

## 2011 FAMPS Track Sessions

### Special Session

*Standing on the Shoulder of a Giant: The Broad Reach of Professor Jean Kinsey* (Co-sponsored with CWAE, FSN, SENIOR)

**Organizer:** Andrea Carlson

**Moderator:** Brian Buhr

- *The Importance of a Leader and Mentor* Laurian Unnevehr, USDA-Economic Research Service
- *Consumers Are People Who Need to Eat, Sleep, Work, Run a Household, and Pay the Bills* Parke Wilde, Tufts University
- *Consumers and Their Choices Matter in the Food Industry* Victoria Salin, Texas A&M University
- *Why Should a Great Researcher and Leader Spend Time on Mentoring and Teaching?* Paul McNamara, University of Illinois at Urbana-Champaign

### Regular Track Sessions

*Marketing Sustainability: Demand Side, Supply Side and Welfare Aspects* (Co-sponsored with CWAE)

**Organizer:** Carola Grebitus

**Moderator and Discussant:** Gregory Colson

- *Assessing the Impact of Consumer Choices on Fresh Produce to Sustainability* Yuko Onozaka, University of Stavanger; Dawn Thilmany McFadden, Colorado State University
- *Cause-related Marketing: A Tool to Arrive at Sustainability?* Nina Langen, University of Bonn; Carola Grebitus, University of Bonn
- *Consumer Attitudes towards Environmental Footprints—Evidence from Canada* Carola Grebitus, University of Bonn; Bodo Steiner, University of Alberta; Michele Veeman, University of Alberta
- *Game Theory for Decision Making in Launching a New Sustainable Product* Thasanee Satimanon, Michigan State University; Thomas Jeitschko, Michigan State University; Dave Weatherspoon, Michigan State University

*Risk Management and U.S. Farm Policy: Experience and Prospects* (Co-sponsored with EXT)

**Organizers:** Joseph V. Balagtas and Bradley Rickard

**Moderator:** Daniel Sumner

- *Alternatives for Managing Price and Revenue Risk in U.S. Dairy Markets* Brian Gould, University of Wisconsin

- *Crop Insurance and Disaster Payments: What We've Learned and Lessons for Future Policy* Joseph Glauber, USDA-Office of the Chief Economist
- *Performance of the Average Crop Revenue Elections (ACRE) Program* Carl Zulauf, The Ohio State University

***Moving Toward Risk-Based Food Safety Systems: US, Canada, and WHO Experience (Co-sponsored with FSN)***

**Organizer:** Sandra Hoffmann

**Discussant:** Derrick Jones

- *Evaluating FDA's Use of Risk-based Systems* Julie Caswell, University of Massachusetts Amherst
- *Risk Ranking Models for Product Prioritization within FDA Programs* vPaul Fischbeck, Carnegie Mellon University
- *A Multi-factorial Framework for Risk Prioritization of Foodborne Pathogens: The Canadian Experience* John Cranfield, University of Guelph
- *WHO Efforts to Estimate the Global Burden of Foodborne Illness and Attribute It to Food Sources* Sandra Hoffmann, USDA-Economic Research Service

***Intellectual Property Rights, New Plant Varieties, and Innovation in Agricultural Markets (Co-sponsored with AEM)***

**Organizer:** Bradley Rickard

**Moderator:** Julian Alston

- *Intellectual Property Rights: Issues of Enforcement, Licensing, and Competition* Michael Sykuta, University of Missouri
- *An Economic Analysis of Productivity, Technology Adoption, and Profitability: The Impact of Biotechnology on Agriculture* Guanming Shi, University of Wisconsin; Jean-Paul Chavas, University of Wisconsin
- *Evaluating Crop Innovation Systems: Comparisons between Canada, U.S., Europe, and Australia* Richard Gray, University of Saskatchewan
- *Using Auction Data to Understand the Value of Patents for Managed Apple Varieties* Bradley Rickard, Cornell University