



INSTITUT
D'ÉCONOMIE
INDUSTRIELLE

Industrial Organization and the Food Processing Industries

Toulouse, June 9-10, 2006



Sponsored by the Conseil Régional Midi-Pyrénées



Program

*Speakers have 40 minutes, discussants 10 minutes, remaining time for open questions.
However, due to time constraints, speakers will only have 30 minutes on the afternoon of Friday, 9th June.*

FRIDAY, JUNE 9, 2006

Plenary session 1

Chair: André GRIMAUD, University of Toulouse (IDEI)

☞ Amphi Guy Isaac

- 8:30 – 9:00 *Registration and Welcoming Address*
André GRIMAUD, University of Toulouse (IDEI)
- 9:00 – 10:00 SUDHIR K., Yale School of Management, J. Pancras, University of Connecticut school of business,
« The personalization services firm: what to sell, whom to sell to and for how much »
Discussant: Thierry MAGNAC, University of Toulouse (IDEI)
- 10:00 – 10:30 **Coffee break** ☕

☞ Room ME 001

Quality I

Chair: James HAMMIT, Harvard University

☞ Amphi Guy Isaac

- 10:30 – 11:30 STIVERS Andrew, Oregon Sate University, and
Maxwell Stinchcombe, University of Texas, Austin
« Sustainable market language »
Discussant: François SALANIE, University of Toulouse (LERN)
- 11:30 – 12:30 MELKONYAN Tigran, University of Maryland-College Park, and
Robert Chambers, University of Maryland-College Park
« Food scares in an uncertain world »
Discussant: James HAMMIT, Harvard University

Retailers and strategic promotion

Chair: Marc IVALDI, University of Toulouse (IDEI)

☞ Room MF 323

- 10:30 – 11:30 DUBOIS Pierre, University of Toulouse (INRA-IDEI), and
Céline Bonnet, University of Toulouse (INRA)
« Non linear contracting and endogenous market power between manufacturers and retailers:
identification and estimation on differentiated products »
Discussant: K. SUDHIR, Yale School of Management
- 11:30 – 12:30 RICHARDS Timothy, Arizona State University
« A nested logit model of strategic promotion »
Discussant: Farid GASMI, University of Toulouse (IDEI)

Lunch

☞ Salle ME 001

Vertical relationship I**Chair: Michael Waterson, University of Warwick**☞ **Amphi Guy Isaac**

- 14:00 – 14:50 KIND Hans, Norwegian school of Economics and Business Administration, and Oystein Foros, Norwegian school of Economics and Business Administration
« Do Slotting allowances harm retail competition? »
Discussant: Patrick REY, University of Toulouse (IDEI)
- 14:50 – 15:40 VERGE Thibaud, CREST-LEI, Jeanine Thal, University of Toulouse (GREMAQ, CREST- LEI), and Patrick Rey, University of Toulouse (IDEI)
« Slotting allowances and conditional payments »
Discussant: Michael WATERSON, University of Warwick

Cooperatives I**Chair: Steeve McCorriston, University of Exeter**☞ **Room MF 323**

- 14:00 – 14:50 VUKINA Tomislav, North Carolina State University, and Zheng Xiaoyong, North Carolina State University
« Efficiency gains from organizational innovation: comparing ordinal and cardinal tournament games in broiler contracts »
Discussant: Bruno JULLIEN University of Toulouse (IDEI)
- 14:50 – 15:40 SORENSEN Ann-Christin, Norwegian Agricultural Economics Research Institute
« Mixed markets in the food processing industry »
Discussant: Steeve McCORRISTON, University of Exeter

15:40 - 16:00 **Coffee break** ☕☞ **Room ME 001****Cooperatives II****Chair: Philippe BONTEMS, University of Toulouse (INRA-IDEI)**☞ **Amphi Guy Isaac**

- 16:00 – 16:50 FOLTZ Jeremy, University of Madison-Wisconsin and Kimberley Zeuli, University of Madison-Wisconsin
« Ownership and Loyalty in agricultural cooperatives »
Discussant: Tomislav VUKINA, North Carolina State University
- 16:50 – 17:40 MARCOUL Philippe, Iowa State University, and Brent Hueth, Iowa State University
«The cooperative firm as monitored credit? Evidence from U.S. agricultural markets »
Discussant: Philippe BONTEMS, University of Toulouse (INRA-IDEI)

Firm behaviour**Chair: Fabian BERGES-SENNOU, University of Toulouse (INRA)**☞ **Room MF 323**

- 16:00 – 16:50 YIANNAKA Amalia, University of Nebraska-Lincoln and Murray Fulton, University of Saskatchewan
«Getting away with robbery? Patenting behavior with the threat of infringement »
Discussant: Claude CRAMPES, University of Toulouse (IDEI)
- 16:50 – 17:40 AMBEC Stefan, INRA-GAEL, Corinne Langinier, Iowa Sate University and Stéphane Lemarié, INRA-GAEL
« Incentive to reduce crop trait durability »
Discussant: Fabian BERGES-SENNOU, University of Toulouse (INRA)

20:00 **Conference Dinner**

SATURDAY, JUNE 10, 2006

Retailer/firm behavior **Chair: Ann-Christin SORENSEN,** ☞ **Amphi Guy Isaac**
Norwegian Agricultural Economics Research Institute

8:30 – 9:30 JODAR Sandra, University of Toulouse (GREMAQ)
«The effect of private labels in retailer competition »
Discussant: Timothy RICHARDS, Arizona State University

9:30 – 10:30 LI Lan, University of California Davis, Hoy Carman, University of California Davis and
R. Sexton, University of California Davis
« Grocery retailer pricing behavior for California avocados with implications for industry promotion
strategies »
Discussant: Ann-Christin SORENSEN, Norwegian Agricultural Economics Research Institute

Consumer behavior **Chair: Michel SIMIONI, University of Toulouse (INRA-IDEI)** ☞ **Salle MF 323**

8:30 – 9:30 KIESEL Kristin, University of California Berkley and
Sofia Villas-Boas, University of California Berkley
« Milk is milk – the simple truth? Consumer response to changes in labeling regulations in the fluid
milk market »
Discussant: Céline BONNET, University of Toulouse (INRA)

9:30 – 10:30 HAMMITT James, Harvard University, and Hanniger Kevin, Harvard University
« Willingness to pay for quality-adjusted life years/ Empirical inconsistency between cost
effectiveness analysis and economic welfare theory »
Discussant: Pierre DUBOIS, University of Toulouse (INRA-IDEI)

10:30 - 11:00 **Coffee break** ☕ ☞ **Room ME 001**

Retailer/firm behavior (continued) ☞ **Amphi Guy Isaac**

11:00 – 12:00 WATERSON Michael, University of Warwick, Sault Joanna, University of Warwick and
Toiven Otto, University of Helsinki
« Learning and location »
Discussant: Vincent REQUILLART, University of Toulouse (INRA-IDEI)

Consumer behaviour (continued) ☞ **Salle MF 323**

11:00 – 12:00 BAYLIS Kathy, University of British Columbia, Vancouver and
Thirta Dhar, University of British Columbia, Vancouver
« Kidfluence and the Quebec advertising ban »
Discussant: Michel SIMIONI, University of Toulouse (INRA-IDEI)

12:00-14:00 **Lunch** ☞ **Salle ME 001**

Vertical relationship II **Chair: Thibaud VERGE, LEI (CREST-INSEE)**

☞ **Amphi Guy Isaac**

- 14:00 – 15:00 WEY Christian, German Institute for Economic Research (DIW) and CEPR, and Roman Inderst, London School of Economics and CEPR
« How strong buyers spur upstream innovation »
Discussant: Stéphane CAPRICE, INRA
- 15:00 – 16:00 BERGES-SENNOU Fabian, University of Toulouse (INRA) and Claire Chambolle, INRA-Ecole Polytechnique
« Incentives to prey in vertical relationships and the retailers' buying power »
Discussant: Thibaud VERGE, LEI (CREST-INSEE)

Quality II

Chair: Philippe MAHENC, LERNA-INRA and University of Perpignan

☞ **Room MF 323**

- 14:00 – 15:00 ZAGO Angelo, University of Verona
« The design of quality pricing in procurement settings in a technology estimation »
Discussant: Jean-Paul CHAVAS, University of Madison-Wisconsin
- 15:00 – 16:00 GRAZIA Cristina, University of Bologna and Eric Giraud-Heraud, INRA-Ecole Polytechnique
« Certification of quality, demand uncertainty and supply commitment »
Discussant: Philippe MAHENC, LERNA-INRA and University of Perpignan

16:00 – 16:30 **Coffee break** ☕

☞ **Room ME 001**

Plenary session 2

Chair: Vincent REQUILLART, University of Toulouse (INRA-IDEI)

☞ **Amphi Guy Isaac**

- 16:30 – 17:30 CHAVAS Jean-Paul, University of Madison-Wisconsin
« On the economics of food and nutrition »
Discussant: Nicolas TREICH, University of Toulouse (INRA)

“Industrial Organization and the Food Processing Industries”

INRA-IDEI bi-annual conference

Université de Toulouse, IDEI

Manufacture des Tabacs

Aile Jean-Jacques Laffont

21 allée de Brienne 31000 Toulouse

Secretary: Mrs Valérie Nowaczyk, Tel: 33 (0)5 61 12 85 89

iofood@cict.fr – <http://idei.fr>

Zohra Bouamra-Mechemache: 33 (0)5 61 12 85 80, André Grimaud: 33 (0)5 61 12 85 89