

Petition for Renewing Western Coordinating Committee - 72
Agribusiness Research and Education Emphasizing
Competitiveness and Profitability

NUMBER: WCC-72
TITLE: Agribusiness Research and Education Emphasizing Competitiveness
and Profitability
DURATION: October 1, 1999- September 30, 2004

DESCRIPTION AND JUSTIFICATION:

Agribusiness is a term used to describe all operations involved in the manufacture and distribution of farm supplies; production operations on the farm; and the storage, processing, and distribution of food products to the final consumer. The United States agribusiness sector continues to undergo significant structural change. Changing patterns in food consumption are forcing food manufacturers and commodity processors to place greater emphasis on consumer preferences and product differentiation. Advances in information and production technologies are improving efficiencies and providing firms with the means to better meet the needs of final consumers. Changes are also occurring because of the industrialization of agriculture, which ties production and marketing systems together through contractual arrangements, vertical integration, or strategic alliances.

For many years, agricultural economists have provided valuable information that seeks, among other things, to enhance the competitiveness of U.S. production agriculture. More recently, agricultural economics research and teaching programs have been broadened to include pre-farm and/or post-farm sectors of the agro-food system. Production agriculture is increasingly tied to non-farm agribusinesses, thus emphasizing the need for continued research and education programs targeted at pre- and post- farm operations. The WCC-72 Coordinating Committee has played an important role in the evolution and success of these programs by promoting and facilitating research and educational workshops in the following areas: agribusiness competitiveness; strategic management; industrial organization; international trade; evaluation of business performance and managing innovation, change, and risk; analysis of consumer preferences; industrialization of agriculture; transportation and logistics; and supply chain management

Competitiveness, as the term infers, is the ability to effectively serve the marketplace. The drive for competitiveness requires the continuous evolution of all activities relating to the sale of products by agribusinesses, including strategies relating to selling prices and efforts to improve quality and service. Competitiveness is particularly useful as a unifying theme for the group's research because it ties together other important agribusiness research areas, supports state economic development initiatives, generates useful public policy implications, and provides a knowledge base for graduate and undergraduate courses.

WCC-72 activities have enhanced agribusiness competitiveness in several ways. Factors and barriers to food system and agribusiness competitiveness have been identified and defined so as to facilitate collaboration among WCC-72 members. The exploration and development of new research methods for measuring and analyzing food system and agribusiness competitiveness is enhanced through the dialogue that takes place at our annual meeting. Management strategies for improving food system and agribusiness competitiveness are also presented and discussed with industry participants. In particular, management strategies can be especially important in helping small food processors understand the competitive forces being shaped in part by the large, dominant agribusiness firms. Finally, teaching and extension programs are enhanced and updated through the exchange of ideas and information at our annual meeting. This area of work is highly important to agricultural businesses in the Western Region, elsewhere in the U.S., and Canada.

Objectives: The objectives of the Western Regional Coordinating Committee on Agribusiness Research and Education are to:

1. Coordinate research, extension, and teaching objectives of agribusiness researchers and educators by drawing on the expertise of academic and industry professionals in the agro-food system.
2. Maintain and develop electronic communication methods that facilitate the exchange and dissemination of information among industry, government, and academia in the agro-food system.
3. Promote investigation and development of research methodologies and analytical techniques and their application to issues related to agribusiness management.
4. In designated and appropriate forums, share research findings related to agribusinesses that will enhance the competitiveness of the U.S. agro-food system.

EXPECTED OUTCOMES:

5. Continued promotion of collaborative research projects among participating faculty that result in the publication of joint research papers.
6. Expansion of the WCC-72 Home Page on the Internet for agribusiness research and education.
7. As part of an annual forum, hold sessions about current research topics and methodologies. Likely topics include: 1) state efforts on developing value-added industries, 2) case study methodologies and research cases, 3) studies on genetically modified organisms, 4) global ties to other researchers and educators in agribusiness, and 5) innovative agribusiness companies.

8. Presentation and discussion of research findings about topics related to agribusiness management and competitiveness. Special emphasis will be made on presentations related to collaborative research. Poster sessions will be held for researchers to report on early phases of a particular project. The purpose of these sessions is to encourage interaction among committee participants so changes can be made to a research project before final results are obtained, rather than after the project is complete. A listing of completed and ongoing research will also be posted on the Internet Home Page.

EDUCATIONAL PLAN

During the annual meeting, WCC-72 will hold sessions on the following topics: 1) integrating agribusiness curriculums into traditional agricultural economics curriculums, 2) involvement of agribusiness firms in teaching, research and extension, 3) state extension programs in agribusiness management, and 4) agribusiness masters and Ph. D. program labor market issues. Results of these sessions are disseminated through published proceedings, which are made available on the WCC-72 web page.

PARTICIPANTS

Jay Akridge, Purdue University
Gregory Baker, Santa Clara
University
David Barton, Kansas State
University
Juan Batsista, Mississippi
State Univ.
Jim Beierlein, Penn State
University
Arlo Biere, Kansas State
University
Dennis Conley, University of
Nebraska
Conrade Lyford, Oklahoma State
Univ.
Michael Cook, University of
Missouri
Roger Dahlgran, University of
Arizona
Frank Dooley, Purdue University
Kenneth Duft, Washington State
University
Gary Fairchild, University of
Florida
John Foltz, University of Idaho
Joan Fulton, Purdue University
Peter Goldsmith, McGill
University
William Gorman, New Mexico
State Univ.
David Hahn, Ohio State
University
Wes Harrison, Louisiana State
University
Lynn Kennedy, Louisiana State
University
Marvin Klein, Cal Poly Pomona

Kerry Litzenberg, Texas A&M
University
Mike Mazzocco, University of
Illinois
Art Parker, Cal Poly State
University
Chris Peterson, Michigan State
University
Jeffery Royer, University of
Nebraska
Tom Schotzko, Washington State
Univ.
John Siebert, Texas A&M
University
Tom Sporleder, Ohio State
University
John Staatz, Michigan State
University
Drew Starbird, Santa Clara
University
Forrest Stegelein, University
of Georgia
James Sterns, Michigan State
Univ.
Kyle Stiegert, Kansas State
Univ.
Tim Taylor, University of
Florida
Steve Torok, University of
Wyoming
Jim Weidman, Cal Poly Pomona
Randall Westgren, McGill
University
Robert Wisner, Iowa State Univ.
Tim Woods, University of
Kentucky
Michael Woolverton, Thunderbird

Max Wortman, Iowa State
University

OPERATIONAL STRUCTURE

WCC-72 hosts an annual meeting, typically in late June. The meeting includes presentations about completed research, poster session discussions about ongoing and new research, and teaching and extension issues. The committee officers include a chair, a vice-chair, and a secretary.

**Summary of Accomplishments,
Agribusiness Research Emphasizing
Competitiveness and Profitability, WCC-72**

Agriculture has been undergoing a long term transition from a focus on *commodity* production to a focus on *food* processing and food sales. WCC-72 brings together professors from departments of agricultural economics through out the United States who jointly address how all participants in agribusiness can adjust to this transition. The responsibility these professors have to their students and their extension and research clientele is immense. WCC-72 provides a forum where such challenges can be discussed and attacked.

Meeting Presentations in the past two Years Focusing on Challenge

"Management of Economic Information in Agribusiness Firms,"
Victoria Salin, Texas A & M University, 1997.

"An Analysis of Cost Efficiency Among Upper-Midwestern Farm
Supply and Grain Marketing Cooperatives," Vernon Eidman and
Michael Thomsen, University of Minnesota, 1997.

"Sources of Financial Stress Among Farm Input/Supply Agribusiness
Firms," Forrest Stegelin, University of Georgia, 1997.

"The Epistemology of Agribusiness: Peers, Methods and Rigor "
Chris Petersen, 1997.

"Evaluating the New Product Development Process," Timothy Woods
and Aslihan Demiralay, University of Kentucky, 1998.

"Managerial Decision Making in Agribusiness: Strategic Alliances
as Governance Choice," Peter D. Goldsmith and Claire Adams,
McGill University, 1998.

"A Framework for Effective Industry Strategic Planning and
Coordination," Conrad Lyford, Oklahoma State University, Donald
J. Ricks, Christopher Peterson and James Sterns, Michigan State
University, 1998.

"Differences in Perceptions of Competitor Rivalry in the Swine
Genetics Industry Among Producers, Veterinarians and Industry
Managers," Randall Westgren, Steven Sonka and Desmond Ng,
University of Illinois, 1998.

"Urban Sprawl Confronts Traditional Agriculture: The New Challenge Facing Cooperatives Today," Joan Fulton and Susan Hine, Colorado State University, 1998.

Critical Need to Develop a Case Study Methodology

During the 1998 meeting a special forum was held concerning the topic of agribusiness case studies. Editors representing three different scholarly journals were present. The journals represented included the *Food and Agribusiness Management Review*, the *Review of Agricultural Economics* and the *Journal of Food Distribution*. The discussion focused upon what distinguishes a case study as a piece of research, rather than simply a story.

A related discussion occurred at the meeting concerning the emergence of new MBA-style graduate programs at many traditional departments of agricultural economics. Thus the case study focus is particularly important as such material will be needed for use as teaching curriculum in these emerging graduate programs.

Addressing Mergers and Acquisitions

A special session occurred at the 1998 meeting regarding mergers and acquisitions. In this regard, cases about AGCO Farm Equipment and also Archer Daniels Midland (ADM) was examined. AGCO is a new company made up of a combination of many small, long time farm equipment manufacturers. Despite the fact that AGCO did not exist nine years ago, today annual sales exceed \$3.2 billion. ADM is a long established company. Even so sales have doubled in the nine years to today's level of \$16.1 billion. These cases gave WCC-72 attendees a chance to understand the forces of bringing about such rapid consolidation; forces routed in company policies regarding globalization, specialization in narrow product lines, and the impact of capital being readily available in due to both low interest rates and a bullish stock market.

Attachment: Related Activities at Selected Universities

The attached pages provide a summary of related activities among researchers at selected universities.

Related Activities at Selected Universities

The University of Arizona - Roger Dahlgran and Paul Wilson

Research Accomplishments, 1995-1997

Response to economic uncertainty represents a common theme in our analysis of new crops, evolving public policies, and increasing competitive pressures and opportunities. Organizational design decisions (e.g. mergers, alliances, expansion and integration) were analyzed in the fresh produce industry as executives position their firms for the future. Risk management strategies for the cottonseed industry were analyzed as well.

WCC-72 Associated Published Research

Dahlgran, Roger A., Dennis D. DiPietre, and Rick Tubbs. "Imputing Values for Directly- or Contractually-Transferred Feeder Pigs." *Review of Agricultural Economics*, 18 (September 1996):423-436.

Fairchild, Dean G. and Dahlgran, Roger A. "Is it Going to be a Bad Day if a 60 Minutes Camera Crew is Waiting for You at Work?—A Case Study of Chicken Contamination Publicity." *Proceedings of the NCR Conference on Applied Commodity Price Analysis, Forecasting and Market Risk Management*, Chicago, Illinois, April 22-23, 1996. Ed. B. Wade Brorsen, p. 204-16.

Gomes, R.S., P.N. Wilson, W.E. Coates and R.W. Fox. "Cotton (*Gossypium*) Plant Residue for Fuel: An Economic Assessment," *Industrial Crops and Products*. 7(1997):1-8.

Ji, Dasheng. "An Examination of Informational Efficiency in the Copper, Cotton and Feeder Cattle Futures Markets." Unpublished M.S. Thesis, The University of Arizona, Tucson, 1998.

Kainuma, Koji. *Economic Competitiveness of the Western Mexico Mango Industry*. Unpublished M.S. Thesis, The University of Arizona, Tucson, 1997.

Selley, R.A. and P.N. Wilson. "Risk Research and Public Outreach: A Tale of Two Cultures?" *Journal of Agricultural and Resource Economics*. 22(1997):222-232.

Thompson, G.D. and P.N. Wilson. "The Organizational Structure of the North American Fresh Tomato Market: Implications for Seasonal Trade Disputes." *Agribusiness: An International*

Journal, (1997):533-547.

Wilson, P.N. "Economic Discovery in Federally-Supported Irrigation Districts: A Tribute to William E. Martin and Friends." *Journal of Agricultural and Resource Economics*. 22(1997):61-77.

Wilson, P.N., G.D. Thompson and R.L. Cook. "Mother Nature, Business Strategy and Fresh Produce." *Choices*. First Quarter 1997, pp. 18-21, 24-25.

Wilson, P.N. and G. D. Thompson. "Farming Systems on Extensive Margin Lands." *Journal for Farming Systems Research-Extension* 5(1995):109-128.

Wilson, P.N. and J.P. Leones. "Wholesale Nursery Management in the Desert." *Journal of Agribusiness* 13(1995):17-31.

Wilson, P.N., J.C. Wade and J.P. Leones. "The Economics of Commercializing New Industrial Crops." *Agribusiness: An International Journal* 11(1995):45-55.

University of Arkansas - Mike Thomsen

I completed my PhD at the University of Minnesota (1998) in agricultural and applied economics with a minor in business administration. My research interests focus on the strategic management of agribusiness firms. As part of my research program I hope to examine firm responses to (1) consumer concerns about food safety and (2) new food safety policies (HACCP). In the past, my research efforts addressed the spatial economics of feeder cattle markets, and the economic efficiency of farm supply and grain marketing cooperatives.

University of Florida - Allen F. Wysocki

REFEREED PUBLICATIONS

Wysocki, Allen F., and H. Christopher Peterson. "Viegelahn Farms and Investments: The Michigan Seed Potato Industry at a Crossroads," a teaching case study, *Review of Agricultural Economics*, vol.19, no. 2, Fall 1997" 441-452.

Harsh, Stephen B., James Lloyd, Allen F. Wysocki, et al. "Michigan Dairy Farm Industry: Summary of the 1991 Michigan State

University Dairy Farm Survey," Michigan Agricultural Experiment Station Report no. 544 (peer reviewed).

NON-REFEREED PUBLICATIONS

Peterson, H. Christopher and Allen F. Wysocki. "Strategic Choice Along the Vertical Coordination Continuum." An invited paper presented at the AAEA annual meeting in Salt Lake City on August 3 1998. This is also a Department of Agricultural Economics Staff Paper no. 98-16, Michigan State University, 1998

Wysocki, Allen F., and H. Christopher Peterson. "What Buyers Are Saying About Michigan Celery," Department of Agricultural Economics Staff Paper no. 97-55, Michigan State University, 1997.

Peterson, H. Christopher and Allen F. Wysocki "The Vertical Coordination Continuum and Determinants of Firm-Level Coordination Strategy." An invited paper presented at the WCC-72 meeting in Las Vegas on June 12, 1997.

Kansas State University - Arlo Biere

ACCOMPLISHMENTS

In the past three years my research has been in three areas. The first area dealt with a producer cooperative marketing a specialty crop—American White Wheat Producers Association. First, was a case study analysis of the operation of AWWPA. That was followed by a study of wheat growers' attitudes towards producing a specialty crop under contract with a producer cooperative. That study showed that nonmembers were more inclined to rely on current economics and are less willing to risk innovation for some unproven profit potential. The research demonstrated how the development of a new coordination mechanism entails much education of participants and that producer involvement will depend on learning new forms of operation.

Another area of research was the study of the export potential for new value-added food products. First, a market segmentation model was developed to classify countries into a two dimensional matrix based on macroeconomic factors and on the country's history of wheat production and consumption. From that came the identification of those countries with the highest import demand potential for value-added wheat products. The results of this work were of keen industry to people in the industry and in USDA. Second, was the estimation of import demand equations for pastries, macaroni, and breakfast food using time-series data on

the countries with the highest potential new demand. The econometric model incorporated aspects of the product adoption process. The results showed that the adoption process for new products can be an important determinant of import demand.

The last area of research is a transportation study to evaluate the grain logistics system for feed grains on the high plains. This research shows how grain flows to the Southern High Plains to satisfy the livestock consumption needs in that area. From those results one can see the differences among subregions in the importance of rail transport. The results help one to understand the factors affecting the future of country elevators on the high plains.

REFERENCES

Yann Duval and Arlo Biere, "Grain Producers' attitudes to New Forms of Supply Chain Coordination," *International Food and Agribusiness Management Review*, forthcoming.

Gary Brester, Arlo Biere and Justin Armbrister, "Marketing Identity Preserved Grain: The Case of the American White Wheat Producers Association," *Agribusiness: An International Journal*, 12:3 (1996), pp. 301-308.

Louisiana State University - R. Wes Harrison

A study that examines buyer preferences for minced-meat based food products derived from crawfish was completed. Attributes for two value-added seafood products derived from underutilized crawfish were analyzed using conjoint data from seafood restaurants in the southern region of the United States. Preferences for the products' form, price, and flavor attributes were tested. Statistical tests indicated that the attribute interactions were not significant and part-worth utilities for all main effects were estimated using an additive preference model. The results indicated that the new crawfish products should be marketed as a high quality fresh soup base or seafood stuffing priced between 30 and 50 percent of the cost of fresh crawfish tail meat.

A study was also completed that examined strategies to improve the competitiveness of agribusiness firms through enhanced customer value. Relationships between customer value and factors that influence the cost structure of the firm were examined. The relationships between customer value and product differentiation, vertical coordination, niche marketing, total quality management, and related strategies were also explored.

Publications

Harrison, R. Wes, A. Ozayan, and S.P. Meyers. •A Conjoint Analysis of New Food Products Processed from Underutilized Small Crawfish•, *Journal of Agricultural and Applied Economics*, Vol.30, No. 2, December 1998: 257-265, in press.

Harrison, R. Wes. •Stochastic Dominance Analysis of Futures and Option Strategies for Hedging Feeder Cattle•, *Agricultural and Resource Economics Review*, forthcoming, October, 1998.

Kennedy, P. Lynn., R. Wes Harrison, and Mario A. Piedras. •Analyzing Agribusiness Competitiveness: The Case of the United States Sugar Industry•, *The International Food and Agribusiness Management Review*, forthcoming.

Hinson Roger A., R. Wes Harrison, David Deephouse, and Barbara Minsky. •The Green Company: A Case of Labor Management and Employee Empowerment in a Small Business•, *The International Food and Agribusiness Management Review*, forthcoming.

Ozayan Aylin, R. Wes Harrison, and Samuel P. Meyers. •An Analysis of Buyer Preferences for New Food Products Derived from Louisiana's Undersized Crawfish• *Louisiana Agricultural Experiment Station Bulletin*, Bulletin Number 864, June 1998

Harrison, R. Wes •The Effects of Weather and Output Price Risk on the Economic Returns of Backgrounding Feeder Cattle•, *Journal of Agribusiness*, Vol. 15, No. 2, Fall 1997.

Kennedy, P. Lynn., and R. Wes Harrison, N.G. Kalaitzandonakes, H.C. Peterson, and R. P. Rindfuss. •Perspectives on Evaluating Competitiveness in Agribusiness Industries•, *Agribusiness: An International Journal*, Vol. 13, No. 4, July/August 1997.

Harrison, R. Wes. and P. L. Kennedy, •A Neo-classical Economic and Strategic Management Approach to Evaluating Global Agribusiness Competitiveness• *Competitiveness Review: An International Business Journal*, Vol. 7, No. 1, Spring 1997.

Hughes, D. W., and R. Wes Harrison, •A Comparison of the Size and Location of Agribusiness Industries for Louisiana and Its Parishes: 1982-1992•, *Louisiana Agricultural Experiment Station Bulletin*, Bulletin Number 858, April 1997.

Kennedy, P. L. and R. Wes Harrison. •Agribusiness

Competitiveness: Implications for Louisiana Agriculture•,
Louisiana Agriculture, Vol. 39, No. 1, Winter 1996.

Mississippi State University - Juan C. Batista

PUBLICATIONS

Herndon, C.W. "Export Logistics Alternatives." *Mississippi Furniture Forum*, Volume 3, Issue 2, Fall 1998.

Herndon, C.W. and J.C. Batista. "A Methodology for Assessing Logistical Alternatives Employed by Agricultural Exporters to Enhance Competitiveness." A selected paper for the 1998 IAMA Pre-Congress at Punta del Este, Uruguay. June 1998.

Herndon, C.W. and J.C. Batista. "Is Fast Track Authority Really Necessary to Liberalize Agricultural Trade?" A poster paper for the 1998 IAMA Pre-Congress at Punta del Este, Uruguay. June 1998.

Martin, S., G. Smith, L. House and J. Batista. "Agribusiness: How Do We Teach and Research if Our Approaches Differ?" Submitted for presentation at the annual meeting of the Southern Association of Agricultural Economics. Winter 1997.

Batista, J. "Education, Research and Service: Agribusiness Institute Sees Big Picture Through Microscope." *North Mississippi Business Digest*, June 1997.

Sinaga, Sunggul. "Impact of Regional Integration Agreements in the Western Hemisphere on U.S. Soybean Exports," Ph.D. Dissertation, Department of Agricultural Economics, Mississippi State University, May 1997.

Vicente, Mauricio V. "A Trade Change Analysis of Major Poultry Product Categories in the World Market," Master of Agribusiness Management (MABM) Research Report, Department of Agricultural Economics, Mississippi State University, May 1997.

Jackson, Tara Y. James and Albert J. Allen. "Changes in the Competitiveness of U.S. Soybean and Feed Grain Exports: A Market Share Analysis," *The Academy of Economics and Finance, Papers and Proceedings*, February 1997.

Medeiros, Neusa, Albert J. Allen, and Warren Couvillion. "Effects of Agricultural Policy Changes in the European Union on Selected Agricultural Products in the Southeastern United States," *Proceedings of the S-256 Symposium, Trade, Policy and Competition Forces Shaping American Agriculture*. Forthcoming.

Sinaga, Sunggul and Albert J. Allen. "The Impact of Expanding NAFTA in the Western Hemisphere on World Soybean Markets," in *Abstracts*, Edited by Mary Marchant, Staff Paper #368, Southern Agricultural Economics Association Meeting, Department of Agricultural Economics, University of Kentucky, Lexington, Kentucky, January 1997.

Sinaga, Sunggul and Albert J. Allen, July 1997, "The Impact of Expanding NAFTA in the Western Hemisphere on World Soybean Markets," *Abstracts*, Southern Journal of Agricultural and Applied Economics, Volume 29, Number 1.

Quesada, Alina, Albert J. Allen and Jeanne Reeves, June 1998, *A Comparative Analysis of Agricultural Commodity Trucking Firms in The U.S.* Research Report No. 205, Department of Agricultural Economics, Mississippi State University.

Alseleem, Yousef A., Albert J. Allen, and Jeanne Reeves, December 1997, "The Effects of Change in Truck Regulations on Watermelon Markets," *Proceedings of the Professional Agricultural Workers Conference*, Tuskegee University, Tuskegee, Alabama.

Quesada, Alina M., Albert J. Allen, and Jeanne Reeves, February 1997, "Financial Characteristics of Refrigerated Food Products Trucking Firms in the U.S.," *Journal of Food Distribution Research*, Volume XXVIII, Number 1.

Allen, Albert J., Jeanne Reeves, and Kenya Thomas, February 1998, "Conduct, Performance, and Structural Changes in the U.S. Agricultural Trucking Industry," *Journal of Food Distribution*, Vol. XXIX, No. 1.

Vicente, Mauricio Albert J. Allen, and Jeanne Reeves, February 1998, "An Analysis of Major Poultry Products Traders in World Markets," *Journal of Food Distribution*, Vol. XXIX, No. 1.

Vicente, Mauricio, Albert J. Allen, and Jeanne Reeves. "Shifts in Major Buyers Share of World Poultry Imports from 1985 to 1995," *Proceedings of Professional Agricultural Workers Conference*, Tuskegee University, Tuskegee, Alabama, December 1998.

Reeves, Jeanne, Albert J. Allen, and Alina Quesada, February 1998, "An Analysis of For-Hire Agricultural Trucking Firms in Mississippi: A Case Study," *Proceeding Southeast Decision Science Institute*, Kennesaw State University, Georgia.

Alseleem, Yousef Abdulah and Albert J. Allen, 1997, *The Use of Quadratic Programming Techniques for Watermelon Trade Within*

U.S.A. and Abroad, Research Bulletin Number 39, Kingdom of Saudi Arabia, King Saud University-Qassim Branch, College of Business and Economics, Centre of Research and Development of Human Resources.

Allen, Albert J., Jeanne Reeves and Alina Quesada, Forthcoming in Abstracts, 1999, "Financial Attributes of Agricultural Trucking Firms in the United States: A Regional Analysis," *American Journal of Agricultural Economics*.

Oregon State University - Larry Burt

Listed below are the citations from Oregon State University for the WCC-72 renewal package. As requested I have been liberal in identifying publications related to agribusiness. There are several of us with Extension appointments that work part time in the agribusiness area. We have no agribusiness research program as such, but, as you can see from the list of publications, we have a number of research faculty who work on agribusiness related projects from time-to-time.

Book Chapters

Durham, C.A., T.C. Grau, J.D. Lyon, and W.A. Schiek. 1996. "The Impact of the Market Promotion Program on the U.S. Processed Fruit Industries." In *Agricultural Commodity Promotion Policies and Programs in the Global Agri-Food System*, eds. J. Ferrero, K. Ackerman, and J. Nichols. Ithaca: Cornell University.

Gopinath, M., T.L. Roe, and M.D. Shane. 1998. "Sources of Growth and Competitiveness of U.S. Food Processing." In *Global Markets for Processed Food Products: Theoretical and Practical Issues*, eds. D. Pick, D. Henderson, I. Sheldon and J. Kinsey. Westview Press.

Journal Articles

Arnade, C., D. Pick, and M. Gopinath. 1998. "Testing Oligopoly Power in Domestic and Foreign Markets." *Applied Economics* 30(6):753-760.

Bohman, Mary and Patricia J. Lindsey. 1997. "Divergent Environmental Regulations and Trade Liberalization." *Canadian Journal of Agricultural Economics* 45(1):17-38(March).

Buccola, S.T. and J. Sil. 1996. "Productivity Measurement in the

Agricultural Marketing Sector." American Journal of Agricultural Economics 78(5):1366-1371 (December).

Buccola, S.T. and Y. Iizuka. 1997. "Hedonic Cost Models and the Pricing of Milk Components." American Journal of Agricultural Economics 79(2):452-462.

Buccola, S.T. and L. VanderZanden. 1997. "Wine Demand, Price Strategy, and Tax Policy." Review of Agricultural Economics 19(fall/winter):428-440.

Cross, Timothy L. and Gregory M. Perry. 1996. "Remaining Value Functions for Farm Equipment." Applied Engineering in Agriculture 12:547-553.

Durham, C.A. and E. Babb. 1997. "The Impact of the Number of Bidders and Costs on School Milk Prices." School Food Service Research Review 21(May):51-56.

Durham, C.A. and J.D. Lyon. 1997. "Manufacturer Versus Trading Company Export Behavior: The U.S. Processed Fruit Industries." Agribusiness: An International Journal 13(1):59-71.

Eales, J., C.A. Durham, and C.R. Wessells. 1997. "General Models of Japanese Demand for Fish." American Journal of Agricultural Economics 79(November):1153-1163.

Gopinath, M. and T.L. Roe. 1997. "Sources of Sectoral Growth in an Economy Wide Context: The Case of U.S. Agriculture." Journal of Productivity Analysis 8(3):293-310.

Gopinath, M., C. Arnade, M.D. Shane, and T.L. Roe. 1997. "Agricultural Competitiveness: The Case of the U.S. and Major EU Countries." Agricultural Economics 16(2):99-109.

King, Robert P. and Larry Lev. 1995. "A Position Report for Farm-Level Marketing Management." Review of Agricultural Economics 17:205-212.

Perry, Gregory M., Mary C. Stoff and Clair J. Nixon. 1996. "A State-by-State Comparison of the Impact of Taxation on Milk Producer Competitive Position." Agricultural Finance Review 56:34-46.

OSU Agricultural Experiment Station Publications

Arnade, Carlos and M. Gopinath. 1998. "Capital Adjustment in U.S. Agriculture and Food Processing: A Cross-Sectoral Model." OSU

Technical Paper #11317.

OSU Extension Service Publications

Burt, Larry. 1997. Organizing and Operating Agricultural Cooperatives. EM 8665.

Tanaka, J.A., P.L. Diebel, F.W. Obermiller and J. Glascock. 1997. The Oregon Beef Cattle Industry: Impact on the Oregon Economy. EM 8675.

Santa Clara University - Gregory A. Baker and Andrew S. Starbird

Research Accomplishments -- Baker

I completed a national survey of 1850 consumers to develop a better understanding of how consumers value various food safety attributes, applying the marketing technique of conjoint analysis. My findings indicated that consumers do in fact have a strong preference for food safety attributes and that there are marketing opportunities for private firms to exploit these unfulfilled consumer preferences. I have also begun work in the area of assessing the extent of agribusiness firms' strategic planning efforts and examining the relationship to firm performance, utilizing some of the recently validated planning indicators.

Research Publications, 1995-1998--Starbird

Starbird, S. Andrew. "Acceptance Sampling, Imperfect Production, and the Optimality of Zero Defects," *Naval Research Logistics*, forthcoming.

Beierlein, James G., Gregory A Baker and S. Andrew Starbird. "Food and Agribusiness Management Research: Advancing the Theory and Practice," *International Food and Agribusiness Management Review*, forthcoming.

Starbird, S. Andrew, Naren Agrawal. "Competitive Food Manufacturing: Evidence from the 1994 Competitive Manufacturing Survey," *Agribusiness: An International Journal*, Vol.12, No. 6, pp. 525-539, 1996.

Research Publications, 1995-1998--Baker

Souza Neto, José de, Gregory A. Baker and Francisco Beni de Sousa. "Análise Socioeconômica da Exploração de Caprinos e Ovinos

no Estado do Piauí," *Pesquisa Agropecuária Brasileira*, Vol. 30, No. 8, 1995.

Baker, Gregory A. "Strategic Implications of Consumer Food Safety Preferences," *International Food and Agribusiness Management Review*, forthcoming.

Baker, Gregory A. "The Development of a Mentor Program to Foster Student Career Management." *International Food and Agribusiness Management Review*, forthcoming.

Beierlein, James G., Gregory A Baker and S. Andrew Starbird. "Food and Agribusiness Management Research: Advancing the Theory and Practice," *International Food and Agribusiness Management Review*, forthcoming.

Texas A&M University - John Siebert

Publications

Nayga, Rudolfo and John Siebert. "Analysis of At-Home Consumption of Dairy Products in the United States." (Forthcoming in the *Journal of Food Marketing*.)

Siebert, John W. "Preparing Students for the Agribusiness Work Environment." *Review of Agricultural Economics* 20 (Spring/Summer 1998): 187-191.

Siebert, John W., Robert Jones, and Thomas Sporleder. "The VEST Model: An Alternative Approach to Value Added." *Agribusiness, An International Journal* 13 (November/December 1997): 561-568.

Siebert, John W. and Robert Schwart. "Case Study: Wooden Shoe Dairy, New Mexico, USA." *Agribusiness, An International Journal* 13 (November/December 1997): 637-648.

Siebert, John W., Mark Stephenson, and David Anderson. "Milk Marketing Without Federal Orders." *Choices* (Third Quarter, 1997): 37-41.

Siebert, John W. "Pizza: A Delivery Vehicle for Illustrating the Role of Food and Non-Food Suppliers Serving the FAFH Industry." *Agribusiness, An International Journal* 13 (January/February 1997): 85-92.