

2022 National Agricultural Marketing Summit

Growing Our Communities Together

October 23-25, 2022

Hilton Pensacola Beach

12 Via De Luna Drive, Pensacola Beach, Florida 32561

Reservations can be made through weblink or phone

<https://www.my-event.hilton.com/fooddistributionresearchsociety/>

1-850-916-2999

Track Sessions: (assigned to draft a session description)

Qualtrics form for call for proposals: https://iastate.qualtrics.com/jfe/form/SV_eWqphZeDXShVJjg

1. **Equitable & Inclusive Food Market:** explores the evolution of agriculture and our food systems over the last century with a focus on equity and inclusion. Presenters will discuss institutional norms, government policy, and accepted practices that have guided the food market structure. Discussions may examine equity and inclusion through a myriad of perspectives including ethnicity, social, market channels, and scale of production.
2. **Marketing and Business Innovation:** highlights the technological adaptations and advancements in agricultural marketing, business development and sustainability. Topics may address strategies to pivot online, creative sales platforms, new business services, dynamic business models and unique customer engagement techniques. These presentations will explore alternate and successful strategies across the dynamic food marketing and business sector.
3. **Building Partnerships & Community Collaboration:** features high impact efforts related to agriculture entrepreneurship or food systems development that were successful, in part, to partnerships and collaborations. Sessions will share efforts to promote and involve public/ private partnerships and non-traditional collaborations.
4. **Market Research, Trends and Impact:** explores emerging trends and data analytics across agriculture and food markets which detail new resources and advancements across the industry. Discussions will include applicability of market data whether through visualization, feasibility, and research, and/or stakeholder empowerment with data collection methodologies
5. **Successful approaches to managing marketing risk (ERME sponsored):** highlights successful approaches to managing value added marketing issues around third-party risk or supply chain shocks. Success stories include use of contracts, insurance, and/or product/market channel diversification strategies.

Sunday – Oct. 23

Pre-sessions

FDRS board meeting
Market Maker Training

S-1088 meeting
Market Maker partner meeting

4:00 Registration Open
6:00 Welcome Reception

Monday – Oct 24

8:00 Registration Open

8:00 a.m.	FDRS Researcher Session I
9:45 a.m.	FDRS Researcher Session II
11:30 a.m.	FDRS Researcher Luncheon
1:30 p.m.	Welcome & Opening Plenary Session
3:00 p.m.	Exhibitor & Poster Session
3:30 p.m.	Plenary Session II
4:15 p.m.	Exhibitor & Poster Session
6:00 p.m.	Summit Reception and Awards Banquet

Tuesday – Oct 25

7:45 a.m.	Breakfast
8:30 a.m.	Plenary Session III
9:30 a.m.	Concurrent Sessions I
10:30	Break
10:45 a.m.	Concurrent Track Sessions II
11:45 a.m.	Exhibit and Poster Session
Noon	Summit Luncheon- interactive session
1:30 p.m.	Concurrent track sessions III
2:30 p.m.	Exhibit & Poster Session
3:00 p.m.	Closing Plenary Session IV

4:00 p.m. AgSummit Closing Networking Event