



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 XXXIX, Number 3

November 2008

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. Annual library subscriptions are \$65; professional membership is \$45; and student membership is \$15 a year; company/business membership is \$140. For international mail, add: US\$20/year. 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: mainvill@vt.edu.

Copyright © 2008 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

Editorial Review Board

Alexander, Corinne, Purdue University
Bhattacharjee, Sanjoy, Mississippi State University
Boltova, Yuliya, University of Idaho
Boys, Kathryn, Clemson University
Cheng, Hsiangtai, University of Maine
Chowdhury, A. Farhad, Mississippi Valley State University
Conner, David, Michigan State University
Dennis, Jennifer, Purdue University
Elbakidze, Levan, University of Idaho
Epperson, James, University of Georgia-Athens
Evans, Edward, University of Florida
Flora, Cornelia, Iowa State University
Florkowski, Wojciech, University of Georgia-Griffin
Fonsah, Esendugue Greg, University of Georgia-Tifton
Fuentes-aguiluz, Porfirio, Starkville, Mississippi
Haghiri, Morteza, Memorial University-Corner Brook, Canada
Herndon, Jr., Cary, Mississippi State University
Hinson, Roger, Louisiana State University
Holcomb, Rodney, Oklahoma State University
Hudson, Darren, Texas Tech University
Jones, Eugene, The Ohio State University
Koo, Won, North Dakota State University
Leister, Amanda, Purdue University
Litzenberg, Kerry, Texas A&M University
Mainville, Denise, Virginia Tech University
Malaga, Jaime, Texas Tech University
Mazzocco, Michael, University of Illinois
Meynsse, Patricia, Southern University and A&M College-Baton Rouge
Muhammad, Andrew, Mississippi State University
Muhammad, Safdar, United Arab Emirates University
Mumma, Gerald, University of Nairobi, Kenya
Nalley, Lanier, University of Arkansas-Fayetteville
Nganje, William, Arizona State University
Novotorova, Nadezhda, Augustana College
Parcell, Jr., Joseph, University of Missouri-Columbia
Regmi, Anita, Economic Research Service, USDA
Renck, Ashley, University of Central Missouri
Shaik, Saleem, North Dakota State University
Stegelin, Forrest, University of Georgia-Athens
Thornsberry, Suzanne, Michigan State University
Toensmeyer, Ulrich, University of Delaware
Vandelist, Brian, Sam Houston State University
Wachenheim, Cheryl, North Dakota State University
Ward, Clement, Oklahoma State University
Wolf, Marianne, California Polytechnic State University
Woolverton, Andrea, Economic Research Service, USDA
Yeboah, Osei, North Carolina A&M State University

Journal of Food Distribution Research
Volume XXXIX, Number 3
November 2008

CONTENTS

	Pages
What Can Be Learned from Economic Analyses of the Danish Salmonella Control Programs?.....	1–12
<i>Lill Andersen and Tove Christensen</i>	
The Effect of Entry by Wal-Mart Supercenters on Retail Grocery Concentration	13–28
<i>Bobby J. Martens</i>	
Logistic Barriers to U.S.–Mexico Grain and Soybean Trade	29–42
<i>Delmy L. Salin, Agapi Somwaru, and Byron E. Reilly</i>	
Mandarin Market Segments Based on Consumer Sensory Evaluations	43–55
<i>Benjamin L. Campbell, Robert G. Nelson, Robert C. Ebel, William A. Dozier, Julie H. Campbell, and Floyd M. Woods</i>	
Consumer Preferences for Locally Produced Strawberries	56–66
<i>Roger A. Hinson</i>	
Soyfood Consumption Patterns: Effects of Product Attributes and Household Characteristics.....	67–78
<i>Arbindra Rimal, Wanki Moon, and Siva K. Balasubramanian</i>	
Extent and Characteristics of Retail Fresh Beef Branding	79–90
<i>Clement E. Ward, Jayson L. Lusk, and Jennifer M. Dutton</i>	

Published by



