

## *Memorandum*

**To:** AAEA Newsletter Editor

**From:** Tim Richards, Morrison School of Management and Agribusiness, Arizona State University

**Date:** March 7, 2009

**Subject:** NEC 63 Call for Papers

AAEA:

I am organizing the Fall 2009 meeting of the NEC-63 Research Committee on Commodity Promotion Evaluation in Banff, Canada and would like the following Call for Papers to appear in the next AAEA newsletter.

### **Call for Papers Fall 2009 NEC-63 Conference**

The Fall 2009 NEC-63 conference will be held September 27 - 29, 2009 in conjunction with the Consumer Market Demand (CMD) research network at the Banff Springs Hotel in Banff, Canada. The NEC-63 Research Committee on Commodity Promotion Evaluation is soliciting proposals for papers to be presented at this conference on any theoretical or empirical research relevant to food and commodity marketing. Examples of possible topics include the economics of food labeling and qualified health claims, the welfare and distributional effects of generic commodity promotion, consumers' willingness to pay for food safety, or any similar topic. The title of the conference is: "The Economics of Food Marketing: Strategies and Analysis." A two-page abstract outlining the research problem, objectives, methods, and expected contribution should be submitted by June 1, 2009 to Dr. Timothy J. Richards, Morrison School of Management and Agribusiness, Arizona State University, 7171 E. Sonoran Arroyo Mall, Peralta 335U, Mesa, AZ 85212, email: [trichards@asu.edu](mailto:trichards@asu.edu). Graduate students are particularly encouraged to submit an abstract. See Banff Springs website for more information on the conference venue: (<http://www.fairmont.com/BanffSprings>).

If you have any questions, please contact me. Thank you very much for your help.

Thanks.