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)

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

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 (LERNA)

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 HAMMITT, Harvard University

Retailers and strategic promotion  Chair: Marc IVALDI, University of Toulouse (IDEI)

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

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

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

Cooperatives II  Chair: Philippe BONTEMS, University of Toulouse (INRA-IDEI)

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)

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 State University and Stéphane Lemarié, INRA-GAEL
« Incentive to reduce crop trait durability »
Discussant: Fabian BERGES-SENNOU, University of Toulouse (INRA)

20:00  Conference Dinner
Retailer/firm behavior  
Chair: Ann-Christin SORENSEN, 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)

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  🍵

Retailer/firm behavior (continued)

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)

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

12:00-14:00 Lunch  🍽️

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