AAEA 2012-13 Section Report

Section Name: Food Safety and Nutrition    Number of Members: 238 (Sept. 2012)

Current Section Chair: William A. Masters, Tufts University

Current Section Committee Members:

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
<th>Title</th>
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<tbody>
<tr>
<td>Craig Gundersen</td>
<td>University of Illinois</td>
<td>Chair-elect</td>
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<tr>
<td>William Nganje</td>
<td>Arizona State University</td>
<td>Secretary-Treasurer</td>
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<tr>
<td>Biing-Hwan Lin</td>
<td>Economic Research Service</td>
<td>At-large Member</td>
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<td>David Ortega</td>
<td>Purdue University</td>
<td>At-large Member</td>
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<td>Sean Cash</td>
<td>Tufts University</td>
<td>Past-chair</td>
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2012 Annual Meeting Activities

AM12 Business Meeting

The business meeting was held from 3:00 to 4:30 on Sunday, August 12th with 28 members in attendance and Sean Cash as chair. Keith Coble replaced Jim McDonald as AAEA board liaison; Jim was warmly thanked for his support and help, and Keith was welcomed to this year’s section meeting. William Nganje presented our budget and membership data, showing a net balance of $8,216 in retained surpluses from past events to use as seed money for future workshops or conferences. Helen Jensen summarized the very successful symposium held in May, and Timothy Beatty presented the best paper award to Chen Zhen and his co-authors for their AJAE article “Habit formation and demand for sugar-sweetened beverages”. A lively discussion addressed a variety of possible future initiatives, including section-sponsored discussion lists, pre- and post-conference workshops, a possible best-paper prize for students or junior scholars, and a possible FSN Fellow award to honor more senior section members, and ideas for the 2013 annual meeting track sessions.
**AM12 Track Sessions**

**Track Organizer:** William A. Masters

1. **A Pressure Cooker for Change: Food Policy and the 2012 Farm Bill**  
   *(Co-sponsored with Senior Section)*  
   **Contact/chair:** Jean Kinsey (jkinsey@umn.edu)  
   **Speakers and titles:**  
   Parke Wilde (parke.wilde@tufts.edu), “The Nutrition Title of the Farm Bill: Pressures for Change”  
   Helen Jensen (hhjensen@iastate.edu), “Farm Bill Implications for Healthy Eating”  
   Shermain Hardesty (shermain@primal.ucdavis.edu), “Support for Local Food Production and Sustainable Agriculture”  
   Bruce Babcock (babcock@iastate.edu), “Biofuels’ Impacts on Food and Commodity Prices”

2. **Obesity, Diet and Health**  
   *(Co-sponsored with Senior Section)*  
   **Contact/chair:** Walt Armbruster (walt@farmfoundation.org)  
   **Speakers, titles and co-authors:**  
   Sven Anders (sven.anders@ualberta.ca), “Economic and Time Constraints Associated with Dietary Adherence among Type-2 Diabetes Patients” (with Denise Maxwell, Sean Cash, Rhonda Bell and Cathy Chan)  
   Conrad P. Lyford (conrad.lyford@ttu.edu), “Health Attitudes, Knowledge and Behavior in Rural Communities: Impacts on Obesity” (with Eric Belasco, Barent McCool, Audrey McCool, Tyra Carter and Barbara Pence)  
   Wen You (wényou@vt.edu)  
   “Understanding Conflicting and Compatible Incentives for Retailers in Promoting Healthy Eating” (with George C. Davis)  
   Diogo Souza Monteiro ([D.M.Souza-Monteiro@kent.ac.uk](mailto:D.M.Souza-Monteiro@kent.ac.uk))  
   “Food Retail Corporate Social Responsibility (CSR) in the UK: Promise and Practice” (with Neal H. Hooker)

3. **Labeling, Regulation, and Food Demand**  
   *(Co-sponsored with FAMPS)*  
   **Contact/chair:** Christiane Schroeter (cschroet@calpoly.edu)  
   **Speakers, titles and co-authors:**  
   Christiane Schroeter ([cschroet@calpoly.edu](mailto:cschroet@calpoly.edu)), "Determinants of Organic Produce Purchasing Behavior" (with Xiaowei Cai)  
   Andrea Carlson ([acarlson@ers.usda.gov](mailto:acarlson@ers.usda.gov)), “The Impact of Macro-Economic Factors on the USDA Organic Seal Price Premium” (with Edward Jaenicke)  
   Kristin Kiesel ([kiesel@csus.edu](mailto:kiesel@csus.edu)), “State mandated soda bans—adherence at school and compensation at home” (with Rui Huang, Chantel Crane and Lisa Craypo)  
   Biing-Hwan Lin ([blin@ers.usda.gov](mailto:blin@ers.usda.gov))，“Guiding Stars: Food Labeling at Hannaford’s” (with Ilya Rahkovsky, Chung-Tung Lin and Jonq-ying Lee)

4. **Food Marketing and Nutrition: An Industrial Organization Perspective**  
   *(Co-sponsored with FAMPS)*  
   **Contact/chair:** Joshua Berning <joshua.berning@uconn.edu>  
   **Speakers, titles and co-authors:**
Richard Volpe (rvolpe@ers.usda.gov), “Store Format and the Healthfulness of Food-at-Home”
Alessandro Bonanno (aub24@psu.edu), “Welfare Effects of New Products' Introduction: To Health or not To Health?”
Rui Huang (Rui.Huang@UConn.edu), “Star Wars and Cereal Wars: Implications of Food Marketing with Movie Tie-ins” (with Joshua Berning, Hongju Liu and Adam Rabinowitz)
Joshua Berning (Joshua.Berning@UConn.edu) “Does Breakfast Cereal Advertising Target Young Children?” (with Rui Huang and Adam Rabinowitz)

5. Managing Assigned Risk in Food: Mitigation and Indemnification
(Co-sponsored with ARA)
Contact: Sam Funk (SFunk@Doane.com), Chair: Sandra Hoffman (shoffmann@ers.usda.gov)
Speakers, titles and co-authors:
Sandy Hoffmann (shoffmann@ers.usda.gov), “The Food Safety Modernization Act” [5-minute discussant’s introduction]
Peter Berck (pberck@berkeley.edu), “Attributing Foodborne Illness to Foods Using Time Series Data on Food Consumption and Foodborne Illness” (with Dana Cole, Sandra Hoffmann, and Jessica Todd)
Peyton Ferrier (pferrier@ers.usda.gov), “Producer Indemnification for Food Safety Events and the Role of Private Standards”
Norbert Wilson (wilson1@auburn.edu), “Zero-Tolerance Rules and the Challenge of Detection: Lessons from gluten-free products” (with Michelle Worosz)
Linda Calvin (lcalvin@ers.usda.gov), “Costs of Adopting Food Safety Programs for Lettuce Growers – Large and Small” (with Helen Jensen and Karen Klonsky)

6. Frontier Issues in International Nutrition
Contact/chair: Will Masters <william.masters@tufts.edu>
Speakers and titles:
Shelly Sundberg (Shelly.Sundberg@gatesfoundation.org), “Gates Foundation in International Nutrition: Priorities and Linkages with Agriculture”
Agnes Quisumbing (a.quisumbing@cgiar.org), “Gender, Land Rights, and the Adoption of Biofortified Orange Sweet Potato in Uganda” (with Dan Gilligan)
Rachel Nugent (rnugent2@uw.edu), “Food and Health: Nutrition and the Rise of Chronic, Non-Communicable Disease”
Will Masters (william.masters@tufts.edu), “The Market for Nutrients: Quality Certification and Child Feeding in Africa”

Section Membership and Track Session Attendance
Total membership in the section stands at 237, down slightly from 253 last year. This includes 92 regular members, 1 family and 2 senior members, 135 student members and 7 young professional members. Our six track sessions attracted from 15 to 37 attendees, for a total of 151 in total.

AAEA/EAAE Symposium on the Food Environment (30-31 May 2012)
FSN Members Helen Jensen and Jayson Lusk led an AAEA/EAAE Symposium on Food Environment: The Effects of Context on Food Choice. The conference was funded by the AAEA Trust, Consumer and Market Demand Network (Canada), the Farm Foundation, the Network on Food Choice and Health (Germany), USDA-AFRI Markets and Trade Program and the USDA-
Economic Research Service. It took place at Tufts University in Boston, with the support and participation of many FSN members. Conference details and program information are available at the conference website:

Best Economics Paper in Food Safety and Nutrition Award
Chen Zhen, Michael Wohlgenant, Shawn Karns, and Phillip Kaufman were the winners of the section’s award for best paper published in 2011, for their excellent AJAE paper on sugar-sweetened beverages. Congratulations to them on this timely and important work. The full citation is:

http://ajae.oxfordjournals.org/content/93/1/175.

Upcoming Section Activities
Key items on the horizon are:

- Section Elections are planned for March-April 2012. Chair of nominating committee is Past-Chair Sean Cash.

- Call for nominations for the Best Economics Paper in Food Safety and Nutrition will be issued in early spring, with review and award announcement targeted for May 1, 2012. Biing-Hwan Lin will lead the review process.

- FSN Section meeting is planned for the Washington, DC meeting, August 4–6, 2013. Date, time and location TBA.

Proposed 2012 Annual Meeting Activities
For the annual meetings in Washington DC, we are co-sponsoring one Pre-Conference and one Post-Conference Workshop, both of which will be held at and funded by the USDA. They address very different themes spanning the interests of FSN members, and are designed to take advantage of the meeting location to spur collaboration among FSN and other AAEA members with DC-based researchers and policy analysts who might not otherwise attend an AAEA meeting.

AM12 Pre-Conference Workshop
FSN is co-sponsoring a pre-conference workshop on “The Debut of USDA’s New National Food Survey to Support Research on Health and Obesity, Hunger, and Nutrition Assistance Policy.” The workshop is proposed for Saturday, August 3, 2013, from 8:15AM - 4:30PM, and was organized by Mark Denbaly and John Kirlin of ERS and Kelly Kinnison of FNS. The workshop will describe the new National Food Survey, also known as the National Food Acquisition and Purchase Survey (FoodAPS), and help the research community to access restricted-use data from the survey. Details on the survey are available at http://www.usdafoodstudy.org, and regarding the conference from Mark Denbaly at mdenbaly@eres.usda.gov, 202-694-5390.
A draft agenda for the workshop follows below:

8:30 - 8:45  Continental Breakfast
8:45 - 9:00  Mary Bohman, Administrator, Economic Research Service
            “Welcome Introduction: Why FoodAPS?”
9:00 - 9:45  Nicholas Redel and John Kirlin, Mathematica Policy Research, Inc.
            “What Did the Survey Collect?”
            “Sampling Design and Implementation”
10:45 - 11:00 Break
11:00 - 11:45 Craig Gundersen and Parke Wilde, University of Illinois and Tufts University
            “The National Food Study Geography Component”
11:45 - 12:45 Lunch
12:45 - 1:45 John Hall, Mathematica Policy Research, Inc.
            “Data Quality: Response Rates and the Non-Response Bias Study”
            “Data Quality: Characteristics of Households and Food Acquisitions”
2:30 - 2:45  Break
2:45 - 3:30  Mark Denbaly, Deputy Director for Data, Food Economics Division, ERS
            “Data Access and Use Protocols”
3:30 - 4:30  Various ERS Economists:
            “Early Results: Dietary and Nutrient Knowledge, Food Purchase Patterns,
            Prices, and Food Access and Security”
4:30        Adjourn

AM12 Post-Conference Workshop
FSN is co-sponsoring a post-conference workshop on “Economic Analysis and Food Safety: The Food Safety Modernization Act”, proposed for Weds., Aug. 7th from 8:30 to 5:00. It was organized by Linda Calvin, Sandra Hoffman and Suzanne Thorsbury of ERS, with Andrew Estrin of the FDA. The workshop will inform the implementation and evaluation of FSMA, allowing FSN and other AAEA members to interact with economists and scientists at the various Federal agencies involved to articulate a relevant research agenda, develop a strategy to improve data, and identify new collaborators. Contacts for the meeting are Linda Calvin (lcalvin@ers.usda.gov), Sandra Hoffman (shoffman@ers.usda.gov), Suzanne Thornsbury (sthornsbury@ers.usda.gov), and Andrew Estrin (andrew.estrin@fda.hhs.gov).

A draft agenda for the workshop follows below:

8:30 - 8:50  Registration
8:50 - 9:00  Welcome by Mary Bohman, Administrator, Economic Research Service
9:00 - 10:00 Introduction from FDA (speaker TBD)
10:00 - 10:15 Break
10:15 - 11:30 How Economic Research Contributes to the Design of FSMA Regulations
            Moderator: Sandy Hoffmann
            Rapporteur: Sven Anders
            Speakers: Linda Calvin, Dave Schweikard, Laurian Unnevehr
11:30-12:30 Program Design Discussion
            Moderator: Suzanne Thornsbury
            Rapporteur: Helen Jensen
            Speakers: Don Kraemer, others TBD
12:30-1:30 Lunch (on site)
1:30-2:45 Evaluation of FSMA Programs and Impacts
   Moderator: Linda Calvin
   Rapporteur: Laurian Unnevehr
   Speakers: Brad Brown, Mary Muth, Erik Lichtenberg and Bob Buchanan
2:45-3:00 Break
3:00-4:00: Research and data needs to analyze program impacts
   Moderator: Andrew Estrin
   Rapporteur: TBD
   Speakers: Jim Gorny, others TBD
4:00-5:00: Wrap up Discussion on Research and Data Needs
   Moderator: Jay Variyam
   Panelists: Helen Jensen, Sven Anders, Laurian Unnevehr, David Zorn, Isabel Wan, others
5:00 Adjourn

AM13 Track Sessions
A full slate of FSN track sessions have been prepared by Craig Gundersen, chair-elect of the FSN section. Titles and co-sponsorship of these sessions will be:

- The Effects of Social Network on Food Choices
- Food Safety Regulation and North American Economic Integration
  (Co-sponsored with CAES)
- Shopping with SNAP: Economic and Behavioral Strategies to Encourage Healthier Food Purchases (Co-sponsored with IBES)
- Agriculture and Nutrition Linkages
  (Co-sponsored with INT)
- Potential Solutions to the Obesity Epidemic
  (Co-sponsored with Senior Section)
- The Evolving Dual Burden of Obesity and Malnutrition: Driving Forces and Implications for Development Policy (Co-sponsored with Senior Section)
- Value-added through Food Processing: Price, Time, and Nutrition Trade-offs
  (Co-sponsored with FAMPS)

Report Completed By: William A. Masters Date: 9 December 2012