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


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-Labelling 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 ‘Beggar-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

Longitudinal Analysis of the Intrahousehold Distribution of Foods in Rural Nepal: Effectiveness of a Community Development Intervention
Amelia F. Darrouzet-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
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

Asymmetric Trade Flows and Their Implications for Competitiveness, Efficiency and Trade
*Youngjae Lee,* Louisiana State University; P. Lynn Kennedy; Louisiana State University

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**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

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**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. Nehring,* 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_

_Special 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_

_Special 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_

_Special 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 effective 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  

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

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. Tejeda, Utah State University

The Effect of HPAI on ECOWAS Meat Prices Using Price Transmission Analysis
Fawzi A. Taha, USDA-Economic Research Service; Anthony Shikrelja, 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 Veettil, 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 session 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

Discussants: 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 consists 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 the 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 electronic 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 about 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

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. Marsh, 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