

CANADIAN AGRICULTURAL ECONOMICS SOCIETY WORKSHOP
THE ECONOMICS OF FOOD AND HEALTH

University of British Columbia
Vancouver, May 2-3 2003
Room 216 Students Union Building

PROGRAM

FRIDAY MAY 2

8.25-8.30am Opening Remarks – **Jill E. Hobbs**, President-Elect, CAES

Session 1: Analysing Food And Health Issues: An Overview

Chair: Jill E. Hobbs, University of Saskatchewan

8.30-9.15am Incorporating Information into Demand Systems: A Survey
– **Timothy Beatty**, University of British Columbia

9.15-10.00am Profiling Consumer Trend-Setters in the Canadian Healthy Foods Market
– **Gale West**, University of Laval

10.00-10.30am **Break**

10.30-11.15am Consumer Purchasing Behaviour Towards GM Foods in the Netherlands
– **Leonie A. Marks**, Univ of Missouri-Columbia, N. Kalaitzondonakes & S. Vickner

11.15-12.00pm Indirect Health Effects of Pesticide Regulation
– **Sean Cash**, D. Sundung and D. Zilberman, University of California, Berkeley

12-1pm **Lunch**

Session 2: Evaluating Consumer Attitudes

Chair: Timothy Beatty, University of British Columbia

1-1.30pm Consumer Perceptions and Willingness to Pay for Health Attributes in Bison
– **Kim Sanderson**, Jill E. Hobbs and Morteza Haghiri, University of Saskatchewan

1.30-2pm GM Food Recalls and Consumer Response: The Case of Starlink in the U.S.
Food-At-Home Distribution Channel
– **Steve Vickner** (Univ of Kentucky), Leonie Marks and Nicholas Kalaitzondonakes
(University of Missouri-Columbia)

2-2.30pm **Break**

2.30-3pm Consumer Preferences for Foods Containing Genetically Modified Ingredients
– **Anne Hünne Meyer**, M. Veeman, V. Adamowicz and W. Hu, Univ of Alberta

3-3.30pm Genetically Modified Food Labelling & Consumer Choices for Pre-Packaged
Sliced Bread
– **Wuyang Hu**, V. Adamowicz, M. Veeman and A. Hünne Meyer, Univ of Alberta

3.30-3.40pm **Break**

Session 3: Building Research Networks

Chair: Jill Hobbs, University of Saskatchewan

3.40-5.30pm Research Networks in the Economics of Food Safety, Food & Health.
Brief discussion paper by Murray Fulton (Past-President, CAES)
followed by roundtable discussion

SATURDAY MAY 3

Session 4: Health Information and Food Demand

Chair: John Cranfield, University of Guelph

8.30-9am Price and Income Effects of Fat Content in Food
– W. Levedahl (ERS-USDA), **J. Steve Clark** (Nova Scotia Agricultural
College), A.J. Reed (ERS-USDA) and I. Seager (NSAC).

9-9.30am Impacts of Generic Advertising and Food Safety/Health Information on
Canadian Meat Demand
– Ellen Goddard, **Getu Hailu** and Cindy Wang, University of Alberta

9.30-10am The Structural Characteristics of the Organic Food Market in Vancouver
– **Jim Vercaemmen** and Mario Anda, University of British Columbia.

10-10.30am **Break**

Session 5: Food Policy Issues

Chair: Rick Barichello, University of British Columbia

10.30-11.00am Labelling Policy for GM Foods: Policy Failure or Pragmatism in Action?
– **Michele Veeman**, University of Alberta

11-11.30am Mandatory Country of Origin Labelling: Protectionism Vs
Consumers' Right-to-Know
– **William A. Kerr** University of Saskatchewan

11.30-12pm Methodologies for Measuring Costs and Benefits of Food Safety Programs
George Brinkman, University of Guelph

12.00-1.30pm **Lunch**

Adjourn