



**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 XXXI Number 3 November 2000

## Contents

### *JFDR Articles*

Marketing and Logistics Assistance Needs of Food Processors / *Kim Jensen and Greg Pompelli*

Relationships Between Produce Supply Firms and Retailers in the New Food Supply Chain / *Jill J. McCluskey and A. Desmond O'Rourke*

Export Demand for U.S. Walnuts: Impacts of U.S. Export Promotion Programs / *I.M. Onunkwo and J.E. Epperson*

Influence of Product Attributes and Household Characteristics on Consumers' Attitude Toward and Purchase Pattern of In-shell Peanuts / *Arbindra P. Rimal and Stanley M. Fletcher*

Trout Steaks: Consumer Perceptions of a New Food Item / *Siddhartha Dasgupta, John Foltz, and Bonnie Jacobsen*

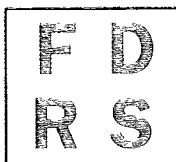
### *Cooperative Regional Research Project S-222*

Supply Chain Management for Industry Competitiveness: Case Examples From the Tart Cherry Industry / *Donald Ricks*

Supply Chain Management: Past and Future / *Allen F. Wysocki*

Competitiveness and Access to Produce Markets for Smaller-Volume Tennessee Producers / *John R. Brooker*

## PUBLISHED BY



Food  
Distribution  
Research  
Society, Inc.

# Food Distribution Research Society, Inc.

*A nonprofit education society incorporated under the laws  
of the State of Maryland, February 20, 1970*

## 2000 OFFICERS AND DIRECTORS

### PRESIDENT

#### Virgil Culver

MSU-ES Food and Fiber Center  
P.O. Box 9642  
Mississippi State, MS 39762-9642  
Phone: (662) 325-2160  
Fax: (662) 325-7844  
Email: virgilc@ext.msstate.edu

### PRESIDENT-ELECT

#### David Eastwood

University of Tennessee  
Dept. of Agric. Economics  
& Rural Sociology  
Knoxville, TN 37901-1071  
Phone: (423) 974-7231  
Fax: (423) 974-7448  
Email: eastwood@agecon2.ag.utk.edu

### PAST PRESIDENT

#### Barbara James

Ohio State University Extension  
Box 387  
Burton, OH 44021  
Phone: (440) 834-4656  
Fax: (440) 834-0057  
Email: james.186@osu.edu

### VICE PRESIDENT-EDUCATION

#### Hsiang-tai (Ty) Cheng

University of Maine  
Dept. of Resource Econ. and Policy  
302 Winslow Hall  
Orono, ME 04469-5782  
Phone: (207) 581-3155  
Fax: (207) 581-4278  
Email: cheng@maine.maine.edu

### CO-VICE PRESIDENTS-PROGRAMS

#### (Also Co-Chair 2000 Meeting)

#### Bobby Beamer

Virginia Tech University  
Dept. of Agric. & Applied Economics  
320B Hutchenson Hall  
Blacksburg, VA 24061-0401  
Phone: (540) 231-7730  
Fax: (540) 231-7417  
Email: bgbeamer@vt.edu

#### Dixie Reaves

Virginia Tech University  
Dept. of Agric. & Applied Economics  
316 Hutcheson Hall  
Blacksburg, VA 24061-0401  
Phone: (540) 231-6153  
Fax: (540) 231-7417  
Email: dixie@vt.edu

### VICE PRESIDENT-PUBLICATIONS

#### John Brooker

University of Tennessee  
Dept. of Agric. Economics  
P.O. Box 1071  
Knoxville, TN 37901  
Phone: (423) 974-7231  
Fax: (423) 974-7448  
Email: jbrooker@agecon1.ag.utk.edu

### VICE PRESIDENT-RESEARCH

#### Robert (Bob) Cangemi

Pace University  
Lubin School of Business  
1 Martine Avenue  
White Plains, NY 10606-1909  
Phone: (914) 422-4194  
Fax: (914) 422-4184  
Email: rcangemi@fsmail.pace.edu

### VICE PRESIDENT-MEMBERSHIP

#### John Park

Cornell University  
109 Warren Hall  
Ithaca, NY 14853-7801  
Phone: (607) 254-6761  
Fax: (607) 255-4776  
Email: jlp22@cornell.edu

### VICE PRESIDENT-APPLEBAUM

#### SCHOLARSHIP

#### Douglas Richardson

Sun City Hilton Head  
105 Fort Walker Lane  
Bluffton, SC 29910  
Phone: (843) 705-5110

### EDITOR, FDRS NEWSLETTER

#### Bobby Beamer

Virginia Tech University  
Dept. of Agric. & Applied Economics  
320B Hutchenson Hall  
Blacksburg, VA 24061-0401  
Phone: (540) 231-7730  
Fax: (540) 231-7417  
Email: bgbeamer@vt.edu

### EDITOR, FDRS JOURNAL

#### Richard (Rick) Weldon

University of Florida  
Food & Resource Economics Dept.  
P.O. Box 110240  
Gainesville, FL 32611-0240  
Phone: (352) 392-1826 Ext. 216  
Fax: (352) 846-0988  
Email: weldon@fred.ifas.ufl.edu

### SECRETARY-TREASURER

#### Roger Hinson

Louisiana State University  
Dept. of Agric. Economics  
101 Agric. Admin. Bldg.  
Baton Rouge, LA 70808  
Phone: (225) 388-2753  
Fax: (225) 388-2716  
Email: rhinson@agctr.lsu.edu

### DIRECTORS

#### Ken Hood (3-Year Term)

MSU-ES Food and Fiber Center  
P.O. Box 9642  
Mississippi State, MS 39762-9642  
Phone: (662) 325-2160  
Fax: (662) 325-7844  
Email: kenh@ext.msstate.edu

#### Randy James (3-Year Term)

Ohio State University  
P.O. Box 387  
Burton, OH 44021  
Phone: (216) 834-4656  
Fax: (216) 834-0057  
Email: james.7@osu.edu

#### Fred Gunter (2-Year Term)

Standard Coffee Company  
78 Cunningham Drive  
New Smyrna Beach, FL 32168  
Phone: (904) 427-0203  
Fax: (904) 427-2395  
Email: javafred@aol.com

#### Thomas Worley (2-Year Term)

Washington State University  
Dept. of Agric. Economics  
P.O. Box 646210  
Pullman, WA 99164-6210  
Phone: (509) 335-2934  
Fax: (509) 335-1173  
Email: worley@wsu.edu

#### Constance Falk (1-Year Term)

#### (Also Co-Chair 1998 Meeting)

New Mexico State University  
Dept. of Agric. Economics  
Box 30003, Dept. 3169  
Las Cruces, NM 88003-0003  
Phone: (505) 646-4731  
Fax: (505) 646-3522  
Email: cfalk@nmsu.edu

#### Phil Kaufman (1-Year Term)

USDA-ERS  
1800 M St., NW, Rm 2116  
Washington, DC 20036-5831  
Phone: (202) 694-5389  
Fax: (202) 694-5662  
Email: pkaufman@econ.ag.gov

### PUBLISHER, FDRS JOURNAL

#### George K. Criner

University of Maine  
Resource Economics and Policy  
5782 Winslow Hall  
Orono, ME 04469-5782  
Phone: (207) 581-3150  
Fax: (207) 581-4278  
Email: criner@maine.edu

### CHAIR, 2001 ANNUAL MEETING

#### Paul Patterson

Arizona State University  
Morrison Sch. of Agribusiness & Res. Mgmt.  
6001 S. Power Road  
Mesa, AZ 85212-0900  
Phone: (602) 727-1124  
Fax: (602) 727-1961  
Email: paul.patterson@asu.edu

### CHAIR, 2002 ANNUAL MEETING

#### Allen Wysocki

University of Florida  
P.O. Box 110240  
Gainesville, FL 32611-0240  
Phone: (352) 392-1826 Ext. 403  
Fax: (352) 846-0988  
Email: wysocki@fred.ifas.ufl.edu

***Journal of Food Distribution Research***  
**Volume XXXI, Number 3**  
**November 2000**

The *Journal of Food Distribution Research* is a publication of the Food Distribution Research Society, Inc. (FDRS). The *JFDR* is published three times a year (March, July, and November). Members and subscribers also receive the *Food Distribution Research Society Newsletter* normally published twice a year.

The *Journal* is refereed by a review board of qualified professionals (see Editorial Review Board list). Manuscripts should be submitted to the FDRS Editors (see back cover for Guidelines for Manuscript Submission).

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.

Life-time membership is \$400; library subscriptions are \$50; professional membership is \$40; and student membership is \$10 a year. For foreign mail, add: US\$12 for Canada, Mexico, and the Caribbean; \$26 for Europe and South America; \$32 for Asia and the Pacific Rim. Subscription agency discounts are provided.

Change of address notification: Send to John Park, Cornell University, 109 Warren Hall, Ithaca, NY 14853-7801; Phone-(607) 254-6761; Fax-(607) 255-4776.

Copyright © 1996 by the Food Distribution Research Society, Inc. Copies of articles in the *Journal* may be noncommercially reproduced for the purpose of educational or scientific advancement. Printed in the United States of America.

***Journal of Food Distribution Research***

Year	Volume	Number of Issues
2000	31	3
1999	30	3
1998	29	3
1997	28	3
1996	27	2
1995	26	2
1994	25	3
1993	24	3
1992	23	3
1991	22	3
1990	21	2
1989	20	2
1988	19	2
1987	18	2

**Food Distribution Research Society**

**World Wide Web Address:**

<http://fdrs.ag.utk.edu/>

**Indexing and Abstracting**

Articles are selectively indexed or abstracted by:

*AGRICOLA Database*, National Agricultural Library, 10301 Baltimore Blvd., Beltsville, MD 20705.

*CAB International*, Wallingford, Oxon, OX10 8DE, United Kingdom.

*The Institute of Scientific Information*, Russian Academy of Sciences, Baltijskaja ul. 14, Moscow A219, Russia.

**Editor**

Richard N. Weldon  
 University of Florida

**Technical Editor**

Kim Box  
 University of Florida

**Publisher**

George K. Criner  
 University of Maine

**Editorial Review Board**

- John L. Adrian, Auburn University
- David Barber, University of Florida
- John R. Brooker, University of Tennessee
- Mark Brown, University of Florida
- Jarvis L. Cain, University of Maryland
- Oral Capps, Jr., Texas A&M University
- Hsiang-tai Cheng, University of Maine
- James L. Corbett, Merrimack College
- George K. Criner, University of Maine
- Robert Degner, University of Florida
- David B. Eastwood, University of Tennessee
- Edmund A. Estes, North Carolina State University
- Ramu Govindasamy, Rutgers University
- Wesley Harrison, University of Tennessee
- Rodney Holcomb, Oklahoma State University
- Lisa House, Mississippi State University
- Darren Hudson, Mississippi State University
- Richard Kilmer, University of Florida
- Ronald B. Larson, Western Michigan University
- Rodolfo M. Nayga, Jr., Texas A&M University
- Desmond O'Rourke, Washington State University
- John Park, Cornell University
- Paul Patterson, Arizona State University-East
- Dixie Reaves, Virginia Tech
- Alvin R. Schupp, Louisiana State University
- Ulrich C. Toensmeyer, University of Delaware
- P. J. van Blokland, University of Florida
- Allen Wysocki, University of Florida



***Journal of Food Distribution Research***  
**Volume XXXI, Number 3**  
**November 2000**

**CONTENTS**

**Pages**

***JFDR Articles***

Marketing and Logistics Assistance Needs of Food Processors .....	1-10
<i>Kim Jensen and Greg Pompelli</i>	
Relationships Between Produce Supply Firms and Retailers in the New Food Supply Chain .....	11-20
<i>Jill J. McCluskey and A. Desmond O'Rourke</i>	
Export Demand for U.S. Walnuts: Impacts of U.S. Export Promotion Programs .....	21-27
<i>I.M. Onunkwo and J.E. Epperson</i>	
Influence of Product Attributes and Household Characteristics on Consumers' Attitude Toward and Purchase Pattern of In-shell Peanuts .....	28-36
<i>Arbindra P. Rimal and Stanley M. Fletcher</i>	
Trout Steaks: Consumer Perceptions of a New Food Item .....	37-48
<i>Siddhartha Dasgupta, John Foltz, and Bonnie Jacobsen</i>	
<b><i>Cooperative Regional Research Project S-222</i></b>	
Supply Chain Management for Industry Competitiveness: Case Examples From the Tart Cherry Industry .....	49-52
<i>Donald Ricks</i>	
Supply Chain Management: Past and Future .....	53-55
<i>Allen F. Wysocki</i>	
Competitiveness and Access to Produce Markets for Smaller-Volume Tennessee Producers .....	56-58
<i>John R. Brooker</i>	

*Published by*



