



**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](mailto: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.*



## ***Journal of Food Distribution Research***

*Volume XLIV, Number 1 / March 2018*

### **Table of Contents**

#### **Outreach Updates**

- 1 Engaging Consumers about the Nuances of Agricultural Technologies**  
*Brandon R. McFadden* ..... 1–3
- 2 Local Food Resource Mapping Project Update** *Sarah J. Rocker and*  
*Stephan J. Goetz* ..... 4–5

#### **Research Updates**

- 3 Exploring Supplier-Manufacturer Relationships in the Specialty Food Sector** *Shermain Hardesty, Robert P. King, Gail Feenstra, Laurie Houston, Sr., Jan Joannides, and Larry Lev* ..... 6–12
- 4 Is Local Produce Really More Expensive? A Comparison of Direct Market and Conventional Grocery Produce Pricing** *Karli Salisbury, Kynda Curtis, Veronica Pozo, and Carrie Durward* ..... 13–21
- 5 Factors Affecting Frequency of Fast Food Consumption** *Sayed H. Saghaian and Hosein Mohammadi* ..... 22–29
- 6 Economic Analysis of Crop Rotation Systems for High-Value, Cool-Season Vegetables the Southern United States** *Sam Kaninda Tshikala, Esendugue Greg Fonsah, George Boyhan, Elizabeth Little, and Julia Gaskin* .... 30–38
- 7 Price Discovery and Integration in U.S. Pecan Markets** *Yungho Kim and Senarath Dharmasena* ..... 39–47
- 8 Forecasting Organic Wheat Prices: Do Conventional Prices Play a Role?** *Tatiana Drugova, Veronica Pozo, and Kynda Curtis* ..... 48–55
- 9 The Importance of Ethnic Food Stores in Identifying Food Deserts: A Case Study of Huntsville, Alabama** *James O. Bukenya* ..... 56–62
- 10 Exploring Links between Health Perceptions and Financial Knowledge**  
*Patricia E. McLean-Meyinsse, Patrice V. Lazard, and Shervia S. Taylor* ..... 63–69
- 11 Current Trends, U.S. Immigration Policies, and Marketing Strategies for Goat Meat** *Mohammed Ibrahim, Benjamin Onyango, Nalini Pattanaik, and Xuanli Liu* ..... 70–77