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AUSTRALIAN AGRICULTURAL ECONOMICS SOCIETY AWARDS 1990

MASTER'S THESIS PRIZE

The prize was awarded to Mr Jonathan Kelso for a thesis entitled 'An Evaluation of Consumer Preference Changes for Meat in the United States', submitted to The University of New England. A special mention was given to Mr John Gibson for a thesis entitled 'The Pattern of Manufacturing Industry Assistance in New Zealand, 1981/82' submitted to Lincoln University.

Thesis Abstract

The revealed preference technique was applied in this analysis to test for structural change in meat demand in the United States. Preferences were found to be stable over the period 1970 to 1987 for a disaggregated meat 'bundle', suggesting that prices and expenditure are the only factors affecting meat consumption. Consequently, the view that consumer preferences have switched from table beef and/or ground beef to chicken products and pork appears to be unfounded. These results conflict with several other studies on the same subject which found evidence of a change. It is possible that this conflict arises from the use of inadequate functional forms in the other studies. The main implication of the findings is that demand for meat in the U.S. is stable, in which case price competitiveness is the key to increasing demand. Consequently, the beef industry should focus marketing efforts on improving and conveying information about price competitiveness.

UNDERGRADUATE PRIZES

- M. Perich (University of Sydney)
- T. Paramore (Charles Sturt University)
- B. de Hayr (University of Queensland)
- D. Darvall (University of New England)
- D. Elsley (University of New England)
- E. Miller (University of New England)
- S. Burger (La Trobe University)
- A. Liston (University of Melbourne)

JOURNAL ARTICLE PRIZE

The price for the best article published in the *Australian Journal of Agricultural Economics* was awarded to S. Beare and H. Meshios for the article entitled 'Substitution Between Wools of Different Fibre Diameter'; published in Volume 34(1), pp. 56-66.

SIR JOHN CRAWFORD AWARD

Dr Arsenio Balisacan from the University of the Philippines received the Sir John Crawford Award.