

# 2012 Annual Meeting

of the



**Canadian Agricultural Economics Society**  
**Société canadienne d'agroéconomie**



**June 17 – 19, 2012**

**Niagara Falls**

**Canada**

# A Note from the President



Welcome to Niagara Falls and the 2012 Annual Meeting of the Canadian Agricultural Economics Society. We're fortunate to have a remarkable venue for this year's annual meeting. This year's program has been designed with the evolution of the CAES in mind – we are reaching out to practitioners with a topical interest in the economics of agriculture, food and natural resources, as well as our traditional members, researchers in agricultural economics. Our meeting will have a different feel this year as we are not partnered with another professional society, and as such it will be a more intimate gathering. We are also bringing some of the local magic of Niagara food and drink to our meeting, with sessions focused on grapes and wine and a wine and dining excursion to Cave Springs Cellars.

I'm pleased to welcome back our many friends and colleagues who are established members of the CAES, and to extend a special welcome to those of you from the agri-food and natural resource industries, government and not-for-profit organizations who are new to the CAES. I hope you will find our meeting valuable in stimulating your thinking on the many questions, challenges and debates that surround us. It is an exciting time to be involved with agriculture, food, resources and the environment – I hope the discussions we have in Niagara will broaden your knowledge and heighten your excitement.

Al Mussell, George Morris Centre, CAES President

## Officers and Directors

### **Canadian Agricultural Economics Society**

#### ***Executive 2011-2012***

**President:** Al Mussell, George Morris Centre

**President-Elect:** John Cranfield, University of Guelph

**Past President:** James Vercaemmen, University of British Columbia

**Treasurer:** Verna Mitura, Agriculture & Agri-Food Canada

**Secretary:** Tabitha Rich, Agriculture and Agri-Food Canada

**Executive Director:** Valerie Johnson

**Councillors:** Brady Deaton, University of Guelph; Wayne Thompson, Western Grains Research Foundation; Gale West, Université Laval; Stavroula Malla, University of Lethbridge; Brandon Schaufele, University of Ottawa; Brad Stennes, Canadian Forest Service; Chad Lawley, University of Manitoba; Crina Viju, Carleton University; Margaret Zafiriou, Agriculture and Agri-Food Canada

#### ***Canadian Journal of Agricultural Economics (CJAE)***

##### **Editors:**

James R. Wilson, Université du Québec à Rimouski; Glenn Fox, University of Guelph; Bishnu Saha, Statistics Canada; Wuyang Hu, University of Kentucky

# Program Information

## Registration – Crowne Plaza Foyer

Sunday, June 17, Noon – 6:00 pm

Monday, June 18, 7:00 am – 6:00 pm

Tuesday, June 19, 7:00 am – Noon

## Name Badges

Conference attendees and guest registrants will be supplied with name badges in the attendees' conference packets. Badges must be worn to access all events and sessions.

## A Note about the Fifth Floor

Please note that the fifth floor of the guest suites does not connect to the fifth floor of the meeting space. They are each accessed by different elevators. All events and sessions take place on the first and fifth floors of the hotel.

## Welcome Reception

The Welcome Reception follows the keynote addresses on Sunday evening June 17. Enjoy appetizers and a cash bar while mingling with your colleagues. Conference attendees and guest registrants must wear a name badges to enter the Welcome Reception.

## Awards Banquets

Monday, June 18, 6:00pm

Entrance to the joint awards banquet is included in the registration fee. **Name badges must be shown or worn to enter.** Guest tickets purchased when registering will be in your conference packet. **Guests who do not present a "Guest Banquet Ticket" may not enter the banquet.**

## Refreshment Breaks

Monday, June 18, 10:15 am and 3:00 pm

Tuesday, June 19, 9:30 am and 2:00 pm

On the 5<sup>th</sup> floor outside the session rooms and on the 1<sup>st</sup> floor outside the Elizabeth Room.

## Information for Presenters

Paper sessions are 90 minutes. Most sessions have four presenters but some have three. Presentations should be a maximum 20 minutes unless otherwise discussed with moderator. Moderators will arrange for a laptop to be present. We also recommend that presenters bring their own laptops in case of computer issues.

## Information for Moderators

Primary responsibility is to help facilitate the presentations. **Bring a laptop or arrange (with presenters) for a laptop to be present.** Decide on an appropriate format (e.g., questions after each presentation and/or discussion at end.) Given format, help presenters keep presentations to the allotted time: e.g., 15-20 minutes. Facilitate discussion as time allows.

# Special Events

## **Keynote Addresses – Niagara Room**

Sunday, June 17, 5:00 – 6:30 pm

## **Welcome Reception – Brock Room**

Sunday, June 17, 6:30 – 8:00 pm

## **Plenary Session (Presidential and Fellows Addresses) – Niagara Room**

Monday, June 18, 8:00 – 10:15 am

## **Awards Banquet – Niagara Room**

Monday, June 18, 6:00 – 9:00 pm (name badges must be shown and tickets for guests are required)

## **Excursion to Cave Spring Cellars - Dinner and Wine Tour**

Tuesday, June 19, 4:00 pm – 8:00 pm

# Meetings

## **CAES Executive Meeting – Elizabeth Room**

Sunday, June 17, 1:30 pm – 4:30 pm (for executive council members only)

## **CAES Annual Business Meeting – Niagara Room**

Monday, June 18, 8:00 am – 10:15 am (during the Plenary Session)

## **Canadian University Department Chairs Luncheon – Victoria Room**

Monday, June 18, Noon – 1:30 pm

## **CAES New Executive Breakfast Meeting – Victoria Room**

Tuesday, June 19, 7:05 am – 8:00 am (for the CAES 2012-2013 executive council only)

# Conference Overview

## Sunday, June 17

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12:00 pm – 6:00 pm	Registration – Crowne Plaza Foyer
1:30 pm – 4:30 pm	CAES Executive Meeting – Elizabeth Room
5:00 pm – 6:30 pm	Keynote Addresses – Niagara Room
6:30 pm – 8:00 pm	Welcome Reception – Brock Room

## Monday, June 18

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7:00 am – 6:00 pm	Registration – Crowne Plaza Foyer
8:00 am – 10:15 am	Plenary Session (Presidential and Fellows Addresses – Niagara Room)
10:15 am – 10:30 am	Refreshment Break
10:30 am – 12:00 pm	Concurrent Sessions
12:00 pm – 1:30 pm	Department Chairs Luncheon – Victoria Room
1:30 pm – 3:00 pm	Concurrent Sessions
3:00 pm – 3:15 am	Refreshment Break
3:15 pm – 4:45 pm	Concurrent Sessions
6:00 pm – 9:00 pm	Awards Banquet – Niagara Room *Name badges must be shown and tickets for guests are required*

## Tuesday, June 19

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7:00 am – 12:00 pm	Registration – Crowne Plaza Foyer
7:00 am – 8:00 am	New Executive Breakfast Meeting – Victoria Room
8:00 am – 9:30 am	Concurrent Sessions
9:30 am – 9:45 am	Refreshment Break
9:45 am – 11:15 pm	Concurrent Sessions
12:30 pm – 2:00 pm	Concurrent Sessions
2:00 pm – 2:15 pm	Refreshment Break
2:15 pm – 3:45 pm	Concurrent Session
4:00 pm – 10:00 pm	Excursion to Cave Spring Cellars *Ticketed event – No tickets available to purchase onsite*

# Plenary and Session Details

## Sunday, June 17

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### Keynote Addresses and Welcome Remarks

Time: 5:00 pm – 6:30 pm  
Niagara Room

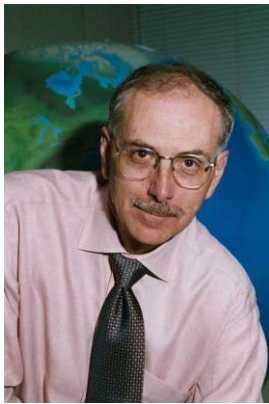
#### Welcome Remarks

Al Mussell, CAES President / George Morris Centre

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#### Keynote Address: Agri-food Policy Research in Canada: CAPI's New Approach

Presented by Ted Bilyea, Retired Executive Vice-President, Maple Leaf Foods Inc



Ted Bilyea retired in 2005 as Executive Vice-President, Maple Leaf Foods Inc., having spent a very successful 35 years with the same company. Mr. Bilyea is an agri-food consultant specializing in innovation with clients in both the private and public sector.

Prior to becoming Executive Vice President of the parent company, Maple Leaf Foods Inc., Mr. Bilyea held the position of President of Maple Leaf Foods International, from 1995 to 2005. Under his leadership Maple Leaf Foods entered the specialized bakery business in Europe and became the largest exporter of food in Canada.

Mr. Bilyea holds a B.A. (Hons.) and an M.A. in International Relations from York University. He is a member of the board of Paterson Global Foods Inc., and the Alberta Livestock and Meat Agency. Ted chairs the Canadian Agri-food Policy Institute and the Science Advisory Board of AAFC. He is a member of the Board of PrioNet Canada, and the George

Morris Centre, where he also is a fellow. He is active with the Food Processors of Canada, an association he chaired for several years and is a former member of the Board of Governors of the University of Guelph. Mr. Bilyea was the 2010 recipient of the H.R. MacMillan Laureate in Agriculture from the University of Guelph.

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#### Keynote Address: Canada: World Food Superpower or Also-Ran?

Presented by Brian Lee Crowley, Managing Director of the Macdonald-Laurier Institute



Brian Lee Crowley is the Managing Director of the Macdonald-Laurier Institute (MLI), an independent non-partisan public policy think tank in Ottawa: [www.macdonaldlaurier.ca](http://www.macdonaldlaurier.ca). MLI was ranked one of the top 5 new think tanks in the world in 2011, and its first book won the Sir Antony Fisher Award for excellence in think tank publications. He also founded Canada's leading regional think tank, the Atlantic Institute for Market Studies, is a former Clifford Clark Visiting Economist at Finance Canada, member of the editorial board at the Globe and Mail, Salvatori Fellow at the Heritage Foundation in Washington DC and Parliamentary Intern at the House of Commons. He has written two national bestsellers, *Fearful Symmetry* and *The Canadian Century*. He holds degrees from McGill and the London School of Economics, including a Ph.D. in Political Economy from the latter.

### Welcome Reception

Time: 6:30 pm – 8:00 pm

Brock Room (name badge required); Cash Bar

Mingle with your colleagues while sampling various hors d'oeuvres.

# Monday, June 18

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## Plenary Session and Annual Business Meeting

Time: 8:30 – 10:15 am

Niagara Room

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### CAES Presidential Address:

The Changing Landscape of the Canadian Food Market:  
Ethnicity and the Market for Ethnic Food

*Presented by John Cranfield, University of Guelph*



John Cranfield is a Professor in the Department of Food, Agricultural and Resource Economics at the University of Guelph. He has a B.Sc. and M.Sc. in Agricultural Economics from the University of Guelph and a Ph.D. in Agricultural Economics from Purdue University. John's research focuses on the economics of consumer demand for food and food products; innovation in the agri-food and biotechnology sectors; and economic history.

### CAES Fellows Address:

Making Agricultural Economics Research Relevant for  
Policy Advice

*Presented by Lars Brink, CAES Fellow*



Lars Brink is contemplating future work after 35 years with Agriculture and Agri-Food Canada and other organizations. Dr. Brink has degrees in business and in agriculture from Sweden and received his graduate training in agricultural economics at Purdue University. Lars's interests include international agriculture and trade policies.

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## Annual Business Meeting

Follows the Presidential and Fellows Addresses

## Refreshment Break

Time: 10:15 am – 10:30 am

## Concurrent Organized and Selected Paper Sessions

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### Organized Session 1: Prices in Agriculture: What do we know, what don't we know and what do we need to know

**Time:** 10:30-12:00

**Room:** Elizabeth, 1<sup>st</sup> Floor

**Organizer and Chair:** John Cranfield, University of Guelph

**Description:** This session explores the nature and implications of observed trends in agricultural and food prices, and the implications for agricultural policy and the agricultural economic research agenda.

1. ***An Empirical Investigation of Farmland Values Determinants in Canada***, Desmond Sobool (Farm Credit Canada) and Jean-Philippe Gervais (Farm Credit Canada)
2. ***Price Ceilings on Milk Production Quota Values: Future or Folly?*** Alex Cairns (University of Guelph)
3. ***Corn and Soybean Prices: Empirical Evidence on the Theory of Storage*** Getu Hailu (University of Guelph), Alex Maynard (University of Guelph) and Alfons Weersink (University of Guelph)

**Discussant:** Julieta Frank (University of Manitoba)

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### Selected Paper Session 1: The Economics of Innovation and Agricultural R&D

**Time:** 10:30-12:00

**Room:** King George, 5<sup>th</sup> Floor

**Moderator:** Janelle Mann, Queen's University

1. ***Why Do Farmers Under-Invest in Agricultural R&D?*** Zhihua Xiao (University of Saskatchewan) and Murray Fulton (University of Saskatchewan)
2. ***Rate of Return to the Research and Development Expenditure on Zero Tillage Technology Development in Western Canada (1960-2010)***, Cecil Nagy (University of Saskatchewan) and Richard Gray (University of Saskatchewan)
3. ***Does the Intensity of Competition Influence Innovation Performance? : Evidence from Canada's Food Processing Industry***, Deepananda Herath (Agriculture and Agri-Food Canada)
4. ***Do Stronger Intellectual Property Rights Promote Seed Exchange: Evidence from the US Seed Exports?*** Viktoriya Galushko (University of Regina)

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### Selected Paper Session 2: Resource Scarcity and Climate Change for Canadian Agriculture

**Time:** 10:30-12:00

**Room:** Canadian A, 5<sup>th</sup> Floor

**Moderator:** Scott Jeffrey, University of Alberta

1. ***Economic, Crop Allocation and Environmental Impacts of Biomass Price and Possible Climate Change Scenarios in Ontario***, Aaron De Laporte (University of Guelph), Alfons Weersink (University of Guelph) and Daniel McKenney (Canadian Forest Service)
2. ***Implications of the BC Carbon Tax on Agriculture***, Noemie Schmiedel (University of Ottawa), Nicholas Rivers (University of Ottawa) and Brandon Schaufele (University of Ottawa)
3. ***Economic Analysis of Feed-in-Tariff-Eligible Wind Energy Production in Nova Scotia***, Muhammad Mudasser (Nova Scotia Agricultural College), Emmanuel Yiridoe (Nova Scotia Agricultural College) and Kenny Corscadden (Nova Scotia Agricultural College)
4. ***Water Use Efficiency of the Irrigation Districts in Southern Alberta***, Md Kamar Ali (University of Lethbridge) and Kurt Klein (University of Lethbridge)

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### Selected Paper Session 3: Land Economics

**Time:** 10:30-12:00

**Room:** Canadian B, 5<sup>th</sup> Floor

**Moderator:** Brady Deaton, University of Guelph

1. ***Using Agricultural Land Prices to Value Environmental Assets in Rural Landscapes***, Maksym Polyakov (University of Western Australia), David Pannell (University of Western Australia), Sorada Tapsuwan (CSIRO Ecosystem Science), Geoff Park (North Central Catchment Management Authority) and Ram Pandit (University of Western Australia)
2. ***Estimating a Wealth Account for Agricultural Land in Quebec: Incorporating Natural Capital into a System of Environmental-Economic Accounts***, Rene Roy (McGill University) and Paul Thomassin (McGill University)
3. ***The Influence of Market Returns and Government Payments on Canadian Farmland Values***, Richard Vyn (Ridgetown Campus, University of Guelph) and Karl Meilke (University of Guelph)



## Department Chairs Luncheon

Time: 12 Noon – 1:30 pm

Victoria Room

Invitation Only

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### Organized Session 2: Prices Fixing Institutional Failures along Supply Managed Supply Chains

**Time:** 1:30-3:00

**Room:** Elizabeth, 1<sup>st</sup> Floor

**Organizer:** Bruno Larue, Laval University

**Chair:** Remy Lambert, Laval University

**Description:** This session considers current issues in supply managed markets in relation to trade and domestic policies.

1. ***Quota Allocation Mechanisms in Supply Managed Industries***, Maurice Doyon (Laval University)
2. ***Political Economy of the Dairy Farm Lobby in Supply Management***, Na Li (University of Guelph) and Alan Ker (University of Guelph)
3. ***Trade Liberalization, TRQ Management, and Vertical Linkages in Supply Managed Industries***, Bruno Larue (Laval University)

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### Selected Paper Session 4: Agricultural Finance

**Time:** 1:30-3:00

**Room:** King George, 5<sup>th</sup> Floor

**Moderator:** Julieta Frank, University of Manitoba

1. ***Effects of Commodity Price and Exchange Rate Volatilities on Agricultural Commodity Trade Flows***, Iftekharul Haque (University of Guelph) and Getu Hailu (University of Guelph)
2. ***Price Transmission in the Oil and Gasoline Industry - Rockets and Feathers Meet Markup Margins***, Janelle Mann (Queen's University)
3. ***Optimal Hedging for Canadian Beef Industry: The case of Ontario and Alberta***, Di Ai (University of Guelph) and Getu Hailu (University of Guelph)

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### Selected Paper Session 5: Genomics and Novel Technologies

**Time:** 1:30-3:00

**Room:** Canadian A, 5<sup>th</sup> Floor

**Moderator:** Aaron De Laporte, University of Guelph

1. ***Ex Ante Evaluation of the Economic Impact of Genetic Modification versus Marker Assisted Selection: The Case of Drought Tolerance in Wheat***, Zoia Komirenko (University of Alberta), James Rude (University of Alberta), Michele Veeman (University of Alberta), James Unterschultz (University of Alberta) and Scott Jeffrey (University of Alberta)
2. ***Economic Feasibility of Adopting Genomic Selection in Beef Cattle***, Kenneth Poon (University of Guelph) and Getu Hailu (University of Guelph)
3. ***Canadian Consumer Preferences for Pork Traceability Methods: DNA or RFID?*** Anahita Hosseini Matin (University of Alberta), Ellen Goddard (University of Alberta), Graham Plastow (University of Alberta) and Violet Muringai (University of Alberta)

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### Selected Paper Session 6: Political Economy of Food, Land and Agriculture

**Time:** 1:30-3:00

**Room:** Canadian B, 5<sup>th</sup> Floor

**Moderator:** Brandon Schaufele, University of Ottawa

1. ***The Political Economy of CWD Testing in Canada and the US***, Aye Myae (University of Alberta) and Ellen Goddard (University of Alberta)
2. ***A Note on the Demand and Supply of (Public) Agricultural Statistics***, Ray Bollman (Ray D. Bollman & Associates)
3. ***The Path of the Law: An Economic Analysis of Ontario Municipal Board Decisions on Land Severance Appeals***, Ann-Renee Guillemette (University of Guelph), Brady Deaton (University of Guelph), Alan Ker (University of Guelph) and Anastasia Lintner (University of Guelph)
4. ***Regulating the Availability of Beer, Wine, and Spirits in Grocery Stores: Beverage-specific Effects on Prices, Consumption, and Traffic Fatalities***, Brad Rickard (Cornell University)

## Refreshment Break

Time: 3:00 pm – 3:15 pm

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### Organized Session 3: Sustainability in Agriculture: Addressing the Coming Crunch

**Time:** 3:15-4:45

**Room:** Elizabeth, 1<sup>st</sup> Floor

**Organizer and Chair:** Al Mussell, George Morris Centre

**Description:** This session provides a discussion of contrasting views of what sustainability means in agriculture and the food system, and explores both differences and in approach among perspectives and their implications.

1. *Intensive Land Use View on Sustainable Agriculture*, Douglas Hedley (Retired, AAFC)
2. *Extensive Land Use View on Sustainable Agriculture*, Ralph Martin (University of Guelph)
3. *A Value Chain Perspective on Sustainable Agriculture*, Jim Brandle (Vineland Research Research and Innovation Centre)

**Discussant:** Terry Veeman (University of Alberta)

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### Selected Paper Session 7: Beef and Cattle

**Time:** 3:15-4:45

**Room:** King George, 5<sup>th</sup> Floor

**Moderator:** Zoia Komirenko, University of Alberta

1. *Cost Analysis of Processing Interventions Applied to Reduce Escherichia coli O157:H7 in Beef*, Claudia Schmidt (George Morris Centre)
2. *What Drives Quality Grade Price Spreads in the Canadian Beef Industry?* Jared Carlberg (University of Manitoba), Rob Hogan (Texas A&M-Fort Stockton) and Clement Ward (Oklahoma State University)
3. *An Economic Analysis Measuring the Compliance Cost of Environmental Regulation of Beef Cattle Farms in Ontario*, Derek Albrecht (University of Guelph) and Glenn Fox (University of Guelph)
4. *Competitiveness of the Canadian Cattle and Beef Industry: Current Status and Future Prospects*, Edgar Twine (University of Alberta) and James Rude (University of Alberta)

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### Selected Paper Session 8: Topics in International Trade and Agriculture

**Time:** 3:15-4:45

**Room:** Canadian A, 5<sup>th</sup> Floor

**Moderator:** Getu Hailu, University of Guelph

1. *Analyzing Trade Liberalization Effect in Egg Sector Using a Dynamic Gravity Model*, Lota D. Tamini (Laval University), Maurice Doyon (Laval University) and Rodrigue Simon (Laval University)
2. *Agro-Food Disputes in the WTO: Determining the Likelihood of Participation*, Nicolas Tavchandjian (University of Guelph) and Alan Ker (University of Guelph)
3. *Measuring Welfare Changes in the Paraguayan Beef Sector*, María José Patiño (University of Manitoba), Julieta Frank (University of Manitoba) and Manuel Ferreira (Universidad Nacional de Asunción)
4. *The Growth Potential of The BRICs and N-11: The Importance of Emerging Markets for Agrifood Trade*, Alexander Cairns (University of Guelph) and Karl Meilke (University of Guelph)

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### Selected Paper Session 9: Consumer Trust in Agriculture and Food

**Time:** 3:15-4:45

**Room:** Canadian B, 5<sup>th</sup> Floor

**Moderator:** Margaret Zafiriou, Agriculture and Agri-Food Canada

1. *Exploring Consumer Confidence in Food Safety & Food Quality Attributes*, Rim Lassoued (University of Saskatchewan) and Jill Hobbs (University of Saskatchewan)
2. *Food Technology Neophobia: Are Canadians Different?* John Cranfield (University of Guelph)
3. *Do Trusting People Worry More or Less about BSE and CWD? Case of Canada, US and Japan*, Violet Muringai (University of Alberta) and Ellen Goddard (University of Alberta)

## Awards Banquet

Monday, June 18, 6:00 – 9:00 pm

Niagara Room

Name badges must be shown and tickets for guests are required.

# Tuesday, June 19

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## Concurrent Organized and Selected Paper Sessions

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### Organized Session 4: Successful Farms: Achieving Success at Any Scale

**Time:** 8:00-9:30

**Room:** Elizabeth, 1<sup>st</sup> Floor

**Organizer:** Arden Esqueda, Agriculture and Agri-Food Canada

**Chair:** Brady Deaton, University of Guelph

**Description:** This session provides an analysis of successful farm operations at any scale from small profitable farms involved in *direct marketing and value added* to very large farms with complicated *ownership structures* and multiple farm and non-farm enterprises, based on data from Canadian farm financial records.

1. **Complex Agricultural Establishments – A Case Study Approach**, David Sparling (University of Western Ontario) and Erin Cheney (University of Western Ontario)
2. **Leading Edge Producers Managing for Success**, Ken McEwan (University of Guelph) and Richard Schoney (University of Saskatchewan); Richard Lair (Centre d'innovation sociale en agriculture); presented by Bob MacGregor (Agriculture and Agri-Food Canada)
3. **The Role of Small and Medium Farms in Modern Agriculture**, Arden Esqueda (Agriculture and Agri-Food Canada) and Margaret Zafiriou (Agriculture and Agri-Food Canada)

**Discussant:** Heather Watson (Farm Management Canada)

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### Organized Session 5: Biofuel Developments and the Effects on Agricultural Markets

**Time:** 8:00-9:30

**Room:** King George, 5th Floor

**Organizer:** Alfons Weersink, University of Guelph

**Chair:** Derek Brewin, University of Manitoba

**Description:** This session will assess the status of ethanol production domestically and internationally, and the implications of ethanol policy on related markets.

1. **Overview of Production, Price, Profitability, and Policy Trends**, Danny Le Roy (University of Lethbridge) and Kurt Klein (University of Lethbridge)
2. **Effects of a Change in the Domestic Ethanol Blend Level**, Bob Seguin (George Morris Centre)
3. **Global Market Effects from Biofuel Mandates under Alternative Energy Prices**, Alfons Weersink (University of Guelph)

**Discussant:** Stephen Duff, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)

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### Selected Paper Session 10: Organics and Sustainability in Food

**Time:** 8:00-9:30

**Room:** Canadian A, 5<sup>th</sup> Floor

**Moderator:** Waseem Ahmad, University of Alberta

1. **Determinants of Organic Apples Consumption: Application of the Theory of Planned Behaviour on Ontario Consumers**, Lilliane Zoungrana (Vineland Research and Innovation Centre) and Isabelle Lesschaeve (Vineland Research and Innovation Centre)
  2. **Sustainable Meat Marketing: Is there Evidence of Consumer Confusion?** Andreas Boecker (University of Guelph) and Batu Tong (AgData Canada)
  3. **Assessing Consumers' Demand for Organic Foods in Alberta**, Shahidul Islam (Grant MacEwan University) and Varghese Manaloor (University of Alberta, Augustana Campus)
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### Selected Paper Session 11: Supply Management

**Time:** 8:00-9:30

**Room:** Canadian B, 5<sup>th</sup> Floor

**Moderator:** Richard Vyn, Ridgetown Campus, University of Guelph

1. **Production Quota Buyouts: Theory and Empirical Evidence**, Andrew Schmitz (University of Florida), Dwayne Haynes (University of Florida) and Troy G. Schmitz (Arizona State University)

2. ***Breaking Eggs in Canada: Is the Reference Price Still Appropriate?*** Maurice Doyon (Laval University), Lota D. Tamini (Laval University) and Cheikh Ibra (Laval University)
3. ***Quota Transfers and Efficiency of Ontario Dairy Producers***, Rebecca Elskamp (University of Guelph) and Getu Hailu (University of Guelph)
4. ***A Case for Quota Prices as the Indicators of Comparative Advantage in Supply-Managed Industries***, Predrag Rajsic (University of Guelph) and Glenn Fox (University of Guelph)

## Refreshment Break

Time: 9:30 am – 9:45 am

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### Organized Session 6: Successful Farms: Optimism and Planning for the Future

**Time:** 9:45-11:15

**Room:** Elizabeth, 1<sup>st</sup> Floor

**Organizer:** Arden Esqueda, Agriculture and Agri-Food Canada

**Chair:** Dave Culver, Agriculture and Agri-Food Canada

**Description:** This session addresses producer's optimism for the future of agriculture, their intentions for the future, and the actions they have undertaken based on surveys and farm financial records in Canada and the US.

1. ***Optimism among Agriculture Producers in 2011***, Jean-Philippe Gervais (Farm Credit Canada) and James Bryan (Farm Credit Canada)
2. ***North American Agriculture Post Financial Crisis: A Perspective as indicated by Canadian Farm Financial Results***, Samira Bakhshi (Agriculture and Agri-Food Canada), Dave Culver (Agriculture and Agri-Food Canada) and Brooke Fridfinnson (Agriculture and Agri-Food Canada)
3. ***North American Agriculture Post Financial Crisis: A Perspective as indicated by US Farm Financial Results***, Michael Harris (Economic Research Services, United States Department of Agriculture)

**Discussant:** Douglas Hedley

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### Selected Paper Session 12: Farm-level Research

**Time:** 9:45-11:15

**Room:** King George, 5<sup>th</sup> Floor

**Moderator:** Emmanuel Yiridoe, Nova Scotia Agricultural College

1. ***Malting Barley Production: Profitability and Risk***, Elwin Smith (Agriculture and Agri-Food Canada), John O'Donovan (Agriculture and Agri-Food Canada), William Henderson (University of Lethbridge), Kelly Turkington (Agriculture and Agri-Food Canada) and George Clayton (Agriculture and Agri-Food Canada)
2. ***Assessing the Risk and Returns From Alternative Canola Production Methods on the Canadian Prairies***, Jodie Dunbar (University of Lethbridge), Danny Le Roy (University of Lethbridge) and Elwin Smith (Agriculture and Agri-Food Canada)
3. ***An Economic and Functional Workbook for Farm-Based Anaerobic Digesters***, Robert Anderson (University of Guelph) and Alfons Weersink (University of Guelph)
4. ***Nutrient Management Regulation and Farm-level Profitability – the Case of Ontario Dairy Farms***, Xin Xie (University of Guelph), Getu Hailu (University of Guelph) and Brady Deaton (University of Guelph)

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### Selected Paper Session 13: Market Dynamics and Market Structure

**Time:** 9:45-11:15

**Room:** Canadian A, 5<sup>th</sup> Floor

**Moderator:** Viktoriya Galushko, University of Regina

1. ***Returns to Canadian Malting Barley Producers in a Free Barley Market***, Haoyu Li (University of Saskatchewan), James Nolan (University of Saskatchewan), Richard Gray (University of Saskatchewan) and Hartley Furtan (University of Saskatchewan)
2. ***Estimating Degree of and Changes in Market Power: Case of Canadian Canola Exports***, Toru Nakajima (University of Tokyo)
3. ***Store Level Competition between Private Label and National Brand: The Role of Consumer Profiles***, Waseem Ahmad (University of Alberta) and Sven Anders (University of Alberta)
4. ***Market Dynamics Associated with Canadian Ethnic Vegetable Production***, Ben Campbell (Vineland Research and Innovation Centre), Saneliso Mhlanga (Vineland Research and Innovation Centre), Isabelle Lesschaeve (Vineland Research and Innovation Centre), Michael Brownbridge (Vineland Research and Innovation Centre) and Ahmed Bilal (Vineland Research and Innovation Centre)

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**Selected Paper Session 14: Consumers and Canadian Milk Demand**

**Time:** 9:45-11:15

**Room:** Canadian B, 5<sup>th</sup> Floor

**Moderator:** Alexander Cairns, University of Guelph

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1. ***A Demand System for Seven Major Dairy Products in Prince Edward Island***, Rakhal Sarker (University of Guelph)
2. ***A Hedonic Analysis of Retail Milk and Oatmeal Attributes in Quebec***, Jun Xiao (McGill University) and Paul Thomassin (McGill University)
3. ***Population Aging and Milk Demand in Canada***, Gale West (Laval University), Bruno Larue (Laval University) and Jean-Germain Ntetani (Laval University)

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**Organized Session 7: Policy Context for Grape and Wine Segments**

**Time:** 12:30-2:00

**Room:** Elizabeth, 1<sup>st</sup> Floor

**Organizer:** Al Mussell, George Morris Centre

**Chair:** Debbie Inglis, Climate Oenology and Viticulture Institute (CCOVI), Brock University

**Description:** This session explores economic and policy research topics related to the grape and wine sectors in Canada and the US.

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1. ***Reputation Spillovers: Examining Consumer Response to Information about Wine Appellations***, Brad Rickard (Cornell University), Richard W. Patterson (Cornell University) and Jill J. McCluskey (Washington State University)
2. ***Exit and Entry in Niagara Viticulture 1997 – 2010***, Don Cyr (Brock University) and Chris Simes (Brock University)
3. ***Navigating the Regulatory Maze in Ontario Grapes and Wine***, Kate Stiefelmeyer (George Morris Centre) and Al Mussell (George Morris Centre)

**Discussant:** Frank Ingratta (Ingratta Innovations Inc.)

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**Organized Session 8: Towards Improved Measures of Farm Income and Profitability: Challenges and Implications for Policy Analysis**

**Time:** 12:30-2:00

**Room:** King George, 5th Floor

**Organizer and Chair:** Stephen Duff, Ontario Ministry of Agriculture, Food, and Rural Affairs (OMAFRA)

**Description:** The purpose of this session is to consider how differences in farm income and profitability measures can affect analyses and discussions surround agricultural policy.

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1. ***Measures of Farm Income and Profitability: Interpreting Summary Statistics***, Greg Pate (OMAFRA) and Kenneth Poon (University of Guelph)
2. ***Farm Profitability Measures and the Analysis of BRM Programs and Other Agricultural Policies***, Rakhal Sarker (University of Guelph)
3. ***Insights of Farm Profitability on the Policy Discussion Relating to Debt Levels, Structural Change, and Viability of the Canadian/Ontario Agricultural Sector***, Randy Duffy (University of Guelph), Ken McEwan (University of Guelph) and Alfons Weersink (University of Guelph)

**Discussants:** Doug Hedley (retired) and Scott Jeffrey (University of Alberta)

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**Selected Paper Session 15: Auctions and Evolving Environmental Regulation**

**Time:** 12:30-2:00

**Room:** Canadian A, 5<sup>th</sup> Floor

**Moderator:** Brandon Schaufele, University of Ottawa

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1. ***Spatial Spill-over Among Neighbours and Effectiveness of Conservation Auction***, Orsolya Perger (University of Alberta) and Peter Boxall (University of Alberta)
2. ***Performance of a k-double Auction in a Collusive Environment***, Maurice Doyon (Laval University), Daniel Rondeau (University of Victoria), Lota D. Tamini (Laval University) and Moustapha Dia (Laval University)
3. ***Do Environmental Externalities Affect Patterns of Comparative Advantage in a Supply-Managed Industry? Evidence from the Canadian Dairy Industry***, Predrag Rajsic (University of Guelph) and Glenn Fox (University of Guelph)

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**Selected Paper Session 16: Agriculture and Ecosystem Services**

**Time:** 12:30-2:00

**Room:** Canadian B, 5<sup>th</sup> Floor

**Moderator:** Shannon Allen, University of Alberta

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1. ***A Comparison of Pollution Production and Crop Yield Response Models Using SWAT-Simulated Data for Watershed Management***, Frederick Amon-Armah (Nova Scotia Agricultural College), Emmanuel Yiridoe (Nova Scotia Agricultural College) and Dale Hebb (Agriculture and Agri-Food Canada)
2. ***Wetland Conservation in Southern Ontario: An Evaluation of the Club Goods Approach***, Brook Coatsworth (University of Guelph) and Glenn Fox (University of Guelph)
3. ***BMP Benefits Valuation and Uncertainty about Environmental Outcomes***, Gale West (Laval University), Jornette Dangbedgi (Laval University), Bruno Larue (Laval University) and Lota D. Tamini (Laval University)

## Refreshment Break

Time: 2:00 pm – 2:15 pm

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**Organized Session 9: Strategic Challenges Facing the Ontario Grape and Wine Sector**

**Time:** 2:15-3:45

**Room:** Elizabeth, 1<sup>st</sup> Floor

**Organizer:** Al Mussell, George Morris Centre

**Chair:** Bob Seguin, George Morris Centre

**Description:** This session will offer an industry roundtable discussion to identify, analyze, and discuss issues in the Ontario grape and wine segment, and potential future directions.

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1. ***Grower Perspective***, Debbie Zimmerman (Grape Growers of Ontario)
  2. ***Winery Perspective***, Donna Lailey (Lailey Vineyard)
  3. ***Local Economic Development Perspective***, Bill Hodgson (Mayor, Town of Lincoln)
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**Organized Session 10: Competitiveness in the Food Industry: An Exploration of Management Theory and its use in Policy and Research. Workshop Session**

**Time:** 2:15-3:45

**Room:** King George, 5th Floor

**Organizer and Chair:** Erna van Duren, University of Guelph

**Description:** This session is a “hands-on” workshop designed to explore, compare, contrast and understand the varying dimensions and relationships among economic and management theories and how they can be used for research and policy development on the competitiveness of the food industry.

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**Workshop Segments:**

- a. *Stakeholder Theory*
- b. *Institutional Theory*
- c. *Resource Based Theory*

**Presenters/facilitators:**

- *Maury Bredahl, University of Guelph*
  - *Mike Von Massow, University of Guelph*
  - *Rumina Dhalla, University of Guelph*
  - *Rita Hansen-Sterne, University of Guelph*
  - *Elliot Currie, University of Guelph*
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**Selected Paper Session 17: Consumers, Information and Food Security**

**Time:** 2:15-3:45

**Room:** Canadian A, 5<sup>th</sup> Floor

**Moderator:** Orsolya Perger, University of Alberta

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1. ***How Consumers use Nutrition and Health Information in Food Purchasing Decisions***, Shannon Allen (University of Alberta) and Ellen Goddard (University of Alberta)

2. ***Bad Quality and the Industry: Consumers Reaction to Inferior Produce***, Ben Campbell (Vineland Research and Innovation Centre), Saneliso Mhlanga (Vineland Research and Innovation Centre) and Isabelle Lesschaeve (Vineland Research and Innovation Centre)
3. ***Is Fruit and Vegetable Intake Linked to Food Security?*** Simrat Minhas (University of Alberta) and Ellen Goddard (University of Alberta)
4. ***Consumer Acceptance of a New Traceability Technology: A Discrete Choice Application to Ginseng***, Apichaya Lilavanichakul (University of Guelph) and Andreas Boecker (University of Guelph)

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**Selected Paper Session 18: Selected Challenges in Agricultural and Resource Economics**

**Time:** 2:15-3:45

**Room:** Canadian B, 5<sup>th</sup> Floor

**Moderator:** Arden Esqueda, Agriculture and Agri-Food Canada

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1. ***Weak Links in the Theory of Comparative Advantage: Missing Markets***, Predrag Rajsic (University of Guelph) and Glenn Fox (University of Guelph)
2. ***Effect of Off-farm Work on the Economic Performances: An Analysis using a Stochastic Frontier Model with Correction for Biases from Observed and Unobserved Variables***, Rosemarie Bégin (Laval University), Lota D. Tamini (Laval University) and Maurice Doyon (Laval University)
3. ***Identifying Strategies to Mitigate Handling Risks in the Canadian Grain Supply Chain***, Houtian Ge (University of Saskatchewan), James Nolan (University of Saskatchewan) and Richard Gray (University of Saskatchewan)
4. ***Farm Direct Marketing: Challenges, Barriers and the Need for Performance Analysis***, Andreas Boecker (University of Guelph)

## **Excursion to Cave Spring Cellars**

Time: 4:00 pm – 10 pm

Ticketed Event – No tickets available to purchase onsite

Bus leaves hotel outside the front doors at 4 pm.

# Participant Index

Ahmad, Waseem: Session 10, 8:00-9:30, Room: Canadian A; Session 13, 9:45-11:15, Room: Canadian A;  
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Albrecht, Derek: Session 7, 3:15-4:45, Room: King George;  
Ali, Md Kamar: Session 2, 10:30-12:00, Room: Canadian A;  
Allen, Shannon: Session 16, 12:30-2:00, Room: Canadian B; Session 17, 2:15-3:35, Room: Canadian A;  
Amon-Armah, Frederick: Session 16, 12:30-2:00, Room: Canadian B;  
Anders, Sven: Session 13, 9:45-11:15, Room: Canadian A;  
Anderson, Robert: Session 12, 9:45-11:15, Room: King George;  
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Bollman, Ray: Session 6, 1:30-3:00, Room: Canadian B;  
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Brewin, Derek: Organized Session 5, 8:00-9:30, Room: King George;  
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Bryan, James: Organized Session 6, 9:45-11:15, Room: Elizabeth;  
Cairns, Alexander: Organized Session 1, 10:30-12:00, Room: Elizabeth;  
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Cranfield, John: Organized Session 1, 10:30-12:00, Room: Elizabeth; Session 9, 3:15-4:45, Room: Canadian B;  
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Cyr, Don: Organized Session 7, 12:30-2:00, Room: Elizabeth;  
Dangbedji, Jornette: Session 16, 12:30-2:00, Room: Canadian B;  
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Henderson, William: Session 12, 9:45-11:15, Room: King George;  
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Hobbs, Jill: Session 9, 3:15-4:45, Room: Canadian B;  
Hodgson, Bill: Organized Session 9, 2:15-3:45, Room: Elizabeth;  
Hogan, Rob: Session 7, 3:15-4:45, Room: King George;  
Hosseini Matin, Anahita: Session 5, 1:30-3:00, Room: Canadian A;  
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McCluskey, Jill: Organized Session 7, 12:30-2:00, Room: Elizabeth;  
McEwan, Ken: Organized Session 4, 8:00-9:30, Room: Elizabeth; Organized Session 8, 12:30-2:00, Room: King George;  
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Rondeau, Daniel: Session 15, 12:30-2:00, Room: Canadian A;

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Rude, James: Session 5, 1:30-3:00, Room: Canadian A; Session 7, 3:15-4:45, Room: King George;

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Schmitz, Andrew: Session 11, 8:00-9:30, Room: Canadian B;

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Smith, Elwin: Session 12, 9:45-11:15, Room: King George;

Sobool, Desmond: Organized Session 1, 10:30-12:00, Room: Elizabeth;

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Stiefelmeyer, Kate: Organized Session 7, 12:30-2:00, Room: Elizabeth;

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van Duren, Erna: Organized Session 10, 2:15-3:45, Room: King George;

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Watson, Heather: Organized Session 4, 8:00-9:30, Room: Elizabeth;

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Xiao, Zhihua: Session 1, 10:30-12:00, Room: King George;

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