**2020 Track Session Submission Form**

**Session Title: Tackling Food Safety and Quality Challenges along the Food Supply Chain**

**Session Organizer Name:** Zhifeng Gao (University of Florida) and Carola Grebitus (Arizona State University)

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**Sponsoring Section(s): FAMPS/FSN**

**Session Format:** **Lightning Session**

**Session Description (140 words or less):** Food safety and quality issues continue to be significant challenges for the food industry. Among others, the challenges are driven by ever-changing consumer preferences, development of new technology that may be controversial (e.g., recycled water, GMO), changing dynamics of food retailing (e.g., online shopping), and the outbreak of pathogens. Tackling food safety and quality challenges in the food industry requires researchers to examine issues along the whole supply chain, including growers, processors, retailers, and consumers.

This lightning session consists of eight papers focusing on various food safety and quality issues at different stages of the food supply chain. The covered industries/focal products are diverse, including hogs, beef, fresh and frozen produce, almonds, eggs, and water. This topic is of great interest to AAEA participants, and will promote valuable discussion regarding the food safety and quality challenges facing food industries.

**Presentation 1**

**Title:** Effects of a Disease Outbreak on Chinese Farmers’ Communication Patterns: Insights from Social Network Analysis

**Presenter/Speaker Name, Affiliation, & Email:** Shijun Gao, Arizona State University, sgao48@asu.edu

**Presenter Role:** Presenter

**Co-Authors:** Carola Grebitus (carola.grebitus@asu.edu, Arizona State University), Troy Schmitz (troy.schmitz@asu.edu, Arizona State University)

**Presentation 2**

**Title:** Ground Beef Recalls and Performance on Salmonella Tests

**Presenter/Speaker Name, Affiliation, & Email:** Michael Ollinger, ERS, USDA, michael.ollinger@usda.gov

**Presenter Role:** Presenter

**Co-Authors:** Dwight Houser, (ERS, USDA)

**Presentation 3**

**Title:** Preference for Transitional Certification: The Future of Organic?

**Presenter/Speaker Name, Affiliation, & Email:** Xuqi Chen, University of Tennessee, xchen88@utk.edu

**Presenter Role:** Presenter

**Co-Authors:** Zhifeng Gao, (zfgao@ufl.edu, University of Florida)

**Presentation 4**

**Title:** Almonds and Aflatoxin: Investigating the Extent of Impact on California Growers

**Presenter/Speaker Name, Affiliation, & Email:** Mina Hejazi, California State University – Chico, mhejazi@csuchico.edu

**Presenter Role:** Presenter

**Co-Authors:** Jeta Rudi-Polloshka, (jrudi@calpoly.edu, California Polytechnic University – San Luis Obispo)

**Presentation 5**

**Title:** Food Safety Events versus Media: Nonlinear Effects of Egg Recalls on U.S. Egg Prices

**Presenter/Speaker Name, Affiliation, & Email:** Clinton Neil, Virginia Tech University, cneill@vt.edu

**Presenter Role:** Presenter

**Co-Authors:** Susan E. Chen, **(**ecsusan@vt.edu,Virginia Tech University)

**Presentation 6**

**Title:** Do Quality and Safety Matter in Consumers’ Grocery Store Selection? A Text Mining and Revealed Preference Approach

**Presenter/Speaker Name, Affiliation, & Email:** Junhong Chen, University of Florida, junhongchen@ufl.edu

**Presenter Role:** Presenter

**Co-Authors:** Zhifeng Gao, (University of Florida, zfgao@ufl.edu)

**Presentation 7**

**Title:** Consumers’ Perceptions of Food Safety in Direct Markets for Local Food

**Presenter/Speaker Name, Affiliation, & Email:** Jill Fitzsimmons, University of Massachusetts Amherst, jfitzsim@umass.edu

**Presenter Role:** Presenter

**Co-Authors:** Daniel Lass, (University of Massachusetts Amherst)

**Presentation 8**

**Title:** Implicit Biases of Tap and Recycled Water

**Presenter/Speaker Name, Affiliation, & Email:** Brandon R. McFadden, University of Delaware, foodecon@udel.edu

**Presenter Role:** Presenter

**Co-Authors:** Daniel Bass (University of Delaware, dabass@udel.edu), Marco Costanigro (Colorado State University, Marco.Costanigro@ColoState.EDU), and Kent Messer (University of Delaware, messer@udel.edu)

**Additional Participants**

**Moderator:** Zhifeng Gao, (University of Florida, zfgao@ufl.edu)