

Co-operative Program Activities
Report prepared for the Council Meeting, June 5, 2002

E. Goddard: Meetings attended

Dates	Organization	Activity
June 27, 2001	International Food and Agribusiness Management Association Annual Meeting	Paper: Brand versus Generic Advertising in the Australian Fluid Milk Market
August 7, 2001	CAEFMS – AAEEA Joint Annual Meeting, Chicago	Paper: The Significance of Health Information on Wine Demand: the Case of Ontario
October 2001	Organic Crop Improvement Association Annual Meeting	Discussion: New Generation Cooperatives
November 23, 2001	Grain Growers of Canada Annual Meeting, Ottawa	Branding Canadian Grain and Oilseeds: A Strategy for Increasing Producer Returns?
January 23 & 24, 2002	Banff Pork Seminar	New Generation Partnerships: is the Future Co-operatives?
March 6, 2002	Western Canadian Dairy Seminar	Chaired Session on Dairy Policy
March 2002	NEC-63	Paper: The Importance of Cross Advertising Effects
April 24, 2002	Alberta Cooperative Council	Attendee, report
May 2,3 2002	AAEA annual meeting	Attendee, organiser
May 30 2002	CAEFMS	Papers: The Evolution of Cooperatives in Western Canada The Political Economy of Cooperatives(co-author) Importance of Health Information in Wine Demand (co-author)

E. Goddard: Organization Participation

Western Canada Dairy Seminar Organizing Committee
University of Saskatchewan Centre for the Study of Cooperatives – Centre Scholar
Alberta Agricultural Economics Association Executive

E. Goddard: Classes Taught

September-December 2001: Agricultural Economics 473 – Agricultural Policies (co-taught)
Agricultural Economics 500 – Individual Study
January-April 2001: Agricultural Economics 482 - Cooperative and Alternative Business Institutions
Agricultural Economics 200 - Current Economic Issues for Agriculture and Food (co-taught)

Current Student Activities:

Start Date	Student Name	Thesis Title
Fall 2001	Hailu Getu	Measuring the Risks of Debt Leveraging in Cooperative Agri-Business. A Corporate Value-At-Risk Approach.
Fall 2001	Chantelle L'Hoir (Student intern)	An Appropriate Organic Grain Marketing Organization: A New Generation Cooperative?
Fall 2000	Jorge Mendez (Msc)	Implications of Foreign Direct Investment on the Canadian Food and Beverage Industry
Fall 2000	Kangweon Nam (Msc)	Environmental Cooperatives in Alberta: The Possibility, Benefits and Risks
Fall 2001	Xiaochao Qian (Msc)	Trade Prospects for the Western Canadian Poultry Industry

Invited Seminar:

Professor Ron Cotterill, Food Policy Research Centre, University of Connecticut, March 8, 2002 - ***Structural Models of Price Transmission in Imperfectly Competitive Market Channels*** co-sponsored by AAEA, web cast.

Research Proposals Submitted:

Impact of Media Information on Nutritional Food Choices – CIHR – September 2001, being prepared for resubmission
Economic impacts of media information on food selection – SSHRC – October, 2001, not selected, \$5000 received from UofA

Generic promotion in the food chain and Optimal promotion strategies for retailers and processors under different market structures – RIRDC, Australia, obtained (joint with colleagues in Australia).

Publications:

Davis,G.C., Capps,O, Bessler,D.A.,Leigh,J.H.,Nichols, J.P., Goddard, E.W., (2001) “An Economic Evaluation of the Pork Checkoff Program” 2001 Departmental Technical Report, No.01-1, Texas Agricultural Experiment Station, Texas A&M University, Texas. (refereed within the department at Texas A&M University)

Brand versus Generic Advertising in the Australian Dairy Industry- authors Ellen Goddard, Garry Griffith (NSW Department of Agriculture), Roley Piggott(University of New England), in submission to the Australian Journal of Agricultural Economics December 2001.

Impact of Trade Incentives on Asian Imports of Cheese by Source- authors Ben Norman, Ellen Goddard, Donald McLaren (University of Melbourne), Garry Griffith (NSW Department of Agriculture), in submission to the Australian Journal of Agricultural Economics January 2002.

Advertising and Australian Pig Producer’s Welfare- authors Lin Zhang, Ellen Goddard, Garry Griffith (NSW Department of Agriculture), in final preparation.

Impact of Canadian Dairy Product Advertising – author Ellen Goddard, being prepared for the Canadian Journal of Agricultural Economics

Impact of Provincial Fluid Milk Advertising – author Ellen Goddard, being prepared for the Canadian Journal of Agricultural Economics.

Preferences About Marketing Organic Grain in Alberta- Chantelle L’Hoir, Ellen Goddard, Desmond Ng, Mel Lerohl, Department of Rural Economy Project Report #02-05, June, 2002.

J Copeland: Meetings attended

Dates	Organization	Activity
May 11, 2001	Alberta Agricultural Economics Association Vision 2001 annual meeting	Attendee
May 13, 2001	Cooperative Program Symposium	Registration, promotion and facilities
July 23 - 25, 2001	National Institute on Co-operative Education organized by the National Council of Farm Co-operatives, Atlanta	Attendee
May 2,3 2002	AAEA annual meeting	Attendee
May 30, 2002	CAEFMS annual meeting	Attendee
June 5, 2002	Symposium	Registration, promotion and facilities

Publications:

Report on Cooperative Program in Agricultural Marketing and Business, March 2001

Cooperative Program in Agricultural Marketing and Business Newsletter, December 2001

Cooperative Program in Agricultural Marketing and Business Newsletter, May 2002