**2020 Track Session Submission Form**

**Session Title:**The Economics of New Technologies in Livestock - Innovation, Regulation and Return on Investment

**Session Organizer Name:**Ellen Goddard and Carola Grebitus

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

**Session Format:** 4 presentations

**Session Description (140 words or less):**

This session provides insight into a North-American market model of the cattle-beef sector to examine returns to the development of selective breeding indicators for feed efficiency. Informing the modeling are producer willingness to adopt and consumer willingness to accept beef produced with genomics. Public acceptance towards the use of genetic tools in pig breeding is also investigated. A North American model of the hog/pork sector is simulated under varying genetic approach preferences. The third presentation investigates Chinese hog farmers’ attitudes towards genomics in light of disease outbreak drawing on in-depth interviews. The fourth presentation investigates comments of several thousand citizens submitted to the Food and Drug Administration for the “Use of the Term "Natural" in the Labeling of Human Food Products”. Content analysis shows citizen’s views of genetically engineered food as it relates to the term ‘natural’ on food labels.

**Presentation 1**

**Title:**How Producer Adoption and Public Acceptance Drive Returns to Investment in Beef Genomic Selective Breeding for Feed Efficiency

**Presenter/Speaker Name, Affiliation, & Email:**Albert Boaitey, University of Wisconsin - River Falls, [albert.boaitey@uwrf.edu](mailto:albert.boaitey@uwrf.edu)

**Presenter Role:**Albert Boaitey

**Co-Authors:**Ellen Goddard, University of Alberta, [egoddard@ualberta.ca](mailto:egoddard@ualberta.ca)

**Presentation 2**

**Title:**Breeding for Disease Resilience in the North American Pork Markets: Comparison of Public Responses to the Use of Genetic Modification, Using Genomics for Selective Breeding and Gene Editing

**Presenter/Speaker Name, Affiliation, & Email:**Ellen Goddard, University of Alberta, [egoddard@ualberta.ca](mailto:egoddard@ualberta.ca)

**Presenter Role:** Ellen Goddard

**Co-Authors:**

**Presentation 3**

**Title:**Effects of a Disease Outbreak on Chinese Farmers’ Attitudes toward Genomics: Insights from Chongqing

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

**Presenter Role:**Shijun Gao

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

**Presentation 4**

**Title:**Should a natural label include gene-edited inputs? Evidence from public comments on ‘natural’

**Presenter/Speaker Name, Affiliation, & Email:**Jane Kolodinsky, University of Vermont, [jkolodin@uvm.edu](mailto:jkolodin@uvm.edu)

**Presenter Role:**Jane Kolodinsky

**Co-Authors:**Nick Rose, University of Vermont, [Nick.Rose@uvm.edu](mailto:Nick.Rose@uvm.edu)

**Additional Participants**

**Presenter Role:**Moderator

**Presenter/Speaker Name, Affiliation, & Email:**Troy Schmitz ([troy.schmitz@asu.edu](mailto:troy.schmitz@asu.edu), Arizona State University)