

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 XL, Number 3 November 2009

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, nonrefereed 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 referred 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 © 2009 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.

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

Dovi Alipoe, Alcorn State University Ronald L. Rainey, University of Arkansas

Technical Editor

James C. Bassett

Printer Omni Press

Editorial Review Board

Alexander, Corinne, Purdue University Allen, Albert, Mississippi State University 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 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 Meyinsse, Patricia, Southern Univ. and A&M College-Baton Rouge Muhammad, Andrew, Mississippi State University Muhammad, Safdar, United Arab Emirates University Mumma, Gerald, University of Nairobi, Kenya Nalley Langer University of Arkansos Envettaville 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 Tegegne, Fisseha, Tennessee State University Thornsbury, Suzanne, Michigan State University Toensmeyer, Ulrich, University of Delaware Tubene, Stephan, University of Maryland-Eastern Shore 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 XL, Number 3 November 2009

CONTENTS

	Pages
Consumer Attitudes toward Freshness Indicators on Perishable Food Products	1–15
Factors Affecting Wine Purchase Decisions and Presence of New York Wines in Upscale	16–30
Forecasting Future Sales and Profit for Value-Added Agriculture	31–38
Hispanic Consumers' Preferences for Genetically Modified Ethnic Produce: An Econometric Analysis Ramu Govindasamy and Venkata S. Puduri	39–51
Food Safety and Demand: Consumer Preferences for Imported Pork in Urban China	52–63
An Evaluation of the Economic Impacts of Oklahoma Farmers Markets	64–78
Food-Safety Perceptions as a Tool for Market Segmentation: The U.S. Poultry Meat Market	79–90
The Impact of Product-Attribute Wording on Consumer Acceptance of Biotechnology	91–104

Published by



Organic Price Premiums Paid for Fresh Tomatoes and Apples by U.S. Households:)5–114
Feng Zhang, James E. Epperson, Chung L. Huang, and Jack E. Houston	
Export Vegetable Production in Kenya under the EurepGap Standard: Is Large "More11 Beautiful" than Small	5–129
Kai Mausch, Dagmar Mithöfer, Solomon Asfaw, and Hermann Waibel	
Evaluating Economic Performance of Food Manufacturing Industries: An Analysis of the	0–143
Yuliya Bolotova and Fafanyo Asiseh	
Teaching Case—Overcoming National Regulations Limiting International Trade:	4–153