



AAEA's

Food & Agricultural Marketing  
Policy Section

Emerging Roles for Food Labels:  
Inform, Protect, Persuade  
March 20-21, 2003

*The Westin Grand Hotel*

*Washington, D.C.*

# Food & Agricultural Marketing Policy Section 2003 Conference

A conference organized by the Food & Agricultural Marketing Policy Section of the American Agricultural Economics Association in partnership with AMS/USDA, Farm Foundation, and NEC-63 Commodity Promotion Research Committee.

**Thursday, March 20**

**8:00 a.m. .... Washington Ballroom Foyer  
CONTINENTAL BREAKFAST**

**8:30 a.m. .... Washington Ballroom  
OVERVIEW**

## Welcome and Introduction

FAMPS Chair: Shida Henneberry, Oklahoma State University



Shida R. Henneberry is a Professor in the department of agricultural economics and a faculty of the School of International Studies at Oklahoma State University. She holds a Ph.D. and M.S. from Iowa State University. Her major research focuses in the areas of agricultural market development, demand analysis, international trade and development. She has conducted research and published in the areas of the impact and effectiveness of government export promotion

activities and the economic effects of free trade agreements. She currently teaches undergraduate and graduate level courses in international agricultural policy and development. She currently chairs the Food and Agricultural Marketing Policy Section of the AAEA.

## Policy and Economic Issues

Kenneth C. Clayton, USDA-AMS



Kenneth C. Clayton is the Associate Administrator of the Agricultural Marketing Service, U.S. Department of Agriculture (USDA). He is responsible for a wide range of programs that facilitate the domestic and international marketing of U.S. agricultural products.

Programs under Dr. Clayton's direction include a variety of fee-for-service, agricultural and food product certification activities; daily commodity price reporting for U.S. and foreign markets; oversight of industry-funded research and promotion programs; regulatory programs that ensure fair trade practices in agricultural markets; and procurement of commodities, including fruits and vegetables, meat, poultry, fish and egg products, for the national school lunch and other federal food and nutrition programs.

Dr. Clayton has served as Acting Assistant Secretary and Acting Deputy Assistant Secretary at USDA. He also has held several leadership

positions with USDA's Economic Research Service and served as Senior Economist, Office of the U.S. Trade Representative. For several years, he served as Chair of the Committee on Agriculture at the Organization for Economic Cooperation and Development. Prior to his government service, Dr. Clayton held a faculty appointment at the University of Florida.

**Consumer Response to Food Labeling**

Jill McCluskey, Washington State University and Maria Loureiro, Colorado State University



Jill J. McCluskey is Assistant Professor of Agricultural and Resource Economics and Food Policy Fellow at the IM-PACT Center at Washington State University (WSU). Dr. McCluskey's research focuses on consumer demand for food quality and information and environmental quality. Her publications, relevant to food labeling, include articles on genetically modified (GM) food, eco-labels, organic foods, and Protected Geographical Identification Labeling. Dr.

McCluskey has published twenty peer-reviewed journal articles, including a paper forthcoming in the *Review of Economics and Statistics*. She has written consulting reports and provided expert testimony on biotechnology, environmental, and market structure issues. Dr. McCluskey teaches undergraduate agricultural marketing and Ph.D. microeconomic theory. She received her Ph.D. in 1998 from the University of California, Berkeley.

**Questions and Answers**

**9:30 a.m. .... Washington Ballroom Foyer  
BREAK**

**9:45 a.m. .... Washington Ballroom  
CURRENT ECONOMIC AND POLICY ISSUES**  
Moderator: Warren Preston, USDA-AMS

**Mandatory Process Based Labeling: To Serve Whom and at What Cost?**

Alan McHughen, University of California, Riverside



Alan McHughen is a public sector educator, scientist and consumer advocate. After earning his doctorate at Oxford University and lecturing at Yale University, Dr. McHughen spent twenty years as Professor and Senior Research Scientist at the University of Saskatchewan before joining the University of California, Riverside. A molecular geneticist with an interest in crop improvement, he has helped develop U.S. and Canadian regulations covering the environmental release of plants with novel traits. He also served on recent NAS and OECD panels investigating the environmental and health effects of genetically modified organisms. Having developed internationally-approved

developmental release of plants with novel traits. He also served on recent NAS and OECD panels investigating the environmental and health effects of genetically modified organisms. Having developed internationally-approved

commercial crop varieties using both conventional breeding and genetic engineering techniques, he has first-hand experience with issues from both sides of the regulatory process, covering both recombinant DNA and conventional breeding technologies. As an educator and consumer advocate, he helps non-scientists understand the environmental and health impacts of both modern and traditional methods of food production. His award-winning book, *Pandora's Picnic Basket; The Potential and Hazards of Genetically Modified Foods*, uses understandable, consumer-friendly language to uncover the myths and explore the genuine risks of genetic modification technology.

### **Food Labeling and Advertising: Regulatory Issues and Evidence**

Pauline Ippolito, Federal Trade Commission



Pauline M. Ippolito is currently the Associate Director for the Bureau of Economics of the Federal Trade Commission. She has held a variety of management and staff positions since joining the FTC staff. Her research interests include the economics of risk and information in consumer good markets and the design of public policy for advertising and labeling. In recent years, she has focused on the role of advertising and information in food markets and has been active in assessing the debates about the best policies towards health-related claims for food products.

## **4 Experiences with Labeling**

Deborah Kane, Food Alliance



Deborah Kane is the Executive Director of Food Alliance, an organization dedicated to promoting expanded use of sustainable agricultural practices using market-based incentives. To accomplish its mission, and to recognize and reward farmers who use sustainable agriculture practices, Food Alliance operates a labeling and certification program. Much like the Good Housekeeping seal of approval, consumers look for Food Alliance's seal in grocery stores, farmers markets, and roadside stands in 20 states across the country. Incorporated as a non-profit organization in 1997, Food Alliance has quickly established itself as a leader in the field of sustainable agriculture marketing and consumer education.

Deborah received a B.A. from the University of Virginia, and an M.S. in Conservation Ecology and Sustainable Development, with an emphasis on sustainable agriculture, from the University of Georgia.

## FDA Policy and Food Labels

Richard Williams, U.S. Food and Drug Administration



Dr. Williams is currently serving as the Director, Division of Market Studies within the Food and Drug Administration's Center for Food Safety and Applied Nutrition (CFSAN). In this position, he supervises the research of economists, physicians, epidemiologists, psychologists, sociologists and nutritionists who play leading roles in both risk assessment and cost-benefit analysis. In his 22 years at CFSAN, Dr. Williams has become the FDA's spokesperson

for the economics of food safety and the integration of risk assessment and cost-benefit analysis, as well as an expert on the economics of food labeling. Dr. Williams has published in numerous interdisciplinary journals including the *Journal of Policy Analysis and Management*, the *American Journal of Public Health*, *Papers and Proceedings of the Journal of Risk Analysis* and the *American Journal of Agricultural Economics*, *Revue Scientifique et Technique* contributed book chapters, and has given over 40 speeches in food safety, labeling and risk analysis topics.

## The Tuna-Dolphin War

Bill Snape, Defenders of Wildlife

William J. (Bill) Snape, III is vice president and chief counsel at Defenders of Wildlife, a biodiversity advocacy group with approximately 1,000,000 members and supporters, dedicated to protecting plants and animals in their native ecosystems. In this capacity, he manages all domestic and international legal programs, provides legal counsel on all program policy, and directs the organization's litigation before various courts and tribunals. Snape is the author of numerous articles on natural resources policy, and is the editor of *Biodiversity and the Law*, published in 1996 by Island Press. Snape has taught at several law schools, including George Washington University, Georgetown University, and the University of Pennsylvania. He is formerly an adjunct professor at the University of Baltimore School of Law, and still serves as an advisor for the school's *Environmental Law Journal*. Snape is a Phi Beta Kappa graduate of the University of California, Los Angeles (UCLA) with a B.A. in History, *magna cum laude*, and received his J.D. from George Washington University, where he was president of the Environmental Law Society. He serves on the board for U.S. Endangered Species Coalition, the Institute for Journalism & Natural Resources and WildCanada.Net.

## Questions and Answers

11:45 a.m. .... The Promenade  
LUNCH

1:00 p.m. .... Washington Ballroom

**COUNTRY-OF-ORIGIN LABELING (COOL)**

Moderator: Walt Armbruster, Farm Foundation

**Overview of COOL Voluntary Guidelines and Regulatory Issues**

Barry L. Carpenter, USDA-AMS



Barry L. Carpenter is the Deputy Administrator of the Livestock and Seed Program, Agricultural Marketing Service. The Livestock and Seed Program is responsible for reporting livestock and grain market news; developing standards for meat, cattle, swine, and wool; meat grading and certification; purchasing red meats and fish for the Federal feeding programs; monitoring the research and promotion activities for the American Lamb Board, Mohair Council of America,

Cattlemen’s Beef Promotion and Research Board, National Pork Board, and the United Soybean Board; and enforcing the Federal Seed Act. He has represented the United States on the United Nations Economic Commission for Europe’s Committee on Agriculture since 1990 and has chaired the Specialized Section on the Standardization of Meat since 1994.

Almost his entire career has been with the Department of Agriculture in the Livestock and Seed Program. He started as a meat grader in Oklahoma City, Oklahoma, in 1970. He served in a number of field locations for the Meat Grading and Certification Branch before relocating to Washington, D.C. in 1979. He also served as Chief of the Dairy Grading and Standardization Branch for 1½ years. He was named Deputy Administrator of the Livestock and Seed Program on November 14, 1993.

In 1999, President Clinton presented Barry with the Presidential Rank Award—Meritorious Executive, and in February 2000, he received the National Meat Association’s prestigious E. Floyd Forbes Award for his contributions to the livestock and meat industry. Barry is a graduate of the University of Florida where he received a degree in animal science.

**Producer Expectations for COOL**

Jay Miller, Ranchers-Cattlemen Action Legal Fund, United Stockgrowers of America



Jay Miller grew up on a diversified Purebred Angus operation in Washington, Va. He received a Bachelor of Science in Animal Science from Virginia Tech and was a team member in the 1978 National Champion Beef Judging Team. He was the Manager of Ladder Canyon Ranch in Dillon Montana, a 45,000 acre ranch 1,000 cow operation producing irrigated hay, wheat and barley. He is Past President of Garden Creek Stock Association, Board Member Virginia Angus As-

sociation. Currently, Miller is a partner in his family's purebred operation, Ginger Hill Angus, founded in 1957. Additionally, he runs 500 mother, producing seed stock and bulls for commercial customers nationwide.

### **Retailer Expectations for COOL**

Tim Hammonds, Food Marketing Institute



Dr. Tim Hammonds is President and CEO of the Food Marketing Institute. He holds a B.S., M.B.A. and Ph.D. from Cornell University. Before joining FMI, Dr. Hammonds was a tenured member of the Department of Agricultural Economics at Oregon State University where he taught courses in agricultural economics, managerial economics and advanced statistics. He was named the outstanding teacher in the School of Agriculture for 1972-73. FMI is a non-profit association

conducting new programs in research, education, industry relations and public affairs on behalf of its 2,300 member companies—food retailers and wholesalers—in the United States and around the world.

### **Country-of-Origin Labeling of Beef Products: U.S. Consumers' Perceptions**

Wendy Umberger, Dillon Feuz and Chris Calkins, Colorado State University



Wendy Umberger is an Assistant Professor in the Department of Agricultural and Resource Economics at Colorado State University. Her research focuses on consumer preferences for beef attributes and beef production economics. Wendy's extension work includes workshops on agribusiness marketing and management. Additionally, she teaches courses in agricultural production economics and integrated resource management. Prior to joining CSU in 2001, Wendy was a USDA National Needs Agribusiness Fellow and received her Ph.D. from the University of Nebraska-Lincoln. She earned a B.S. in animal science and M.S. in Economics from South Dakota State University. Wendy was raised on a cattle ranch in South Dakota.

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### **Questions and Answers**

**2:30 p.m. .... Washington Ballroom Foyer  
BREAK**

**3:00 p.m. .... Washington Ballroom  
EFFECTIVENESS OF FOOD LABELS ON SALES AND  
CONSUMERS' DIETS**

Moderator: Harry Kaiser, Cornell University

## **Importance of EU Label Requirements: An Application of Ordered Probit Models to Belgium Beef Labels**

Ronald Ward, University of Florida and Wim Verbeke, University of Gent, Belgium



Ronald Ward holds a Ph.D. and M.S. from Iowa State University and a B.S. from the University of Tennessee. His major research focus is with commodity promotions and information issues, working with many of the major commodity check-off programs ranging from beef to fresh-cut flowers. Ron has ongoing collaborative activities with several European Universities and organizations, and he lectures in Zaragoza, Spain on a periodic basis. He teaches econometrics and industrial organizations courses at the University.

## **The Battle of Taste Buds and Environmental Convictions: Which Drives the Demand for Ecolabeled Seafood?**

Cathy Roheim and Holger Donath, University of Rhode Island



Cathy A. Roheim is Professor of Environmental and Natural Resource Economics, and Associate Dean for Research and Outreach in the College of the Environment and Life Sciences at the University of Rhode Island. She received her Ph.D. in agricultural economics at the University of California in Davis. Her most recent research focus has been in determining market demand for ecolabeled seafood and effectiveness of this market-based incentive on promoting sustainable fisheries. Dr. Roheim has served on the National Advisory Committee to the Commission for Environmental Cooperation. She has published numerous papers in peer-reviewed journals, and presented keynote addresses in Spain, Iceland, Norway, Peru and Korea.

## **Nutritional Labels, Health Claims, and Consumers' Diets**

Rudolfo M. Nayga, Texas A&M University



Rudy Nayga's research and consulting interests are focused on obtaining an understanding of how emerging consumer issues affect food and nutrient consumption/demand and public policies. Current and recent topics include GMOs, irradiated foods, health claims, nutritional label use and diet quality; intra-household time/resource allocation and children's dietary behavior, economics of food safety, food away from home and prepared foods. Prior to joining Texas A&M, he was a faculty member at Massey University, New Zealand for about a year and at Rutgers University, New Jersey for 4 years. In spring 2001, he was a visiting professor and Fulbright Fellow at Wageningen University, The Netherlands.

## **Questions and Answers**

**8:00 a.m. .... Washington Ballroom Foyer  
CONTINENTAL BREAKFAST**

**8:30 a.m. .... Washington Ballroom  
INTRA- AND INTER-COUNTRY ECONOMIC IMPACTS OF  
FOOD LABELING REQUIREMENTS**

Moderator: Henry Kinnucan, Auburn University

**Economic Implications of Food Labeling**

John Crespi, Kansas State University & Stephan Marette, INRA, France



Stéphan Marette is a public sector economist. After earning his doctorate at Université Paris X Nanterre and visiting at UC Davis in 1997, Dr Stéphan Marette is now Economist at the Institut National de la Recherche Agronomique, Paris, France. His research focuses on market regulation. He wrote different papers on labeling, liability and competition policy in the agribusiness sector. He also participated in some OECD and French Ministries report investigating the link between environmental/health regulations and the markets mechanisms.

**Non-tariff Trade Barriers and Consumer Information**

Jean-Christophe Bureau and Egizio Valceschini, INRA, France



Jean-Christophe Bureau is Professor of economics at the Institut National Agronomique in Paris. He also chairs the department of public economics at INRA (the French institute for agricultural research) and is in charge of agriculture and environment at the Council of Economic Analysis of the French Prime Minister. JC Bureau spent a year and a half as a visiting scholar at the Economic Research Service of the U.S. Department of Agriculture, six months at Iowa State University. He worked previously for the OECD in Paris and the French ministry of finances. He received a doctorate in economics from the University of Paris 1- Pantheon-Sorbonne in 1986. His topic of interests are the common agricultural policy and international trade.

## Marketing of Safe Foods through Labeling

Jutta Roosen, University of Kiel, Germany



Jutta Roosen is a professor at the Department of Food Economics and Consumption Studies at the University of Kiel where she leads a research group on household and consumer-oriented health economics. Her current research focuses on consumer perception of food safety risks and willingness-to-pay studies. Other interests lie in empirical analyses of decisions under uncertainty. Before joining the University of Kiel, she was an assistant professor at the University of Louvain.

She holds a M.A. in agricultural economics from Washington State University and a Ph.D. in economics from Iowa State University.

## The Role of Advertising, Collective Action and Labeling in the European Wine Markets

Angelo Zago, Università di Verona, Italy and Stephan Marette, INRA, France



Angelo Zago is currently working as an Assistant Professor in the Department of Economics at the University of Verona in Italy. Angelo received his undergraduate degree *Summa Cum Laude* in agricultural sciences at the University of Bologna in 1988. He received a Doctorate in agricultural economics from the University of Trento, Italy, in 1996.

Following in 1999, Angelo received his Masters in agricultural and resource economics from the University of Maryland at College Park. He is currently a Ph.D. candidate at the University of Maryland, College Park, studying in the Department of Agricultural and Resource Economics. The dissertation that Angelo is currently finishing is entitled, "Self-Regulation in Agricultural Markets. Three Essays on the Economics of Incentives." He also has research experience in: advertising and collective action; quality and risk; and, endogenous membership in mixed duopsonies.

## Questions and Answers

10:00 a.m. .... Washington Ballroom Foyer  
**BREAK**

10:30 a.m. .... Washington Ballroom

**CHALLENGES AND OPPORTUNITIES**

Moderator: Shida Henneberry, Oklahoma State University

**Policy and Research Challenges**

Neil Conklin, USDA- ERS



Neilson C. Conklin is currently the Director of the Market and Trade Economics Division in the U.S. Department of Agriculture’s Economic Research Service. The Market and Trade Economics Division is provides a broad range of economic research and analysis on global agricultural markets. Prior to assuming his current position, Dr. Conklin was Chief Economist at the Farm Credit Council, a trade association representing the Farm Credit System. Neil has also

served as Chief of the Agriculture Branch at the Office of Management and Budget and on the faculties of Colorado State University, The University of Arizona, and Arizona State University.

Neil received a Ph.D. in agricultural and applied economics from the University of Minnesota. He also holds an M.S. degree in agricultural economics from the University of Wyoming and a B.A. in history from Castleton State College in Vermont.

11:30 a.m. .... The Cafe on M

**Business Meetings of FAMPS and NEC-63**

**Conference Planning Committee**

**Shida Henneberry, Conference Chair**

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**SPATIAL INEQUALITY:**  
Continuity and Change in Territorial Stratification

**AAEA Annual Meeting  
July 27-30, 2003  
Montreal, Quebec**

Don't miss your opportunity to take part in this joint meeting with the Rural Sociological Society and the Canadian Agricultural Economics Society! The meeting is co-sponsored by the Association of Environmental and Resource Economists.

All meeting attendees will enjoy the expanded educational opportunities that are available *only* through this joint meeting.

Registration materials will be in your mailbox soon! Check out AAEA On-line at [www.aaea.org](http://www.aaea.org) for up-to-the-minute Annual Meeting information.

See you in Montreal!