

**Annual Report of the AAEA Executive Board (2004-2005)**  
**AAEA Food Safety and Nutrition Section**  
**February 2005**

*Section Objectives*

The Food Safety and Nutrition Section was formed to encourage the analysis of public and private food safety and nutrition strategies with regard to their impacts on consumer and producer behavior, and food quality. In addition, the Section seeks to facilitate communication about food safety and nutrition research among Association members, other scientists, and public policy analysts. Finally, the Section aims to contribute to the ongoing development of methods to measure the welfare effects of changes in food quality and public and private food policies.

*Membership and Financial Report*

According to the most recent roster from AAEA (July 19, 2004), the Food Safety and Nutrition Section has 96 members, up from 73 dues-paying members in the previous annual report (based on a roster from March 31, 2003). The section has a balance of \$3,918.19, including deferred dues, (as of Nov. 30, 2004).

*Activities Report*

The Section had four main activities this year: organizing and submitting a Track proposal for the 2005 AAEA meetings; maintaining the section website; expanding recruitment and networking; and electing new officers. There were no expenditures this year.

1. FSN Section Track at the 2005 AAEA meetings.

The Food Safety and Nutrition Section is sponsoring a coordinated set of six sessions to address food safety and nutrition policy interests. Full descriptions are provided in an appendix to this report. The sessions provide an array of methodological, policy and discussion-oriented sessions. Descriptions of the track sessions presented at the 2004 meetings are also included in the appendix.

2. Maintaining the Food Safety and Nutrition (FSN) Section website at [fsn-aaea.org](http://fsn-aaea.org)  
Brian Gould accepted responsibility for the website beginning in the summer of 2004, replacing a large executive committee member, Jill McCluskey of Washington State University. The section website can be accessed from the AAEA website (under sections) via [fsn-aaea.org](http://fsn-aaea.org). This useful resource includes announcements for conferences, award nominations, and research jobs. It provides links to important Section records and reports the names and contact information for the current officers and executive committee members. The website contains links to other internet sites for food safety and nutrition information.

3. Recruitment.

A list of potential new members was compiled using names of presenters and co-authors of research papers on food safety and nutrition topics at the AAEA 2004 meetings. An e-mail invitation to join the section will be sent to those who are not

currently members of the section.

4. Research Networks.

The Section membership is exploring ways to build research networks among members on particularly timely topics, to follow up on the suggestion of Per Pinstrup Andersen. It is expected that some of these networks will be global and will address significant policy issues. A committee of the Section was formed consisting of Tanya Roberts, William Nganje, and Julie Caswell to consider ways to facilitate the networks.

5. Elections

Preparations for elections are currently underway. Past-chair Elise Golan is leading the nomination and election process.

*Proposed Budget*

At the 2004 annual meeting of the Section, membership agreed to an award for research. An honorarium of \$500 is proposed for this award. Based on currently planned activities, no other expenditures are scheduled for the current year.

Assets as of Feb. 17, 2005	\$3,918.19
Quarterly income predicted for March 31, 2005	\$240
Quarterly income predicted for June 30, 2005	\$240
Quarterly income predicted for Sept. 30, 2005	\$240
Quarterly income predicted for Jan. 30, 2006	\$240
Budgeted for honorarium	<u>-\$500</u>
Assets as of Feb. 1, 2006	\$4,378.19

**Appendix**  
**AAEA meeting sessions sponsored by Food Safety and Nutrition Section**

**Track Session – AAEA 2005**  
**Measuring Whether What We Eat is Nutritious, Safe, and Satisfying**

**Session 1. Yardsticks of Assessment** - Jointly sponsored with American Council of Consumer Interests

Organizer: Andrea Carlson, CNPP  
Helen Jensen, Iowa State University, hhjensen@iastate.edu

Session Abstract:

The US Departments of Agriculture (USDA) and Health and Human Services (HHS) are scheduled to release the 2005 Dietary Guidelines for Americans in January, 2005. This document provides consumer oriented messages on consuming a diet that is nutritious, safe, and allows consumers to maintain a healthy weight. The 2005 Dietary Guidelines build on the Institute of Medicine's Daily Reference Intakes (DRI) for nutrients, which have been released in a series of scientific documents over the past few years. Agriculture economists who explore nutrition need to understand both of these tools as well as tools to measure how well individuals follow recommendations, when we only have limited food intake data. This session provides background and applications of both the DRIs (provided by Helen Jensen) and the Dietary Guidelines (Peter Basiotis). The third paper by Kevin Dodd will provide information on a new tool to measure the usual intake of food groups, using only 2 days of 24 hour dietary recall data.

Moderator: Andrea Carlson, CNPP

Papers:

1. Measuring America's Compliance with the Dietary Guidelines: The Revised USDA Healthy Eating Index  
Peter Basiotis, Center for Nutrition Policy and Promotion, USDA
2. Using the Dietary Reference Intakes (DRI)s in the Design of Food Programs: Application to WIC  
Helen Jensen, Iowa Sate University
3. Estimating Usual Intake of Food Groups  
Kevin Dodd, National Cancer Institute

## **Session 2: Are fat taxes and sidewalks the best ways to make us healthy, wealthy and wise?**

Organizer: Lisa Mancino, Economic Research Service, USDA, 1800 M Street, Washington, DC 20036 Voice (202) 694-5563, Fax (202)694-5688, [lmancino@ers.usda.gov](mailto:lmancino@ers.usda.gov)

### Session Abstract:

Obesity rates have sharply increased over the past twenty years. So have the number of conferences, articles and paper sessions devoted to asking why the levels and incidence of obesity have increased. The simple answer is that people are overweight because they consume more calories than they expend. Why so many people eat too much or exercise too little, and what can be done to reverse these trends require more complicated answers.

According to the popular media, people eat too much because restaurants and food manufacturers have conditioned them to eating larger portions. They choose to eat nutrient dense, energy poor over more healthful foods because the latter are too expensive. They do not get enough physical activity because it is just too easy to be inactive, and it becomes even easier to be inactive when you live in the suburbs. From this have sprung the most common prescriptions for reversing these trends--tax unhealthy foods, put more money into nutrition education, and build more sidewalks in the suburbs.

At first blush, these prescriptions seem reasonable and effective. But whether the costs of implementing such programs outweigh the benefits and whether there are more subtle ways to influence consumer choice are also questions that beg further analysis. Consequently, the papers presented in this session will explore the economic merit of government intervention in individual food and activity choices, summarize likely outcomes and analyze whether more discrete interventions, such as altering information formats, package size, and product variety, could provide more efficient ways to influence individuals choices regarding what to eat, and how much.

Moderator: Nicole Ballenger, University of Wyoming

### Papers:

“Has the free hand made us fat? Looking for market failures to justify government intervention.”

Fred Kuchler and Elise Golan, ERS-USDA

“If you build it, will they run? Untangling the simultaneous choice of where to live and what to do.” Andrew Plantinga, Oregon State University

“I'm lovin' it (too much): Obesity, addiction and fast food” Timothy Richards and Paul Patterson, Arizona State University and Steve Hamilton, University Cal Poly.

“What we eat, how much and why: Economic and psychological factors that influence our food choices.” David Just, William Shulze, Rosemary Avery, and Brian Wansink, Cornell University and Lisa Mancino, ERS-USDA

### **Session 3: What Do We Know About Seafood Consumption**

Organizer: Jordan Lin, FDA, chung-tung.lin@cfsan.fda.gov

#### Session Abstract:

There is a growing body of nutrition literature stressing the importance of eating fish regularly. Fish provides a rich source of protein, B-complex vitamins and in the case of higher fat fish, essential fatty acids needed for good health, without providing saturated fat. Many food cultures generally regarded to be healthy, such as those in Southern Europe and Asia have included fish consumption at higher levels than most Americans eat them. Unfortunately, the fish highest in fatty acids also may be contaminated with mercury, and PCBs. Farm raised fish are the most economical fish, but they may lack the nutritional benefits of fish of the same species caught in the wild, and may have higher concentrations of heavy metals. Understanding the health and benefits for young children and pregnant and lactating women is especially important since the fats are important for brain development. Another related issue is the potential for of microbial contamination of fish. The seafood sector was the first food sector in the U.S. to adopt HACCP. This adoption has had a positive impact on the rate of microbial contamination of fish.

Cathy Roheim will begin this session with an overview of the current seafood safety issues, followed by Diogo Souza-Monteiro's discussion of Mediterranean Diet fish consumption and recommendations. The final two papers by Jay Shimshack and Ju-Ching Huang combine the benefits and risks of fish consumption.

#### Papers:

1. Overview of current seafood safety issues  
Cathy A. Roheim, University of Rhode Island
- 2 Fish consumption and Guidelines in Southwestern Europe  
Diogo M. Souza-Monteiro, U Mass, Amherst
3. Are mercury advisories effective? Information, education, and fish consumption  
Jay Shimshack, Tufts, M. Ward, UC Santa Barbara, and T. Beatty, U British Columbia
4. Individual health risk perceptions and food consumption: a study of seafood, poultry, and meat  
Ju-Ching Huang, U New Hampshire

#### **Session 4: How Changes to Our Food Supply Affect Nutrition and Food Safety**

Organizers: Andrea Carlson, CNPP (see contact information above),  
Vicky Salin , Texas A&M University, vsalin@ag.tamu.edu  
Sandra Hoffman, Resources for the Future, voice: 202-328-5022, hoffman@rff.org

##### Session Abstract:

In a completely free and open market, consumers would demand foods that have the attributes they seek and producers would supply them. In the real world, the demand message is distorted by conflicting messages about taste, nutrition, safety, cost and other factors. The producers may be restricted by government regulations or voluntary agreements. They may attempt to create demand through advertising. This session explores the role that food producers play in making our foods safer and more nutritious. Wen-Yen Juan will begin by discussing the contribution to the change in nutrient intake caused by changes in consumption versus changes in fortification or processing. This will be followed by a focus on changes made by the grain industry in response to expected recommendations on whole grains, presented by Jean Buzby and Hodan Farah. Finally, Tom Sporleder will discuss how the food industry responds to demand and regulations to make foods safer.

Moderator: Jean Kinsey, University of Minnesota

##### Papers:

1. Our Diets Have Not Changed, but the Foods Have: Examining Food Intake and Nutrient Content

WenYen Juan, S. Yamini, Kristin Marcoe, Patricia Britten, Andrea Carlson CNPP

2. Grain Industry Response to Dietary Changes

Jean C. Buzby and Hodan A. Farah, Economic Research Service, USDA.

3. Responses of the Industry to the Demand for Food Safety

Tom Sporleder – The Ohio State University

Discussant: Jean Kinsey, University of Minnesota

## **Session 5: Food Safety Information as a Public Good: Concepts and Models**

Organizer: Tanya Roberts, Economic Research Service, USDA, 1800 M Street, N4083, Washington, DC 20036

Voice (202) 694-5464, Fax (202)694-5688, troberts@ers.usda.gov

Last year's Presidential Address challenged economists with a research agenda on global public goods. This session takes up the challenge by providing perspectives on food safety information as a global public good and the role it can play in promoting public health. The key characteristics of public goods, non-excludability and non-rivalry, will be explored in the context of information and risk on a global rather than local scale. The first paper draws upon experience of resource economists with identifying and regulating external damages and negative product attributes that have joint production functions with positive goods. The other papers offer different views of the economic impact of the "public good," food safety information. A new government entity in the UK is using various types of public food safety information, such as Hygiene Assessment Scores (HAS) for food retailers, to improve market function and restore consumers' trust. A lynchpin of industry HACCP programs is the USDA/Agricultural Research Service's Pathogen Modeling Program that predicts pathogen survival and death under varying scenarios. How this "public good" can be valued is demonstrated. The final paper examines how government risk assessment models and surveillance of human illness provide market incentives for safer food. The discussant will challenge us all and explore the lessons of environmental economists can bring to bear on food safety "public goods."

Moderator: Vicky Salin, Texas A&M University

1. Controlling Pathogens as Public Bads in the Supply Chain: Incentives and Information, John Hoehn, Michigan State University
2. Food Safety Information as a Public Good in the UK, Derrick Jones, Food Standards Agency, United Kingdom
3. Valuation of a Public Good: USDA/ARS Pathogen Modeling Program, Dave Schimmelpfenning, ERS
4. How Federal Risk Assessment Models and FoodNet Surveillance Increase Economic Incentives for Food Safety, Tanya Roberts, ERS

Discussant, Alan Randall, Ohio State University

## **Session 6: The Economics of Food Safety: Production, Consumption and Health Risk Management Choices from Farm-to-Fork**

Organizer: Sandy Hoffman, Resources for the Future (see contact information above, session 4)

**Abstract:** In addition to being producers and consumers of food, firms and individuals are also food safety risk managers. In most food safety modeling, the risk generation process is viewed as primarily a technological feature rather than the outcome of behavioral choice. This session looks at how agricultural economists can go inside the black box of production and consumption models to explicitly incorporate the generation of changes in food safety risk as an activity that changes in response to changes in the actors environment. George Davis looks at the implications of recent developments in consumer, household and behavioral economics for our understanding of food safety issues. William Nganje and his coauthors look at risk management as part of a firm's production decision, with an illustration from turkey processing. They use stochastic optimization methods incorporating cost, the value of risk reduction, and risk assessment to examine how a firm might choose optimal testing and sampling strategies for potential critical control points in a HACCO system. Food safety risks are created by the production, processing and handling of food. Sandy Hoffmann and David Zilberman develop an analytical framework in which risk generation process is explicitly determined by individuals acting in response to market, regulatory and technology forces. The modeling approach allows for integrated evaluation of policy intervention, recognizing the randomness variability heterogeneity and uncertainty that constrain the policy maker.

**Moderator:** Jay Shogren

1. Economic Optimality and Efficacy of HACCP Implementation in Turkey Processing.  
William E. Nganje, Simeon Kaitibie, and Alexander Sorin (North Dakota State Univ.)
2. An Economic Framework to Analyze Health Risk Generation throughout the Food Chain.  
Sandra Hoffmann (Resources for the Future) and David Zilberman (Univ. of Calif. Berkeley)

**Discussant:** Richard Shumway (Washington State Univ.)

## Food Safety and Nutrition Track - AAEA 2004

### *Information and Food Choices*

A number of trends in the marketing and consumption of food are making it more difficult for consumers to evaluate the quality and safety attributes of the foods they eat. The continuing growth in scientific knowledge about nutrition and food safety, the recent explosion of food credence attributes, the growth in consumption of food away from home, and the extension of the food marketing chain to all corners of the globe are making it increasingly difficult for consumers to gather and decipher information on the nutritional, safety, and credence characteristics of the food they eat. For example, few consumers could inspect a glass of soymilk and determine the amount of isoflavones it contains, whether the beans were genetically modified, and whether the production process was environmentally sustainable. Even if they were given all this information, few consumers would know how many isoflavones they should consume each day, whether genetically modified foods posed a health risk, or what sustainable really means.

The six sessions in the FSN track proposal examine the ways that markets and governments have reacted to fill informational gaps and address potential market failure by providing consumers with information about the existence of food attributes and about the potential consequences of food choices. The sessions explore the relationship between the private and public supply of information and the efficacy of information in shaping consumption choices.

The target audience of the Track sessions includes researchers, industry and public policy analysts who are interested in the food sector, broadly defined. This includes those that work on food safety and regulatory issues, as well as those that have focused on nutrition, food quality and the related regulatory issues of labeling and testing. With the ending of two “national” regional research projects dealing with these subjects, NE-165 on Food Safety and S-278 on Food Demand, many of these researchers have become active in the Food Safety and Nutrition section.

The track brings together the common themes and needs of researchers, policy makers and industry personnel studying food safety and nutrition issues. The proposed sessions are designed to provide linkages between academic interest/research and the problems faced by industry and policy analysts. None of the research has been previously presented. All sessions fall into the AAEA subject code #9 (Food Safety and Nutrition).

#### **Proposed Sessions :**

##### **I. Information, Food Choices, and Obesity**

Organizer: Lisa Mancino, PH.D.

Economic Research Service, USDA, 1800 M Street, Washington, DC 20036

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With both the incidence and level of obesity on the rise, there has been increased focus on the role of government and industry in turning the tides of this so called epidemic. This causes one to question whether the traditional tools we use to influence consumer choice, such as information, prices, taxes, and subsidies, can be used to meet this objective in a way that is both efficient and equitable. Although our weight is due partly to environmental and genetic factors, it is also the result of behaviors that determine our caloric intake and caloric expenditure. As economists, we tend to view weight as a byproduct of personal choices among alternative uses of scarce resources-our time and our money. Economic theory can inform how income, food prices, the value of time, and our information about diet and health might constrain or expand our opportunities to obtain good health.

Consequently, the papers presented in this session will explore the economic factors behind obesity and behaviors associated with better health. This session will consist of four presentations and one moderator. The presenters will be Ben Senauer; Jay Variyam; Jim Eales and Kuo Huang; and Lisa Mancino. The moderator will be Nicole Ballanger. The paper by Ben Senauer provides an overview of the potential role government and industry can play in improving diet and health. The paper by Jim Eales and Kuo Huang explores the extent to which cultural differences significantly impact individual health. Specifically, it investigates the role of regional diets on obesity rates. The paper by Lisa Mancino looks at how different behavioral patterns impact an individual's demand for total calories and overall caloric composition. The paper by Jay Variyam concentrates on whether mandatory nutrition labeling, including labeling at restaurants has its intended effect.

Moderator: Nicole Ballenger, Economic Research Service

Papers:

Food Choice and Health: The Role of Information, Government and Industry  
Ben Senauer, Professor, Applied Economics, University of Minnesota Co-Director of The Food Industry Center

Understanding the Economic Motivation to Eat Well, Be Healthy and Do the Right Things  
Lisa Mancino, Economic Research Service

Regional Diets and Obesity Rates  
Jim Eales, Purdue University, Department of Agricultural Economics  
Kuo Huang, Economic Research Service

Are Nutrition Labels Effective?  
Jay Variyam, Economic Research Service

## **II. Labeling for Uncertainty: What are the Rules and Why does it Matter?**

Organizer: Elise Golan,  
Economic Research Service, USDA, 1800 M Street, Washington, DC 20036  
Voice (202) 694-5424, Fax (202) 694-5688, egolan@ers.usda.gov

The standard U.S. Government stance on labeling has been that any health or scientific claims on labels need to be thoroughly vetted. Recent proposals from FDA and other Federal agencies seem to reverse or at least soften these general rules. In this session we examine the legalities of labeling uncertain science and the impact that such labeling has on consumers and their food choices.

Moderator: Elise Golan

Papers:

The Economic ABC's of the New FDA Proposal for Health-Claim Labeling  
Amber Jessup, FDA (invited)

Consumer Perceptions of Labels and the Willingness to Pay for "Second Generation"  
Genetically Modified Products  
Mathew Rousu, RTI International

Consumer Understanding and Use of Health Information on Product Labels: Marketing  
Implications for Functional Food  
Ratapol Teratanavat and Neal H. Hooker, The Ohio State University

Discussant: To be determined

### **III. Information, Labeling, and Control of Foodborne Pathogens: Experience from Around the World**

Organizer: Tanya Roberts,

Economic Research Service, USDA, 1800 M Street, N4083, Washington, DC 20036

Voice (202) 694-5464, Fax (202)694-5688, troberts@ers.usda.gov

Food safety information about pathogen control is starting to be made available to buyers in the marketplace. Information helps firms appropriate the benefits of safety investments and helps ensure that unsafe firms "appropriate" at least some of the costs of safety failures. This session examines three experiments. The first paper analyzes restaurant hygiene ratings in Los Angeles county. Jin and Leslie found that consumer demand was sensitive to hygiene ratings prominently posted in restaurant windows. Information about hygiene helped clean restaurants benefit from their investments while dirty restaurants paid the price of their negligence in the form of fewer customers. In addition, foodborne hospitalizations decreased after the 1998 Los Angeles County requirement. The second paper investigates the three new pieces of information from the United Kingdom's Food Standards Agency: Hygiene Assessment System (HAS) scores by plant posted on the website, a list of "Approved Plants", and "Health Mark" labels on food packages. Have these three new pieces of information altered marketplace consumer sales, contracts, or prices? What is the response by supermarkets that have considerable market power in the UK? The third paper studies lessons learned by Swedish and Denmark in labeling "Salmonella-free" poultry, "Campylobacter-free" poultry, and "Smiley Faces" indicating five levels of satisfaction with plant food safety performance. Impact on trade within the Europe and implications for the U.S. poultry industry will be explored.

Moderator: To be determined

Papers:

The Impact of Restaurant Hygiene Grade Cards on Restaurant Sales and Foodborne Illness Hospital Visits

Ginger Zhe Jin, Department of Economics, University of Maryland

How Does the Food Standards Agency's Website Information Alter United Kingdom Markets?

Andrew Fearne, Imperial College-Wye, United Kingdom

Danish Labels for Pathogen Control in Poultry and Plant Hygiene: Lessons for the United States

Tanya Roberts, Economic Research Service

#### **IV. The Economics of Emerging Food Safety Concerns: Domestic and International (Symposium)**

Organizers: Matthew Rousu and Mary Muth, RTI International, 3040 Cornwallis Road  
Research Triangle Park, NC 27709-2194 mrousu@rti.org

As policymakers continue to address known food safety concerns, new food safety concerns are emerging. These issues include uncertain health effects of acrylamide in food products cooked at high temperatures, allergic reactions to certain food ingredients by particular segments of the population, potential cross-contamination of plant-based pharmaceuticals with food crops, prevention of bovine spongiform encephalopathy (BSE) in the U.S. beef supply, and prevention of possible foodborne bioterrorism events.

The purpose of this symposium is to provide an opportunity for discussion of the economic issues arising from emerging food safety concerns, both domestic and international, and the economic effects of potential government responses to those concerns. Specific questions for discussion are:

- (1) What are the emerging food safety issues that economists should examine?
- (2) What economic or other forces (including media coverage) cause food safety concerns to emerge, both domestically and internationally?
- (3) Is there a market failure associated with these food safety concerns that gives rise to the need for government intervention (regulation or guidance)?
- (4) What are the potential government responses?
- (5) What would be the economic consequences (costs and benefits) of potential government responses?
- (6) What would be the economic consequences in the absence of government responses?

Format of the Session: We will examine the above questions and other issues by examining the issues with three types of food products: animal-based foods, plant-based foods, and processed foods.

Moderator: Mary Muth

Brief Presentations (15-20 minutes each):

Emerging Issues with Animal Based Foods  
Ron Meekhof, USDA-FSIS

Emerging Issues with Plant Based Foods  
Wallace Huffman, Iowa State University

Emerging Issues with Processed Foods  
Andrew Estrin, FDA-CFSAN

## **V. Food Safety Standards of Supermarkets in Developing Countries and Private Enforcement of Public Standards (or The New Supermarket: Provider of Information and Guardian of Health?)**

Organizer: Tom Reardon,

Department of Agricultural Economics, Michigan State University, East Lansing, Michigan 48824 [reardon@msu.edu](mailto:reardon@msu.edu)

Consumers in developing countries suffer from a high incidence of health crises from unsafe food, in particular of produce and fresh meats, fish, and dairy products. Governments and nascent consumer groups have growing awareness of the problem. This is manifested in the recent emergence of food safety regulations for food items sold domestically (as compared to exports) in countries such as Guatemala, Brazil, and South Africa. However, it is one thing to have a law and another to implement and enforce it. That is difficult in this case in the traditional retail markets (open-air plaza markets, terminal markets, street vendors, small mom-and-pop shops), which escape registration and taxation, let alone food safety regulations. However, a domestic food retail actor has appeared recently on the scene in developing regions which has both the incentive and the capacity to implement public food safety standards where they exist, and formulate and implement private food safety standards where they do not yet exist or are deemed inadequate by these actors – and these actors are the supermarket chains. In the past 5-10 years, the share of supermarkets (a term we use in general for large-format stores such as supermarkets, hypermarkets, and discount stores) in developing region food retail has skyrocketed. In Latin America, the share has passed from roughly 15% of national food retail in 1990 (about where the U.S. was in 1940) to 55-60% by 2000 (compare that to that share in the US, which is 80%, or France, 70%, and one sees a strong tendency to convergence in retail systems). Even Central America, a poor sub-region, has seen an increase in that share from about 5% in 1990 to 30% today. The same is occurring in Africa, where over 10 years in South Africa and Kenya, the share has reached half in the first and nearly a third in the latter. The research presented in this session shows that these supermarket chains have emerged as one of the – if not the – main actors in implementing food safety standards (for pesticides and bacterial contamination) in the domestic food economies of these regions. This is partly because the traditional retailers cannot or will not enforce such standards, and partly because the supermarkets have the incentive to (to avoid liability and to establish competitive advantage over the traditional retailers) and the capacity to (because of centralized procurement systems, preferred supplier arrangements, and de facto contractual arrangements) implement standards, and to market them to consumers (through labels, campaigns, communication). In many cases they are much more able to do so than can the government food safety inspection services that lack budget, presence, and leverage. The session thus presents evidence of the trends in supermarkets and food safety standards in two regions, and discusses the public policy and program responses and complementarities that can be sought to assist and strengthen this tendency. The cases include “early stages” (Central America and Kenya) and “advanced stages” (Brazil and South Africa).

Moderator: Elise Golan

Papers:

Supermarkets and public and private food safety standards in Central America, presenters Thomas Reardon and Luis Flores (Michigan State University)

Supermarkets and private food safety standards in South Africa and Kenya, presenters Dave Weatherspoon and David Neven (Michigan State University)

Supermarkets and public and private food safety standards in Brazil, presenter Denise Mainville

Discussant: Julie Caswell, University of Massachusetts, Amherst

## **VI. Approaches to Measuring Label Efficacy**

Organizer: Katherine Ralston

Economic Research Service, USDA, 1800 M Street, Washington, DC 20036

Voice (202) 694-5464, Fax (202)694-5688, [kralston@ers.usda.gov](mailto:kralston@ers.usda.gov)

This session presents a variety of approaches to measuring the effectiveness of food safety and nutrition labels. The first paper examines differences in food safety behavior between African American and White consumers in the Southeast. Another paper uses a national survey that includes questions on awareness of large food recall incidents as an indicator of food safety awareness that may influence food safety behavior independently of labels. A third paper reviews other approaches to measuring label effectiveness include observations of consumers reading labels, observations of consumers in the kitchen, and measurement of behavior before and after controlled exposure to information.

Moderator: Katherine Ralston

Papers:

Separating Label Effects from Culture

Presenter: Kofi Adu-Nyako, North Carolina Agricultural and Technical State University

Separating Label Effects from Other Sources of Awareness

Presenter: Jordan Lin, Center for Food Safety and Applied Nutrition

Up Close: Information in Controlled Settings

Presenter: Katherine Ralston, Economic Research Service

Discussant: To be determined