



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:**

P. Dubois (TSE, GREMAQ, INRA, IDEI)
C. Goulão (TSE, GREMAQ, INRA)

<http://www.idei.fr/conference/iofood.html>

Program

Speakers have 30 minutes, discussants 10 minutes and 5 minutes (parallel sessions)

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 using 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, IDEI, INRA)

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 Growth and Firm Survival »
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)

15:30 – 16:00 **Coffee break** ☕

📍 Room: ME 001

Session 4a (parallel) Chair: **Marion Desquilbet** (TSE, GREMAQ, INRA)

📍 Room: MC 201

16:00 – 16:45 **Racha Ramadan** (TSE, GREMAQ, 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 Uppsala), A. Hammoudi, Eric Giraud-Héraud et L.-G. 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

- 13:30 – 14:15 **Rachael Goodhue** (University of California at Davis), **Carlo Russo** (University of Cassino) and Richard J. Sexton
« Agricultural Support Policies in Imperfectly Competitive Markets: Does Decoupling Increase Social Welfare? »
Discussant: **Philippe Bontems** (TSE, GREMAQ, INRA, IDEI)
- 14:15 – 15:00 **Michel Simioni** (TSE, GREMAQ, INRA), Céline Nauges, Vincent Réquillart and Christophe Bontems.
« Technical Change versus Efficiency Change: Performance of Food Industries over Time »
Discussant: **Jean-Paul Chavas** (University of Wisconsin, Madison)

- 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** ☕

- 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, 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)

- 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, 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)
