

Co-operative Program Activities
Report prepared for the Council Meeting, December 5, 2008

Meetings attended and Presentations

Dates	Organization	Activity
June 6-8, 2006	PrioNet Canada Annual General Meeting "Charting the Course", Vancouver, BC,	John, G. and E. Goddard "Price Spread and Structural Change in the Canadian Cattle/Beef Industry: Pre and Post BSE." Poster Presented (winner of second prize). Yang, J. and E. Goddard "Studying BSE's Impact on Canadian Beef Consumers' Behaviour." Poster Presented
October 3-6, 2006	Prion 2006 Conference, Turin, Italy	Jardine, C., S.M. Driedger, E. Goddard and A. Boyd. "Canadian Media Representations of BSE and vCJD and Public Risk Perspectives."
October 15-17, 2006.	CAES-FLP-CATPRN Joint Workshop, Calgary, Alberta,	de Jonge, J., H. van Triip, E. Goddard and L. Frewer. A Cross-Consumer Confidence in the Safety of Food: A Cross-National Perspective.
October 14-18, 2006.	Food Research Distribution Society Annual Conference, Loews Le Concorde, Quebec	Issac, K., T. Nilsson and E. Goddard. "Food-Away-From-Home Purchases in Canada: Opportunities for Value Added Meat Products."
December 11, 2006	Agriculture Canada Agricultural Policy Research Network Workshop, Ottawa	Goddard, E., "Food and Consumer Network",
February 7, 2007	Canadian Meat Science Association Canadian Meat Council, The Associate Members of the Canadian Meat Council Technical Symposium, Focusing on the Consumer: What Science can do for You, Vancouver, British Columbia	Goddard, E. "Economics and adding value to meat." Keynote Speaker
February, 18, 2007	PrP Canada, Canada's Prion Research Conference, Calgary	Goddard, E., "TSEs and Society: University of Alberta Research."
February 27, 2007	Alberta Egg Producers Annual Meeting, Red Deer	Goddard, E., "Canadian Egg Consumption: Who is Eating Specialty Eggs?"
March 1, 2007	Alberta Agri-Business Network Forum Reaching the Next Level – Networking, Adapting, Influencing, Red Deer	Goddard, E. "Becoming the Innovator – Food Market and Consumer Trends."
March 28, 2007	Food Safety Division, Alberta Agriculture, Food and Rural Development	Goddard, E. "TSE and Society: The Socio-Economic Impact of BSE in Alberta."
April 9–12,	Farm Foundation 'Food Product	Goddard, E. "Canadian salt regulations."

2007.	Composition Consumer Health and Public Policy Conference', Berkeley, California	
May 3 and 4, 2007	Alberta Agricultural Economics Association Visions 2007 Conference "Agriculture's Developing New Horizon" in Red Deer	<p>Kennedy, Travis. "Social Engagement and Cooperatives in British Columbia and Alberta." (Ellen Goddard, supervisor)- Poster presentations, 2nd Place Award – Undergraduate Student Poster category</p> <p>Boyd, Curtis. "An Analysis of Supply Response in Canola: 1976-2005." (Ellen Goddard, supervisor) Poster presentations, 2nd Place Award winner in the <i>Graduate Student Poster category.</i></p> <p>Benkie, James and Ellen Goddard (supervisor) "An Ad Hoc Direct Estimation of Supply Response for Alberta Barley Acreage" - Poster presentation</p> <p>Fernando, Jeewani and Ellen Goddard (Supervisor) "Consumer Demand for Foods with Trans Fatty Acids" - Poster presentation</p> <p>Huang, Wenzhao and Ellen Goddard (supervisor) "Product Line Pricing Games in the Fluid Milk Market of Western Canada" - Poster presentation</p> <p>Keshavars, Masoomah, Ellen Goddard (Supervisor) and Tomas Nilsson (Supervisor) "Food-Away-From-Home Consumption - Value-Added Opportunities for Alberta's Meat Industry" - Poster presentation</p> <p>Koeckhoven, Steve and Ellen Goddard (Supervisor) "Some Ripple Effects of BSE on the Canadian Dairy Industry" - Poster presentation</p> <p>Lacanilao, Ryan, Sean Cash (Supervisor) and Ellen Goddard (Supervisor) "Fast Food Outlet Density and the Incidence of Overweight and Obesity in Canada" - Poster presentation</p> <p>Yang, Jun and Ellen Goddard (supervisor) "Studying BSE's Impact on Canadian Beef Consumers' Behaviour" - Poster presentation</p>
July 8-11, 2007	World Congress of the International Health Economics Association, Copenhagen, Denmark	<p>Cash, B., Ellen W. Goddard, and Ryan Lacanilao. "Fast food density and the incidence of obesity in Canada" – poster presented</p> <p>Goddard, Ellen W., Jose Lomeli and Sean Cash. "Are food guides enhancing healthy eating? Paper presented in session 'Food Policy and the Social Determinants of Health!'"</p>
July 2007	Canadian Agricultural Economics Society/AAEA	Hailu, G., E. Goddard, J. A. L. Cranfield, Precision and Distributional Differences of

	<p>Annual Meetings, Portland, Oregon</p>	<p>Elasticity Estimates in AIDS Demand Systems, paper Huang, Wenzhao and Ellen Goddard, Product Line Pricing Games in the Fluid Milk Market of Western Canada, paper Koeckhoven, S., and E. Goddard, Ripple Effects of BSE on the Canadian Dairy Industry de Jonge, J., E. Goddard, L. Frewer, Canadian Household Meat Consumption, Confidence in the Safety of Food and BSE, paper Yang, J., and E. Goddard, BSE Impact on Canadian Meat Demand – An Application of Social Amplification of Risk Framework in Demand Analysis, paper Maynard, L., J. Conley, E. Goddard, Impact of BSE on Beef Purchases in Alberta and Ontario Quick Serve Restaurants, paper Cash, Sean, E. Goddard, R. Lacanilao, Fast Food Outlet Density and the Incidence of Overweight and Obesity across Canadian Metropolitan Areas, paper Boyd, C. and E. Goddard, Evaluating the Changing Demands for Fats and Oils in Canada, paper</p>
<p>November 5-6, 2007</p>	<p>Agricultural Institute of Canada Annual Meeting: <i>Making Choices – Consumers and Their Impact on Canada’s Agriculture and Food</i>, Edmonton, Alberta</p>	<p>Kruger, Christopher, Ellen Goddard, Marty Luckert, C. McKinlay, A. Andritz, M. Denny and T. Hodgson, Does Forest Certification Influence Consumer Choices?, paper presented Fernando, Jeewani and Ellen Goddard, Factors Affecting Consumer Choice of Food Away From Home in Canada: Implications for Health, poster presented Keshavarz, Masoomah, Tomas Nilsson and Ellen Goddard, The Impact of Working Wives on Food-Away-From-Home Demand, poster presented Lacanilao, Ryan, Sean B. Cash and Ellen Goddard, Fast Food Outlet Density and the Incidence of Obesity in Canada, poster presented Hailu, Getu, Ellen Goddard, Do Consumers’ Food Safety and Health Concerns Have Effects on the Demand for Meat and Fish? paper presented Goddard, Ellen, Craig Schram, Leigh Maynard, BSE and Retail Beef Demand: Comparing Behaviour in Supermarkets vs. Restaurants, paper presented</p>

		Nilsson, Tomas and Ellen Goddard , Demand for Value-Added Meat Products in the Food-at-Home and Food-Away-From-Home Sector by Individual Households, paper presented
November 21, 2007	Alberta Agriculture and Food Council's Annual Planning Session, Red Deer	Goddard, E. "Transitioning Our Industry Globally and Locally -Consumer Trends
January 24-25, 2008	APRN Annual Workshop, Alymer, Quebec	Goddard, E. "Consumer and Market Demand Network Research"
February 4, 2008	PrP Canada 2008, Canada's Prion Research Conference, Toronto	Goddard, E., "Socio-Economic Impacts of TSEs"
February 6, 2008	Step It Up Conference, Alberta Farmer's Market Association, Alberta Farm Fresh Producers Association Annual Meeting, Red Deer	Goddard, E. "Food Markets and Consumer Trends?"
February 26, 2008	Alberta Turkey Producers Annual Meeting, Red Deer	Goddard, E. and T. Nilsson, "Turkey Meat Markets: Future Trends"
April 15, 2008	Agriculture and Agri-Food Canada's Leadership Conference 'Growing Forward -Executives as Drivers of Change', Ottawa	Goddard E. – Expert Panelist – "The emerging role of agriculture and agri-food in Canada and the world – consumer perspective"
May 1-2, 2008	Alberta Agricultural Economics Association Annual Meeting	Trautman, Dawn (T. Nilsson and E. Goddard, supervisors) "Traceability in the Beef Supply Chain", - poster presentation - 1st place undergraduate student poster competition. Benke, James (E. Goddard supervisor) "Sources of Growth in Prairie Province Grain Production" – poster presentation Myae, Aye Chan (E. Goddard, supervisor) – "Estimation of brand level demand system and market power – Lilydale Case Study" – poster presentation
June 25-27, 2008	Western Agricultural and Resource Economics Association Annual Meeting, Big Sky, Montana	Benkie, J., C. Boyd, E. Goddard, "Yield Responses of Canola, Wheat and Barley Focusing on New Variety Introduction and Use
June 29-July 2, 2008	Canadian Agricultural Economics Society Annual Meeting, Quebec City	Boyd, Curtis, Ellen Goddard, James Benkie, "An Assessment of Returns to Research in Field Peas and Canola",paper Huang, Wenzhao, Ellen Goddard, "Pricing Games in the Canadian Meat Processing Industry under Market Mergers", paper Hailu, Getu, Ellen Goddard, "The Effects of Consumers' Food Safety and Health Concerns on the Demand for Meat and Fish", paper Nilsson, Tomas, Ellen Goddard, "Risk Preferences and Attitudes: The Case of Meat

		Consumption in Canada”, paper Drescher, Larissa, Ellen Goddard , “Comparing Predictors of Diet Quality in Canada Overtime Under Consideration of Altering Food Guides”, paper Dai, Yingchun, Ellen Goddard , “Firm Behavior in Canadian Meat Industry: Trade and Pricing Competition”, paper Fernando, Jeewani, Tomas Nilsson, Ellen Goddard , “Structural Change in Food Away From Home (FAFH) in Canada: Case of Trans Fatty Acids (TFAs) in Restaurant Foods”, paper
July 27-29, 2008	American Agricultural Economics Association and the American Council on Consumer Interests held in Orlando Florida,	Drescher, Larissa; Ellen Goddard – “Observing Changes in Canadian Demand for Food Diversity Over Time”
July 31, 2008	Seminar presented at Agriculture and Agri-Food Canada, Ottawa	Goddard, E. (J. Hobbs, V. Adamowicz, T. Nilsson, D. Trautman) “Public and Private Standards”
Aug 14-16, 2008	Annual American Association of Wine Economists (AAWE) Conference, Portland Oregon, and at the European Association of Wine Economists Annual Meeting in Collioure, France, May 29-31, 2008	Dyack, Brenda; Ellen Goddard , “Health Information: Does it Make A Difference to Wine Choice?”
November 4, 2008	TELUS World of Science – Science Cafe	Westaway, David, Ellen Goddard – Grey Matters: Prions and Their Effect on the Brain
November 19, 2008	2008 Dairy Conference and Annual General Meeting, Alberta Milk, Red Deer	Goddard, Ellen , Competitiveness of Dairy Farming and Dairy Processing: Consumer Perspective,
Nov 24-26, 2008	Chronic Disease Prevention Alliance of Canada CDPAC Third Annual Conference, Ottawa	Fernando, Jeewani, Ellen Goddard, Tomas Nilsson , “Consumer Demand for Food Away From Home in Canada: Case of Trans Fats and Implications for Health Policy”, poster presented Huang, Wenzhao, Ellen Goddard, Sean Cash, Tomas Nilsson , “Meat Product Development by Canadian Meat Processors: Reaction to Social Marketing and Implications for Health” paper presented

Organization Participation

Western Canadian Dairy Seminar – program committee, 2007

University of Saskatchewan Centre for the Study of Cooperatives – Centre Scholar

Department Chair, Rural Economy, July 2002-June, 2008

Agricultural Institute of Canada Annual Meeting, Edmonton, November 2007 – Program Chair

Agriculture and AgriFood Canada Agricultural Policy Research Network Program Leader – Consumer and Market Demand – December 2005-March 2009
IFASA Value Added Meat Research Program Theme Leader – Consumer Behaviour - 2006-2011.

Classes Taught

September-December 2006: *Agricultural and Resource Economics 485* – Trade and Globalization (team taught)

Agricultural and Resource Economics 473 -Food and Agricultural Policy (co-taught with Sean Cash)

January-April 2007: *Agricultural and Resource Economics 482* - Cooperative & Alternative Business Institutions

Agricultural Economics 423/410 – capstone courses Ag. Business
Environmental Economics and Policy

September – December 2007: *Agricultural and Resource Economics 485* – Trade and Globalization (co-taught with John Parkins)

January – April 2008: *Agricultural and Resource Economics 482* – Cooperative and Alternate Business Institutions

September – December 2008: *Agricultural and Resource Economics 485* – Trade and Globalization (co-taught with John Parkins)

Undergraduate Student Activities Advised by Ellen Goddard

A team of undergraduate students from Rural Economy went to Quebec City, October 14-17, 2006 to participate in the *Seventh Annual Food Distribution Research Society Undergraduate Case Study Competition*. The live case was sponsored by Sobey's Canada and was based on a timely strategy issue of a Quebec hothouse tomato producer called Les Serres du St-Laurent Inc. The company is currently the largest branded hothouse tomato producer in Quebec and has achieved 70% brand notoriety in the province for their Savoura brand tomato. The Savoura brand has been threatened as of late by new nationally branded tomato competition in the province and Les Serres du St-Laurent Inc. was seeking new strategies to mitigate the new tomato competition issue. The U of A team (Brian Markert, Anee Persson, James Benkie, Ashley Pearson, Cheryl Davie) continued its sequence of strong performances at this annual FDRS event by **placing first** with their marketing strategy titled: "Savoura: Creating Market Pull."

NAMA CONFERENCE IN DALLAS – APRIL 11-13th, 2007 - A group of six Rural Economy undergraduate students: Greg Nichiporik, Brenda Campbell, Gerda Hijlkema, Chuck Schwanbeck, Justin Weiss and Jason Forster, participated in the 2007 National Ag-Marketing Association Student Marketing Competition in Dallas, Texas. The U of A group presented a comprehensive marketing plan on a new potato-product innovation that was developed independently as a term project.

AAEA, WAEA, CAES Joint Annual Meeting Portland Oregon –August 2007

Becky McCorkle won the AAEA Undergraduate Student Research Paper Competition for her paper entitled "Demographic Influences on Willingness to Pay for Cold Tolerance Technology".

(supervisor Jim Unterschultz, S. Jeffrey and E. Goddard)

Jesse Cole took third place in the same competition for his paper "The Impact of Farmer Attitudes on the Adoption of Cold Tolerant Cereal Varieties in Alberta"(supervisor Jim Unterschultz, S. Jeffrey and E. Goddard)

NAMA CONFERENCE IN KANSAS CITY – April 10-12, 2008 – A group of 7 Rural Economy undergraduate students: Jason Forster, Brenda Campbell, Justin Weiss, Dustin Dinwoodie, Connor Laforge, Tyson Bieleny, Daniel Leon, participated in the 2008 National Ag-Marketing Association Student Marketing Competition. The U of A group presented a comprehensive marketing plan for a new higher oil yielding canola variety. The students received support from Monsanto, the Western Producer and the Department of Rural Economy to attend the competition.

Current Graduate Student Activities:

Start Date	Student Name	Thesis Title
Jan 2004 start	Wenzhao Huang (PhD)	Strategic Behaviour of Firms in the Food Industry under Government Food Policy Intervention
September 2004 Completed September, 2007	Gabriel John (MSc)	Market Power, Cost Economies and The Effects of BSE In The North American Beef Cattle Industry
September 2003 Completed August 31, 2006	John Paul Emunu (MSc)	Purchasing Patterns of Nutritionally Enhanced and Value-Added Foods: The Case of the Alberta Shell Egg Industry
January 2004 Completed April 2008	Lola Lawrence (MSc)	Characterization and Assessment of Human and Environmental Health Risks Associated with Urban and Peri-Urban Livestock Keeping in Kaduna Metropolis, Nigeria.
September 2005	Clotilde Belanger	Impact of Trans Fat Bans on the Canadian Dairy Industry
January 2004	Jun Yang (PhD)	Social Amplification of Risk – BSE Impact on Consumer and Producers in Canada
September 2005	Jeewani Fernando (Phd)	Canadian Consumers Demand for Food Away From Home – Habit Formation, Advertising and Trans-Fat Bans
September 2005	Yingchun Dai (PhD)	Pricing Games in the Canadian Meat Industry Under Trade Interventions
September 2006	Curtis Boyd (MSc)	Returns to Research in the Canadian Canola and field Pea Industries
January 2007	James Benke (MSc)	Returns to Research in the Canadian Wheat and Barley Industries
January 2008	Patrycja Romanowska (MSc)	Consumer Demand for Certification of Production and Credence Attributes in Food
January 2008	Ashwina Aubeleek (MSc)	Food Safety, Animal Testing and Traceability: Concerns in Japan with Implications for Canada
September 2007	Aye Myae (PhD)	Political Economy of Animal Testing in Canadian Beef and Cervid Industries

Research Proposals Funded:

Agriculture and Agri-Food Canada, Consumer and Market Demand Agricultural Policy

Research Network: (network leader)

Agriculture and Agri-food Canada- \$250,000 per year for three years, 2005- 2006, 2006-2007, 2007-2008

\$160,000 for 2008-2009

Socio-economic impacts of BSE in Alberta (Ellen Goddard, (PI), V. Adamowicz, T. Nilsson, M. Veeman, T. Nilsson, C. Dridi, D. Davidson, J. Unterschultz - co-investigators)

Alberta Prion Research Institute

2006 – 2008 \$584,000

Value Added Meats: measuring past successes and predicting future winners

Alberta Livestock Industry Development Fund 2006-2008 \$100,000

IFASA Value Added Meat Program Collaborative Research

Alberta Livestock Industry Development Fund –
to fund an agricultural economist position – 5 years 2007-2012 \$750,000

Measuring the Return to Research: Alberta Crop Industry Development Fund Portfolio

Alberta Crop Industry Development Fund 2006-2008 \$50,000

The Political Economy of Testing and Traceability Systems in Prion Disease Risk Management (T. Nilsson (PI), E. Goddard, J. Rude, S. Anders (co-investigators))

PrioNet Canada 2008-2011 \$300,000

Consumers, Traceability and Restaurant Purchases (E. Goddard, T. Nilsson (co- PIs))

Alberta Agriculture and Rural Development 2008 \$80,000

Impact of COOL and Household Pork Purchases (E. Goddard, T. Nilsson, J. Rude (co-PIs))

Alberta Agriculture and Rural Development 2008 \$75,000

Analytical Comparison of Public and Private Standards in Agriculture and Agri-Food Markets (E. Goddard (PI), T. Nilsson, V. Adamowicz, J. Hobbs (co-investigators))

Agriculture and Agri-Food Canada 2008 \$60,000

Vitamin Enhanced Eggs – What Drives Consumption? (E. Goddard, (PI), Tomas Nilsson, Patrycja Romanowska)

ALES Food and Health Innovation Initiative 2008-2009 \$30,000

Publications:

Cash, Sean B., Ellen W. Goddard, Wiktor L. Adamowicz, Timothy Beatty, J. Stephen Clark, John A. L. Cranfield, Wuyang Hu, Bruno Larue, Mel L. Lerohl, Michele M. Veeman, and Margaret Zafiriou . 2006. “New Directions in Consumer Behaviour Research” Current Agriculture, Food And Resource Issues, No. 7 pg 56-65.

Cash, Sean B., Ellen W. Goddard and Mel Lerohl, 2006. "Canadian Health and Food: The Links between Policy, Consumers and Industry" Canadian Journal of Agricultural Economics, Vol 54, No 4; 605-630.

Hailu, Getu, Scott R. Jeffrey and Ellen W. Goddard, 2007, “Efficiency, Economic Performance And Financial Leverage Of Agribusiness Marketing Co-Operatives In Canada”, Advances in the Economic Analysis of Participatory and Labor-Managed Firms, Vol 10, pg. 47-81

Zhang, Jing, Ellen Goddard and Mel Lerohl, 2007, “Estimating Pricing Games In The Wheat-Handling Market In Saskatchewan: The Role Of A Major Cooperative”, Advances in the Economic Analysis of Participatory and Labor-Managed Firms, Vol 10, Pg. 157-191.

Hailu, Getu., Scott Jeffrey, Ellen Goddard, 2007, "Capital Structure, Firm Size and Efficiency: The Case of Farm Petroleum and Animal Feed Co-operatives in Canada", Agricultural Finance Review, Vol. 67, No. 2 (Fall 2007), pg 279-293

Hailu, Getu., Ellen Goddard, Scott Jeffrey, 2007, "Do Co-operative Managers and Directors Differ in their Familiarity with Innovative Business Risk Management Strategies?", Journal of Co-operative Studies, August, Vol 40, No 120, pg 17-27.

de Jonge, Janneke, Hans van Trijp, Ellen Goddard, Lynn Frewer, 2008, "Consumer confidence in the safety of food in Canada and the Netherlands: the validation of a generic framework", Food Quality and Preference, Vol 19, pg 439-451.

Maynard; Leigh J., Ellen Goddard, John Conley, 2008, Impact of BSE on Beef Purchases in Alberta and Ontario Quick-Serve Restaurants, Canadian Journal of Agricultural Economics, Vol 56, No 1, September, 337- 352.

Goddard, E., G. Hailu and F. Glover, 2008, "Lilydale Poultry Co-operative: A Case Study" in A Co-operative Dilemma: Converting Organizational Form, edited by Jorge Sousa and Roger Herman, forthcoming from the Centre for the Study of Co-operatives, University of Saskatchewan.

Refereed Papers Under Submission

Drescher, Larissa and Ellen Goddard, Regional and household level differences in Canada's demand for food diversity over time, submitted to Applied Economics, August 2008.

Technical publications

Steiner, B., Unterschultz, J. and E. Goddard. (2007) Formal beef alliances and alignment challenges: Issues in contracting, pricing and quality. Department of Rural Economy Project Report 07-02, University of Alberta, 94p.

Goddard, Ellen, Peter Boxall, John Paul Emunu, Curtis Boyd, Andre Asselin, Amanda Neall. (2007) Consumer Attitudes, Willingness to Pay and Revealed Preferences for Different Egg Production Attributes: Analysis of Canadian Egg Consumers, Department of Rural Economy Project Report 07-03, University of Alberta 92 p.

Goddard, Ellen, Ben Shank, Chris Panter, Tomas Nilsson, Sean Cash. (2007) Canadian Chicken Industry: Consumer Preferences, Industry Structure and Producer Benefits from Investment in Research and Advertising, Department of Rural Economy Project Report 07-04, University of Alberta 123 p.

Cash, Sean, Ellen Goddard, Ryan Lacanilao. (2007) Fat Taxes and Health Outcomes: An Investigation of Economic Factors Influencing Obesity in Canada, CMD Agricultural Policy Research Network Project Report 07-09, 29 p.

Trautman, D., T. Nilsson & E. Goddard, (2008) Traceability – A Literature Review, Department of Rural Economy Project Report 08-02, 148 p.

Drescher, Larissa S. and Ellen Goddard. 2008, Comparing Predictors Of Diet Quality In Canada Over Time Under Consideration Of Altering Food Guides, Department of Rural Economy Staff Paper, 08-01, 25 p.

Conference Organized

Co-op Symposium 2007

The 2007 version of the annual Co-op Symposium was held in conjunction with the Alberta Agricultural Economics Association Visions 2007, May 3rd & 4th, 2007 at the Black Knight Inn in Red Deer. The Friday morning session was devoted to: “Market Power in the Food and Beverage Industry”.

Friday May 4th, 2007

Session 3: “Market Power in the Food and Beverage Industry”

Session Chair: Dr. Ellen Goddard, Co-operative Chair, University of Alberta

Market Power in Meat Processing/ Beef Packing

Dr. Marvin Hayenga , Consultant, Professor emeritus, Iowa State University

Market Power in Retailing

Dr. Tirtha P. Dhar, Assistant Professor, Sauder School of Business, UBC

Market Power in Input Industries

Dr. Alan Love, Professor, Texas A&M University

Measuring Industry Concentration in Canada’s Food Processing Sectors

Dr. James Rude, Asst. Professor, University of Manitoba