

NATHALIE LAVOIE

Department of Resource Economics
University of Massachusetts Amherst
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EDUCATION

Ph.D., Agricultural and Resource Economics, University of California, Davis, CA.
Fall 2001.

Dissertation: *Price Discrimination in the Context of Vertical Differentiation: An Application to Canadian Wheat Exports.*

Advisor: Professor Richard Sexton.

M.Sc., Agricultural Economics, University of Saskatchewan, Saskatoon, Canada.
Fall 1996.

Thesis: *Viability of a Voluntary Price Pool Within a Cash Market.*

Advisors: Professors Murray Fulton and James Vercaemmen.

B.Sc., Agricultural Economics, McGill University, Montreal, Canada, Spring 1994.

FIELDS OF INTEREST

Industrial Organization, International Trade, Agricultural Markets, Agricultural Policy.

EMPLOYMENT AND RESEARCH EXPERIENCE

Assistant Professor, Department of Resource Economics, University of Massachusetts, Amherst, MA, 09/01 – current.

Instructor, Department of Resource Economics, University of Massachusetts, Amherst, MA, 08/00 – 08/01.

Visiting Scholar, Institut National de Recherche Agronomique (INRA), Midi-Pyrénées School of Economics, Université des Sciences Sociales of Toulouse, France, 11/98 – 06/99.

Research Assistant for Professor Richard Sexton, UC Davis, Davis, CA, 1/97-9/98.

RESEARCH AWARDS

- Honorable Mention, *Outstanding Journal Article for the American Journal of Agricultural Economics* (2005): “Price Discrimination in the Context of Vertical Differentiation: An Application to Canadian Wheat Exports.”
- *Outstanding Published Research in Agricultural Economics – Western Agricultural Economics Association* (2000) for journal article: “Asymmetric Grading Error and Adverse Selection: Lemons in the California Prune Industry.”
- *Outstanding Master Thesis Award – Canadian Agricultural Economics and Farm Management Society* (1997): “Viability of a Voluntary Price Pool Within a Cash Market.”

- *First Place, Paper Presentation Competition – Annual Meeting, American Agricultural Economics Association* (San Diego, 1994): “The Impact of the U.S. Export Enhancement Program on the Exports of Canadian Durum to the U.S.”
- *First Place, Paper Presentation Competition – Ag-Challenge '94* (Saskatoon, Canada, 1994): “The Impact of the U.S. Export Enhancement Program on the Exports of Canadian Durum to the U.S.”

TEACHING AWARD

- Lilly Teaching Fellowship, University of Massachusetts Amherst (2002-2003 Academic Year): University-wide selection process with eight faculty members chosen annually.

ACADEMIC HONORS AND SCHOLARSHIPS

- Jastro Shields Research Award (1998), University of California, Davis.
- Social Sciences and Humanities Research Council of Canada, Doctoral Fellowship (1996-2000)
- Natural Sciences and Engineering Research Council of Canada, Master Fellowship (1994-1996)
- J.M. Fisher Graduation Award (1994), McGill University.
- Eliza M. Jones Scholarship (1992-1994), McGill University.
- J.W. McConnell Award (1993-1994), McGill University.
- Keith Gilmore Foundation Scholarship (1993-1994), McGill University.
- Eliza M. Jones Scholarship (1991-1992), McGill University.

PUBLICATIONS

Refereed Handbook Chapter

Sexton, R.J. and N. Lavoie, 2001. “Food Processing and Distribution: An Industrial Organization Approach,” in: Gardner, B. and G.C. Rauser, eds. *Handbook of Agricultural Economics*, North-Holland, Amsterdam, p. 863-932.

Refereed Journal Articles

Volpe III, R.J. and N. Lavoie. “The Impact of Wal-Mart Supercenters on Grocery Prices in New England.” *Review of Agricultural Economics*, accepted.

Lavoie, N. and Q. Liu, 2007. “Pricing-to-Market: Price Discrimination or Product Differentiation?” *American Journal of Agricultural Economics*, 89(3):571-581.

Lavoie, N., 2005. “Price Discrimination in the Context of Vertical Differentiation: An Application to Canadian Wheat Exports.” *American Journal of Agricultural Economics*, 87(4):835-854.

Lavoie, N., 2005. “Price Behavior in a Dynamic Oligopsony: Washington Processing Potatoes – A Comment.” *American Journal of Agricultural Economics*, 87(3): 796-801.

Chalfant, J.A., J.S. James, N. Lavoie, and R.J. Sexton, 2000. “Grading Error in the California Prune Industry.” *California Agriculture*, 54(6):66-71.

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.

Giannakas, K., R. Gray, and N. Lavoie, 1999. "The Impact of Protein Increments on Blending Revenues in the Canadian Wheat Industry." *International Advances in Economics Research*, 5(1):121-136.

Lavoie, N., 1994. "The Impact of the U.S. Export Enhancement Program on the Exports of Canadian Durum to the U.S." *American Journal of Agricultural Economics* 76(5):1280-1287.

Articles in Revise and Resubmit

Lass, D.A., N. Lavoie, and T.R. Fetter. "Market Power in Direct Marketing of Fresh Produce: Community Supported Agriculture Farms." *Agricultural and Resource Economics Review*.

McEvoy, D.M., S. Brandt, N. Lavoie, and S. Anders. "The Effects of ITQ Management on Fishermen's Welfare When the Processing Sector is Imperfectly Competitive." *Land Economics*. (Note: Second authorship is shared equally between Brandt and Lavoie.)

Article Submitted

Lavoie, N. and S. Naidu. "Pricing-to-Market When Products are Differentiated: Evidence from Canadian Wheat Exports." Submitted to the *Canadian Journal of Agricultural Economics*.

Working Papers

McEvoy, D.M., S. Brandt, N. Lavoie, and S. Anders, 2007. "The Effects of ITQ Management on Fishermen's Welfare When the Processing Sector is Imperfectly Competitive." University of Massachusetts, Amherst, MA, Working Paper No. 2007-3, March 2007. (Note: Second authorship is shared equally between Brandt and Lavoie.)

Volpe III, R.J. and N. Lavoie. "The Impact of Wal-Mart Supercenters on Grocery Prices in New England." University of Massachusetts, Amherst, MA, Working Paper No. 2006-8, October 2006.

Lass, D.A., N. Lavoie, and T.R. Fetter. "Market Power in Direct Marketing of Fresh Produce: Community Supported Agriculture Farms." University of Massachusetts, Amherst, MA, Working Paper No. 2005-2, January 2005.

Lavoie, N. and Q. Liu. "Pricing-to-Market: Price Discrimination or Product Differentiation?"
□ University of Massachusetts, Amherst, MA, Working Paper No. 2004-11, December 2004.
□ Food System Research Group, University of Wisconsin-Madison, Working Paper FSWP2004-03, November 2004.

Lavoie, N. "The Impact of Reforming Wheat Importing State-Trading Enterprises on the Quality of Wheat Imported." University of Massachusetts, Amherst, MA, Working Paper No. 2003-12, December 2003.

Lavoie, N. "Price Discrimination in the Context of Vertical Differentiation: An Application to Canadian Wheat Exports." Food Marketing Policy Center, Research Report No. 70, October 2002.

SELECTED PAPER PRESENTATIONS AND SEMINARS

McEvoy, D.M., S. Brandt, N. Lavoie, and S. Anders. "The Effects of ITQ Management on Fishermen's Welfare in the Presence of an Imperfectly Competitive Processing Sector." Selected Paper presented at the Annual Meeting, American Agricultural Economics Association, Long Beach, CA, July 23-26, 2006.

Volpe, R.J. and N. Lavoie. "The Impact of Wal-Mart Supercenters on Grocery Prices in New England." Selected Paper presented at the Annual Meeting, American Agricultural Economics Association, Providence, RI, July 24-27, 2005. Selected paper 132663 listed on <http://agecon.lib.umn.edu/>.

Rotaru, A. and N. Lavoie. "Do Brick-and-Clicks Price Discriminate?" Selected Paper presented at the International Industrial Organization Conference, Atlanta, GA, April 8-9, 2005.

Lavoie, N. and Q. Liu. "Pricing-To-Market: Price Discrimination or Product Differentiation?"

- ❑ Seminar presented at the Département d'Économie Agroalimentaire et des Sciences de la Consommation, Université Laval, Québec City, Québec, March 26, 2004.
- ❑ Seminar presented at the Department of Agricultural Economics, University of Nebraska, Lincoln, NE, October 15, 2004.
- ❑ Selected Paper presented at the Annual Meeting, American Agricultural Economics Association, Denver, CO, August 1-4, 2004. Selected paper 14385 listed on <http://agecon.lib.umn.edu/>.

Lass, D.A., N. Lavoie, and T.R. Fetter. "Market Power in Direct Marketing of Fresh Produce: Community Supported Agriculture Farms." Selected Paper presented at the Annual Meeting, American Agricultural Economics Association, Denver, CO, August 1-4, 2004. Selected paper 14633 listed on <http://agecon.lib.umn.edu/>.

Lavoie, N. and S. Naidu. "Pricing-To-Market Using Disaggregated Data: Evidence from Canadian Wheat Exports." Selected Paper presented at the Joint CAES-NAREA meetings in Halifax, NS, June 20-23, 2004.

Lavoie, N. "The Impact of Reforming Wheat Importing State-Trading Enterprises on the Quality of Wheat Imported."

- ❑ Seminar presented at the Department of Environmental and Natural Resource Economics, University of Rhode Island, Kingston, RI, October 22, 2003.
- ❑ Seminar presented at the Department of Agricultural Economics, Kansas State University, Manhattan, KS, September 12, 2003.

- ❑ Selected Paper presented at the Annual Meeting, American Agricultural Economics Association, Montreal, PQ, Canada, July 27-30, 2003. Selected paper 9404 listed on <http://agecon.lib.umn.edu/>.
- ❑ Selected Paper presented at the International Conference on “Agriculture and Policy Reform and the WTO: Where Are We Heading?” Capri, Italy, June 23-26, 2003.

Lavoie, N. “Use of the Personal Response System (PRS) in a Large-Lecture Microeconomics Course.” A presentation as part of the symposium “Teaching with Technology to Engage and Enhance Learning.” Teaching, Learning and Communications Section, Annual Meeting, American Agricultural Economics Association, Montreal, Québec, Canada, July 27-30, 2003.

Lavoie, N. “An Empirical Evaluation of the Canadian Wheat Board’s Ability to Price Discriminate in Bread Wheat Exports.” Selected Paper presented at the Annual Meeting, American Agricultural Economics Association, Long Beach, CA, July 28-31, 2002. Selected paper 4586 listed on <http://agecon.lib.umn.edu/>.

Lavoie, N. “Price Discrimination in the Context of Vertical Differentiation: An Application to Canadian Wheat Exports.”

- ❑ Selected Paper presented at the Fifth INRA-IDEI Conference on “Industrial Organization and the Food Processing Industry,” Toulouse, France, June 14-15, 2002.
- ❑ Seminar presented at the Canadian Wheat Board, Winnipeg, Canada, November 21, 2001.
- ❑ Seminar presented at the Department of Agribusiness and Agricultural Economics, University of Manitoba, Winnipeg, Canada, November 22, 2001.

Lavoie, N. “Price Discrimination in the Context of Vertical Differentiation: A Modeling Approach for Wheat Exports,” Selected Paper presented at the Annual Meeting, American Agricultural Economics Association, Chicago, IL, August 2001. Selected paper 2735 listed on <http://agecon.lib.umn.edu/>.

Chalfant, J.A., J.S. James, N. Lavoie, and R.J. Sexton. “Asymmetric Grading Error and Adverse Selection: Lemons in the California Prune Industry,” Selected Paper presented at the Third INRA-IDEI Conference on “Industrial Organization and the Food Processing Industry”, Toulouse, France, November 1998.

Chalfant, J.A., J.S. James, N. Lavoie, and R.J. Sexton. “The Essence of Lemons in the California Prune Industry,” Selected Paper presented at the Annual Meeting, American Agricultural Economics Association, Salt Lake City, August 1998.

Giannakas, K., R. Gray, and N. Lavoie. “The Impact of the Number, Size and Price Structure of Protein Increments on Blending Rents in the Canadian Wheat Industry.” Selected Paper presented at the Forty-Forth International Atlantic Economic Conference, Philadelphia, October 1997.

Giannakas, K., R. Gray, and N. Lavoie. “The Economics of Blending No.1 CWRS Wheat for Protein.” Selected Paper presented at the Annual Meeting of the Canadian Agricultural Economics and Farm Management Society, Lethbridge, AB, Canada, July 1995.

GRANT AWARDS

Allegations of Dumping and Unfair Trade: Testing the Canadian Wheat Board Pricing Practices. By Nathalie Lavoie (P.I.). Grant proposal and award under the Research Grant Program of the Canadian Embassy, Washington, DC. Grant award period: 06/01/2007 – 05/31/08. Award: \$4000.

Food Marketing Policy Research Center, Grant 18. By Ronald W. Cotterill (University of Connecticut) and Julie A. Caswell, Nathalie Lavoie, Daniel Lass, and Christian Rojas (University of Massachusetts). Grant Proposal and award under the Special Grant Program of the Cooperative State Research, Education, and Extension Service, United States Department of Agriculture. Total grant for the Center at the University of Connecticut for FY2006: \$460,000. Subcontract to the University of Massachusetts (Julie Caswell, Nathalie Lavoie, Daniel Lass, and Christian Rojas) \$85,000.

Food Marketing Policy Research Center, Grant 17. By Ronald W. Cotterill (University of Connecticut) and Julie A. Caswell, Nathalie Lavoie, and Daniel Lass (University of Massachusetts). Grant Proposal and award under the Special Grant Program of the Cooperative State Research, Education, and Extension Service, United States Department of Agriculture. Total grant for the Center at the University of Connecticut for FY2005: \$460,000. Subcontract to the University of Massachusetts (Julie Caswell, Nathalie Lavoie, and Daniel Lass): \$85,000.

Pricing-to-Market Findings: Price Discrimination or Product Differentiation? By Nathalie Lavoie (P.I.) and Qihong Liu. Grant proposal and award from the Food System Research Group, University of Wisconsin, Madison. Grant award period: 10/01/04 – 9/30/05. Award: \$19,974.

Food Marketing Policy Research Center, Grant 16. By Ronald W. Cotterill (University of Connecticut), and Julie A. Caswell, Nathalie Lavoie, and Daniel Lass (University of Massachusetts). Grant Proposal and award under the Special Grant Program of the Cooperative State Research, Education, and Extension Service, United States Department of Agriculture. Total grant for the Center at the University of Connecticut for FY2004: \$460,000. Subcontract to the University of Massachusetts (Julie Caswell, Nathalie Lavoie, and Daniel Lass) \$85,000.

Food Marketing Policy Research Center, Grant 15. By Ronald W. Cotterill (University of Connecticut), and Julie A. Caswell, Nathalie Lavoie, and Daniel Lass (University of Massachusetts). Grant Proposal and award under the Special Grant Program of the Cooperative State Research, Education, and Extension Service, United States Department of Agriculture. Total grant for the Center at the University of Connecticut for FY2003: \$460,000. Subcontract to the University of Massachusetts (Julie Caswell, Nathalie Lavoie, and Daniel Lass) \$85,000.

Assessing Market Power in the U.S. Butter and Margarine Industry Using a Brand-Level Demand Analysis. By Nathalie Lavoie, Richard Rogers, and Daniel Lass. Awarded by the Food System Research Group, University of Wisconsin, Madison, Fall 2002. Award: \$14,500.

Food Marketing Policy Research Center, Grant 14. By Ronald W. Cotterill (University of Connecticut) and Richard T. Rogers, Julie A. Caswell, and Nathalie Lavoie (University of

Massachusetts). Grant Proposal and award under the Special Grant Program of the Cooperative State Research, Education, and Extension Service, United States Department of Agriculture. Total grant for the Center at the University of Connecticut for FY2002: \$460,000. Subcontract to the University of Massachusetts (Richard Rogers, Julie Caswell, and Nathalie Lavoie) \$85,000.

The Impact of the Reform of Wheat-Importing State Trading Enterprises on the Source and Quality of Imports. By Nathalie Lavoie. Faculty Research Grant, University of Massachusetts. Grant Award Period: 02/01/02 to 1/31/03. Award: \$7,600.

Food Marketing Policy Research Center, Grant 13. By Ronald W. Cotterill (University of Connecticut) and Richard T. Rogers, Julie A. Caswell, and Nathalie Lavoie (University of Massachusetts). Grant Proposal and award under the Special Grant Program of the Cooperative State Research, Education, and Extension Service, United States Department of Agriculture. Total grant for the Center at the University of Connecticut for FY2001: \$460,000. Subcontract to the University of Massachusetts (Richard Rogers, Julie Caswell, and Nathalie Lavoie) \$85,000.

Food Marketing Policy Research Center, Grant 12. By Ronald W. Cotterill (University of Connecticut) and Richard T. Rogers, Julie A. Caswell, and Nathalie Lavoie (University of Massachusetts). Grant Proposal and award under the Special Grant Program of the Cooperative State Research, Education, and Extension Service, United States Department of Agriculture. Total grant for the Center at the University of Connecticut for FY2000: \$374,200. Subcontract to the University of Massachusetts (Richard Rogers, Julie Caswell, and Nathalie Lavoie) \$85,000.

GRANT SUBMITTED

Incorporating Buyer Market Power and Product Differentiation in the Food Supply Chain. By Nathalie Lavoie (P.I.), Christian Rojas, Dan Lass, and Julie Caswell. Grant proposal submitted to the National Research Initiative Competitive Grants Program of the United States Department of Agriculture. Amount requested: \$96,959 (indirect costs: \$19,392).

TEACHING ACTIVITIES

Undergraduate Courses:

Introduction to Resource Economics: An introductory course in microeconomics, where the formation of markets and prices is studied. We examine how consumers and producers make economic decisions and seek to understand how economic markets work. We also examine what markets do well and what they do poorly, as well as what can be done to correct market failures. (<http://courses.umass.edu/rese102b/>) Taught in the Spring semesters of 2002 through 2005 and Spring semester 2007.

Price Theory: Junior level course in intermediate microeconomics examining the theories behind supply and demand curves, and how prices are determined under various market structures and competitive strategies. Taught in the Fall semesters of 2000 and 2001.

Industrial Organization in Resource Economics: Junior/senior level course examining markets, their structure, the strategies used by firms involved in the markets, and the overall economic performance of markets. Topics include competition, market power, game theory, product differentiation and advertising, barriers to entry and exit, mergers, firm rivalry,

competitive strategies including price and non-price strategies, and market performance. (<http://courses.umass.edu/resec452/>) Taught in the Fall semesters of 2004 through 2007.

Graduate Courses:

Industrial Organization I in Resource Economics: A master's level course studying the theory of industrial organization with empirical applications in agricultural and resource economics. Topics include market structure and performance, price discrimination, product differentiation, vertical control, cartel formation and sustainability, mergers, strategic behavior and firm organizations. Some of the applied topics include tradeable pollution emission permits, environmental quality, biotechnology, intellectual property rights, agricultural cooperatives, marketing boards, marketing orders, branding, and advertising. Taught in the Spring semesters of 2001 through 2005.

Industrial Organization II in Resource Economics: This course develops advanced applications of industrial organization and strategic management theory to marketing issues in the U.S. food system including the agricultural commodity, food manufacturing, food distribution, and resource industries. It also focuses on government programs that regulate these industries. Taught jointly with Julie Caswell and Qihong Liu in the Fall semester of 2003, taught jointly with Julie Caswell and Sven Anders in the Fall semester of 2005.

Graduate Research Supervised:

Joseph, Siny. *Three Essays on Product Differentiation and Trade*. Ph.D. Dissertation, in progress.

Volpe, Richard J., III, 2005. *The Impact of Wal-Mart Supercenters on Grocery Prices in New England*. M.S. Thesis, 106 pages.

Rotaru, Andreea, 2003. *Price Discrimination and E-Commerce: A Case Study of the Drugstore Industry*. M.S. thesis, 159 pages.

Honors' Thesis Supervised:

Salemme, Michael, 2001. *The Impact of Jerry Garcia's Death on Grateful Dead Album Sales*. Commonwealth College Honors' Thesis, 30 pages.

PROFESSIONAL ACTIVITIES:

Service:

- Discussion Facilitator, Personal Response System Community of Practice Program, University of Massachusetts Amherst, Academic Year 2007-2008.
- Member, AAEA Outstanding Master Thesis Award Committee, 2007 and 2008.
- Reviewer, 2007 Folsom Distinguished Master's Thesis Award, University of Nebraska, Lincoln.
- Member, Select Papers and Symposia Committee, Northeastern Agricultural and Resource Economics Association, 2006 and 2007.

- Panelist, “Getting Started as a Teacher, Scholar and UMass Citizen.” Welcoming Program for New Faculty at the University of Massachusetts Amherst, September 9, 2005.
- Reviewer, American Agricultural Economics Association Selected Paper Abstracts (2001 – 2005 Annual Meetings)
- Moderator, session on “Issues in Trade” at the Joint CAES-NAREA meetings in Halifax, NS, June 20-23, 2004.
- Committee member, 2002 and 2004 M.Sc. Thesis Award Subcommittee of the Canadian Agricultural Economics Association.
- Judge, Selected Poster session at the 2003 AAEA Annual Meeting in Montreal, Québec, Canada, July 27-30.
- Moderator, session on *Empirical Analysis of Market Power in Downstream Industries*. Annual Meeting, American Agricultural Economics Association, Long Beach, CA, July 28-31, 2002.
- Topic Leader for “Industrial Organization/Supply Management,” a portion of the Selected Papers for the 2002 American Agricultural Economics Association, Annual Meeting, Long Beach, July 28-31, 2002.
- Discussion Facilitator, “The Economics of Assurance and Traceability in the U.S. Food System”, A working conference organized by the Food and Agricultural Marketing Policy section of the American Agricultural Economics Association in partnership with ERS-USDA and AMS-USDA, January 10-11, 2002, Washington, DC.
- Reviewer, American Agricultural Economics Association Selected Poster Abstracts (2001 and 2002 Annual Meetings)

Ad Hoc Reviewer for:

Agribusiness: An International Journal
Agricultural Economics
American Journal of Agricultural Economics
Canadian Journal of Agricultural Economics
Current Agriculture, Food and Resource Issues
European Journal of Agricultural Economics
Journal of Agricultural and Resource Economics
Journal of Agricultural & Food Industrial Organization
Review of Agricultural Economics

PROFESSIONAL SOCIETY MEMBERSHIPS

- American Agricultural Economics Association
- Canadian Agricultural Economics Association
- Northeastern Agricultural and Resource Economics Association

LANGUAGES

Fluent in spoken and written French and English