2011 FAMPS Track Sessions

Special Session

Standing on the Shoulder of a Giant: The Broad Reach of Professor Jean Kinsey (Co-sponsored with CWAE, FSN, SENIOR)

Organizer: Andrea Carlson
Moderator: Brian Buhr

- The Importance of a Leader and Mentor  Laurian Unnevehr, USDA-Economic Research Service
- Consumers Are People Who Need to Eat, Sleep, Work, Run a Household, and Pay the Bills  Parke Wilde, Tufts University
- Consumers and Their Choices Matter in the Food Industry  Victoria Salin, Texas A&M University
- Why Should a Great Researcher and Leader Spend Time on Mentoring and Teaching?  Paul McNamara, University of Illinois at Urbana-Champaign

Regular Track Sessions

Marketing Sustainability: Demand Side, Supply Side and Welfare Aspects (Co-sponsored with CWAE)

Organizer: Carola Grebitus
Moderator and Discussant: Gregory Colson

- Assessing the Impact of Consumer Choices on Fresh Produce to Sustainability  Yuko Onozaka, University of Stavanger; Dawn Thilmany McFadden, Colorado State University
- Cause-related Marketing: A Tool to Arrive at Sustainability?  Nina Langen, University of Bonn; Carola Grebitus, University of Bonn
- Consumer Attitudes towards Environmental Footprints—Evidence from Canada  Carola Grebitus, University of Bonn; Bodo Steiner, University of Alberta; Michele Veeman, University of Alberta
- Game Theory for Decision Making in Launching a New Sustainable Product  Thasanee Satimanon, Michigan State University; Thomas Jeitschko, Michigan State University; Dave Weatherspoon, Michigan State University

Risk Management and U.S. Farm Policy: Experience and Prospects (Co-sponsored with EXT)

Organizers: Joseph V. Balagtas and Bradley Rickard
Moderator: Daniel Sumner

- Alternatives for Managing Price and Revenue Risk in U.S. Dairy Markets  Brian Gould, University of Wisconsin
Crop Insurance and Disaster Payments: What We've Learned and Lessons for Future Policy
Joseph Glauber, USDA-Office of the Chief Economist

Performance of the Average Crop Revenue Elections (ACRE) Program
Carl Zulauf, The Ohio State University

Moving Toward Risk-Based Food Safety Systems: US, Canada, and WHO Experience (Co-sponsored with FSN)
Organizer: Sandra Hoffmann
Discussant: Derrick Jones

- Evaluating FDA's Use of Risk-based Systems
  Julie Caswell, University of Massachusetts Amherst

- Risk Ranking Models for Product Prioritization within FDA Programs
  Paul Fischbeck, Carnegie Mellon University

- A Multi-factorial Framework for Risk Prioritization of Foodborne Pathogens: The Canadian Experience
  John Cranfield, University of Guelph

- WHO Efforts to Estimate the Global Burden of Foodborne Illness and Attribute It to Food Sources
  Sandra Hoffmann, USDA-Economic Research Service

Intellectual Property Rights, New Plant Varieties, and Innovation in Agricultural Markets (Co-sponsored with AEM)
Organizer: Bradley Rickard
Moderator: Julian Alston

- Intellectual Property Rights: Issues of Enforcement, Licensing, and Competition
  Michael Sykuta, University of Missouri

- An Economic Analysis of Productivity, Technology Adoption, and Profitability: The Impact of Biotechnology on Agriculture
  Guanming Shi, University of Wisconsin; Jean-Paul Chavas, University of Wisconsin

- Evaluating Crop Innovation Systems: Comparisons between Canada, U.S., Europe, and Australia
  Richard Gray, University of Saskatchewan

- Using Auction Data to Understand the Value of Patents for Managed Apple Varieties
  Bradley Rickard, Cornell University