



***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.*

***Journal of Food Distribution Research***  
**Volume XXXVII, Number 3**  
**November 2006**  
**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). 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 Kellie Curry Raper, Michigan State University, Dept of Agricultural Economics, East Lansing, MI 48824-1039; Phone: (517) 353-7226; Fax: (517) 432-1800; email: raperk@msu.edu.

Copyright © 2006 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
2006	37	3
2005	36	3
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

**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**

Gregory Baker, Santa Clara University  
DeeVon Bailey, Utah State University  
Cheryl Brown, West Virginia University  
Levan Elbakidze, Texas A&M University  
Greg Fonsah, University of Georgia, Tifton  
Cary W. Herndon, Mississippi State University  
Roger Hinson, Louisiana State University  
Ken Hood, Mississippi State University  
Neal Hooker, The Ohio State University  
Andrew Muhammad, Mississippi State University  
Safdar Muhammad, Tennessee State University  
Gerald Mumma, Centers for Disease Control and Prevention  
Okwudili Onianwa, Alabama A&M University  
Joseph Parcell, University of Missouri-Columbia  
Benedict Posadas, Mississippi State University  
James Pritchett, Colorado State University  
Dixie Reaves, Virginia Tech University  
Ted Schroeder, Kansas State University  
Christiane Schroeter, Arkansas State University  
Saleem Shaik, Mississippi State University  
Fissha Tegegne, Tennessee State University  
Ulrich Toensmeyer, University of Delaware  
Cheryl Wachenheim, North Dakota State University  
Marianne Wolf, California Polytechnic State University  
Osei Yeboah, North Carolina A&T University



***Journal of Food Distribution Research***  
**Volume XXXVII, Number 3**  
**November 2006**

**CONTENTS**

	<b>Pages</b>
Who Buys Local Food? ..... <i>Lydia Zepeda and Jinghan Li</i>	1–11
A Continental Method for Estimating the Supply and Import/Export of Wheat ..... <i>Masayoshi Kubo and Jingci Xie</i>	12–28
Separate Decision-Making for Supermarket Leaders and Followers: The Case of Whether or Not to Offer Irradiated Ground Beef <i>Edward C. Jaenicke and Mitsuko Chikasada</i>	29–43
Foreign-Market Entry Strategies in the European Union ..... <i>Kyle Stiegert, Archie Amir Ardalan, and Thomas Marsh</i>	44–55
Consistency of Consumer Valuation Under Different Information Sets: An Experimental Auction with Sweet Potatoes <i>Lawton Lanier Nalley, Darren Hudson, and Greg Parkhurst</i>	56–67
When Consumers Diet, Should Producers Care? An Examination of Low-Carb Dieting and U.S. Orange Juice Consumption <i>Leigh Ann Love, James A. Sterns, Thomas H. Spreen, and Allen F. Wysocki</i>	68–76

Published by



