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.*

TMAGRAPER

JOURNAL of FOOD DISTRIBUTION RESEARCH

Volume XL Number 1 March 2009

Contents

Factors Explaining Growth of Small and Medium-Large Food Manufacturing Businesses in the United States
Fafanyo Asiseh, Yulia Bolotova, Stephen Devadoss, John Foltz, and Robert Haggerty

Dynamic Economic Relationships among China's Market for Raw U.S. Cotton and U.S.–Bound Exports of Chinese and Non-Chinese Apparel: Preliminary Empirical Findings
Ronald Babula, Wusheng Yu, W. Matthew Quigley, and Susan Lusi

Importance of Nutritional Labels in the Food Industry for Ameliorating the Obesity Epidemic
Emine Bayar, Sayed Saghaian, Wuyang Hu, and Ani Katchova

A Profile of Local Dairy Consumers in the Southeast and the Potential for Dairies to Market Value-Added Products Locally
Michael J. Best and Kent L. Wolfe

An Analysis of Contracts in the Idaho Processing Potato Industry
Yuliya Bolotova and Paul E. Patterson

Globalization and Evolving Preferences Drive U.S. Food Import Growth
Nora Brooks, Jean C. Buzby, and Anita Regmi

Demand for Local Produce from Passive Solar Greenhouses: Contributions to Sustainable Food Systems
David Conner, Adam D. Montri, and Michael W. Hamm

An Overview of the Lobster Marketing Process and Implications for the New England Marketplace
James J. Corbett

PUBLISHED BY

FDRS
Food Distribution Research Society

Food Distribution Research Society, Inc.

A nonprofit education society incorporated under the Laws of the State of Maryland, February 20, 1970

2009 Officers and Directors

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

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

Past President
Ken Hood
Mississippi State University
Agricultural Economics
Box 5187
Mississippi State, MS 39762

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

Vice President-Programs
Dawn Thilmany McFadden
Colorado State University
Agricultural and Resource Economics
B325 Clark Building
Fort Collins, CO 80523

Vice President-Communications
Patricia McLean-Meyinsse
Southern University and A&M College
113B Fisher Hall
Baton Rouge, LA 70813

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

Vice President-Membership
Denise Mainville
Virginia Tech
Agricultural and Applied Economics
315 Hutcheson Hall
Blacksburg, VA 24061

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

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

Proceedings Issues
Ron Rainey
University of Arkansas
Department of Agricultural Economics and Agribusiness
P.O. Box 391
Little Rock, AR 72203

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

Directors

Terry Hanson (Three years)
Auburn University
Department of Fisheries and Allied Aquacultures
203 Swingle Hall
Auburn, AL 36849

Fred Gunter (Three years)
Corporate Services Group (CSG)
9501 Palm River Road
Tampa, FL 33619

Suzanne Thornsbury (Two years)
Michigan State University
Department of Agricultural Economics
211-B Agriculture Hall
East Lansing, MI 48824

Phil Kenkel (Two years)
Oklahoma State University
Bill Fitzwater Cooperative Center
516 Ag Hall
Stillwater. OK 74078

Rimma Shiptsova (One year)
Utah State University
Assistant Professor
Department of Economics
Logan, UT 84322

Enefiok Ekanem (One year)
Tennessee State University
Institute of Agricultural & Environmental Research
Box 9610
3600 John Merritt Blvd.
Nashville, TN 37209-1561

Journal of Food Distribution Research

Volume XL, Number 1

March 2009

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 Denise Mainville, Virginia Polytechnic Institute & State University, Department of Agricultural & Applied Economics, 315 Hutcheson Hall, Mail Code 0401, Blacksburg, VA 24061; Phone: (540) 231-5774; Fax: (540) 231-7417; e-mail: mainvill@vt.edu.

Copyright © 2009 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.ag.utk.edu/

Editors
Dovi Alipoe, Alcorn State University
Ronald L. Rainey, University of Arkansas

Technical Editor
James C. Bassett

Printer
Omni Press

Editorial Review Board
Alexander, Corinne, Purdue University
Bhattacharjee, Sanjoy, Mississippi State University
Boltova, Yuliya, University of Idaho
Boys, Kathryn, Clemson University
Cheng, Hsiangtai, University of Maine
Chowdhury, A. Farhad, Mississippi Valley State University
Conner, David, Michigan State University
Dennis, Jennifer, Purdue University
Elbakidze, Levan, University of Idaho
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
Haghiri, Morteza, Memorial University-Corner Brook, Canada
Herndon, Jr., Cary, Mississippi State University
Hinson, Roger, Louisiana State University
Holcomb, Rodney, Oklahoma State University
Hudson, Darren, Texas Tech University
Jones, Eugene, The Ohio State University
Koo, Won , North Dakota State University
Leister, Amanda, Purdue 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, Mississippi State University
Muhammad, Safdar, United Arab Emirates University
Mumma, Gerald, University of Nairobi, Kenya
Nalley, Lanier, University of Arkansas-Fayetteville
Nganje, William, Arizona State University
Novotorova, Nadezhda , 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
Thornsbury, Suzanne, Michigan State University
Toensmeyer, Ulrich, University of Delaware
Vandelist, Brian, Sam Houston State University
Wachenheim, Cheryl, North Dakota State University
Ward, Clement, Oklahoma State University
Wolf, Marianne, California Polytechnic State University
Woolverton, Andrea, Economic Research Service, USDA
Yeboah, Osei, North Carolina A&M State University

Journal of Food Distribution Research
Volume XL, Number 1
March 2009

CONTENTS

Pages

Research Reports

Factors Explaining Growth of Small and Medium-Large Food Manufacturing Businesses in the United States 1–7
Fafanyo Asiseh, Yulia Bolotova, Stephen Devadoss, John Foltz, and Robert Haggerty

Dynamic Economic Relationships among China's Market for Raw U.S. Cotton and U.S.–Bound Exports of Chinese and Non-Chinese Apparel: Preliminary Empirical Findings 8–14
Ronald Babula, Wusheng Yu, W. Matthew Quigley, and Susan Lusi

Importance of Nutritional Labels in the Food Industry for Ameliorating the Obesity Epidemic 15–21
Emine Bayar, Sayed Saghaian, Wuyang Hu, and Ani Katchova

A Profile of Local Dairy Consumers in the Southeast and the Potential for Dairies to Market Value-Added Products Locally 22–31
Michael J. Best and Kent L. Wolfe

An Analysis of Contracts in the Idaho Processing Potato Industry 32–38
Yuliya Bolotova and Paul E. Patterson

Globalization and Evolving Preferences Drive U.S. Food Import Growth 39–46
Nora Brooks, Jean C. Buzby, and Anita Regmi

Demand for Local Produce from Passive Solar Greenhouses: Contributions to Sustainable Food Systems 47–52
David Conner, Adam D. Montri, and Michael W. Hamm

An Overview of the Lobster Marketing Process and Implications for the New England Marketplace 53–55
James J. Corbett

Published by

FDRS
Food Distribution Research Society

Consumer Definitions of "Locally Grown" for Fresh Fruits and Vegetables 56–62
Catherine Durham, Robert P. King, and Cathy A. Roheim

Differences in Willingness to Pay for Safer Meat and Vegetables..... 63–67
Enefiok Ekanem, Mary Mafuyai-Ekanem, Fisseha Tegegne, and Surendra Singh

Puerto Rican Consumers' Attitude toward Willingness to Pay a Premium for Ethnic Produce: An Econometric Analysis 68–69
Ramu Govindasamy and Venkata Puduri

An Assessment of the Effect of Competition on Rail Rates for Export Corn, Soybean, and Wheat Shipments 70–77
Anetra L. Harbor

Examining a Paradox: Obesity and Food Stamp Participation in Louisiana 78–82
Anetra L. Harbor and Patricia E. McLean-Meyinsse

Econometric Analysis of Marketing Costs: A Case Study 83–89
John Kuwornu, Roland Abboah, Ditchfield P. K. Amegashie, and W. Erno Kuiper

Exports of Ghana's Palm Oil: A Demand Analysis 90–96
John K. M. Kuwornu, Francis A. Darko, Yaw B. Osei-Asare, and Irene S. Egyir

Assessing the Dimensions of Transaction Cost in the Poultry Industry: The Case of the Ashanti Region of Ghana 97–103
John K. M. Kuwornu, Michael K. Opoku, George T.-M. Kwadzo, and Akwasi Mensah-Bonsu

Demand for Organic and Conventional Baby Food..... 104–110
LeBeaux, James E. Epperson, and Chung L. Huang

An Examination of Consumers Rankings of the Dietary Recommendations..... 111–117
Patricia E. McLean-Meyinsse and Anetra Harbor

Great Lakes Organic Produce in Wholesale and Retail Grocery Markets: Opportunities and Challenges from Michigan 118–122
Lourdes Martinez, David Conner, Jim Bingen, and Emily Reardon

Feasibility of Hedging Milk Input Costs for a Dairy Processor: A Case Study 123–138
Leigh Maynard

Potential Economic Effects of Avian Influenza on the Poultry Industry in Mississippi 139–143
Albert Myles, Ken Hood, and Albert J. Allen

The Ostrich Industry in Ghana: Prospects and Performance 144–151
Yaw B. Osei-Asare, Raymond Incoom, and John K. M. Kuwornu

The Relationship between Development Level and Supply and Demand of Primary Agricultural Products 152–158
Burhan Ozkan and Figen Ceylan

The Trade Effects of Phytosanitary Protocols on the U.S.–India Almond Trade 159–164
Juma Salim, Sayed Saghaian, and Michael Reed

Sectoral Growth Interdependencies and the Role of Agriculture in Poland and Romania 165–173
V. Subramanian, Sayed Saghaian, Leigh Maynard, and Michael Reed

What Factors Influence Consumption of Food Away from Home by African Americans 174–179
Fisseha Tegegne, Enefiok Ekanem, Surendra P. Singh, and Leslie Speller-Henderson

An Examination of College Students' Produce Consumption and Purchasing Behavior: A Case Study in California 180–186
Bernadette Marie Walker, Marianne McGarry Wolf, and Christiane Schroeter

Factors Influencing the Purchase Decision for Milk Labelled rBST-free and Organic 187–191
Marianne McGarry Wolf, Leslie J. Butler, Adam J. Martin, and Jeremy D. Foltz

The Effect of Grain Prices on the U.S. Catfish Industry: Implications of U.S. Ethanol Production 192–197
Hualu Zheng, Andrew Muhammad, and C. W. Herndon

Research Updates

Ranking of Reasons for Choosing Local Foods 198
Catherine Durham and Cathy A. Roheim

Expanding E-Commerce Opportunities for Farm-Fresh Markets and Agri-Tourism Industries 199
Carl L. German, Linda H. Smith, Patrick J. Chambers, and U. C. Toensmeyer

Connecting Growers with Shoppers: Characteristics of the Farmers Market Consumer 200
Allison L. Vetter and Ron Rainey