

Cooperative Program in Agricultural Marketing and Business Report to Coop Council, April 27, 2004

The 2003 – 2004 time period has been one of many successes for the Cooperative Program in Agricultural Marketing and Business.

1. A group of three graduate students, Jing Zhang, Cindy Wang, and Michael Habteyonas, entered and won the American Agricultural Economics Society (AAEA) Graduate Student Case Study Competition held last summer in Montreal. Their win was of particular significance to the program as the case study was centered around the problems of Ocean Spray, a cranberry marketing cooperative headquartered in Lakeville-Middleboro, Massachusetts. One of the judges of the competition in a personal letter of congratulations sent to Dr. Goddard wrote: “They were far and away the best team there. The judges had a harder time choosing between second and third than they did first place!”
2. Six papers were presented at the same AAEA/CAES meetings in Montreal:
 - **E.W. Goddard, G. Hailu, J. Unterschultz and S.R. Jeffrey.** “Agency Costs of Debt and Cost Inefficiency: The Case of Co-operative Agribusiness Firms in Canada.”
 - **J. Lomeli and E.W. Goddard.** “‘Food Scares’ and Healthy Eating Awareness: Are These Two Factors Affecting Beef Demand in Canada?”
 - **J. Mendez-Manzanilla and E. Goddard.** “Effects of FDI for the Canadian Agri-Food Industry.”
 - **C. Panter and E. Goddard.** “Is More Generic Advertising the Solution to the Challenges Facing the Canadian Beef Industry?”
 - **Qian, X., K. Chen, and E. Goddard.** “Impact of the World Trade on the Canadian Poultry Market.”
 - **B. Shank and E. Goddard.** “Non-Parametric Testing of Structural Change in Canadian Meat Demand.”
3. An additional six conference presentations were made:
 - **Do consumers REALLY respond to media coverage of food safety issues? The case of meat in Canada,** Getu Hailu, Ellen Goddard, Cindy Wang & Jose Lomeli International symposium on Food Safety: Consumer, Trade and Regulation Issues at Hangzhou, Zhejiang, PR China, October 10-11, 2003
 - **Regulatory Environment and Agency Costs of Debt for Supply and Marketing Co-operative Agribusiness Firms in Canada,** Getu Hailu, Scott R. Jeffrey, and Ellen W. Goddard (University of Alberta) Food Distribution and Research Society 2003 Conference Biloxi, MS October 26 - 29, 2003
 - **How Effective Are Different Kinds of Advertising in Offsetting the Negative Effects of Food Scares and Health Concerns on Meat Demand in Canada?,** Jose Lomeli and Ellen W. Goddard (University of Alberta) Food Distribution and Research Society 2003 Conference Biloxi, MS October 26 - 29, 2003
 - **Can Advertising and Media Health Coverage Mitigate the Consumer Effects of Food Safety Occurrences? The Case of Meat in Canada,** Ellen Goddard, University of Alberta From the Farm Gate to the Dinner Plate Agricultural Institute of Canada Foundation Conference November 2 -4, 2003 Edmonton, Alberta

- **Electric Market Restructuring And Rural Development: Trans-border Issues For Montana And Alberta**, Rebecca T. Richards, University of Montana, Ellen Goddard, University of Alberta, Kyla Rice, University of Alberta at The Association for Canadian Studies in the United States 17th Biennial Conference Portland, Oregon November 19-23, 2003
 - **“Agribusiness Co-operatives in the West: Where Are We?”** Goddard, E. and G. Hailu. Presented at the Co-ops: An Alternative Business Model Built on Success seminar sponsored by the Canadian Adaptation and Rural Development Fund, Red Deer, AB, November 4, 2003.
4. Jorge Mendez-Manzanilla became the first graduate student to complete his program under Dr. Goddard at the University of Alberta. His thesis is entitled – Foreign Direct Investment in the Canadian Agri-food Industry. Several other students are nearing completion of their programs.
 5. Enrolment in AREC 482 – Cooperatives and Alternative Business Institutions, taught by Dr. Goddard, continues to increase.
 6. Three issues of the Coop Program newsletter have been published and a fourth is in press.
 7. Symposium 2003 – “Branding, Labelling, and Identity Preservation: What’s in it for Agribusiness” featured an outstanding group of international experts discussing the topic. Attendance was less than anticipated. Additional support/attendance from the cooperative sector is required.
 8. Planning is well under way for Symposium 2004 – “Reducing Risk, Protecting People: Implications for Health, Food, and Agribusiness”. This annual symposium offers a great opportunity for cooperatives to offer their staff professional development at a very reasonable cost.

Submitted by:

Jim Copeland