

THE ECONOMICS OF FOOD MARKETING: STRATEGIES
AND ANALYSIS

**Fall 2009 Conference Sponsored by
NEC-63 and CMD Research Network**



**September 27-29, 2009
Banff Springs Hotel
Banff, Canada**

<http://www.fairmont.com/Banffsprings/>

A block of rooms has been set aside for the conference at a special rate of CAD\$199 per single or CAD\$209 per double plus tax per night.

Make your room reservations by calling the toll-free number (866)540-4406 and referencing NEC-63, or point your browser to https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=989279

**DEADLINE FOR CONFERENCE RATE IS
** FRIDAY, AUGUST 7, 2009 ****

Executive Conference Committee

Timothy Richards –
Arizona State University
Conference Chair

Paul Hargreaves –
BC Dairy Foundation

Joseph Balagtas –
Purdue University

Harry M. Kaiser –
Cornell University

John Mengel –
USDA, AMS

Ellen Goddard –
University of Alberta

SUNDAY, SEPT. 27, 2009 – WINE STORE

Reception

Sponsored by the Dairy Farmers of Canada and the B. C. Dairy Foundation

6:00 – 8:00 PM

MONDAY, SEPT. 28, 2009 – CASCADE BALLROOM

7:00 – 8:00 AM Continental Breakfast & Registration

7:00 – 8:00 AM NEC-63 Business Meeting

8:00 AM – Welcome and Introduction

Joe Balagtas – Purdue University

8:10 AM – Emerging Issues in Food Marketing and Promotion

Roosen, J. “Consumer Choices of NanoFood – A Hypothetical Experiment in France and Germany.” University of Munich

Miao, Z., J. Beghin, and H. Jensen. “Changing the Composition of Food Products or Changing Consumer Demand: Food Products and Sweetener Content”

9:00 AM – Panel on Current Issues in Consumer Food Marketing

Moderator: Tim Richards – Arizona State University

10:00 – 10:30 AM BREAK

10:30 AM – 12:00 PM Paper Session I

***see insert**

12:00 PM - 1:00 PM LUNCH

1:30 PM – 3:00 PM Paper Session II

***see insert**

3:00 PM - 3:30 PM BREAK

3:30 PM Paper Sessions III

***see insert**

TUESDAY, SEPT. 29, 2009 – NEW BRUNSWICK

7:00 – 8:00 AM Continental Breakfast

8:30 AM – Paper Sessions IV

10:00 – 10:30 AM BREAK

10:30 AM - 12:00 PM Paper Session V

12:00 PM Adjourn

Monday, September 28, 10:30 AM -12:00 PM

Selected Paper Session I
Moderator: M. Doyon
Lacanilao, R.D., S.B. Cash, and W.L. Adamowicz. "An Experimental Segmentation of Consumer Response to Fat Taxes and Warning Labels: Who Pays" Who Avoids?"
Gubanova, T., D. Volinskiy, W. Adamowicz and M. Veeman. "A Joint Model of Discrete Choices and Attribute Ratings: Valuing Country of Origin and non-GM Labeling for Canola Oil."
Cranfield, J., S. Henson, and O. Masakure. "Consumer Reaction to Microbial-Based Food Recalls: Analysis of the 2008 Listeria Contamination Recall of Ready-to-Eat Meats in Canada."

Monday, September 28, 1:30PM - 3:00 PM

Selected Paper Session II
Moderator: S. Cash
Anders, S. and A. Moeser. "Consumer Choice and Health: The Importance of Health Attributes for Retail Meat Demand in Canada."
Lehrke, L., T. Xia, and H.H. Peterson. "The Relationship Among Junk Foods and Fruits and Vegetables: An Analysis of Natural Food Shoppers."
Saulais, L., M. Doyon, B. Ruffieux, and H. Kaiser. "Another French Paradox? French, Canadian and American Consumers' Knowledge About Dietary Fats in Dairy Products."

Monday, September 28, 3:30 PM -5:00 PM

Selected Paper Session III
Moderator: J. Cranfield
Hobbs, J.E., and A. Uzea. "Quality Verification and Farm Animal Welfare: Do Consumers Care?"
Brooks, B., L. Pepall, and D. Richards. "Food for Thought: Excessive Advertising in the Manufactured Food Industry."
Bweli, D., L. Saulais, M. Doyon, and B. Ruffieux. "The Impact of Context Variables on the Measure of Willingness-to-Pay for Omega 3 Milks: A Comparative Study of Four Value Elicitation Methods."

Tuesday, September 29, 8:30 AM -10:00 AM

Selected Paper Session IV
Moderator: S. Anders
Zou, N., and J. Hobbs. "Labeling Effects in Consumers' Functional Food Choices."
Goddard, E., and X. Zhang. "Analysis of Value-Added Meat Product Choice Behavior by Canadian Households."
Goddard, E., T. Nilsson, V. Adamowicz, and A. Aubeeluck. "A Comparative Analysis of Consumer Risk Perceptions and Attitudes and Willingness-to-Pay for Traceability Between Japan and Canada."

Tuesday, September 29, 10:30 AM -12:00 PM

Selected Paper Session V
Moderator: H. Kaiser
Henneberry, S. "An Analysis of the Effectiveness of U.S. Dairy Export Programs."
Allender, W. and T. Richards. "Brand Loyalty and Price Promotion."
Balagtas, J., S. Chen, J. Binkley, E. Leibtag and E. Cakir. "Consumer Response to Changes in Food Package Size: Econometric Evidence from Nielsen Homescan Data."
Richards, T.J., M. Gomez and G. Pofahl. "A Multiple Discrete Model of Price Promotion."

Registration Information

Name	
Institution	
Mailing Address	
City	
State	Zip
Phone Number	
Fax Number	
Email Address	
Early Registration Fee (on or before September 15, 2009): <div style="display: flex; justify-content: space-around;"> Non-student \$175.00 Student \$130.00 </div>	
Registration at door or after 9/15/09.....\$200.00 <div style="text-align: right;">(late Student rate).....\$155.00</div>	
Check or money order payable in U.S. dollars to: NEC-63 *** sorry no credit card *** *Mail this Registration Form with payment (in U.S. dollars) to: NEC-63 <div style="text-align: right;"> c/o Anita S. Vogel 349 Warren Hall, Cornell University Ithaca, NY 14853 Questions: (ph)604-255-1620 Email: av69@cornell.edu </div>	