Concurrent Sessions — Monday, 2:45 PM - 4:15 PM

1043 Strategic Behavior and Retail Food Prices
   Salon 1, Lower B2 Level

Invited Paper
In this session, we present three papers that examine emerging pressures on retail food prices, from three different perspectives. The papers share a common theme that players throughout the food distribution system, whether producers, manufacturers, or retailers behave strategically to pass along cost increases to consumers. Changes in package sizes, selling hyper-differentiated products online, or exploiting emergent store formats are three ways in which suppliers are shaping consumer food prices now, and in the coming years.

Discussant: Stephen Hamilton, California Polytechnic University, San Luis Obispo

The Impact of Package Size on Cost Pass-Through
Metin Cakir, University of Minnesota

Market Structure and Food Price Inflation
Richard Volpe, III, USDA-Economic Research Service

Online Search and Retail Food Prices
Stephen Hamilton, California Polytechnic University, San Luis Obispo; Timothy Richards, Arizona State University

1044 Defining Rural (and Urban) Geography
   Salon 2, Lower B2 Level

Organized Symposium
USDA-Economic Research Service, in projects with CNSTAT and The Pennsylvania State University is revisiting the delineation of both rural-urban county/tract typologies and local labor market areas. Both projects are mid-way and some of the principals will discuss where the projects seem to be going in terms of concepts and methods.

Organizer: David McGranahan, USDA-Economic Research Service

Moderator: Stephan Goetz, The Pennsylvania State University

Panelists: John Cromartie, USDA-Economic Research Service; Leif Jensen, The Pennsylvania State University; Mark Partridge, The Ohio State University

1045 Restarting WTO Negotiations. The Post-Bali Work-program: What is on the Table, What would be Needed
   Salon 3, Lower B2 Level

Organized Symposium – EAAE
Recent developments in WTO negotiations made it possible to overcome the stalemate emerged last July and set a new deadline - July 2015 - for the definition of a “workprogram” for the conclusion of the Doha round. The Organized Symposium aims at providing an opportunity, as this deadline will approach, to discuss the outcome of the negotiations for the ‘work program’ or, if an agreement will not have been reached by then, the prospects for their successful conclusions.

Moderator: Giovanni Anania, University of Calabria

Domestic Support Polices in the Post-Bali “Work Program:” What is on the Table, What would be Needed
David Blandford, The Pennsylvania State University

Market Access in the Post-Bali “Work Program:” What is on the Table, What would be Needed
David Laborde, International Food Policy Research Institute

Food Security and Development in the Post-Bali “Work Program:” What is on the Table, What would be Needed
Ammad Bahalim, International Centre for Trade and Sustainable Development; Josef Georg Schmidhuber, Food and Agriculture Organization of the United Nations
**Concurrent Sessions — Monday, 2:45 PM - 4:15 PM**

**1046  Advances in Environmental and Hedonic Valuation I**  
*Salon 4, Lower B2 Level*

**Selected Presentation – Lightning Session**

**Moderator:** Jerald Fletcher, West Virginia University

Demand for Urban Tree Cover in California: Comparison of Spatial Hedonic Model and Instrument Variable Method  
**Yingdan Mei,** The Ohio State University; Brent Sohngen, The Ohio State University; Diane Hite, Auburn University

Are WTP Estimates for Wildfire Risk Reductions Transferrable from Coast to Coast? Results of a Choice Experiment in California and Florida  
**John Loomis,** Colorado State University; Jose Sanchez, USDA Forest Service; Armando Gonzalez-Caban, USDA Forest Service; Thomas Holmes, USDA Forest Service

Estimating Recreation Demand When Survey Responses Are Rounded  
**Ian Page,** University of Maryland; *Erik Lichtenberg,* University of Maryland; Monica Saavoss, University of Maryland

A Dynamic Economic Analysis of Nitrogen-Induced Soil Acidification in China  
**Ziyan Yang,** University of Maryland

The Amenity Value of Climate Change Across Different Regions in the United States  
**Pitchayaporn Tantibhikkhunichana,** Washington State University; Gregmar Galinato, Washington State University

Evaluating the Effect of Stream Restorations: An Application in Switzerland  
Michele Baggio, University of Connecticut; **Charles Towe,** University of Connecticut

Quantifying Social Preferences for Woody Biomass Energy  
**Robert Campbell,** University of Montana

Valuing the Benefit of Reducing Adverse Effects from Household Solid Fuel Combusting in Rural China  
**Zheng Liu,** Yunnan University of Finance and Economics; Xiaodong Bian, Yunnan University of Finance and Economics

**1047  Agribusiness Issues in Asia**  
*Salon 5, Lower B2 Level*

**Selected Presentation**

Agribusinesses located in the most populated region of the world must contend with numerous constraints. This session addresses a range of topics from production in China to entrepreneurship in Philippines.

**Moderator:** J Dominique Gumirakiza, Western Kentucky University

Rice, Wheat, and Corn Supply Response in China  
**Jan Brockhaus,** University of Bonn; Jikun Huang, Chinese Academy of Sciences; Jiliang Hu, Chinese Academy of Sciences; Matthias Kalkuhl, University of Bonn; Joachim Von Braun, International Food Policy Research Institute; Guolei Yang, Chinese Academy of Sciences

The Relationship Between the Consumer Health Concern and the Categories of Convenience Food: The Case of South Korea  
**So Hyun Kim,** Seoul National University; Kyeong Ah Ahn, Seoul National University; Young-Chan Choe, Seoul National University

Determinants of Entrepreneurial Potential in Regions of Poverty and Conflict: A Case Study of Out-of-school Youth in Mindanao, Philippines  
Cynthia Lai, University of Hawaii at Manoa; **Catherine Chan,** University of Hawaii at Manoa; Domenico Dentoni, Wageningen University; Elma Neyra, Southern Christian College

Chinese Consumers' Perception of Imported versus Domestic Pork Quality  
**Maolong Chen,** Michigan State University; David Ortega, Michigan State University; Hong Holly Wang, Purdue University
Concurrent Sessions — Monday, 2:45 PM - 4:15 PM

**1048 SP** Can’t We All Just Get Along? Institutional and Behavioral Economic Insights for Encouraging Cooperative Outcomes  
*Salon 6, Lower B2 Level*

**Selected Presentation**
This session addresses how to achieve cooperative outcomes given a potential conflict situation. Interpersonal comparisons, conflict zones, bullying, and poor leadership are used as empirical contexts to outline potential solutions.

**Moderator:** Niccolo Meriggi, Wageningen University

**Getting a Leg Up or Pulling it Down? Interpersonal Comparisons and Destructive Actions: Experimental Evidence from Bolivia**  
Eliana Zeballos, University of California, Davis

**Perception and Action in a Conflict Zone: A Study of Rural Economy and Rural Life amidst Narcos in Northeastern Mexico**  
Leslie Verteramo Chiu, Cornell University; Calum Turvey, Cornell University

**The Good, the Bad and the Fair: Quality of Local Leaders and Village Development in Rural Cameroon**  
Erwin Bulte, Wageningen; Niccolo Meriggi, Wageningen University

**The Impact of Bullying on Educational Performance in Ghana: A Bias-reducing Matching Approach**  
Yu Zhang, Texas A&M University; Shahriar Kibriya, Conflict and Development Center; Zhicheng Phil Xu, Texas A&M University

**1049 SP** Price Transmission - Empirical Applications to Tax and Exchange Rate Pass Through  
*Nob Hill A, Lower B2 Level*

**Selected Presentation**
This session examines price transmission for agricultural, forest, and consumer products (cigarettes), incorporating recently development in spatial econometrics, smooth transition approach etc.

**Moderator:** Di Fang, Arizona State University

**A Spatial Analysis of Cigarette Tax Pass-Through: Evidence from Nielsen ScanTrack Data**  
Xiaojin Wang, University of Kentucky; Yuqing Zheng, University of Kentucky; Michael Reed, University of Kentucky; Chen Zhen, Research Triangle Institute

**An Empirical Analysis of Exchange Rate Pass-Through in Tropical Forest Product Markets: A Smooth Transition Approach**  
Selin Guney, North Carolina State University; Barry Goodwin, North Carolina State University

**Farm to Retail Price Transmission: The Case of Cheddar and Mozzarella Cheeses**  
William Hahn, USDA-Economic Research Service; Hayden Stewart, USDA-Economic Research Service; Donald Blayney, New Mexico State University; Christopher Davis, USDA-Economic Research Service

**Price Volatility Transmission from International to Domestic Agricultural Markets: Evidence from Africa, South Asia and Latin America**  
**Concurrent Sessions — Monday, 2:45 PM - 4:15 PM**

**1050** Experimental Economics II - Developmental Economics Applications  
Nob Hill B, Lower B2 Level

**Selected Presentation**  
This session presents experimental findings (field and lab-based) about technology adoption, nutrient-based poverty traps and preferences for organic products in developing countries.

**Moderator:** Jeffrey Michler, Purdue University

- **Technology Adoption When Risk Preferences Matter: Evidence from Incentivized Field Experiments in Niger**  
  *Awa Sanou*, Michigan State University; *Saweda Liverpool-Tasie*, Michigan State University; *Robert Shupp*, Michigan State University

- **Are There Nutrient-based Poverty Traps? Evidence on Iron Deficiency and Schooling Attainment in Peru**  
  *Maximo Torero*, International Food Policy Research Institute

- **Randomised Control Trial of a Risk-Free Sample Purchase for Inorganic Fertilizer in Uganda**  
  *Annet Adong*, Maker University

- **Evaluating Preferences for Organic Product Attributes in Nigeria: Attribute Non-attendance under Explicit and Implicit Priming Task**  
  *Muhammad Baba Bello*, University of Kiel; *Awudu Abdulai*, University of Kiel

**1051** Food Security II - Global Food Security  
Pacific H, Fourth Level

**Selected Presentation**  
This set of papers addresses global food security issues, including the impacts of conflict, trade, and policy design.

**Moderator:** Milu Muyanga, Michigan State University

- **A Causal Exploration of Food Price Shocks and Conflict in Sudan**  
  *Junyi Chen*, Texas A&M University; *Shahriar Kibriya*, Conflict and Development Center; *David Bessler*, Texas A&M University; *Edwin Price*, Texas A&M University

- **Joint Evaluation of Cash and In-kind Transfer Programs in Indonesia: What are the Roles in Food and Nutrition Security?**  
  *Rythia Afkar*, University of Bonn

- **Trade Liberalization and Food Security: A Case Study of Taiwan using Global Food Security Index (GFSI)**  
  *Shih-Hsun Hsu*, National Taiwan University; *Ching-Cheng Chang*, Academia Sinica; *Chi-Chung Chen*, National Chung-Hsing University; *Jou Chen Shih*, National Taiwan University

- **Impact of India’s Food Security Policy across Household Types**  
  *Dileep Birur*, RTI International; *Angel Aguiar*, Purdue University; *Badri Narayanan Gopalakrishnan*, Purdue University
High Impact Learning Activities in Agricultural Economics - What Works and What Doesn't

Track Session – TLC/SS-AAEA Section

High Impact Learning Activities are defined as in-class and out-of-class opportunities in which students can participate to create a more meaningful educational experience. The umbrella term includes study abroad programs, research and honors courses, student club involvement, and leadership and internship opportunities. The main idea is to give students more immersive undergraduate and graduate learning experiences so that they leave their academic programs well-rounded and enlightened global citizens. However, some activities may lead to better learning outcomes and better prepare students for their careers than others. Our panelists are surveying students and members of industry to evaluate the high-impact learning activities included in our undergraduate and graduate programs. The panel will present the results of these surveys to provide audience members with a better understanding of how particular activities are perceived by students and how well-prepared students who participate in these activities are for jobs in the agribusiness industry. Our panel discussion will focus on (i) industry related experiences (such as NAMA and PMA), (ii) educational related experiences (including honors, case studies, and flipped courses), (iii) undergraduate student research (honors thesis and conference exposure), and (iv) student club activities (such as QuizBowl, and “AgEcon” clubs).

Organizer: Maria Bampasidou, University of Florida
Discussant: Maria Bampasidou, University of Florida
Panelists: Jennifer Clark, University of Florida; Kelly Grogan, University of Florida; H. Mikael Sandberg, University of Florida

Food Environment and Food Choices

Selected Presentation

This session focuses on food environment and food choices.

Moderator: Wen You, Virginia Tech

Does Ethnicity Matter for Food Choices? An Empirical Analysis of Asian Immigrant Time Use
Tongyang Yang, University of Georgia; Joshua Berning, University of Georgia; Gregory Colson, University of Georgia; Travis Smith, University of Georgia

Does a Nutritious Diet Cost More in Food Deserts?
Linlin Fan, University of Illinois at Urbana-Champaign; Kathy Baylis, University of Illinois at Urbana-Champaign; Craig Gundersen, University of Illinois at Urbana-Champaign; Michele Ver Ploeg, USDA-Economic Research Service

The Evolving Role of Food Sourced Outside the Home on Diets in the US: 1977-2010
Travis Smith, University of Georgia; Biing-Hwan Lin, USDA-Economic Research Service; Ellen Coats, University of Georgia

A Multidimensional View of Food Environment Impact on Consumption and Food Security
Jackie Yenerall, Virginia Tech; Wen You, Virginia Tech; Jennie Hill, Virginia Tech
**Concurrent Sessions — Monday, 2:45 PM - 4:15 PM**

1054 SP  The Role of Transfers Programs and Credit in Poverty Alleviation  
*Pacific J, Fourth Level*

**Selected Presentation**

Papers in the session discuss methodological issues for targeting cash transfers beneficiaries, spillovers effects of cash transfer programs, and compare impact of cash versus in-kind transfers program. The forth paper examines the effect of credit in poverty alleviation.

**Moderator:** Robert Herdt, Cornell University

**Reaching the Poor: Tradeoffs in Qualitative and Quantitative Methods for Targeting Cash Transfers in Cameroon**  
*Quentin Stoeffler*, University of California, Davis; Bradford Mills, Virginia Tech; Carlo Del Ninno, World Bank

**Spatial Spillovers in Conditional Cash Transfer Programs**  
*Kathy Baylis*, University of Illinois at Urbana-Champaign; Andres Ham, University of Illinois at Urbana-Champaign

**Financial Intermediation and Poverty Trap Dynamics over the Life Cycle**  
*Isai Guizar*, Tecnologico de Monterrey; Mario Miranda, The Ohio State University; Claudio Gonzalez-Vega, The Ohio State University

**The Impact of Cash versus In-kind Transfers on Informal Credit and Gift Exchange Behavior in Rural Niger**  
*Joanna Upton*, Cornell University; Susanna Sandström, Abo Akademi University; John Hoddinott, International Food Policy Research Institute

1055 SP  Trade II - Advancements in Data, Theory, and Empirical Approaches  
*Pacific F, Fourth Level*

**Selected Presentation**

The field of agricultural trade is positioned to benefit from the availability of firm-level data, the advancement of new trade theories, and the development of econometric methods. The four papers in this session exemplify how the new approaches enhance our understanding of the international markets for agricultural and food commodities.

**Moderator:** Gopinath Munisamy, USDA Economic Research Service

**Copula-Based Modeling of Dependence Structure among International Grain Markets**  
*Md Mansur Ahmed*, North Carolina State University; Barry Goodwin, North Carolina State University

**Do Exporting Firms Benefit from Retail Internationalization? Evidence from France**  
*Angela Cheptea*, INRA-IAW; *Charlotte Emlinger*, CEPII; Karine Latouche, INRA

**Export Decision Under Risk. Theory and Evidence from French Food Firms**  
*Carl Gaigné*, INRA UMR SMART; José De Sousa, Université of Paris-Sud; Anne-Célia Disdier, INRA

1056 SP  Water Use I - Mangerial Decision-Making and Depletion  
*Sierra A, Fifth Level*

**Selected Presentation**

**The Gisser-Sanchez Paradox on Benefits of Groundwater Management: Revisited**  
*C. S. Kim*, USDA-Economic Research Service; Keith Fuglie, USDA-Economic Research Service; Steven Wallander, USDA-Economic Research Service; Seth Wechsler, USDA-Economic Research Service

**Accounting for Well Yield Constraints in the Economic Decision-making of Groundwater Users**  
*Samuel Collie*, Colorado State University; Jordan Suter, Colorado State University; Dale Manning, Colorado State University; Joel Schneekloth, Colorado State University

**Aquifer Depletion in the face of Climate Change and Technical Progress.**  
*Nicolas Quintana Ashwell*, Kansas State University; Jeffrey Peterson, Kansas State University

**Sustainable Path of Extraction of Groundwater for Irrigation and Whither Jevons Paradox in Hard Rock Areas of India**  
*Kiran Kumar Patil*, University of Agricultural Sciences; MG Chandrakanth, University of Agricultural Sciences; Mahadev Bhat, Florida International University; AV Manjunatha, Institute for Social and Economic Change, Bangalore
Concurrent Sessions — Monday, 2:45 PM - 4:15 PM

1057 SP Empirical Methods - Discrete Dependent Variables
Sierra C, Fifth Level

Selected Presentation
The papers in this session propose new estimators for data with a discrete dependent variable or assess the reliability of software used to estimate models with discrete dependent variables.

Moderator: Xiang Bi, University of Florida

Mixing distributions for the Mixed Logit Model
Yuan Yuan, Virginia Tech; Wen You, Virginia Tech; Kevin Boyle, Virginia Tech

On the Examination of the Reliability of Statistical Software for Estimating Logistic Regression Models
Jason Bergtold, Kansas State University; Krishna Pokharel, Kansas State University; Allen Featherstone, Kansas State University

A New Estimator for Multivariate Binary Response Data
Shengfei Fu, University of Georgia; J. Scott Shonkwiler, University of Georgia

Neural Network Estimators of Binary Choice Processes: Estimation, Marginal Effects, and WTP
Jason Bergtold, Kansas State University; Steven Ramsey, Kansas State University

1058 SP Regulating Airborne Pollutants - Cost, Impact and Design Considerations for Policy
Sierra E, Fifth Level

Selected Presentation
This session evaluates cost and optimal design considerations for policies intended to protect air quality and reduce greenhouse gas emissions.

Moderator: Larry Sanders, Oklahoma State University

Price versus Quantity versus Hybrid Regulation in the Presence of Co-pollutants
John Stranlund, University of Massachusetts Amherst; Insung Son, University of Massachusetts Amherst

Evaluating Policy Options to Reduce N2O Emissions from US Agriculture
Richard Klotz, Cornell University

Costs of a Practice-Based Air Quality Regulation: Dairy Farms in the San Joaquin Valley
Wei Zhang, Connecticut College

Optimal Regulation of Carbon and Co-pollutants with Spatially Differentiated Damages
Christine Lasco Crago, University of Massachusetts Amherst; John Stranlund, University of Massachusetts Amherst
The Implications of “Big Ag Data” for Agricultural Risk/Farm Management

Track Session – Extension/Senior Sections

A great deal of attention has been given to the rapid expansion of new integration of input, output, and climate data. This has the potential to change many aspects of farm management, but in particular risk management. A multitude of economic issues appear to arise from this scenario. This session would focus on how this type of data and the resulting analysis can influence risk management decisions and programs. The speakers are chosen to reflect varied perspectives of this rapidly evolving issue. The focus of the discussion will be on determining the opportunities for members of AAEA to engage this topic.

Organizer: Keith Coble, Mississippi State University
Moderator: Alfons Weersink, University of Guelph
What Can Geo-spatial Information Add to Crop Insurance Rating?
Thomas Worth, USDA-Risk Management Agency
The Evolving Perspective of Farm Organizations
John Anderson, American Farm Bureau Federation
Value of the Aggregated Data/policy Implications for USDA Institutions and University Researchers
Barry Barnett, Mississippi State University
The Potential for Risk Management - Industry Perspective
Ines Kapphan, Climate Corp

Children’s Food Choices throughout the Day: Looking Beyond the School Lunchroom

Track Session – FSN/IBES Sections

Although multiple initiatives are already underway to try to manipulate children’s food choices in elementary and secondary school lunchrooms, there remains a concern that healthful lunchtime choices might be counteracted by compensatory behavior at other times of day. Children and adolescents have remarkable spending power, both potential and actual. However, most traditional research has ignored the economic activity and decisions of these young consumers, with only a few exceptions. More generally, the process by which children make food-purchasing decisions is not well understood, despite evidence that children have considerable autonomous purchasing power, and that much of it is directed toward food. Those few studies that do exist suggest that the bulk of this autonomous food purchasing behavior is directed toward energy-dense, nutrient-poor foods (e.g., Borradaile et al., 2009, Wang et al., 2007). Studying this behavior across a variety of food environments is crucial to understanding the total impact of environmental influences upon children’s dietary and health outcomes. This session reports on the results of three novel studies using very different approaches to understand children’s food choice and consumption patterns: dietary recall studies on what children eat throughout the day, children’s responses to snack food brands in choice experiments, and children’s responses to food price interventions in convenience stores.

Organizer: Sean Cash, Tufts University
Discussant: Helen Jensen, Iowa State University
Children's Purchase Behavior in the Snack Market: The Role of Internal and External Factors
Monika Hartmann, University of Bonn; Stefanie Hecht, University of Bonn; Sean Cash, Tufts University; Anna McAlister, Michigan State University
School Lunches and Daily Calorie Intake
Andrew Hanks, The Ohio State University; David Just, Cornell University; Brian Wansink, Cornell University
Using Price Promotions to Encourage Healthier Snack Purchases by Children in Corner Stores
Sean Cash, Tufts University; Anna McAlister, Michigan State University; Megan Lehnerd, Tufts; Katie Panarella, Tufts University; Christina Economos, Tufts University
Economics of Food Losses and Waste: What are the Right Questions?

Track Session – International/AEM Sections

Three divergences between private and social optimality (negative externalities, imperfect information for optimizing agents, and non-optimizing agents with psychological biases) are shown to be the theoretical reasons for public interventions to achieve a socially optimal level of food waste. Although the policies required should address each of the theoretical sources of food waste in the private sector decisions, we identify three broad categories of sectors and hence policies: up to the farm-gate (especially in less industrialized countries but also applicable to industrialized countries), the food supply chain beyond the farm-gate, and the final consumer. Pricing externalities, public good investments in overcoming market failures or implementing “nudge” type policies will provide incentives for economic agents to reduce waste by, among other things, increasing efficiency, composting, food donations or diverting food waste to animal feed or to anaerobic digesters for renewable energy and heat generation. Some policies will deliver a double-dividend if marketing costs (the gap between consumer and producer prices) decline if one is able to reduce waste, loss and spoilage in the marketing process, with consumer prices declining and farmer prices increasing. Some negative externalities are unique to food waste (as opposed to food produced, consumed or exported) but often it is not, which in those cases, food waste should not be singled out for internalizing negative externalities. Reducing food waste in industrialized countries will not have an insignificant impact on farm level prices in less industrialized countries, as the farm share of food expenditures is so low in rich countries. Hence, the improved food security will come mostly from actions in developing countries themselves.

Organizer: William Meyers, University of Missouri
Moderator: William Meyers, University of Missouri
Discussants: Thomas Johnson, University of Missouri; Nadia Streletskaya, Cornell University

Reducing Postharvest Loss: Are We Asking the Right Questions?

Steven Sonka, University of Illinois at Urbana-Champaign

Economics of Food Losses and Waste: Concepts and Practical Implications

Harry De Gorter, Cornell University

The Role of “Nudge” Type Policies in Reducing Food Waste: A Behavioral Economics Approach

David Just, Cornell University

 Tradable Permits

Track Session – ENV Section

This session will comprise of presentations detailing the use, various aspects, and evolution of tradable permits in environmental and natural resource economics. Presentations will relate to a variety of topics: air, water, and fisheries. Discussion regarding the implementation and challenges surrounding tradable permits should ensue.

Organizer: Matthew Freeman, Mississippi State University
Moderator: Matthew Freeman, Mississippi State University

Designing Cap and Trade to Correct for Non-Additional Offsets

Richard Woodward, Texas A&M University; Brian Murray, Duke University; Jonah Busch, Conservation International

When the Levee Breaks: Linking Markets to Improve Trading Program Participation and Performance

Richard Horan, Michigan State University; Carson Reeling, Michigan State University; Cloe Garnache, Michigan State University

Optimal Water Quality Trading in the Presence of Uncertainty and Containment Decay

Yusuke Kuwayama, Resources for the Future; Nicholas Brozovic, University of Illinois at Urbana-Champaign
Agricultural economists estimate WTP for product attributes or policy options routinely. But what kind of inference can be drawn from such estimates? A decision not to pay premium prices for organics may indicate a low valuation of environmental or health outcomes (i.e., preference). Or, it could be that the consumer does not believe that organic production will deliver such outcomes (beliefs, see Lusk, Schroeder, and Tonsor 2013). As many outcomes associated to labeled attributes (or policy alternatives) are credence in nature, many consumers’ decisions are based on both preferences and beliefs. Without accounting for beliefs, researchers cannot understand what exactly consumers are trying to buy with their food dollars, and policy recommendations based on confounded WTP estimates may be misguided. The debate over the inclusion of subjective beliefs in models of choice has just started in the food economics literature, and many issues remain unresolved. Several belief elicitation methods have been proposed, including likert scales, the probabilistic quantification of the likelihood of an outcome, or indirect experimental approaches (see Costanigro, Deselnicu, and Kroll, 2014). Another important problem relates to how to address (or avoid) endogeneity in regression models including subjective beliefs as right-hand-side variables. The proposed session is comprised of four papers presenting alternative methods for belief elicitation and approaches to econometric estimation. In addition to highlighting the pros and cons of each approach, we expect the discussion to focus on how accounting for beliefs can augment and improve the conclusions drawn from surveys and choice experiments.

**Organizer:** Marco Costanigro, Colorado State University

**Discussant:** Brian Roe, The Ohio State University

**Measuring beliefs about expected prices: Reference-Dependent Decision Making when the Reference Price is Uncertain**

*Jayson Lusk,* Oklahoma State University; *Vincenzina Caputo,* Korea University; *Rodolfo Nayga,* University of Arkansas

**Consumer Preferences for Chianti Geographical Indications Controlling for Taste Expectations**

*Marco Costanigro,* Colorado State University; *Gabriele Scozzafava,* University of Florence; *Leonardo Cassini,* University of Florence

**Perceived Program Effectiveness and Farmer Preferences for Agricultural Incentive Programs**

*Gregory Howard,* East Carolina University; *Brian Roe,* The Ohio State University

**Including Subjective Beliefs in a Model of Salmon Consumption: a Random Matching Approach**

*Yuko Onozaka,* University of Stavanger; Marco Costanigro, Colorado State University