Welcome to Seattle

Thanks very much for joining us here in Seattle. We are pleased to welcome our AAEA members, new and veteran, to this beautiful city. We have a great program planned for you, with sessions addressing topics of interest for everyone and plenty of opportunities to reconnect with old friends and make new professional contacts.

Looking through the program for the first time after picking up my registration materials is something I enjoy every year. As always, when you start to page through this year’s program you’ll find a full slate of concurrent sessions filled with organized symposia and invited and selected paper sessions. You’ll also find plenary sessions each day that address topics covering a wide range of issues. I’ll highlight several parts of the program that you might overlook.

Sunday is a day for networking and for getting involved. Most of our section and committee meetings take place throughout the day, and four sections—AEM, COSBAE, CWAE, and Extension—have receptions in the late afternoon. We also have our second Early Career Professionals Networking Reception that afternoon, and the welcome reception will follow Hal Varian’s Keynote Address.

We’ll have more than 200 posters on display in poster presentation sessions on Monday and Tuesday afternoons. About 100 posters will be part of formal tours—ten tours each day—that will guide participants through a series of presentations grouped by topic. Each tour will be open to all meeting attendees and will end early enough for you to visit other posters in the hall.

The Awards and Fellows Recognition Ceremony is always a highlight of the meeting. Its format will be similar to that in past years. The only change we have made is that we announced this year’s class of AAEA Fellows in advance. They are: Joseph W. Glauber, Helen H. Jensen, Ron Mittelhammer, and Johan Swinnen. They will be formally recognized in the ceremony, but please congratulate them when you see them at other events or program sessions.

In response to comments we received after last year’s annual meetings, breakfast on Monday and Tuesday and lunch on Tuesday will be available for all registrants. Our hope is that this will make it easier to fit more sessions and time for networking into your schedule. During the lunch on Tuesday, we have three great informal learning opportunities. The AgEcon Search staff will offer short workshops on productivity tools for the iPad and other tablets and on organizing a PDF library. In addition, we’ll be offering a session for early career professionals on strategies for navigating the job market at the ASSA meetings.

I want to thank the many volunteers who organized sessions, reviewed selected presentation abstracts, planned pre- and post-conference workshops, organized student activities and competitions, and served on committees to select award winners and Fellows. Their efforts are critical to the success of this meeting. I also thank our AAEA Business Office staff, who have done such an excellent job of planning for our meeting. They will be visible and on hand throughout the meeting here in Seattle, so feel free to let them know if you need assistance.

I hope that your experience the next few days will be both professionally enriching and personally enjoyable. I also hope that you’ll carry a sense of enthusiasm and renewal home with you from this great summer gathering of agricultural and applied economists.

Robert P. King
AAEA President
Registration Desk Hours
Saturday, August 11, 4:00 pm–7:00 pm
Sunday, August 12, 7:00 am–8:00 pm
Monday, August 13, 7:30 am–5:00 pm
Tuesday, August 14, 7:30 am–4:00 pm

If you have any questions, please feel free to visit the Registration Desk, or contact AAEA staff at (206) 219-4501.

Accessibility
In accordance with the Americans with Disabilities Act, please inform an AAEA staff member if you need special assistance. Staff members are available on site at the Registration Desk to assist you.

Guests
Guests must be registered in order to attend any and all meeting functions, including the Welcome and Closing Receptions, plenary sessions, and all concurrent sessions. Guests include any interested party not professionally in the field of agricultural economics or a related discipline. Children under the age of 16 may attend the meeting for free and do not need to register as a guest.

Taping of Sessions
Session content is copyright-protected by AAEA. Recording of any session without the consent of AAEA is prohibited. Any taping done with the consent of AAEA is for personal use only and cannot be reproduced or distributed.

Tickets
Tickets are required for all speaker series luncheons and banquets, as well as other special events. A limited number of tickets may be available for sale on site. If available, tickets will be sold at the Registration Desk up until the day before the event. No tickets will be sold on the day of the event.

AAEA is committed to the “True Cost Pledge.” The association attests that the fee associated with each event is the true cost of the price to cover that event.

Association Photographer
A professional photographer will be on site at the Annual Meeting taking photos which may be used in future promotional materials for AAEA. If you prefer that you are not included in these photos, please notify the photographer.

Important Local Phone Numbers

Washington State Convention Center
(206) 694-5030

Sheraton Seattle Hotel
(206) 447-5544

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(206) 774-1234

Red Lion Hotel
(855) 515-1144

Hospitals
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(206) 684-4300

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AAEA Leadership

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American Journal of Agricultural Economics (AJAE)
Editors:
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Brian E. Roe, The Ohio State University
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Applied Economic Perspectives and Policy (AEPP)
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Ashok Mishra, Louisiana State University
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Featured Articles Editor: Spiro Stefanou, Penn State University

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James Novak, Auburn University
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- China Section Business Meeting & Reception

- Extension Section

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- Extension Section

- Extension Section

- Extension Section

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- AAEA Galbraith Forum
- AAEA Travel Grants for Economists from Least Developed Countries
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Booth 108

USDA-Economic Research Service
Booth 111

Undergraduate Recruitment Fair

Monday, 8:00 am – 4:00 pm
Washington State Convention Center, 201-203 Foyer

The Undergraduate Recruitment Fair gives undergraduate students who are in Seattle to participate in SS-AAEA events the chance to meet and interact with academic departments from around the country that have graduate programs in agricultural and applied economics. Be sure to stop and visit with representatives from these universities in between rounds of the Academic Bowl.

Participating Organizations Include:

- University of Arkansas
- University of Georgia
- Purdue University
- Oklahoma State University
Keynote Address
Sunday, 7:00 pm–8:00 pm
Washington State Convention Center, Ballroom 6E

Hal R. Varian
Google and University of California, Berkeley
“Predicting the Present with Search Engine Data”

Hal R. Varian is the Chief Economist at Google. He started in May 2002 as a consultant and has been involved in many aspects of the company, including auction design, econometric analysis, finance, corporate strategy and public policy.

He is also an emeritus professor at the University of California, Berkeley in three departments: business, economics, and information management. He received his SB degree from MIT in 1969 and his MA and PhD from UC Berkeley in 1973. Professor Varian has published numerous papers in economic theory, econometrics, industrial organization, public finance, and the economics of information technology.

AAEA Presidential Address
Monday, 8:30 am–9:30 am
Washington State Convention Center, Ballroom 6E

Richard J. Sexton
University of California, Davis
“The Implications of Modern Agricultural Markets”

Richard J. Sexton is Professor and Department Chair of Agricultural and Resource Economics at UC Davis. He is a past editor of the AJAE, past Director of the Giannini Foundation of Agricultural Economics, and a Fellow of the AAEA. Sexton’s research focuses on industrial organization issues in agricultural markets. He has received research awards from the AAEA, Western Agricultural Economics Association, and European Economic Association.

AAEA Fellows Address
Tuesday, 8:30 am–9:30 am
Washington State Convention Center, Ballroom 6E

Laurian Unnevehr
International Food Policy Research Institute (IFPRI)
“Food and Health: Can Economics Contribute to Improved Outcomes?”

Laurian Unnevehr is a Senior Research Fellow at the International Food Policy Research Institute (IFPRI), leading research on enhancing nutrition and food safety in value chains. Unnevehr is recognized for original contributions in measuring the consumer benefits from agricultural research, the changing structure of U.S. food demand, and the economic trade-offs in food health regulation. She has received the Agricultural and Applied Economics Association (AAEA) awards for Quality of Communication and for Publication of Enduring Quality, recognizing contributions in food policy and food demand. In 2009, she was made a Fellow of the AAEA.

AAEA Galbraith Forum
Tuesday, 6:00 pm–7:00 pm
Washington State Convention Center, Ballroom 6E

Daron Acemoglu
Massachusetts Institute of Technology
“Why Nations Fail”

K. Daron Acemoglu is Elizabeth and James Killian Professor of Economics in the Department of Economics at the Massachusetts Institute of Technology and a member of the Economic Growth program of the Canadian Institute of Advanced Research. Acemoglu is also affiliated with the National Bureau of Economic Research, the Center for Economic Performance, the Center for Economic Policy Research, and Microsoft Research Center. He is an elected fellow of the American Academy of Arts and Sciences, the Econometric Society, the European Economic Association, and the Society of Labor Economists. His work has been published in leading scholarly journals, including the American Economic Review, Econometrica, Journal of Political Economy, Quarterly Journal Economics, and Review of Economic Studies.
**COSBAE/CWAE Speaker Series & Luncheon**

**Monday, 11:30 am–1:00 pm**
Washington State Convention Center, Room 3A  
*This is a ticketed event. The cost to attend is $45.*  
William Masters  
Tufts University  
“Africa’s Turn: How Demography, Policy, and Technology are Transforming Life Prospects for African Women and Children”

**Extension Section Speaker Series & Luncheon**

**Monday, 11:30 am–1:00 pm**
Washington State Convention Center, Room 3B  
*This is a ticketed event. The cost to attend is $45.*  
Michael Brady  
Washington State University  
“From 8 to 80 Inches a Year: Managing Water and Agriculture Across Washington’s Diverse Landscape”

**International Speaker Series & Banquet**

**Monday, 8:00 pm–9:30 pm**
Washington State Convention Center, Room 3B  
*This is a ticketed event. The cost to attend is $55.*  
Carmen Diana Deere  
University of Florida  
“Gender, Assets and the Distribution of Wealth: Comparative Evidence from Ecuador, Ghana, and India”

*If available, tickets for these events will be sold at the registration desk until the day before the event. No tickets will be sold the day of the event.*

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**Reunions & Receptions**

**Monday, 9:00 pm–11:00 pm**
Sheraton, Second Floor

- Colorado State University, Arizona State University, & University of Wyoming  
  Madrona Room  
- Cornell University & Pennsylvania State University  
  Redwood Room A  
- Kansas State University, University of Missouri, Oklahoma State University, & University of Nebraska  
  Willow Room A  
- Louisiana State University, University of Kentucky, Mississippi State University, University of Georgia, University of Florida, Auburn University, & University of Arkansas  
  Grand Ballroom C  
- North Carolina State University, University of Maryland, & Virginia Tech  
  Cedar Room A

- Purdue University, The Ohio State University, Michigan State University, & University of Illinois  
  Grand Ballroom D  
- Texas A&M University  
  Redwood Room B  
- University of California, Berkeley, University of California, Davis, & Giannini Foundation of Agricultural Economics  
  Willow Room B  
- University of Minnesota, University of Wisconsin, & Iowa State University  
  Cedar Room B  
- Union of Concerned Scientists, Food & Environment Program & American Farmland Trust (AFT)  
  Juniper Room  
- Washington State University, Oregon State University, & University of Idaho  
  Aspen Room
**AAEA Section Events & Activities**

**Agribusiness Economics and Management Section (AEM)**

AEM/GSS Case Study Competition  
Sunday, 8:00 am–3:00 pm  
*Washington State Convention Center, Rooms 204, 205, & 206*  
Monday, 1:30 pm–4:00 pm (Finals)  
*Washington State Convention Center, Rooms 205 & 206*

AEM Section Business Meeting  
Sunday, 3:00 pm–4:00 pm  
*Washington State Convention Center, Room 309*

AEM Section Reception  
Sunday, 5:00 pm–6:30 pm  
*Washington State Convention Center, Room 619*

**AEM Track Sessions**

1011 Social Media and Firm Response to Information in the Supply Chain  
1036 Structural Changes in the Agri-food System and the Future of Cooperatives  
1063 Using Surveys to Establish a Successful Research Agenda  
2005 Reputation and Organizational Legitimacy: Implications for Firms in the Global Agri-food and Fiber Supply Chain  
2034 Alliances in the Small and in the Large: Formation and Performance

**Applied Risk Analysis Section (ARA)**

ARA Section Business Meeting  
Sunday, 10:00 am–11:00 am  
*Washington State Convention Center, Room 304*

**ARA Section Track Sessions**

1007 Advances, Updates, and Practical Issues in U.S. Crop Insurance Premium Rating Methods  
1041 Managing Assigned Risk in Food: Mitigation and Indemnification  
1065 Transforming Climate Information for Production Decision-making: The U2U Project  
2014 Practical Issues of Agricultural Insurance Programs in Developing Countries  
2066 Is Subsidizing Farm Crop and Revenue Insurance Economically Justified?

**China Section**

China Section Business Meeting & Reception  
Monday, 5:30 pm–6:30 pm  
*Washington State Convention Center, Room 201*

**China Section Track Sessions**

2012 Emerging Issues in Demand and International Trade in China  
2037 The Changing Landscape for Agricultural Input Markets in China  
2067 High Global Food Prices, Price Volatility, and China

**Committee on the Opportunities and Status of Blacks in Agricultural Economics (COSBAE)**

COSBAE Business Meeting  
Sunday, 12:00 pm–2:00 pm  
*Washington State Convention Center, Room 304*

**COSBAE Reception**  
Sunday, 5:00 pm–6:30 pm  
*Washington State Convention Center, Room 618*

**COSBAE/CWAE Speaker Series & Luncheon**  
Monday, 11:30 am–1:00 pm  
*Washington State Convention Center, Room 3A*

**COSBAE Track Sessions**

1040 Foreign Direct Investment and Agricultural Trade in Africa  
1066 Radically Rethinking Agriculture in the Caribbean  
2008 Skills for Enhancing Rural/Limited Resource Enterprise Development
Committee on Women in Agricultural Economics (CWAE)

CWAE Business Meeting
Sunday, 11:00 am–12:00 pm
Washington State Convention Center, Room 308

CWAE Reception
Sunday, 5:00 pm–6:30 pm
Washington State Convention Center, Room 617

COSBAE/CWAE Speaker Series & Luncheon
Monday, 11:30 am–1:00 pm
Washington State Convention Center, Room 3A

CWAE Track Sessions
1013 Women in Academic Training and Professional Careers: Identifying and Analyzing Factors Impacting Success
1078 To Nest in the Wind—Implementation and Impacts of Career Development for Women in Personal Growth and Balancing Life
2038 Value Added Meat Marketing around the Globe: International Insights on Safety, Health, and Convenience

Community Economics Network (CENET)

CENET Business Meeting
Sunday, 10:30 am–12:00 pm
Washington State Convention Center, Room 309

Post-Conference Workshop: Models for Assessing Regional Economic Impacts of Agriculture and Rural Development Efforts
Wednesday, 8:00 am–12:00 pm
Sheraton, Second Floor, Aspen Room

CENET Track Sessions
2006 Natural Resources and the Dynamics of Income and Wealth Inequality in Rural America
2071 Understanding the Multiple Impacts from Marketing Locally Grown Food, Food Products, and Agri-recreational Services

Econometrics Section

Econometrics Section Business Meeting
Sunday, 2:00 pm–3:00 pm
Washington State Convention Center, Room 308

Econometrics Section Track Sessions
1001 Regression Discontinuity Designs in Applied Econometrics
1071 Learning Session: Bayesian Model Averaging
2068 Teaching Undergraduate and Graduate Econometrics

Extension Section

Pre-Conference Tour: Agricultural and Food Industry Tour
Saturday, 7:30 am–2:00 pm
Sheraton Lobby

Pre-Conference Workshop: Public Policy Education
Saturday, 2:00 pm–9:00 pm
Washington State Convention Center, Room 303

Graduate Student Extension Competition
Sunday, 8:00 am–3:00 pm
Washington State Convention Center, Room 212

Extension Section Business Meeting
Sunday, 3:00 pm–5:00 pm
Washington State Convention Center, Room 307

Extension Section Reception
Sunday, 5:00 pm–6:30 pm
Washington State Convention Center, Room 615/616

Extension Section Speaker Series & Luncheon
Monday, 11:30 am–1:00 pm
Washington State Convention Center, Room 3B

Extension Section Track Sessions
1029 Crop Insurance and Farm Programs
1038 Wine Marketing and Policy
1060 Outlook for Ethanol and Biodiesel under the Energy Independence and Security Act of 2007 (EISA)
1065 Transforming Climate Information for Production Decision making: The U2U Project
2007 Grain Outlook
2009 Livestock Outlook and Industry Issues
2031 Washington Policy Update by Chief Economist from the House and Senate Agriculture Committees
2080 Graduate Student Extension Competition Winners’ Presentations

Food and Agricultural Marketing Policy Section (FAMPS)

FAMPS Business Meeting
Sunday, 4:00 pm–5:00 pm
Washington State Convention Center, Room 303

FAMPS Track Sessions
1010 Food Marketing and Nutrition: An Industrial Organization Perspective
1038 Wine Marketing and Policy
2010 Labeling, Regulation, and Food Demand
2038 Value Added Meat Marketing around the Globe: International Insights on Safety, Health, and Convenience
AAEA Section Events & Activities

**Food Safety and Nutrition Section (FSN)**

**FSN Section Business Meeting**
Sunday, 3:00 pm–4:30 pm  
*Washington State Convention Center, Room 308*

**FSN Section Track Sessions**
- **1010** Food Marketing and Nutrition: An Industrial Organization Perspective
- **1041** Managing Assigned Risk in Food: Mitigation and Indemnification
- **1067** Frontier Issues in International Nutrition: Research and Interventions in Africa
- **2010** Labeling, Regulation, and Food Demand
- **2040** A Pressure Cooker for Change: Food Policy and the 2012 Farm Bill
- **2069** Obesity, Diet, and Health

**Graduate Student Section (GSS)**

**Graduate Student Extension Competition**
Sunday, 8:00 am–3:00 pm  
*Washington State Convention Center, Room 212*

**AEM/GSS Case Study Competition**
Sunday, 8:00 am–3:00 pm  
*Washington State Convention Center, Rooms 204, 205, & 206*
Monday, 1:30 pm–4:00 pm (Finals)  
*Washington State Convention Center, Rooms 205 & 206*

**GSS Business Meeting**
Sunday, 6:00 pm–7:00 pm  
*Washington State Convention Center, Room 620*

**GSS Reception**
Monday, 8:00 pm–9:30 pm  
*Washington State Convention Center, Room 3A*

**GSS Track Sessions**
- **1018** How to Be a Reviewer
- **1032** Organizing and Teaching Courses for Beginners
- **1039** Job Interviewing Tips
- **1063** Using Surveys to Establish a Successful Research Agenda
- **2013** Teaching Tips from Top Teachers: 2011 AAEA Award Recipients
- **2041** Publishing Strategies for IBES Research

**2080** Graduate Student Extension Competition Winners’ Presentations

**Institutional and Behavioral Economics Section (IBES)**

**IBES Business Meeting**
Tuesday, 11:30 am–12:30 pm  
*Washington State Convention Center, Room 620*

**IBES Track Sessions**
- **2005** Reputation and Organizational Legitimacy: Implications for Firms in the Global Agri-food and Fiber Supply Chain
- **2011** Performance of Institutional Innovations to Address Multi-jurisdictional Water Management Problems
- **2041** Publishing Strategies for IBES Research
- **2071** Understanding the Multiple Impacts from Marketing Locally Grown Food, Food Products, and Agri-recreational Services

**International Section**

**International Section Business Meeting**
Sunday, 4:00 pm–5:30 pm  
*Washington State Convention Center, Room 304*

**International Section Reception**
Monday, 7:30 pm–8:00 pm  
*Washington State Convention Center, Room 3B Foyer*

**International Speaker Series & Banquet**
Monday, 8:00 pm–9:30 pm  
*Washington State Convention Center, Room 3B*

**International Section Track Sessions**
- **1027** Impacts of Free Trade Agreements
- **1034** The Emerging Role of KRU in Global Food Security: Prospects and Problems
- **1069** Agriculture and Disaster Risk Reduction beyond Crop Insurance and Hedging: Can Agricultural Economics Help the Agriculture Sector Proactively Increase Its Resilience?
- **2012** Emerging Issues in Demand and International Trade in China
- **2030** Impacts of 2010 Dietary Guidelines on Fruit, Vegetable, and Livestock Industries
- **2042** Frontier Issues in International Agricultural Development: Insights from the C-FARE Blue Ribbon Development Panel
- **2067** High Global Food Prices, Price Volatility, and China
Emerging Markets and Agricultural Trade

National Association of Agricultural Economics Administrators (NAAEA)

NAAEA Business Meeting
Sunday, 11:00 am–12:00 pm
Washington State Convention Center, Room 303

NAAEA Track Session
1012 Designing and Implementing Collaborative Metrics for Departments, Schools, and Colleges
2043 Agribusiness Management National Benchmarks

Senior Section

Pre-Conference Workshop: Public Policy Education
Saturday, 2:00 pm–9:00 pm
Washington State Convention Center, Room 303

Senior Section Business Meeting
Sunday, 1:30 pm–3:00 pm
Washington State Convention Center, Room 307

Senior Section Track Sessions
1027 Impacts of Free Trade Agreements
1035 Immigration Issues and Options for Agriculture and Agribusiness
1060 Outlook for Ethanol and Biodiesel under the Energy Independence and Security Act of 2007 (EISA)
2030 Impacts of 2010 Dietary Guidelines on Fruit, Vegetable, and Livestock Industries
2040 A Pressure Cooker for Change: Food Policy and the 2012 Farm Bill
2066 Is Subsidizing Farm Crop and Revenue Insurance Economically Justified?
2069 Obesity, Diet, and Health

Teaching, Learning, and Communications Section (TLC)

TLC Section Business Meeting
Sunday, 9:00 am–10:30 am
Washington State Convention Center, Room 303

Pre-Conference Workshop: Beyond Classroom Basics—Using POGIL to Engage Our Students
Saturday, 1:00 pm–8:00 pm
Washington State Convention Center, Rooms 307 & 308

TLC Section Track Sessions
1070 Incorporating Technology in Teaching Applied Economics and Business
1088 How to Develop a Successful Undergraduate Agricultural Economics Club

Undergraduate Student Section (SS-AAEA)

Undergraduate Paper Competition
Sunday, 3:00 pm–5:30 pm
Washington State Convention Center, Room 213

SS-AAEA Academic Bowl
Sunday, 6:00 pm–7:00 pm (orientation and mixer)
Washington State Convention Center, Room 310

SS-AAEA Business Meeting
Monday, 8:00 am–4:00 pm
Washington State Convention Center, Rooms 201, 202, & 203

SS-AAEA Track Session
1088 How to Develop a Successful Undergraduate Agricultural Economics Club

Teaching Tips from Top Teachers: 2011 AAEA Award Recipients
Agribusiness Management National Benchmarks

Undergraduate Recruitment Fair
Monday, 8:00 am–4:00 pm
Washington State Convention Center, Rooms 201-203 Foyer

Undergraduate Student Section Mixer
Sunday, 6:00 pm–7:00 pm
Washington State Convention Center, Room 310

SS-AAEA Business Meeting
Monday, 8:00 pm–9:00 pm
Washington State Convention Center, Room 310

SS-AAEA Track Session
1088 How to Develop a Successful Undergraduate Agricultural Economics Club
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