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# GIANNINI • REPORTER

VOLUME 21



2007-2009

## GIANNINI FOUNDATION OF AGRICULTURAL ECONOMICS

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### Giannini Foundation Web Site

<http://giannini.ucop.edu>

### UC Berkeley Department of Agricultural and Resource Economics and Policy Web Site

[www.are.berkeley.edu](http://www.are.berkeley.edu)

### UC Davis Department of Agricultural and Resource Economics Web Site

[www.agecon.ucdavis.edu](http://www.agecon.ucdavis.edu)

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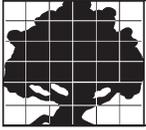
[www.envisci.ucr.edu](http://www.envisci.ucr.edu)

The Giannini Foundation of Agricultural Economics was founded in 1930 from a grant made by Bancitaly Corporation to the University of California in tribute to its organizer and past president, Amadeo Peter Giannini of San Francisco. Members and associate members of the Giannini Foundation are University of California faculty and Cooperative Extension specialists in agricultural, resource, and environmental economics on the Berkeley, Davis, and Riverside campuses. The broad mission of the Foundation is to promote and support research and outreach activities in agricultural economics and rural development relevant to California. For more information on the Giannini Foundation, please visit our Web site at <http://giannini.ucop.edu>.

The *Giannini Reporter* is a biennial summary of the activities of the Foundation and its members. Most of the publications in the Foundation's Monograph, Research Report, and Information Series are available for downloading in PDF format from the Foundation's Web site.

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## Members of the Giannini Foundation 2007–2009

### Berkeley

- Michael Anderson, assistant professor. *Environmental economics, health economics, and applied econometrics.*
- Maximilian Auffhammer, associate professor. *Environmental economics and econometrics.*
- Peter Berck, S.J. Hall Professor. *Environment, renewable resources, water economics, portfolio choice, risk and futures.*
- Alain de Janvry, professor. *Agricultural policy and rural development in the Third World, including price policy, technological change, land reform, and integrated rural development projects.*
- Anthony C. Fisher, professor. *Environmental and resource economics, climate change, decisions under uncertainty.*
- J. Keith Gilless, professor. *Forest economics, management, wildland fire management, regional economics, forest industries and trade.*
- W. Michael Hanemann, professor. *Economics of the environment, nonmarket valuation, economics of water, economics of climate change, economics of irreversibility, disaggregate choice modeling.*
- Ann Harrison, professor. *Trade policy, foreign investment, globalization, developing countries.*
- Larry S. Karp, professor and chair, Department of Agricultural and Resource Economics and Policy. *International trade policy, industrial organization, environmental and resource economics, dynamic games.*
- Ethan Ligon, associate professor. *Growth and development, agricultural contracts, applied econometrics, information and uncertainty.*
- Jeremy Magruder, assistant professor. *Labor markets and health issues in developing countries.*
- Jeffrey M. Perloff, professor. *Industrial organization, labor, international trade, law and economics, information and marketing.*
- Gordon C. Rausser, Robert Gordon Sproul Distinguished Professor. *Agricultural economics, collective decision-making, futures and options markets, industrial organization, law and economics, natural resource and environmental economics, public policy and economic regulation, quantitative models, statistical decision theory.*
- Jeffrey M. Romm, professor. *Resource and environmental policy; distribution, economic growth, and environment; forest, river basin, and water institutions.*
- Howard R. Rosenberg, Cooperative Extension economist. *Agricultural human resource management, supervision development, workplace safety, employment law, labor market conditions.*
- Elisabeth Sadoulet, professor. *Economic development, agricultural policy, rural institutions, contract theory.*
- David L. Sunding, professor and Cooperative Extension economist. *Water resources, land use, wetlands and endangered species, environmental and natural resource policy, law and economics.*
- Christian P. Traeger, assistant professor. *Environmental and resource economics, climate change, decision making under uncertainty, social discounting, intertemporal welfare analysis.*
- Sofia B. Villas-Boas, associate professor. *Applied econometrics, empirical industrial organization.*
- Brian D. Wright, professor. *Agricultural policy; economics of markets for storable commodities, research incentives, conservation of biodiversity, and intellectual property rights; dynamic analysis of patenting of research inputs; theory of commodity price behavior and speculation; crop insurance.*
- David Zilberman, George and Elsie Robinson Professor. *Agricultural, water, and environmental policy design; economics of technological change; pest control and biotechnology; marketing and risk.*

## Davis

- Julian M. Alston, professor. *Economics of government policy affecting agriculture, natural resources, and economic development.*
- Steven C. Blank, Cooperative Extension economist. *Financial management, risk and decision-making, risk management tools, management methods.*
- Stephen R. Boucher, associate professor. *Development economics, economics of agrarian contracts.*
- L. J. (Bees) Butler, Cooperative Extension economist. *Dairy and poultry marketing, food and agricultural policy, market structure and technological change, intellectual property rights.*
- Colin A. Carter, professor. *International trade, futures markets, commodity markets.*
- James A. Chalfant, professor. *Econometrics, agricultural marketing and demand analysis, risk and uncertainty, agricultural production and supply, environmental economics.*
- Roberta L. Cook, Cooperative Extension economist. *Marketing of fresh fruits and vegetables, food distribution, international trade, competitiveness.*
- Y. Hossein Farzin, professor. *Environmental and natural resource economics, development economics, sustainability, energy economics, microeconomic theory.*
- Rachael E. Goodhue, associate professor. *Agricultural marketing and organization, industrial organization, contracting, agricultural and agri-environmental regulation, property rights.*
- Richard D. Green, professor. *Econometrics, demand analysis, price analysis.*
- Shermain Hardesty, Cooperative Extension economist and director, Small Farms Program. *Cooperatives, value-added marketing, food distribution.*
- Arthur M. Havenner, professor. *Econometrics, forecasting, optimal control, finance.*
- Richard E. Howitt, professor and chair, Department of Agricultural and Resource Economics, 2006–2009. *Resource economics, optimal dynamic policies, value of information, sectoral analysis, water allocation.*
- Lovell S. Jarvis, professor and associate dean, College of Agricultural and Environmental Sciences. *Agricultural and economic development, food and nutrition policy, livestock economics, agricultural research policy, international trade.*
- Karen M. Klonsky, Cooperative Extension economist. *Farm management, pest management, sustainable agriculture, cost of production, organic agriculture.*
- Douglas M. Larson, professor. *Applied welfare economics, economics of risk and information, nonmarket valuation, environmental and natural resource economics.*
- C.-Y. Cynthia Lin, assistant professor. *Environmental and natural resource economics, energy economics, industrial organization, applied microeconomics.*
- Travis J. Lybbert, assistant professor. *Economic development, poverty dynamics, risk and uncertainty, technology transfer and adoption, intellectual property, environment and biodiversity.*
- Philip L. Martin, professor. *Immigration policy, farm and rural labor markets, rural development.*
- Pierre Mérel, assistant professor. *Agricultural policy, industrial organization, trade policy, geographical indicators, food quality.*
- Alan L. Olmstead, professor. *Agricultural history, causes and consequences of technological change, sources of productivity growth, induced innovation, international trade and international diffusion of new technologies.*
- Quirino Paris, professor. *Microeconomics, mathematical economics, mathematical programming, econometrics.*
- Catherine J. Morrison Paul, professor. *Production and market structure, cost economics, productivity, factor demand.*
- Richard J. Sexton, professor. *Cooperatives, agricultural marketing, industrial organization.*
- Aaron D. Smith, associate professor. *Econometrics, commodity markets, finance.*
- Daniel A. Sumner, Frank H. Buck, Jr. Professor. *National and international agricultural economics and policy.*
- J. Edward Taylor, professor. *Agriculture in economic development, population and human resources, applied econometrics.*
- James E. Wilen, professor. *Natural resource economics, environmental economics, microeconomics.*
- Jeffrey C. Williams, Daniel Barton DeLoach Professor. *Commodity markets, financial markets, resource economics, mathematical programming, econometrics, economic history.*

**Riverside**

Kenneth Baerenklau, associate professor. *Environmental and natural resource economics, nonpoint source pollution control, conservation technology adoption, nonmarket valuation, land use and habitat conservation.*

Ariel Dinar, professor and director, Water, Science and Policy Center. *Environmental and resource economics and policy, water quantity/quality conflicts and cooperation, climate change impact and adaptation, agricultural extension.*

Linda M. Fernandez, associate professor. *Environmental and natural resource economics, international trade and transboundary pollution, environmental policy analysis.*

Keith C. Knapp, professor. *Water resource economics, natural resource and environmental aspects of agricultural production, economic growth, natural resources and sustainability.*

Kurt A. Schwabe, associate professor. *Economics of nonpoint source pollution, nonmarket valuation, deforestation in developing countries, alternative regulatory instruments for pollution control, applied econometrics.*

Leo Simon, adjunct professor. *Game theory with applications to agricultural and resource problems, multilateral negotiations, water, private-public partnerships.*

Arnold Zellner, adjunct professor. *Econometrics, decision theories.*

**Davis**

Hyunok Lee, researcher. *California agriculture, risk management, trade, agricultural policy.*

Scott D. Rozelle, professor. *Development economics, economics of transition.*

James Sanchirico, associate professor. *Natural resource economics, environmental economics, and environmental policy.*

Stephen A. Vosti, associate adjunct professor. *Tropical deforestation; poverty and environment links; climate change; trade-offs among environmental sustainability, growth, and poverty alleviation.*

**Emeriti**

**New Appointment – Berkeley**

Meredith Fowlie, assistant professor

**New Appointments – Davis**

Michael Carter, professor

Katrina Jessoe, assistant professor

**Division of Agricultural and Natural Resources**

Dan Dooley, UC vice-president

Irma Adelman

Lee C. Benson

Oscar R. Burt

Hoy F. Carman

Harold O. Carter

Lawrence S. Davis

Kenneth Farrell

Ben C. French

B. Delworth Gardner

Leon Garoyan

George E. Goldman

Warren E. Johnston

Desmond A. Jolly

George G. Judge

Sylvia Lane

Elmer W. Learn

Peter H. Lindert

Samuel H. Logan

Alex F. McCalla

Chester O. McCorkle

William McKillop

Kirby S. Moulton

Refugio I. Rochin

Robert O. Rock

Gordon A. Rowe

Andrew Schmitz

Lawrence E. Shepard

Jerome B. Siebert

Stephen Sosnick

Dennis E. Teeguarden

Henry J. Vaux, Jr.

L. Tim Wallace

William W. Wood, Jr.

Edward A. Yeary

**Associate Members of the Foundation**

**Berkeley**

Jeffrey T. LaFrance, adjunct professor. *Agricultural policy, consumption and demand, econometrics, environmental and natural resource economics.*

Edward Miguel, professor. *Development economics.*

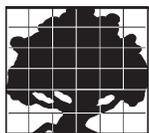
David Roland-Holst, adjunct professor. *International trade, policy modeling, environment and natural resources, economic growth and development.*

Richard B. Standiford, Cooperative Extension specialist. *Forest management and decision-making, bioeconomic modeling, forest economics.*

**In Memoriam**

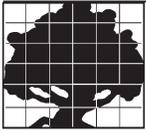
Dale M. Heien  
1936–2009

Gordon King  
1924–2008



## Awards and Honors Received by Giannini Foundation Members, 2007–2009

- Julian M. Alston, American Agricultural Economics Association, Quality of Communication Award for “Regulating Agricultural Biotechnology: Economics and Policy,” New York, NY: Springer Science and Business Media, 2007.
- Julian M. Alston, Western Agricultural Economics Association, Distinguished Scholar Award, 2009.
- Peter Berck, American Agricultural Economics Association, Fellow, 2008
- Steven C. Blank, Western Agricultural Economics Association, Distinguished Scholar Award, 2007.
- Steven C. Blank, American Agricultural Economics Association, Distinguished Extension Program Award, 2007
- Hoy F. Carman, International Food and Agribusiness Management (IAMA), Best Paper Contribution in Communication of an Agricultural and Food Management Business Theory Award for “Discovering and Promoting Commodity Health Attributes: Programs and Issues” in *International Food and Agribusiness Management Review*, 2007.
- Colin Carter, American Agricultural Economics Association, Quality of Research Discovery Award for “The Market Effect of a Food Scare: The Case of Genetically Modified StarLink Corn” in *The Review of Economics and Statistics*, 2008.
- W. Michael Hanemann, European Association of Environmental and Resource Economists, European Lifetime Achievement Award in Environmental Economics, 2008.
- Arthur M. Havenner, Phi Beta Kappa of Northern California’s Excellence in Teaching Award and Honorarium, 2008.
- Richard E. Howitt, Western Agricultural Economics Association, Distinguished Scholar Award, 2007.
- Richard E. Howitt, California Water and Environmental Modeling Forum, Hugo Fischer Award for Environmental Modeling, 2008.
- Richard E. Howitt, UC Davis Academic Public Service Award, 2008.
- Larry Karp, American Agricultural Economics Association, Fellow, 2008.
- Jeffrey LaFrance, American Agricultural Economics Association, Fellow, 2007.
- Jeffrey LaFrance, American Agricultural Economics Association, Quality of Research Discovery Award for “Imperfect Price Deflation in Production Systems” in *Review of Economics and Statistics*, 2008.
- Pierre R. Mérel, Department of Agricultural and Resource Economics, UC Davis, Gordon A. King Award for Best Dissertation, 2007.
- Pierre R. Mérel, European Association of Agricultural Economists Congress, Ghent, Belgium, Best Paper by a Young Economist for “Is There Market Power in the French Comté Cheese Market?” 2008.
- Edward Miguel, Alfred P. Sloan Research Fellow, 2005–2007.
- Alan L. Olmstead, Economic History Association, President, 2007-2008.
- Alan L. Olmstead, Society for the History of the Federal Government, Thomas Jefferson Prize, 2008.
- Alan L. Olmstead, Cliometrics Society, the Clio Can Lifetime Achievement Award, 2008.
- Alan L. Olmstead, Agricultural History Society, Wayne D. Rasmussen Award for Best Article Published in the Area of Agricultural History, “Biological Innovation and Productivity Growth in the Antebellum Cotton Economy,” *Journal of Economic History*, 2008.
- Quirino Paris, European Association of Agricultural Economists, Fellow, 2008.
- Jeffrey Perloff, American Agricultural Economics Association, Adviser to Outstanding Ph.D. Dissertation Award, for “Firm Behavior in Pollution Permit Markets,” by Meredith Fowlie, 2007.
- Scott D. Rozelle, American Agricultural Economic Association, Fellow, 2007.
- Kurt Schwabe. Flagship Fellowship. CSIRO, Australia. August 2007–July 2008.
- Aaron Smith, American Agricultural Economics Association, Quality of Research Discovery Award for “The Market Effect of a Food Scare: The Case of Genetically Modified StarLink Corn” in *The Review of Economics and Statistics*, 2008.
- Sofia Villas-Boas, UC Berkeley College of Natural Resources, Young Faculty/Cooperative Extension Specialist Award, 2008.
- David Zilberman, Association of Environmental and Resource Economists, Fellow, 2008.
- David Zilberman, American Agricultural Economics Association Outstanding Review of Agricultural Economics Article Award for “Adoption of Bt Cotton and Impact Variability: Insights from India,” in *Review of Agricultural Economics*, 2007.
- David Zilberman, American Agricultural Economics Association, Quality of Communication Award for *Regulating Agricultural Biotechnology: Economics and Policy*, New York, NY: Springer Science and Business Media, 2006.



## Giannini-Sponsored Research Projects and Conferences

To inquire about publications stemming from these projects, contact the principal investigators directly. Foundation members are listed by campus in this *Reporter*. In many cases research is not yet complete, so publications may not be available. Conference agendas and links to presentations can be found on our Web site: <http://giannini.ucop.edu/events/htm>

### Projects Funded for 2008–2009

- The Economics of Alternative Strategies for the Management of Pierce's Disease in the California Wine Grape Industry*, Julian Alston.
- Pricing of California Steers and Yearlings: Estimating the Value of Attributes of Cattle Sold Using a Video Auction Market*, Steven Blank.
- Evaluation of the Benefits of an Animal ID System for California*, Leslie J. Butler.
- Potential Costs of Accidental Contamination of the Rice Crop by Unapproved Genetically Modified Material*, Colin Carter.
- Pricing and Promotional Patterns among Major U.S. Supermarket Chains*, James Chalfant and Richard Sexton.
- Biofuel Crops Adoption for California: Economic and Environmental Impacts*, Y. Hossein Farzin and Pierre Mérel.
- A Metapopulation Approach to Modeling the Externalities of Organic and Conventional Pest Management Practices*, Rachael Goodhue.
- Optimal Dam Construction under Climate Uncertainty and Anticipated Learning*, Larry Karp.
- The Effects of Specialty Crop Insurance on Prices for Fruits and Vegetables*, Ethan Ligon.
- Grape Growers and the Economics of the Powdery Mildew Index: Risk Perceptions, Disease Management and the Value of Information*, Travis Lybbert.
- The Effect of WIC on the Retail Price Markup of Infant Formula*, Jeffrey Perloff.
- Reconciling Visions for the Delta's Futures: A Bargaining Theoretic Approach*, Leo Simon.
- Economics of Aquifer Storage and Recovery in the San Bernardino and Antelope Valley Groundwater Basins*, David Sunding.
- Trade Liberalization and Vertical Exchange Mechanisms: The Case of Mexican Avocados*, J. Edward Taylor and Richard Sexton.
- University of California-Stanford Data Sharing Center*, Sofia Villas-Boas.
- Commercial Utilization and Knowledge Dissemination of Agricultural-Related Inventions of University of California*, Brian Wright.

### Projects Funded for 2009–2010

- Estimating the Impacts of Ground Level Ozone on Agricultural Yields*, Maximilian Auffhammer.
- Index Insurance: A Viable Risk-Management Tool for Farmers in the Southern San Joaquin Valley?* Steve Boucher.
- Evaluation of the Benefits of an Animal ID System for California*, Leslie J. Butler.
- Water Quality in California: The Role of Land Use*, Y. Hossein Farzin.
- An Economic Analysis of Ecosystem Services Provided by Protected Areas in California and their Impact in the Agricultural Sector*, Keith Gilles.
- Pest Management for Organic and Conventional California Citrus Production: Landscape-Level Interactions*, Rachael Goodhue.
- Agriculture and Option Values: Measuring the Socially Optimal Amount of California Pastoral Oak Woodland*, Richard Howitt.
- Optimal Dam Construction under GHG Emissions and Climate Uncertainty with Anticipated Learning*, Larry Karp.
- Agricultural Production in the Imperial Valley: Climate, Water Transfers, and Ecosystems*, Keith Knapp.
- Household Willingness to Pay for Reduced Salinity in San Joaquin Valley Water*, Douglas Larson.
- Immigration Reform: Implications for California Agriculture Principal Participants*, Philip L. Martin.
- Food Quality and Cooperatives: Positioning California Cooperatives to Succeed in Contemporary Food Markets*, Pierre R. Mérel and Richard J. Sexton.
- Re-Assessing the Impact of Climate Change on U.S. Agriculture Using Probabilistic Projections of Climate Change*, Edward Miguel.
- The Effects of Changes in Commodity Food Prices on Consumer Substitution over Time*, Jeffrey M. Perloff and Jeff LaFrance.
- Minority Farmer Loan Subsidy Discrimination: Does It Exist?* Gordon Rausser.
- Assessment of Agriculture's Potential Contributions to California Climate Action*, David Roland-Holst and David Zilberman.

*The Impacts of Salinity and Drainage Problems on Irrigated Agriculture: A Ricardian Approach*, Kurt A. Schwabe.  
*Commodity Booms and Busts? A Dynamic Model of Futures and Spot Market Interactions*, Aaron Smith.  
*Habitat Conservation in a Working Landscape*, David Sunding.  
*Optimal Climate Change Policies Accounting for a Comprehensive Risk Assessment under Learning*, Christian P. Traeger.  
*Nutritional Labels, Consumer Choices and Eating Habits*, Sofia Berto Villas-Boas.  
*Modeling Cash Rents Markets for Agricultural Land as a Multi-Period Principal Agent Game*, Brian Wright.  
*Agricultural Biotechnology Across Space and Time: An Analysis of Intensive and Extensive Margin Effects*, David Zilberman.

### **Conferences Funded for 2007–2009**

#### **NBER-NSF Time Series Conference**

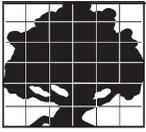
September 11-12, 2009  
University of California, Davis  
Davis, California  
<http://nber-nsf09.ucdavis.edu/>

#### **Symposium: Causes and Consequences of the Food Price Crisis**

October 10, 2008  
Bancroft Hotel  
2680 Bancroft Way  
Berkeley, California  
<http://are.berkeley.edu/foodcrisis/>

#### **The Intersection of Energy and Agriculture: Implications of Biofuels and the Search for a Fuel of the Future**

October 4-5, 2007  
The Faculty Club  
University of California, Berkeley  
<http://are.berkeley.edu/~zilber/conference.html>



## Ph.D. Recipients and Dissertation Titles, 2007–2009

Copies of dissertations may be obtained from Bell & Howell, P.O. Box 1346, 300 North Zeeb Road, Ann Arbor, Michigan 48106 ([www.bellhowell.infolearning.com](http://www.bellhowell.infolearning.com)).

### Berkeley

- Jenny Aker\*, *Three Essays on Markets and Welfare in Sub-Saharan Africa*.
- Holly Ameden, *The Economics of Invasive Species, Border Enforcement, and Firm Response*.
- Jennifer E. Brown, *Tournaments and Auctions: Evidence from the Field and the Greens*.
- Ricardo Cavazos-Cepeda, *Essays in Demand Estimation and Wealth Dynamics: Applications to Cultural Economics and the Life Cycle*.
- Jules Reinhart Elkins, *Is Economic Growth Bad for Your Health? The By-Products of Economic Growth and Their Effects on Health in Indonesia*.
- Celine Ferre, *Three Essays in Development Economics*.
- Rui Huang, *Essays on the Price and Non-Price Competition in the Food Market*.
- Ryan M. Kellogg, *Efficiency in Energy Production and Consumption*.
- Kristen Kiesel, *What Do I Buy Now? Essays on Consumer Response to Food Labeling*.
- Zhen Lei, *Empirical Studies on Patent Systems and Innovation*.
- James G. Manley, *Clinics, Stoves, and Ill-behaved Children: Essays in Health and Development Economics*.
- Lingyun Nie, *Essays on Son Preference in China during Modernization*.
- J. Gregory Rafert, *Three Essays on Illicit Drug Use, Crime and Child Welfare*.
- Hugo Salgado Cabrera, *Estimating Dynamic Models of Imperfect Competition in the Personal Computer Processor Industry*.
- Susan Stratton, *Groundwater Management with Heterogeneous Users: Political and Economic Perspectives*.
- Rocio Titiunik, *Essays in Political Representation*.
- Felipe Vasquez, *Discrete/Continuous Choice Models and Consumer Heterogeneity*.
- Muzhe Yang, *Regression Discontinuity Design and Program Evaluation*.

\* Jenny Aker received Honorable Mention for the AAEA Outstanding Dissertation Award, 2008.

### Davis

- Joshua Abbott, *Spatial and Strategic Aspects of Fisheries Bycatch*.
- Michael Adjemian, *Estimating Spatial Interdependence in Automobile Choice with Multilevel Data*.
- Aslihan Arslan, *Farmer's Subjective Valuation of Subsistence Crops: The Case of Traditional Maize in Mexico*.
- Meera Bhatia, *Incentives for Investing in Check-Dams: Evaluating the Impacts of Changes in Irrigation Water Supply on Heterogeneous Farmers in Northern India*.
- Jennifer Bond, *New Perspectives on Performance Evaluation of Agriculture Producer Organizations*.
- Jose Cancino, *Collective Management and Territorial Use Rights: The Chilean Small-Scale Loco Fishery Case*.
- Rosa Catala-luque, *The Economic Potential of Carbon Sequestration in Californian Agricultural Land*.
- Pian Chen, *Modeling High Dimensional Economic Systems*.
- Kiara Corrigan, *Regulation of Spatial Externalities: The Case of California Pesticide Policy*.
- Russell Gorddard, *Modeling Profit-Maximizing Land-Allocation Behavior*.
- Kristiana Hansen\*, *Contractual Mechanisms to Manage Water Supply Risk in the Western United States*.
- David Kennedy, *An Economic Analysis of the Human Health Impacts of Antibiotic Use in Food. Animal Production and the Demand for Antibiotic-Free Meat*.
- Lan Li, *Retailer Pricing Behavior for a Fresh Produce Commodity: The Case of Avocados*.
- Pei-An (Steve)Liao, *Taiwan's National Health Insurance and the Labor Force Participation Decisions of Married Women*.
- Chengfang Liu, *Policy Reforms, Governance, and the Provision of Public Goods and Services in Rural China*.
- Yuko Onozaka, *Three Essays on Consumers' Preferences for Fresh Organic Produce*.
- Elizabeth Pienaar, *Improving the Performance of Community-Based Wildlife Management Programs: Evidence from Botswana*.
- Sébastien Pouliot, *Traceability and Food Safety: Liability, Reputation and Willingness to Pay*.

Carlo Russo, *Modeling and Measuring the Structure of the Agrifood Chain: Market Power, Policy Incidence and Cooperative Efficiency.*

Tina Saitone, *The Economics of Minimum Quality Standards Imposed by Agricultural Producer Organizations.*

Monticha Sompolvorachai, *Enhanced Land Rights, Access to Credit and Farm Investment: An Evaluation of the Assets Capitalization Program in Thailand.*

Lauren (Micki) Stewart, *Of Fish and Men: An Economic Analysis of the Galapagos Marine Reserve Resources Management Plan.*

Aya Suzuki, *Three Essays on Agricultural Marketing in Developing Countries: An Industrial Organization Approach.*

Jennifer Thompson, *Misunderstood Markets: The Case of California Gasoline.*

Hirotsugu Uchida, *Collective Fishery Management in TURFs: The Role of Effort Coordination and Pooling Arrangement.*

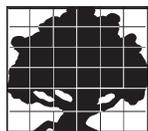
Julie Witcover, *Shaping Land Use along an Agricultural Frontier: A Dynamic Household model for Early Small-Scale Settlers in the Brazilian Amazon.*

David Zetland, *Conflict and Cooperation within an Organization: A Case Study of the Metropolitan Water District of Southern California.*

\* Kristiana Hansen received the AAEA Outstanding Dissertation Award, 2009.

## **Riverside**

Eddie Fagin, *Imperial Valley Agriculture, Colorado River Water, and the Salton Sea Ecosystem: Labor Abundance, Water Scarcity and Environmental Externalities Collide.*



## Giannini Foundation Publications, 2007–2009

The Giannini Foundation publishes research by members and associate members in four categories: monographs, research reports, information series reports, and special reports. The purpose of each series is described below and abstracts for the more recent publications from each series are listed. For publications that remain in print, single copies may be ordered using the form on pages 29 and 30.

### The Monograph Series

The purpose of the Monograph Series is to provide an outlet for reports of research that are longer than journal papers but directed to the same audience and appraised by criteria equivalent to those of leading technical journals in agricultural economics. The first seventeen monographs were published in the University of California's *Hilgardia* series. In 1967, the Giannini Foundation began a separate series for reports in agricultural economics but continued the numbering sequence.

### The Research Report Series

The Research Report Series is designed to communicate research results to specific professional audiences (e.g., agricultural industry economists, resource agency staffs, and other professionals) interested in applications. Such reports have significant analytical content but are developed and presented with this audience in mind.

### Information Series Reports

Reports in the Information Series communicate selected research results to a lay audience. The Information Series is numbered serially within years.

### Special Reports

Special Reports provide an outlet for items that are worthy of publication but do not fit into other series.

### Information Series Abstracts

Sonja Brodt, Karen Klonsky, and L. Ann Thrupp.  
*Market Potential for Organic Crops in California: Almonds, Hay, and Winegrapes*, Giannini Foundation Information Series 09-1, June 2009.

This study explores the marketplace potential for organic almonds, hay, and winegrapes produced in California. Organic acreage of all three crops has doubled or more than tripled in the last decade. We drew data from interviews with producers or processors of each crop and from statistics published by the California Department of Food and Agriculture (CDFA) and the US Department of Agriculture (USDA).

Business models vary among the three crops. Almond growers range from only producing almonds to also performing on-site processing. They also have numerous choices of wholesalers, cooperatives, and direct market outlets. Most producers in the hay industry sell direct to dairies or brokers. Most winegrape producers who do not have their own winery enter into contracts with outside wineries. Price premiums for organic almonds and alfalfa hay vary from 5 to 300% over the price for conventional. Due to strict USDA regulations, most wineries that use organic grapes do not market their wine as "organic." Therefore, they do not necessarily receive price premiums and are less likely to offer premiums to growers.

Potential for expansion varies among the three crops. The organic almond market offers significant room for expansion, but a few large-scale conventional producers poised to start organic production could rapidly flood the market. Further expansion of organic hay acreage is limited by competition for land with higher-value crops. The growing interest for organic grapes among wineries appears to provide incentive for expansion, but the lack of price premiums may dampen that incentive to some extent.

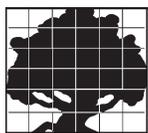
Hyunok Lee and Daniel A. Sumner. *The Prospective Free Trade Agreement with Korea: Background, Analysis and Perspectives for California Agriculture*, Giannini Foundation Information Series 09-2, June 2009.

After several years of informal and formal negotiations, South Korea and the United States reached an agreement to move towards free trade in April 2007. Currently, both countries await congressional approval before the agreement can be implemented. This study explains the substance of the agricultural parts of the agreement and considers its agricultural implications. The study finds that the Korea-United States Free Trade Agreement has the potential to be a significant demand driver for many sectors within California agriculture.

Despite its high import tariffs, tight import quota quantities and restrictive sanitary and phytosanitary regulations, South Korea has become a major agricultural importer from California. South Korea is an important export destination for a broad array of California agricultural products and has recently ranked among the top five or six export destinations for California agriculture.

The agreement provides for gradual elimination of Korea's high tariffs for most California export products, with the exception of rice, where a previously negotiated quota would remain and fresh citrus where high seasonal tariffs would continue to limit shipments of oranges and mandarins. With lower import barriers there is significant potential for expanding California agricultural exports to Korea in for important commodities from dairy products to tree nuts.

This study catalogs current agricultural exports to Korea from California, reviews the existing trade barriers that limit exports to Korea, considers explicitly the export positions of major competitors and examines the size of the Korean market for each important commodity and commodity group. The study's insight on the potential effects of the Agreement will help California agriculture better appreciate and communicate what is at stake for California agriculture and prepare for the realistic impacts of the potential market opening in Korea.



## Articles in *ARE Update*, 2007–2009

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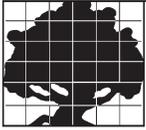
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