

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 XXXV Number 3 November 2004

Contents

Consumers' Views on Local Food

Lydia Zepeda and Catherine Leviten-Reid

State and Origin Branding in Hispanic Food Markets

Paul M. Patterson and Samuel Cardona Martínez

The Impact of Message Framing on Organic Food Purchase Likelihood Katie Gifford and John C. Bernard

Modeling U.S. Soy-Based Markets with Directed Acyclic Graphs and Bernanke Structural VAR Methods: The Impacts of High Soy Meal and Soybean Prices Ronald A. Babula, David A. Bessler, John Reeder, and Agapi Somwaru

Perceptions of Members of the American Association of Cereal Chemists Regarding Production of Whole Grain Foods

Kellie Chase, Maria Reicks, Purnima Srinvasan, and Len Marquart

Determinants of Foreign Direct Investment in Food-Processing Industry: A Comparative Analysis of Developed and Developing Economies

Shiva S. Makki, Agapi Somwaru, and Christine Bolling

PUBLISHED BY



Journal of Food Distribution Research

Volume XXXV, Number 3 November 2004

ISSN 0047-245X

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.

Send change of address notification to Kellie Curry Raper, Michigan State University, Department of Agricultural Economics, 211C Agriculture Hall, East Lansing, MI 48824-1039. Phone: (517) 353-7226; Fax: (517) 932-1800. raperk@msu.edu.

Copyright © 2004 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.

Food Distribution Research Society http://fdrs.ag.utk.edu/

Journal of Food Distribution Research

Year	Volume	Number of Issues
2004	35	3
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

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.

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. Allen, Mississippi State University
John R. Brooker, University of Tennessee
Hsiang-Tai Cheng, University of Maine
David E. Conner, Michigan State University
James E. Epperson, University of Georgia
Constance L. Falk, New Mexico State University
Munisamy Gopinath, Oregon State University
Michael S. Haigh, University of Maryland
Rodney B. Holcomb, Oklahoma State University
Helen Jensen, Iowa State University
Rimma Shiptsova, Utah State University
Randall E. Westgren, University of Illinois

Notice

Last year the Journal of Food Distribution Research was contacted by EBSCO (the Elton B. Stephens Company) asking us to permit them to sell the content of the Journal through their services. The Officers and Board of the Society, after researching and discussing the issues involved, voted in October to enter into this agreement. Because EBSCO actively markets its line of products, the *Journal of Food Distribution Research* will achieve broader coverage of its potential markets in academics, government, and business. This will be the first 'marketing' our Journal has received. The Society will receive a percentage of sales; these funds will be used to enhance the Journal and the Society's other activities as appropriate.

EBSCO's offer to FDRS is similar to the agreements it has to commercialize the content of other journals. Issues more than a year old are already available free through AGECON Search.

Founded in 1943, EBSCO is in more than 20 businesses, including subscription provider for more than 250,000 journals serving more than 50,000 libraries worldwide; publishing journal article databases. It is ranked in the top 200 of the nation's largest privately held corporations.

We look forward to a rewarding relationship with EBSCO.

Journal of Food Distribution Research Volume XXXV, Number 3 November 2004

CONTENTS

Pages
Consumers' Views on Local Food
State and Origin Branding in Hispanic Food Markets
The Impact of Message Framing on Organic Food Purchase Likelihood
Modeling U.S. Soy-Based Markets with Directed Acyclic Graphs and Bernanke Structural
Perceptions of Members of the American Association of Cereal Chemists Regarding
Determinants of Foreign Direct Investment in Food-Processing Industry: A Comparative

Published by

