rate fell greatly short of the annual percentage increase in lunch costs. The research team is working to understand the cost increases associated with serving more fresh fruits, vegetables, and whole grains in school lunches and the amount of additional reimbursement needed per meal to include these food items in school lunches.

With funding from the University's Healthy Foods Healthy Lives Institute, TFIC economists Ben Senauer and Koel Ghosh along with nutrition researchers Marla Reicks and Len Marquart and epidemiologist Mary Story, are working to address these problems by determining (1) the appropriateness of the basis used to determine the federal reimbursement rate for meals within the National School Lunch Program (NSLP), and (2) the price of a "healthier" school lunch that serves more fresh fruits, vegetables, and whole grains. The goal of this project titled "Computing an Appropriate School Lunch Price Index for Federal Reimbursements for the National School Lunch Program" is to identify, develop, and evaluate the right metrics needed to inform and formulate a healthy school lunch policy in the United States.

The Cost of Hunger in Minnesota



Elton Mykerezi

Between March 2008 and March 2009, visits to Minnesota food shelves increased 48 percent. Even though Minnesota is known for its strong charitable culture and ranks as the 10th wealthiest state in the country, there were still an estimated 12 percent of meals in low income families that were missed in 2009. Additional food insecurity evidence was provided by a 2008 USDA report that showed, in

Minnesota, among the 371,000 households eligible for the Supplemental Nutrition Assistance Program in 2006, only 69% participated in the program.

To measure the economic consequences of these food insecurity issues in Minnesota, The Food Industry Center has joined Second Harvest Heartland's Missing Meals campaign. The Center will work to identify the direct and indirect costs of hunger in Minnesota and to illustrate how those costs affect human health and well-being, educational outcomes, workers productivity and ultimately, the economic health of the state. By reviewing numerous studies that have found linkages between hunger and economic performance and personal and social well-being, economic researchers

Jean Kinsey, Elton Mykerezi, and Charlotte Tuttle will study the ample opportunity to reap a positive private and social rate of return by investing in food security, that is, attempting to end hunger.



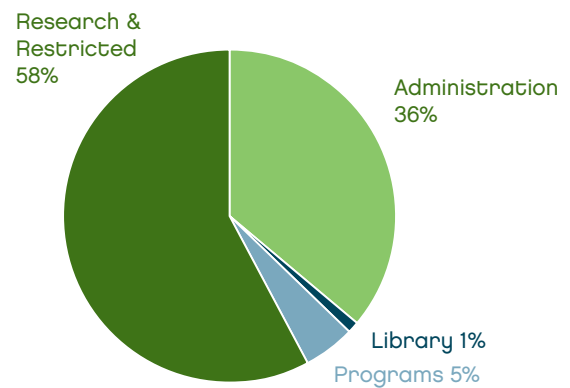
TFIC Financial Report

FY09 Revenue & Expense Sheet

REVENUE	
FY09 Sponsorship & Contributions	140,350
APEC Reserve Fund	8,943
Restricted Revenue	229,272
Investment (Loss)	(70,160)
External Sales	16,511
TOTAL REVENUE	324,916

EXPENSES	
<i>Current Expenditures</i>	
Unrestricted Expenditures	170,318
Restricted Expenditures	238,364
<i>Expenditure Commitments</i>	
University Commitments	10,802
Unspent Revenue	14,672
Total Expenditures	434,156
TFIC FOUNDATION RESERVES	269,760

TFIC Expenses



TFIC in the News

The Food Industry Center is frequently contacted by the media as an expert source of knowledge on the food industry. Here is some of what we had to say...

“We will just about double the price of hogs by next year and, therefore, you’ll see almost a doubling of pork prices,” Buhr said.

Brian Buhr, University of Minnesota Professor of Applied Economics on the effects of rising corn prices on the meat industry.

“Food prices fueled”

St. Paul Pioneer Press

July 12, 2008

“Consumers will try something new and are always looking for the latest thing...If it turns out to be really good, it might take off. But of all those products that roll out, less than 10 percent of them are on the market two years later. So, you throw it out there and see what takes.”

Jean Kinsey, Professor of Applied Economics and Director of The Food Industry Center

“Minnesota still hotbed for inventing new foods, with suppliers joining the giants”

St. Paul Pioneer Press

August 4, 2008

“It’s almost impossible to say that we’re ever going to get totally free of all food contamination – hopefully we’ll minimize it...And no amount of testing – no distributor can test every package that goes out – it would be impossible – the cost of meat would be enormous.”

Jean Kinsey commenting on food contamination and the recall process

“Whole Foods recalls ground beef”

The Boston Globe

August 9, 2008

“In bad times, those sorts of brands get a boost from the good memories they induce...Remember when we were kids and we used to eat Hormel chili? There is a psychological comfort to it”

Ben Senauer on less-expensive comfort foods doing good business during economic recessions

“Home cooking, familiar brands gain in popularity during recessions”

Chicago Tribune

January 24, 2009

“Dust off the lunchbox. Taking your lunch to work can save hundreds of dollars a year, Kinsey said, and will likely mean healthier choices.”

Jean Kinsey on families eating more meals at home during economic recessions

“A recipe for recession savings? Eating at home”

Minneapolis Star Tribune

February 19, 2009

“One of the tragedies is that it hits other small companies that were users of this product, but didn’t have a lot of other products to carry them...”

“We’ve got concentrated manufacturing that then sells to a large number of other people...Everyone trusts it to be safe. And, by and large, it is and has been and probably will be in the future. But you get a couple of errant operators in the supply chain, and because that product is used by so many different people and places, it has multiple tentacles and it becomes very difficult to trace it. It’s so insidious.”

Jean Kinsey on the after affects of the recall of peanut products in the United States

“Ripple From Peanut Scandal Affect Companies Big and Small”

The Washington Post

March 1, 2009

“Consumer confidence is critical to their peace of mind as well as to the economic health of the entire food industry”

Jean Kinsey on U.S. consumer confidence in the food supply

“The devil’s outbreak – US peanut salmonella outbreak sickens 666”

Australian Food News

February 26, 2009

“The irony of this is – less than 1 percent of the peanut butter consumer in the United States was involved in the contamination – but some people will not eat anything with peanuts”

Jean Kinsey on U.S. consumer confidence in the food supply

“U.S. food confidence drops”

UPI

February 24, 2009

Publications

TFIC Publications

*Food Accessibility in the Inner City: What Have We Learned
A Literature Review 1963-2006*

Wendt, Minh; Kinsey Jean; and Phillip Kaufman. June 2008.
Working Paper #08-01

*Incorporating Structural Changes in Agricultural and Food Price Analysis:
An Application to the U.S. Beef and Pork Sectors*

Brenda L. Boetel, Assistant Professor of Agricultural Economics,
University of Wisconsin - River Falls and Donald J. Liu, Professor
of Applied Economics, University of Minnesota. October, 3, 2008.
Working Paper #08-02

Re-investing in America's Infrastructure: Will it be Easy to be Green?

C. Ford Runge, Distinguished McKnight University Professor in
Applied Economics, University of Minnesota. December 2008.
Working Paper #08-03

*Castleberry's: 2007 Botulism Recall, A Case Study by The Food
Industry Center*

Seltzer, Jon, Rush Jeff, and Jean Kinsey. The Food Industry Center,
University of Minnesota. August 2008.

"Future Food Scarcities? Global Causes, Local Consequences"

Ghosh, Koel; Rush, Jeff; Kinsey, Jean; and Lisa Jore.
Summary from the Symposium proceedings held on October 23,
2009 on the University of Minnesota Campus.

Staff and Research Affiliate Publications

Mohtadi, Hamid. "Information Sharing in Food Supply Chains."
Canadian Journal of Agricultural Economics, v.56, no.2, June 2008,
pp. 163-178.

Stinson, Thomas F; Ghosh, Koel; Kinsey, Jean; and Dennis
Degeneffe. "Do Household Attitudes about Food Defense and
Food Safety Change Following Highly Visible Food Recalls?"
American Journal of Agricultural Economics, v.90, no.5, 2008.

Senauer, Benjamin. "Food Market Effects of a Global Resource
Shift Toward Bioenergy." American Journal of Agricultural
Economics, v.90, no.5, 2008.

Mancino, Lisa and Jean Kinsey. "Is Dietary Knowledge Enough?
Hunger, Stress, and Other Roadblocks to Healthy Eating." United
States Department of Agriculture, Economic Research Service.
Economic Research Report Number 62. August 2008.

Acknowledgments

The Food Industry Center would like to acknowledge and extend a special thank you to all the people who contributed their knowledge, support, and time to our programs and research this past year.

Mark Allen, President and CEO, International Food Distributors Association

Dr. Willis Anthony, Agricultural Economist and Crop and Livestock Producer

Dr. Brian Buhr, Department Head, Professor, and E. Fred Koller Chair in Agricultural Management Information Systems, Department of Applied Economics, University of Minnesota

Mary Buschette, Director of Alumni Relations, College of Food, Agricultural, and Natural Resource Science, University of Minnesota

Dr. Frank Busta, Professor Emeritus and Senior Science Advisor for the National Center for Food Protection and Defense, University of Minnesota

Dr. Elizabeth Davis, Associate Professor of Applied Economics, University of Minnesota

Jeff Ettinger, Chairman of the Board, President and CEO Hormel Foods

Dr. Paul Glewwe, Professor of Applied Economics and Director of the Center for International Food and Agricultural Policy, University of Minnesota

Dr. Wes Harrison, Professor of Agricultural Economics, Louisiana State University

Dr. Craig Hedberg, Professor of Environmental Health Sciences, School of Public Health, University of Minnesota

Shaun Kennedy, Director of the National Center for Food Protection and Defense and Director of Partnerships and External Relations for the College of Veterinary Medicine, University of Minnesota

Dr. Rob King, Professor of Applied Economics, University of Minnesota

Dr. Frederick Kirschenmann, Distinguished Fellow, Leopold Center; Iowa State University

Dr. Ted Labuza, Morse Alumni Distinguished Teaching Professor of Food Science, University of Minnesota

Dr. Ron Larson, Associate Professor, Western Michigan University and Visiting Researcher, The Food Industry Center

Dr. Allen Levine, Dean of the College of Food, Agricultural, and Natural Resource Sciences and Professor of Food Science and Nutrition

Dr. Will Martin, Lead Economist, World Bank

Dr. Phil Minerich, Vice President of Research and Development, Hormel Foods

Dr. Hamid Mohtadi, Professor of Economics, University of Wisconsin-Milwaukee and Visiting Professor of Applied Economics, University of Minnesota

Dr. Elton Mykerezi, Assistant Professor of Applied Economics, University of Minnesota

Dr. Phil Pardey, Professor of Applied Economics and Director of the International Science and Technology Practice and Policy Center, University of Minnesota

Dr. Marla Reicks, Professor of Food Science and Nutrition, University of Minnesota



Dr. Terry Roe, Professor of Applied Economics, University of Minnesota

Dr. K.K. Sinha, Curtis L. Carlson Family Foundation Professor of Management Science, Carlson School of Management, University of Minnesota

Dr. Tom Stinson, Associate Professor of Applied Economics at the University of Minnesota and Minnesota State Economist

Dr. Michael Swanson, Vice President and Agricultural Economist, Wells Fargo

Wayne Teddy, Corporate Vice President, Cargill

Dave Wiemer, Corporate Director for Supply Chain Food Safety & Recalls, SUPERVALU

STUDENTS

Amanda Eberle, Undergraduate Student, College of Food, Agricultural, and Natural Resource Sciences

Justin Ewens, Undergraduate Student, College of Food, Agricultural, and Natural Resource Sciences

Gustavo Ferreira Ph.D. Candidate, Louisiana State University

Theresa Krause, Undergraduate Student, College of Food, Agricultural, and Natural Resource Sciences

Katelin Redalen, Undergraduate Student, College of Food, Agricultural, and Natural Resource Sciences

Jeff Rush, Masters Student, Applied Economics

Sakiko Shiratori, Ph.D. Candidate, Applied Economics

Charlotte Tuttle, Ph.D. Candidate in Applied Economics, University of Minnesota

Jordan Weber, Undergraduate Student, College of Food, Agricultural, and Natural Resource Sciences

SPONSORING MEMBER COMPANIES

Alfred P. Sloan Foundation
CHS, Inc.

ConAgra Foods Lamb Weston
General Mills, Inc.

The Sholl Group Inc./ Green Giant Fresh
Kellogg Company

Land O'Lakes, Inc.

Nash Finch Company

National Grocers Association

Old Dutch Foods

SUPERVALU, Inc.

SYSCO Corporation

The Food Industry Center would like to extend a special THANK YOU to John Johnson for his leadership of our Board of Executives, all of whom graciously extended their guidance to the Center this past year.

SUPPORTING DONORS

Corporate Resources Inc.

H. Brooks & Co. LLC

Jean Kinsey

Minnesota Association of Family & Consumer Science

PJM Interconnection

BOARD OF EXECUTIVES

Steve Aanenson, President, Old Dutch Foods

Jeff DeLapp, President, ConAgra Lamb Weston

John Johnson, President & CEO, CHS, Inc.

Jeff Noddle, Chairman & CEO, SUPERVALU

Chris Policinski, President & CEO, Land O'Lakes, Inc.

Jeffrey Poore, Executive Vice President, Supply Chain Management, Nash Finch Company

Richard Schnieders, Chairman, President, and CEO, SYSCO Corp

Jeff Sholl, President, The Sholl Group / Green Giant Fresh

Mark Spliethoff, Vice President, Distributor Trade Development, Kellogg's Food Away From Home

Mark Wilhite, Vice President of Industry Initiatives and National Retail, General Mills Inc.

Tom Zaucha, President & CEO, National Grocers Associate

PROGRAM LEADERSHIP BOARD

TFIC would also like to extend a sincere THANK YOU to members of our Program Leadership Board. Members contribute their practical knowledge of the food industry to our research and events and provide valued guidance to our work.

Cargill, Inc.

Mike Robach

Vice President, Corporate Food Safety & Regulatory Affairs

Joseph Scimeca, Ph.D.

Director of Regulatory Affairs

CHS, Inc.

Dave Mack

National Account Manager, Oilseed Processing

Lani Jordan

Corporate Communications Director

ConAgra Lamb Weston

Helene Clark

Director of Marketing, Health and Wellness

General Mills, Inc.

Jean Weber

Senior Technology Manager Ingredient Technology Group, G-Tech

Hormel

Mark Roberts

Corporate Manager Regulatory Affairs

Land O'Lakes, Inc.

Randy Rutzick

Director, Customer Marketing & Category Management

Ross Kahn

National Customer Business Manager

The NPD Group

Arnie Schwartz

President, Food World

Nash Finch Company

Brian Numainville

Sr. Director, Research & Public Relations Chair, NFC Foundation

Old Dutch Foods

Cindy Scott

Food Technologist & Q.A. Supervisor

SUPERVALU, Inc.

Carol Martinson

Vice President, Asset Protection

Lynn Olsen

Vice President, Retail Operations

SYSCO

Tim Peterzen

Senior Vice President

Tom Moore

Director, Program Sales

THE FOOD INDUSTRY CENTER STAFF

Jean Kinsey, Professor of Applied Economics and Director

Ben Senauer, Professor of Applied Economics and Co-Director

Dennis Degeneffe, Research Fellow

Koel Ghosh, Research Associate

Lisa Jore, Executive Administrator

Larry McCurry, Development Consultant

Rand Park, Development Officer

Jon Seltzer, Industry Consultant



The Food Industry Center
UNIVERSITY OF MINNESOTA

317 Classroom Office Building
1994 Buford Avenue
Saint Paul, MN 55108
Phone: (612) 625-7019
<http://foodindustrycenter.umn.edu>