

1st joint EAAE / AAEA seminar
115th EAAE seminar

**The Economics of Food,
Food Choice and Health**

15th - 17th September 2010

at the Technische Universität München,
Germany, Freising-Weihenstephan

TUM School of Management
Department Marketing and Consumer Research

Handbook



Keynote Speaker Profiles

David R. Just

David R. Just (PhD 2001, MS 1999, University of California-Berkely; BA 1998 Brigham Young University) is Associate Professor in the Charles H. Dyson School of Applied Economics and Management at Cornell University. His research has focused on applications of behavioral economics to agricultural markets, including risk response, information use and food consumption. He has published 42 journal articles including articles published in *Journal of Econometrics*, *Review of Economics and Statistics*, *Journal of Economic Behavior and Organization*, *American Economic Review* P&P, *American Journal of Agricultural Economics*. Just's research has illuminated the empirical challenge of implementing risky choice models for the purpose of policy analysis. Further, his work on behavioral economics and the National School Lunch Program (NSLP) has shown how low cost solutions can lead school children to make healthier choices without reducing overall availability of choices. His research has commanded wide recognition. Just has won the American Journal of Agricultural Economics Outstanding Journal Article and was cited by *Discover Magazine* as one of the top science stories of 2006. He has been interviewed and had his research described by numerous media outlets including *Bloomberg Print and Television*, *US News and World Reports*, *Newsweek*, *Washington Post*, *Parenting Magazine*, and *Nature* among others.



Unni Kjærnes

Unni Kjærnes (PhD 2009 in sociology from University of Helsinki, Cand.real /Ms in nutrition from University of Oslo) is Head of Research at the National Institute for Consumer Research (SIFO) in Oslo, Norway. Her research has focused on sociological approaches to consumption, in particular how food consumers are impacted by and influence food markets and politics under varying conditions. She has addressed a wide range of topical issues, such as trust, ethical and political consumerism, nutrition policy, organics, animal welfare, and food safety. She has published a number of journal articles and books, including *Trust in Food. A Social and Comparative Analysis* (co-authored by M. Harvey and A. Warde), *Eating Patterns. A day in the lives of Nordic peoples* (editor), and *Regulating Markets, Regulating People: On Food and Nutrition Policy*. Kjærnes has coordinated a long series of European, Nordic and Norwegian research projects. Her work contributed to theoretical conceptualizations and methodologies for comparative studies of the interrelationships between people as consumers, market and public institutions. They have provided empirical demonstrations of how social, cultural, political and economic conditions vary and change, producing highly diverse conditions for consumer roles and actions, affecting for example trust reactions, consumers' responsibility and practices regarding ethical issues, as well as their handling of traditional food issues, such as nutrition and safety. Her work has been widely disseminated and acknowledged nationally and internationally and has contributed to national and European consumer oriented food policies. Her current research focuses on consumer responsibility and power in areas such as sustainability and obesity.



Egon Peter Köster

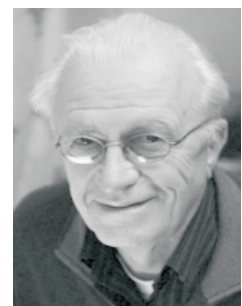
E. P. Köster has been Professor of Experimental Psychology at the University of Utrecht from 1976 till 1997. His research field was perception psychology and he specialized in research on the sense of smell. Apart from fundamental research he has always been interested in applied research. Thus, he founded the ergonomics research group at the University of Utrecht and started a group on the sensory analysis and evaluation of food.

As a result of this latter development he became an advisor to many major food industries in the Netherlands, Germany, France, Great Britain and the United States. He still is an advisor to the Centre for Innovative Consumer Studies at Wageningen University and Research, the Netherlands and to Pernod-Ricard, France.

He was the founder and for a long time Editor in Chief of the *Journal Chemical Senses* and a co-founding member of the European Chemoreception Research Organisation of which he is now an Honorary Member. He is also a co-founding member of the European Sensory Network which unites the most prominent laboratories in sensory analysis in 15 different European Countries.

From 1987 till 2002 he was the scientific director of ASAP GmbH in Munich, Germany, a company that specialized in applied sensory research, and from 1996 till November 1998 he has been involved as the supervisor of applicable research in the founding of the "Institut Européen des Sciences du Goût et du Comportement Alimentaire (IESGCA) in Dijon, France. From March 2000 till March 2003 he has been a visiting professor at the Royal Veterinary and Agricultural University in Copenhagen and since then he is an advisor to that group. He is also an advisor to Agrotechnology & Food Innovations Wageningen University Research. He published 157 scientific papers and is in the editorial board of several psychological and sensory perception journals.

Since a few years he has become more and more interested in motivational psychology related to eating and drinking behavior and in the role of memory in food expectations. He has drawn attention to the importance of such phenomena as product boredom and slowly growing product irritation for the prediction of market success in the food industry. Together with his students he has published many articles on these subjects over the last ten years.



Programme

Wednesday, 15 September 2010

		Location
08:00 am	<p>Registration desk open</p> <p>Bus shuttle: hotels – campus (see timetable - page 3)</p>	Foyer
09:00 am	<p>OPENING SESSION</p> <p>Moderator: <i>Jutta Roosen, Technische Universität München, Chair of the Local Organising Committee</i></p> <p>Welcome Address <i>Thomas Hofmann, Vice President, Technische Universität München</i></p> <p>Welcome Address <i>Gerhard Wenzel, Technische Universität München, Dean of the Center of Life and Food Sciences Weihenstephan</i></p> <p>Introduction to the Seminar <i>Monika Hartmann, University of Bonn, Chair of the Programme Committee and President of the EAAE</i></p> <p><i>Ron Mittelhammer, Washington State University, President of the AAEA</i></p>	HS16
09:45 am	<p>KEY NOTE TALK I</p> <p><i>David R. Just, Associate Professor in the Charles H. Dyson School of Applied Economics and Management at Cornell University</i></p> <p>Food Marketers and Consumers: Implications of Rationality Asymmetries For Food Choice and Health</p> <p>Moderator: <i>Monika Hartmann, University of Bonn</i></p>	HS16
10:30 am	COFFEE BREAK	Foyer
11:00 am	CONCURRENT SESSIONS 1A, 1B, 1C	
11:00 am	SESSION 1A: DEMAND FOR ORGANIC MILK	S1
Presentations:	<p>Determinants of the Demand for Organic and Conventional Fresh Milk in Germany – An Econometric Analysis <i>Rebecca Schröck, Justus-Liebig-Universität, Giessen</i></p> <p>Price Reactions and Organic Price Premiums for Private Label and Branded Milk <i>Yan Zhuang, Penn State University; Carolyn Dimitri, USDA/ERS; Edward C. Jaenicke, Penn State University</i></p> <p>Demand for Organic Milk - Including a Health Claim <i>Sigrid Denver, and Tove Christensen, University of Copenhagen</i></p>	1A-1 1A-2 1A-3
Moderator:	<i>Simone Mueller, University of South Australia</i>	

		Location
11:00 am	SESSION 1B: VALUATION OF HEALTH ATTRIBUTES	S2
Presentations:	Consumer Valuation of Health Attributes in Food <i>Sinne Smed, University of Copenhagen</i>	1B-1
	“Pill vs. Broccoli” – The Economics of Health Behavior and Vitamin Consumption <i>Sven Anders, University of Alberta; Christiane Schroeter, California Polytechnic State University; Brad Rickard, Cornell University</i>	1B-2
	Impact of Climate Change Mitigation Policies on the Future Food Consumption Patterns <i>Hugo Valin, Petr Havlik, Aline Mosnier, and Michael Obersteiner, International Institute of Applied System Analysis (IIASA) Austria</i>	1B-3
Moderator:	<i>Alessandro Bonanno, Pennsylvania State University</i>	
11:00 am	SESSION 1C: HEALTH EFFECTS OF TAX AND FISCAL POLICY	S3
Presentations:	Fat Tax: A Political Measure to Reduce Overweight? The Case of Germany <i>Silke Thiele, University of Kiel</i>	1C-1
	The Impact of Conspicuous Information on Fat Tax Efficiency <i>Olivier Allais, Fabrice Etilé, Sébastien Lecocq, INRA Alimentation et Sciences Sociales ALISS</i>	1C-2
	The Health Effects of a Fiscal Food Policy <i>Matthew J. Salois, and Richard Tiffin, University of Reading</i>	1C-3
Moderator:	<i>Klaus Salhofer, Technische Universität München</i>	
12:30 pm	LUNCH	Mensa (food court)
02:00 pm	CONCURRENT SESSIONS 2A, 2B, 2C	
02:00 pm	SESSION 2A: ECONOMICS OF HEALTHY DIETS: PRICES AND BUDGETS	S1
Presentations:	The Cost of a Healthy Diet: Does it Depend on How You Measure the Cost of Food? <i>Andrea Carlson, USDA/ERS; Mark Lino, USDA/CNPP; Diansheng Dong, USDA/ERS; and Elizabeth Frazao, USDA/ERS</i>	2A-1
	Food Demand and Diet Composition: Effect of Prices and Income <i>Paola De Agostini, University of Essex</i>	2A-2
	Food Purchasing of Different Household Types in Times of Restricted Budget <i>Juliane Schmidt, and Ingrid-Ute Leonhäuser, Justus-Liebig University of Giessen</i>	2A-3
Moderator:	<i>Christiane Schroeter, California Polytechnic State University</i>	

		Location
02:00 pm	SESSION 2B: IMPACT OF LABELS ON FOOD CHOICE	S2
Presentations:	<p>“Which Milk Do You Prefer?”: A Study on Brand Equity and Quality Perception Through a Choice Experiment Approach <i>Chiara Taglioni, University of Perugia; Alessio Cavicchi, University of Macerata; Riccardo Scarpa, University of Waikato; Biancamaria Torquati, University of Perugia; and Gianluca Stefani, University of Florence</i></p> <p>Private Labels: A Mechanism for Fulfilling Consumer Demand for Healthy Food? <i>R.D. Weaver, Pennsylvania State University</i></p> <p>The Impact of Health, Environmental and Social Attributes of Salmon Choice in the U.S. <i>Daniel Brett, U.S Fulbright Program; and Oscar Melo, Pontificia Universidad Católica de Chile</i></p>	2B-1 2B-2 2B-3
Moderator:	<i>Edward Jaenicke, Pennsylvania State University</i>	
02:00 pm	SESSION 2C: FIRMS AND NUTRITION	S3
Presentations:	<p>Firm’s Responses to Nutritional Policies <i>H. Hammoudi, INRA-ALISS UR 1303; L. Rouached, Ecole Polytechnique Tunisia; S. Tréguer-Duvaleix, Agrocampus Ouest and INRA, UMR1302 SMART and Université Européenne de Bretagne; and L.G. Soler, INRA-ALISS UR 1303</i></p> <p>Supermarkets and Dietary Transformation: Urban vs. Rural Indonesian Consumers <i>Hery Toiba and Wendy J. Umberger, University of Adelaide</i></p>	2C-1 2C-2
Moderator:	<i>Johannes Simons, University of Bonn</i>	
03:30 pm	COFFEE BREAK	Foyer
04:00 pm	CONCURRENT SESSIONS 3A, 3B, 3C	
04:00 pm	SESSION 3A: ECONOMICS OF HEALTHY DIETS: DIETS AND SOCIOECONOMICS STATUS	S1
Presentations:	<p>Poverty and Dietary Behaviour - Comparing Socioeconomic Status and a Combined Poverty Indicator as a Determinant of Dietary Behaviour <i>Katja Aue, and Jutta Roosen, Technische Universität München</i></p> <p>Socio-economic Status and the Structural Change of Dietary Intake in Hungary: A Panel Study <i>Zoltan Bakucs, Hungarian Academy of Science; Imre Ferto, Hungarian Academy of Science and Budapest Corvinus University; and Cristina Marreiros, CEFAGE-UE Portugal</i></p>	3A-1 3A-2
Moderator:	<i>Pierre Combris, Ivry-sur-Seine INRA</i>	



		Location
04:00 pm	SESSION 3B: FOOD SAFETY ASPECTS OF MEAT	S2
Presentations:	<p>Consumer Intentions of Buying Poultry Meat Under Perceived Chemical or Biological Risk in Finland <i>Jaakko Heikkilä, MTT Economic Research; Eija Pouta, MTT Economic Research; Sari Forsman-Hugg, MTT Economic Research; Johanna Mäkelä, MTT Economic Research; and Merja Isoniemi, National Consumer Research Centre, Finland</i></p> <p>Explaining Revealed Behavior with Survey Responses: Consumer Reaction to BSE in Canada <i>Xin (Joy) Wang and Leigh Maynard, University of Kentucky</i></p> <p>The Influences of Avian Influenza, BSE, and H1N1 Influenza on Attitudinal Changes in Meat Safety Issue <i>Jane Lu Hsu, National Chung Hsing University; Kang Ernest Liu, National Chung Cheng University; Hwang-Jaw Lee, Ching Yun University; Min-Hsin Huang, National Sun Yat-Sen University; and Kelsey Jing-Ru Hung, National Sun Yat-Sen University</i></p>	<p>3B-1</p> <p>3B-2</p> <p>3B-3</p>
Moderator:	<i>Wendy Umberger, University of Adelaide</i>	
04:00 pm	SESSION 3C: FIRMS AND FOOD STANDARDS	S3
Presentations:	<p>Comparative Producer Costs of GAP and GHP Standards: Can the Playing Field be Made Level? <i>Luis Ribera, Texas A&M University; Mechel Paggi, California State University, Fresno; Marco Palma, Texas A&M University; and Ronald Knutson, Texas A&M University</i></p> <p>Collective Reputation: Competition vs. Food Safety? <i>Elodie Rouvière, Agrosup Dijon-CESAER; and Raphaël Soubeyran, INRA-LAMETA</i></p> <p>On the Effectiveness of Private Food Standards <i>Eric Giraud-Héraud, INRA and Ecole Polytechnique Paris; Cristina Grazia University of Bologna; Abdelhakim Hammoudi, INRA and ERMES / Université Paris II</i></p>	<p>3C-1</p> <p>3C-2</p> <p>3C-3</p>
Moderator:	<i>Laurian Unnevehr, USDA/ERS</i>	
	<p>Bus shuttle: campus - hotels (see timetable - page 3)</p> <p>Bus shuttle: Hotel Lerner and Hotel Pfluegler - city hall (see timetable - page 3)</p>	
07:00 pm	Reception at the Freisinger City Hall (Sitzungssaal)	Freising City Hall
	<p><i>Welcome note by Rudolf Schwaiger, 2. Mayor of Freising</i></p> <p><i>Address by Prof. Dr. Dr. h. c. Johann Bauer, Managing Director of Hans-Eisenmann-Zentrum, TU München</i></p>	

Programme

Thursday, 16 September 2010

		Location
08:00 am	Registration desk open Bus shuttle: hotels – campus (see timetable - page 3)	Foyer
09:00 am	CONCURRENT SESSIONS 4A, 4B, 4C	
09:00 am	SESSION 4A: EXPLAINING OBESITY	S1
Presentations:	The Effect of Economic Factors on Obesity Prevalence in Spain <i>Amr Radwan, José M. Gil, and Teresa Serra, CREDA-UPC-IRTA</i>	4A-1
	Obesity and Hyperbolic Discounting: An Experimental Analysis <i>Timothy J. Richards, Arizona State University; Stephen F. Hamilton, California Polytechnic State University; and Geoffrey Pofahl, Arizona State University</i>	4A-2
	Underlying Contributions to Childhood Obesity: The Effect of Role Modelling in Nutrition Behaviour and Health Related Activities <i>Anke Möser, University of Giessen; Susan Chen, Purdue University; and Rodolfo M. Nayga Jr., University of Arkansas</i>	4A-3
Moderator:	<i>Bruce Truill, Reading University</i>	
09:00 am	SESSION 4B: FOOD SAFETY EVALUATION	S2
Presentations:	Consumers' Willingness to Pay for Food Safety: The Case of Mycotoxins in Milk <i>Paolo Schokai, Daniele Moro, and Enrica Cuomo, Catholic University of the Sacred Heart</i>	4B-1
	US and German Consumer Preferences for Ground Beef Packaged Under a Modified Atmosphere <i>Carola Grebitus, University of Bonn; Helen H. Jensen, Iowa State University; and Jutta Roosen, Technische Universität München</i>	4B-2
Moderator:	<i>Michele Veeman, University of Alberta</i>	
09:00 am	SESSION 4C: FRUIT AND VEGETABLE CONSUMPTION	S3
Presentations:	Fruit and Vegetable Consumption Patterns Among US Adults Based on the Degree of Produce Processing <i>Tetyana Demydas, Justus-Liebig-University of Giessen</i>	4C-1
	Analyzing Parental Influence on Fruit and Vegetable Consumption <i>Gesa Maschkowski, Monika Hartmann and Carola Grebitus, University of Bonn</i>	4C-2
	Food Retail Advertising for Fresh Fruits and Vegetables: Does Income Segmentation Matter? <i>Andreas Boecker and Jonathan So, University of Guelph</i>	4C-3
Moderator:	<i>Jorgen Jensen, University of Copenhagen</i>	
10:30 am	COFFEE BREAK	Foyer



		Location
11:00 am	<p>KEY NOTE TALKS II</p> <p><i>Egon Peter Köster, Professor Emeritus of Experimental Psychology, University of Utrecht, The Netherlands</i></p> <p>Perception, Memory and Motivation: Their Role in Everyday Food Choice and Eating and Drinking Behaviour</p> <p><i>Unni Kjaernes, Senior Researcher, The National Institute for Consumer Research (SIFO), Norway</i></p> <p>Changing What People Do: Between Individual Food Choice, Markets and Politics</p> <p>Moderator: <i>Ellen Goddard, University of Alberta</i></p>	HS16
12:30 am	LUNCH	Mensa (food court)
02:00 pm	CONCURRENT POSTER SESSIONS P1-P6	
02:00 pm	P1: Current and Emerging Trends in Food Demand	Foyer
Presentations:	<p>An Analysis of the Retirement Consumption-puzzle for Food at Home and Away from Home Expenditures in Germany <i>Larissa S. Drescher and Jutta Roosen, Technische Universität München</i></p> <p>Ageing and Consumption – The Impact of Demographic Change on Food Expenditure Patterns <i>Sven Anders, University of Alberta</i></p> <p>Dietary Change Over Time in Europe, Between Globalised Food Patterns and Resilient Local Diets. An Empirical Insight <i>Corrado Finardi, Università di Parma</i></p> <p>The Trade-Off Between Quality and Quantity and Its Linkage to Obesity <i>Matthias Staudigel, University of Giessen</i></p>	P1-1 P2-2 P1-3 P1-4
Moderator:	<i>Luisa Menapace, University of Trento</i>	
02:00 pm	P2: Nutrition Labelling	Foyer
	<p>Demand for Breakfast Cereals: Whole Grains Guidance and Food Choice <i>Ariun Ishdorj, Texas A&M University; and Helen Jensen, Iowa State University</i></p> <p>The Relationship Between Nutritional Label Use and Obesity: Case of the USA and Turkey <i>Emine Bayar, Texas A&M University; Ariun Ishdorj, Texas A&M University; and Ani Katchova, University of Kentucky</i></p> <p>Nutritional & Health Claimed Products Market Development in Serbia: Exploration of Findings Obtained from in Depth Interviews <i>Zaklina Stojanovic, Galjina Ognjanov and Radmila Dragutinovic-Mitrovic, University of Belgrade</i></p> <p>EATWELL, Analysing EU Member States Public Interventions to Promote Healthy Eating: What Works, What Doesn't and What's Promising. <i>Bruce Traill, Bhavani Shankar and Jose Brambila-Macias, University of Reading</i></p>	P2-1 P2-2 P2-3 P2-4
Moderator:	<i>Kristin Kiesel, California State University-Sacramento</i>	

		Location
02:00 pm	P3: Healthy Diets and Policy Implications	Foyer
Presentations:	<p>Healthy Diet and Its Potential for the Russian Health System <i>Christine Burggraf, Leibniz Institute of Agricultural Development in Central in Eastern Europe; Thomas Glauben, Leibniz Institute of Agricultural Development in Central in Eastern Europe; Thomas Herzfeld, Wageningen University; and Stephan Brosig, Leibniz Institute of Agricultural Development in Central in Eastern Europe</i></p> <p>Effects of Taxing Sugar-Sweetened Beverage and Subsidizing Milk: Beverage Consumption, Nutrition, and Obesity among US Children <i>Biing-Hwan Lin, USDA Travis Smith, USDA and Jonq-Ying Lee, University of Florida</i></p> <p>Potential Healthcare Savings from Plant Sterol Enriched Foods in Canada <i>Collin Gyles, Jared G. Carlberg, and Peter Jones, University of Manitoba</i></p> <p>Biofortification, an Alternative to Reduce Food Insecurity and Its Adverse Effects in Developing Countries. A Honduras Case Study <i>Salomón Pérez Suárez, Centro Internacional de Agricultura Tropical (CIAT)</i></p>	<p>P3-1</p> <p>P3-2</p> <p>P3-3</p> <p>P3-4</p>
Moderator:	<i>Kelleen Wiseman, University of British Columbia</i>	
02:00 pm	P4: Communicating Food Safety	Foyer
Presentations:	<p>Does Negative Information Always Hurt Meat Demand? An Examination of Avian Influenza Information Impacts on U.S Meat Demand <i>Jianhong Mu and Bruce A. McCarl, Texas A&M University</i></p> <p>Food-Related Communication in Hungarian Popular Press <i>Orsolya Fehér; Corvinus University of Budapest; Bódai Ágota and Hajdu Istváné</i></p> <p>Avian Influenza Outbreaks and Poultry Production Mitigation Strategies in the United States <i>Jianhong Mu and Bruce A. McCarl, Texas A&M University</i></p>	<p>P4-1</p> <p>P4-2</p> <p>P4-3</p>
Moderator:	<i>Leigh Maynard, University of Kentucky</i>	
02:00 pm	P5: Marketing Healthy Food Choice	Foyer
Presentations:	<p>An Analysis of the Purchases of Sausages in Scotland: How Accurate Are Elasticities from Supermarket Data? <i>Cesar Revoredo-Giha, Beata Kupiec-Teahan and Philip Leat, Scottish Agricultural College</i></p> <p>Value Properties and Convenience Food Consumption <i>Anna Botonaki, Konstadinos Mattas and Efthimia Tsakiridou, University of Thessaloniki</i></p> <p>Well-Being as a Food Trend: Influence of the Wellness Lifestyle on Wellfood Purchase <i>Beate Nowak, Georg- August University Goettingen; and Anke Zühlsdorf, Spiller, Zühlsdorf + Voss Agrifood Consulting GmbH</i></p> <p>Improving Participation in Local-Food Markets: A Case Study of Oklahoma Consumers <i>Shida Rastegari Henneberry and Carra Crow, Oklahoma State University</i></p>	<p>P5-1</p> <p>P5-2</p> <p>P5-3</p> <p>P5-4</p>
Moderator:	<i>Jill McCluskey, Washington State University</i>	



		Location
02:00 pm	P6: Segmenting the Market for Healthy Food Choices	Foyer
Presentations:	Choice Behavior and Preferences of Canadian Consumers with Celiac Disease <i>Jing Zhang, University of Saskatchewan; and Bodo Steiner, University of Alberta</i>	P6-1
	What is it Consumers Really Want and Why? The Case of Fat in Milk <i>Laura M. Andersen and Sinne Smed, University of Copenhagen</i>	P6-2
	A Segmentation Analysis of Food Choice Motives in Irish Adults <i>Lucy McKeown, Ashtown Food Research Centre; Sinéad McCarthy, Ashtown Food Research Centre; Mary McCarthy, University College Cork; and Maeve Henchion, Ashtown Food Research Centre</i>	P6-3
Moderator:	<i>Hans De Steur, Ghent University (requested)</i>	
03:30 pm	COFFEE BREAK	Foyer
04:00 pm	CONCURRENT SESSIONS 5A, 5B, 5C	
04:00 pm	SESSION 5A: HEALTH EFFECTS OF FOOD POLICY	S1
Presentations:	Is the EU Sugar Policy Reform Likely to Increase Obesity? <i>Céline Bonnet, INRA, GREMAQ and Vincent Réquillart, INRA GREMAQ, IDEI.</i>	5A-1
	School Milk Demand - Interaction Between Policy and Other Factors - Some Preliminary Findings of a Regional Project <i>Inken B. Christoph, Guenter Peter, Petra Salamon, Sascha A. Weber and Daniela Weible, Johann Heinrich von Thuenen-Institute (vTI), Federal Research Institute for Rural Areas, Forestry and Fisheries, Institute for Market Analysis and Agricultural Trade Policy</i>	5A-2
	Are Fruit and Vegetable Stamp Policies Cost-Effective? <i>J. Dallongeville, INSERM U744; L. Dauchet, INSERM U744; O. de Mouzon, GREMAQ-INRA; V. Requillart, GREMAQ-INRA, IDEI; and L.G. Soler, INRA-ALISS UR 1303.</i>	5A-3
Moderator:	<i>Helen H. Jensen, Iowa State University</i>	
04:00 pm	SESSION 5B: THE EFFECT OF POLICIES AND MARKETING ON SOFT DRINK CONSUMPTION	S2
Presentations:	Does Limited Access at School Result in Compensation at Home? The Effect of Soft Drink Bans in Schools on Purchase Patterns Outside of Schools <i>Rui Huang and Kristin Kiesel, University of Connecticut and California State University</i>	5B-1
	Voluntary Restrictions on Television Advertising for Carbonated Soft Drinks: The Impact on Consumer Demand <i>Joshua Berning, University of Connecticut</i>	5B-2
	Demographic Variability in U.S Consumer Responsiveness to Carbonated Soft-Drink Marketing Practices <i>Charles Rhodes, University of Connecticut</i>	5B-3
Moderator:	<i>Ronald Knutson, Texas A & M University</i>	

		Location
04:00 pm	SESSION 5C: DIFFERENCIATED FOODS	S3
Presentations:	Functional Foods as Differentiated Products <i>Alessandro Bonanno, The Pennsylvania State University</i>	5C-1
	The Role of Labelling in Consumers' Functional Food Choices <i>NingNing (Helen) Zou and Jill E. Hobbs, University of Saskatchewan</i>	5C-2
	Translating Latent Trends in Food Consumer Behaviour into New Products <i>Xavier Gellynck, Bianka Kühne, Lynn Van Wezemaal and Wim Verbeke, Ghent University</i>	5C-3
Moderator:	<i>Richard Tiffin, University of Reading</i>	
05:00 pm	CONCURRENT SESSIONS 6A, 6B, 6C	
	SESSION 6A: VALUATION OF FUNCTIONAL AND NOVEL FOODS	S1
Presentations:	The Influence of Attribute Cutoffs on Consumers' Choices of a Functional Food <i>Yulian Ding, Wiktor Adamowicz and Michele Veeman, University of Alberta</i>	6A-1
	Stated Preferences for Novel Foods: The Sensitivity of Welfare Estimates to Technology Descriptions, Greater Familiarity and the Elapse of Time <i>Michael Burton, University of Western Australia; Dan Rigby, University of Manchester; and Jo Pluske, University of Western Australia</i>	6A-2
	Food Choice and Functional Ingredients: An Experimental Auction Employing Bread <i>Nicole Hellyer, Canterbury Christ Church University; Iain Fraser, University of Kent; and Janet Haddock-Fraser, University of Kent</i>	6A-3
Moderator:	<i>Jayson Lusk, Oklahoma State University</i>	
05:00 pm	SESSION 6B: THE ROLE OF TRUST IN FOOD CHOICE	S2
Presentations:	Food Quality Verification: Who Do Consumers Trust? <i>Jill Hobbs, Brian Innes and Adrian Uzea, University of Saskatchewan</i>	6B-1
	Revisiting Social Trust with Regard to Gendered Perception of New Food Technologies: The Case of Nanofood <i>Andrea Bieberstein, TU München; Frederic Vandermoere, Harvard Kennedy School, Cambridge MA; Jutta Roosen, Technische Universität München; Sandrine Blanchemanche, INRA and Stéphan Marette INRA, UMR Économie publique</i>	6B-2
	The Role of Production Methods in Fruit Purchasing Behaviour: Hypothetical vs Actual Consumers' Preferences and Stated Minimum Requirements <i>Riccarda Moser, Sandra Notaro and Roberta Raffaelli, University of Trento</i>	6B-3
Moderator:	<i>Larissa Drescher, Technische Universität München</i>	

		Location
05:00 pm	SESSION 6C: LABELING 'HEALTH'	S3
Presentations:	The Changing Egg Demand in Canada: Do Advertising and Health Message Contents Matter? <i>Getu Hailu, University of Guelph; and Ellen Goddard, University of Alberta</i>	6C-1
	Do Health Claims Matter for Consumer Preference on Tea Beverage? Experimental Evidence from Taiwan <i>Sheng-Hung Chen, Nan Hua University; Hsin-Fan Chen, Chaoyang University of Technology and Hui-Cheng Wang, National Chung Hsing University</i>	6C-2
	Consumers' Hedonic and Utilitarian Learning Process Following a Stimulus: The GDA-Label <i>Jofi Puspa and Rainer Köhl, Justus Liebig University</i>	6C-3
Moderator:	<i>Jose Gil, CREDA-UPC-IRTA</i>	
	Bus shuttle: hotels – Bräustüberl (see timetable - page 3)	
08:00 pm	CONFERENCE DINNER	Bräustüberl in Freising (on Campus)
	Bus shuttle: Bräustüberl – hotels (see timetable - page 3)	

Programme

Friday, 17 September 2010

		Location
08:00 am	Registration desk open	Foyer
	Bus shuttle: hotel – campus (see timetable - page 3)	
09:00 am	CONCURRENT SESSIONS 7A, 7B	
09:00 am	SESSION 7A: PROMOTING HEALTHY DIETS	S1
Presentations:	Promoting Healthy Kids' Menu Items in Quick-Service Restaurants <i>Jill J. McCluskey and Ron C. Mittelhammer, Washington State University</i>	7A-1
	Young Consumers' Demand for Natural Sweeteners <i>Katrina Krutkramele and Mariah Ehmke, University of Wyoming</i>	7A-2
	Defaults and Dietary Choices: A Theoretical Model of Food Choice as a Contingent Combination of Defaults and Preferences <i>Chiara Lombardini-Riipinen and Leena Lankoski, University of Helsinki</i>	7A-3
Moderator:	<i>Carola Grebitus, University of Bonn</i>	
09:00 am	SESSION 7B: NUTRITION LABELLING/ RECOMMENDATIONS - INFORMATION AND CHOICE	S2
Presentations:	Consumer Incentives to Comply with Nutritional Recommendations – An Economic Approach <i>Jørgen Dejgaard Jensen, University of Copenhagen; Aslak Hansen, University of Copenhagen; Sisse Fagt, Danish Technical University; and Margit Velsing Groth, Danish Technical University</i>	7B-1
	Can Information Costs Confuse Consumer Choice? Nutritional Labels in a Supermarket Experiment <i>Kristin Kiesel, California State University and Sofia B. Villas-Boas, University of California, Berkeley</i>	7B-2
	Food Decision, Information and Personality <i>Youenn Loheac, ESC Bretagne Brest, CREM, CNRS and University Rennes 1; Pierre Combris, ALISS, INRA; and Sylvie Issanchou, Centre des Sciences du Goût et de l'Alimentation, UMR6265 CNRS, UMR1324 INRA, Université de Bourgogne, Agrosup Dijon</i>	7B-3
Moderator:	<i>Kyrre Rickertsen, Norwegian University of Life Sciences</i>	
10:30 am	COFFEE BREAK	Foyer

		Location
11:00 am	CONCURRENT SESSIONS 8A, 8B, 8C	
11:00 am	SESSION 8A: NUTRITION INFORMATION	S1
Presentations:	Effects of Posting Calorie Information on Quick Service Restaurant Menus <i>Jill J. McCluskey, Washington State University; Ron C. Mittelhammer, Washington State University and Joshua Nelson</i>	8A-1
	“Pick the Tick” – The Impact of Health Endorsements on Consumers’ Food Choices <i>Simone Mueller, University of South Australia; and Wendy J. Umberger, University of Adelaide</i>	8A-2
Moderator:	<i>Jill Hobbs, University of Saskatchewan</i>	
11:00 am	SESSION 8B: DETERMINANTS OF DIETS	S2
Presentations:	Time Use and Food Intake Patterns: More Insight into Energy Balance <i>Jane Kolodinsky, and Amanda Goldstein, University of Vermont</i>	8B-1
	SNAP Efficacy and Food Access – A Nationwide Spatial Analysis <i>Alessandro Bonanno, The Pennsylvania State University; and Gaurav Ghosh, RWTH Aachen University</i>	8B-2
	Determining the Differences in Perceived and Actual Health Status: A Cross-Sectional Analysis Using NHANES 2005-2006 Data <i>Kara Ross and Vincent Amanor-Boadu, Kansas State University</i>	8B-3
Moderator:	<i>Timothy Richards, Arizona State University</i>	
11:00 am	SESSION 8C: HEALTH ASPECTS OF (NEW) TECHNOLOGIES	S3
Presentations:	A Means to an End? The Value of Health Risk Reductions Achieved Via Nanotechnology <i>Seda Erdem, Dan Rigby and Ada Wossink, University of Manchester</i>	8C-1
	Health Impact Assessment of Folate Biofortified Rice in China <i>Hans De Steur, Xavier Gellynck, and Jacques Viaene, Ghent University</i>	8C-2
	Asymmetry in Raw Milk Safety Information: Implications for Risk in Fresh Product Marketing and Policy <i>Ronald Knutson and Russell Currier, Texas A&M University and College of Veterinary Preventive Medicine</i>	8C-3
Moderator:	<i>Andreas Boecker, University of Guelph</i>	
12:45 pm	FAREWELL LUNCH	Mensa (food court)
01:45 pm	Bus shuttle: campus – hotel	