CANADIAN AGRICULTURAL ECONOMICS SOCIETY WORKSHOP
THE ECONOMICS OF FOOD AND HEALTH
University of British Columbia
Vancouver, May 2-3 2003
Room 216 Students Union Building

PROGRAM

FRIDAY MAY 2
8.25-8.30am Opening Remarks – Jill E. Hobbs, President-Elect, CAES

Session 1: Analysing Food And Health Issues: An Overview
Chair: Jill E. Hobbs, University of Saskatchewan
8.30-9.15am Incorporating Information into Demand Systems: A Survey
   – Timothy Beatty, University of British Columbia
9.15-10.00am Profiling Consumer Trend-Setters in the Canadian Healthy Foods Market
   – Gale West, University of Laval
10.00-10.30am Break
10.30-11.15am Consumer Purchasing Behaviour Towards GM Foods in the Netherlands
   – Leonie A. Marks, Univ of Missouri-Columbia, N. Kalaitzondonakes & S. Vickner
11.15-12.00pm Indirect Health Effects of Pesticide Regulation
   – Sean Cash, D. Sundung and D. Zilberman, University of California, Berkeley
12-1pm Lunch

Session 2: Evaluating Consumer Attitudes
Chair: Timothy Beatty, University of British Columbia
1-1.30pm Consumer Perceptions and Willingness to Pay for Health Attributes in Bison
   – Kim Sanderson, Jill E. Hobbs and Morteza Haghiri, University of Saskatchewan
1.30-2pm GM Food Recalls and Consumer Response: The Case of Starlink in the U.S.
   Food-At-Home Distribution Channel
   – Steve Vickner (Univ of Kentucky), Leonie Marks and Nicholas Kalaitzandonakes
   (University of Missouri-Columbia)
2-2.30pm Break
2.30-3pm Consumer Preferences for Foods Containing Genetically Modified Ingredients
   – Anne Hünnemeyer, M. Veeman, V. Adamowicz and W. Hu, Univ of Alberta
3-3.30pm Genetically Modified Food Labelling & Consumer Choices for Pre-Packaged
   Sliced Bread
   – Wuyang Hu, V. Adamowicz, M. Veeman and A. Hünnemeyer, Univ of Alberta
3.30-3.40pm Break
Session 3: Building Research Networks
Chair: Jill Hobbs, University of Saskatchewan
3.40-5.30pm Research Networks in the Economics of Food Safety, Food & Health.
Brief discussion paper by Murray Fulton (Past-President, CAES)
followed by roundtable discussion

SATURDAY MAY 3

Session 4: Health Information and Food Demand
Chair: John Cranfield, University of Guelph
8.30-9am Price and Income Effects of Fat Content in Food
– W. Levedahl (ERS-USDA), J. Steve Clark (Nova Scotia Agricultural College), A.J. Reed (ERS-USDA) and I. Seager (NSAC).
9-9.30am Impacts of Generic Advertising and Food Safety/Health Information on Canadian Meat Demand
– Ellen Goddard, Getu Hailu and Cindy Wang, University of Alberta
9.30-10am The Structural Characteristics of the Organic Food Market in Vancouver
– Jim Vercammen and Mario Anda, University of British Columbia.
10-10.30am Break

Session 5: Food Policy Issues
Chair: Rick Barichello, University of British Columbia
10.30-11.00am Labelling Policy for GM Foods: Policy Failure or Pragmatism in Action?
– Michele Veeman, University of Alberta
11-11.30am Mandatory Country of Origin Labelling: Protectionism Vs Consumers’ Right-to-Know
– William A. Kerr University of Saskatchewan
11.30-12pm Methodologies for Measuring Costs and Benefits of Food Safety Programs
George Brinkman, University of Guelph
12.00-1.30pm Lunch

Adjourn