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The Proceedings of Economic and Policy Implications of Structural Realignments in Food and Ag Markets

A Case Study Approach (Proceedings Include Revisions)

The Food and Agricultural Marketing Consortium Research Conference
Shadow Ridge Hotel, Park City, Utah
July 31-August 2, 1998

There is great concern about recent structural realignments in food and agricultural markets. Will these changes be pro- or anti- competitive? What will be the product development and marketing outcomes of these changes? How will farmers and consumers be effected? How might government be involved? The three conference objectives are to:

0. take an innovative, case-study approach to analyzing the effects of structural change on firm and market performance, and to consider policy implications,
1. involve academics, industry representatives, and government regulators in the definition and evaluation of market performance in food and agricultural markets,
2. use an "active" conference format where participants contribute to the analysis of firm and market performance and identification of policy alternatives.

Conference Program:

Friday, July 31, 1998

5 p.m. Registration and Barbecue Dinner

Saturday, August 1, 1998

9 a.m.	<u>"Structural Realignment in Agriculture; How Do We Analyze and Understand It?"</u>	Steve Sonka, Univ. of Illinois, Mike Boehlje Purdue
10:15 a.m.	Break	
10:30 a.m.	<u>"Case Study Research Methods for Firm and Market Research"</u>	Randy Westgren, Univ. of Illinois Kelly Zering, North Carolina State University
noon	Lunch	
1:30 p.m.	<u>"Sunkist"</u>	Jerome Siebert, Dept of Ag. and Resource

Economics,
UC-Berkeley

Discussant and [Comment](#): Randy Torgerson, Rural
Business-Cooperative Service, USDA

Discussant and [Comment](#): Richard Rogers, Univ.
of Massachusetts

3 p.m. Break

3:30 p.m. ["What We Can Learn From the ADM Global Price
Conspiracies?"](#) John Connor,
Purdue

Discussant and [Comment](#): Richard Kilmer, Univ.
of Florida

Discussant and [Comment](#): Julie Caswell, Univ. of
Massachusetts

6 p.m. Reception and dinner

Sunday, August 2, 1998

9 a.m. ["Interorganizational relationships in the
seed/genetics/biotech sector"](#) James H. Moore,
Dept. Of Business
Administration,
Univ. of Illinois

Discussant and [Comment](#): Eluned Jones, Virginia
Tech

Discussant and [Comment](#): William Lesser, Cornell

10:15 p.m. Break

10:30 p.m. [Panel discussion:](#) Sally Thompson,
Univ. of Illinois,
moderator

noon **Adjourn**

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