Mission

The Food Marketing Policy Center conducts research on food and agricultural marketing and related policy questions. It facilitates research by maintaining large scale data bases and a visiting research scholars program. The general intent is to provide information that can contribute to improved performance of the food production and marketing system. Key users include farmer and consumer organizations, agribusiness firms, public agencies, state legislatures, and the U.S. Congress.

Tel. (860) 486-1927
FAX (860) 486-2461

fmpc@uconn.edu
http://www.fmpc.uconn.edu

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Food Marketing Policy Center Staff and Researchers—UConn and UMass

Ronald W. Cotterill, Director
Ronald.Cotterill@uconn.edu

Julie A. Caswell (UMass)
Caswell@resecon.umass.edu

Robert J. Johnston
Robert.Johnston@uconn.edu

Nathalie Lavoie (UMass)
Lavoie@resecon.umass.edu

Qihong Liu (UMass)
qiliu@resecon.umass.edu

Rigoberto A. Lopez
Rigoberto.Lopez@uconn.edu

Adam N. Rabinowitz (Research Assistant)
Adam.Rabinowitz@uconn.edu

Larraine Knight (Secretary)
Larraine.Knight@uconn.edu

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Cooperating Research Personnel at Other Universities

Tirtha Dhar, Assistant Professor (Marketing), Sauder School of Business, University of British Columbia, Vancouver, BC, Canada.

Avi Goldfarb, Assistant Professor (Marketing), University of Toronto School of Business, Canada.

Christian Rojas, Ph.D. student, Dept. of Economics/Agricultural Economics, Virginia Tech.

Bart Bronnenberg, Associate Professor of Marketing, The Anderson School at UCLA.

Jason P. Hulbert, Ph.D. student, Dept. of Economics, University of Virginia, Charlottesville.

Cathy Roheim, Professor, Environmental and Natural Resource Economics, University of Rhode Island, Kingston.

Personnel Changes

Adam David Rennhoff has completed his Ph.D. at the University of Virginia and is now an Assistant Professor in the Department of Economics and International Business, LeBow College of Business, Drexel University, Philadelphia, PA.

Maria Gonzalez, Research Associate, Agricultural Economics Branch, Agro-food Research and Technology Center, Zaragoza, Spain.

Workshop on “Economic Measures of Interventions” held at UMass

Twenty-five researchers from around the country and from the European Union gathered at UMass on December 2-3 for a workshop on food safety policy titled, “Economic Measures of Interventions.” The workshop was sponsored by the Food Safety Research Consortium (http://www.rff.org/fsrc/), a multi-disciplinary collaboration to improve public health. The Food Marketing Policy Center is a founding member of the consortium. The workshop’s goal was to develop an integrative modeling system approach for evaluating the effectiveness of interventions intended to improve public health by reducing foodborne safety risks. To contribute to successful risk management and prioritization of possible interventions, the workshop focused on the elements of a model that can successfully incorporate the technical effectiveness of interventions in reducing risk, the resulting benefits from improvements in public health, and the costs of intervention.

For more information on the workshop see: http://www.card.iastate.edu/food_safety/.

Food Marketing Policy Center Graduate Assistantships Available, Fall 2005

The Food Marketing Policy Center in the Department of Agricultural and Resource Economics has graduate assistantships available at the Ph.D. level. Students with interest in organization of food industries and one or more of the following: demand and price transmission analysis, comparative analysis of U.S. and European foods systems, cooperatives, industrial organization economics, or antitrust policy are encouraged to apply. Support will be for four years. For further information, please contact Ronald W. Cotterill, Director, Food Marketing Policy Center, Storrs, CT 06269-4021. Tel. (860) 486-2742, Fax (860) 486-2461, or Email: Ronald.Cotterill@uconn.edu.
**AGRIBUSINESS: An International Journal** update by R. W. Cotterill, Editor

*Agribusiness*, and more than a dozen other economic journals, are now available online to subscribers at (www.interscience.wiley.com). The journal is also indexed in Econlit.

Instructions for manuscript submissions are available by email: (FMPC@UCONN.EDU). Manuscripts are submitted electronically to the same address. Articles appearing in Issues No. 3 and 4, 2004 are as follows:

**Agribusiness 20(3) Summer 2004**


“Farmer-Owned Brands?” by Dermot J. Hayes, Sergio H. Lence, and Andrea Stoppa.


Book Review by K.C. Talukdar and S. Bhuyan


**Agribusiness 20(4) Autumn 2004**


“Information Asymmetry and the Role of Traceability Systems” by Jill E. Hobbs.

“New Market Groupings Based on Food Consumption Patterns” by Ronald B. Larson.

“Competitiveness and Consumer Preferences of U.S. Fruits in Taiwan” by Jane Lu Hsu and Joyce Jong-Wen Wann.

“Logistics and Supply Chain Strategies in Grain Exporting” by William W. Wilson, Donald C.E. Carlson, and Bruce L. Dahl.

“Cotton Producers’ Choice of Marketing Techniques” by Oscar Vergara, Keith H. Coble, Thomas O. Knight, George F. Patrick, and Alan E. Baquet.

“Assessing the Efficiency of Exchange Rate-Linked Subsidies (ERLS) for Non-Price Export Promotion: The Case of Cotton” by Laxmi Paudel, Murali Adhikari, Jack E. Houston, and Henry W. Kinnucan.


Book Review by William Knudson


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Activity Report

Ronald W. Cotterill  
(Ag. Econ., University of Connecticut)


Julie Caswell  
(Ag. Econ. University of Massachusetts)

Julie Caswell has been selected as one of four faculty members to participate in the Distinguished Faculty Lecture Series for 2004-2005 at the University of Massachusetts. She will give her lecture titled, “A Food Scare A Day: Why Aren’t We Better at Managing Dietary Risks?” on February 28. At that time she will be awarded the Chancellor’s Medal.

Julie Caswell gave an invited plenary presentation on Food Safety and Other Quality Attributes: A U.S. Perspective at the 5th Congresso de Economia Agraria, Asociación Española de Economia Agraria (Spanish Agricultural Economics Association), Santiago de Compostela, Spain, September 16, 2004.

Jason P. Hulbert  
(Dept. of Economics, University of Virginia)

Jason Hulbert is working on a paper titled, “A Dynamic Model of Multiproduct Firms: Advertising and Product Menu Choice in the Ready-to-Eat Cereal Industry” using cereal data provided by the Food Marketing Policy Center.

Robert J. Johnston  
(Ag. Econ., University of Connecticut)

Rob has been working with Cathy Roheim of the University of Rhode Island (Environmental and Natural Resource Economics) to complete the final report, “Consumer Preferences for Ecolabeled Seafood: Results of a Connecticut Survey.” Completion is scheduled for December, 2004.

Concurrently, Rob and Cathy have nearly completed a manuscript with a working title, “A Battle of Taste and Environmental Convictions for Ecolabeled Seafood: A Choice Experiment.” They anticipate submission of this paper to the Journal of Agricultural and Resource Economics within the next few weeks.

Based in part on the results of this work, Rob and Cathy will be submitting a preliminary proposal to Rhode Island Sea Grant to conduct further research regarding tradeoffs in seafood ecolabeling. Papers are also being planned for submission to the 2005 meetings of the American Agricultural Economics Association in Providence, Rhode Island.

Nathalie Lavoie  
(Ag. Econ. University of Massachusetts)


Nathalie Lavoie presented, “Pricing-to-Market: Price Discrimination or Product Differentiation?” at an invited seminar at the University of Nebraska, Lincoln on October 15, 2004 (paper joint with Qihong Liu).
Ricky Volpe is working on a master’s thesis entitled, “The Impact of Wal-Mart Supercenters on Grocery Prices in New England.” The committee consists of Nathalie Lavioie (chair), Ron Cotterill (member), and Dan Lass (member).

**Qihong Liu**
*(Ag. Econ., University of Massachusetts)*

Qihong Liu attended the American Agricultural Economics Association meeting, Denver, Colorado, August 2004.

**Rigoberto Lopez**
*(Ag. Econ., University of Connecticut)*


Sylvie Tchumtchoua (Ph.D. student) and Rigoberto Lopez finished the first draft of a report on community food security in Connecticut which has been supported by a USDA project managed by the Hartford Food System with supplementary support from the Center.


**Christian Rojas**
*(Dept. of. Economics, Virginia Tech)*

Christian Rojas and Everett Peterson are in the process of finishing a paper titled, “Demand Estimation with Differentiated Products: The Case of Beer in the United States” using the LNA data provided by the Food Marketing Policy Center.

Christian Rojas and Everett Peterson are also working on a paper that evaluates different game theoretic models of brewers pricing behavior, with an emphasis on the leadership model.

**Data Corner**

Recent acquisitions include:


Trade Dimensions *High-Volume Retailers–The Alternate Channel Sourcebook*, 2005 (formerly the *Directory of Mass Merchandisers*).

The Food Marketing Policy Center has extensive holdings of Competitive Media Reporting, Leading National Advertisers, national advertising data, 1987-1997. Contact the Policy Center for details on specific holdings.

The Food Marketing Policy Center subscribes to the following trade journals; the current holdings are listed for each publication:


*Supermarket Business*, 1996-current.


Cooperative Grocer, For Retailers and Cooperators. 1994-current.


Contact Adam N. Rabinowitz (860) 486-2826 for a complete listing of data and reference works available.

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Food Marketing Policy Center Publications Catalog

We have updated the list of the publications that are available through the Center. Call (860) 486-1927, write for a copy, or print it from our Home Page: http://www.fmpc.uconn.edu

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Recent Papers and Publications


