

# TERMINATION REPORT OF COOPERATIVE REGIONAL PROJECTS

Supported by Allotments of the Regional Research Fund,  
Hatch Act, as Amended August 11, 1955  
October 1, 1996 to September 30, 2002

## I. Project: NE-165 Private Strategies, Public Policies, and Food System Performance

## II. Cooperating Agencies and Principal Leaders:

\*Denotes Station Leader.

<u>Station</u>	<u>Scientist</u>
Arkansas	*William Bailey
California-Berkeley	*Jeffrey Perloff
California-Davis	Rachael Goodhue Catherine Morrison-Paul *Richard Sexton
Connecticut (Storrs)	*Ronald Cotterill Kathleen Segerson
Florida	*Richard Kilmer
Georgia	*Stanley Fletcher
Illinois	Michael Mazzocco Steven Sonka Sarahelen Thompson *Laurian Unnevehr Michael Ward Randall Westgren
Indiana	*John Connor
Iowa	Frances Antonovitz David Hennessy *Helen Jensen
Kansas	*John Fox
Kentucky	*Steven Vickner

Louisiana	*Wesley Harrison
Maryland	Rimjhim Aggarwal *Erik Lichtenberg
Massachusetts	*Julie Caswell Nathalie Lavoie Richard Rogers
Michigan	Kellie Raper *Eileen van Ravenswaay
Minnesota	Terry Roe *Rodney Smith
Montana	*John Antle
Nebraska	*Azzeddine Azzam Jeffrey Royer
New Hampshire	*Alberto Manalo
New Jersey	Adesoji Adelaja *Sanjib Bhuyan Daniel Rossi
New York (Cornell)	Ralph Christy *William Lesser Edward McLaughlin William Tomek
North Dakota	*Cheryl Sinn DeVuyst William Nganje
Ohio	Wen Chern *Ian Sheldon
Oregon	Deana Grobe
Rhode Island	James Anderson *Cathy Wessells
Texas	*H. Alan Love Rodolfo Nayga
Virginia	*Everett Peterson

Washington

\*Jill McCluskey

Wisconsin

\*Robin Douthitt  
Brian Gould  
Lydia Zepeda

USDA, Cooperative State Research,  
Education, and Extension Service  
(CSREES)

Melvin Mathias  
Edith Thomas  
Donald West

USDA, Economic Research Service (ERS)

Jean Buzby  
Stephen Crutchfield  
Mark Denbaly  
Paul Frenzen  
Phillip Kaufman  
Fred Kuchler  
James MacDonald  
Michael Ollinger  
\*Tanya Roberts

USDA, Rural Business-Cooperative  
Service (RBS)

Donald Frederick  
Thomas Gray  
Carolyn Betts Liebrand  
K. Charles Ling  
Thomas Stafford  
\*Randall Torgerson  
James Wadsworth  
Roger Wissman

Other Cooperators

USDA, Agricultural Marketing Service

Kevin Kesecker  
Warren Preston  
Larry Summers

USDA, Packers and Stockyards Admin-  
istration

Gerald Grinnell  
Larry Haller

USDA, Office of Risk Assessment and Cost Benefit Analysis	Ronald Meekhof
U.S. Centers for Disease Control and Prevention	Mark L. Messonnier
U.S. Food and Drug Administration	Richard A. Williams, Jr. Chung-Tung Jordan Lin
U.S. General Accounting Office	Mary Kenney
Resources for the Future	Sandra Hoffman
Agriculture and Agri-Food Canada	John Bamford Brian Cozzarin James Wheelhouse
Federal University of Vicosa, Brazil	Danilo Aguiar
State University of Campinas, Brazil	Elisabete Salay
Farm Foundation	Walter Armbruster
Institute Supérieur Agricole de Beauvais, France	Loic Sauvée
Catholic University of the Sacred Heart, Italy	Giovanni Galizzi Luciano Venturini
Chiba University, Japan	Tomoyoshi Matsuda
Gifu University, Japan	Katsumi Arahata
Iwate University, Japan	Tamotsu Kawamura
Kyoto University, Japan	Masaru Kagatsume
Shiga Prefecture, Japan	Takuji Sakurai
Research Triangle Institute	Donald Anderson Roberta Morales Mary Muth Gary Zarkin
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University of London, United Kingdom

Nigel Poole

University of Reading, United Kingdom

James Burns  
Spencer Henson  
Alan Swinbank  
Bruce Traill

University of Saskatchewan, Canada

Gary Storey

University of Waikato, New Zealand

Oswin Maurer

### III. Progress of the Work and Principal Accomplishments

Regional Research Project NE-165: *Private Strategies, Public Policies, and Food System Performance* (<http://www.umass.edu/ne165/>) ended in September 2002 after 16 years of operation. During its life, NE-165 became nationally and internationally recognized as the leading source of policy relevant economic research on the industrial organization of the food system; on the impacts of changes in strategies, technologies, consumer behavior, and policies on the economic performance of the food system; and on how private and public strategies influence improvement in food safety and other quality attributes. At its end, NE-165 had 114 members from the United States, Canada, the European Union, Turkey, Brazil, Japan, and New Zealand. The hallmark of NE-165 was to provide an organizational and human infrastructure that allowed economists to make their work more policy relevant through interaction with policy makers and regulators, while the policy makers and regulators gained better direct access to economic research relevant to their work.

This termination report covers the last 6 years of the Project (October 1996 to September 2002). During this period, Project members were very productive, reporting 7 regional publications, 314 journal articles, 3 books, 4 edited proceedings, 105 book chapters, 178 station and agency publications, and 45 theses and dissertations related to their work on the Project. The Project was sole organizer or co-organizer of 7 research conferences between 1997 and 2002, while 9 books or special journal editions were published during this period as a result of these and earlier NE-165 conferences. Table 1 details these conferences and publications, as well as their policy relevance and impact. These conferences and publications highlight NE-165's contribution to the understanding of developing trends in the food system, including industrialization and consolidation in the agricultural, processing, and retailing sectors; introduction of new quality assurance systems such as Hazard Analysis Critical Control Points (HACCP); the rapid growth of agricultural biotechnology; changes in domestic and international food demand; and the use of economic analysis in the risk management decisions of governments. A Japanese translation of many of the chapters from the NE-165 food safety books was published in 2002. NE-165 was a pioneer in making its output easily accessible to researchers around the world through its internet site and by posting papers on AgEcon Search.

NE-165 operated throughout with a core research group at the Food Marketing Policy Center at the University of Connecticut, and by subcontract at the University of Massachusetts. The Center played a major role in supporting collaboration and communication within the Project. It helped organize the Project conferences, developed the NE-165 web site, and maintained a listserv for the group. The Center purchased and maintained 12 major data sets that were used on a regular basis by NE-165 members. The core group also provided support for the NE-165 Working Paper and Reprint Series, which were distributed to over 200 economists, research libraries, and others worldwide. A CSREES Special Research Grant funds the Food Marketing Policy Center.

Table 1. NE-165 Major Conferences and Publications, 1996-2002

<b>Event and Year</b>	<b>Policy Relevance and Impacts</b>	<b>Publications and Year</b>
<i>The Industrialization of Agriculture, 1995</i>	Over 20 international scholars presented papers providing extensive and intensive coverage of the policy issues involved in industrialization and vertical coordination, covering both the economic theory and applied business literatures.	<i>The Industrialization of Agriculture: Vertical Coordination in the U.S. Food System.</i> 1998. Jeffrey S. Royer and Richard T. Rogers, editors. Aldershot, Hampshire, United Kingdom: Ashgate Publishing, Ltd.
<i>Food Retailer-Manufacturer Competitive Relationships in the EU and USA, 1995</i>	Brought together economists and geographers from the US, Canada, United Kingdom, France, Denmark, and Italy to focus on the impacts of globalization and whether food systems on both sides of the Atlantic are converging to a common organization and common conduct.	Special Issue of <i>Agribusiness: An International Journal</i> . 1997. Ronald W. Cotterill, editor. 13 (2).
<i>Strategy and Policy in the Food System: Emerging Issues, 1996</i>	Discussed leading edge research issues in the food system related to the policy issues of measuring market power, understanding vertical linkages, analyzing international markets for food and food safety, and better measuring the private and public benefits and costs of regulatory policy.	<i>Strategy and Policy in the Food System: Emerging Issues.</i> 1997. Julie A. Caswell and Ronald W. Cotterill, editors. Storrs, CT: Food Marketing Policy Center. Available on the web at AgEcon Search: <a href="http://agecon.lib.umn.edu/">http://agecon.lib.umn.edu/</a>
<i>Economics of HACCP: New Studies of Costs and Benefits, 1998</i>	Engaged 125 researchers from the United States, Canada, Europe, Japan, Latin America, and Australia who were conducting economic analyses of HACCP implementation in the food industries.	<i>The Economics of HACCP: Costs and Benefits.</i> 2000. Laurian Unnevehr, editor. St. Paul: Eagan Press. Executive summaries of papers and presentations posted on NE-165 website: <a href="http://www.umass.edu/ne165/impacts.html">http://www.umass.edu/ne165/impacts.html</a> And on AgEcon Search: <a href="http://agecon.lib.umn.edu/">http://agecon.lib.umn.edu/</a>
<i>Consolidation in the Meat Sector, 1999</i>	Addressed the sharp structural changes in the sector that have raised policy concerns about market power, pollution control, and the reliability of traditional price reporting sources. The research conference was designed to encourage evaluation and discussion of research methods, data sources, and results.	<i>Consolidation in the Meat Sector.</i> 1999. James MacDonald, editor. Storrs, CT: Food Marketing Policy Center. Executive summary and details of conference posted on the NE-165 web site: <a href="http://www.umass.edu/ne165/conferences99/cms_program.html">http://www.umass.edu/ne165/conferences99/cms_program.html</a>
<i>Transitions in Agbiotech: Economics of Strategy and Policy, 1999</i>	Provided current information on the economics of agricultural biotechnology and fostered communication among universities, public agencies and industry. The conference papers were organized around six broad policy issues: farm-level effects of agbiotech, public sector role in agbiotech, private sector strategies and	Special Issue of <i>Agribusiness: An International Journal</i> . 2000. William Lesser and Vittorio Santaniello, guest editors. 16 (1). <i>Transitions in Agbiotech: Economics of Strategy and Policy.</i> 2000. William Lesser, editor. Storrs, CT: Food Marketing Policy Center, 2000.

Event and Year	Policy Relevance and Impacts	Publications and Year
	public acceptance, supply channels and regulation, institutional analysis and intellectual property rights, and trade and development.	Available on the Worldwide Web at AgEcon Search: <a href="http://agecon.lib.umn.edu/">http://agecon.lib.umn.edu/</a> Executive summary and details of conference posted on the NE-165 web site: <a href="http://www.umass.edu/ne165/conferences99/ta_program.html">http://www.umass.edu/ne165/conferences99/ta_program.html</a>
<i>The American Consumer in the Changing Food System, 2000</i>	Took stock of and identified ways to improve our understanding of the causes and effects of increasing concentration and coordination, particularly stressing the role of final consumer demand in driving these changes in industry organization.	Special Issue of <i>Agribusiness: An International Journal</i> . 2001. Ronald W. Cotterill, editor. 17 (1). Executive summary and details of conference posted on the NE-165 web site: <a href="http://www.umass.edu/ne165/conferences%202000/american_consumer.html">http://www.umass.edu/ne165/conferences%202000/american_consumer.html</a>
<i>Global Food Trade and Consumer Demand for Quality, 2000</i>	Focused on the confluence of consumer and trade economics, both from a methodological and empirical standpoint. The conference examined consumer demand for quality attributes (including food safety) in the context of a global economy and expanding international trade and the role of both private firm strategies and public policy in facilitating consumer choice and free trade.	Krissoff, Barry, Mary Bohman, and Julie A. Caswell, eds. 2002. <i>Global Food Trade and Consumer Demand for Quality</i> . New York, NY: Kluwer Academic/Plenum Publishers.
<i>Valuing the Health Benefits of Food Safety, 2000</i>	Discussed economic issues related to valuing food safety risk reduction. It was a first step in developing a common approach to valuing risk reduction to facilitate comparing programs across federal agencies. Co-sponsored by the Food and Drug Administration (FDA), the Department of Agriculture (USDA), the Centers for Disease Control and Prevention (CDC), and the Environmental Protection Agency (EPA).	
<i>Setting Food Safety Priorities: Toward a Risk-Based System, 2001</i>	Focused on the ability of federal agencies to evaluate foodborne risks across different sources and to allocate resources to risk reduction in the most effective manner.	<i>Setting Food Safety Priorities: Toward a Risk-Based System</i> . In Press. Sandra Hoffman and Michael Taylor, editors. Washington, DC: Resources for the Future.

#### **IV. Usefulness of Findings**

From 1996-2002, NE-165 research was used by policy makers and private parties through their direct discussions and interactions with Project members, access to publications and working papers, and Congressional testimony. The scope of this impact became increasingly international. Many of NE-165=s impacts and research results are discussed on the Project=s web site at (<http://www.umass.edu/ne165/impacts.html>). The timely posting of NE-165 research on the internet has contributed to policy discussion worldwide.

Under the Project=s first objective, strategy and policy analysis, Project researchers participated in major discussions on pricing, vertical coordination, supply chain relationships, and antitrust issues in the U.S. and the European Union. They also prepared analyses of, and in some cases participated in, major antitrust cases in the United States. Project members contributed a broad range of useful research on the operation of food markets in the United States and the world, focusing on pricing, competition, and policy issues. Conferences held from 1996-2002 focused on emerging food system trends, providing timely information for the policy debate on developments in the industry including consolidation, industrialization, and shifts in buyer and consumer demand. The conferences presented new data and analyses, engaging a broad range of researchers and policy makers in the discussion.

During the 1996-2002 period, the Project carried out significant work, spanning its first and second objectives, focused on providing economic analysis of the impact of private and public strategies on improvement in food safety and other quality attributes. For example, the Project=s conferences focused on the impacts of the introduction of biotechnology, changes in demand among American consumers, and changes in international demand on food system performance and food trade. Another focal point was the use of economic analysis for placing a value on the health benefits of improved food safety and for setting priorities for food safety improvements. Throughout its term, the Project brought together researchers from several federal agencies, universities, and consulting firms who were engaged in measuring the economics of food safety, allowing them to evaluate methodologies and develop best practices for this type of analysis.

Throughout 1996-2002, Project members were at the forefront of analyzing the benefits and costs of changes in regulatory policy regarding food quality, particularly food safety. Areas of work included analysis of mandatory requirements by FDA and USDA/FSIS that companies use a Hazard Analysis Critical Control Points (HACCP) approach to food safety assurance. Work also focused on analysis of other public and private quality assurance systems. Economic methodology was applied to analyze the operation of markets for quality attributes such as nutrition, pesticide residues, use of inputs produced with biotechnology, and other process attributes such as environmental friendliness. This research was directly used by private companies in their market analysis and by federal and state agencies in their rule making.

## VI. Publications Issued or Manuscripts Approved During the Year

### CALIFORNIA-BERKELEY

#### Journal Articles

- Alston, J. M., R. J. Sexton, and M. Zhang. 1997. The Effects of Imperfect Competition on the Size and Distribution of Research Benefits. *American Journal of Agricultural Economics*.
- Golan, Amos, Jeffrey M. Perloff, and Edward Z. Shen. 2001. Estimating a Demand System with Nonnegativity Constraints: Mexican Meat Demand. *Review of Economics and Statistics* 83(3):541-550.
- Golan, A., L. S. Karp, and J. M. Perloff. 2000. Estimating Coke and Pepsi's Price and Advertising Strategies. *Journal of Business and Economic Statistics* 18:398-409.
- Golan, Amos, George Judge, and Jeffrey M. Perloff. 1997. Recovering Information from Censored and Ordered Multinomial Response Data. *Journal of Econometrics* 79(1):23-51.
- Golan, Amos, George Judge, and Jeffrey M. Perloff. 1996. Recovering Information from Multinomial Response Data. *Journal of the American Statistical Association* 91(434):841-853.
- Holloway, G. J. 1998. Measuring Research Benefits in an Imperfect Market: Second Comment. *Agricultural Economics*.
- Hyde, Charles E. and Jeffrey M. Perloff. 1998. Multimarket Market Power Estimation: The Australian Retail Meat Sector. *Applied Economics* 30:1169-1176.
- Shen, Edward Z. and Jeffrey M. Perloff. 2001. Maximum Entropy and Bayesian Approaches to the Ratio Problem. *Journal of Econometrics* 104(2):289-313.

#### Books, Chapters in Books

- Carlton, D. W. and J. M. Perloff. 2000. *Modern Industrial Organization*, 3<sup>rd</sup> ed. Reading, MA: Addison-Wesley.
- Perloff, Jeffrey M. 1999. Droit de Suite. *New Palgrave Dictionary of Economics and the Law*.
- Perloff, J. M. and X. Sun. 1999. Industrial Organization Explanations for Inefficiency in the Food Sector in Central and Eastern European Countries. In *Food Processing and Distribution in Transition Countries: Problems and Perspectives, Studies on the Agricultural and Food Sector in Central and Eastern Europe*, Vol. 3, ed. Monika

Hartmann and Jurgen Wandel. Institute of Agricultural Development in Central and Eastern Europe (IAMO), Wissenschaftsverlag Vauk Kiel KG.

## **CALIFORNIA-DAVIS**

### Station and Agency Publications

Carter, C. A., J. A. Chalfant, M. D. Santis, R. E. Goodhue, and F. Han. 2000. Economic Impacts of the Methyl Bromide Ban on the California Strawberry Industry: A Market Level Analysis. University of California–Davis.

Chalfant, James A., Jennifer S. James, Nathalie Lavoie, and Richard J. Sexton. 2001. Grading Error in the California Prune Industry. *California Agriculture* 54:66-71.

Morrison, Catherine J. 1998. Cost Economies and Market Power in U.S. Meatpacking. Report to the USDA/GIPSA (Grain Inspection, Packers and Stockyards Administration), September.

### Journal Articles

Alvarez, A. M., E. G. Fidalgo, R. J. Sexton, and M. Zhang. 2000. Oligopsony Power with Uniform Spatial Pricing: Theory and Application to Milk Processing in Spain. *European Review of Agricultural Economics* 27(3):347-364.

Chalfant, J. A., J. S. James, N. Lavoie, and R. J. Sexton. 1999. Asymmetric Grading Error and Adverse Selection: Lemons in the California Prune Industry. *Journal of Agricultural and Resource Economics* 24(1):57-79.

Crespi, John and Richard J. Sexton. 2001. Got Lawyers? *Choices* (February):18-23.

Goodhue, Rachael. 1998. Sustaining Collusion via a Fuzzy Trigger. *Review of Industrial Organization* 13(3).

Holloway, G. J. 1998. Excise Taxes and Commodity Promotion: A Diagrammatic Motivation. *Journal of Agribusiness* 16.

Holloway, G. J. 1998. Trace-Back-Traceforward: Producing, Preserving and Marketing Food-Safety Attributes: Evaluating the Alternatives. *American Journal of Agricultural Economics*.

Morrison, C. J. 1997. Assessing the Productivity of Information Technology Equipment in U.S. Manufacturing Industries. *Review of Economics and Statistics* 79(3):471-481.

Morrison, Catherine. 1997. Economic Performance, Cost Economies and Pricing Behavior in the U.S. and Australian Meat Products Industries. *Australian Journal of Agricultural and Resource Economics* 41(3):361-383.

- Morrison, Catherine J. 1997. Structural Change, Capital Investment and Productivity in the Food Processing Industry. *American Journal of Agricultural Economics* 79(1):110-125.
- Morrison, Catherine J. and Donald Siegel. 1998. Knowledge Capital and Cost Structure in the U.S. Food and Fiber Industries. *American Journal of Agricultural Economics* 80(1).
- Morrison, Catherine J. and Donald Siegel. 1997. External Capital Factors and Increasing Returns in U.S. Manufacturing. *Review of Economics and Statistics* 79(4):647-654.
- Morrison-Paul, Catherine J. 2001. Market and Cost Structure in the U.S. Beef Packing Industry: A Plant-Level Analysis. *American Journal of Agricultural Economics* 83(1):64-76.
- Morrison-Paul, C. J. 2001. Modeling and Measuring Productivity in the Agri-Food Sector: Trends, Causes, and Effects. *Canadian Journal of Agricultural Economics*.
- Morrison-Paul, Catherine J. and Donald Siegel. 2001. The Impacts of Technology, Trade and Outsourcing on Employment and Labor Composition. *The Scandinavian Journal of Economics* 103(2):241-264.
- Morrison-Paul, C. J., W. E. Johnston, and G. A. G. Frengley. 2000. Efficiency in New Zealand Sheep and Beef Farming: The Impacts of Regulatory Reform. *Review of Economics and Statistics* 82(2):325-337.
- Sexton, Richard J. 2000. Industrialization and Consolidation in the U.S. Food Sector: Implications for Competition and Welfare. *American Journal of Agricultural Economics* 82:1087-1104.
- Sexton, R. J. and T. A. Sexton. 2000. Measuring Research Benefits in an Imperfect Market: Reply to Holloway. *Agricultural Economics* 22(2):129-131.
- Zhang, M. and Richard J. Sexton. 2001. FOB or Uniform Delivered Prices: Strategic Choice and Welfare Effects. *Journal of Industrial Economics* 49:197-221.
- Zhang, M. and R. J. Sexton. 2000. Captive Supplies and the Cash Market Price: A Spatial Markets Approach. *Journal of Agricultural and Resource Economics* 25(1):88-108.

## Books, Chapters in Books

- Herrmann, Roland and Richard J. Sexton. 2001. Market Conduct and the Economic Impacts of a Tariff-Rate Quota Policy: The European Banana Case. In *Agricultural Globalization, Trade, and the Environment*, ed. C. B. Moss, G. C. Rausser, A. Schmitz, T. G. Taylor, and D. Zilberman. Norwell, MA: Kluwer Academic Publishers.
- Holloway, G. J. and L. J. Peyton. 1997. Mandatory Commodity Promotion, the Laffer-Curve Effect and the Optimal Allocation of Advertising Effort. In *Proceedings of the Annual Meetings of the International Society for Bayesian Analysis*. Istanbul, Turkey.
- Morrison, Catherine J. and Donald Siegel. 1997. Automation or Openness?: Technology and Trade Impacts on Costs and Labor Composition in the Food System. In *Strategy and Policy in the Food System: Emerging Issues*, ed. Julie A. Caswell and Ronald W. Cotterill, 67-84. Storrs, CT: Food Marketing Policy Center.
- Sexton, Richard J. and N. Lavoie. 2001. Food Processing and Distribution: An Industrial Organization Approach. In *Handbook of Agricultural Economics*, ed. B. Gardner and G. Rausser, 864-932. Amsterdam: North Holland.

## **CONNECTICUT**

### Station and Agency Publications

- Cotterill, Ronald W. 2001. The Impact of the Northeast Dairy Compact and Market Channel Pricing Strategies on the Performance of the New England Dairy Industry. Food Marketing Policy Issue Paper No. 24, University of Connecticut. (Hearing on Interstate Dairy Compacts, Judiciary Committee, U.S. Senate, July 25. USGPO, Washington, D.C.)
- Cotterill, Ronald W. 2001. University of Connecticut Research on Dairy Compacts and Fluid Milk Pricing: Executive Summaries, Fact Sheets, and Price Charts. Food Marketing Policy Issue Paper No. 25, University of Connecticut.
- Cotterill, Ronald W. 1999. An Antitrust Economic Analysis of the Proposed Acquisition of Supermarkets General Holdings Corporation by Ahold Acquisition Inc. Research Report No. 46, Food Marketing Policy Center, University of Connecticut, November.
- Cotterill, Ronald W. 1999. How Will the Royal Ahold Purchase of Pathmark Supermarkets Affect Prices? Issue Paper No. 19, Food Marketing Policy Center, University of Connecticut, August.

- Cotterill, R. 1998. Estimation of Cost Pass Through to Michigan Consumers in the ADM Price Fixing Case. Research Report No. 39, Food Marketing Policy Center, University of Connecticut, December.
- Cotterill, Ronald W. and Michael F. Brundage. 2001. Competition, or the Lack Thereof, in Local Fluid Milk Markets: San Francisco, Seattle, Chicago, Miami and Dallas-Fort Worth. Food Marketing Policy Issue Paper No. 21, University of Connecticut.
- Cotterill, Ronald W. and Andrew W. Franklin. 2001. The Impact of the Northeast Dairy Compact: A Comparative Evaluation of Two Studies. Food Marketing Policy Issue Paper No. 23, University of Connecticut.
- Cotterill, Ronald W. and Andrew W. Franklin. 2001. The Public Interest and Private Economic Power: A Case Study of the Northeast Dairy Compact. Food Marketing Policy Center Research Monograph No. 1, University of Connecticut, May.
- Cotterill, Ronald W., Andrew W. Franklin, and Tirtha P. Dhar. 1999. Post Merger Price Conduct: A Case Study of Pricing in Connecticut Markets after the 1996 Royal Ahold Stop & Shop Merger. Research Report No. 47, Food Marketing Policy Center, University of Connecticut, November.
- Cotterill, R., L. Egan, and W. Buckhold. 1998. Beyond Illinois Brick: The Law and Economics of Cost Pass-Through in the ADM Price Fixing Case. Research Report No. 42, Food Marketing Policy Center, University of Connecticut, December.
- Cotterill, R. and W. Putsis. 1998. Testing the Theory: Vertical Strategic Interaction and Demand Functional Form. Research Report No. 40, Food Marketing Policy Center, University of Connecticut, December.
- Cotterill, R. and L. Haller. 1997. An Econometric Analysis of the Demand for RTE Cereal: Product Market Definition and Unilateral Market Power Effects. Food Marketing Policy Center Research Report No. 35.
- Dhar, Tirtha and Ronald W. Cotterill. 1999. Cost Pass Through in the Case of Sequential Oligopoly: An Empirical Study of the Fluid Milk Market. Research Report No. 52, Food Marketing Policy Center, University of Connecticut, December.
- Nevo, Aviv and Catherine Wolfram. 1999. Prices and Coupons for Breakfast Cereals. NBER Working Paper No. 6932.
- Putsis, W. 1998. Empirical Analysis of Competitive Interaction in Food Products Categories. Research Report No. 41, Food Marketing Policy Center, University of Connecticut, December.

## Journal Articles

- Barrett, J. and K. Segerson. 1997. Prevention and Treatment in Environmental Policy Design. *Journal of Environmental Economics and Management* 33(2):196-213.
- Cotterill, Ronald W. 2001. Cooperative and Membership Commitment: Discussion. *American Journal of Agricultural Economics* 83(5):1278-1279.
- Cotterill, Ronald W. 2001. Editorial Introduction. *Agribusiness: An International Journal* 17(1):1-2.
- Cotterill, Ronald W. 2001. Neoclassical Explanations of Vertical Organization and Performance of Food Industries. *Agribusiness: An International Journal* 17(1):33-57.
- Cotterill, Ronald W. 2000. Editor's Introduction, Agribusiness Forum, The Economic Analysis Related to the Canadian Wheat Board in the U.S. Countervailing Duty Investigation of Live Cattle from Canada. *Agribusiness: An International Journal* 16(4):485.
- Cotterill, Ronald W. 1999. High Cereal Prices and the Prospects for Relief by Expansion of Private Label and Antitrust Enforcement. *Agribusiness: An International Journal* 15(2):229-245.
- Cotterill, Ronald W. 1999. Jawboning Cereal: The Campaign to Lower Cereal Prices. *Agribusiness: An International Journal* 15(2):197-205.
- Cotterill, R. 1999. Measuring Market Power in the Demsetz Quality Critique in the Retail Food Industry. *Agribusiness: An International Journal*, Issue No. 1.
- Cotterill, R. 1997. The Food Distribution System of the Future: Convergence Towards the U.S. or U.K. Model. *Agribusiness: An International Journal* 13(2):123-135.
- Cotterill, R. 1997. The Performance of Agricultural Marketing Cooperatives in Differentiated Product Markets. *Journal of Cooperatives* 12:23-34.
- Cotterill, Ronald W., Leonard Egan, and William Buckhold. 2001. Beyond Illinois Brick: The Law and Economics of Cost Pass Through in the ADM Price Fixing Case. *Review of Industrial Organization* 18(1):45-52.
- Cotterill, Ronald W. and William P. Putsis, Jr. 2001. Testing the Theory: Assumptions on Vertical Strategic Interaction and Demand Functional Form. *Journal of Retailing* 77:83-109.

- Cotterill, Ronald W., Ravi Dhar, and William Putsis. 2000. Assessing the Competitive Interaction Between Private Labels and National Brands. *Journal of Business* 73(1):109-137.
- Cotterill, Ronald W. and William Putsis, Jr. 2000. Market Share and Price Setting Behavior for Private Labels and National Brands. *Review of Industrial Organization* 17(1):17-39.
- Cotterill, Ronald W. and Andrew Franklin. 1999. An Estimation of Consumer Benefits from the Public Campaign to Lower Cereal Prices. *Agribusiness: An International Journal* 15(2):273-287.
- Foltz, Jeremy, Bradford Barham, and Kwansoo Kim. 2000. Universities and Agricultural Biotechnology Patent Production. *Agribusiness: An International Journal* 16(1):82-95.
- Franklin, Andrew W. 2001. The Impact of Wal-Mart Supercenters on Supermarket Concentration in U.S. Metropolitan Areas. *Agribusiness: An International Journal* 17(1):105-114.
- Lopez, Rigoberto A. 2001. Campaign Contributions and Agricultural Subsidies. *Economics and Politics* 13:257-279.
- Lopez, Rigoberto A. 2001. Price and Exchange Rate Transmission for Basic Grains in El Salvador. *Políticas Agrícolas* 5.
- Lopez, Rigoberto A. 2000. Alternative Methods for Estimating Price Elasticities of Imports. *Journal of International Food and Agribusiness Marketing* 11:21-31.
- Lubatkin, Michael, William S. Schulze, Avinash Mainkar, and Ronald W. Cotterill. 2001. Ecological Investigation of Firm Effects in Horizontal Mergers. *Strategic Management Journal* 22:335-357.
- Nevo, Aviv. 2001. Measuring Market Power in the Ready-to-Eat Cereal Industry. *Econometrica* 69(2):307-342.
- Nevo, Aviv. 2000. Mergers with Differentiated Products: The Case of the Ready-to-Eat Cereal Industry. *The RAND Journal of Economics* 31(3):395-421.
- Nevo, Aviv. 2000. A Practitioners' Guide to Estimation of Random Coefficients Logit Models of Demand. *Journal of Economics and Management Strategy* 9(4):513-548.
- Putsis, William P. 1999. Empirical Analysis of Competitive Interaction in Food Product Categories. *Agribusiness: An International Journal* 15(3):295-311.

- Putsis, W. 1998. Are Brand Promotions Just a Zero-Sum Game-or Can They Increase the Size of the Pie? *Business Strategy Review* 9(3):21-32.
- Putsis, W. 1997. An Empirical Study of the Effect of Brand Proliferation on Private Label—National Brand Pricing Behavior. *Review of Industrial Organization* 12(3):355-371.
- Putsis, William P. and Ravi Dhar. 1999. An Empirical Analysis of the Determinants of Category Expenditure. *Journal of Business Research*.
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## **APPROVED:**

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