



***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](mailto: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.*

*No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.*



## PLANNING COMMITTEE

Discussions with the following individuals from the United States Department of Agriculture and the advertising and university research communities were invaluable in planning the "Research on Effectiveness of Agricultural Commodity Promotion" seminar. Their contributions are gratefully acknowledged.

WILLIAM BLACK, Texas A&M University, College Station, Texas

KENNETH CLAYTON, Economic Research Service, USDA,  
Washington, D.C.

ROBERT M. DEMUTH, J. Walter Thompson, USA, Washington,  
D.C.

OLAN FORKER, Cornell University, Ithaca, New York.

GARRY FRANK, Drake University, Des Moines, Iowa.

MARY C. KENNEY, Agricultural Marketing Service, USDA,  
Washington, D.C.

WILLIAM T. MANLEY, Agricultural Marketing Service, USDA,  
Washington, D.C.

GEORGE E. ROSSMILLER, Foreign Agricultural Service, USDA,  
Washington, D.C.

RONALD W. WARD, University of Florida, Gainesville, Florida.

Proceedings from  
Research on Effectiveness  
of  
Agricultural Commodity Promotion Seminar

Arlington, Virginia  
April 9-10, 1985

Sponsored by:  
Farm Foundation  
Agricultural Marketing Service, USDA  
Economic Research Service, USDA  
Foreign Agricultural Service, USDA

## FOREWORD

There is growing interest in establishing generic advertising and promotion programs to increase commodity sales, but the effectiveness of such programs has not been thoroughly researched.

The "Research on Effectiveness of Agricultural Commodity Promotion" seminar, held April 9-10, 1985, in Arlington, Virginia, by Farm Foundation and the Agricultural Marketing Service (AMS), Economic Research Service (ERS), and Foreign Agricultural Service (FAS) of the United States Department of Agriculture (USDA), was convened to assess the current state of research knowledge about, and the availability of research tools for, further work on agricultural commodity promotion.

About fifty research economists, program administrators, and other participants concerned with better understanding the economic consequences of generic promotion assembled from universities, government agencies, commodity groups, and the advertising community to

- review results of research on economic impact
- explore theoretical and measurement issues
- discuss data requirements
- look at policy implications
- identify research directions and
- stimulate additional research on effectiveness of generic promotion.

The interchange of ideas generated several suggestions for research projects that would build upon existing studies. In some instances, additional research techniques offer promise. Efforts that combine extension of existing research findings, of new research techniques, development of new data sources, and cooperation between university researchers and industry participants offer hope that useful research efforts will evolve as a direct result of this conference.

Walter J. Armbruster  
Farm Foundation

Lester H. Myers  
Economic Research Service  
USDA

September, 1985

**Editors' Note:** This is a reprint of the original publication released in late 1985. Although the seminar was held nearly 4 years ago, the papers represent a valuable information base on commodity promotion program analysis and continue to be in strong demand.

## CONTENTS

	Page
<b>INFORMATION NEEDS ON THE EFFECTIVENESS OF COMMODITY PROMOTION PROGRAMS</b>	
Generic Agricultural Promotion and Advertising: An Overview .....	Garry L. Frank
Domestic Commodity Promotion Programs: Information Needs .....	William T. Manley
	Mary C. Kenney
A State Agency Perspective on Information and Research Needs.....	Mel Jefferson
Information Needs for Effective Commodity Promotion: Florida Citrus .....	Dan L. Gunter
Foreign Market Development Programs: A Federal Agency Perspective .....	Robert J. Svec
Washington State Department of Agricultural Export Market Development Program .....	Arthur C. Scheunemann
Measuring the Effectiveness of Commodity Market Development .....	Dennis B. Sharpe
<b>REVIEW OF COMPLETED AND CURRENT RESEARCH</b>	
Chronology of Agricultural Economics Research Directed Toward Evaluation Promotion Programs.....	Olan D. Forker
Research Directed Toward Foreign Market Development Programs.....	Jonq-Ying Lee
<b>CONCEPTUAL ISSUES RELATED TO ANALYSIS OF COMMODITY PROMOTION</b>	
The Impact of Information on Consumer Preferences Rulon D. Pope	69
Dynamic Utility Functions for Measuring Advertising Response .....	Richard Green
	v

<b>Theoretical Issues Relating to Generic and Brand Advertising on Agricultural Commodities .....</b>	<b>Ronald W. Ward</b>	<b>89</b>
	<b>Julio Chang</b>	

**EMPIRICAL, ANALYTICAL AND MEASUREMENT ISSUES IN EVALUATING ADVERTISING PROGRAM EFFECTIVENESS**

<b>Evaluating Advertising Effectiveness Using Time Series Data.....</b>	<b>Henry W. Kinnucan</b>	<b>105</b>
---	--------------------------	------------

<b>Empirical, Analytical, and Measurement Issues in Evaluating Effectiveness of Advertising and Commodity Promotion Programs: Cross-Section and Pooled Analysis .....</b>	<b>S. Elaine Grigsby</b>	<b>123</b>
---	--------------------------	------------

<b>Discussion on Analytical, Empirical, and Measurement Issues in Evaluating Advertising Program Effectiveness .....</b>	<b>Jeremy S. Wu</b>	<b>138</b>
	<b>Kevin M. Kesecker</b>	
	<b>Richard J. Meinhold</b>	

<b>Awareness, Recall and Advertising Effectiveness .....</b>	<b>William J. McEwen</b>	<b>150</b>
--	--------------------------	------------

<b>Measuring the Effectiveness of Consumer Nutrition Education Programs.....</b>	<b>Bette Jane McCabe</b>	<b>164</b>
--	--------------------------	------------

<b>Consumer Awareness and Nutrition Education Programs: Comment.....</b>	<b>Daniel S. Tilley</b>	<b>170</b>
--	-------------------------	------------

**POLICY IMPLICATIONS, DATA NEEDS, AND RESEARCH DIRECTIONS**

<b>Methodology Research Frontiers to Be Pursued .....</b>	<b>Lester H. Myers</b>	<b>175</b>
---	------------------------	------------

<b>Data Needs to Facilitate Domestic Program Research .....</b>	<b>Kirkor Bozdogan</b>	<b>180</b>
---	------------------------	------------

<b>Data Needs for International Market Development Evaluation .....</b>	<b>George E. Rossmiller</b>	<b>192</b>
	<b>Anne F. Grace</b>	

<b>Policy Implications and Research Needs Related to Generic Promotion.....</b>	<b>Walter J. Armbruster</b>	<b>200</b>
---	-----------------------------	------------

Obtaining Industry Cooperation in Future Research .....	William F. McDonald	205
Advertising Agencies' Role in Research Projects .....	Marge Benson	208