SESSION 1-A
Produce, Packaging, and Organic Agriculture
Moderator: David K. Smith, California State University, Fresno

8:00 “Beyond Organic: Information Provision for Sustainable Agriculture in a Changing Market”, David Conner (Cornell University) (R)

8:20 “Experimental Investigation of Interactions in Willingness to Pay for Certified Organic and Non-Genetically Modified Foods”, John C. Bernard and Ulrich C. Toensmeyer (University of Delaware) (U)

8:35 “Packaging of Organic and Conventional Products – A Comparison”, Katie R. Gifford and John C. Bernard (University of Delaware) (U)

8:50 “Effect of Information and Message Framing on Organic Food Purchase Likelihood”, Katie R. Gifford and John C. Bernard (University of Delaware) (R)

9:10 “Public Markets and the Development of the Fresh Produce Industry”, D. Eastwood, C. Hall, J. Brooker (University of Tennessee), E. Estes (North Carolina State University), T. Woods (University of Kentucky), and F. Stegelin (University of Georgia) (U)

9:25 “Attributes and Preferences of US Vegetarians”, Uche Onyeagu and Godfrey Ejimakor (North Carolina A&T State University) (U)
SESSION 1-B
Meat Consumption: Consumer Attitudes, Preferences, and Health Concerns
Moderator: Janise Zigmont, USDA-Agricultural Marketing Service

8:00 “Consumer Willingness to Purchase Chicken Produced with Different Attributes”, John C. Bernard, Xiqian Pan, and John D. Pesek (University of Delaware) (R)

8:20 “The Problems in Meeting Consumers’ Requirements for Lamb Meat Due to Being Producer Oriented”, Robert Welsh (Central Michigan University) (R)

8:40 “The Impact on Consumption of Consumer Designation of Meats as Exotic”, Alvin Schupp, Jeffrey Gillespie, Carol E. O’Neil, Witoon Prinyawiwatkul, and Igor Makienko (Louisiana State University) (R)

9:00 “How Effective Are Different Kinds of Advertising in Offsetting the Negative Effects of Food Scares and Health Concerns on Meat Demand in Canada?”, Jose Lomeli and Ellen W. Goddard (University of Alberta) (R)

9:20 “Goat Meat Distribution in Ohio’s Ethnic Food Market”, Thomas Worley, J.Ellerman, D.Mangione, T. West, and Y. Yang (Ohio State University’s South Centers) (R)

9:40 “An Analysis of Household Consumption of Rabbit Meat in the Southern United States”, Patricia E. McLean-Meyinsee and Meghan N. Beal (Southern University) (R)
SESSION 1-C
Consumer Behavior and Food Safety
Moderator: Debra Tropp, USDA-Agricultural Marketing Service

8:00  “Predicting Consumer Willingness-to-Purchase Value Added Products at Direct Agricultural Markets”, Ramu Govindasamy (Rutgers University) (R)

8:20  “Nutrition Consideration in Food Choice”, Senhui He, Stanley Fletcher (University of Georgia), and Arbindra Rimal (Southwest Missouri State University) (R)

8:40  “The Financial Effects of ECR”, Frank Dooley (Purdue University) (U)

8:55  “Coupon Use: Changing Consumer Preferences and Behavior”, Kristen Park and Miguel I. Gómez (Cornell University) (R)

9:15  “An Analysis of Health Department Violations in Restaurants by Format and Ownership Type”, Tim Burkink (University of Nebraska-Kearney), Renee Hughner, and Ray Marquardt (Arizona State University) (U)

9:30  “The Effects of Beef Irradiation on Beef Consumption”, Senhui He, Stanley Fletcher (University of Georgia), and Arbindra Rimal (Southwest Missouri State University) (R)
SESSION 1-D
Competitive Agribusiness
Moderator: Albert J. Allen, Mississippi State University

8:00 “Banana Cultivars Trial for Annual Cropping Production, Marketing and Ornamental Landscape Use in South Georgia”, Greg E. Fonsah, Gerard Kreuer, and Mark Rieger (University of Georgia) (R)

8:20 “Strategic Planning Lessons from Successful Vertically Integrated Food Processors”, Aaron Johnson and Clay Dibrell (Oregon State University) (R)

8:40 “A Competitive Analysis of the Florida Strawberry Industry”, Riley Tomlinson, Richard Weldon, and Al Wysocki (University of Florida) (U)

8:55 “Marketing Research Techniques of Small-to Medium-Sized Food Processors in the Pacific Northwest”, Aaron Johnson and Esteban Vega (Oregon State University) (U)


9:30 “The Louisiana Strawberry: Endangered Species?”, Roger Hinson (Louisiana State University) (U)
SESSION 2-A
Transportation, Infrastructure, and Packing
Moderator: Thomas Worley, Ohio State University’s South Centers

10:20  “Optimal Fresh Produce Packaging - Cost/Production Analysis of Packing Styles in the Salinas Valley”, N. J Ruiz, and Jim Ahern (Cal Poly State University) (R)

10:40  “An Analysis of Strategic and Performance Changes of Truck Carriers in the Agricultural Commodity and Food Markets”, Albert J. Allen, Haiyuan Wang (Mississippi State University), Joselito Estrada (University of Texas-Brownsville), Porfirio Fuentes (Mississippi State University), and Safdar Muhammad (Tennessee State University) (R)

11:00  “Mississippi’s Wholesale Food Industry Infrastructure”, Daniela Aruajo, Warren C. Couvillion, and Albert J. Allen (Mississippi State University) (R)

11:20  “The Economics of Increasing Speed in Sea Transportation: The Case for Southern US, Mexico, Central America and the Caribbean”, Warren C. Couvillion and Porfirio Fuentes (Mississippi State University) (R)

SESSION 2-B
Consumer Attitudes towards GMOs and Use of Food Stamps
Moderator: Fisseha Tegegne, Tennessee State University

10:20 “Consumer Acceptance of Genetically Modified Foods: Role of Product Benefits and Perceived Risks”, Benjamin Onyango and Ferdaus Hossain (The State University of New Jersey) (R)

10:40 “Consumer Biotechnology Food and Nutrition Information Sources: The Trust Factor”, E. Ekanem, S. Muhammad, F. Tegegne, and S. Singh (Tennessee State University) (R)

11:00 “A Comparison of Food Shopping Behaviors and Consumption Decisions of Limited Resource Food Stamp Recipients and Non-Recipients in Middle Tennessee” Sandria L. Godwin, Leslie Speller-Henderson, and Fisseha Tegegne (Tennessee State University, Nashville) (R)

11:20 “Food Policy, Trade, Markets and Genetically Modified Foods: A Review of the Literature on the Science, Technology, Politics, and Economics of Labeling”, E. Ekanem (Tennessee State University) and M. Mafuyai-Ekanem (North Carolina A&T State University) (R)

11:40 “The Food Stamp Program: Participation by Urban and Rural Tennessee Residents”, Fisseha Tegegne, Safdar Muhammad and Enefiok Ekanem (Tennessee State University) (R)
SESSION 2-C
Food Systems, Aquaculture, and Regulations
Moderator: John C. Bernard (University of Delaware)

10:20  “Haddock Price Response Analysis”, Hsiang-tai Cheng (University of Maine) (R)


11:00  “Regulatory Environment and Agency Costs of Debt for Supply and Marketing Co-operative Agribusiness Firms in Canada”, Getu Hailu, Scott R. Jeffrey, and Ellen W. Goddard (University of Alberta) (R)

11:20  “The Mid-Atlantic Regional System Web Site”, Carl L. German (University of Delaware), Richard Van Vranken (Rutgers, The State University of New Jersey), Kathleen Klotzbach Shimomura (Rutgers, The State University of New Jersey), and Ulrich C. Toensmeyer (University of Delaware) (R)


11:55  “Factors Affecting School Students’ Consumption of Peanut Butter Sandwiches”, Senhui He, Stanley Fletcher, and Zaholin Shi (University of Georgia) (R)
SESSION 2-D
Global Food Markets, Demand for Ethnic Food Products, and Multimedia
Moderator: Gerald A. Mumma, Centers for Disease Control and Prevention

10:20  “Research on Future of Rice Production and Consumption in Each Area”, Prof. Dr. Masayoshi Kubo and Mrs. Minjmaa Purevdorj (Kobe University of Mercantile Marine, Japan) (R)

10:40  “Sources of Change in State-Level Agricultural Production in Mexico: Implications from the Peso Crisis of 1994-1995”, Joselito K. Estrada (The University of Texas at Brownsville) and Albert J. Allen (Mississippi State University) (R)

11:00  “Preferences and Awareness in a Global Food Market”, Godfrey Ejimakor (North Carolina A&T State University) (R)

11:20  “Growing Demand for Ethnic Food Products: Implications for the Food Industry and Small Farmers”, Safdar Muhammad, Fisseha Tegegne, Enefiok Ekanem, Surendra Singh (Tennessee State University), and Albert Allen (Mississippi State University) (R)

11:40  “Improving the Use of Multimedia Technology for Lectures”, Ron Larson (Western Michigan University) (U)