

Conference Committee

Shida Henneberry –
Oklahoma State University
Conference Chair & NEC-63 Chair

Joe Parcell –
University of Missouri
FAMPS Chair

Joseph Balagtas –
Purdue University
NEC-63 Vice-Chairman

Yuqing Zheng
Cornell University
NEC-63 Secretary / Treasurer

Harry M. Kaiser –
Cornell University

John Mengel –
USDA, AMS

Chanjin Chung –
Oklahoma State University

Anita S. Vogel –
Cornell University

SPRING 2009 CONFERENCE

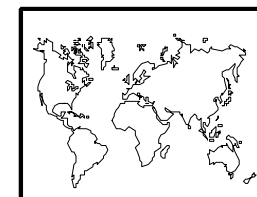
**(NEC-63) Commodity Promotion
Research Committee**

AND

**(FAMPS) Food and Agricultural Policy
Section of the
Agricultural and Applied Economics
Association**

**PROMOTION THROUGH CONSUMER
INFORMATION ON FOOD CREDENCE
ATTRIBUTES**

**NEC
63**



**(FAMPS Reception)
Sunday, February 1, 2009**

February 2 – 3, 2009

**Hotel Del Coronado
Coronado Island, California**

SUNDAY, FEBRUARY 1, 2009 – HANOVER ROOM

FAMPS Reception

5:00 – 7:00 PM

MONDAY, FEBRUARY 2, 2009 – SUNSET ROOM

7:00 – 8:00 AM Continental Breakfast & Registration

7:00 – 8:00 AM NEC-63 Business Meeting

8:00 AM – Welcome and Introduction

Shida Henneberry - Oklahoma State University

**8:10 AM – Policy Issues in Federal Programs Affecting
Agricultural and Food Marketing.**

Walt Armbruster, President Emeritus, Farm Foundation

**8:30 AM – Current Challenges in Commodity Promotion
Faced by the Agricultural and Food Industries**

Moderator: Harry Kaiser – Cornell University

- Melanie Miller, Sugar Association
- Todd Dittman, Dairy Management, Inc.
- Bob Norberg, Florida Department of Citrus
- Paul Hargreaves, BC Dairy Foundation
- Raj Kapoor, Assocom-India Pvt. Ltd

10:00 – 10:30 AM BREAK

10:30 AM – 12:00 PM Concurrent Paper Sessions I & II

***see insert**

12:00 PM - 1:00 PM LUNCH

1:30 PM – 3:00 PM Concurrent Paper Sessions III & IV

***see insert**

3:00 PM - 3:30 PM BREAK

3:30 PM Concurrent Paper Sessions V & VI

***see insert**

TUESDAY, FEBRUARY 3, 2009

7:00 – 8:00 AM Continental Breakfast – Sunset Room

8:30 AM – Paper Sessions VII - Palm Room

10:00 – 10:30 AM BREAK

10:30 AM - 11:30 AM Paper Sessions VII

12:00 PM Adjourn

Monday, February 2, 10:30 AM -12:00 PM

Session I – Palm Room Organic and rbst-free Foods
Moderator: John Mengel, AMS, USDA
Non-rbst Volunteer Labeling Joe Balagtas, Purdue University
Organic and Locally Grown Bradley Rickard, Cornell University Jennifer James, California Polytechnic State University
Rbst-free fluid milk labeling Lan Li and Harry Kaiser, Cornell University
Challenges Facing Organic Produce in Texas Michael Lau, Roger Hanagriff, Douglas Constance and Mary York Sam Houston State University and Texas Department of Agriculture

Monday, February 2, 1:30PM - 3:00 PM

Session III – Palm Room Animal Welfare
Moderator: Joseph Balagtas, Purdue University
Willingness to Pay for Animal Welfare Foods: Canadian Eggs John Cranfield, University of Guelph
USDA Surveillance of Animal Handling Glynn Tonsor and Christopher Wolf, Michigan State University
Strategic Responses to Animal Welfare Issues Ross Bowmar & Hamish Gow Michigan State University
Willingness to Pay for Eggs in Canada Vic Adamowicz, Ellen Goddard, Tomas Nilsson, Patrycja Romanowska – University of Alberta

Monday, February 2, 10:30 AM -12:00 PM

Session II – Point Room Food Labeling and Promotion
Moderator: Joe Parcell, University of Missouri
Florida OJ Advertising Arthur Thomas, Marketing Accountability Partnership
Flu/Cold Incidents & OJ Promotion Jonq-Ying Lee and Mark Brown Florida Department of Citrus
Welfare Analysis of Meat Promotion Effectiveness Shida Henneberry, Joao Mutondo, and Wade Brorsen Oklahoma State University
Willingness to Pay for Social Marketing Attributes Across Products Jill McCluskey, Catherine Durham, and Brady Horn Washington State University and Oregon State University

Monday, February 2, 1:30PM - 3:00 PM

Session IV – Pointe Room Country of Origin Labeling
Moderator: Shida Henneberry, Oklahoma State University
Effects of Country-of-Origin Labeling in the U.S. Meat Industry with Imperfectly Competitive Processors Chanjin Chung, Tong Zhang, Derrell Peel Oklahoma State University
Implications of Country-of-Origin Labeling on U.S. Shrimp Trade Siny Joseph, Nathalie Lavoie, Julie Caswell University of Massachusetts - Amherst
Country-of-Origin Labeling: Evaluating the Impacts of U.S. and World Markets Keithly Jones, Agapi Somwaru and James B. Whitaker Economics Research Service, USDA
Effectiveness of the EU Certificates in Consumer Evaluation Maria Caremla Aprile, Giuseppe Gallina, University of Naples

Monday, February 2, 3:30PM - 4:45 PM

Session V – Palm Room Disease Outbreak Impacts
Moderator: Jill McCluskey Washington State University
Willingness to Pay for Traceability: Quebec Cattle Sebastien Pouliot and Daniel Sumner University of California- Davis
Welfare Impacts of BSE-Driven Trade Bans Joao Mutondo, Wade Brorsen and Shida Henneberry Oklahoma State University
Dairy-borne Disease Outbreak and Milk Demand Yuqing Zheng and Harry Kaiser Cornell University

Tuesday, February 3, 8:30 AM-10:00 AM

Session VII – Palm Room Organics, Quality Reputation, and Brand Names
Moderator: Glenn Tonsor, Michigan State University
Labeling, Quality and Reputation in the California Wine Market Marco Costanigro and Jill McCluskey Colorado St. University and Washington State University
Transition to Organic Production Richard Volpe, University of California - Davis
Sustainably Produced Labels on Beef, Tomato and Apple Glynn Tonsor and Robert Shupp, Michigan State University
Brand Names, Habit Formation & Delayed Resolution of Uncertainty in the Modern Market of Food Trenton Smith, Hayley Chouinard and Philip Wandschneider Washington State University

Monday, February 2, 3:30PM - 4:45 PM

Session VI – Pointe Room Health Promotion, Nutrition Labels, & Health Claims
Moderator: Chanjin Chung Oklahoma State University
Documenting Food Safety Claims Ji Li and Neal Hooker Ohio State University
The Stigma Effect of BSE on Beef Demand Collin Payne, Kent Messer and Harry Kaiser Cornell University
Who We Are Dictates What We Eat: Gender-Specific Kenny Chan, Dan Pence, Annette Levi, Todd Lone and Stephanie Bianco-Simeral California State-Chico

Tuesday, February 3, 10:30 AM-11:30 AM

Session VIII – Palm Room Quality Assurance
Moderator: Ellen Goddard, University of Alberta
Third-Party Certification, Food Standards and Quality Assurance in Supply Chains Sven Anders and Diogo Monteiro University of Alberta
Signaling Credence Attributes Quality: Implications for Branding Agri-Food Products Domenico Dentoni and Glynn Tonsor Michigan State University