

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
<a href="http://ageconsearch.umn.edu">http://ageconsearch.umn.edu</a>
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 XXXVIII, Number 2 **July 2007**

ISSN 0047-245X

The Journal of Food Distribution Research has an applied, problem-oriented focus. The Journal's emphasis is on the flow of products and services through the food wholesale and retail distribution system. Related areas of interest include patterns of consumption, impacts of technology on processing and manufacturing, packaging and transport, data and information systems in the food and agricultural industry, market development, and international trade in food products and agricultural commodities. Business and agricultural and applied economic applications are encouraged. Acceptable methodologies include survey, review, and critique; analysis and syntheses of previous research; econometric or other statistical analysis; and case studies. Teaching cases will be considered. Issues on special topics may be published based on requests or on the editor's initiative. Potential usefulness to a broad range of agricultural and business economists is an important criterion for publication.

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). The *JFDR* is a refereed Journal in its July and November Issues. A third, non-refereed issue contains papers presented at FDRS' annual conference and Research Reports and Research Updates presented at the conference. 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 Denise Mainville, Virginia Polytechnic Institute & State University, Department of Agricultural & Applied Economics, 315 Hutcheson Hall, Mail Code 0401, Blacksburg, VA 24061; Phone: (540) 231-5774; Fax: (540) 231-7417; e-mail: mainville@vt.edu.

Copyright © 2007 by the Food Distribution Research Society, Inc. Copies of articles in the Journal may be non-commercially reproduced for the purpose of educational or scientific advancement. Printed in the United States of America.

#### **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/

#### **Editors**

Albert J. Allen, Mississippi State University Ronald L. Rainey, University of Arkansas

#### **Technical Editor**

James C. Bassett

## Printer

### Omni Press

Corine Alexander, Purdue University Ronald Babula, The Royal Veterinary and Agricultural University

**Editorial Review Board** 

James Bukenya, Alabama A&M University James Epperson, University of Georgia, Athens Joselita Estrada, Texas A&M University at Galveston Connie Falk, New Mexico State University Terry Hanson, Mississippi State University Rodney Holcomb, Oklahoma State University Darren Hudson, Mississippi State University Edward Jaenicke, Penn State University Aaron Johnson, University of Idaho Eugene Jones, The Ohio State University Phillip Kaufman, USDA-Economic Research Service Suresh Londhe, South Carolina State University Mary Mafuyai-Ekanem, North Carolina A&T University Denise Mainville, Virginia Tech Jaime Malaga, Texas Tech University Kenneth Mathews, Jr., USDA-Economic Research Service Jill McCluskey, Washington State University Albert Myles, Mississippi State University Benjamin Onyango, Rutgers The State University of New Jersey

New Jersey
Jon Phillips, California State University-Pomona
Ron Rainey, University of Arkansas, Little Rock
Delmy Salin, USDA-AMS-Transportation & Marketing
Rimma Shiptsova, Utah State University
James Sterns, University of Florida
Dawn Thilmany, Colorado State University
Suzanne Thornsburg, Michigan State University
Richard Weldon, University of Florida
Allen Wysocki, University of Florida

## Journal of Food Distribution Research Volume XXXVIII, Number 2 July 2007

#### **CONTENTS**

	Pages
Adoption of E-Marketing by Direct-Market Farms in the Northeastern United States	1–11
Consumer Purchasing Behaviors and Attitudes toward Shopping at Public Markets	12–21
Marketing-Management Impacts on Produce Sales	22–38
Farm-Level Price Formation for Fresh Sweet Cherries	39–49
Public Policy Incentives for Large-Scale Dairies in Georgia	50–56
Consumer Responses to Recent BSE Events	57–68

## Published by

