



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.*

JOURNAL OF FOOD DISTRIBUTION RESEARCH

VOLUME XLII, NUMBER 2, JULY 2011



<http://fdrs.tamu.edu>

Food Distribution Research Society, Inc.

A nonprofit education society incorporated under the

Laws of the State of Maryland, February 20, 1970

2010 Officers and Directors

President

Aaron Johnson
University of Idaho
Agricultural Economics & Rural
Sociology
P.O. Box 442334
Moscow, ID 83844-2334

President Elect

John Park
Texas A&M University
Department of Agricultural Economics
2124 TAMU
College Station, TX 77843-2124

Past President

R. Wes Harrison
Louisiana State University
Agricultural Economics &
Agribusiness
230 Ag. Administration Building
Baton Rouge, LA 70803-5604

Vice President-Education

Sayed Saghaian
University of Kentucky
Agricultural Economics
314 Charles E. Barnhart Bldg.
Lexington, KY 40546-0276

Vice President-Programs

Terry Hanson
Auburn University
203 Swingle Hall
Auburn, AL 36849

Vice President-Communications

Ronald L. Rainey
University of Arkansas
Department of Agricultural
Economics and Agribusiness
P. O. Box 391
Little Rock, AR 72203

Vice President-Research

Forrest E. Stegelin
University of Georgia
Agricultural and Applied Economics
313 Conner Hall
Athens, GA 30602

Vice President-Membership

Rodney Holcomb
Oklahoma State University
Department of Agricultural Economics
Food & Agricultural Products Center
114 Food & Agricultural Products Ctr
Stillwater, OK 74078

Vice President - Logistics and Outreach

Mike Schroder
Towson University
Division of Economic and
Community Outreach
Director, Extended Education and
On-Line Learning
800 York Road
Towson, MD 21252

Vice President - Student Programs

Mike Gunderson
University of Florida
Food and Resource Economics
Department
1181 McCarty Hall
PO Box 110240
Gainesville, FL 32611-0240

Vice President-Applebaum Scholarship

Doug Richardson
Sun City Hilton Head
105 Fort Walker Lane
Bluffton, SC 29910

Secretary-Treasurer

Kellie Raper
Oklahoma State University
Department of Agricultural
Economics
514 Ag Hall
Stillwater, OK 74078

Journal Editors

Refereed Issues
Dovi Alipoe
Alcorn State University
Department of Agriculture
1000 ASU Drive #1134
Alcorn State, MS 39096

Proceedings Issues

Deacue Fields
Auburn University
Department of Agricultural
Economics and Rural Sociology
100 B Comer Hall
Auburn University, AL 36849-5406

Newsletter Editor

Greg E. Fonsah
University of Georgia
Rural Development Center
P.O. Box 1209
Tifton, GA 31793

Directors

Stan Ernst (Three years)

Ohio State University
Dept. of Agricultural, Environmental
& Development Economics
219 Agricultural Administration
Building
2120 Fyffe Road
Columbus, Ohio 43210

Jennifer Dennis (Three years)

Purdue University
Agricultural Economics
625 Agriculture Mall Drive
West Lafayette, IN 47906

Fred Gunter (Three years)

Corporate Services Group (CSG)
9501 Palm River Road
Tampa, FL 33619

Phil Kenkel (One year)

Oklahoma State University
Bill Fitzwater Cooperative Center
516 Ag Hall
Stillwater, OK 74078

Patricia McLean-Meynsse (One year)

Southern University and A&M
College
113B Fisher Hall
Baton Rouge, LA 70813

Suzanne Thornsburry (One year)

Michigan State University
Department of Agricultural
Economics
211-B Agriculture Hall
East Lansing, MI 48824

Journal of Food Distribution Research

Volume XLK, Number 4

""Lmf '2013

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 © 2010 by the Food Distribution Research Society, Inc. Copies of articles in the *Journal* may be noncommercially 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

James C. Bassett

Printer

Omni Press

Editorial Review Board

Alexander, Corinne, Purdue University
Allen, Albert, Mississippi State University
Boys, Kathryn, Clemson University
Bukanya, 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
Meyinsse, 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
Teegne, 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 XLII, Number 2
July 2011

CONTENTS

	Page
Factors Influencing Producers' Marketing Decisions in the Louisiana Crawfish Industry <i>Narayan P. Nyaupane and Jeffery M. Gillespie.....</i>	1-11
Brand Premiums in the U.S. Beef Industry <i>Steve Martinez.....</i>	12-26
Effects of Elicitation Method on Willingness-to-Pay: Evidence from the Field <i>Jared G. Carlberg and Eve J. Froehlich.....</i>	27-36
Political Economy of Medical Food Reimbursement in the U.S. <i>Adesoji O. Adelaja, Amish Patel and Yohannes G. Hailu.....</i>	37-55
Consumer Perceptions of Environmentally Friendly Products in New Foundland and Labrador <i>Morteza Haghiri.....</i>	56-66
Repeat Buying Behavior for Ornamental Plants: A Consumer Profile <i>Marco A. Palma, Charles R. Hall and Alba Collart.....</i>	67-77
Does the WTO Increase Trade? The Case of U.S. Cocoa Imports from WTO-Member Producing Countries <i>Osei-Agyeman Yeboah, Saleem Shaik, Shawn J. Wozniak and Albert J. Allen.....</i>	78-88
Market Quality of Pacific Northwest Pears <i>R. Karina Gallardo, Eugene M. Kupferman, Randolph M. Beaudry, Sylvia M. Blankenship, Elizabeth J. Mitcham, and Christopher B. Watkins.....</i>	89-99

Published by

