

**BRANDED AND GENERIC DAIRY PROMOTION:
NEW STRATEGIES, NEW METHODS**

Friday, March 14, 2008

Continental Breakfast 7:30 – 8:30 AM

Session I: 8:30 AM – 10:00 AM

**Market Structure, Product Differentiation, and Generic
Commodity Promotion**

Advertising Spillovers and Market Concentration

George Norman, Tufts University

Lynne M. Pepall, Tufts University

Daniel J. Richard, Tufts University

*Generic Advertising in Oligopoly: Demand Shift, Rotation, and
Free Riding Effects*

Yuqing Zheng, Cornell University

Harry M. Kaiser, Cornell University

Talia Bar, Cornell University

*Willingness to Pay for Beef Quality and Country Equity in the
Korean Beef Market*

Chanjin Chung, Oklahoma State University

Jonghoon Kim, Korean Ministry of Agriculture and Forestry

BREAK 10:00 AM

Session II: 10:30 AM – 12:00 PM

Evaluating Alternative Uses of Check-off Funds

*Returns to Pork Producers from Marketing and Production
Research*

Michael K. Wohlgenant, North Carolina State University

Chen Zhen, Research Triangle Institute

Nicholas E. Piggott, North Carolina State University

Robert H. Beach, Research Triangle Institute

Generic Advertising vs Non-Advertising Marketing

Yuqing Zheng, Cornell University

Harry M. Kaiser, Cornell University

*A New Framework for Evaluating Commodity Promotion
Programs: What Can We Learn from Disaggregate Data?*

Lan Li, Cornell University

Hoy F. Carman, University of California, Davis

Richard J. Sexton, University of California, Davis

DISCUSSION

LUNCH 12:00 PM – 1:00 PM

Session III: 1:00 PM – 2:30 PM

Spill-over Effects of Promotion

*Impact of Pork Advertising on U.S. Meat Demand in the
Presence of Competing Beef Advertising and Food Safety Events*

Nicholas E. Piggott, North Carolina State University

Chen Zhen, Research Triangle Institute

Robert H. Beach, Research Triangle Institute

Michael K. Wohlgenant, North Carolina State University

Cross-market Effects in Generic Dairy Advertising

Metin Cakir, Purdue University

Joseph V. Balagtas, Purdue University

Harry M. Kaiser, Cornell University

John A.L. Cranfield, University of Guelph

Halo Effects of US Export Grain Promotion

Pimbucha Rusmevichientong, Cornell University

Harry M. Kaiser, Cornell University

Session IV: 3:00 PM—

Golf Outing/Visit Local Attractions

Reception: 6:30-7:30PM

Saturday, March 15, 2008

7:30 – 8:30 Continental Breakfast

Session V: 8:30 – 10:30.

**Successes and Challenges of Commodity Promotion—
Industry Perspectives**

The U.S. Sugar Association

Michelle Miller, U.S. Sugar Association

The Florida Department of Citrus

Bob Norberg, Florida Department of Citrus

*An empirical evaluation of state-sponsored promotion
programs*

Michael Lau, Sam Houston State University

DISCUSSION

10:30AM COFFEE BREAK

11:00 AM NEC-63 Business Meeting

1:00 PM Golf Outing (if interest)

Planning Committee

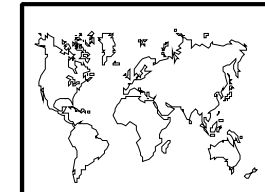
Joseph V. Balagtas, Purdue

Harry Kaiser, Cornell

**THE ECONOMICS OF COMMODITY
CHECKOFF PROGRAMS**

**NEC-63 Commodity Promotion
Research Committee**

**NEC
63**



March 14-15, 2008

**Hilton Oceanfront Resort
Hilton Head, South Carolina**