

**Beverage Markets and Policy**  
***Preliminary Program (3/20/13)***

2013 Northeastern Agricultural and Resource Economics Association (NAREA) Workshop

Sponsored by:

*Food and Agricultural Marketing and Policy Section of the AAEA*  
*Food Industry Management Program, Cornell University*  
*Zwick Center for Food and Resource Policy, University of Connecticut*

June 22-23, 2013  
Holiday Inn, Ithaca, NY

**Saturday June 22, 2013**

Noon                      Lunch and Keynote talk, Prof. Dan Sumner, UC Davis, Topic TBA

1 – 2:45 p.m.            **Welfare implications for policies applied to beverage markets**

1.      Impacts of a sugar sweetened beverage excise tax on small retailers and cross-border shopping, Jane Kolodinsky, University of Vermont
2.      Alcohol demand, externalities, and welfare maximizing alcohol taxes, James Fogarty, University of Western Australia
3.      Alternative policy options to curb the consumption of carbonated soft drinks, Yizao Liu, University of Connecticut
4.      The effects of advertising and prices on non-alcoholic beverage consumption, Abigail Okrent, USDA-ERS

2:45 – 3 p.m.            Break

3 – 4:45 p.m.            **Wine markets and policy**

1.      The price of romance: Identifying consumers' heterogeneous valuations of wine packaging characteristics, Anton Bekkerman, Montana State University
2.      Do restaurants cater to locapours? Using Zagat Survey data to examine factors that influence wine list selections, Joe Perla, Cornell University
3.      Distribution channel choice of start-up and new wineries in cool climate regions, Miguel Gómez, Cornell University
4.      Organizational structure and operation of an emerging Illinois wine industry, Jason Franken, Western Illinois University

5 – 6:30 p.m.            Happy Hour at the Holiday Inn with local wines

6:30 p.m.                Dinner on your own in Ithaca

**Sunday June 23, 2013**

8:15 – 10 a.m.            **Dairy markets and policy**

1.    Unraveling the demand for dairy alternative functional beverages, Senarath Dharmasena, Texas A&M University
2.    The consequences on pricing and consumer welfare from a change in the administration of the New York State milk price gouging law, Adam Rabinowitz, University of Connecticut
3.    The importance of shelf life on consumer purchasing decisions for conventional and organic milk, Christiane Schroeter, California Polytechnic State University
4.    Do consumers pay more for what they value more? The case of local milk-based dairy products in Senegal, Mélanie Lefèvre, Boston University

10 – 10:15 a.m.        Break

10:15 to noon           **Consumer response and perceptions in beverage markets**

1.    Consumer response to perceived value and generic advertising, Matthew Salois, University of Florida
2.    Willingness to pay for beer: Contingent valuation analysis, Gnel Gabrielyan, Washington State University
3.    Exploring the linkage between non-alcoholic beverage consumption and perceptions, Lisa House, University of Florida
4.    Emerging U.S. wine regions: The challenges of establishing market legitimacy, R. Brent Ross, Michigan State University

12:30 – 5:30 p.m.      Bus trip to selected wineries in the Finger Lakes Regions

The bus will leave from the front of the Holiday Inn at 12:30 p.m. and we plan to be back at the Holiday Inn by 5:30 p.m. We will provide a boxed lunch for everyone on the bus.

Workshop presentations will each be allotted 20 minutes and there will be an additional 5 minutes per presentation for questions and discussion. The *ARER* must receive final papers by July 15, 2013 to be considered for expedited review in the special issue of *ARER*.

### **For More Information**

Further information concerning workshop registration and the final program will be provided in the spring issue of the NAREA Newsletter and on the NAREA website (<http://www.narea.org>).