



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 XXXIII Number 1 March 2002

Contents

JFDR Articles

Policy Concerns for Online B2B Exchanges / *Neal H. Hooker, Jong-Youn Rha, Stan Ernst, and Richard Widdows*

Gauging the Recent Effects of the North American Free Trade Agreement / *Gary D. Thompson and Ricardo Cavazos Cepeda*

California Farmers' Markets Seller Price Perceptions: The Normative and the Positive / *Jim Ahern and Marianne M. Wolf*

An Analysis of Intermodal Information Technology Usage by Intermodal Ports and Terminals in the Agricultural and Food-Product Market / *Albert J. Allen, Warren C. Couvillion, Safdar Muhammad, Gerald Mumma, and Jeanne Reeves*

Setting Eco-label Standards in the Fresh Organic Vegetable Market of Northeast Arkansas / *Paul W. Armah*

Consumer Preferences for Organic Standards: Guiding Demand-Expansion Strategies for Organic Food / *David Conner and Ralph Christy*

Impacts of Advertising and Promotion on the Demand for Scanned Purchases of Vidalia Onions / *Ecio F. Costa, James E. Epperson, Chung L. Huang, and John C. McKissick*

PUBLISHED BY



Food
Distribution
Research
Society, Inc.

Food Distribution Research Society, Inc.

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

2001 Officers and Directors

President

Roger Hinson
Louisiana State University
101 Ag. Adm. Bldg.
Baton Rouge, LA 70803

President-Elect

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

Past President

David Eastwood
University of Tennessee
Knoxville, TN 37901-1071

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

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

Vice President- Communications

John Brooker
University of Tennessee
P.O. Box 1071
Knoxville, TN 37901

Vice President-Research

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

Secretary-Treasurer

Dixie Reeves
Virginia Tech University
Blacksburg, VA 24061-0401

Journal Editor

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

Newsletter Editors

Connie Falk
New Mexico State University
Box 30003 Dept. 3169
Las Cruces, NM 88003-0003
and

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

Directors

Rodney Holcomb

Oklahoma State University
114 Food & Ag Products Center
Stillwater, OK 74078-605

Ken Hood

Mississippi State University
Food and Fiber Center
Bost Extension Center, Room 404
Box 9642
Mississippi State, MS 39762-
9642

Neal Hooker

Ohio State University
231 Ag. Admin., 2120 Fyffe
Road
Columbus, Ohio 43210-1067

Randy James

Ohio State University Extension
14269 Claridon-Troy Road
Box 387
Burton, Ohio 44021-0387

Michelle Morganosky

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

Rudy Nayga

Texas A&M University
Department of Agricultural
Economics
College Station, Texas 77843-
8679

Journal of Food Distribution Research

Volume XXXIII, Number 1

March 2002

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 Kellie Curry Raper, Michigan State University, Dept. of Agricultural Economics, 211C Ag. Hall, East Lansing, MI 48824-1039; Phone: (517) 353-7226; Fax: (517) 432-1800.

Copyright © 2002 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
2001	32	3
2000	31	3
1999	30	3
1998	29	3
1997	28	2
1996	27	2
1995	26	3
1994	25	3
1993	24	3
1992	23	3
1991	22	2
1990	21	2
1989	20	2
1988	19	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

Richard N. Weldon
University of Florida

Technical Editor

James C. Bassett
University of Florida

Publisher

George K. Criner
University of Maine

Editorial Review Board

John Adrian, Auburn University
John Bernard, University of Delaware
John Brooker, University of Tennessee
Ronald Bubula, U.S. International Trade Commission
Oral Capps, Texas A&M University
Jim Epperson, University of Georgia
Ed Estes, North Carolina State University
John Foltz, University of Idaho
Ramu Govindasamy, Rutgers University
Rodney Holcomb, Oklahoma State University
Neal Hooker, The Ohio State University
Lisa House, University of Florida
Chung Huang, University of Georgia
Darren Hudson, Mississippi State University
Phil Kaufman, USDA, ERS
Jill McCluskey, Washington State University
Paul Patterson, Arizona State University
John Park, Texas A&M University
Kellie Curry Raper, Michigan State University
Abrindra Rimal, Southwest Missouri State University
Victoria Salin, Texas A&M University
Alvin Schupp, Louisiana State University
Rimma Shiptsova, Utah State University
John Siebert, Texas A&M University
James Sterns, University of Florida
Michael Thomsen, University of Arkansas
Carl Toensmeyer, University of Delaware
Allen Wysocki, University of Florida

Journal of Food Distribution Research
Volume XXXIII, Number 1
March 2002

CONTENTS

Invited Papers

	Pages
Policy Concerns for Online B2B Exchanges.....	1-6
<i>Neal H. Hooker, Jong-Youn Rha, Stan Ernst, and Richard Widdows</i>	
Gauging the Recent Effects of the North American Free Trade Agreement.....	7-19
<i>Gary D. Thompson and Ricardo Cavazos Cepeda</i>	

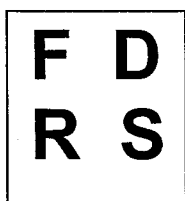
Research Reports

California Farmers' Markets Seller Price Perceptions: The Normative and the Positive	20-24
<i>Jim Ahern and Marianne M. Wolf</i>	
An Analysis of Intermodal Information Technology Usage by Intermodal Ports and Terminals in the Agricultural and Food-Product Market	25-34
<i>Albert J. Allen, Warren C. Couvillion, Safdar Muhammad, Gerald Mumma, and Jeanne Reeves</i>	
Setting Eco-label Standards in the Fresh Organic Vegetable Market of Northeast Arkansas.....	35-45
<i>Paul W. Armah</i>	
Consumer Preferences for Organic Standards: Guiding Demand-Expansion Strategies for Organic Food.....	46-51
<i>David Conner and Ralph Christy</i>	
Impacts of Advertising and Promotion on the Demand for Scanned Purchases of Vidalia Onions	52-61
<i>Ecio F. Costa, James E. Epperson, Chung L. Huang, and John C. McKissick</i>	
Parts or Whole? Efficient Broiler Production Responses to Consumer-driven Markets	62-71
<i>Ecio F. Costa, Jack E. Houston, Lewell Gunter and Gene M. Pesti</i>	
Modeling Customer Satisfaction with Green Grocers.....	72
<i>David B. Eastwood and John R. Brooker</i>	
Factors Influencing Consumer Decisions Related to "Natural" Beef in the Southern Plains.....	73-84
<i>Jody Goss, Rodney B. Holcomb, and Clement E. Ward</i>	
Food-Consumption Patterns Among Elderly Age Groups.....	85-91
<i>J. Michael Harris and Noel Blisard</i>	
Comparisons of Hispanic Households' Demand for Meats with Other Ethnic Groups	92-101
<i>Bruno A. Lanfranco, Glenn C. W. Ames, and Chung L. Huang</i>	

Why Do Food Manufacturers Introduce New Products?.....	102-111
<i>Cheryl Hill Lee and Gerald Schluter</i>	
A Learning Approach to Strengthening Farmers' Markets	112-116
<i>Larry Lev and Garry Stephenson</i>	
Assessing the Interests of Wholesale-Produce Buyers in the Lower Mississippi Delta Region	117-124
<i>Okwudili Onianwa, Gerald Wheelock, Hezekiah Jones, and Don Wambles</i>	
Customer Preferences for Michigan Apples: A Case Example of a Market Research Program for a Commodity Industry.....	125-135
<i>Donald Ricks, James Sterns and Timothy Woods</i>	
Value Added in Food Manufacturing and Retailing: A Ratio Analysis of Major U.S. States.....	136-150
<i>Victoria Salin, Juan A. Atkins, and Omar Salame</i>	
Combining Taste Panels with Focus Groups to Elicit Consumer Preferences Toward a New Shrimp Product.....	151-154
<i>Ferdinand F. Wirth, Laura R. Garrido, Kathy J. Davis, and W. Steven Otwell</i>	
Consumer Attitudes Toward Organically Grown Lettuce.....	155-160
<i>Marianne McGarry Wolf, Bradey Johnson, Kerry Cochran, Lynn Hamilton</i>	
 Research Updates	
Who Are the Consumers of Vidalia Onions?	161
<i>Ecio F. Costa, Kent Wolfe, James E. Epperson, Chung L. Huang, and John C. McKissick</i>	
A Marketing-System Approach to Removing Distribution Barriers Confronting Small-Volume Fruit and Vegetable Growers.....	162
<i>David B. Eastwood, John R. Brooker, Forrest Steglin, Tim Woods, and Ed Estes</i>	
A Profile Of Southeastern Agribusiness Exporters	163
<i>J. E. Epperson and J. C. Cox</i>	
E-Business Applications of the Mid-Atlantic Regional Food Systems Web Site.....	164-165
<i>Carl L. German, Richard VanVranken, Kathleen Klotzbach-Shimomura, and Ulrich C. Toensmeyer</i>	
A Quantitative Assessment of E-Grocers	166
<i>Julia Heilig, Stan Ernst, and Neal H. Hooker</i>	
Attitudes Toward Discount Coupons and Their Use in a Rural Community	167
<i>Ron Larson</i>	
Evaluating Triple-Issued Food Vouchers as a California WIC Program Marketing Tool.....	168-172
<i>James R. Matthews</i>	
U.S. Farmers' Markets 2000: A Study of Emerging Trends.....	173-175
<i>Tim Payne</i>	
Food Sales by the Discounter: Consumers' Perspectives.....	176-178
<i>Forrest Stegelin</i>	
Demand for Meats: A Comparison of Ethnic Groups	179-181
<i>Forrest Stegelin</i>	

Food And the Millennial Generation.....	182-184
<i>Forrest Stegelin</i>	
Recent Food-Stamp Caseload Changes in Tennessee.....	185
<i>Fisseha Tegegne, Safdar Muhammad, Enenfiok Ekanem and Surendra Singh</i>	
An Analysis of Vegetable Farms' Direct Marketing Activities in New York State.....	186-189
<i>Wen-fei L. Uva</i>	
Offering Food-Distribution-Related Courses in Agricultural Economics Curricula: Perspectives from Across the U.S.	190
<i>Allen F. Wysocki, Ulrich C. Toensmeyer, and John Park</i>	

Published by



**Food
Distribution
Research
Society, Inc.**