Grocery Retailer Pricing and Farmer Welfare ................................. C. Li and R. J. Sexton

Benefit-Function Approach to Market Power ................................. V. Hovhannisyan and M. Bozic

Effects of Cost and Advertising on Proposition 37 ......................... B. R. McFadden and J. L. Lusk

Polarized Preferences ......................................................... T. M. Hurley, C. Yue, and N. O. Anderson


Dairy Farmer Policy Preferences ............................................... C. A. Wolf and G. T. Tonsor


Ex Ante Economic Impact Analysis of Canola Traits ..................... A. Naseem and R. Singla

Consequences of Pierce’s Disease ............................................. J. M. Alston, K. B. Fuller, J. D. Kaplan, and K. P. Tumber
The Journal of Agricultural and Resource Economics is published by the Western Agricultural Economics Association three times per year, in April, August, and December.

Copyright © 2013 by the Western Agricultural Economics Association.

An article, note, or other material appearing in the Journal of Agricultural and Resource Economics may not be republished in full or in part without permission from the editor.

Editorial Policy

The Journal of Agricultural and Resource Economics seeks to publish creative and scholarly economic studies in agriculture, natural resources, and related issues. Manuscripts dealing with the economics of food and agriculture, natural resources and the environment, human resources, and rural regions are encouraged. The Journal seeks to provide a forum for topics of interest to those performing economic research as well as to those involved with economic policy and education. Submission of comments on articles previously published in the Journal is welcomed.

Editorial Communications

All initial submissions and accompanying editorial correspondence should be submitted electronically at our JARE internet website. (Refer to Author Guidelines, inside back cover of this journal issue, for full information.)
Agricultural and Resource Economics

Volume 38 • Number 2 • August 2013

Articles

Grocery Retailer Pricing Behavior with Implications for Farmer Welfare / Chenguang Li and Richard J. Sexton / 141

A Benefit-Function Approach to Studying Market Power: An Application to the U.S. Yogurt Market / Vardges Hovhannisyan and Marin Bozic / 159

Graduate Student Paper Competition Winner: Effects of Cost and Campaign Advertising on Support for California’s Proposition 37 / Brandon R. McFadden and Jayson L. Lusk / 174

Polarized Preferences in Homegrown Value Auctions / Terrance M. Hurley, Chenyan Yue, and Neil O. Anderson / 187

A Meta-Analysis of Geographical Indication Food Valuation Studies: What Drives the Premium for Origin Based Labels? / Oana C. Deselnicu, Marco Costanigro, Diogo M. Souza-Monteiro, and Dawn Thilmany McFadden / 204

Dairy Farmer Policy Preferences / Christopher A. Wolf and Glynn T. Tonsor / 220


Ex Ante Economic Impact Analysis of Novel Traits in Canola / Anwar Naseem and Rohit Singla / 248

Economic Consequences of Pierce’s Disease and Related Policy in the California Wine-Grape Industry / Julian M. Alston, Kate B. Fuller, Jonathan D. Kaplan, and Kabir P. Tumber / 269
AUTHOR GUIDELINES FOR SUBMITTING MANUSCRIPTS TO JARE

Contributors must use the following guidelines in preparing manuscripts for submission. Please note that the Journal of Agricultural and Resource Economics (JARE) accepts only electronic submissions submitted in PDF format. Submissions must be made at http://www.jareonline.org.

1. Author Certifications. Authors submitting manuscripts to JARE certify that the material in the manuscript (or modification thereof) has not been published, is not being published, and is not currently being considered for publication elsewhere. Authors also certify that the material in the manuscript, to the best of their knowledge, does not infringe upon other published material protected by copyright. Authors also acknowledge they have read and agree to the policy on data access and estimation procedures outlined below.

2. Data Access and Estimation Procedures. Authors are expected to document their data sources, data transformations, models, and estimation procedures as thoroughly as possible. Authors are also expected to make data available at cost for replication purposes for up to five years from publication.

3. Title Page. In a separate PDF file, provide the title of the manuscript and author(s)’ name(s) centered and in boldface type. At the bottom of the same page, provide professional title(s), institutional affiliation(s), acknowledgments of colleague reviews and assistance, and institutional support as an unnumbered footnote. Please be sure to fully acknowledge any USDA funding source, including grant or project number(s).

4. Abstract. Include an abstract of 100 words or less, followed by up to eight key words (or short phrases) listed in alphabetical order. To ensure anonymity in the review process, authors should not identify themselves on the abstract page or in any headers.

5. Text. Suggested manuscript length is no more than 25 text pages (not including reference list, tables, and graphics). Double space all text, including the abstract, acknowledgments, footnotes, and references. Use a 12-point Times Roman font and allow 1" margins on all sides. Provide short headings for each section and subsection. Do not use right-justified margins, end-of-line hyphenation feature, or line numbering.

6. Style, Grammar, and Punctuation. JARE uses the most recent edition of The Chicago Manual of Style by the University of Chicago Press and Webster’s Third New International Dictionary for style, format, and spelling. For further guidelines, please visit the JARE website at http://www.jareonline.org/.

7. Footnotes. Use superscript Arabic numbers within the text, numbered consecutively throughout the manuscript. Footnotes should be placed at the bottom of the page. Please use the automatic footnote feature available in Microsoft Word.

8. References/Text Citations. In a reference section immediately following the manuscript text, list all works cited in the text, alphabetized by author last name. Refer to The Chicago Manual of Style for format; samples of appropriate formatting are available at http://www.jareonline.org/. For within-text citations (either parenthetical or as part of narrative), spell out up to three author last names; use first author’s name followed by “et al.” for works with four or more authors. Include the publication year with all text citations. When citing a direct quotation, include page number(s) from the author’s work.

9. Figures and Tables. Place each figure and table on a separate page at the end of the manuscript. Whenever possible, preferred (but not required) software for figure generation is Microsoft Excel. Do not place figure title/caption within the figure graphics box.

10. Math and Equations. Consecutively number equations throughout the text. When displaying equations, place equation number within parentheses at flush-left margin; center the equation. Use italic typeface for all variables, and use boldface (no italics) for all vectors and matrices, both within equations and within text.

11. Publication Costs. Authors submitting manuscripts are expected to assume obligation for payment of page charges at publication. Current page charges are $79/printed page for WAEA members and $89/printed page for nonmembers.

12. Submissions. All submissions to the Journal of Agricultural and Resource Economics must be submitted electronically to the editorial team at the JARE URL: http://www.jareonline.org. To ensure author anonymity, JARE accepts submission only in PDF format. Author and institutional identifications will be removed from PDF file submissions by the editorial team prior to being sent to reviewers. Receipt of manuscripts will be acknowledged by e-mail.
Western Agricultural Economics Association, Inc.

President                Gregory M. Perry, Colorado State University

President-Elect          James Richardson, Texas A&M University

Past President           Russell Tronstad, University of Arizona

Directors                Catherine M. Keske, Colorado State University (2010–2013)
                         Hikaru H. Peterson, Kansas State University (2010–2013)
                         Jay E. Noel, California Polytechnic State University (2011–2014)
                         Kellie C. Raper, Oklahoma State University (2011–2014)
                         Gregory McKee, North Dakota State University (2012–2015)
                         Karina Schoengold, University of Nebraska–Lincoln (2012–2015)

Membership and Journal Subscription

WAEA, Inc. calendar-year membership dues are $55 for regular members in the U.S., Canada, and
Mexico; $45 for senior (retired) members, $25 for junior (student) members, and $80 for families in
the U.S., Canada, and Mexico; $75 for regular members overseas, $60 for senior (retired) members,
$40 for junior (student) members, and $110 for families overseas. Lifetime membership is available
for those who are at least 55 years of age. All members receive this journal. Individuals wishing to
receive only the electronic version of the journal may pay per year discounted dues of $40 for regular
members, $30 for senior (retired) members, and $5 for junior (student) members.

Library and other institutional subscription prices are $125 in the U.S., Canada, and Mexico;
$130 in all other countries.

Applications for membership, payment of dues, subscription charges, changes in address, and
other inquiries should be addressed to:

Western Agricultural Economics Association, Inc.
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202

Visit us on the internet at http://www.waeaonline.org