

*Joint symposium by  
the Agricultural &  
Applied Economics  
Association (AAEA)  
and the European  
Association of  
Agricultural  
Economists (EAAE)*

# Food Environment: The Effects of Context on Food Choice

May 30–31, 2012  
Tufts University • Boston, MA





On behalf of AAEA, I welcome you to Boston for the 2012 Food Environment Symposium. The next two days promise to be full of high quality presentations and opportunities for interaction with colleagues from around the world who share an interest in the important issue of how the “food environment” influences consumers’ choices and health outcomes.

This marks the second symposium we have co-sponsored with the European Association of Agricultural Economists (EAAE). The first was held in Munich in September of 2010 and was well attended. We at AAEA thank EAAE for their interest in co-sponsoring this symposium, and we look forward to future collaborations.

I want to recognize several people for their efforts in bringing this symposium together. First, I thank AAEA Past President Tom Hertel for his vision and leadership in championing AAEA’s role in helping to organize smaller, more focused symposia as a complement to our much larger annual meeting. I also thank Helen Jensen, Jayson Lusk, and the rest of the organizing committee for their tireless work developing the outstanding program for this symposium. Helen and Jayson, especially, have displayed remarkable creativity, energy, and persistence in taking this from an initial idea to the distinguished gathering of scholars who are here today. Finally, I thank Tufts University for hosting this event and gratefully the generous support provided by the sponsors of the symposium who are listed in the program.

I wish I could be in Boston with you. I plan to read many of the papers that will be presented over the next two days, and I look forward to learning about the insights and new ideas that will emerge from this symposium.

Sincerely,

Robert P King  
AAEA President

## Program Committee

### Co-Chairs:

Helen Jensen, *Iowa State University*

Jayson Lusk, *Oklahoma State University*

### Committee:

Sean Cash, *Tufts University*

Julie Caswell, *University of Massachusetts*

Larissa Drescher, *Technische Universität München*

Ellen Goddard, *University of Alberta*

Carola Grebitus, *University of Bonn*

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Christiane Schroeter, *California Polytechnic State University*

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## Sponsorship

**Thank you to the following sponsors for their generous support:**

AAEA Trust

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Farm Foundation

Network on Food Choice and Health (Germany)

USDA-AFRI Markets and Trade Program

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## Keynote Speaker Profiles

### **Kathleen A. Merrigan**

Kathleen Merrigan is the Deputy Secretary of the U.S. Department of Agriculture in Washington. She oversees the day-to-day operation of USDA's many programs and \$149 billion budget and serves on the President's Management Council, working with other Cabinet Deputies to improve accountability and performance across the federal government. She is perhaps best known for her work managing the Know Your Farmer, Know Your Food initiative, a Department-wide effort to highlight the critical connection between farmers and consumers and support local and regional food systems. Her pioneering work to build local and regional food systems was one reason Time Magazine named Dr. Merrigan one of the top 100 most influential people in the world in 2010.



### **Pierre Chandon**

Pierre Chandon is Professor of Marketing at INSEAD, Director of the INSEAD Social Science Research Centre, and currently visiting Harvard Business School on a sabbatical leave. He holds a PhD from HEC Paris and an MS from ESSEC. Prior to joining INSEAD, he was a faculty of the London Business School and of the University of North Carolina. His primary research interests focus on the effects of marketing (in particular, packaging and health claims) on food choices. He has published in marketing journals, such as *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, but also in nutrition and medical journals such as *Annals of Internal Medicine*, and *Obesity*. His 2007 article on “health halos” won the 2010 award for the best article published in the *Journal of Consumer Research* that year. He is a past Associate Editor of the *Journal of Consumer Research* and is currently on the editorial boards of the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, and *Recherche et Applications en Marketing*. To access Pierre's Google scholar author page, go to <http://tinyurl.com/Pchandon-cites>.



## Keynote Speaker Profiles

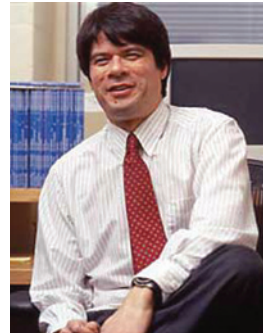
### Nathan Nunn

Nathan Nunn is the Paul Sack Associate Professor of Political Economy at the Department of Economics, Harvard University. Professor Nunn was born in Canada, where he received his PhD from the University of Toronto in 2005. Professor Nunn's primary research interests are in economic history, economic development, political economy and international trade. He is an NBER Faculty Research Fellow, an Affiliate of BREAD, and a Faculty Associate at Harvard's Weatherhead Center for International Affairs (WCFA). He is also currently an associate editor for the *Canadian Journal of Economics*, *Journal of Comparative Economics* and *Journal of International Economics*. In 2009, Professor Nunn was selected as an Alfred P. Sloan Research Fellow and grant recipient.



### Joel Gittelsohn

Joel Gittelsohn is a Professor in the Department of International Health, Johns Hopkins Bloomberg School of Public Health. For the past 21 years, Dr. Gittelsohn has focused his work on developing, implementing and evaluating community-based programs for the primary prevention of chronic disease in disadvantaged ethnic minority populations. With over 137 publications in peer-reviewed journals, he is a leading researcher in the area of formative research and the application of cultural information for intervention development. Dr. Gittelsohn's primary work in the past decade has been the development, implementation and evaluation of combined environmental and behavior-change approaches to improve diet and reduce risk for chronic disease.



## Wednesday, May 30

8:00–8:30 am

### Registration and Continental Breakfast

Jaharis Building, First Level, Lobby and Café

8:30–8:40 am

### Welcome Remarks

Jaharis Building, First Level, Auditorium

8:40–9:20 am

### Invited Talk

Jaharis Building, First Level, Auditorium

America's Food Environment: Bringing Choice, Access and Health to the Table

*Kathleen Merrigan, Deputy Secretary of Agriculture, USDA*

9:25–10:45 am

### Parallel Paper Presentation Session 1

#### Food Deserts 1

Jaharis Building, First Level, Room 118

*Moderator: Julie Caswell, University of Massachusetts*

Does Healthy Food Access Matter in a French Urban Setting? The Food Desert Hypothesis Revisited

*France Caillavet, Corela INRA*

Retail Wastelands: The Characteristics and Causes of Food Deserts Across Time

*Paula Dutko, Shelly Ver Ploeg, and Tracey Farrigan, USDA-Economic Research Service*

Vegetable Demand Elasticities in Detroit's Food Desert

*Dave Weatherspoon, Assa Dembele, Lorraine Weatherspoon, Marcus Coleman, and James Oehmke, Michigan State University*

#### School Lunch 1

Jaharis Building, First Level, Auditorium

*Moderator: Kristin Kiesel, California State University*

Total Lunchroom Makeovers: Using Asymmetric Paternalism to Address New School Lunchroom Guidelines

*Andrew Hanks, David Just, and Brian Wansink, Cornell University*

Environmental Cafeteria Interventions Impact Lunchtime Milk Selection and Consumption among Elementary School Students

*Alexandra Waite, Keiko Goto, Kenny Chan, Maria Giovanni, and Cindy Wolff, California State University*

Measuring the Impact of Farm to School on Fruit and Vegetable Consumption Using Social Cognitive Theory

*Jane Kolodinsky, University of Vermont*

## Wednesday, May 30

### **Symbolic Food Labeling**

Jaharis Building, Fifth Level, Room 508

*Moderator: Ellen Goddard, University of Alberta*

The Effect of Color-coding, Text, and GDA as Part of Nutrition Labels on Facilitation of Healthy Choice

*Jessica Aschemann-Witzel, Aarhus University*

The Value and Cost of Restaurant Calorie Labels: Results from a Field Experiment

*Brenna Ellison, Jayson Lusk, and David Davis, Oklahoma State University*

Consumers' Thoughts About and Willingness to Pay for Traffic-light Labeled Food and Financial Products

*Larissa Drescher, Technische Universität München; Stephan Marette, INRA; Jutta Roosen, Technische Universität München*

10:45–11:10 am

### **Break**

Jaharis Building, First Level, Café

11:10 am–12:30 pm

### **Parallel Paper Presentation Session 2**

#### **Food Deserts 2**

Jaharis Building, First Level, Room 118

*Moderator: Monika Hartmann, University of Bonn*

The Effects of Alternative Format Stores on the Measurement of Food Deserts

*Adam Rabinowitz, University of Connecticut*

Food Deserts as Equilibrium Outcomes: An Empirical Analysis

*Alessandro Bonanno, Lauren Chenarides, and Stephan Goetz, Pennsylvania State University*

Did the American Recovery and Reinvestment Act Increase in SNAP Benefits Reduce the Impact of Food Deserts?

*Margaret Andrews, USDA-Economic Research Service; Rhea Bhatta, Lehigh University; Shelly Ver Ploeg, USDA-Economic Research Service*

## Wednesday, May 30

### **School Lunch 2**

Jaharis Building, First Level, Auditorium

*Moderator: Mariah Ehmke, University of Wyoming*

Using Stated Preference Data to Decompose Household School Lunch Decisions

*Brian Roe, The Ohio State University*

Taste and Food Education in Belarus: The Impact of a School-based Intervention on Children's Food Choices

*Kristin Kiesel, California State University; Liliya Smialkova, Center for Science in the Public Interest; Michael Anderson and Sofia Villas-Boas, University of California, Berkeley*

Individual and Context Factors Determine Gender-specific Behavior: The Case of School Milk in Germany

*Petra Salamon, Daniela Weible, Doreen Buergelt, Inken Christoph, and Guenter Peter, Johann Heinrich von Thünen Institut*

### **Food Package Labeling**

Jaharis Building, Fifth Level, Room 508

*Moderator: Carola Grebitus, University of Bonn*

Evaluating the Effect of a Private Nutrition Program: The Guiding Stars Program by Hannaford

*Ilya Rahkovsky, USDA-Economic Research Service*

Competitive Success of Ecolabels for Healthy Landscapes, Healthy Food, and Healthy People

*Sedra Shapiro, University of Wisconsin, Madison*

The Potential Impact of the Health Check on Diet Quality of Food Away from Home Purchases

*Ellen Goddard, University of Alberta; Larissa Drescher, Technische Universität München; Jeewani Fernando, Alberta Agriculture and Rural Development*

12:30–1:30 pm

### **Lunch**

Jaharis Building, First Level, Café

1:30–2:20 pm

### **Invited Talk**

Jaharis Building, First Level, Auditorium

How Packaging Design Makes Us Fat: Health Halo Effects and Size Misperceptions

*Pierre Chandon, INSEAD*



## Wednesday, May 30

2:30–3:50 pm

### Parallel Paper Presentation Session 3

#### WIC and SNAP 1

Jaharis Building, First Level, Room 118

*Moderator: Craig Gundersen, University of Illinois*

The Economics of Beverage Choices Among WIC and SNAP Participants

*Tatiana Andreyeva, Joerg Luedicke, Kathryn Henderson, and Amanda Tripp, Yale University*

The Effects of the Food Stamp Program on Energy Balance and Obesity

*Joanna Parks, Aaron Smith, and Julian Alston, University of California, Davis*

The Effect of Food Stamp Benefit Changes on Food Expenditure

*Timothy Beatty and Charlotte Tuttle, University of Minnesota*

#### Children and School Lunch 3

Jaharis Building, First Level, Auditorium

*Moderator: Brenna Ellison, Oklahoma State University*

Promoting Healthful Foods: Could Water Be the Answer?

*T. Bettina Cornwell, University of Oregon; Anna McAlister, Michigan State University*

Children's Consumption of Fruits and Vegetables: Do School Environment and Policies Affect Choice in School Meals?

*Ariun Ishdorj, Texas A&M University; Mary Kay Crepinsek, Mathematica Policy Research, Inc; Helen Jensen, Iowa State University*

Peer-effects in Obesity Among Public School Children: A Grade-level Analysis

*Jebaraj Asirvatham, Rodolfo Nayga Jr., and Michael Thomsen, University of Arkansas, Fayetteville*

## Wednesday, May 30

### Issues in Retailing

Jaharis Building, Fifth Level, Room 508

*Moderator: Will Masters, Tufts University*

Store Format and the Healthfulness of Consumer Food Purchases

*Richard Volpe, USDA-Economic Research Service*

The Effect of Retail Grocery Coupons for Breakfast Cereals on Household Purchasing Behavior

*Joshua Berning and Hualu Zheng, University of Connecticut*

3:50–4:15 pm

### Break

Jaharis Building, First Level, Café

4:15–5:30 pm

### Parallel Paper Presentation Session 4

#### Food Expenditures, WIC and SNAP, and Food Deserts

Jaharis Building, First Level, Room 118

*Moderator: Parke Wilde, Tufts University*

Grocery Purchases of WIC and SNAP Recipients: Quantifying the Effect of a Prescriptive Program Design

*Amanda Tripp, Kathryn Henderson, and Tatiana Andreyeva, Yale University*

Map the Meal Gap: Exploring Food Insecurity at the Local Level

*Craig Gundersen, University of Illinois; Elaine Waxman, Theresa Del Vecchio, and Emily Engelhard, Feeding America; Julia Brown, Abt Associates*

Grocery Purchases in the Food Desert Environment: Constraints Outweigh Preferences

*Drew Zachary, Anne Palmer, and Pamela Surkan, Johns Hopkins University*

## Wednesday, May 30

### **Fair Trade and Sustainability**

Jaharis Building, First Level, Auditorium

*Moderator: Luigi Cembalo, University of Naples Federico II*

Discrete Choice Modeling of Consumer Preferences for Sustainably Produced Steak and Apples

*Hillary Sackett and Robert Shupp, Michigan State University; Glynn Tonsor, Kansas State University*

Conformism and Prestige in Fair-Trade Consumption: Evidence from Experimental Auctions for Chocolate

*Pierre Combris, Fabrice Etile, and Sabrina Teyssier, INRA*

What's in a Name? The Impact of Fair Trade Claims on Product Price

*Nicholas DiMarcello III, Saint Joseph's University; Nicholas Marconi, Colorado State University; Neal Hooker, Saint Joseph's University*

### **Advertising and Information**

Jaharis Building, Fifth Level, Room 508

*Moderator: Joshua Berning, University of Connecticut*

An Evaluation of Government Proposed Restrictions on Television Advertising of Food Products to Children

*Joshua Berning, Rui Huang, and Adam Rabinowitz, University of Connecticut*

Supporting a Healthy Diet? On-Pack Promotion and Nutritional Information of Ready-to-Eat Breakfast Cereals Marketed to Children—A Product Packaging Analysis

*Gesa Maschkowski, Julia Hoffmann, and Monika Hartmann, University of Bonn*

The Impact of Child Obesity News on UK Household Food Expenditure

*Andres Silva, Marian Garcia, and Alastair Bailey, University of Kent*

5:30–6:30 pm

**Poster Reception** (see poster listing on pages 10 and 11)  
Sackler Building, First Level, Room 114

7:00–9:00 pm

### **Dinner**

Courtyard Marriott, Lobby Level, Empire Ballroom

## Poster Reception, Wednesday, May 30

- 1 Willingness to Pay for Imported Beef and Perceived Risk  
*Kar Ho Lim, Wuyang Hu, and Leigh Maynard, University of Kentucky; Ellen Goddard, University of Alberta*
- 2 Food Access, Eating Habits, and Adult Obesity in Italy  
*Francesco Bimbo, Università degli Studi di Foggia; Alessandro Bonanno, Pennsylvania State University; Gianluca Nardone, Università degli Studi di Foggia*
- 3 Valuation of Health Inputs and Convenience in New Products  
*Jonas Nordstrom, University of Copenhagen*
- 4 Spatial Variations in the Food Environment of Manhattan, NY  
*Carolyn Dimitri, New York University; Jacqueline Geoghegan and Laura Hansen, Clark University*
- 5 Helping Parents with Obese Children Make Healthier Food Choices  
*Greg Colson, University of Georgia; Carola Grebitus, University of Bonn*
- 6 Consumer Response to Package Downsizing: An Application to the Chicago Ice Cream Market  
*Metin Cakir, University of Saskatchewan; Joseph Balagtas, Purdue University*
- 7 Association Between the Food Environment and Obesity in North Carolina: A Multilevel Analysis of the Role of Food Retail Sources and Obesity  
*Kofi Adu-Nyako and Ralph Okafor, North Carolina A&T State University*
- 8 Do Health Beliefs or Food Technology Neophobia Affect Canadian Consumer Interest in Purchasing Health Enhanced Dairy Products?  
*Shannon Allen, Ellen Goddard, and Anna Farmer, University of Alberta*
- 9 Response Latency in Food Choice Experiments: Is Weighting Necessary?  
*Danny Campbell, Queen's University*
- 10 Russian Diet and Health Choices: An Empirical Study Applying Grossman's Health Investment Model  
*Christine Burggraf, Stephan Brosig, Thomas Glauben, and Ramona Teuber, IAMO*
- 11 Food Choice and Safety Certification: A Mixed Logit Investigation of the Systematic, Distributional, and Differential Influences of Information Provision  
*Ali Chalak and Mohamad Abiad, American University of Beirut*
- 12 Economic Background of Families—Is it Vital for Food Decisions? A Case Study of School Milk Orders in Germany  
*Daniela Weible, Doreen Buergett, Inken Christoph, Guenter Peter, and Petra Salamon, Johann Heinrich von Thünen Institut*

## Poster Reception, Wednesday, May 30

- 13 European School Fruit Scheme in North Rhine-Westphalia (Germany)—  
Does it work?  
*Sarah Wingensiefen, Gesa Maschkowski, and Monika Hartmann, University of Bonn*
- 14 Disparities in Retail Store and Fruit and Vegetable Access by Area Racial Segregation  
*Kofi Adu-Nyako and Ralph Okafor, North Carolina A&T State University*
- 15 Strategic Self-ignorance  
*Linda Thunstrom, HUI; Jonas Nordstrom, University of Copenhagen; Jason Shogren and Mariah Ehmke, University of Wyoming*
- 16 Assessment of Dietary Outcomes in Food Environment Research: A Barrier to Policy and Programs to Support Healthy Eating?  
*Sharon Kirkpatrick, Ebonee Butler, Jill Reedy, and Robin McKinnon, National Cancer Institute*
- 17 Improving the Nutritional Quality at What Cost? The Economics of Reducing Sodium in Foods  
*Amanda Simpson, Jody Campiche, and Rodney Holcomb, Oklahoma State University*

## Thursday, May 31

8:00–8:30 am

### Continental Breakfast

Jaharis Building, First Level, Café

8:30–9:20 am

### Invited Talk

Jaharis Building, First Level, Auditorium

Historical Perspectives on Food, Health, and the Columbian Exchange

*Nathan Nunn, Harvard University*

9:20–10:40 am

### Parallel Paper Presentation Session 5

#### Health Attributes

Jaharis Building, First Level, Room 118

*Moderator: Christiane Schroeter, California Polytechnic State University*

What Is It Consumers Really Want, and How Can Their Preferences Be Influenced? The Case of Fat in Milk  
*Laura Andersen and Sinne Smed, University of Copenhagen*

There's Nothing "Fishy" About Fish: A Public Health Effort to Inform At-risk Women in Maine About Risks and Benefits  
*Haley Engelberth, Mario Teisl, Caroline Noblet, and Kathleen Bell, University of Maine; Eric Frohberg, Karyn Butts, and Andrew Smith, Maine Department of Health and Human Services*

The Influence of Information on Consumers' Valuation of Health Attributes in Food

*Sinne Smed and Lars Garn Hansen, University of Copenhagen*

**Thursday, May 31**

**Evaluations of Policy Interventions to Promote Healthy Eating in the EU: Examples from the Eatwell Project**

Jaharis Building, First Level, Auditorium

*Moderator: Jutta Roosen, Technische Universität München*

Evaluation with Inadequate Data: The Impact of the French Vending Machine Ban

*Sara Capacci and Mario Mazzocchi, University of Bologna; Bhavani Shankar, University of London*

Evaluation with Plenty of Data: The UK OFCOM's Regulation Restricting Advertising of Foods High in Fats, Salt, and Sugar to Children

*Bhavani Shankar and Jose Brambila-Macias, University of Reading; Mario Mazzocchi and Sara Capacci, University of Bologna; Bruce Traill, University of Reading*

Evaluation with No Data: A Qualitative Assessment of Some Costs and Benefits of Alternative Approaches to Food Reformulation

*Bruce Traill, University of Reading; Tino Bech-Larsen, University of Aarhus; Laura Gennaro, National Institute for Research on Food and Nutrition, Italy; Agnieszka Koziol-Kozakowska, Jagiellonian University Medical College; Sofia Kuhn and Ko Willis, European Food Information Council*

**Restaurants & Away from Home Food Consumption**

Jaharis Building, Fifth Level, Room 508

*Moderator: Marco Costanigro, Colorado State University*

Development of a Healthy Meal-Restaurant Index and a Healthy Retail Food Store Index: Obesogenic Environment Brazilian Study (ESAO)

*Ana Clara Duran, University of Sao Paulo*

Demand for Food Away From Home: A Multiple Discrete/Continuous Extreme Value Model

*Timothy Richards, Arizona State University; Lisa Mancino, USDA-Economic Research Service*

Do Consumers' Preferences Change When on Vacation? A Willingness to Pay Study on Apples and Honey

*Mørten Morkbak and Jørgen Dejgaard Jensen, University of Copenhagen*

## Thursday, May 31

10:40–11:00 am **Break**

Jaharis Building, First Level, Café

11:00 am–12:20 pm **Parallel Paper Presentation Session 6**

### **Organic**

Jaharis Building, First Level, Room 118

*Moderator: Amanda Simpson, Oklahoma State University*

Food Expenditures: The Effect of a Vegetarian Diet and Organic Foods

*Ann-Renee Guillemette and John Cranfield, University of Guelph*

Can Local Be the New Organic? Food Choice Motives and Willingness to Pay

*Jutta Roosen, Barbara Köttl, and Johanna Hasselbach, Technische Universität München*

Estimating the Impact of Food Environment on Consumer Produce Choice

*Christiane Schroeter and Xiaowei Cai, California Polytechnic State University*

### **Health and Lifestyle Issues**

Jaharis Building, First Level, Auditorium

*Moderator: Sean Cash, Tufts University*

Diet, Physical Activity, and Coronary Heart Disease Risk: A Choice Experiment

*Jose Grisolia, Universidad de Las Palmas de Gran Canaria; Alberto Longo, George Hutchinson, and Frank Kee, Queen's University*

Time to Eat? The Relationship Between Household Proxies of Time Resources and Food Spending Patterns

*Joseph Llobrera, Tufts University*

Relating Behavioral Elements of Household Food Negotiation to Childhood Obesity

*Mariah Ehmke, University of Wyoming; Christiane Schroeter, California Polytechnic State University; Kari Morgan, Enette Larson-Meyer, and Nicole Ballenger, University of Wyoming*



## Thursday, May 31

### **Local Foods**

Jaharis Building, Fifth Level, Room 508

*Moderator: Carola Grebitus, University of Bonn*

State Policies to Promote and Encourage Local Foods

*Rebecca Jablonski, Cornell University*

The Beauty of the Commons? Consumers Participation in Food Community Networks

*Luigi Cembalo and Alessia Lombardi, University of Naples*

*Federico II; Stefano Pascucci and Domenico Dentoni,*

*Wageningen University; Giuseppina Migliore, University of*

*Palermo; Fabio Verneau, University of Naples Federico II;*

*Giorgio Schifani, University of Palermo*

Local, Organic, Conventional—Asymmetric Effects of Information and Taste on Label Preferences in an Experimental Auction

*Marco Costanigro, Stephan Kroll, Dawn Thilmany, and*

*Marisa Bunning, Colorado State University*

12:20–1:20 pm

### **Lunch**

Jaharis Building, First Level, Café

1:30–2:40 pm

### **Invited Talk**

Jaharis Building, First Level, Auditorium

Modifying the Food Environment to Reduce Diet-related Chronic Disease

*Joel Gittelsohn, Johns Hopkins University*

2:40–3:20 pm

### **Panel and Wrap up**

Jaharis Building, First Level, Auditorium

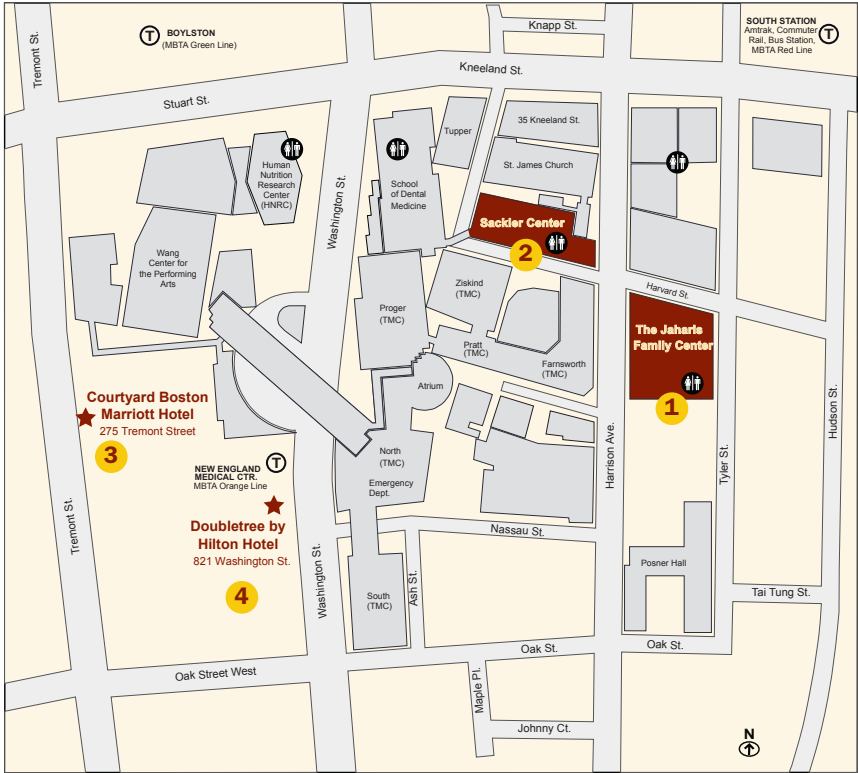
3:20–3:40 pm

### **Break**

Jaharis Building, First Level, Café







- 1. Jaharis Building
- 2. Sackler Building
- 3. Courtyard Marriott
- 4. DoubleTree Hotel