JOURNAL OF
Agricultural and Resource Economics

Volume 41 • Number 2 • May 2016

GM Labeling Regulation by Plebiscite ..... J. Bovay and J. M. Alston

Orange Juice Market ..... M. Dhamodharan, S. Devadoss, and J. Luckstead

Ag Prices and Exchange Rates under Structural Change ..... P. L. Hatzenbuehler, P. C. Abbott, and K. A. Foster

Environmental Performance and Shadow Value of Polluting ..... P. Mamardashvili, G. Emvalomatis, and P. Jan

Crop Insurance Subsidies, Sodsaver, and Land-Use Change ..... R. Miao, D. A. Hennessy, and H. Feng

Tillage Adoption with Aggregate Data ..... T. Wade, L. Kurkalova, and S. Secchi

Genetic Testing for Fed Cattle Marketing ..... N. M. Thompson, E. A. DeVuyst, B. W. Brorsen, and J. L. Lusk

Value of Soil Testing using Deterministic and Stochastic Plateaus ..... X. Harmon, C. N. Boyer, D. M. Lambert, J. A. Larson, and C. O. Gwathmey

Changing Probabilities or Payoffs in Lottery-Choice Experiments ..... H. J. Ihli, B. Chiputwa, and O. Musshoff

The Journal of the Western Agricultural Economics Association

Western Agricultural Economics Association, Inc.

President	Dawn T. Thilmany McFadden, Colorado State University
President-Elect	B. Wade Brorsen, Oklahoma State University
Past President	Thomas L. Marsh, Washington State University
Directors	Eric Belasco, Montana State University (2015–2018)
	Glynn T. Tonsor, Kansas State University (2015–2018)
	Scott W. Fausti, South Dakota State University (2014–2017)
	Kerry K. Litzenberg, Texas A&M University (2014–2017)

Membership and Journal Subscription

WAEA, Inc. calendar-year membership dues are $55 for regular members in the U.S., Canada, and Mexico; $45 for senior (retired) members, $25 for junior (student) members, and $80 for families in the U.S., Canada, and Mexico; $75 for regular members overseas, $60 for senior (retired) members, $40 for junior (student) members, and $110 for families overseas. Lifetime membership is available for those who are at least 55 years of age. All members receive this journal. Individuals wishing to receive only the electronic version of the journal may pay per year discounted dues of $40 for regular members, $30 for senior (retired) members, and $5 for junior (student) members.

Library and other institutional subscription prices are $125 in the U.S., Canada, and Mexico; $130 in all other countries.

Applications for membership, payment of dues, subscription charges, changes in address, and other inquiries should be addressed to:

Western Agricultural Economics Association, Inc.
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202

Visit us on the internet at http://www.waeaonline.org

AUTHOR GUIDELINES FOR SUBMITTING MANUSCRIPTS TO *JARE*

Contributors must use the following guidelines in preparing manuscripts for submission. Please note that the *Journal of Agricultural and Resource Economics* (*JARE*) accepts only electronic submissions submitted in PDF format. Submissions must made at http://www.jareonline.org.

1. *Author Certifications*. Authors submitting manuscripts to *JARE* certify that the material in the manuscript (or modification thereof) has not been published, is not being published, and is not currently being considered for publication elsewhere. Authors also certify that the material in the manuscript, to the best of their knowledge, does not infringe upon other published material protected by copyright. Authors also acknowledge they have read and agree to the policy on data access and estimation procedures outlined below.

2. *Data Access and Estimation Procedures*. Authors are expected to document their data sources, data transformations, models, and estimation procedures as thoroughly as possible. Authors are also expected to make data available at cost for replication purposes for up to five years from publication.

3. *Title Page*. In a separate PDF file, provide the title of the manuscript and author(s)' name(s) centered and in boldface type. At the bottom of the same page, provide professional title(s), institutional affiliation(s), acknowledgments of colleague reviews and assistance, and institutional support as an unnumbered footnote. Per the WAEA's disclosure policy, available in full on the *JARE* website, please be sure to fully acknowledge any funding sources, including grant or project number(s), and any potential conflicts of interest.

4. *Abstract*. Include an abstract of 100 words or less, followed by up to eight key words or short phrases listed in alphabetical order. To ensure anonymity in the review process, authors should not identify themselves on the abstract page or in any headers.

5. *Text*. Suggested manuscript length is no more than 25 text pages (not including reference list, tables, and graphics). Double space all text, including the abstract, acknowledgments, footnotes, and references. Use a 12-point Times Roman font and allow 1" margins on all sides. Provide short headings for each section and subsection. Do not use right-justified margins, end-of-line hyphenation feature, or line numbering.

6. *Style, Grammar, and Punctuation*. *JARE* uses the most recent edition of *The Chicago Manual of Style* by the University of Chicago Press and *Webster's Third New International Dictionary* for style, format, and spelling. For further guidelines, please visit the *JARE* website at http://www.jareonline.org/.

7. *Footnotes*. Use superscript Arabic numbers within the text, numbered consecutively throughout the manuscript. Footnotes should be placed at the bottom of the page. Please use the automatic footnote feature available in Microsoft Word.

8. *References/Text Citations*. In a reference section immediately following the manuscript text, list all works cited in the text, alphabetized by author last name. Refer to *The Chicago Manual of Style* for format; samples of appropriate formatting are available at http://www.jareonline.org/. For within-text citations (either parenthetical or as part of narrative), spell out up to three author last names; use first author's name followed by "et al." for works with four or more authors. Include the publication year with all text citations. When citing a direct quotation, include page number(s) from the author's work.

9. *Figures and Tables*. Place each figure and table on a separate page at the end of the manuscript. Whenever possible, preferred (but not required) software for figure generation is Microsoft Excel. Do not place figure title/caption within the figure graphics box.

10. *Math and Equations*. Consecutively number equations throughout the text. When displaying equations, place equation number within parentheses at flush-left margin; center the equation. Use italic typeface for all variables, and use boldface (no italics) for all vectors and matrices, both within equations and within text.

11. *Publication Costs*. Authors submitting manuscripts are expected to assume obligation for payment of page charges at publication. Current page charges are $79/printed page for WAEA members and $89/printed page for nonmembers. Supplemental materials that do not appear in print will be charged a $10/page formatting fee.

12. *Submissions*. All submissions to the *Journal of Agricultural and Resource Economics* must be submitted electronically to the editorial team at the *JARE* URL: http://www.jareonline.org. To ensure author anonymity, *JARE* accepts submission only in PDF format. Author and institutional identifications will be removed from PDF file submissions by the editorial team prior to being sent to reviewers. Receipt of manuscripts will be acknowledged by e-mail.

David M. Lambert, Editor
Journal of Agricultural and Resource Economics
Kansas State University / Dept of Agricultural Economics Economics
346 Waters Hall
Manhattan, KS 66506
(785) 313-0886 · lambertd@k-state.edu

JOURNAL OF
Agricultural and Resource Economics

Volume 41 • **Number 2** • **May 2016**

Articles

GM Labeling Regulation by Plebiscite: Analysis of Voting on Proposition 37 in California / *John Bovay and Julian M. Alston* / 161

Imperfect Competition, Trade Policies, and Technological Changes in the Orange Juice Market / *Mahalingam Dhamodharan, Stephen Devadoss, and Jeff Luckstead* / 189

Agricultural Commodity Prices and Exchange Rates under Structural Change / *Patrick L. Hatzenbuehler, Philip C. Abbott, and Kenneth A. Foster* / 204

Environmental Performance and Shadow Value of Polluting on Swiss Dairy Farms / *Phatima Mamardashvili, Grigorios Emvalomatis, and Pierrick Jan* / 225

The Effects of Crop Insurance Subsidies and Sodsaver on Land-Use Change / *Ruiqing Miao, David A. Hennessy, and Hongli Feng* / 247

Modeling Field-Level Conservation Tillage Adoption with Aggregate Choice Data / *Tara Wade, Lyubov Kurkalova, and Silvia Secchi* / 266

Using Genetic Testing to Improve Fed Cattle Marketing Decisions / *Nathanael M. Thompson, Eric A. DeVuyst, B. Wade Brorsen, and Jayson L. Lusk* / 286

Comparing the Value of Soil Test Information Using Deterministic and Stochastic Yield Response Plateau Functions / *Xavier Harmon, Christopher N. Boyer, Dayton M. Lambert, James A. Larson, and C. Owen Gwathmey* / 307

Do Changing Probabilities or Payoffs in Lottery-Choice Experiments Affect Risk Preference Outcomes? Evidence from Rural Uganda / *Hanna Julia Ihli, Brian Chiputwa, and Oliver Musshoff* / 324

EDITOR
David M. Lambert, ***Kansas State University***
Hikaru Hanawa Peterson, ***University of Minnesota***
Jefferson M. Peterson, ***University of Minnesota***
Tian Xia, ***Kansas State University***

EDITORIAL COUNCIL
(2015–2018)

Wictor Adamowicz
Univ. of Alberta

Gary Brester
Montana State Univ.

Oral Capps, Jr.
Texas A&M Univ.

Hayley Chouinard
Washington State Univ.

George Frisvold
Univ. of Arizona

Rachael Goodhue
Univ. of California-Davis

Arne Henningsen
Univ. of Copenhagen

Tom Marsh
Washington State Univ.

Joost Pennings
Maastricht Univ.

Tim Richards
Arizona State Univ.

David Pannell
Univ. of Western Australia

Christiane Schroeter
Cal Poly-San Luis Obispo

Karina Schoengold
Univ. of Nebraska-Lincoln

Kyle Stiegert
Univ. of Wisconsin-Madison

Jordan Suter
Colorado State Univ.

Stephen Swallow
Univ. of Connecticut

Sofia Berto Villas-Boas
Univ. of California-Berkeley

Brian Whitacre
Oklahoma State Univ.

Steven Wu
Purdue Univ.

Wen You
Virginia Tech

Steven Zahniser
Economic Research Service

Amy L. Bekkerman, Publications Editor
Bozeman, MT (amy@precisionedits.com)

The *Journal of Agricultural and Resource Economics* is published by the Western Agricultural Economics Association three times per year, in January, May, and September.

Copyright © 2016 by the Western Agricultural Economics Association.

Abstracted and/or indexed in: Thompson Scientific Products ISSN 1068-5502: Current Contents–Social & Behavioral Sciences; Current Contents–Agriculture, Biology & Environmental Sciences; Social Science Citation Index; Social Science Citation Index Expanded; *Journal of Economic Literature*.

An article, note, or other material appearing in the *Journal of Agricultural and Resource Economics* may not be republished in full or in part without permission from the editor.

Editorial Policy

The *Journal of Agricultural and Resource Economics* seeks to publish creative and scholarly economic studies in agriculture, natural resources, and related issues. Manuscripts dealing with the economics of food and agriculture, natural resources and the environment, human resources, and rural regions are encouraged. The *Journal* seeks to provide a forum for topics of interest to those performing economic research as well as to those involved with economic policy and education. Submission of comments on articles previously published in the *Journal* is welcomed.

Editorial Communications

All initial submissions and accompanying editorial correspondence should be submitted electronically at our *JARE* internet website. (Refer to Author Guidelines, inside back cover of this journal issue, for full information.)

PRINTED BY THE SHERIDAN PRESS, INC., HANOVER, PA