



The 5th INRA-IDEI Conference on
« *Industrial Organization and
the Food Processing Industry* »

Toulouse, June 14-15, 2002

• **CONFERENCE SCIENTIFIC COMMITTEE:**

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Program

*Speakers have 30 minutes, discussants 10 minutes and 10 minutes (plenary sessions)
or 5 minutes (parallel sessions) are left for discussion.*

FRIDAY, JUNE 14, 2002

<u>Session 1 (plenary) :</u>	Chair : J. TIROLE, Université de Toulouse (IDEI, GREMAQ)	 Amphi Colloque
9:00 – 9 :30	<i>Registration and Welcoming Address</i> J. J. LAFFONT, Université de Toulouse (IDEI, GREMAQ)	
9:30 – 10:20	H.A. LOVE, Texas A&M University, D.M. Burton, Texas A&M University, G. Ozertan, Bogazici University and C.R. Taylor, Duke University « Property Rights Protection of Biotechnology Innovations » <i>Discussant:</i> C. Crampes, Université de Toulouse (IDEI, GREMAQ)	
10:20 – 11:10	R. SEXTON and T. Xia, University of California, Davis « Can Food Processors Use Contracts to Influence Farm Cash Prices? The Competitive Implications of Top-of-the-Market and Related Pricing Clauses » <i>Discussant:</i> V. Requillart, Université de Toulouse (INRA, IDEI)	
11:10 – 11:40	Coffee break 	 Room ME : 001
11:40 – 12:30	D. ACKERBERG, University of California, Los Angeles and M. Rysman, Boston University « Unobserved Product Differentiation in Discrete Choice Models: Estimating Price Elasticities and Welfare Effects » <i>Discussant:</i> M. Ivaldi, Université de Toulouse (IDEI, EHESS)	
Lunch	-----	 Room ME : 001
<u>Session 2 (parallel) :</u>	Chair : C. CRAMPES, Université de Toulouse (IDEI, GREMAQ)	 Room MH : 001
14:30 – 15:15	V. MEUNIER, Université de Toulouse-INRA and P. Bontems, Université de Toulouse (IDEI, INRA) « Location Choice and Signal of Quality » <i>Discussant:</i> L. Simon, University of California, Berkeley	
15:15 – 16:00	C. WEY, Wissenschaftszentrum Berlin fuer Sozialforschung (WZB), CEPR, and R. Inderst, London School of Economics, CEPR « Bargaining Mergers and Technology Choice in Bilaterally Oligopolistic Industries » <i>Discussant:</i> P. Bontems, Université de Toulouse (IDEI, INRA)	
16:00 - 16:30	Coffee break 	 Room ME : 001
<u>Session 3 (parallel) :</u>	Chair : V. REQUILLART, Université de Toulouse (INRA, IDEI)	 Room MH : 003
14:30 – 15:15	T. RICHARDS and P. Patterson, Arizona State University « Dynamic Strategic Interaction: A New Empirical Model » <i>Discussant:</i> F. Gasmi, Université de Toulouse (IDEI, GREMAQ)	
15:15 – 16:00	N. LAVOIE, University of Massachusetts « Price Discrimination in the Context of Vertical Differentiation: An Application to Canadian Wheat Exports » <i>Discussant:</i> S. Lemarié, INRA-SERD, Grenoble	
16:00 – 16:30	Coffee break 	 Room ME : 001

Session 2 (parallel) continued : **Chair :** C. CRAMPES, Université de Toulouse (IDEI, GREMAQ) **☞ Room MH : 001**

- 16:30 – 17:15 K.W. STIEGERT, University of Wisconsin, Madison and F. Dong, Kansas State University
« Imperfect Substitutes, Deferred Producer Payment System, and State Trading Enterprises:
An Empirical Test of Leadership in the Global Malting Barley »
Discussant: T. Richards, Arizona State University
- 17:15 – 18:00 J.M. BOURGEON and B. Coestier, University Paris X, Nanterre,
« Producer Organizations and Quality Management »
Discussant: B. Hueth, Iowa State University
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Session 3 (parallel) continued : **Chair :** V. REQUILLART, Université de Toulouse (INRA, IDEI) **☞ Room MH : 003**

- 16:30 – 17:15 M. VISSER, CREST-LEI, Paris, P. Février, CREST-LEI, INSEE, Paris and
W. Roos, INSEE, Paris
« The Revenue-Effect of the Buyer's Option in Multi-Unit Ascending Auctions: The Case of Wine
Auctions at Drouot »
Discussant: D. Akerberg, University of California, Los Angeles
- 17:15 – 18:00 R. W. COTTERILL, University of Connecticut and B.W. Gould, University of Wisconsin, J.P.
Chavas, University of Wisconsin, and T.P. Dhar, University of Wisconsin
« An Econometric Analysis of Brand Level Strategic Pricing Between Coca Cola and Pepsi Inc. »
Discussant: P. Chintagunta, University of Chicago
- 20:00 **Dinner**



SATURDAY, JUNE 15, 2002

Session 4 (parallel) : **Chair :** P. SEABRIGHT, Université de Toulouse (IDEI, LEERNA, GREMAQ) **☞ Room MH : 001**

- 9:00 – 9:45 M. WATERSON, University of Warwick, J. Sault, University of Warwick and
O. Toivanen, Helsinki School of Economics
« Fast food: The Early Years »
Discussant: T. Magnac, INRA-LEA, CREST, Paris
- 9:45 – 10:30 A.C. SORENSEN, Norwegian Agricultural Economics Research Institute and B. Tennbakk,
Norwegian Agricultural Economics Research Institute, ECON Centre for Economic Analysis
« Regulatory Institutions in Agricultural Markets: a Comparative Analysis »
Discussant: F. Salanié, Université de Toulouse (INRA, LEERNA)
- 10:30 – 11:00 **Coffee break** ☕ **☞ Room ME : 001**
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Session 5 (parallel) : **Chair :** J. CREMER, Université de Toulouse (IDEI, GREMAQ) **☞ Room MH : 003**

- 9:00 – 9:45 B. HUETH, Iowa State University and E. Ligon, University of California, Berkeley
« On The Efficacy of Contractual Provisions for Processing Tomatoes »
Discussant: A. Thomas, Université de Toulouse (INRA, LEERNA)
- 9:45 – 10:30 Y. HIRIART, Université de Toulouse (IDEI, CEA) and D. Martimort, Université de Toulouse
(IDEI, GREMAQ)
« Liability Rules Versus Regulation for Environmentally Risky Ventures »
Discussant: R. Goodhue, University of California, Davis
- 10:30 – 11:00 **Coffee break** ☕ **☞ Room ME : 001**

Session 4 (parallel) continued : **Chair :** P. SEABRIGHT, Université de Toulouse (IDEI, LEERNA, GREMAQ)

☞ **Room MH : 001**

11:00 – 11:45 E. GOZLAN, B. Coestier and S. Marette, INRA-INAPG, Paris
« Prevention, Limited Liability and Market Structure »
Discussant: A. C. Sorensen, Norwegian Agricultural Economics Research Institute

11:45 – 12:30 T. VERGÉ, University of Bristol
« Portfolio Analysis in European Merger Control: An Economic Perspective »
Discussant: P. Seabright, Université de Toulouse (IDEI, LEERNA, GREMAQ)

Lunch

☞ **Room ME : 001**

Session 5 (parallel) continued : **Chair :** J. CREMER, Université de Toulouse (IDEI, GREMAQ)

☞ **Room MH : 003**

11:00 – 11:45 T. VUKINA and P. Leegomonchai, North Carolina State University
« Career Concerns, Ratchet Effect and Agent Discrimination in Broiler Tournaments »
Discussant: P. Laverne (INRA-ESR)

11:45 – 12:30 L. SIMON, University of California, Berkeley and R. Goodhue, University of California, Davis
« Input Control and Information Asymmetry »
Discussant: B. Jullien, Université de Toulouse (IDEI, GREMAQ)

Lunch

☞ **Room ME : 001**

Session 6 (plenary):

Chair : T. MAGNAC, INRA-LEA, CREST, Paris

☞ **Amphi Colloque**

14:30 – 15:20 D. HENNESSY, B. Babcock and J. Miranoswki, Iowa State University
« Genetic Information in Agricultural Productivity and Product Development »
Discussant: G. Saint-Paul, Université de Toulouse, (IDEI, GREMAQ)

15:20 – 16:10 P. CHINTAGUNTA, University of Chicago, J.P. Dubé, University of Chicago
and V. Singh, Northwestern University
« Balancing Profitability and Customer Value: An Application to Zone-Pricing
by a Supermarket Chain »
Discussant: M. Simioni, Université de Toulouse (IDEI, INRA)

16:10 – 16:40 **Coffee break** ☕

16:40 – 17:30 V. AGUIRREGABIRIA, Boston University and P. Mira, CEMFI, Madrid
« Identification and Estimation of Dynamic Discrete Games »
Discussant: P. Dubois, Université de Toulouse (IDEI, INRA)