

Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1001 **IP** The When, Where and How of SNAP Spending: New Evidence from the Food Acquisition and Purchase Survey (FoodAPS)

Salon 1, Lower B2 Level

Invited Paper

The Supplemental Nutrition Assistance Program (SNAP) is the nation's largest nutritional safety net, providing over 45 million Americans with a monthly benefit aimed at enhancing participants' diets. Although SNAP increases monthly food spending, this does not necessarily translate into improved diets. This session provides new insights into food purchasing decisions of low-income households using a unique dataset—The National Food Acquisition and Purchase Survey (FoodAPS). The three papers in this session appeal to those interested in understanding how both behavioral and environmental factors influence individual budgeting as well as determinants of store choice.

Organizers: Joshua Berning, University of Georgia; Gregory Colson, University of Georgia; Jeffrey Dorfman, University of Georgia; Travis Smith, University of Georgia

Moderator: Joshua Berning, University of Georgia

Discussant: Craig Gundersen, University of Illinois at Urbana-Champaign

The Effects of Benefit Timing and Income Fungibility on Food Purchasing Decisions among SNAP Households
*Joshua Berning, University of Georgia; Gregory Colson, University of Georgia; Jeffrey Dorfman, University of Georgia; **Travis Smith**, University of Georgia; Xiaosi Yang, University of Georgia*

SNAP Benefit Timing, the Food Retail Environment, and Household Financial Practices and Their Relationship to Food Acquisitions

Jessica Todd, USDA-Economic Research Service; **Lisa Mancino**, USDA-Economic Research Service; Michele Ver Ploeg, USDA-Economic Research Service

If You Build It, Will They Come? Store Choice Determinants among SNAP and Low-Income Households
Sofia Villas-Boas, University of California, Berkeley; Rebecca Taylor, University of California, Berkeley

1002 **OS** Measurement of US Agricultural Productivity: What Follows the External Review?

Salon 2, Lower B2 Level

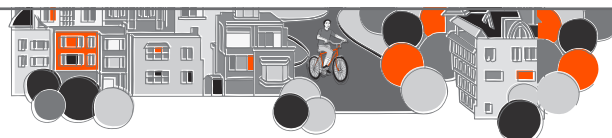
Organized Symposium

In September 2014, an external review committee recommended a number of changes in procedures used to develop and communicate the USDA agricultural productivity accounts produced by the Economic Research Service. ERS has subsequently implemented some of the recommendations, made plans with regard to others, and seeks further input on how to most effectively deal with the remainder. This symposium will provide an opportunity for broad engagement with the profession about the committee's recommendations, ERS's planned response, and how to most effectively guide ERS revisions and identify research needs on unresolved issues.

Organizer: C. Richard Shumway, Washington State University

Moderator: C. Richard Shumway, Washington State University

Panelists: Virgil Ball, USDA-Economic Research Service; James MacDonald, USDA-Economic Research Service; Spiro Stefanou, University of Florida



Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1003 Farm Policy I - Food, Farms, and the Environment

Salon 4, Lower B2 Level

Selected Presentation – Lightning Sessions

This lightning round session provides a rapid overview of a range of papers focusing on farmer characteristics, farmer perceptions, food security, and water use.

Moderator: Sebastien Pouliot, Iowa State University

Farm-level Economic Impacts of EU-CAP Greening Measures

Kamel Loubichi, European Commission; Pavel Ciaian, European Commission, IPTS - JRC; Maria Espinosa, European Commission-JRC-IPTS; Liesbeth Colen European Commission, JRC-IPTS; Angel Perni, European Commission, JRC-IPTS; Sergio Gomez Y Paloma, European Commission, JRC-IPTS

Investigating the Impact of Farm Characteristics, Socioeconomic Characteristics and of the Single Farm Payment on the Viability of Farms: The Case of Greece.

Michael Vassalos, Clemson University; Pavlos Karanikolas, Agricultural University of Athens; Yingbo Li, Clemson University

Agriculture in Developing Countries and the Role of Government: Economic Perspectives

Patrick Kanza, Oklahoma State University; Jeffrey Vitale, Oklahoma State University

Sustainability of Regional Food Reserves When Default Is Possible

Randall Romero-Aguilar, The Ohio State University; Mario Miranda, The Ohio State University

Producer Attitudes Toward Mandatory Agricultural Marketing Organizations: Evidence from the California Fresh Peach and Nectarine Industry

Zoe Plakias, University of California, Davis; Rachael Goodhue, University of California, Davis

A Regional Assessment of Water Use in the US Food System

Sarah Rehkamp, USDA-Economic Research Service; Patrick Canning, USDA-Economic Research Service

On-Farm Production Diversity and Dietary Diversity in Developing Countries

Kibrom Sibhatu, Georg-August-Universität Göttingen; Vijesh Krishna, Georg-August-Universität Göttingen; Matin Qaim, Georg-August-Universität Göttingen

Examining the Influence of the Food Environment on Household Food Security

Adam Rabinowitz, University of Connecticut; Joshua Berning, University of Georgia; Benjamin Campbell, University of Connecticut

1004 Cooperatives: Strategies, Efficiencies, and Constraints

Salon 3, Lower B2 Level

Selected Presentation

Since Capper-Volstead the cooperative market structure has proliferated. This session highlights recent developments in the critical analysis of cooperatives.

Moderator: James White, University of Wisconsin-River Falls

A New Generation of Cooperatives in the Brazilian Agricultural Frontier: A Life Cycle Approach

Fabio Chaddad, University of Missouri

Investment Constraints in Agricultural Cooperatives

Jason Franken, Sam Houston State University; **Michael Cook**, University of Missouri

Cooperative Strategy and Liquidation in the Bordeaux Wine Industry

Julien Cadot, ISG Paris; Adeline Ugaglia, Bordeaux Sciences Agro

Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1005 **SP** Farm Credit - Analysis of Credit Access and Constraints on Farm Profitability and Survival *Salon 5, Lower B2 Level*

Selected Presentation

The impacts of the Great Recession were felt in the agricultural industry through credit markets. Papers in this session explore how access to credit and credit constraints affect farm resiliency and profitability.

Moderator: Sergio Lence, Iowa State University

Farm Financial Stress in a Changing Economic Environment: Simulating Credit Risk with New Imputed ARMS Data on Farm Debt

Christopher Burns, University of Massachusetts Amherst; Sarah Tulman, USDA-Economic Research Service; Michael Harris, USDA-Economic Research Service

The Effects of Business Maturity, Experience and Size on the Farms' Economic Resiliency During Recessionary Periods: A Credit Migration Analysis of Farm Service Agency Borrowers

Hofner Rusiana, University of Georgia; Cesar Escalante, University of Georgia

Low Access to Credit Decreases Asset Price - A Natural Experiment in Agriculture

Chenguang Wang, Michigan State University; David Oppedahl, Federal Reserve Bank of Chicago

Impact of Credit Constraint on Farm Profitability and Productivity in US Agriculture

Darlington Sabasi, Washington State University; Lyudmyla Kompaniyets, Washington State University

1006 **SP** Dairy Demand in the United States, Germany, and Tanzania *Salon 6, Lower B2 Level*

Selected Presentation

This session focuses on asymmetric price transmission in the dairy industry in three countries, and empirically examines the cause of the asymmetry.

Moderator: Nicole Mason, Michigan State University

A Cointegrated Vector Error Correction Almost Ideal Demand System of Organic Milk in the USA

Ye Su, University of Missouri; Michael Cook, University of Missouri

How Can Differences in German Raw Milk Prices be Explained? An Empirical Investigation of Market Power Asymmetries

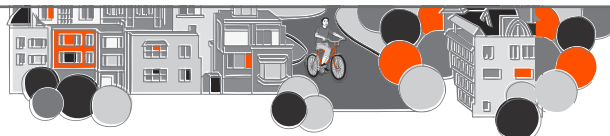
Yvonne Zavelberg, University of Bonn; Christine Wieck, University of Bonn; Thomas Heckeley, University of Bonn

Farm-Level and Consumption Responses to Improved Efficiency of Tanzania's Informal Dairy Value Chain

Edgar Twine, International Livestock Research Institute; Hikupeki Katjiuongua, International Livestock Research Institute

Evidence on the Asymmetric Price Transmission in the German Butter Market Using Disaggregated Scanner Data and Reference Prices

Said Tifaoui, Georg-August-Universität Göttingen; Stephan Von Cramon, Georg-August-Universität Göttingen



Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1007 **SP** Information, Risk and Uncertainty

Nob Hill A, Lower B2 Level

Selected Presentation

The papers in this session focus in different ways on risk and uncertainty – three in obvious ways and one indirectly. The first paper examines the effect of information provided on a survey instrument and the respondent-stated prior information on respondent's willingness to pay for wildfire management program. The second paper systematically elicits expert views on the magnitude of climate change impact on the global economy. The third paper examines how strategic risk management behaviors are affected by the availability of multiple biosecurity choices to affect transmission risks along multiple pathways, as well as the role of import markets in pricing and allocating risks. The final paper seeks to determine whether residents in a community with many on-site wastewater treatment systems would support a septic upgrade program when the benefits from the upgrade are uncertain.

Moderator: Pengfei Liu, University of Connecticut

Effects of Information Framing and Information Seeking Behavior on Willingness-to-pay for a Wildfire Management Program
Hari Katuwal, University of Montana; Tyron Venn, University of Montana; Travis Paveglio, University of Idaho; Tony Prato, University of Missouri

The Economic Climate: Establishing Consensus on the Economics of Climate Change
Peter Howard, Institute for Policy Integrity; Derek Sylvan, Institute for Policy Integrity at NYU School of Law

Multiple Choices, Strategic Interactions, and Market Effects in Livestock Disease Risk Management
Piyayut Chitchumnong, Michigan State University; Richard Horan, Michigan State University

Effects of Uncertainty on Support for Water Quality Improvement Programs
Jeffrey Mullen, University of Georgia; Gregory Colson, University of Georgia; Kayla Calhoun, Center for Disease Control and Prevention; Warren Kriesel, University of Georgia

1008 **SP** Food and Agricultural Marketing I - Organic Agriculture, Value Chains, and Farm-to-School Programs

Nob Hill B, Lower B2 Level

Selected Presentation

This set of papers addresses economics of production, marketing, and consumer demand. Two papers address issues affecting organic agriculture while two other papers address marketing issues, including the value chain and farm-to-school programs.

Moderator: Kate Fuller, Montana State University

Lending Credence: Motivation, Trust, and Organic Certification
Steven Holland, Luther College

Assessing the Supplier Role of Selected Fresh Produce Value Chains in the United States
Houtian Ge, The Pennsylvania State University; Patrick Canning, USDA-Economic Research Service; Stephan Goetz, The Pennsylvania State University; Agnes Perez, USDA-Economic Research Service

School Participation in Farm to School Programs: Results Integrating Information from the Farm to School Census and Census of Agriculture
Elizabeth Botkins, The Ohio State University; Brian Roe, The Ohio State University

Estimating the Impact of Organic Equivalency Agreements on US Agricultural Trade
Iryna Demko, The Pennsylvania State University; Edward Jaenicke, The Pennsylvania State University

Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1009 **SP** Human Capital: Wages, Skills, and Wealth

Pacific H, Fourth Level

Selected Presentation

This session includes four papers looking at earnings, skills, wages, and wealth, from the household perspective. Papers cover income inequality related to right-to-work laws, changes in wealth around the 2007-2009 financial crisis, returns to specific skills and college majors, and wage penalties for motherhood.

Moderator: Sandra Hoffmann, USDA-Economic Research Service

Wage Penalties for Motherhood and Child-rearing in Post-Soviet Russia

Irina Pritchett, North Carolina State University

What Good are Skills, Anyway? Estimating the Returns to Specific Skills in a College Major

Timothy Rakitan, Iowa State University; **Georgianne Artz**, Iowa State University

Changes in the Wealth of Head of Households during the 2007-2009 Financial Crisis in the US

Abbas Aboohamidi, Texas Tech University; **Benaissa Chidmi**, Texas Tech University

Do Right to Work Laws Worsen Income Inequality? Evidence from the Last Five Decades

Abdul Munasib, University of Georgia; **Jeffrey Jordan**, University of Georgia; **Aparna Mathur**, American Enterprise Institute; **Devesh Roy**, International Food Policy Research Institute

1010 **SP** Climate Change Adaptation and Impact I - Smallholder Agriculture

Pacific I, Fourth Level

Selected Presentation

The four papers in this session estimate climate change and weather impacts on smallholder agriculture. One paper assesses the potential for weather index insurance, while another looks at the potential for climate change adaptation in the coffee sector. A third looks at the relationship between climate change and civil conflict, while the fourth paper estimates the benefits and costs of mitigating climate change in agriculture.

Moderator: Jacob Ricker-Gilbert, Purdue University

Risk, Agricultural Production, and Weather Index Insurance in Village South Asia

Jeffrey Michler, Purdue University; **Gerald Shively**, Purdue University

Climate Change, Agricultural Production and Civil Conflict

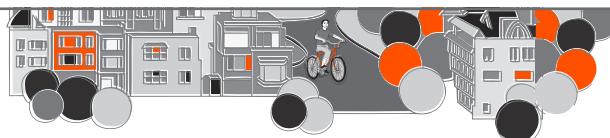
Benjamin Crost, University of Illinois at Urbana-Champaign; **Claire Duquenois**, University of Colorado Denver; **Joseph Felner**, Stanford University; **Daniel Rees**, University of Colorado Denver

Climate Change Adaptation: The Case of the Coffee Sector in Nicaragua

Victor Zuluaga, International Center for Tropical Agriculture; **Ricardo Labarta**, International Center for Tropical Agriculture; **Peter Laderach**, International Center for Tropical Agriculture

The Economic Benefits and Costs of Mitigating Climate Change: Interactions among Carbon Tax, Forest Sequestration, and Climate Change Induced Crop Yield Impacts

Luis Pena-Levano, Purdue University; **Farzad Taheripour**, Purdue University; **Wallace Tyner**, Purdue University



Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1011 **SP** Trade I - The Interaction of Trade and Non-Trade Policies in Food and Agriculture

Pacific J, Fourth Level

Selected Presentation

The analysis of policies on trade is increasingly expanding to cover the growing impact of non-trade oriented policies on agricultural trade flows. To the well-known effects of macro policies like exchange rates, policies oriented to regulate labor and capital markets as well as anti-trust and consumer-protection policies may have far-reaching effects on future agricultural trade. The papers in this session address some of those cases.

Moderator: Matthew Pham, The Ohio State University

Modeling the Interactions of Strawberry Commodity and Labor Markets in the US and Mexico

Feng Wu, University of Florida; Zhengfei Guan, University of Florida

Antitrust Enforcement and Foreign Competition

Stephen Morgan, Michigan State University; Tim Buthe, Duke University

Deconstructing the Diversion Effect of Agricultural Trade Remedies: Evidence for Strategic Firm Behavior?

Sandro Steinbach, ETH Zurich

Survival of the Fittest: Export Duration in US Fresh Fruit and Vegetable Markets

Everett Peterson, Virginia Tech; Jason Grant, Virginia Tech; Jeta Rudi, University of Minnesota

1012 **SP** Production Economics - Modeling Producer Decisions

Pacific F, Fourth Level

Selected Presentation

Papers in this session discuss varying models and farmers production decisions.

Moderator: Carlos Anthony Arnade, USDA-Economic Research Service

Estimating Farmers' Risk Attitudes and Risk Premiums for the Adoption of Conservation Practices under Different Contractual Arrangements: A Stated Choice Experiment

Elizabeth Canales Medina, Kansas State University; **Jason Bergtold**, Kansas State University; Jeffery Williams, Kansas State University; Jeffrey Peterson, Kansas State University

Duality Theory Econometrics: How Reliable is it with Real-World Data?

Juan Rosas, Universidad ORT Uruguay; Sergio Lence, Iowa State University

Corner Solutions in Empirical Acreage Choice Models: an Endogenous Switching Regime Approach with Regime Fixed Costs

Obafemi Philippe Koutchade, INRA/ SMART-LERICO; Alain Carpentier, INRA; Fabienne Femenia, INRA

Empirical Modelling of Production Decisions of Heterogeneous Farmers with Mixed Models

Alain Carpentier, INRA; Obafemi Philippe Koutchade, INRA/ SMART-LERICO; Fabienne Femenia, INRA

Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1013 **SP** Technology Adoption I - Using New Data and Methods to Evaluate Adoption Rates, Outcomes, and Benefits *Sierra A, Fifth Level*

Selected Presentation

The papers in this session use new empirical methods or new data sources to estimate the factors that affect the adoption of technology, the outcomes from technology adoption, or the benefits from R&D expenditures.

Moderator: Yoo Hwan Lee, Colorado State University

Duration Analysis of Technology Adoption in Bangladeshi Agriculture

Ahsanuzzaman Ahsanuzzaman, Virginia Tech

Are We Measuring What We Think We Are Measuring? Recent Experience in Using DNA Fingerprinting and Implications for Tracking Varietal Adoption and Assessing Impacts

Mywish Maredia, Michigan State University; Byron Reyes, International Center for Tropical Agriculture

On the Linkages in Agricultural R&D Spending, Capital Stocks and Productivity Growth: A Bayesian Approach

Frederi Viens, Purdue University; **Uris Lantz Baldos**, Purdue University; Thomas Hertel, Purdue University

Measuring the Accuracy of Engineering Models in Predicting Energy Savings from Home Retrofits: Evidence from Monthly Billing Data

Joseph Maher, University of Maryland

1014 **SP** Dimensions of Biofuels and Biomass Production *Sierra B, Fifth Level*

Selected Presentation

This session explores the potential benefits and impacts of biofuels and the policy mechanisms that incentivize or support them.

Moderator: Kent Kovacs, University of Arkansas

The Contribution of Biomass to Emissions Mitigation under a Global Climate Policy

Niven Winchester, Massachusetts Institute of Technology; John Reilly, Massachusetts Institute of Technology

What is the Social Value of Second Generation Biofuels?

Thomas Hertel, Purdue University; **Jevgenijs Steinbuks**, World Bank; Wallace Tyner, Purdue University

The Biomass Crop Assistance Program: Critical, Notional, or Distortional Support for Cellulosic Biofuels?

Ruiqing Miao, University of Illinois at Urbana-Champaign; Madhu Khanna, University of Illinois at Urbana-Champaign

Impact of Bidder Learning on Conservation Auctions

Mid Sayed Iftekhar, University of Western Australia; Uwe Latacz-Lohmann, University of Kiel

1015 **SP** Risk Management and the 2014 Farm Bill *Sierra C, Fifth Level*

Selected Presentation

The Agricultural Act of 2014 eliminated countercyclical and direct payments and replaced them with new “shallow loss” and revenue protection programs. Papers in this session explore risk management choices and policy implications of the 2014 Farm Bill.

Moderator: Michael Wetzstein, Purdue University

Risk Reduction and the 2014 Farm Bill

Ashley Hungerford, USDA-Economic Research Service; Erik O’Donoghue, USDA-Economic Research Service; Mesbah Motamed, USDA-Economic Research Service

Effects of Subsidized Crop Insurance on Crop Choices

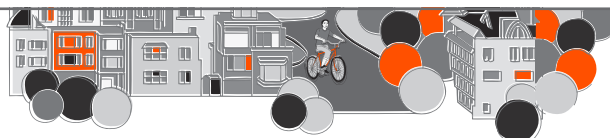
Jisang Yu, University of California, Davis

Understanding Cotton Producer’s Crop Insurance Choices Under The 2014 Farm Bill

Kishor Luitel, Texas Tech University; Michael Hudson, Texas Tech University; Thomas Knight, Texas Tech University

Risk Management Properties of the 2014 Farm Bill

Richard Preston, Preston Farms; **Cory Walters**, University of Nebraska-Lincoln



Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1016 **TS** **Washington Policy Update by Chief Economists from the House and Senate Ag Committees** *Sierra E, Fifth Level*

Track Session – Extension Section

Congress deals with a broad range of policy issues—from long-standing, agriculture-specific issues such as commodity, conservation, and trade programs, to newer, cross-cutting issues such as energy and climate change. The presenters will provide their perspectives on policy issues affecting agriculture based on their work for the Congress, as well as perspectives on farm bill implementation. They also will seek comments and insights on issues from session attendees.

Organizer: Steven Klose, Texas A&M University

Moderator: Steven Klose, Texas A&M University

Policy Outlook: House Ag Committee Majority Perspective
Bart Fischer, US House of Representatives

Policy Outlook: Senate Ag Committee Majority Perspective
Matt Erickson, Senate Agricultural Committee

Policy Outlook: Senate Ag Committee Minority Perspective
Joe Shultz, Senate Committee on Agriculture, Nutrition & Forestry

1017 **TS** **Investigating Decision Making: The Inclusion of Eye Tracking in Economic Experiments** *Sierra F, Fifth Level*

Track Session – IBES/FAMPS Sections

Every time a consumer buys a product she has to make a decision, typically using a different strategy each time. The strategies differ among others depending on how complex the decision problem is in terms of available information and amount of product alternatives present. When a great amount of information is available (complex decision) the decision maker can switch from processing all relevant information and trading it off against each other (compensatory decision) to selectively processing information avoiding tradeoffs (heuristics). If a strategy is applied in which the individual uses only selective pieces of information, this might lead to substantial decision errors. This session aims to investigate how consumers make decisions for example by analyzing the effect of complexity on choice, or the effects of extrinsic cues on purchasing likelihood.

To do so, the different studies combine a conventional choice experiment with eye tracking technology. Choice experiments are frequently used to analyze decision making. However, they are blunt instruments because they can only measure the presence or absence of a choice. They cannot measure if a consumer considered a purchase, viewed a particular part of a label, or looked at other products on the shelf. In such studies, the general ‘agreement’ is that experiment participants necessarily view/capture all the information presented in choice scenarios, which may not be true. The presented studies use eye - tracking to explicitly measure how much attention consumers pay toward the information presented, while also examining the role of survey design and survey location on results. By tracking eye movements, the presented research is able to directly analyze different decision strategies, while accounting for, e.g., choice complexity. Overall, this track session contributes to the current literature on decision making and shedding light on possible decision errors resulting from heuristic strategies.

Organizer: Carola Grebitus, Arizona State University

Moderator: Carola Grebitus, Arizona State University

Consumer Preferences for Production Method and Origin Extrinsic Cues on Ornamental and Food Producing Plants
Hayk Khachatryan, University of Florida; Alicia Rihn, University of Minnesota; Benjamin Campbell, University of Connecticut; Charles Hall, Texas A&M University; Bridget Behe, Michigan State University

Does Visual Attention Affect Consumers’ Valuation for Food Attributes? A Choice Experiment Study with Eye Tracking Data
Ellen Van Loo, Ghent University; Vincenzina Caputo, Korea University; Rodolfo Nayga, University of Arkansas; Han-Seok Seo, University of Arkansas; Wim Verbeke, University of Ghent

Analyzing Decision Making: The Role of Task Complexity
Carola Grebitus, Arizona State University; Jutta Roosen, Technical University of Munich

The Role of Product and Experiment Location
Benjamin Campbell, University of Connecticut; Yizao Liu, University of Connecticut

Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1018 **TS** Agriculture in Africa: Telling Facts from Myths

Sierra H, Fifth Level

Track Session – International/China Sections

Given rapid growth and urbanization, high and more volatile world food prices, and a changing climate, Africa's agriculture operates in a new environment. A thorough and updated understanding of African agriculture is needed to guide investments, establish baselines, and inform agricultural policy making in Africa. The "Agriculture in Africa–Telling Facts from Myths" project uses the new Living Standards Measurement Study–Integrated Surveys on Agriculture, unique nationally representative panel household surveys conducted in six African countries, to revisit the prevailing conventional wisdom about Africa's agriculture and the livelihoods of its farmers. A total of 15 wisdoms have been revisited, including the role of women in agriculture, the extent of modern agricultural input use, the prevalence of on farm post-harvest loss, and Africa's ongoing income diversification. The session will present an overview of the headline findings on each of the wisdoms, followed by more in depth presentations on the findings related to the net buyer status of smallholder households in Africa, the role of youth in African agriculture, and the link between commercialization and nutrition in the same context.

Organizer: Luc Christiaensen, World Bank

Moderator: Saweda Liverpool-Tasie, Michigan State University

Agriculture in Africa – Telling Facts from Myths. What have We Learned?

Luc Christiaensen, World Bank

Are the Majority of Households in SSA Indeed Net Food Buyers?

Amparo Palacios-Lopez, World Bank; **Luc Christiaensen**, World Bank; **Camila Galindo Pardo**, World Bank

Are Youth Exiting Agriculture en Mass?

Eugenie Maiga, Université de Koudougou; **Luc Christiaensen**, World Bank; **Amparo Palacios-Lopez**, World Bank

Agriculture Commercialization and Nutrition Revisited: Empirical Evidence from Three African Countries

Calogero Carletto, World Bank; **Paul Corral**, American University; **Anita Guelfi**, World Bank

1019 **TS** Modeling Current Issues in Food System Analysis

Sierra I, Fifth Level

Track Session – FSN/Econometrics Sections

This session examines four presentations from a variety of lenses in food and agribusiness management. The common threads among them are consumer preferences, prices, and information dissemination/acquisition. Each paper uses a different data source, a different analysis approach, and a different food policy issue. The discussant will assimilate the papers into common themes and we hope for lively audience participation in the time allocated for discussion.

Organizers: Jane Kolodinsky, University of Vermont; Christiane Schroeter, California Polytechnic State University

Moderator: Christiane Schroeter, California Polytechnic State University

Food Access and Prices: Estimating Food-at-Home Demand

Chen Zhen, Research Triangle Institute; **Biing-Hwan Lin**, USDA-Economic Research Service; **Abigail Okrent**, USDA-Economic Research Service; **Shawn Karns**, Research Triangle Institute; **David Chrest**, Research Triangle Institute

GM Labeling and the Use of the Word "Natural"

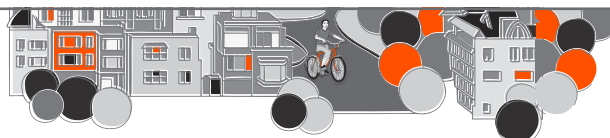
Jane Kolodinsky, University of Vermont

Analyzing the Determinants of Consumers' Willingness to Pay for Soft Drinks Labeled with Calorie and Sweetener Information

Karen Lewis, University of Tennessee; **Carola Grebitus**, Arizona State University; **Rodolfo Nayga**, University of Arkansas

A Dynamic Model Estimation of Tax and Subsidy Impacts on Obesity

Christiane Schroeter, California Polytechnic State University; **Nathalie Mathieu-Bolh**, University of Vermont



Concurrent Sessions — Monday, 9:45 AM - 11:15 AM

1020 **TS** Lending in Volatile Times

Sierra J, Fifth Level

Track Session – AFM Section

The rapid decline in commodity prices has brought concern to farmers and lenders. The past 5-7 years of high prices provided some farmers the opportunity to strengthen their balance sheet and build working capital. Forecasted prices below break-even imply that farmers are going to have to rely on built up working capital to cover the loss. Record breaking livestock prices have resulted in high profits for cattle producers. Cattle producers must evaluate how to manage profits and prepare for potential market downturn. Intermediate and long term asset values have been bolstered up by high commodity prices. The low commodity prices have resulted in a softening of land values and rental rates. This issue leaves lenders wondering if farmer's balance sheets can withstand the decline in asset values.

Organizer: Ryan Larsen, North Dakota State University

Asset Valuation and Loan Quality

Todd Kuethe, University of Illinois at Urbana-Champaign; Nathan Kauffman, Federal Reserve Bank - Omaha Branch

Financing Livestock & Dairy Operations

Christopher Wolf, Michigan State University; Lee Schulz, Iowa State University

Risk of Non-diversified Production in the Northern Great Plains

Ryan Larsen, North Dakota State University; Frayne Olson, North Dakota State University

Managing Liquidity and Credit during Periods of Low Prices

Joleen Hadrich, Colorado State University; Christopher Wolf, Michigan State University

1021 **TS** Measuring Wealth for Developing and Evaluating Rural Development Policy and Strategy

Sierra K, Fifth Level

Track Session – CRENET/Senior Sections

Creating and sustaining wealth is being emphasized in contemporary rural development policy and strategy. The optimal combination of wealth investments has the potential to improve the long-run prosperity, resiliency, and upward mobility of people in rural places. However, what constitutes wealth and how it should be measured in the 21st century may differ from the wealth assets of the 19th and 20th centuries highlighted by Thomas Piketty's recent book *Capital*. This session presents three on-going research efforts to measure wealth in rural regions and understand the place-based implications of these wealth assets.

Organizers: James Fannin, Louisiana State University; Paul Lewin, University of Idaho; Todd Schmit, Cornell University

Moderator: James Fannin, Louisiana State University

Discussant: David Hughes, University of Tennessee

Measuring United States County-Level Economic Resilience to a Recession

Paul Lewin, University of Idaho; Anna Brown, Idaho State

Measuring the Rural Wealth Creation Impacts of Local Food Systems

Becca Jablonski, Colorado State University; Todd Schmit, Cornell University; David Kay, Cornell University

Measuring the Comprehensive People-Based Wealth of Communities: Implications of Spatial Equilibrium vs. Disequilibrium

John Pender, USDA-Economic Research Service

USDA Innovation Challenge 2015

Monday, 12:00 PM – 12:45 PM

Pacific H, Fourth Level

In this panel session the USDA and Microsoft will launch an Innovation Challenge focused on how USDA data can provide insights and aid in predictions of food resiliency in light of climate change. The panel will describe the motivation for the challenge, the available resources and prize structure. <http://usdaapps.challengepost.com> .

Panelists: Joyce Hunter, USDA CIO, Vince Breneman, USDA-Economic Research Service, Brian Lutz, Third Generation Farmer, Lucas Joppa, Microsoft Research

Moderator: Daron Green, Microsoft Research