



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.*

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

	Pages
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 Chikadasa</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 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



