Mission Statement

Our mission, as researchers and industry leaders, is to evaluate and share our knowledge of the commodity promotion activities and functions through issues and methods examination.

NEC-63 Background

NEC-63 was established by the Northeast directors of the Agricultural Experiment Stations in 1985. Committee members are individuals from academia, government, and industry who are interested in, or doing research on, the economics of commodity advertising and promotion programs. The goals of NEC-63 is to improve the quality of research by its members and to improve understanding by others.

The committee operates through an executive committee that establishes policy and develops program activities. Research and education are conducted independently or collaboratively by members of the committee. The committee itself does not sponsor or conduct research. Rather, it provides a forum for discussion and ideas on research methods and results. The committee facilitates discussion and dissemination of knowledge through semiannual meetings, sponsored conferences and publications.

Hyatt Regency Monterey Hotel & Spa on Del Monte Golf Course
1 Old Golf Course Road
Monterey, California

Reservations: 1-888-421-1442
or 831-372-1234

Make your reservation by calling the toll-free number and referencing the NEC-63 room block rate of $169.00/Single or Double Room. Overnight rooms reserved for 9/26 & 9/27.

DEADLINE FOR ROOM RESERVATIONS
AUGUST 27, 2010
Monday, September 27, 2010

7:00 – 8:00  Breakfast

Monday

8:00-8:15  Welcome – Harry Kaiser

8:15-9:30  M1—Plenary Session—Richard Williams, “A New Role for FDA to Make Food Safer”

9:30-10:00  Break

10:00-11:30  M2—Plenary Session—General themes on economic incentives, regulation, foodborne illness, and the produce industry

Bradley Brown, Linda Calvin, and David Zorn.  Hurdles and Hoops: Policy and Economics in a Regulatory Agency

Rachael E. Goodhue, Nancy McCarthy, and Linda Calvin.  Ambiguity, Legal Structure, and Economic Incentives to Provide Greater Food Safety

Timothy J. Richards and William Nganje*.  Welfare Effects of Foodborne Disease Outbreaks

Belinda Acuña Mohr, Brad Brown, and Linda Calvin.  Diversity in the Produce Industry: Highlights from the 2007 Census of Agriculture

Tuesday, September 28, 2010

7:30 – 8:30  Breakfast

Tuesday

8:30 – 10:00  Concurrent sessions

T 1 – Traceability (4 papers)

T 2 – Consumer Response (3 papers)

10:00 – 10:30 Break

10:30 – 12:00PM  Concurrent Sessions

T 3 – Recalls (4 papers)

T 4—Farm Production Practices (4 papers)

12:00 – 1:30 Lunch

1:30 – 3:00PM  Concurrent Sessions

T 5—Meat, Poultry, and Eggs (4 papers)

T 6—Supply Chains and Transportation (4 papers)

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SEE PROGRAM DETAILS

Name

Institution

Mailing Address

City

State    Zip

Phone Number

Fax Number

Email Address

Description of Fee  Amount  Total

Early Registration (prior to Sept. 13th)  $175.00

Registration After Early Date (or at door)  $200.00

Total Enclosed

Please make check or money order payable in U.S. dollars to:  NEC-63

**sorry no credit cards **

Mail this Registration Form with payment to:  Anita S. Vogel

349 Warren Hall,

Cornell University

Ithaca, NY 14853

Questions: ph: 607-255-1620 (or)

Email: av69@cornell.edu

Questions? Please direct all questions to the conference chair, Harry Kaiser at

bmk2@cornell.edu  or Mary Muth at

muth@rti.org
Program

Monday

8:00-8:15  Welcome – Harry Kaiser

8:15-9:30  M1—Plenary Session—Richard Williams, “A New Role for FDA to Make Food Safer”
          Discussants/panel

9:30-10:00 Break

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          Belinda Acuña Mohr, Brad Brown, and Linda Calvin. Diversity in the Produce Industry: Highlights from the 2007 Census of Agriculture

11:30-1:00 Lunch

1:00 – 5:00 Field trip

6:30 Reception

Tuesday

8:30-10:00 Concurrent session

T1—Traceability (4 papers)

          Sebastien Pouliot. Traceability and Incentives for Food Safety with Heterogeneous Suppliers

          Blake Brown and Hugh C. Kiger. Traceability and the Effects of Food Safety Recalls and Alerts
Aye C. Myae and Ellen Goddard. The linkage between consumer confidence in the safety of food and demand for farm-to-folk traceability system

YanHong Jin. Does the Elicitation Format Matter? Valuating Willingness to Pay for Traceability Labeling

**T2—Consumer Response (3 papers)**

Carlos Arnade, Linda Calvin, and Fred Kuchler. Consumers’ Response to the 2008 Foodborne Illness Outbreak Linked at Various Times to Tomatoes, Cilantro, and Hot Peppers

Ekin Birol, Devesh Roy, and Maximo Torero. How safe is my food? Assessing the effect of information and credible certification on consumer demand for food safety

Anahita Matin and Ellen Goddard. Does Food Technology Neophilia Affect Canadian Consumer Interest in Novel Foods?

10:00-10:30  Break

Concurrent sessions

10:30-12:00  **T3—Recalls (4 papers)**

Norbert Wilson, Michelle Worosz, and Nathan Forczyk. Price Effects of the Largest Beef Recall in US History

Travis Minor and Andrew Stivers. Measuring the Effects of the 2009 Peanut Recall on Product Sales: Who loses?

Belem Avendaño and Linda Calvin. Food Safety Costs and Infrastructure in Mexico: The Case of Mexicali Green Onion Exports to the United States

Victoria Salin, Desmond Ng, and Nathan Joy. An Examination of Bounded Rationality using Food Product Recall Event Analysis

**T4—Farm Production Practices (4 papers)**

Cristina McLaughlin, Belinda Acuña Mohr, and Estrin Andrew. Integrating Economic Theory and Geographic Information Systems in Examining Environmental, Occupational and Food Safety Considerations for Cultivating Fresh Produce on the Virginia Eastern Shore

Kris Anderson and Catherine Durham. The Oregon Experience with Good Agricultural Practices (GAP) and Good Handling Practices (GHP)

Daniel Carroll and Susan Gabbard. Farm Workers and Food Safety: Findings from the National Agricultural Workers Survey

12:00-1:30 Lunch
1:30-3:00 Concurrent sessions

**T5—Meat, Poultry, and Eggs (4 papers)**


Peyton Ferrier and Jean Buzby. The Economic Efficiency of Sampling Sizes: The Case of Beef Trim

Stephanie Smith, Ken Lee, and Neal Hooker. Regulatory and Market Drivers of Ozone Safety Technology for Shell Eggs

**T6—Supply Chains and Transportation (4 papers)**


Fengxia Dong, David Hennessy, Helen H. Jensen and Timothy Park. Quality and Safety Incentives in Milk Channels

Victoria Salin. Logistics Costs of the Pathogen Control Provisions of the Almond Marketing Order

Rachel Lange. Food Transportation Safety Risks and Controls