

Food Distribution Research Society, Inc.

A nonprofit education society incorporated under the

Laws of the State of Maryland, February 20, 1970

2010 Officers and Directors

President

Aaron Johnson
University of Idaho
Agricultural Economics & Rural
Sociology
P.O. Box 442334
Moscow, ID 83844-2334

President Elect

John Park
Texas A&M University
Department of Agricultural Economics
2124 TAMU
College Station, TX 77843-2124

Past President

R. Wes Harrison
Louisiana State University
Agricultural Economics &
Agribusiness
230 Ag. Administration Building
Baton Rouge, LA 70803-5604

Vice President-Education

Sayed Saghayan
University of Kentucky
Agricultural Economics
314 Charles E. Barnhart Bldg.
Lexington, KY 40546-0276

Vice President-Programs

Terry Hanson
Auburn University
203 Swingle Hall
Auburn, AL 36849

Vice President-Communications

Patricia McLean-Meynsse
Southern University and A&M College
113B Fisher Hall
Baton Rouge, LA 70813

Vice President-Research

Forrest E. Stegelin
University of Georgia
Agricultural and Applied Economics
313 Conner Hall
Athens, GA 30602

Vice President-Membership

Rodney Holcomb
Oklahoma State University
Department of Agricultural Economics
Food & Agricultural Products Center
114 Food & Agricultural Products
Center
Stillwater, OK 74078

Vice President - Logistics and Outreach

Mike Schroder
Towson University
Division of Economic and
Community Outreach
Director, Extended Education and
On-Line Learning
800 York Road
Towson, MD 21252

Vice President - Student Programs

Mike Gunderson
University of Florida
Food and Resource Economics
Department
1181 McCarty Hall
PO Box 110240
Gainesville, FL 32611-0240

Vice President-Applebaum Scholarship

Doug Richardson
Sun City Hilton Head
105 Fort Walker Lane
Bluffton, SC 29910

Secretary-Treasurer

Kellie Raper
Oklahoma State University
Department of Agricultural
Economics
514 Ag Hall
Stillwater, OK 74078

Journal Editors

Refereed Issues
Dovi Alipoe
Alcorn State University
Department of Agriculture
1000 ASU Drive #1134
Alcorn State, MS 39096

Proceedings Issues

Deacue Fields
Auburn University
Department of Agricultural
Economics and Rural Sociology
100 B Comer Hall
Auburn University, AL 36849-5406

Newsletter Editor

Greg E. Fonsah
University of Georgia
Rural Development Center
P.O. Box 1209
Tifton, GA 31793

Directors

Stan Ernst (Three years)

Ohio State University
Dept. of Agricultural, Environmental
& Development Economics
219 Agricultural Administration
Building
2120 Fyffe Road
Columbus, Ohio 43210

Jennifer Dennis (Three years)

Purdue University
Agricultural Economics
625 Agriculture Mall Drive
West Lafayette, IN 47906

Fred Gunter (Three years)

Corporate Services Group (CSG)
9501 Palm River Road
Tampa, FL 33619

Phil Kenkel (One year)

Oklahoma State University
Bill Fitzwater Cooperative Center
516 Ag Hall
Stillwater, OK 74078

Patricia McLean-Meynsse (One year)

Southern University and A&M
College
113B Fisher Hall
Baton Rouge, LA 70813

Suzanne Thornsbery (One year)

Michigan State University
Department of Agricultural
Economics
211-B Agriculture Hall
East Lansing, MI 48824

Journal of Food Distribution Research

Volume XLI, Number 1

March 2010

ISSN 0047-245X

The *Journal of Food Distribution Research* has an applied, problem-oriented focus. The *Journal's* emphasis is on the flow of products and services through the food wholesale and retail distribution system. Related areas of interest include patterns of consumption, impacts of technology on processing and manufacturing, packaging and transport, data and information systems in the food and agricultural industry, market development, and international trade in food products and agricultural commodities. Business and agricultural and applied economic applications are encouraged. Acceptable methodologies include survey, review, and critique; analysis and syntheses of previous research; econometric or other statistical analysis; and case studies. Teaching cases will be considered. Issues on special topics may be published based on requests or on the editor's initiative. Potential usefulness to a broad range of agricultural and business economists is an important criterion for publication.

The *Journal of Food Distribution Research* is a publication of the Food Distribution Research Society, Inc. (FDRS). The *JFDR* is published three times a year (March, July, and November). The *JFDR* is a refereed Journal in its July and November Issues. A third, non-refereed issue contains papers presented at FDRS' annual conference and Research Reports and Research Updates presented at the conference. Members and subscribers also receive the *Food Distribution Research Society Newsletter* normally published twice a year.

The *Journal* is refereed by a review board of qualified professionals (see Editorial Review Board list). Manuscripts should be submitted to the FDRS Editors (see back cover for Guidelines for Manuscript Submission).

The FDRS accepts advertising of materials considered pertinent to the purposes of the Society for both the *Journal* and the *Newsletter*. Contact the V.P. for Membership for more information.

Life-time membership is \$400. Annual library subscriptions are \$65; professional membership is \$45; and student membership is \$15 a year; company/business membership is \$140. For international mail, add: US\$20/year. Subscription agency discounts are provided.

Change of address notification: Send to Denise Mainville, Virginia Polytechnic Institute & State University, Department of Agricultural & Applied Economics, 315 Hutcheson Hall, Mail Code 0401, Blacksburg, VA 24061; Phone: (540) 231-5774; Fax: (540) 231-7417; e-mail: mainvill@vt.edu.

Copyright © 2010 by the Food Distribution Research Society, Inc. Copies of articles in the *Journal* may be noncommercially reproduced for the purpose of educational or scientific advancement. Printed in the United States of America.

Indexing and Abstracting

Articles are selectively indexed or abstracted by:

AGRICOLA Database, National Agricultural Library, 10301 Baltimore Blvd., Beltsville, MD 20705.

CAB International, Wallingford, Oxon, OX10 8DE, UK.

The Institute of Scientific Information, Russian Academy of Sciences, Baltijskaja ul. 14, Moscow A219, Russia.

Food Distribution Research Society

<http://fdrs.tamu.edu/FDRS/>

Editors

Dovi Alipoe, Alcorn State University
Deacue Fields, Auburn University

Technical Editor

James C. Bassett

Printer

Omni Press

Editorial Review Board

Alexander, Corinne, Purdue University
Bhattacharjee, Sanjoy, Mississippi State University
Boltova, Yuliya, University of Idaho
Boys, Kathryn, Clemson University
Cheng, Hsiangtai, University of Maine
Chowdhury, A. Farhad, Mississippi Valley State University
Conner, David, Michigan State University
Dennis, Jennifer, Purdue University
Elbakidze, Levan, University of Idaho
Epperson, James, University of Georgia-Athens
Evans, Edward, University of Florida
Flora, Cornelia, Iowa State University
Florkowski, Wojciech, University of Georgia-Griffin
Fonsah, Esendugue Greg, University of Georgia-Tifton
Fuentes-aguiluz, Porfirio, Starkville, Mississippi
Haghiri, Morteza, Memorial University-Corner Brook, Canada
Herndon, Jr., Cary, Mississippi State University
Hinson, Roger, Louisiana State University
Holcomb, Rodney, Oklahoma State University
Hudson, Darren, Texas Tech University
Jones, Eugene, The Ohio State University
Koo, Won, North Dakota State University
Leister, Amanda, Purdue University
Litzenberg, Kerry, Texas A&M University
Mainville, Denise, Virginia Tech University
Malaga, Jaime, Texas Tech University
Mazzocco, Michael, University of Illinois
Meynsse, Patricia, Southern Univ. and A&M College-Baton Rouge
Muhammad, Andrew, Mississippi State University
Muhammad, Safdar, United Arab Emirates University
Mumma, Gerald, University of Nairobi, Kenya
Nalley, Lanier, University of Arkansas-Fayetteville
Nganje, William, Arizona State University
Novotorova, Nadezhda, Augustana College
Parcell, Jr., Joseph, University of Missouri-Columbia
Regmi, Anita, Economic Research Service, USDA
Renck, Ashley, University of Central Missouri
Shaik, Saleem, North Dakota State University
Stegelin, Forrest, University of Georgia-Athens
Thornsby, Suzanne, Michigan State University
Toensmeyer, Ulrich, University of Delaware
Vandelist, Brian, Sam Houston State University
Wachenheim, Cheryl, North Dakota State University
Ward, Clement, Oklahoma State University
Wolf, Marianne, California Polytechnic State University
Woolverton, Andrea, Economic Research Service, USDA
Yeboah, Osei, North Carolina A&M State University

Journal of Food Distribution Research
Volume XLI, Number 1
March 2010

CONTENTS

	Pages
Research Reports	
Knowledge of 2005 Dietary Guidelines and Food Consumption Habits of African-Americans in Tennessee 1-4 <i>Anonya Amenyenu, Fisseha Tegegne, Surendra P. Singh, and Enefiok Ekanem</i>	1-4
Dynamic U.S. Food-Related Inflation Relationships: A Cointegrated VAR Model Analysis 5-13 <i>Ronald A. Babula and Song Soo Lim</i>	5-13
Existing and Potential Market Conditions for Farm to School Programs in Western North Carolina 14-19 <i>Carlos E. Carpio, Samuel Zapata, and Tullaya Boonsaeng</i>	14-19
Farmer's Market Consumers: Is Local or Organic Important? 20-24 <i>Kynda R. Curtis, Margaret W. Cowee, Marcela Velcherean, and Holly Gatzke</i>	20-24
Perceptions of Regulations and Trade Barriers: How Policy Affects Agricultural Firms and Food Processors in the Decision to Export 25-31 <i>Kelly A. Davidson and Sayed H. Saghaian</i>	25-31
The Quick and Tasty Survey: Opportunities from Sensory Tests 32-34 <i>Catherine A. Durham</i>	32-34
Principles of Principal Component Analysis 35-39 <i>Catherine A. Durham and Robert P. King</i>	35-39
An Examination of the Market Structure of the U.S. Produce Industry 40-45 <i>J. E. Epperson</i>	40-45

Published by



New Banana Cultivars Trial in the Coastal Plain of South Georgia	46–50
<i>Esendugue Greg Fonsah, Boris Bogortti, Pinsheng Ji, Paul Sumner, and Will Hudson</i>	
Examining Specialty Crop Price Relationships between Farmers Markets and Grocery Stores.....	51–57
<i>Michael A. Gunderson and Ashley N. Earl</i>	
Institutional Food Distribution Systems: Bringing Students, Farmers, and Food Service to the	58–63
Table	
<i>Shermain Hardesty, Patricia Allen, Gail Feenstra, Jeri Ohmart, Tracy Perkins, and Jan Perez</i>	
An Economic Analysis of Consumers' Purchasing Behavior for Breakfast Cereals.....	64–69
<i>Yuanjing Jin, Eugene Jones, Joyce Chen, and Abdoul Sam</i>	
Measuring Access to Nutritious, Affordable Food: A National Assessment	70–74
<i>Phillip R. Kaufman</i>	
An Empirical Analysis of College Students' Perceptions of Their Health and Weight Status	75–80
<i>Patricia E. McLean-Meynsse, Janet V. Gager, and Derek N. Cole</i>	
Factors Affecting Relative Changes in U.S. Snack Foods Exports Among Countries: A	81–90
Constant Market Share Analysis	
<i>Albert E. Myles and Albert J. Allen</i>	
Activism and Trust: Animal Rights vs. Animal Welfare in the Food Supply Chain.....	91–95
<i>Jon C. Phillips, Adriana Ortega, Marquesa Cook, Marian Concepcion, Tina Kimmons, Kelly Ralph, Joanna Ponce, Hannah Miller, Michelle Lam, and Sarah Baldwin</i>	
How Effective Is Social Networking for Direct Marketers?	96–100
<i>Megan Phillips, Dawn Thilmany McFadden, and Martha Sullins</i>	
Measuring the Likelihood of Food Insecurity in Ohio's "Food Deserts"	101–107
<i>Ketra Rice</i>	
Consumer Awareness and Response to Produce Food Safety Issues.....	108–114
<i>Dawn Thilmany McFadden, Sara Blandon, Marisa Bunning, Pat Kendall, Heather Troxell-Alrich, Jennifer Bruning, and Sharon Yeh</i>	
An Examination of the Foreign Foot-and-Mouth Disease on the Export Market: The Case of	115–119
U.S. Swine Meat Exports	
<i>Shang-Ho Yang and Sayed Saghaian</i>	

Research Updates

- A Case Study Analysis of Changes in Selected Bulgarian Agribusiness Firms between 1996 120
and 2009
Albert J. Allen, Charlie Forrest, and Steve Murray
- Developing Values-Based Distribution Networks to Enhance the Prosperity of Small- and 121
Medium-Sized Producers
*Gail Feenstra, Shermain Hardesty, David Visher, Dawn Thilmany McFadden, Tom
Gillpatrick, Jim Dyer, Bob Corshen, and Josh Edge*
- Willingness to Buy New Ethnic Produce Items: A Study of Hispanics in the East Coast of 122–123
the U.S.
Ramu Govindasamy, Venkata S. Puduri and James E. Simon
- Assessing the Future of Food and Beverage Manufacturing in New York State..... 124
Kristen Park, Todd Schmit, Brian Henehan, and Jeffrey Hall
- Making “Global Resources for Food” a Hybrid Course 125
Jon C. Phillips
- Willingness to Buy Country-of-Origin Labeled Produce Items: A Study of Asians from the..... 126–127
East Coast U.S.
Venkata S. Puduri, Ramu Govindasamy, and James E. Simon
- Assessing Grower Marketing Needs to Capture “Local” Retail Opportunities..... 128
Ronald Rainey, Jennie Popp, Nathan Kemper, and Allison Vetter
- Consumer Understanding of Buying Local, Fresh, and Safe..... 129
Forrest Stegelin
- Why Grocery Shoppers Do Not Use Supermarket Food Service 130
Forrest Stegelin
- Evaluating the Impact of an Electronic Food-Marketing Network 131
Samuel Zapata, R. David Lamie, Carlos E. Carpio, and Olga Isengildina-Massa