

IT'S NOT TOO LATE TO REGISTER!

2010 NAREA Workshop: "The Economics of Local Food Markets" June 15-16.

Thanks to our sponsors: Economic Research Service, USDA; Farm Foundation; Northeast Regional Center for Rural Development

TUESDAY, June 15, 2010

12:15 PM Welcome

12:30 PM Lunch - Lunch for registered workshop participants only.

Keynote Speaker, Michael Shuman

An economist, attorney, author, and entrepreneur, Michael Shuman has authored, coauthored, or edited seven books, including *The Small Mart Revolution: How Local Businesses Are Beating the Global Competition* and *Going Local: Creating Self-Reliant Communities in the Global Age*. He is lead author and research director for *Community Food Enterprise: Local Success in a Global Marketplace*, a project of the Wallace Center at Winrock International that profiles successful local food enterprises through case studies that focus on industry diversity and innovation.

Session 1

2:00 PM: Intensity and Impact of Direct Marketing Strategies on Cash Farm Income: Evidence from a National Survey

Hiroki Uematsu and Ashok Mishra, Louisiana State University AgCenter

2:30 PM: CSA Market Power: Implications of Geographic Isolation and Ulterior Producer Motivations

Jeremy Sage, Washington State University

3:00 PM Break

Session 2

3:30 PM: The Multi-farm Community Supported Agriculture Model: Assessing the Economic Impact of Combined Storage, Distribution, and Marketing of Local Food Products for Small- and Mid-sized Farms

Michele Schmidt, Jane Kolodinsky, Faye Conte, Thomas DeSisto, Jessica Hyman, University of Vermont, Travis Marcotte, Mandy Davis, Sona Desai, The Intervale Center

4:00 PM: Examining the Profitability of Community Supported Fisheries Programs

Min-Yang Lee, Ayeisha Brinson, Barbara Rountree, NOAA Fisheries, Northeast Fisheries Science Center

4:30 PM: Marketing Maryland Grown Food to Local Schools, Colleges and Universities: Farm and Policy Implications

James Hanson, University of Maryland, Carolyn Dimitri, Economic Research Service, and Lydia Oberholtzer, Pennsylvania State University

5:00 PM On your own for dinner

WEDNESDAY, June 16, 2010

8:30 Continental Breakfast for registered workshop participants

8:45 AM 2nd Day Welcome

Session 3

9:00 AM: The Use of Information Technology to Alter Search Costs in Local Food Systems
Catherine Ridings, Lehigh University, Brian S. Butler, Jacqueline Pike, University of Pittsburgh

9:30 AM Poster Session

1. Consumer Value for Organic versus Locally Grown - *Ferdinand Wirth, John Stanton, Saint Josephs University, James Wiley, Temple University*
2. Preferences for Local, Organic, and State Marketing Program Promoted Foods: A Choice Experiment of Delaware and New Jersey Consumers - *Kathryn Onken, John Bernard, John Pesek, University of Delaware*
3. Buying Power in the Local Food System: Exploring psychological variables influencing consumer motivations - *Gretchen Nurse, Dawn Thilmany, Colorado State University*
4. Consumer Purchasing Behavior, Knowledge of, and Attitudes towards Locally-Grown Produce in the Mid-Atlantic Region - *Amy Chamberlain, Kathleen M. Kelley, Jeffrey Hyde, Pennsylvania State University*
5. Restaurant Chef Preferences and Willingness to Pay for Local Food Supplier Convenience Attributes - *Kenesha Reynolds-Allie, Deacue Fields, Auburn University*
6. Exploring the Potential of Consumer Coop as an Innovative Local Food Distribution Method: The Case of the Northeast - *Kathleen Liang, Marina Michahelles, University of Vermont*
7. New Opportunities for New Jersey Community Farmers Markets: Assessing the Costs, Benefits and Best Practices of Participation in and Sponsorship of Community Farmers Markets - *Diane Holtaway, Brian Schilling, Kevin Sullivan, Rutgers University*

10:00 AM Break

Session 4

11:00 AM: Consumers' Valuation for Generic Food Miles Labeling Programs: Implications for Local Foods
Caputo Vincenzia, University of Bologna, Rodolfo Nayga Jr, University of Arkansas

11:30 PM: State Branded Programs and Consumer Preference for Locally Grown Produce
William Nganje, Renee Hughner, Nicholas Lee, Arizona State University

12:00 CONCLUDE

Cheryl Brown, Luanne Lohr, and Lori Lynch, Workshop Committee