

Research Reports and Updates: Concurrent Sessions A-E
Wednesday, October 13, 2004

Session 1-A

Market Competitiveness in the Agribusiness Sector

Moderator: José de Jesús García Vega (Universidad de Monterrey, Mexico)

- 8:00 “Feasibility Templates for Value-Added Manufacturing Businesses”, Phil Kenkel and Rodney Holcomb (Oklahoma State University) (U)
- 8:15 “An Examination of the Competitive Advantages of the Raisin Industries in California and Turkey”, April Drukin, Mary Kate D. Francesco, and Jon C. Phillips (California State Polytechnic University) (U)
- 8:30 “Agribusiness Firms in Alabama: Profiles and Perceptions of Skills and Experiences Needed for Careers in Agribusiness”, Odili Onianwa, Gerald Wheelock, and Maribel Mojica (Alabama A&M University) (R)
- 8:50 “From Producer Driven to Market Driven: Agricultural Cooperatives’ Search for a Sustainable Competitive Advantage”, Julie A. Hogeland (USDA/Rural Business-Cooperative Service) (R)
- 9:10 “An Overview of the New England Seafood Auctions: Implications for the Marketing of Seafood in the New England Marketplace and Beyond”, Jim Corbett (Merrimack College) (R)
- 9:30 “A Comparative Analysis of Food Marketing Cooperatives in Spain and the U.S.”, Dixie Watts Reaves (Virginia Tech) (U)

Session 1-B

Supermarkets, Grocers, and Data Collection

Moderator: Phillip Kaufman (Economic Research Service-USDA)

- 8:00 “Making Category Management More Practical”, Ron Larson (Western Michigan University) (R)
- 8:20 “Food Retail Price Comparison in Thailand”, David J. Schaffner, Blaire Bokal, Scott Fink, Kimberly Rawls, and Jeremy Schweiger (California Polytechnic State University) (R)
- 8:40 “Where are E-Grocers, and Why?”, Casie Berning, Neal H. Hooker, and Stan Ernst (The Ohio State University) (R)
- 9:00 “Test for WARP and GARP Violations Using ACNielsen Homescan Panel Data”, Rimma Shiptsova (Utah State University), Katherine Ralston (USDA/ERS), and Mike Thomsen (University of Arkansas) (U)
- 9:15 “Empirical Comparisons Between In-Store Display vs. Feature Advertising, Trade Promotions vs. Consumer's Promotions, Measured at the Brand's and the Category's Level”, Jean-Claude Dufour and Stéphane Maisonnas (Université Laval) (U)
- 9:30 “Collecting Store-Level Data on Retail Supermarket Sales”, Marc V. McFetridge, Aaron J. Johnson, and Catherine A. Durham (Oregon State University) (U)

Session 1-C

Farmers to Consumer: Links and Channels

Moderator: Allen Wysocki (University of Florida)

- 8:00 “An Analysis of the Determinants of Farmer-to-Consumer Direct Market Users”, Odili Onianwa, Gerald Wheelock, and Maribel Mojica (Alabama A&M University) (R)
- 8:20 “Who’s In Charge Here?: Some Case Studies about Leadership, Management and Control of Food Distribution Channels from a Value System Perspective”, James J. Ahern and David S. Shaw (California Polytechnic State University) (U)
- 8:35 “Economic Impact of Varying Fuel Prices on the Food Sector in Mississippi”, Albert J. Allen, Albert E. Myles, and Saleem Shaik (Mississippi State University) (R)
- 8:55 “Analysis of Consumer Food Handling Practices from Grocer to Home Including Transport and Storage of Selected Foods”, SL Godwin and RJ Coppings (Tennessee State University) (R)
- 9:15 “Incentive Provision and Expense Shifting in Food Marketing Channels: An Agency Theory Perspective”, John K.M. Kuwornu, W. Erno Kuiper (Wageningen University), Joost M.E. Pennings (University of Illinois at Urbana-Champaign), and Marketing and Consumer Behaviour Group (Wageningen University) (R)
- 9:35 “An Efficiency Assessment of Refrigerated Food Products Trucking Carriers in the United States”, Albert J. Allen, Porfirio Fuentes, and Saleem Shaik (Mississippi State University) (R)

Session 1-D

Beef: The Complete Picture from Head to Tail

Moderator: Enefiok Ekanem (Tennessee State University)

- 8:00 “Retail Meat Feature Pricing: Enhancing Meat Case Revenues?”, Kamina Johnson and James Pritchett (Colorado State University) (R)
- 8:20 “Cluster Analysis of Natural Beef Product Consumers by Shopping Behavior, Importance of Production Attributes and Demographics”, Amanda Ziehl, Dawn Thilmany, Wendy Umberger, and Ed Sparling (Colorado State University) (R)
- 8:40 “A Target Consumer Profile and Positioning for Promotion of a Locally Branded Natural Beef Product”, Marianne McGarry Wolf, Andrew J. Thulin, Kristine Baird, and Cheryl Hyle (California Polytechnic State University) (R)
- 9:00 “Rendering Plant Location Model for Minimizing Byproduct Transportation Cost of Oklahoma’s Small to Medium-Sized Meat Processors”, Rodney Holcomb, Phil Kenkel, and Fitryanti Pakiding (Oklahoma State University) (U)
- 9:15 “Relationship of Consuming Population to Meat Goat Production in the United States”, Doris N. Sande, Jack E. Houston, and James E. Epperson (The University of Georgia) (R)
- 9:35 “Assessing Bottlenecks in Vertically Organized Beef Systems”, Kellie Curry Raper, J. Roy Black, and Michael Hogberg (Michigan State University) (R)

Session 1-E

Consumer Preferences of Fresh Fruits and Vegetables

Moderator: Debra Tropp (Agricultural Marketing Service-USDA)

- 8:00 “A Study of Store Level Retail Fruit Demand: Lessons from Omitted Variables”, Aaron J. Johnson, Marc V. McFetridge, and Catherine A. Durham (Oregon State University) (R)
- 8:20 “The Development of a Quality Scale to Measure the Impact of Quality on Supermarket Fruit Demand”, Catherine A. Durham, Marc V. McFetridge, and Aaron J. Johnson (Oregon State University) (R)
- 8:40 “Consumer Preferences and Marketing Opportunity for ‘Quality Guaranteed Tree-Ripened Peaches’ in New York State”, Wen-fei L. Uva, and Mei-luan Cheng (Cornell University) (R)
- 9:00 “An Assessment of Consumer’s Preferences for Louisiana Strawberries”, Roger A. Hinson and Michael N. Bruchhaus (Louisiana State University) (R)
- 9:20 “Characteristics of California Low-Income Farmers Market Patrons: An Analysis of Shopping Data”, Kathleen A. Bissell and James R. Matthews (Matthews Research Associates) (R)
- 9:40 “An Analysis of the Consumers Willing to Pay More for a High Quality Tomato”, David Shaw, Marianne McGarry Wolf, Jennifer Vasconcellos (California Polytechnic State University), and Robert Shewfelt (University of Georgia) (R)

Session 2-A

Risk Analysis, Biotechnology, Environment, and Agro-terrorism

Moderator: Wojciech J. Florkowski (University of Georgia)

- 10:20 “Producer Biotech Food Knowledge Differences: Findings from a Three-State Survey”, E. Ekanem, S. Muhammad (Tennessee State University), M. Mafuyai-Ekanem (North Carolina A&T State University), F. Tegegne, and S. Singh (Tennessee State University) (R)
- 10:40 “Tennessee College Students’ Knowledge of and Attitude Towards Biotechnology”, Fisseha Tegegne, Safdar Muhammad, and Enefiok Ekanem (Tennessee State University) (R)
- 11:00 “South Korea Public Preferences for Genetically Modified Foods: A Random Parameter Model”, Benjamin Onyango and Ramu Govindasamy (Rutgers The State University of New Jersey) (R)
- 11:20 “The Influence of Agro-terrorism on Consumers’ Preference for Locally Grown Products: A Case-Study from New Jersey”, Ramu Govindasamy, Calum Turvey, and Venkata Puduri (Rutgers The State University of New Jersey) (R)
- 11:40 “Economic Analysis of Recycling Chiller Water in Poultry Processing Plants Using Microfiltration Membrane Systems”, Horacio Saravia, Jack E. Houston, James E. Epperson, and Heather M. Nelson (University of Georgia) (R)
- 12:00 “Risk Management Practices for Specialty Crop Producers in California, Florida, New York, and Pennsylvania”, Richard Weldon and Jione Jung (University of Florida) (R)

Session 2-B

Consumer Preferences for Organics Products and Wine

Moderator: Albert J. Allen (Mississippi State University)

- 10:20 “A Comparison of the Generation Y, X, and Boomer Generation Wine Consumers in California”, Marianne McGarry Wolf, Scott Carpenter, and Eivis Qenani-Petrela (California Polytechnic State University) (R)
- 10:40 “Demand for Organic Food in Australia: Results from a Focus Group Study”, Hui-Shung Chang and Lydia Zepeda (University of New England) (U)
- 10:55 “Organic Agriculture and its Contribution to the Sustainable Development of Armenia”, Arsen Poghosyan (Armenian Agricultural Academy) (U)
- 11:10 “Degree of Processing and Consumer Willingness to Pay for Non-Genetically Modified and Organic Foods”, John C. Bernard, Katie Gifford, and Ulrich C. Toensmeyer (University of Delaware) (R)
- 11:30 “Effective Winery-Distributor Relationships”, Liz Thach and Janeen E. Olsen (Sonoma State University) (R)
- 11:50 “Examining the Cost of an All-Organic Diet”, Cheryl Brown (West Virginia University) (R)

Session 2-C

Fresh Produce Marketing (Visit to Farmers Market and Marketing Boards)

Moderator: Dixie Watts Reaves (Virginia Tech)

- 10:20 “Farmers Market Census 2004”, Ed Ragland (AMS/USDA) (R)
- 10:40 “Produce Growers and Market Development: A Four State Comparison”, David Eastwood, Charlie Hall, John Brooker (University of Tennessee), Edmund Estes (North Carolina State University), Timothy Woods (University of Kentucky), James Epperson, and Forrest Stegelin (University of Georgia) (U).
- 10:55 “Overcoming Barriers to the National Produce Market: The Georgia Case”, Patrick D. McPherson, James E. Epperson, and Forrest E. Stegelin (University of Georgia) (R)
- 11:15 “State Department of Agriculture Participation in Fresh Produce Marketing in Georgia, Kentucky, North Carolina, and Tennessee”, John Brooker, David Eastwood, Charles Hall (University of Tennessee), Edmund Estes (North Carolina State University), Timothy Woods (University of Kentucky), James Epperson, and Forrest Stegelin (University of Georgia) (U)
- 11:30 “Removing Distribution Barriers Confronting Small-Volume Fruit and Vegetable Growers: Results of the Tennessee Extension Service Survey”, Charles Hall, David Eastwood, John Brooker (University of Tennessee), Edmund Estes (North Carolina State University), Timothy Woods (University of Kentucky), James Epperson, and Forrest Stegelin (University of Georgia.) (U)
- 11:45 “A Consumer Profile of Farmers Market Consumers and the Perceived Advantages of Produce Sold at Farmers Markets”, Marianne McGarry Wolf, Arianne Spittler, and James Ahern (California Polytechnic State University) (R)
- 12:05 “Forces that Caused Changes for the New Zealand Marketing Boards”, Robert S. Welsh (Central Michigan University) and Rob Hamlin (University of Otago, New Zealand) (R)

Session 2-D

Dietary Guidelines and Food Safety

Moderator: Safdar Muhammad (Tennessee State University)

- 10:20 “Effect of Consumer Perception of Food Safety on Willingness to Pay for Protection against Foodborne Illnesses”, Adhikari B, Mukhopadhaya K, Mumma GA, and Teisl M (Centers for Disease Control and Prevention (CDC) (R)
- 10:40 “Consumers Attitudes, Knowledge, Experiences, and Socio-Demographic Characteristics on Willingness to Pay for Irradiated Pork”, Kent Wolfe, Chung L. Huang, and John McKissick (The University of Georgia) (R)
- 11:00 “The ABC’s for Good Health: How Do Louisiana Consumers Rank Selected Recommendations from the Dietary Guidelines for Americans?”, Patricia E. McLean-Meyinsse and Dewitt Jones (Southern University and A&M College) (R)
- 11:20 “Food Safety Issues and Training Methods for Ready to Eat Foods in the Grocery Industry”, Margaret Binkley and Richard Ghiselli (Purdue University) (R)
- 11:40 “Potential Risks and Benefits of Food Irradiation: A Review of the Literature”, Enefiok Ekanem, Safdar Muhammad, and Cyndi Thompson (Tennessee State University) (U)
- 11:55 “Unwillingness to Consume Irradiated Beef and Unwillingness to Pay for Beef Irradiation”, Senhui He, Stanley Fletcher (University of Georgia), and Arbindra Rimal (Southwest Missouri State University) (R)
- 12:15 “Attitudes, Acceptance, and Consumption: The Case of Beef Irradiation”, Senhui He, Stanley Fletcher (University of Georgia), and Arbindra Rimal (Southwest Missouri State University) (R)

Session 2-E

Firm Competitiveness, Food Stamps, and Consumer Preferences

Moderator: Albert Myles (Mississippi State University)

- 10:20 “Potato Price Linkages in the Northeastern America Production Region”, Hsiang-tai Cheng (University of Maine) (R)
- 10:40 “Factors Influencing Consumer Markets for Yellow Perch”, Stan Ernst, Thomas Worley, and Eugene Jones (The Ohio State University) (U)
- 10:55 “Growing Latino/Hispanic Population and their Participation in the Food Stamp Program”, Safdar Muhammad, Fisseha Tegegne, and Enefiok Ekanem (Tennessee State University) (R)
- 11:15 “Second Year Banana Cultivars Trial for Annual Cropping Production, Marketing and Ornamental Landscape Use in South Georgia”, Greg E. Fonsah, Gerard Krewer, and Mark Rieger (University of Georgia) (R)
- 11:35 “Snack Peanuts Consumption: Type Preference and Consumption Manners”, Senhui He, Stanley Fletcher (University of Georgia), and Arbindra Rimal (Southwest Missouri State University) (R)
- 11:55 “Food Security Status and Food Purchase Decisions of Low Income Households in Tennessee”, Fisseha Tegegne, Sandria Godwin, and Leslie-Speller Henderson (Tennessee State University) (R)
- 12:15 “An Assessment of the Competitiveness of Firms Within the U.S. Orange and Grapefruit Industry”, Nicole Campeau-McAllister, Kimberly Campeau-McAllister, Jon C. Phillips (California State Polytechnic University) (U)