

2018 NAREA Pre-Conference Workshop: Advances in the Economic Analysis of Food System Drivers and Effects

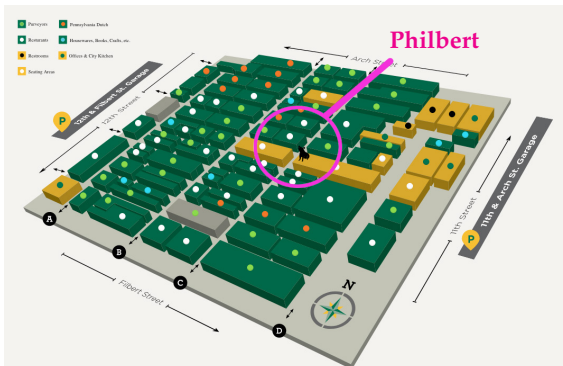
The 2018 Northeast Agricultural and Resource Economics Association (NAREA) Pre-Conference Workshop will highlight recent advances in the economic analysis of food systems in the U.S. as well as globally. The workshop is co-sponsored by the Northeast Regional Center for Rural Development, with funding from USDA National Institute of Food and Agriculture (award #2018-67023-27691).



Saturday, June 9, 2018 • Morning Session • Off site, see map

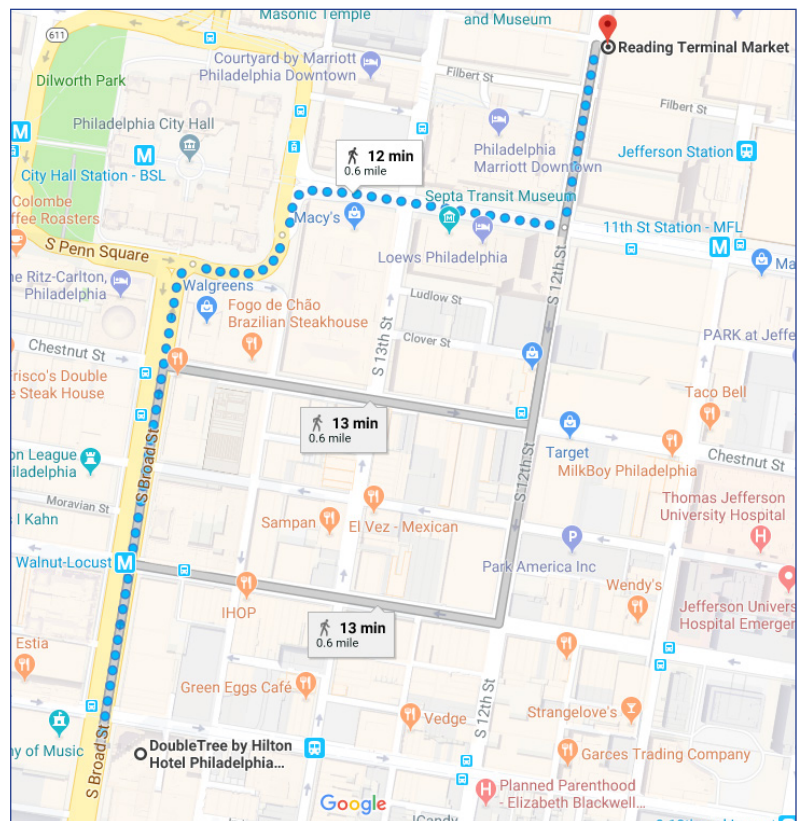
10:00 AM SNAP-THEMED TOUR OF READING TERMINAL MARKET

Meet at 9:40 a.m. in the hotel lobby for a group walk to one of the nation's oldest public markets. Or, if you're already out and about, meet inside the market (at "Philbert," the bronze pig statue) at 10:00 a.m. The tour will be followed by a Q&A with Market Manager Anuj Gupta at 11:00 a.m.



WALKING DIRECTIONS FROM HOTEL TO RTM:

- ↑ Head north on S Broad St toward Locust St
0.3 mi
- ➡ Turn right onto S Penn Square
318 ft
- ↗ Slight right onto Market St
0.2 mi
- ⬅ Turn left onto N 12th St
0.1 mi
Destination will be on the right



LUNCH ON YOUR OWN

1:00 PM WELCOMING REMARKS

Stephan Goetz, Penn State University and Northeast Regional Center for Rural Development

1:05 PM KEYNOTE ADDRESS: "RETAIL FOOD PRICES: DO MARKETS WORK?"

Timothy J. Richards, Arizona State University

In competitive retail markets, rational responses by competitive agents are often mistaken for market failure. I will present six such examples from the food-retailing world, and outline research that I and co-authors have undertaken to find out whether the market is operating efficiently.

1:55 PM PANEL: CURRENT FOOD SYSTEM POLICIES IN PHILADELPHIA

- *Deb Bentzel, Associate Director, Community Food Systems, The Food Trust*
- *Jennifer Aquilante, Healthy Food Access Coordinator for the Philadelphia Department of Public Health's Get Healthy Philly initiative*

2:55 - 3:05 PM ~ 10 MINUTE BREAK ~ BEVERAGES PROVIDED

3:05 PM AN OVERVIEW OF THE EFSNE PROJECT

Kate Clancy, Food Systems Consultant

The Enhancing Food Security in the Northeast through Regional Food Systems (EFSNE) project was initiated in 2011 to undertake a baseline exploration of the potential for regional food systems to improve food security in the Northeast. The presentation will describe the content and the process of this complex effort.

3:45 PM PAPER SESSION 1:

2 papers, 15 minutes each + 10 minutes for questions

MEASURING AND MODELING REGIONAL FOOD PRODUCTION CAPACITY

**Prospects for New England Agriculture:
Farm to Fork**

*Presented by John Halstead,
University of New Hampshire**

This paper analyzes produce types most valued by consumers, potential for expanding local production, and what motivates consumers in purchasing local produce in New England.

Township of Langley Food System Design

*Presented by Wallapak Polasub, Institute for Sustainable
Food Systems, Kwantlen Polytechnic University**

Three example scenarios represent different agricultural land use and production regimes which aim to satisfy the Township of Langley's population feed need.

4:25 PM PAPER SESSION 2: DISTRIBUTION ISSUES

3 papers, 15 minutes each + 15 minutes for questions

**Food Systems and
Rural Wealth Creation**

*Presented by Becca Jablonski,
Colorado State University**

This research proposes a comprehensive database of stocks of capital assets and tests their relationship with food system activities and interventions.

**Estimating Market Power in the
Rice Supply Chain of Bangladesh**

*Presented by Mohammad Rahman,
International Rice Research Institute**

This paper estimates the market power being exercised by the leading intermediaries in the rice supply chain of Bangladesh.

**Market Channel and School Meal
Costs in Farm to School Programs**

*Presented by Jeffrey O'Hara, USDA
Agricultural Marketing Service**

We test whether schools that made local food purchases directly from a producer experienced lower school meal costs vis-à-vis non-direct schools.

* A complete list of co-authors and an extended abstract are available in the online program: goo.gl/UYuV6H

5:30 PM ADJOURN FOR THE DAY

7:00 AM CONTINENTAL BREAKFAST

8:00 AM KEYNOTE ADDRESS: "AN EXAMINATION OF THE ADEQUACY OF SNAP BENEFIT LEVELS"

Craig Gundersen, University of Illinois

The effectiveness of SNAP depends on benefits being high enough to cover minimum food costs. We consider the sufficiency of SNAP benefits in light of variation in county-level food prices.

9:00 AM PAPER SESSION 3: FOOD SYSTEMS MODELING 4 papers, 15 minutes each + 15 minutes Q&A

The Food System Transformation: Three Dynamic Drivers Underpinning the Process of Economic Development in Food Systems

*Presented by Stephen Vogel, USDA/Economic Research Service**

Three dynamic drivers transforming food systems: stakeholders exercising 'voice', information communication technologies, and the social innovation nexus of social entrepreneurship, social finance and shared-value creation.

Models and Methods for Food Hub Location in the United States

*Presented by Houtian Ge, Cornell University**

A comparison of simulation vs econometric solutions of establishment locations in the fresh produce supply chain in the United States.

Direct or Local? Modeling Equilibria in Local Foods Markets

*Presented by Jill Fitzsimmons, University of Massachusetts Amherst**

We develop an economic model using principles from industrial organization and behavioral theory to identify market equilibria, policy impacts, and subsequent welfare effects in local foods markets.

Bigger Farms and Bigger Food Processors: Does Changing Structure in Agricultural Production Affect the Food Processing Sector?

*Presented by Xi He, University of Connecticut**

This paper explores whether the structural changes in the agricultural production sector affect the downstream food processing sector and explores the mechanisms of this effect.

10:15 AM - 10:30 AM ~ 15 MINUTE BREAK ~ BEVERAGES PROVIDED

10:30 AM PAPER SESSION 4: FOOD CONSUMPTION (HEALTH & ADEQUACY)

4 papers, 15 minutes each + 15 minutes for Q&A

More Farms on The Water? U.S. Consumers' Perceptions of Aquaculture Practices and Products

*Presented by Caroline Noblet, University of Maine**

The study examines consumers' perceptions of aquaculture and aquacultured products, and evaluates the persuasive impacts of gain and loss message framing on these perceptions.

The Effects of Exogenous Changes in Food Environment on Households' Healthfulness of Food Purchases

*Presented by Zefeng Dong, Penn State University**

This paper investigates if an exogenous change in food environment will affect households' diet quality, using migration as a case.

Perception of Fluid Milk Production Practices on Animal Welfare and Environmental Attribute Willingness to Pay

*Presented by Xuan Chen, Penn State University**

This paper assesses the impact of animal welfare and environmental practices in production practice on consumers' willingness to pay for milk.

Guidelines or Subsidies: Promoting Dietary Fiber Intake through Policy in the United States

*Presented by Mark Senia, Texas A&M University**

Effect of a subsidy on fiber rich foods is investigated as a feasible solution to encourage Americans to meet dairy fiber intake guideline.

* A complete list of co-authors and an extended abstract are available in the online program: goo.gl/UYuV6H

11:45 AM - NOON WRAP-UP PANEL & NEXT STEPS & ADJOURN