



INRA-IDEI Seminar

15 & 16 December 2011

Manufacture des Tabacs

Salle de Conférence MS003, Bât. S

Quality Labels in Agrofood Industry Program

Organized by: Zohra Bouamra & Sylvette Monier-Dilhan (Toulouse School of Economics)

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Program

Each presenter will have 40 minutes , followed by 10 minutes for the discussant and 10 minutes of questions and answers

Thursday, December 15, 2011

13h00-14h30 Lunch

09h15- 09h30 Welcome

Session I: An Overview of Labeling

Chair: Vincent Réquillart

09h30-10h30 **Olivier Bonroy** (INRA, Université Grenoble 2), Christos Constantatos (University of Macedonia)
“The Economics of Labels: A Review of Literature”
Discussant: Claude Crampes (Toulouse School of Economics)

10h30-11h00 Coffee

Session II: Welfare Effects of Labeling

Chair: Stephan Marette

11h00-12h00 **Luisa Menapace** (Iowa State University) , GianCarlo Moschini
“Strength of Protection for Geographical Indications: Promotion Incentives and Welfare Effects”
Discussant: Philippe Mahenc (Toulouse School of Economics)

12h00-13h00 **Corinne Langinier** (University of Alberta), Sven Anders (University of Alberta and Romana Teuber (IAMO, Germany)
“Optimal Firm Choice and Welfare Effects of Geographical Indications and Trademark Systems”
Discussant: Luisa Menapace (Iowa State University)

Session III: Labeling and Experiments

Chair: Olivier Bonroy

14h30-15h30 **Jayson Lusk** (Department of Agricultural Economics, Oklahoma State University)
“Valuing Information in a Field Experiment: the Case of Country of Origin Labeling”
Discussant: James Hammitt (Toulouse School of Economics)

15h30-16h30 **Stephan Marette** (INRA, AgroParisTech) and Anne-Célia Disdier (INRA, AgroParisTech)
“Globalization Issues and Consumers’ Purchase Decisions for Food Products : Evidence from a Lab Experiment ”
Discussant: Astrid Hopfensitz (Toulouse School of Economics)

16h 30- 17h00 Coffee

Session IV: Certification and Ethics

Chair: Lisette Ibanez

17h00-18h00 **Dermot Hayes** (Iowa State University) and Sergio Lence (Iowa State University)
“Ethics, Welfare and Markets”
Discussant: Marion Desquilbet (Toulouse School of Economics)

20h00 Dinner

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Friday, December 16, 2011

Session V: Quality and Vertical Relationships

Chair: Christos Constantatos

09h00-10h00 **Yu Jianyu** (South Western University of Finance and Economics, Chengdu), Zohra Bouamra (Toulouse School of Economics)
“Quality Choice, Competition & Vertical Relationship in a PDO Market”
Discussant: Corinne Langinier (University of Alberta)

10h00-11h00 **Philippe Mahenc** (Toulouse School of Economics), Philippe Bontems (Toulouse School of Economics)
“Signaling quality in vertical relationships”
Discussant: Yassine Lefouili (Toulouse School of Economics)

11h00-11h30 *Coffee*

Session VI: Environmental Policies

Chair: Fabian Bergès

11h30-12h30 **Lisette Ibanez** (INRA LAMETA, Montpellier), Sophie Clot (LAMETA, Montpellier) and Gilles Grolleau (LAMETA, Montpellier)
“ Do Good Deeds Make Bad People ?”
Discussant: Nicolas Treich (Toulouse School of Economics)

12h30-14h00 **Lunch**

Thank you for coming