

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2108 Understanding Global Consumers' Motivations for Adopting a Vegetarian/Vegan Diet: A Comparison of Methods, Results and Policy Implications

Arlington, 3rd Floor

Organized Symposium

The focus of this session is to examine gaps in the literature around vegetarian/vegan/flexitarian behavior across countries, and across disciplines with respect to the broader literature. Specifically, this session adds to the discussion by first, providing insights across three countries from three continents (US, Australia, Germany) based on quantitative analysis, and second, by adding for Germany the results of qualitative methods. The insights derived from the session will allow for a better understanding of the factors and concerns motivating consumers to adopt a vegetarian and/or vegan diet, the implications of changing diets for the food industry and related policymakers, including the livestock and meat sector, and strategies for addressing issues that may arise from changing meat eating behavior, particularly those centered around misinformation.

What Drives German Consumers to Become Vegetarians/Vegans: Analysis Based on Morphological Market Research

Monika Hartmann, University of Bonn

2109 Agricultural Practices and Technologies

Salon B, 4th Floor

Selected Presentation – Lightning Session

The 8 papers in this lightning session consider the consequences of a range of production practices such as contracting and technologies such as Bt cotton and improved seeds in various developing countries.

Moderator: Anna M. Fairbairn, University of Illinois at Urbana-Champaign

Impact of Modern Irrigation on Household Production and Welfare Outcomes: Evidence from the PASIDP project in Ethiopia

Alessandra Garbero, International Fund for Agricultural Development; Tisorn Songsermsawas, International Fund for Agricultural Development

Mineral Fertilizer Quality: Implications for Markets and Small Farmers in Tanzania

Anna M. Fairbairn, University of Illinois at Urbana-Champaign; Hope C. Michelson, University of Illinois at Urbana-Champaign; Brenna Ellison, University of Illinois at Urbana-Champaign; Victor M. Manyong, International Institute of Tropical Agriculture

The Effect of Soil Quality on Agricultural Returns and Fertilizer Use: Linking Remote-Sensing Land Data with Living Standards Measurement Surveys in Tanzania

Anil K. Bhargava, University of Michigan; Anja Gassner, World Agroforestry Centre

Welfare-Environmental Quality Tradeoffs of Promoting Use of Quality Seed Potato in Tropical Highlands of Africa: Evidence from Central Highlands of Kenya

Julius J. Okello, International Potato Center; Norman Kwikiriza, International Potato Center; Elmar Schulte-Geldermann, International Potato Center

A Question of Integrity: Variants of Bt Cotton, Pesticides, and Productivity in Pakistan

Xingliang Ma, International Food Policy Research Institute; **Melinda Smale**, Michigan State University; David J. Spielman, International Food Policy Research Institute; Patricia Zambrano, International Food Policy Research Institute; Hina Nazli, IFPRI's Pakistan Strategy Support Program; Fatima Zaidi, International Food Policy Research Institute

Novel IPM Intervention in West Africa: Smallholder Farmers' Preferences for Biological versus Synthetic Control Strategies for Cowpea Pests

Michael Agyekum, Michigan State University; Frank Lupi, Michigan State University; Cynthia Donovan, Michigan State University

A Duration Analysis Approach to Variety Change on Wheat Farms in Bihar, India

Mukesh K. Ray, Michigan State University; Mywish K. Maredia, Michigan State University

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2110 International Trade

Salon C, 4th Floor

Selected Presentation –Lightning Session

The lightning session deals with the interactions of agricultural trade and other economic and social topics. The analyses allow us to re-examine agricultural trade from the broad perspective of economic development, environmental sustainability, labor markets, and cultural trends.

Moderator: Nikhil Damodaran, Louisiana State University

Corruption and Agricultural Trade

Trina Biswas, Louisiana State University; P. Lynn Kennedy, Louisiana State University

The Role of Institution's Quality and the Sectoral FDI in Improving the Food Security in Developing Countries

Marilyne Huchet-Bourdon, Agrocampus Ouest; Mehdi Ben Slimane, Carthage University and Agrocampus Ouest; Habib Zitouna, Tunisian Institute for Competitiveness and Quantitative Studies

Eco-Labeling and the Gains from Agricultural and Food Trade: A Ricardian Approach

Kari E. Heerman, USDA-Economic Research Service; Ian M. Sheldon, The Ohio State University

Reinvigorating Economy in the Euro Area: Use of Fiscal Policy to 'Beggart-Thy-Neighbor'

Nikhil Damodaran, Louisiana State University

Forest Stewardship Standards: Voluntary Governance as a Trade Facilitation Strategy?

Bruno Kanieski Da Silva, North Carolina State University; Kathryn A. Boys, North Carolina State University

2111 International Development

Boylston, 1st Floor

Selected Presentation

Papers in this session focus on evaluating the effectiveness of development efforts in Asia, Africa, and Central America.

Moderator: Marup Hossain, University of Florida

Migration and Household Decision on Occupational Choice and Input Reallocation: Evidence from Bangladesh

Marup Hossain, University of Florida; Gulcan Onel, University of Florida; Conner Mullally, University of Florida

Long-Term Impacts of Poverty Programs: A Local-Economy Cost-Benefit Analysis of Lesotho's Child Grants Programme

Anubhab Gupta, University of California, Davis; J. Edward Taylor, University of California, Davis; Mateusz J. Filipski, International Food Policy Research Institute; Karen E. Thome, USDA-Economic Research Service; Benjamin Davis, Food and Agricultural Organisation of the United Nations; Luca Pellerano, International Labour Organization; Ousmane Niang, United Nations Children's Emergency Fund

Longitudinal Analysis of the Intrahousehold Distribution of Foods in Rural Nepal: Effectiveness of a Community Development Intervention

Amelia F. Darrrouzet-Nardi, Allegheny College; Laurie C. Miller, Tufts Medical Center; Neena Joshi, Heifer International Nepal; S. Mahato, Heifer International Nepal; Mahendra Lohani, Heifer International; Beatrice L. Rogers, Tufts University; Julia Drozdowsky, Allegheny College

Determinants of Sustainability of Community Seed Banks in Nicaragua: A Duration Analysis Approach

David J. De Young, Michigan State University; Mywish K. Maredia, Michigan State University

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2112 Agricultural Productivity in Developing Countries

Brandeis, 3rd Floor

Selected Presentation

The four papers in this session focus on issues in agricultural productivity in developing countries, including the effects of gender, farm size, weather, and technical change.

Moderator: Leah EM Bevis, Cornell University

The Inverse Size-Productivity Puzzle: Might There Be Behavioral Explanations?

Leah EM Bevis, Cornell University; Christopher B. Barrett, Cornell University

Weather Variability, Technical Change, and Agricultural Production: 40 Years of Evidence from India

Jeffrey D. Michler, Purdue University

The Impact of the Use of New Technologies on Farmers' Wheat Yield in Ethiopia: Evidence from a Randomized Controlled Trial
Gashaw Abate, International Food Policy Research Institute; Tanguy Bernard, International Food Policy Research Institute; **Alan D. De Brauw**, International Food Policy Research Institute; Nicholas Minot, International Food Policy Research Institute

Asymmetric Trade Flows and Their Implications for Competitiveness, Efficiency and Trade

Youngjae Lee, Louisiana State University; P. Lynn Kennedy, Louisiana State University

2113 Water Resource Management

Harvard, 3rd Floor

Selected Presentation

This session focuses on management of water resources for agricultural, industrial, and residential uses. Spatial heterogeneity and welfare impacts are examined in the presentations.

Moderator: Sanchari Ghosh, Northeastern State University

The Welfare Consequences of the 2015 California Drought Mandate: Evidence from New Results on Monthly Water Demand

Steven C. Buck, University of Kentucky; Stephen F. Hamilton, California Polytechnic State University, San Luis Obispo; Mehdi Nemati, University of Kentucky; David L. Sunding, University of California, Berkeley

Hydroeconomic Modeling of the Benefits and Costs of Water Management in the Santa Cruz Border Region

Sanchari Ghosh, Northeastern State University; Keith D. Willett, Oklahoma State University

Groundwater Management Policy Evaluation with a Spatial-Dynamic Hydro-Economic Modelling Framework

Robert A. Hrozencik, Colorado State University; Dale Manning, Colorado State University; Jordan F. Suter, Colorado State University; Christopher Goemans, Colorado State University; Ryan T. Bailey, Colorado State University

Meandering Water in the Prairie Pothole Region of South Dakota and its Economic Impact

Matthew Elliott, South Dakota State University; Tong Wang, Texas AgriLife Research; Dennis Todey, South Dakota State University

2114 Wine and Coffee Economics

Maine, 5th Floor

Selected Presentation

This session focuses on emerging issues relevant to agribusinesses in the wine grape and coffee industries. Business strategy, technological innovation, and labeling are discussed.

Moderator: Bruno V. Miranda, University of Missouri

Transaction Costs, Capabilities and Grape Procurement Strategies in U.S. Emerging Wine Regions

Bruno V. Miranda, University of Missouri; Fabio R. Chaddad, University of Missouri

Evaluating the Potential for Robotic Technology Development in U.S. Wine Grape Production

Dean A. McCorkle, Texas A&M University; Rebekka M. Dudensing, Texas A&M AgriLife Extension Service; Daniel Hanselka, Texas A&M University; Ed W. Hellman, Texas A&M University

Price Determinants of California Wine in the U.S. Market: Does the Type Matter?

Ali Asgari, University of Kentucky; Michael R. Reed, University of Kentucky

Costly Choices: Does the U.S. Retail Market Reward Coffee Origin Labeling?

John Hoehn, Michigan State University

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2115 Effect of Exogenous and Endogenous Factors on Farm Profitability and Wealth

Massachusetts, 5th Floor

Selected Presentation

External influences as well as management decisions can have profound impacts on farm finances. Papers in this session examine how exogenous and endogenous factors such as urban development, invasive pests, avoided demand charges and timing of wealth transfer affect farm assets, revenues, and cost of production.

Moderator: Sean P. Hurley, California Polytechnic State University, San Luis Obispo

A Model for Estimating Revenue from Avoided Demand Charges for Agricultural Operations Utilizing Anaerobic Digesters

Sean P. Hurley, California Polytechnic State University, San Luis Obispo

Economic Impact of the Sugarcane Aphid Outbreak in South Texas

Samuel D. Zapata, Texas A&M University; Raul Villanueva, Texas A&M University; Rebekka M. Dudensing, Texas A&M AgriLife Extension Service; Danielle Sekula, Texas A&M University; Gabriela Esparza-Diaz, Texas A&M University

The Effect of Timing of Farm Transfer Initiation on Terminal Wealth in the Business: Simulation Model.

Iuliia Protopop, University of Nebraska-Lincoln; Michael Boehlje, Purdue University

Urban Influence on Costs of Production in Selected Regions: A Frontier Approach

Richard F. Nebring, USDA-Economic Research Service; Ani Katchova, The Ohio State University; Charles Hallahan, USDA-Economic Research Service; Michael Harris, USDA-Economic Research Service; Kenneth W. Erickson, USDA-Economic Research Service

2116 New Evidence on Milk and Dairy Demand

MIT, 3rd Floor

Selected Presentation

Milk and dairy is becoming highly differentiated. This session examines the effects of private labeling on market power, as well as the effects of differentiation on demand for milk and dairy products.

Moderator: Senarath Dharmasena, Texas A&M University

Investigating Economic and Demographic Factors Affecting Consumer Demand for Coconut-milk in the United States

Senarath Dharmasena, Texas A&M University

Private Label Market Power: Evidence from the Italian Dairy Sector

Giulia Tiboldo, University of Connecticut; Rigoberto A. Lopez, University of Connecticut; **Stefan Hirsch**, University of Bonn

Demand for Niche Local Brands in the Fluid Milk Sector

Adam N. Rabinowitz, University of Connecticut; **Yizao Liu**, University of Connecticut; Xuan Chen, University of Connecticut; Benjamin L. Campbell, University of Georgia

Private Label Competition and Retailer Market Power: The Case of Fluid Milk in New England

Adam N. Rabinowitz, University of Connecticut; **Xuan Chen**, University of Connecticut; Yizao Liu, University of Connecticut

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2117 Diffusion of Technologies

Nantucket, 4th Floor

Selected Presentation

Papers in this session emphasize the roles of information technology, extension, and transgenerational learning in enhancing decision-making in developing countries.

Moderator: Annemie Maertens, University of Sussex

Demonstration Plots as a Tool to Promote Farmer Learning: Evidence from a Randomized Controlled Trial in Malawi

Annemie Maertens, University of Sussex; Hope C. Michelson, University of Illinois at Urbana-Champaign; Vesall Nourani, Cornell University

Ties that Bind: Redistributive Pressure and Economic Decisions in Village Economies

Salvatore DiFalco, University of Geneva; Francesco Feri, University of London; Paolo Pin, University of Siena; Xavier Vollenweider, London School of Economics and Political Science

Agricultural Extension through Information Technologies in Schools: Do the Cobbler's Parents Go Barefoot?

Eduardo A. Nakasone, Michigan State University; Maximo Torero, International Food Policy Research Institute

Did You Really Get the Message? Using Text Reminders to Stimulate Adoption of Agricultural Technologies

Catherine Larochelle, Virginia Tech; Jeffrey Alwang, Virginia Tech; Elli Travis, Virginia Tech

2118 Using Experimental Economics to Investigate Intra-Household Allocation

Northeastern, 3rd Floor

Selected Presentation

This session presents research regarding the measurement of regulatory participation and compliance, productive resource control and intra-household labor allocation as well as the impact of gender differences in risk preferences on household investment decisions. Finally, credit access as improvement of technical efficiency of farmers is discussed.

Moderator: Stephen N. Morgan, Michigan State University

Farmers as Policymakers: Measuring Regulatory Participation and Compliance in Michigan

Stephen N. Morgan, Michigan State University; Nicole M. Mason, Michigan State University; Robert S. Shupp, Michigan State University

Productive Resource Control and Intrahousehold Labor Allocation

Aissatou Ouedraogo, Michigan State University

A Study on Intra-household and Gender Differences in Risk Preferences and Their Effect on Household Investment Decisions in Rural Cameroon

M. Jimena Gonzalez Ramirez, Iowa State University; Niccolo F. Meriggi, Wageningen University

Does Credit Access Improve Technical Efficiency of Farmers? Experimental Evidence from Bangladesh

Nusrat A. Jimi, The State University of New York; Subal C. Kumbhakar, The State University of New York; Plamen Nikolov, The State University of New York

2119 Food Choice Experiments

Regis, 3rd Floor

Selected Presentation

These presentations employ experiments to examine food choices and preferences.

Moderator: Chinonso E. Etumnu, University of San Francisco

Behavioral Determinants of Biofortified Food Selection: The Case of Orange-fleshed Sweet Potato in Ghana

Chinonso E. Etumnu, University of San Francisco

Product Bundling as a Behavioral Nudge: Investigating Consumer Fruit and Vegetable Selection using Dual-Self Theory

Kathryn A. Carroll, University of Wisconsin; Anya Samek, University of Southern California; Lydia Zepeda, University of Wisconsin

Understanding the Effect of Product Displays on Consumer Choice and Food Waste: A Field Experiment

Devon P. Meadowcroft, University of Delaware; John C. Bernard, University of Delaware; Ulrich C. Toensmeyer, University of Delaware

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2120 Agricultural Trade: Market and Policy Analyses

Salon D, 4th Floor

Selected Presentation

This session outlines the factors affecting agricultural trade, including agricultural and trade policies.

Moderator: Jaya Jha, Colby College

Agricultural Protection, Domestic Politics, and International Political Economy: What is the Role of the State in Explaining Agricultural Protection?

Wanki Moon, Southern Illinois University; Gabriel Pino, Universidad de Talca; Jebaraj Asirvatham, Southern Illinois University

A COOL Repeal: Potential Outcomes of U.S. Mandatory Country of Origin Labeling Requirements on Dairy and Beef Sectors

Amanda M. (Leister) Countryman, Colorado State University; Alessandro Bonanno, Colorado State University; Joleen C. Hadrich, Colorado State University

2121 Impact of Food Policies on the Poor: Studies in the United States and India

Salon H, 4th Floor

Selected Presentation

How affective are food assistance programs in addressing hunger and malnutrition among the poor in both developed and developing countries? This session examines this question for the U.S and India.

Moderator: Danhong Chen, University of Arkansas

Evaluating the Impact of Participation in the Fresh Fruit and Vegetable Program on Childhood Obesity Using Synthetic Difference-in-Difference Method

Danhong Chen, University of Arkansas; Rodolfo M. Nayga, University of Arkansas; Michael R. Thomsen, University of Arkansas; Sangsoo Park, Korea University; Judy Bennett, Arkansas Center for Health Improvement

Food Access, Food Deserts, and the Women, Infants, and Children Program

Qi Wu, University of California, Davis; Tina L. Saitone, University of California, Davis; Richard J. Sexton, University of California, Davis

Effectiveness of Food Subsidies in Raising Consumption of Healthy Food: The Case of Pulses in Public Distribution System in India
Suman Chakrabarti, International Food Policy Research Institute; **Avinash Kishore**, International Food Policy Research Institute; Devesh Roy, International Food Policy Research Institute

Arbitrage and Corruption in Food Subsidy Programs? Evidence from India's Targeted Public Distribution System

Suman Chakrabarti, International Food Policy Research Institute; Tajuddin Khan, International Food Policy Research Institute; **Avinash Kishore**, International Food Policy Research Institute

2122 Nutrition in K-12 Education

Salon J, 4th Floor

Selected Presentation

Examining nutrition in youth is important in light of the obesity epidemic while malnutrition is still observed. This session includes four papers that examine nutrition trends in K-12 education.

Moderator: Michael E. Ollinger, USDA-Economic Research Service

The Effect of Nutrition and Physical Education on Student Achievement: Evidence from Traverse City Area Public Schools

Gerard L. Taylor, Michigan State University; Dave D. Weatherspoon, Michigan State University; Marci Scott, Michigan Fitness Foundation; Sarah Jones, Michigan Fitness Foundation

The Role of Calorie Content, Menu Items, and Health Beliefs on the School Lunch Perceived Health Rating

Matthew V. Pham, Landmark College; Brian E. Roe, The Ohio State University

Trends in Soda, Milk, and Juice Consumption among U.S. High School Students from 2007 to 2015

Caitlin Merlo, Centers for Disease Control and Prevention; Sohyun Park, Centers for Disease Control and Prevention; Zewditu Demissie, Centers for Disease Control and Prevention; Sarah Sliwa, Centers for Disease Control and Prevention; **Gabrielle Miller**, Centers for Disease Control and Prevention

Do Large School Food Authorities Pay Less for Food used in the National School Lunch Program?

Michael E. Ollinger, USDA-Economic Research Service; Joanne Guthrie, USDA-Economic Research Service; Audrey J. Peo, University of Delaware

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2123 Demand and Price Analysis of International Trade

Salon K, 4th Floor

Selected Presentation

These papers seek to analyze empirically the demand conditions for agricultural traded commodities. Policy implications are emphasized.

Moderator: Haiyan Wang, Texas Tech University

Potential Scenarios for China's Future Excess Demand for Grain Sorghum

Haiyan Wang, Texas Tech University; Jaime E. Malaga, Texas Tech University

Estimating Import Demand Functions in Major Beef Importing Countries by Bayesian Hierarchical Linear Model

Byung Min Soon, University of Missouri; Wyatt Thompson, University of Missouri

Price Discovery in U.S. and World Rice Markets using Tournament Approach

Man-Keun Kim, Utah State University; Hernan A. Tejada, Utah State University

The Effect of HPAI on ECOWAS Meat Prices Using Price Transmission Analysis

Fawzi A. Taha, USDA-Economic Research Service; Anthony Shkrelja, USDA-Economic Research Service

2124 Analyses of Risk, Adaptation, and Habit Formation in Developing Countries

St. Botolph, 2nd Floor

Selected Presentation

Presentations in this session focus on risk management in specific situations that are particularly relevant for developing countries.

Moderator: Shaikh M. Eskander, London School of Economics

Agricultural Adaptation to Disaster through Land Rental Market: Evidence from Bangladesh

Shaikh M. Eskander, London School of Economics; Edward B. Barbier, University of Wyoming

Optimal Management of Runoff Reservoir Supply: The Case of Tono Reservoir in Northern Ghana

Francis H. Kemeze, University of Ghana; Mario J. Miranda, The Ohio State University; John K.M. Kuwornu, Wageningen University; Henry Anim-Somuah, Affiliation

Income Risk, Habit Formation, and Precautionary Savings: The Case of Rural Households

Aditya R. Khanal, Tennessee State University; Ashok K. Mishra, Arizona State University

Replanting Guarantee in Developing Countries

Yiting Li, The Ohio State University; Mario J. Miranda, The Ohio State University

2125 Marketing Strategies of Smallholder Farmers

Tufts, 3rd Floor

Selected Presentation

This set of presentations explore various marketing strategies employed by smallholder farmers around the world.

Moderator: Dennis O. Ochieng, Goettingen University

Farmers' Preferences for Supermarket Contracts in Kenya

Dennis O. Ochieng, Goettingen University; Prakashan Chellattan Veetil, International Rice Research Institute; Matin Qaim, Georg-August-Universität Göttingen

Implications of Seasonal Price and Productivity Changes at the Household Level in Uganda – A Heterogeneous Agent Approach

Mark Musumba, Earth Institute at Columbia University; Yuquan W. Zhang, Shanghai Jiao Tong University

The Changing Structure of Retail Food Stores, Direct Marketing Sales and its Impact on Farmer's Financial Performance

Krishna P. Paudel, Louisiana State University; **Seydina O. Sene Sr.**, Louisiana State University; Timothy A. Park, USDA-Economic Research Service

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2126 Climate Variability and Impacts on World Agricultural Production

Vermont, 5th Floor

Selected Presentation

This sessions consists of four papers analyzing the impact of climate variability on agricultural production.

Moderator: Pierre Mérel, University of California, Davis

Modeling Temperature and Precipitation Influences on Yield Distributions of Canola and Spring Wheat in Saskatchewan
Richard Carew, Agriculture & Agri-Food Canada; Ting Meng, University of Pennsylvania; **Wojciech J. Florkowski**, University of Georgia; Anna M. Klepacka, Warsaw University of Life Sciences

Adapting Agronomic Metrics to Climate-Yield Models in Northern Latitudes: The Importance of Cold Temperature Stress
Alan P. Ker, University of Guelph

The Impact of Climate Change on Cereal Yields: Statistical Evidence from France
Matthew Gammans, University of California, Davis; **Pierre Mérel**, University of California, Davis; Ariel Ortiz-Bobea, Cornell University

2127 Agriculture and GHG Emissions

Wellesley, 3rd Floor

Selected Presentation

Papers in this session address different dimensions of the interface between agriculture and GHG emissions.

Moderator: WanYu Liu, Aletheia University

Optimal Pricing of Carbon Trading Market Based on a Demand-Supply Model
WanYu Liu, Aletheia University

Quantifying Spatial Differences in Methane Emissions from Rice Production
Francis Tsiboe, University of Arkansas; **Aaron M. Shew**, University of Arkansas; Lawton L. Nalley, University of Arkansas; Bruce L. Dixon, University of Arkansas; Jesse B. Tack, Mississippi State University; Andrew P. Barkley, Kansas State University; Kris Brye, University of Arkansas

Renewable Natural Gas as a Solution to Climate Goals: Supply Estimates and Response to California's Low Carbon Fuel Standard
Daniel P. Scheitrum, University of California, Davis; Nathan C. Parker, Arizona State University

Abatement Costs of Emissions from Crop Residue Burning in Major Crop Producing Regions of China: Balancing Food Security with the Environment

Lingling Hou, Center for Chinese Agricultural Policy, Chinese Academy of Sciences; Dana L. Hoag, Colorado State University; Jikun Huang, Chinese Academy of Sciences; Catherine M. Keske, Colorado State University

2128 Ecosystems/Conservation

Boston University, 3rd Floor

Selected Presentation

Papers in this session evaluate conservation practices and ecosystem management.

Moderator: Seong Do Yun, Yale School of Forestry and Environmental Studies

The Wealth of Ecosystems: Valuing Natural Capital in the Context of Ecosystem Based Management
Seong Do Yun, Yale School of Forestry and Environmental Studies; Barbara Hutniczak, National Oceanic and Atmospheric Administration (NOAA); Eli P. Fenichel, Yale University; Joshua K. Abbott, Arizona State University

What Matters for Farmers' Willingness to Accept Compensation for Restoring Wetland: Environmental Benefits or Economic Concerns

Xuan Wei, University of Florida; Honggen Zhu, Jiangxi Agricultural University

Effects of Protected Area Size on Conservation Return on Investment

Kristen Thiel, University of Tennessee; Seong-Hoon Cho, University of Tennessee

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2129 Are Poor Soils a Blessing or a Curse? Estimating the Relationships among Soil Quality, Agricultural Productivity, and Poverty in Sub-Saharan Africa

Berkeley, 3rd Floor

Track Session – International and Africa Sections

The United Nation's declaration of 2015 as the International Year of Soils and the Montpellier Panel report, "No Ordinary Matter: Conserving, Restoring, and Enhancing Africa's Soils", pushed issues of soil quality and agricultural productivity to near the top of the development agenda in sub-Saharan Africa (SSA). While this has stimulated considerable research, dialogue, and some renewed donor support for efforts to address soil and land degradation challenges, the relationships among soil quality, agricultural productivity, and rural poverty remain poorly understood. Moreover, there is an emerging debate in the literature over whether good soils are a blessing (the conventional wisdom) or a curse (Wantchekon and Stanig, 2015). This track session will bring new empirical evidence from Kenya, Malawi, and Zambia to bear on these issues and debates.

Organizers: Nicole M. Mason, Michigan State University; Milu Muyanga, Michigan State University; Jacob Ricker-Gilbert, Purdue University

Moderator: Thomas S. Jayne, Michigan State University

Discussant: Mark W. Rosegrant, International Food Policy Research Institute

Pinned to the Ground: Examining Soil Degradation Poverty Traps in Rural Kenya

Milu Muyanga, Michigan State University; Thomas S. Jayne, Michigan State University

Micro-Level Welfare Impacts of Agricultural Productivity: Evidence from Rural Malawi

Francis A. Darko, Purdue University; Amparo Palacios-Lopez, World Bank; Talip Kilic, World Bank; Jacob Ricker-Gilbert, Purdue University

Female Access to Fertile Land in Zambia

William J. Burke, Stanford University

2130 Behavioral Economics and School Food Policy: Nudging Towards Better Choices

Clarendon, 3rd Floor

Track Session – FSN and IBES Sections

Behavioral Economics applications to improving health, choice, and the bottom lines of school cafeterias have expanded since the Smarter Lunchroom Initiative of 2009 which continues to strive to provide schools with research-based solutions to encourage healthier eating in the lunchroom while maintaining participation and revenue. This session includes three papers with "nudges" and lunchroom architecture influences that aim to increasing school lunch participation and increasing consumption of fruits and vegetables.

Organizer: Jane M. Kolodinsky, University of Vermont

Moderator: David R. Just, Cornell University

Discussant: David R. Just, Cornell University

Sampling Tomorrow's Lunch Today: A Partial Solution to the School Lunch Trilemma?

Jane M. Kolodinsky, University of Vermont; Elizabeth Pope, University of Vermont; Erin Roche, University of Vermont

The Effect of Elementary Student Involvement in the Design of Healthy Food Promotional Materials on Vegetable Consumption

Christopher R. Gustafson, University of Nebraska-Lincoln

Lunchroom Table Talkers Talk School Students into Eating Fruits and Vegetables

Janani Rajbhandari Thapa, University of Georgia; Michelle VanDellan, University of Georgia

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2131 Strengthening Impact Assessment in the CGIAR: Lessons Learned

Dartmouth, 3rd Floor

Track Session – International and Senior Sections

The session consist of four presentations providing an overview of challenges faced by CG centers in conducting credible impact assessments, steps to improve impact assessment in a commodity (CIP), and natural resource (CIFOR) center, and a summary of recommendations. The first presents an overview of challenges to credible impact assessment faced and a discussion of means of overcoming them. The second presentation approaches the challenge from a Center perspective. It synthesizes lessons about challenges and means of improving impact assessment. The third discusses experiences in addressing a huge challenge in assessing impacts for commodity-focused research: measuring adoption. An ongoing project is extending methods for estimating adoption of improved varieties across South and Southeast Asia. The fourth presentation summarizes CIAT's recent experience in impact assessment. This center was not involved in the strengthening effort and an overview of its challenges provides context for other centers.

Organizer: Jeffrey Alwang, Virginia Tech

Discussant: Bradford F. Mills, Virginia Tech

Challenges to impact assessment in the CG: Building credibility within the context of a complex research program

Jeffrey Alwang, Virginia Tech

Impact Assessment at CIP & CIFOR: Challenges of Attribution and Impact Assessment Prioritization in Different Research Centers

Guy G. Hareau, International Potato Center; Daniel Suryadarma, Center for International Forestry Research

Tracking Varietal Adoption through Expert Elicitation Methodology: Recent Experiences from More Than 130 Crop-Country-Combinations (CCCs) in South and Southeast Asia

Mywish K. Maredia, Michigan State University

New Methods and Tools in the Documentation of Development Outcomes and Impacts of Tropical Agriculture: The CIAT Experience

Ricardo A. Labarta, International Center for Tropical Agriculture

2132 The Use of Academic Performance Metrics when Evaluating Faculty, Programs, and Departments

Exeter, 3rd Floor

Track Session – NAAEA Section

Metrics are useful in making absolute and relative decisions. Universities now use electron faculty reporting systems to capture and store annual evaluations. Digital Measures and MyVita are third-party programs for gathering information. External third-party entities—e.g., Google Scholar or ResearchGate—track journal impact factors and citations rates for faculty and journals. This comprehensive look at productivity is used to evaluate discipline specific departments across multiple universities, across departments within an institution, and individual faculty members as targeted hires. The objective of this panel discussion is three-fold. First, begin a dialogue for effective use of metrics in decision making for evaluation of faculty member performance and recruitment of faculty members. Second, touch on strategies for communicating these metrics during department program reviews. Third, explore what steps the AAEA might take to offer support to third-party vendors in developing metrics.

Organizer: Joe L. Parcell, University of Missouri

Moderator: Joe L. Parcell, University of Missouri

Discussant: Jill L. Findeis, University of Missouri

Panelists: Steve A. Halbrook, University of Arkansas; Jill J. McCluskey, Washington State University; Steven C. Turner, Mississippi State University

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2133 Attention and Choice: Use of Eye-Tracking in Choice Behavior Research

Fairfield, 3rd Floor

Track Session – Experimental Economics and IBES Sections

Attention is an important step in the consumer decision making process, being a prerequisite for information processing. With eye-tracking technology, respondents' gaze can be recorded to monitor their visual attention when making food choices. Recent research has underlined the importance of visual processing in consumer decision-making. Visual attention is influenced by bottom-up (or stimulus-driven) and top-down (goal-directed) factors. This session focuses on visual attention during food choice and its influencing factors. Specifically, three issues related to eye-tracking and food choice are covered: (1) the role of attention in predicting choice in choice experiments, (2) the effect of the visual stimulus characteristics and the positioning on the likelihood of fixation, and (3) the effect of the hypothetical or non-hypothetical nature of the choice experiment on visual attention in terms of fixation count and fixation time.

Organizer: Ellen J. Van Loo, Ghent University

Moderator: Carola Grebitus, Arizona State University

Discussant: Benjamin L. Campbell, University of Georgia

The Role of Attention in Predicting Choice

Jutta Roosen, Technical University of Munich; Carola Grebitus, Arizona State University

Effects of Visual Stimulus Characteristics on Attention to Front-of-Pack Food Product Information

Klaus G. Grunert, Aarhus University; Jacob L. Orquin, Aarhus University; Erik Lahm, Aarhus University; Linda Redere, Aarhus University; Martin P. Bagger, Aarhus University; George Tsalis, Aarhus University

Does Visual Attention Differ in Hypothetical and Non-hypothetical Choice Experiments?

Ellen J. Van Loo, Ghent University, Belgium; Rodolfo M. Nayga, University of Arkansas; Terhi Latvala, Natural Resources Institute Finland; Wim A.J. Verbeke, University of Ghent

2134 Financing Innovation for Agriculture and Food: What Next? Part 2: Practitioner Perspectives

Hyannis, 4th Floor

Track Session – Australasia Section

This is the second of two linked sessions on the same topic, with a mixture of speakers from government, universities, and industry. Each session will have a set of short presentations followed by a general discussion.

Organizer: Julian M. Alston, University of California, Davis

Moderator: Julian M. Alston, University of California, Davis

Lessons from the Workshop in Ravello

Davide Gaeta, University of Verona

Government Agency Perspectives

Robbin Shoemaker, National Institute of Food and Agriculture

Technology Provider Perspectives

Eric Sachs, Monsanto Corporation

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2135 Economics of Animal Health

New Hampshire, 5th Floor

Track Session – AEM Section

Examines industry relevant topics in animal health including the economic impact of zoonotic diseases (avian influenza), the role of biosecurity in reducing the threat and impact of animal disease, and the impact of antibiotic-free production on animal health (chickens).

Organizer: Matthew J. Salois, Elanco Animal Health

Discussant: Michael Dicks, American Veterinary Medical Association
The Impact of Antibiotic-free Production on Broiler Health and Welfare
Matthew J. Salois, Elanco Animal Health

Economics of Zoonotic Diseases

Thomas L. Marsb, Washington State University

Why Do Producers Partially Implement Biosecurity Recommendations of Experts?

Glynn T. Tonsor, Kansas State University

2136 Are Online Food Sales Ready to Go Mainstream? Developments in Ecommerce

Provincetown, 4th Floor

Track Session – AEM Section

For more than 30 years entrepreneur producers are experimenting with electronic marketing opportunities. However, for a number of reasons, the majority of the early endeavors were not successful. Nevertheless, over the last few years, producers and retailers are re-embracing electronic food sales as a marketing strategy. Some examples of these marketing endeavors include: Online Food Hubs, electronic food trade websites (i.e. MarketMaker), direct sales through farm websites, Amazon Fresh etc. Despite their increasing popularity, both among producers and consumers, the research regarding electronic food marketing is rather limited. The purpose of this session is to discuss and examine: i) the development of electronic marketing, ii) future opportunities both for the industry and in terms of research needs, and iii) the potential problems in the development of this marketing outlet.

Organizers: Kar Ho Lim, Tennessee State University; Michael Vassalos, Clemson University

Moderator: Michael Vassalos, Clemson University

Current Status and Perspectives of E-commerce in the Food Marketing System

Carlos E. Carpio, Texas Tech University; Kelly Lange, Texas Tech University

The Power of Customer Review in Online Grocery Shopping Revealed by Amazon Big Data

Xuqi Chen, University of Florida; Zhifeng Gao, University of Florida

Consumer Preference for Grocery Shopping Mode: Comparing Online, Farmers Market and Supermarket

Kar Ho Lim, Tennessee State University; Michael Vassalos, Clemson University

Characteristics of Facebook Marketing Messages Used by Agribusinesses in the United States: Some Qualitative and Quantitative Results

James N. Barnes III, Mississippi State University; **Kalyn T. Coatney**, Mississippi State University

Concurrent Sessions — Tuesday, 4:30 - 6:00 PM

2137 Competitive Factors of Latin American Countries in the U.S. Fruit and Vegetable Markets

Salon I, 4th Floor

Track Session – LAS and Senior Sections

Global fruit and vegetable (F&V) consumption and production have been increasing steadily over several decades. Latin American countries have considerably expanded their exports to the U.S. F&V markets with different market penetration rates. Latin American exports of F&V have generated new production systems, expanded rural employment and helped reduce poverty. Notwithstanding, foodborne illness outbreaks in the U.S. have been linked to domestic and imported produce and food safety standards are getting stricter. The new Food Safety and Modernization Act (FSMA) requires both the U.S. and imported produce to comply with new food safety standards. The session analyzes U.S. market penetration rates, source of origin as an intrinsic quality attribute for U.S. consumers, F&V trends and seasonality, major south land port of entries, and the compliance challenges of the new FSMA rules and its impact on future competitiveness of produce imports.

Organizers: Jose A. Lopez, Texas A&M University; Jaime E. Malaga, Texas Tech University

Moderator: Marco A. Palma, Texas A&M University

Latin American Competition for the U.S. Fruit and Vegetable Markets: Trends, Cases and Lessons Learned

Jaime E. Malaga, Texas Tech University

A Case Study of U.S. Fruits and Vegetables Trade among NAFTA Countries

Jose A. Lopez, Texas A&M University - Commerce

Flow Trends and Infrastructure Needs for Land Imports of Fruits and Vegetables

Luis A. Ribera, Texas A&M University; Flynn J. Adcock, Texas A&M University

The Impact of Food Safety on Competitiveness of Latin American Produce Imports

Linda S. Calvin, USDA-Economic Research Service; Belem D. Avendano, Universidad Autonoma De Baja California