

## ALESSANDRO BONANNO

January, 2012

### CONTACT INFORMATION

---

207-D Armsby Building,  
Department of Agricultural Economics and Rural Sociology,  
The Pennsylvania State University,  
University Park, PA, 16802-5600;  
Phone (814) 863-8633/ Fax: (814) 865-3746  
Email: abonanno@psu.edu

### RESEARCH INTERESTS

---

Food and Health, Economics of Food Retailing, Industrial Organization and Food Marketing.

### CURRENT APPOINTMENT

---

Assistant Professor of Agricultural Economics; Department of Agricultural Economics and Rural Sociology, The Pennsylvania State University, University Park, PA; August 2008 –

Type of Appointment: 50% research - 50% teaching

### PREVIOUS APPOINTMENTS

---

Assistant Professor in Residence, Department of Agricultural and Resource Economics, University of Connecticut, Storrs, CT, September 09/19/2007 – 08/08/2008

### EDUCATION

---

**2007** *Ph. D.*: Agricultural and Resource Economics, University of Connecticut.

**2004** *Doctorate*: Economia Agro-alimentare, Università degli Studi di Catania, Italy.

**2003** *M.S.*: Agricultural and Resource Economics, University of Connecticut.

**2002** *MA*: SMEA – Scuola Master in Economia del Sistema Agro-Alimentare, Università Cattolica del Sacro Cuore, Cremona, Italy.

**2000** *B. S.* Scienze e Tecnologie Alimentari, Università degli Studi di Catania; Italy.

### AWARDS AND HONORS

---

**March 2010** Roy C. Buck Award for excellence in Research. College of Agricultural Science, the Pennsylvania State University

**Spring 2007** Sigma Gamma Delta, Agricultural Honor Society, University of Connecticut

### EXTERNAL FUNDING / GRANTS

---

Institute for Research on Poverty – USDA \$33,600 (July, 2010 – December, 2011), PI, “Food Access, SNAP and Food Security”

National Institute of Food and Agriculture – USDA: \$ 226,000 (July, 2010 – June 2012), Co-PI “Advancing Entrepreneurship Practice in Agriculture and Natural Resources”.

Agriculture and Food Research Initiative – Global Food Security – USDA: \$ 4,999,000 “Enhancing Food Security of Underserved Populations in the Northeast through Sustainable Regional Food Systems” (March 2011- February 2016). Co-investigator. (Project Director Stephan J. Goetz).

### **CURRENT TEACHING**

---

Undergraduate:

- AGBM 320: Food Markets and Price Analysis – Fall Semester
- AGBM 302: Food Products Marketing (2 Sections)– Spring Semester
- Independent Studies and Internship Supervision (2 students)

Graduate:

- AEREC 536: Agricultural Commodity Markets (Empirical Industrial Organization and Food Marketing)

### **PREVIOUS TEACHING EXPERIENCE**

---

“Marketing and Futures Trading” - University of Connecticut, Undergraduate program in Agricultural and Resource Economics, Spring 2007 and Spring 2008.

Independent Study: “Food Security Implications of Ethanol Production in the U.S.”: Akeem Priestly. Summer 2008. Undergraduate program in Agricultural and Resource Economics, University of Connecticut.

### **REFEREED PUBLICATIONS**

---

**Bonanno A.** and S. J. Goetz (forthcoming). “Wal-Mart and Local Economic Development: A Survey of the Literature.” *Economic Development Quarterly*

**Bonanno, A.** and R. A. Lopez, (forthcoming) “Wal-Mart’s Monopsony Power in Metro and Non-Metro Labor Markets” *Regional Science and Urban Economics*.

**Bonanno, A.**, (forthcoming). “Functional Foods as Differentiated Products: the Italian Yogurt Market.” *European Review of Agricultural Economics*.

**Bonanno, A.** 2012. “Some like it Healthy: Demand for Functional and Conventional Yogurts in the Italian Market.” *Agribusiness: an International Journal*: 28 (1): 67–85.

**Bonanno, A.** 2010. “An Empirical Analysis of Wal-Mart’s Expansion into Food Retailing.” *Agribusiness: an International Journal*: 26 (2): 220–242.

**Bonanno, A.** and R. A. Lopez. 2009. “Competition Effects of Supermarket Services.” *American Journal of Agricultural Economics*. 91(3): 555–568.

**Bonanno, A.** and R. A. Lopez. 2005. “Private Label Expansion and Supermarket Milk Prices.” *Journal of Agricultural & Food Industrial Organization*: Vol. 3: No. 1, Article 2.

## ARTICLES UNDER REVIEW

---

**Bonanno, A.** and J. Li “Food Insecurity and Food Access” *American Journal of Agricultural Economics*. First submission.

**Bonanno, A.,** and S. Goetz “Eating Habits, Food Access and Education: A State-level Analysis” *International Food and Agribusiness Management* First submission.

## ONGOING RESEARCH

---

Bimbo F., **A. Bonanno,** and G. Nardone. “Food Access and Adult Obesity in Italy.”

Huang, R., and **A. Bonanno** “Health Claims, Regulation and Welfare.”

**Bonanno A.** and G. Ghosh. “SNAP participation and Wal-Mart’s expansion: a County-Level Analysis”

**Bonanno, A.,** and M. Setiawan. “Wal-Mart’s Entry, Oligopsony and Efficiency: Impacts on Local Labor Markets.”

**Bonanno, A.,** L. Chenarides, and S. J. Goetz. “Food Deserts as Equilibrium Outcomes: An Empirical Analysis”

## PRESENTATIONS AT PROFESSIONAL MEETINGS, INVITED LECTURES AND SEMINARS

---

**Bonanno, A.,** L. Chenarides, and S. J. Goetz. “Food Deserts as Equilibrium Outcomes: An Empirical Analysis” Selected paper for the AAEE/EAAE conference on “Food Environment: The Effects of Context on Food Choice.” Tufts University, Boston, MA, May 30–31, 2012.

Bimbo F., **A. Bonanno,** and G. Nardone. “Food access, eating habits and adult obesity in Italy” Selected poster for the AAEE/EAAE conference on “Food Environment: The Effects of Context on Food Choice.” Tufts University, Boston, MA, May 30–31, 2012.

**Bonanno A.** and J. Li “Food Insecurity and Food Access” M.E. Jhon Seminar Series. Department of Agricultural Economics and Rural Sociology, The Pennsylvania State University, February 4, 2012.

**Bonanno A.** and J. Li “Food Security and Food Access” Presented at the Research Innovation and Development Grants in Economics (RIDGE) Conference, Washington, DC, September 23, 2011.

Bimbo F., **A. Bonanno,** and G. Nardone. “Food Access and Adult Obesity in Italy.” Selected Paper for Presentation at the International Conference on Applied Economics, Perugia, Italy August, 25-27, 2011 (Presented by F. Bimbo)

**Bonanno A.** and J. Li “Food Access and Food Security: an Empirical Analysis.” Selected Paper for Presentation at the 2011 AAEE & NAREA Joint Annual Meeting, Pittsburgh, Pennsylvania, July 24-26, 2011

Huang, R. and **A. Bonanno** “Health Claims, Regulation and Welfare.” Selected Paper for Presentation at the 2011 AAEA & NAREA Joint Annual Meeting, Pittsburgh, Pennsylvania, July 24-26, 2011 (presented by R. Huang)

**Bonanno A.**, Y. Wu and J. Hyde “Diffusion and Performance of Healthy Alternatives In the U.S. Yogurt Market” Selected Presentation part of the NAREA Organized Symposium “Food and Health Trends - Economic Conditions, Healthy Alternatives, Local Foods, and School Lunches” at the 2011 AAEA & NAREA Joint Annual Meeting, Pittsburgh, Pennsylvania, July 24-26, 2011(Organizer of the Symposium)

**Bonanno A.** “SNAP, Food Insecurity, and Food Access” IRP RIDGE Center for National Food and Nutrition Assistance Research, Small Grant Workshop; Madison, WI April 25, 2011

**Bonanno, A.** “Functional Foods as Differentiated Products” Selected Paper for Presentation at 1<sup>st</sup> EAAE/AAEA Seminar “The Economics of Food, Food Choice and Health” Freising, Germany, September 15–17, 2010.

**Bonanno, A.** and G. Ghosh. “SNAP Efficacy and Food Access – A Nationwide Spatial Analysis” Selected Paper for Presentation at 1<sup>st</sup> EAAE/AAEA Seminar “The Economics of Food, Food Choice and Health” Freising, Germany, September 15–17, 2010 (Presented by Gaurav Ghosh).

**Bonanno, A.** and S. Goetz. “Adult Obesity and Food-Stores’ Density – Evidence from State-Level Data.” Contributed Paper, AAEA CAES and WAEA Joint Annual Meeting, Denver, CO, July 25-27, 2010.

**Bonanno, A.** and J. Li, 2010. “SNAP Efficacy and Food Access in the Northeast” Contributed Paper Annual NAREA Conference, Atlantic City, NJ, June 13–15, 2010.

**Bonanno, A.** “Functional Foods as Differentiated Products.” Dipartimento di Scienze delle Produzioni, dell'Ingegneria, della Meccanica e dell'Economia applicate ai Sistemi Agro-zootecnici (PRIME), Università di Foggia, Italy, December 18, 2009.

**Bonanno, A.** “Some Like it Healthy: Functional Foods in the Italian Yogurt Market.” Contributed Paper, 113<sup>th</sup> EAAE Seminar: “A Resilient European Food Industry and Food Chain in a Challenging World,” Chania, Crete, Greece. September 03 – 06, 2009

**Bonanno, A.** and R. A. Lopez. “Is Wal-Mart a Monopsony? Evidence from Local Labor Markets” Contributed Paper, XXVII Conference of the International Association of Agricultural Economists. Beijing, China. August 16-22, 2009. (Presented by Rigoberto A. Lopez).

**Bonanno, A.** “Wal-Mart, Oligopsony Power and Entry: an Analysis of Local Labor Markets.” Contributed Paper, AAEA & ACCI Joint Annual Meeting Milwaukee, WI, July 26–28, 2009.

**Bonanno, A.** “Functional Foods as Differentiated Products.” Department of Agricultural and Resource Economics, University of Connecticut, April 24, 2009.

**Bonanno, A.** “Functional Foods as Differentiated Products – A Case Study of the Italian Yogurt Market.” Department of Agricultural Economics and Rural Sociology, The Pennsylvania State University, February 20, 2009.

- Bonanno, A.** “Analisi del Mercato degli Yoghurt in Italia, con Particolare Riguardo ad Alcuni Prodotti di Nuova Generazione”. [Analysis of the Italian Yogurt Market, Focusing on Recently Developed Products] Presented at the Dipartimento di Scienze Economico-Agrarie ed Estimative, Università degli Studi di Catania, Italy, December 18, 2008.
- Bonanno, A.** “Some Like it Healthy: an Analysis of the Italian Yogurt Market”. Presented at the Dipartimento Istituzioni, Metodi Quantitativi e Territorio. Università degli Studi di Cassino, Italy, December 15, 2008.
- Bonanno, A.** “Assessing Wal-Mart's Expansion and Entry in Food Retailing”; Selected Poster, AAEA and ACCI Joint Conference, Orlando, FL, .July 27-29, 2008.
- Bonanno, A.** and R. A. Lopez, “Measuring Wal Mart’s Monopsony Power in Local Labor Markets”, Contributed Paper, AAEA and ACCI Joint Conference, Orlando, FL, .July 27-29, 2008
- Bonanno, A.** “Coping with the Bully: Wal-Mart’s Oligopsony Power over Retail Workers” Contributed Paper, CAES/NAREA Joint Conference, Quebec City, Quebec, June 30-July 1, 2008 .
- Bonanno, A.** and R. A. Lopez “Competition Effects of Supermarket Services” Presented at the Department of Agricultural Economics and Rural Sociology, The Pennsylvania State University. May 27, 2008
- Bonanno, A.** “Wal-Mart, Monopsony and Price Wars” Presented at the Morrison School of Management and Agribusiness, Arizona State University. April 16, 2008
- Bonanno, A.** “Buying Power: Problematiche, Teorie ed Evidenze Empiriche nell’ Agroalimentare e nella GDO USA” [Buying Power: Issues, Theories and Empirical Evidence From the U.S. Retailing and Food Industries]. Invited Lecture: Dipartimento di Scienze Economico-Agrarie ed Estimative, Università degli Studi di Catania, Italy, January 7, 2008.
- Bonanno, A** and R. A. Lopez, “Retail Services and Food Prices: A Structural Approach”, Contributed Paper, AAEA Annual Meeting, Portland, Oregon, July 29 – August 1, 2007.
- Bonanno, A.** “The Impact of In-Store Services on Fluid Milk Retail Pricing,” Annual NAREA Meeting, Mystic, Connecticut, June 11-14, 2006.
- Bonanno, A.** “Strumenti di Discriminazione dei Prezzi dei Beni Agroalimentari nella Grande Distribuzione negli U.S.A.: il Caso del Latte Alimentare” [Price Discrimination Tools in the U.S. Food Retailing Industry: the Case of Fluid Milk]. Presented at the Dipartimento di Scienze Economico-Agrarie ed Estimative, Università degli Studi di Catania, Italy, December 22, 2005.
- Bonanno, A.** and R. A. Lopez. “Retail Configuration and Milk Prices,” Annual NAREA Meeting, Annapolis, Maryland, June 12-15, 2005.
- Bonanno, A.** and R. A. Lopez, “Private Labels, Retail Configuration, and Fluid Milk Prices,” 88<sup>th</sup> EAAE Seminar, *Retailing and Producer-Retailer Relationships in the Food Chains*, Paris, May 5-6, 2004.

## OTHER PUBLICATIONS AND WORKING PAPERS

---

- Bonanno, A.** “Functional Foods as Differentiated Products” Food Marketing Policy Center University of Connecticut, Storrs, CT. Research Report No. 113. April, 2009.
- Bonanno, A.** “An Empirical Investigation of Wal-Mart’s Expansion into Food Retailing” Food Marketing Policy Center University of Connecticut, Storrs, CT, Research Report No. 105. May, 2008.
- Bonanno, A.** and R. A. Lopez, “Wal-Mart’s Monopsony Power in Local Labor Markets” Food Marketing Policy Center, University of Connecticut, Storrs, CT. Research No. 103. February, 2008.
- Bonanno, A.** and R. A. Lopez, “Competition Effect of Supermarket Services” Food Marketing Policy Center University of Connecticut, Storrs, CT. Research Report No. 94. November, 2007.
- Bonanno, A.** “Economics of Emerging Retail Formats: Wal-Mart, Wages, and Service Competition” Ph.D. Dissertation, Department of Agricultural and Resource Economics, University of Connecticut. August 2007.
- Bonanno, A.,** D’Amico M. and G. La Via. "Indagine sul Consumo delle Arance Fresche in Italia." [Analysis of the Consumption of Fresh Oranges in Italy], *Ricerca e Sperimentazione nel Settore dell’Agricoltura Italiana, Piano Agricolo Nazionale*: Publication n. 165; Ministero delle Politiche Agricole e Forestali (MIPAF), Dipartimento di Scienze Economico-Agrarie ed Estimative (DISEAE), Università di Catania, January 2006.
- Bonanno, A.** and R. A. Lopez. “Private Labels, Retail Configuration, and Fluid Milk Prices” Food Marketing Policy Center University of Connecticut, Storrs, CT, Research Report number 82. June 2004.
- Bonanno, A.** “Le marche commerciali (private labels) dei prodotti lattiero –caseari: diffusione nel mercato italiano ed approccio del consumatore”. [Private Labels of dairy products: diffusion in the Italian market and consumers’ approach]. Doctoral Dissertaion, Dipartimento di Scienze Economico-Agrarie ed Estimative, Università degli Studi di Catania, Italy. March 2004.
- Bonanno, A.** “Retail Configuration and Milk Prices” Plan B, M.S. final paper. University of Connecticut, May 2003.
- Bonanno, A.** “Analisi degli Scambi Commerciali di Prodotti Lattiero Caseari tra Stati Uniti ed Italia”. [Analysis of Trade Flows of Dairy Products between U.S. and Italy]. Master Thesis. SMEA – Scuola Master in Economia del Sistema Agro-Alimentare: Università Cattolica Del Sacro Cuore, Italy. January 2003.

## NON-REFEREED PUBLICATIONS

---

- Bonanno, A.** and E. Castellari “Il ruolo delle marche commerciali in alcuni comparti del mercato lattiero-caseario.” [The role of Private Labels in the dairy industry]. *Rapporto Latte*, 2009. Chapter 15.

**Bonanno, A.** “Un sistema ben organizzato e altamente produttivo: il comparto lattiero caseario Statunitense” [A productive and well organized system: the U.S. dairy sector]. *Notiziario latte*, supplement to the review “L’allevatore” n° 3/2003.

---

#### **PROFESSIONAL ASSOCIATIONS MEMBERSHIPS**

---

2009 – present European Association of Agricultural Economics  
2007 – present Agricultural and Applied Economics Association.  
2005 – present Northeastern Agricultural and Resource Economics Association.  
2004 – present Societa` Italiana di Economia Agraria  
2008 – 2010 Southern Economic Association  
2008 – 2010 Western Economic Association

---

#### **SERVICE FOR SCHOLARLY ASSOCIATIONS**

---

Member, Master Thesis Award Committee: Northeastern Agricultural and Resource Economics Association. 2009/2011.

---

#### **AD HOC REVIEWER FOR ACADEMIC JOURNALS (NUMBER OF MANUSCRIPTS REVIEWED)**

---

Agribusiness – An International Journal	(10)
American Journal of Agricultural Economics	(6)
European Review of Agricultural Economics	(3)
Journal of Agricultural and Food Industrial Organization	(3)
Applied Economics	(2)
Agricultural Economics	(2)
Journal of Dairy Science	(2)
Review of Agricultural and Environmental Studies	(2)
The Sociological Quarterly	(2)
Annals of Economics and Statistics	(1)
Contemporary Economics and Policy	(1)
Southern Economic Journal	(1)
Choices	(1)

---

#### **ACADEMIC SERVICE**

---

Club Advisor: National Agri-Marketing Association (NAMA) students’ club – Chesapeake Chapter. Fall 2010 - current.

Member, Agricultural Environmental and Regional Economics Graduate Committee: Department of Agricultural Economics and Rural Sociology, Penn State University, 2011 - current.

Member, Agribusiness Management Undergraduate Program Committee: Department of Agricultural Economics and Rural Sociology, Penn State University, 2008/2011.

Member, AEREC Qualifying Examination Committee: Department of Agricultural Economics and Rural Sociology, Penn State University, 2008/2011.

Member, Undergraduate Commencement Committee: College of Agriculture and Natural Resources, University of Connecticut. 2007.

Member, Graduate Students Committee. College of Agriculture and Natural Resources, University of Connecticut. 2005/06.

**ASSISTANTSHIPS AND SUPPORT**

---

Half-Time Graduate Research Assistant, Department of Agricultural and Resource Economics, University of Connecticut, Academic Year 2002/03

Full-Time Graduate Assistant, Department of Agricultural and Resource Economics, University of Connecticut, Academic Years 2004/05, 2005/06 and 2006/07

Summer Graduate Research Technician: Department of Agricultural and Resource Economics, University of Connecticut. Summer 2004

Summer Research Specialist: Department of Agricultural and Resource Economics, University of Connecticut. Summer 2005, 2006 and 2007.



## PROFESSIONAL REFERENCES

---

### **Rigoberto A. Lopez**

Professor and Dept. Head  
Department of Agricultural and Resource Economics  
University of Connecticut.  
W.B Young Building Room 319  
1376 Storrs Road, Storrs, CT 06269-4021  
Contact Information:  
Telephone: (860) 486-1921  
Fax: (860)-486-1932  
E-Mail: [rigoberto.lopez@uconn.edu](mailto:rigoberto.lopez@uconn.edu)

### **Ronald W. Cotterill**

Professor, director of the Food Marketing Policy Center, and Editor of “Agribusiness, an International Journal”  
Department of Agricultural and Resource Economics  
University of Connecticut.  
W.B Young Building Room 334  
1376 Storrs Road, Storrs, CT 06269-4021  
Contact information:  
Telephone: (860)-486-2742  
Fax: (860)-486-2461  
E-Mail: [ronald.cotterill@uconn.edu](mailto:ronald.cotterill@uconn.edu)

### **Renato Pieri**

Professor and Director: Istituto di Economia Agro-Alimentare  
Professor: SMEA – Scuola Master in Economia del Sistema Agroalimentare  
Universita` Cattolica del Sacrio Cuore  
Via Emilia Parmense, 84 – 29100, Piacenza, Italy  
Contact information  
Telephone: + 39 (0523) 599226  
Fax +39 (0523) 599282  
E-Mail: [renato.pieri@unicatt.it](mailto:renato.pieri@unicatt.it)