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 and agribusiness firms, primarily in the U.S. but also in other countries, public agencies in the U.S. and other countries, state legislatures, and the U.S. Congress.

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Newsletter Editorial: The British Approach to Antitrust

by Ronald W. Cotterill

Dinner in London after addressing the British Competition Commission Panel on Supermarket Pricing. Left to right: Miguel de la Mano, Antitrust Economist, European Commission, Brussels; Benoit Durand, Director of Economic Analysis, UK Competition Commission; Ronald Cotterill, Director, Food Marketing Policy Center, UConn; and John Davies, Chief Economist, UK Competition Commission.

On October 9th and 10th the British Competition Commission held two roundtable discussions on the pricing conduct of British supermarkets. I participated in the first day panel along with Margaret Slade, Warwick University; Ian Clarke, Lancaster University; Howard Smith, Oxford University and Peter Davis, economist (Yale, Ph.D.) and member of the Competition Commission. The topic was how to define markets and measure market power in the supermarket industry. On day two the
panel included Michael Waterson, Warwick University and Miguel da la Mano, economist at European Union Competition Directorate, among others.

That roundtable addressed farmer to consumer market channel issues, especially how to measure the exercise of buyer power by leading supermarket chains. The picture above is dinner in the theater district after day one. The transcripts are available via a link from our website: (http://www.fmpc.uconn.edu). They are insightful—worth spending some time reading.

The British system of inquiry into competition issues is a refreshing return to the way the FTC operated in the 1960’s. The Competition Commission staff of economists assembles large volumes of information from the companies and writes voluminous descriptive and analytical reports on the particular issue of interest. These are publicly available with omission of sensitive data. Go to their website via our link and examine the series of major reports on supermarket retailing that they have produced over the past seven years. They come close to the National Food Commission studies by the FTC staff and others on U.S. food retailing and manufacturing in the 1960s.

It was a great pleasure to share our work with the British. They clearly value what we have done. Global cooperation and exchange on research and policy issues in food industries is producing better results in all countries, including the U.S.

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Food Marketing Policy Center Graduate Assistantships Available, Fall 2007

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

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Personnel Changes

Dr. Sven Anders has completed his appointment as Post-Doctoral Researcher in the Food Marketing Policy Center at the University of Massachusetts. Dr. Anders received his Ph.D. from the University of Giessen and joined the FMPC staff in November 2005. Dr. Anders has taken a position as Assistant Professor in the Department of Rural Economy at the University of Alberta, where he will continue to collaborate with Food Marketing Policy Center staff on industrial organization, food safety, and risk prioritization research.

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AGRIBUSINESS: An International Journal update by R. W. Cotterill, Editor

Agribusiness, and more than a dozen other economic journals, are now available on line 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, 2006 are as follows:

Agribusiness 22(3) Summer 2006
Special Issue: Wine Marketing

Contents
“Co-Editors’ Introduction to the Special Issue” by Larry Lockshin and Luis Miguel Albisu.

Articles
"Market Segment Analysis to Target Young Adult Wine Drinkers” by Elizabeth C. Thach and Janeen E. Olsen.

“The Influence of Wine Attributes on Region of Origin Equity: An Analysis of the Moderating Effect of Consumer’s Perceived Expertise” by Jean Philippe Perrouty, François d’Hauteville, and Larry Lockshin.


“Geography Versus Brands in a Global Wine Market” by Günter Schamel.

“Matchmakers in Wine Marketing Channels: The Case of French Wine Brokers” by Virginie Baritaux, Magali Aubert, Etienne Montaigne and Hervé Remaud.

“Use of Scanner Data to Analyze the Table Wine Demand in the Italian Major Retailing Trade” by Francesco Torrisi, Gianluca Stefani, and Chiara Seghieri.


Book Review, by David B. Schweikhardt

Agribusiness 22(4) Autumn 2006

Agribusiness Forum
“Perspectives on the 2003 and 2004 Avian Influenza Outbreak in Bali and Lombok” by Phil Simmons.

Articles


“The Big Picture: Obesity, Consumption, and Food Production” by Robert C. Johansson, Lisa Mancino, and Joseph Cooper.

“The Impact of Cross-Sectional Data Aggregation on the Measurement of Vertical Price Transmission: An Experiment with German Food Prices” by Stephan von Cramon-Taubadel, Jens-Peter Loy, and Jochen Meyer.


“Follow the Leader? Adoption Behavior in Food Retailers’ Decision to Offer Fresh Irradiated Ground Beef” by Edward C. Jaenicke, R. Wesley Harrison, Kimberly L. Jensen, and Paul M. Jakus.


Book Review, by Rachael E. Goodhue


Activity Report

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

Ron was host at a milk marketing policy meeting held at the Food Marketing Policy Center on July 18, 2006. He met with Connecticut State Representative George Wilber; Robert Wellington, Corporate Economist for Agri-Mark; Edward Gallagher, Corporate Economist for Dairylea/DMS; Carmen Ross, a former federal milk market order executive, dairy farmers and others.

Ron attended the state of Connecticut Department of Agriculture’s Special Milk Regulation Board Meeting on August 28, 2006 to discuss dairy reinforcement legislative ideas and proposals.

Ron traveled to London in October to attend the U.K. Competition Commission’s economic roundtable discussion related to competition in local retail markets.

Ron presented a paper to the Connecticut Milk Regulation Board on October 18, 2006 entitled, “Milk Market Channel Policies for Connecticut and Other States.”

Ron presented a paper titled, “Private Labels: Supermarket Chain Buyer Power in Action” at the 76th Annual Southern Economic Association Meetings, November 18-21, 2006 in Charleston, South Carolina.

Ron gave an invited presentation on Co-ops at the Northeast Aquaculture Conference & Exposition at the Mystic Marriott Hotel in Groton, Connecticut on December 7, 2006.

Ron is working with recent Ph.D., Li Tian and Michael Cohen (Ph.D. student) on private label pricing, Sylvie Tchumtchoua (Ph.D. student) on dynamic Bayesian models of pricing, brand and generic advertising, Inga Druckute (Ph.D. student)
on static and dynamic discrete choice models to evaluate horizontal manufacturer level mergers when the channel conduct of retailers is incorporated, Adam Rabinowitz (Ph.D. student) on the impact of crime on supermarket location and urban access to supermarkets, and Melanie Murphy (M.S. student) on strategic pricing and price transmission in the peanut butter industry.

Julie Caswell  
(Ag. Econ. University of Massachusetts)

In October, 2006, Dr. Julie Caswell participated in briefings and the press release in Washington, D.C. for the National Academy of Sciences, Institute of Medicine Report, Seafood Choices: Balancing Benefits and Risks. Julie was a member of the 13-person committee that wrote the report.

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

Robert Johnston was asked to contribute a chapter to the book Labelling Strategies in Environmental Policy which is forthcoming in 2007 from Ashgate Press (M. Tiesl, editor).

Robert Johnston gave the keynote address at Sustaining Agriculture in Connecticut’s Urban Environments, a workshop sponsored by the Risk Management Team, College of Agriculture and Natural Resources, University of Connecticut.

Robert Johnston, along with co-author Joshua Duke of the University of Delaware, presented the paper “What is the Value of Preserved Farmland and How is it Influenced by the Means of Preservation?” at the National Conference of the American Farmland Trust held in Newark, Delaware.


Nathalie Lavoie  
(Ag. Econ. University of Massachusetts)

Nathalie Lavoie attended the AAEA meetings in Long Beach in July. Her co-author, Dave McEvoy, presented “The Effects of ITQ Management on Fishermen’s Welfare in the Presence of an Imperfectly Competitive Processing Sector.” Other co-authors are Sylvia Brandt and Sven Anders.

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

Rigoberto was a keynote speaker at the Food Bank Programs Conference in Middletown, CT. The theme of his presentation was “A Town-by-Town Look at Community Food Security in Connecticut.” A poster on this topic was also presented at the National Public Policy Education Conference in September in Fayetteville, AR and at the Society for Nutrition Education in San Francisco, CA.

Rigoberto continues to work with Xenia Matschke (assistant professor, UConn) on trade issues related to beer, with Benaissa Chidmi (assistant professor, Texas Tech) on breakfast cereals, with Kristen Fantuzzi (Ph.D. student) on soft drink consumption, with Alessandro Bonanno (Ph.D. candidate) on Wal-Mart Food Retailing, and with Rebecca Cleary on Wal-Mart’s impact on milk prices.

Data Corner

Recent acquisitions include:


TNS Media Intelligence (formally Competitive Media Reporting), Multi-Media Service, Class/Brand $ (Leading National Advertisers, national advertising data), 2001-2005. We also recently purchased the 1994 data to complete our series 1988-2005.

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


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

Our publications are available on our web site [http://www.fmpc.uconn.edu](http://www.fmpc.uconn.edu). If you are unable to find a publication online call (860) 486-1927 or write for a copy.

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Recent Papers and Publications


