

AGRICULTURAL & APPLIED ECONOMICS

VOLUME 30

JULY 1998

NUMBER 1

Proceedings

- Future Directions of SAEA *E. Segarra*
 Estimating Price Variability in Agriculture
D. E. Ray, J. W. Richardson, D. G. De La Torre Ugarte, and K. H. Tiller
 Southern Farmers' Income Risk *R. D. Knutson, E. G. Smith, D. P. Anderson, and J. W. Richardson*
 Revenue Insurance in the South *J. R. Skees, J. Harwood, A. Somwaru, and J. Perry*
 Changing Farm Policy for the South: Discussion *C. R. Taylor*
 Coastal View of Agricultural Risk *M. C. Marra*
 Measuring Consumer Benefits *J. C. Buzby, J. A. Fox, R. C. Ready, and S. R. Crutchfield*
 Improving Meat Food Safety *H. H. Jensen, L. J. Unnevehr, and M. I. Gómez*
 Distribution of Foodborne Illness Costs *E. H. Golan, K. L. Ralston, and P. D. Frenzen*
 Food Safety Research: Discussion *J. R. Skees*
 U.S.-China Trade: Constraints and Potential *E. J. Wailes, C. Fang, and F. C. Tuan*
 China's Food Demand and U.S. Pork and Poultry Exports
Q. Wang, F. Fuller, D. Hayes, and C. Halbrendt
 China's Rural Household Demand for Fruit and Vegetables *T. Han and T. I. Wahl*

Articles

- Experimental Markets Using EMP *P. L. Fackler and K. McNew*
 Legume Cover Crops and Production Risk
J. A. Larson, R. K. Roberts, D. D. Tyler, B. N. Duck, and S. P. Slinsky
 Risk, Autonomy, and Contracting Among Hog Producers *J. M. Gillespie and V. R. Eidman*
 Farrow-to-Finish Efficiency
W. W. Rowland, M. R. Langemeier, B. W. Schurle, and A. M. Featherstone
 Coarse Grain Imports and Meat Production in Eastern Europe *R. J. Garcia, D. Miljkovic, and M. I. Gómez*

Graduate Student Paper Competition

- Paper Recycling and International Trade *J. A. Michael*

SAEA Awards

- Teaching *Jerry R. Skees, University of Kentucky*
 Extension *Steve Isaacs and Richard Trimble, University of Kentucky*
 Research *John C. Bernard and Lois Schertz Willett, Cornell University*

EDITORIAL STAFF

Editors

Chung L. Huang
The University of Georgia

Michael E. Wetzstein
The University of Georgia

Editorial Council

J. Michael Bowker
USDA/Forest Service

Garnett Bradford
Clemson University

Gail L. Cramer
University of Arkansas

George C. Davis
Texas A&M University

Stephan J. Goetz
University of Kentucky

Shida R. Henneberry
Oklahoma State University

Bryan J. Hubbell
EPA

David W. Hughes
Louisiana State University

Paul M. Jakus
University of Tennessee

Nicholas Kalaitzandonakes
University of Missouri

David S. Kraybill
Ohio State University

Michael R. Langemeier
Kansas State University

Michele C. Marra
North Carolina State University

Charles B. Moss
University of Florida

Dixie W. Reaves
*Virginia Polytechnic Institute
and State University*

Stan Spurlock
Mississippi State University

Greg Traxler
Auburn University

Ann Marie Vandeman
USDA/ERS

Lois S. Willett
Cornell University

C. Thomas Worley
Washington State University

Technical Editor

Judith L. Harrison

1615 South Black Avenue, #82, Bozeman, MT 59715, (406) 587-0452

Editorial Assistants

Steffanie N. Bowles
The University of Georgia

Teresa A. Byrd
The University of Georgia

EDITORIAL POLICY

The *Journal of Agricultural and Applied Economics (JAAE)* provides a forum for creative and scholarly work in agricultural economics and related areas. Contributions on methodology and applications in business, extension, research, and teaching phases of agricultural and applied economics are equally encouraged. Submitted manuscripts are subject to peer review for publication consideration. Submissions of critiques or comments on *JAAE* articles are welcomed.

EDITORIAL COMMUNICATIONS

Manuscript submissions and editorial correspondence should be addressed to incoming editors: Charles B. Moss or James L. Seale, Jr., Editors, *JAAE*, Dept. of Food & Resource Economics, University of Florida, Gainesville, FL 32611. Phone: (352) 392-1847 or 392-5083, fax: (352) 392-3646.

The *Journal of Agricultural and Applied Economics* (ISSN 1074-0708) is published in July and December by the Southern Agricultural Economics Association (SAEA). Visit our worldwide web site at <http://www.agecon.uga.edu/~jaae/jaae.htm>.

Copyright © 1998 by the Southern Agricultural Economics Association. Any article or other material published in the *JAAE* may not be resubmitted for publication or republished elsewhere in full or in part without the written permission of the editors.

JOURNAL OF
AGRICULTURAL & APPLIED
ECONOMICS

VOLUME 30

JULY 1998

NUMBER 1

Lifetime Achievement Award

<i>Carl G. Anderson</i>	iii
<i>Eldon D. Smith</i>	v
<i>Kenneth R. Tefertiller</i>	vii

SAEA President, 1998–99

<i>Eduardo Segarra</i>	ix
------------------------------	----

Presidential Address

Current State and Future Directions of SAEA / <i>Eduardo Segarra</i>	1
--	---

Invited Paper Sessions

Implications of Changing Agricultural Policy for the South

Estimating Price Variability in Agriculture: Implications for Decision Makers / <i>Daryll E. Ray, James W. Richardson, Daniel G. De La Torre Ugarte, and Kelly H. Tiller</i>	21
Southern Farmers' Exposure to Income Risk Under the 1996 Farm Bill / <i>Ronald D. Knutson, Edward G. Smith, David P. Anderson, and James W. Richardson</i>	35
The Potential for Revenue Insurance Policies in the South / <i>Jerry R. Skees, Joy Harwood, Agapi Somwaru, and Janet Perry</i>	47
Implications of Changing Farm Policy for the South: Discussion / <i>C. Robert Taylor</i>	63
Sources of and Solutions for Southern Agricultural Risk: The View from the Coast / <i>Michele C. Marra</i>	65

Economic Research in Food Safety—Putting the Puzzle Together

Measuring Consumer Benefits of Food Safety Risk Reductions / <i>Jean C. Buzby, John A. Fox, Richard C. Ready, and Stephen R. Crutchfield</i>	69
Costs of Improving Food Safety in the Meat Sector / <i>Helen H. Jensen, Laurian J. Unnevehr, and Miguel I. Gómez</i>	83

A Distributional Analysis of the Costs of Foodborne Illness: Who Ultimately Pays? / <i>Elise H. Golan, Katherine L. Ralston, and Paul D. Frenzen</i>	95
Economic Research in Food Safety—Putting the Puzzle Together: Discussion / <i>Jerry R. Skees</i>	109
U.S. Agricultural Exports to China—The Potential of High-Value Food Products	
U.S.-China Agricultural Trade: Constraints and Potential / <i>Eric J. Wailes, Cheng Fang, and Francis C. Tuan</i>	113
Chinese Consumer Demand for Animal Products and Implications for U.S. Pork and Poultry Exports / <i>Qingbin Wang, Frank Fuller, Dermot Hayes, and Catherine Halbrendt</i>	127
China's Rural Household Demand for Fruit and Vegetables / <i>Tong Han and Thomas I. Wahl</i>	141
Articles	
Experimental Markets Using the Electronic Market Place (EMP) / <i>Paul L. Fackler and Kevin McNew</i>	151
Nitrogen-Fixing Winter Cover Crops and Production Risk: A Case Study for No-Tillage Corn / <i>James A. Larson, Roland K. Roberts, Donald D. Tyler, Bob N. Duck, and Stephen P. Slinsky</i>	163
The Effect of Risk and Autonomy on Independent Hog Producers' Contracting Decisions / <i>Jeffrey M. Gillespie and Vernon R. Eidman</i>	175
A Nonparametric Efficiency Analysis for a Sample of Kansas Swine Operations / <i>William W. Rowland, Michael R. Langemeier, Bryan W. Schurle, and Allen M. Featherstone</i>	189
Import Prices and Hard Currency Constraints in Eastern Europe: Implications for Coarse Grain Imports and Production of Meat / <i>Roberto J. Garcia, Dragan Miljkovic, and Miguel I. Gómez</i>	201
Graduate Student Paper Competition	
Recycling, International Trade, and the Distribution of Pollution: The Effect of Increased U.S. Paper Recycling on U.S. Import Demand for Canadian Paper / <i>Jeffrey A. Michael</i>	217
Abstracts	
Selected Papers	225
Organized Symposia	243
Posters	247
SAEA Business	
Secretary-Treasurer's Report	253
Editors' Report	255