The 8th INRA-IDEI Conference on

Industrial Organization and the Food Processing Industry

Toulouse, June 10-11, 2010

- CONFERENCE SCIENTIFIC COMMITTEE:

Philippe Bontems (TSE, GREMAQ, INRA, IDEI), Jean-Paul Chavas (University of Madison, Wisconsin), Pierre Dubois (TSE, GREMAQ, INRA, IDEI), Catarina Goulão (TSE, GREMAQ, INRA), Bruno Jullien (TSE, GREMAQ, IDEI), Ethan Ligon (University of California at Berkeley), Vincent Réquillart (TSE, GREMAQ, INRA, IDEI), Patrick Rey (TSE, GREMAQ, IDEI), Tom Vukina (North Carolina State University).

- CONFERENCE ORGANIZING COMMITTEE:
Pierre Dubois (TSE, GREMAQ, INRA, IDEI)
Catarina Goulão (TSE, GREMAQ, INRA)

http://www.idei.fr/conference/iofood.html
THURSDAY, June 10, 2010

9:00 – 9:20   Registration
Amphi Guy Isaac

9:20 – 9:30   Welcome Address by Patrick Rey (Director of IDEI) and Alban Thomas (Deputy-Head of the Department of Economics of INRA)
Amphi Guy Isaac

Session 1 (plenary) Chair: Alban Thomas (Deputy-Head of the Department of Economics of INRA)
Amphi Guy Isaac

9:30 – 10:30   Michaela Draganska (Stanford University)
«Choice Set Heterogeneity and the Role of Advertising: An Analysis with Micro and Macro Data»

10:30 – 11:00  Coffee break
Room: ME 001

Session 2a (parallel) Chair: Jacques Crémer (TSE, GREMAQ, IDEI)
Room: MC 201

11:00 – 11:45  Tomislav Vukina (North Carolina State University), Tong Li and Xiaoyong Zheng
«Positively Dependent Productivity Shocks in Tournaments: An Empirical Analysis of Production Contracts Settlement Data»
Discussant: Pascal Lavergne (TSE, GREMAQ)

11:45 – 12:30  Paul Grieco (Northwestern University)
«Discrete Games with Flexible Information Structures: An Application to Local Grocery Markets»
Discussant: Pierre Dubois (TSE, GREMAQ, INRA, IDEI)

Session 2b (parallel) Chair: Jean-Marie Lozachmeur (TSE, GREMAQ, IDEI)
Room: MC 203

11:00 – 11:45  Antonios Proestakis (University of Granada) and Pablo Brañas Garza
«Self-discrimination: A field experiment on obesity»
Discussant: Henrik Andersson (TSE, LERNA)

11:45 – 12:30  Catarina Goulão (TSE, GREMAQ, INRA) and Agustín Pérez-Barahona
«Chronic noncommunicable diseases and health capital»
Discussant: Nicolas Treich (TSE, LERNA, IDEI)

12:30-14h00   Lunch
Room: MD001
Session 3a (parallel) Chair: Zohra Bouamra-Mechemache (TSE, GREMAQ, INRA)
Room: MC 201

14:00 – 14:45 Marion Desquilbet (TSE, GREMAQ, INRA) and Sylvaine Poret
«How do coexistence regulations affect markets and welfare?»
Discussant: Yolande Hiriart (TSE, LERNA, IDEI)

14:45 – 15:30 Vivekananda Mukherjee (Jadavpur University) and Louis-Georges Soler
«Identity Preservation, Enforcement of Labelling Rules and the Coexistence of GM and Non-GM Varieties»
Discussant: Sylvaine Poret (INRA, ALISS)

Session 3b (parallel) Chair: Philippe Bontems (TSE, GREMAQ, IDEI, INRA)
Room: MC 203

14:00 – 14:45 Jean-Pierre Huiban (INRA, ALISS), Pierre Blanchard and Claude Mathieu
«The Dynamics of French Food Industries: Productivity, Sunk costs and Firm Exit»
Discussant: Christian Bontemps (TSE, GREMAQ, IDEI)

14:45 – 15:30 Leo Simon (University of California, Berkeley), Pierre Mérel and Fujin Yi
«A Fully Calibrated Generalized CES Programming Model of Agricultural Supply»
Discussant: Arnaud Reynaud (TSE, LERNA, INRA)

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15:30 – 16:00 Coffee break ☕
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Session 4a (parallel) Chair: Marion Desquilbet (TSE, GREMAQ, INRA)
Room: MC 201

16:00 – 16:45 Racha Ramadan (TSE, LERNA, INRA) and Alban Thomas
«Econometric Analysis of the Wheat to Baladi Bread Chain in Egypt»
Discussant: Christoph Rothe (TSE, GREMAQ)

16:45 – 17:30 Jeremy D. Foltz (University of Wisconsin, Madison), Ursula Aldana, Bradford L. Barham and Pilar Useche
«Sequential Adoption of Package Technologies: The Dynamics of Stacked Trait Corn Adoption»
Discussant: Michel Simioni (TSE, GREMAQ, INRA, IDEI)

17:30 – 18:15 Ruben Hoffmann (University of Upssala), A. Hammoudi, Eric Giraud-Héraud and Louis-Georges Soler
«Joint Private Safety Standards and Vertical Relationships in Food Retailing»
Discussant: Stefan Ambec (TSE, LERNA, INRA, IDEI)

Session 4b (parallel) Chair: Stéphane Caprice, (TSE, GREMAQ, INRA)
Room: MC 203

16:00 – 16:45 Pierre Dubois (TSE, GREMAQ, INRA, IDEI) and Sandra Jódar-Rosell
«Price and Brand Competition between Differentiated Retailers: A Structural Econometric Model»
Discussant: Daniel Coublucq (TSE, GREMAQ)
16:45 – 17:30 Özlem Bedre-Defolie (European School of Management and Technology) and Greg Shaffer
« Countervailing Power Hypothesis and Waterbed Effects »
Discussant: Doh-Shin Jeon (TSE, GREMAQ, IDEI)

17:30 – 18:15 Christoph Weiss (Vienna University of Economics and Business) and Dieter Pennerstorfer
« Do Cooperatives Offer High Quality Products? »
Discussant: Vincent Réquillart (TSE, GREMAQ, INRA, IDEI)

20:00 Dinner

FRIDAY, June 11, 2010

Session 5a (parallel) Chair: Wilfried Sand-Zantman (TSE, GREMAQ, IDEI)  Room: MC 201
9:00 – 9:45 Sanxi Li (TSE, GREMAQ), Bing Ye and Jianyu Yu
« Incentives and Quality Provision in Organizations: Cooperative versus IOF »
Discussant: Patrick Rey (TSE, GREMAQ, IDEI)

9:45 – 10:30 Jianyu Yu (TSE, GREMAQ, INRA)
« Quality Provision and Farmer Inclusion of Agricultural Cooperatives »
Discussant: Rachael Goodhue (University of California at Davis)

Session 5b (parallel) Chair: Pierre Dubois (TSE, GREMAQ, INRA, IDEI)  Room: MC 203
9:00 – 9:45 Andrea Pozzi (Einaudi Institute for Economics and Finance)
« Does Online Shopping Crowd Out Traditional Business? Evidence from a Hybrid Retailer »
Discussant: Jacques Crémer (TSE, GREMAQ, IDEI)

9:45 – 10:30 Stéphane Caprice (TSE, GREMAQ, INRA, IDEI) and Vanessa von Schlippenbach
« Consumer Shopping Costs as a Cause of Slotting Fees: A Rent-Shifting Mechanism »
Discussant: Özlem Bedre-Defolie (European School of Management and Technology)

10:30 – 11:00 Coffee break  Room: ME 001

Session 6 (plenary) Chair: Patrick Rey (TSE, GREMAQ, IDEI)  Amphi Guy Isaac
11:00 – 12:00 Christian Wey (DIW Berlin)
« One-Stop Shopping Behavior and Upstream Merger Incentives »

12:30-14h00 Lunch  Room: MD001
Session 7a (parallel) Chair: Jean-Paul Chavas (University of Wisconsin, Madison)

13:30 – 14:15 Rachael Goodhue (University of California at Davis), Carlo Russo (University of Cassino) and Richard J. Sexton
Discussant: Philippe Bontems (TSE, GREMAQ, INRA, IDEI)

14:15 – 15:00 Michel Simioni (TSE, GREMAQ, INRA), Céline Nauges, Vincent Réquillart and Christophe Bontemps.
« Technical Change versus Efficiency Change: Performance of Food Industries over Time »
Discussant: Jean-Paul Chavas (University of Wisconsin, Madison)

Session 7b (parallel) Chair: Claude Crampes (TSE, GREMAQ, IDEI)

13:30 – 14:15 Sonia Moulet-Emsellem (GREDEG), Alan Kirman and Rainer Schultz
« Price Discrimination and Customer Behaviour: Empirical Evidence from Marseille »
Discussant: Catarina Goulão (TSE, GREMAQ, INRA)

14:15 – 15:00 Helena Perrone (University Pompeu Fabra) and Pierre Dubois
« Price Dispersion and Search Costs: The Roles of Imperfect Information and Product Differentiation »
Discussant: Paul Grieco (Northwestern University)

15:00 – 15:30 Coffee break

Session 8a (parallel) Chair: Vincent Réquillart (TSE, GREMAQ, INRA, IDEI)

15:30 – 16:15 Philippe Bontems (TSE, GREMAQ, INRA, IDEI) and Gilles Rotillon
« On social and market sanctions in deterring illegal behavior »
Discussant: Jean-Marie Lozachmeur (TSE, GREMAQ, IDEI)

16:15 – 17:00 Shi Guanming (University of Wisconsin, Madison), Jean-Paul Chavas and Kyle Stiegert
« An Analysis of the Pricing of Traits in the U.S. Corn Seed Market »
Discussant: Stéphane Caprice (TSE, GREMAQ, INRA)

17:00–17:45 Pierre Mérel (University of California, Davis) and Richard J.Sexton
« Do European Geographical Indications Supply Excessive Quality? »
Discussant: Marion Desquilbet (TSE, GREMAQ, INRA)

Session 8b (parallel) Chair: Michel Simioni (TSE, GREMAQ, INRA, IDEI)

15:30 – 16:15 Geoffrey Pofahl (Arizona State University), Timothy J. Richards and Glynn T. Tonsor
« Valuation of New Products in the Face of Consumer Income Disparity »
Discussant: Fabian Bergès (TSE, GREMAQ, INRA, IDEI)
16:15 – 17:00  **Elodie Rouvière** (AgroSup Dijon, CESAER), Raphael Soubeyran and Céline Bignebat
« Heterogeneous Efforts in Voluntary Programmes on Food Safety: Theory and Evidence from French Imports of Fresh Produce »
Discussant: **Zohra Bouamra Mechemache** (TSE, GREMAQ, INRA)

17:00–17:45  **Steve McCorriston** (University of Exeter) and Donald MacLaren
« Re-Distribution, State Trading Enterprises and Optimal Tariffs »
Discussant: **Emmanuel Thibault** (TSE, GREMAQ, IDEI)