



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 XXXIV Number 3 November 2003

Contents

Strategic Choices in Produce Marketing: Issues of Compatible Use and Exclusion Costs
Jean-Marie Codron, James A. Sterns, and Thomas Reardon

Traceability and Information Technology in the Meat Supply Chain: Implications for Firm Organization and Market Structure
Brian L. Buhr

Costs of and Approaches to HACCP Implementation: An Oyster Industry Example
Roger A. Hinson and Daniel B. Whitley

Public Perceptions of Biotechnology and Acceptance of Genetically Modified Food
Ferdous Hossain, Benjamin Onyango, Brian Schilling, and William Hallman

Price Assymetry in the United States Fresh Tomato Market
Napaporn Girapunthong, John J. VanSickle, and Alan Renwick

Special Section: Emerging Issues in Food Labeling

Emerging Roles for Food Labels: Inform, Protect, Persuade
Shida Rastegari Henneberry and Walter J. Armbruster

European Food-Labeling Policy: Successes and Limitations
Jean-Christophe Bureau and Egitio Valceschini

Marketing of Safe Food Through Labeling
Jutta Roosen

Some Economic Implications of Public Labeling
John M. Crespi and Stéphan Marette

Consumer Preferences and Willingness to Pay for Food Labeling: A Discussion of Empirical Studies
Jill J. McCluskey and Maria L. Loureiro

Country-of-Origin Labeling of Beef Products: U.S. Consumers' Perceptions
Wendy J. Umberger, Dillon M. Feuz, Chris R. Calkins, and Bethany M. Sitz

Advertising, Collective Action, and Labeling in the European Wine Markets
Stéphan Marette and Angelo Zago

PUBLISHED BY



Food
Distribution
Research
Society, Inc.

WILSON LIBRARY
Department of Applied Economics
UNIVERSITY OF WINNEDOTA
1954 DuSoye Avenue - 222 Clark
ST PAUL, MN 55105-4040 U.S.A.

Food Distribution Research Society, Inc.

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

2003 Officers and Directors

President

Randy James
Ohio State University
Box 387
Burton, Ohio 44021-0387

President-Elect

Dixie Watts Reeves
Virginia Tech University
Blacksburg, VA 24061-0401

Past President

Rick Weldon
University of Florida
P.O. Box 0240
Gainesville, FL 32611-0240

Vice President-Applebaum Scholarship

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

Vice President-Education

R. Wes Harrison
Louisiana State University 101
Ag. Administration Building
Baton Rouge, LA 70803-5604

Vice President-Membership

Kelly Curry Raper
Michigan State University
Dept of Agricultural Economics
East Lansing, MI 48824-1039

Vice President-Programs

Ken Hood
Mississippi State University
Food and Fiber Center
Box 9642
Mississippi State, MS 39762-
9642

Vice President- Communications

Roger Hinson
Louisiana State University
Agricultural Economics and
Agribusiness
101 Ag Admin. Building
Baton Rouge, LA 70803- 0001

Vice President-Research

Delmy Salin
USDA
Room 5096N
1800 M Street, NW
FL 5
Washington, DC 20036

Secretary-Treasurer

Ken Hood
Mississippi State University
Food and Fiber Center
Box 9642
Mississippi State, MS 39762-
9642

Journal Editor

Wojciech J. Florkowski
University of Georgia
1109 Experiment Street
Griffin GA 30223-1797

and
Allen Wysocki
University of Florida
P. O. Box 110240
McCarty Hall
Gainesville, FL 32611-0240

Newsletter Editors

Phil Kaufman
USDA-ERS
1301 New York Ave. Rm 1134
Washington, DC 20005-4788

and
Davis Schaffner
Cal Poly State University
Agribusiness Department
San Luis Obispo, CA 93407

Directors

Ramu Govindasamy
Rutgers University
55 Dudley Road
New Brunswick, NJ 08901-8520

Patricia McLean-Meynsse
SouthernUniv A&M College
113B Fisher Hall
Baton Rouge, LA 70813-0001

Rodney Holcomb
Oklahoma State University
114 Food & Ag Products Center
Stillwater, OK 74078-6055

Michelle Morganosky
University of Illinois
324 Mumford Hall, MC-710
Urbana, IL 61801-3681

Neal Hooker
Ohio State University
AEDE 323 Ag. Admin.
2120 Fyffe Road
Columbus, Ohio 43210-1067

Rudy Nayga
Texas A&M University
Department of Agricultural Eco-
nomics
2124 TAMU
344C Blocker Bldg.
College Station, Texas 77843-
2124

Journal of Food Distribution Research

Volume XXXIV, Number 3

November 2003

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). 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; library subscriptions are \$50; professional membership is \$40; and student membership is \$10 a year. For foreign mail, add: US\$12 for Canada, Mexico, and the Caribbean; \$26 for Europe and South America; \$32 for Asia and the Pacific Rim. Subscription agency discounts are provided.

Change of address notification: Send to John Park, Cornell University, 109 Warren Hall, Ithaca, NY 14853-7801; Phone: (607) 254-6761; Fax: (607) 255-4776.

Copyright © 2003 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.

Journal of Food Distribution Research

Year	Volume	Number of Issues
2003	34	3
2002	33	3
2001	32	3
2000	31	3
1999	30	3
1998	29	2
1997	28	3
1996	27	3
1995	26	2
1994	25	2
1993	24	3
1992	23	3
1991	22	3
1990	21	3
1989	20	2
1988	19	2
1987	18	2

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/>

Editor

Wojciech J. Florkowski, University of Georgia
Allen Wysocki, University of Florida

Technical Editor

James C. Bassett

Printer

Omni Press

Editorial Review Board

Albert J. Allan, Mississippi State University
Joan Gray Anderson, University of Rhode Island
Gary W. Brester, Montana State University
Richard Carew, Agriculture Canada
Julie A. Caswell, University of Massachusetts
Terence J. Centner, University of Georgia
Roberta Cook-Canela, University of California-Davis
Cesar L. Escalante, University of Georgia
Edmund A. Estes, North Carolina State University
Jeffrey M. Gillespie, Louisiana State University
Ramu Govindasamy, Rutgers University
Wallace E. Huffman, Iowa State University
Barbara H. James, Ohio State University
James B. Kliebenstein, Iowa State University
Mary A. Marchant, University of Kentucky
Wanki Moon, Southern Illinois University
Rodolfo M. Nayga, Jr., Texas A&M University
Peter W. B. Phillips, University of Saskatchewan
Marla Reicks, University of Minnesota
Kathleen Segerson, University of Connecticut
Mario F. Teisl, University of Maine
Dawn Thilmany, Colorado State University
Timothy A. Woods, University of Kentucky
Lydia Zepeda, University of Wisconsin

Journal of Food Distribution Research
Volume XXXIV, Number 3
November 2003

CONTENTS

	Pages
Strategic Choices in Produce Marketing: Issues of Compatible Use and Exclusion Costs.....	1-12
<i>Jean-Marie Codron, James A. Sterns, and Thomas Reardon</i>	
Traceability and Information Technology in the Meat Supply Chain: Implications for Firm Organization and Market Structure	13-26
<i>Brian L. Buhr</i>	
Costs of and Approaches to HACCP Implementation: An Oyster Industry Example	27-35
<i>Roger A. Hinson and Daniel B. Whitley</i>	
Public Perceptions of Biotechnology and Acceptance of Genetically Modified Food.....	36-50
<i>Ferdous Hossain, Benjamin Onyango, Brian Schilling, and William Hallman</i>	
Price Assymetry in the United States Fresh Tomato Market	51-59
<i>Napaporn Girapunthong, John J. VanSickle, and Alan Renwick</i>	
Special Section: Emerging Issues in Food Labeling	
Emerging Roles for Food Labels: Inform, Protect, Persuade	62-69
<i>Shida Rastegari Henneberry and Walter J. Armbruster</i>	
European Food-Labeling Policy: Successes and Limitations.....	70-76
<i>Jean-Christophe Bureau and Egizio Valceschini</i>	
Marketing of Safe Food Through Labeling	77-82
<i>Jutta Roosen</i>	

Published by



**Food
Distribution
Research
Society, Inc.**

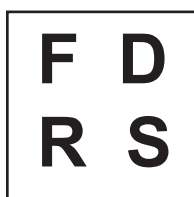
Some Economic Implications of Public Labeling 83–94
John M. Crespi and Stéphan Marette

Consumer Preferences and Willingness to Pay for Food Labeling: A Discussion of 95–102
Empirical Studies
Jill J. McCluskey and Maria L. Loureiro

Country-of-Origin Labeling of Beef Products: U.S. Consumers’ Perceptions 103–116
Wendy J. Umberger, Dillon M. Feuz, Chris R. Calkins, and Bethany M. Sitz

Advertising, Collective Action, and Labeling in the European Wine Markets 117–126
Stéphan Marette and Angelo Zago

Published by



**Food
Distribution
Research
Society, Inc.**