



AgEcon SEARCH

RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.

**JOURNAL OF
FOOD DISTRIBUTION RESEARCH**

VOLUME XLIII, NUMBER 3, November 2012



<http://fdrs.tamu.edu>



Food Distribution Research Society

2012 Officers and Directors

President: Ron Rainey - University of Arkansas

President-Elect: Forrest Stegelin – University of Georgia

Past President: John Park – Texas A&M University

Vice Presidents:

Education:	Deacue Fields - Auburn University
Programs:	Jorge A. Gonzalez-Soto - University of Puerto Rico at Mayaguez
Communications:	Randy Little - Mississippi State University
Research:	Stanley C. Ernst - Ohio State University
Membership:	Rodney Holcomb - Oklahoma State University
Applebaum:	Doug Richardson
Logistics & Outreach:	Mike Schroder - California State University San Marcos
Student Programs:	Lindsey Higgins - Texas A&M University
Secretary-Treasurer:	Kellie Raper - Oklahoma State University

Editors:

Journal:	Dovi Alipoe - Alcorn State University
Proceedings:	Marco Palma - Texas A&M University
Newsletter:	Aaron Johnson - University of Idaho

Directors:

Three years:	Erika Styles - Fort Valley State University Bill Amspacker, Jr. - Cal Polytechnic State University
Two years:	Dawn Thilmany - Colorado State University Greg Fonsah - University of Georgia
One year:	Jennifer Dennis - Purdue University Tim Woods - University of Kentucky

Journal of Food Distribution Research
Volume XLIII Number 3
November 2012

ISSN 0047-245X

The Journal of Food Distribution Research has an applied, problem-oriented focus. The Journal's emphasis is on the flow of products and services through the food wholesale and retail distribution system. Related areas of interest include patterns of consumption, impacts of technology on processing and manufacturing, packaging and transport, data and information systems in the food and agricultural industry, market development, and international trade in food products and agricultural commodities. Business and agricultural and applied economic applications are encouraged. Acceptable methodologies include survey, review, and critique; analysis and syntheses of previous research; econometric or other statistical analysis; and case studies. Teaching cases will be considered. Issues on special topics may be published based on requests or on the editor's initiative. Potential usefulness to a broad range of agricultural and business economists is an important criterion for publication.

The Journal of Food Distribution Research is a publication of the Food Distribution Research Society, Inc. (FDRS). The JFDR is published three times a year (March, July, and November). The JFDR is a refereed Journal in its July and November Issues. A third, non-refereed issue contains papers presented at FDRS' annual conference and Research Reports and Research Updates presented at the conference. Members and subscribers also receive the Food Distribution Research Society Newsletter normally published twice a year.

The Journal is refereed by a review board of qualified professionals (see Editorial Review Board list). Manuscripts should be submitted to the FDRS Editors (see back cover for Guidelines for Manuscript Submission).

The FDRS accepts advertising of materials considered pertinent to the purposes of the Society for both the Journal and the Newsletter. Contact the V.P. for Membership for more information.

Life-time membership is \$400. Annual library subscriptions are \$65; professional membership is \$45; and student membership is \$15 a year; company/business membership is \$140. For international mail, add: US\$20/year. Subscription agency discounts are provided.

Change of address notification: Send to Rodney Holcomb, Oklahoma State University, Department of Agricultural Economics, 114 Food & Agricultural Products Center, Stillwater, OK 74078; Phone: (405)744-6272; Fax: (405)744-6313; e-mail: rodney.holcomb@okstate.edu.

Copyright © 2012 by the Food Distribution Research Society, Inc. Copies of articles in the Journal may be non-commercially reproduced for the purpose of educational or scientific advancement. Printed in the United States of America.

Indexing and Abstracting

Articles are selectively indexed or abstracted by:

AGRICOLA Database, National Agricultural Library, 10301 Baltimore Blvd., Beltsville, MD 20705.
CAB International, Wallingford, Oxon, OX10 8DE, UK.
The Institute of Scientific Information, Russian Academy of Sciences, Baltijskaja ul. 14, Moscow A219, Russia.

Food Distribution Research Society
<http://fdrs.tamu.edu/FDRS/>

Editors

Dovi Alipoe, Alcorn State University
Deacue Fields, Auburn University
Technical Editor, Kathryn White

Printer

Omni Press

Editorial Review Board

Alexander, Corinne, Purdue University
Allen, Albert, Mississippi State University
Boys, Kathryn, Clemson University
Bukenya, James, Alabama A&M University
Cheng, Hsiangtai, University of Maine
Chowdhury, A. Farhad, Mississippi Valley State University
Dennis, Jennifer, Purdue University
Elbakidze, Levan, University of Florida
Epperson, James, University of Georgia-Athens
Evans, Edward, University of Florida
Flora, Cornelia, Iowa State University
Florkowski, Wojciech, University of Georgia-Griffin
Fonsah, Esendugue Greg, University of Georgia-Tifton
Fuentes-Aguiluz, Porfirio, Starkville, Mississippi
Govindasamy, Ramu, Rutgers University
Haghiri, Morteza, Memorial University-Corner Brook, Canada
Harrison, R. Wes, Louisiana State University
Herndon, Jr., Cary, Mississippi State University
Hinson, Roger, Louisiana State University
Holcomb, Rodney, Oklahoma State University
House, Lisa, University of Florida
Hudson, Darren, Texas Tech University
Litzenberg, Kerry, Texas A&M University
Mainville, Denise, Virginia Tech University
Malaga, Jaime, Texas Tech University
Mazzocco, Michael, University of Illinois
Meynsse, Patricia, Southern Univ. and A&M College-Baton Rouge
Muhammad, Andrew, Economic Research Service, USDA
Mumma, Gerald, University of Nairobi, Kenya
Nalley, Lanier, University of Arkansas-Fayetteville
Ngange, William, Arizona State University
Novotorova, Nadehda, Augustana College
Parcell, Jr., Joseph, University of Missouri-Columbia
Regmi, Anita, Economic Research Service, USDA
Renck, Ashley, University of Central Missouri
Shaik, Saleem, North Dakota State University
Stegelin, Forrest, University of Georgia-Athens
Tegegne, Fisseha, Tennessee State University
Thornsbury, Suzanne, Michigan State University
Toensmeyer, Ulrich, University of Delaware
Tubene, Stephan, University of Maryland-Eastern Shore
Wachenheim, Cheryl, North Dakota State University
Ward, Clement, Oklahoma State University
Wolf, Marianne, California Polytechnic State University
Wolverton, Andrea, Economic Research Service, USDA
Yeboah, Osei, North Carolina A&M State University



Journal of Food Distribution Research

Volume XLIII, Number 3 November 2012

Table of Contents

Effects of Healthier Choices on Kid’s Menu: A Difference-in-Differences Analysis <i>Shuo Li, Jill J. McCluskey and Ron C. Mittelhammer</i>	1-14
A Pilot Study of the Market for Energy Drinks <i>Oral Capps, Jr. and Robin D. Hanselman</i>	15-29
Economic Impacts of Increasing the Minimum Size for Idaho Fresh Potatoes <i>W. Goodwin, J. Guenther, C. McIntosh, A. Johnson, P. Watson, and M. Thornton</i>	30-42
Greenhouse Gas Emissions Labeling for Produce: The Case of Biotech and Conventional Sweet Corn <i>L. Lanier Nalley, Michael Popp, and Z. Niederman and Jada Thompson</i>	43-60
Ethnic Respondents Increased Purchases of Locally Grown Ethnic Greens and Herbs because of Concerns about Food Miles: Logit Model Framework <i>Ramu Govandasamy, Venkata Puduri, Kathleen M. Kelley, and James E. Simon</i>	61-73
Assessing the Status of Farmers Markets in the Black Belt Counties of Alabama <i>Ntam Baharanyi, Miriam Anima Boateng, Nii O. Tackie and Robert Zabawa</i>	74-84