The Giannini Foundation of Agricultural Economics was founded in 1930 from a grant made by Bancitaly Corporation to the University of California in tribute to its organizer and past president, Amadeo Peter Giannini of San Francisco. Members and associate members of the Giannini Foundation are University of California faculty and Cooperative Extension specialists in agricultural, resource, and environmental economics on the Berkeley, Davis, and Riverside campuses. The broad mission of the Foundation is to promote and support research and outreach activities in agricultural economics and rural development relevant to California. For more information on the Giannini Foundation, please visit our Web site at http://giannini.ucop.edu.

The Giannini Reporter is a biennial summary of the activities of the Foundation and its members. Most of the publications in the Foundation’s Monograph, Research Report, and Information Series are available for downloading in PDF format from the Foundation’s Web site.

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Members of the Giannini Foundation
2007–2009

Berkeley

Michael Anderson, assistant professor. Environmental economics, health economics, and applied econometrics.
Maximilian Auffhammer, associate professor. Environmental economics and econometrics.
Peter Berck, S.J. Hall Professor. Environment, renewable resources, water economics, portfolio choice, risk and futures.
Alain de Janvry, professor. Agricultural policy and rural development in the Third World, including price policy, technological change, land reform, and integrated rural development projects.
Anthony C. Fisher, professor. Environmental and resource economics, climate change, decisions under uncertainty.
J. Keith Gilless, professor. Forest economics, management, wildland fire management, regional economics, forest industries and trade.
W. Michael Hanemann, professor. Economics of the environment, nonmarket valuation, economics of water, economics of climate change, economics of irreversibility, disaggregate choice modeling.
Ann Harrison, professor. Trade policy, foreign investment, globalization, developing countries.
Larry S. Karp, professor and chair, Department of Agricultural and Resource Economics and Policy. International trade policy, industrial organization, environmental and resource economics, dynamic games.
Ethan Ligon, associate professor. Growth and development, agricultural contracts, applied econometrics, information and uncertainty.
Jeremy Magruder, assistant professor. Labor markets and health issues in developing countries.
Jeffrey M. Perloff, professor. Industrial organization, labor, international trade, law and economics, information and marketing.
Gordon C. Rausser, Robert Gordon Sproul Distinguished Professor. Agricultural economics, collective decision-making, futures and options markets, industrial organization, law and economics, natural resource and environmental economics, public policy and economic regulation, quantitative models, statistical decision theory.

Jeffrey M. Romm, professor. Resource and environmental policy; distribution, economic growth, and environment; forest, river basin, and water institutions.
Howard R. Rosenberg, Cooperative Extension economist. Agricultural human resource management, supervision development, workplace safety, employment law, labor market conditions.
Elisabeth Sadoulet, professor. Economic development, agricultural policy, rural institutions, contract theory.
David L. Sunding, professor and Cooperative Extension economist. Water resources, land use, wetlands and endangered species, environmental and natural resource policy, law and economics.
Christian P. Traeger, assistant professor. Environmental and resource economics, climate change, decision making under uncertainty, social discounting, intertemporal welfare analysis.
Brian D. Wright, professor. Agricultural policy; economics of markets for storable commodities, research incentives, conservation of biodiversity, and intellectual property rights; dynamic analysis of patenting of research inputs; theory of commodity price behavior and speculation; crop insurance.
David Zilberman, George and Elsie Robinson Professor. Agricultural, water, and environmental policy design; economics of technological change; pest control and biotechnology; marketing and risk.
Giannini Foundation of Agricultural Economics

Davis

Julian M. Alston, professor. Economics of government policy affecting agriculture, natural resources, and economic development.

Steven C. Blank, Cooperative Extension economist. Financial management, risk and decision-making, risk management tools, management methods.

Stephen R. Boucher, associate professor. Development economics, economics of agrarian contracts.

L. J. (Bees) Butler, Cooperative Extension economist. Dairy and poultry marketing, food and agricultural policy, market structure and technological change, intellectual property rights.


James A. Chalfant, professor. Econometrics, agricultural marketing and demand analysis, risk and uncertainty, agricultural production and supply, environmental economics.

Robert L. Cook, Cooperative Extension economist. Marketing of fresh fruits and vegetables, food distribution, international trade, competitiveness.

Y. Hossein Farzin, professor. Environmental and natural resource economics, development economics, sustainability, energy economics, microeconomic theory.

Rachael E. Goodhue, associate professor. Agricultural marketing and organization, industrial organization, contracting, agricultural and agri-environmental regulation, property rights.

Richard D. Green, professor. Econometrics, demand analysis, price analysis.

Shermain Hardesty, Cooperative Extension economist and director, Small Farms Program. Cooperatives, value-added marketing, food distribution.

Arthur M. Havenner, professor. Econometrics, forecasting, optimal control, finance.


Lovell S. Jarvis, professor and associate dean, College of Agricultural and Environmental Sciences. Agricultural and economic development, food and nutrition policy, livestock economics, agricultural research policy, international trade.

Karen M. Klonsky, Cooperative Extension economist. Farm management, pest management, sustainable agriculture, cost of production, organic agriculture.


C.-Y. Cynthia Lin, assistant professor. Environmental and natural resource economics, energy economics, industrial organization, applied microeconomics.

Travis J. Lybbert, assistant professor. Economic development, poverty dynamics, risk and uncertainty, technology transfer and adoption, intellectual property, environment and biodiversity.

Philip L. Martin, professor. Immigration policy, farm and rural labor markets, rural development.

Pierre Mérel, assistant professor. Agricultural policy, industrial organization, trade policy, geographical indicators, food quality.

Alan L. Olmstead, professor. Agricultural history, causes and consequences of technological change, sources of productivity growth, induced innovation, international trade and international diffusion of new technologies.

Quirino Paris, professor. Microeconomics, mathematical economics, mathematical programming, econometrics.

Catherine J. Morrison Paul, professor. Production and market structure, cost economies, productivity, factor demand.

Richard J. Sexton, professor. Cooperatives, agricultural marketing, industrial organization.

Aaron D. Smith, associate professor. Econometrics, commodity markets, finance.

Daniel A. Sumner, Frank H. Buck, Jr. Professor. National and international agricultural economics and policy.

J. Edward Taylor, professor. Agriculture in economic development, population and human resources, applied econometrics.

James E. Wilen, professor. Natural resource economics, environmental economics, microeconomics.

Jeffrey C. Williams, Daniel Barton DeLoach Professor. Commodity markets, financial markets, resource economics, mathematical programming, econometrics, economic history.
Riverside

Kenneth Baerenklau, associate professor. *Environmental and natural resource economics, nonpoint source pollution control, conservation technology adoption, nonmarket valuation, land use and habitat conservation.*

Ariel Dinar, professor and director, Water, Science and Policy Center. *Environmental and resource economics and policy, water quantity/quality conflicts and cooperation, climate change impact and adaptation, agricultural extension.*

Linda M. Fernandez, associate professor. *Environmental and natural resource economics, international trade and transboundary pollution, environmental policy analysis.*

Keith C. Knapp, professor. *Water resource economics, natural resource and environmental aspects of agricultural production, economic growth, natural resources and sustainability.*

Kurt A. Schwabe, associate professor. *Economics of nonpoint source pollution, nonmarket valuation, deforestation in developing countries, alternative regulatory instruments for pollution control, applied econometrics.*

Leo Simon, adjunct professor. *Game theory with applications to agricultural and resource problems, multilateral negotiations, water, private-public partnerships.*

Arnold Zellner, adjunct professor. *Econometrics, decision theories.*

Davis

Hyunok Lee, researcher. *California agriculture, risk management, trade, agricultural policy.*

Scott D. Rozelle, professor. *Development economics, economics of transition.*

James Sanchirico, associate professor. *Natural resource economics, environmental economics, and environmental policy.*

Stephen A. Vosti, associate adjunct professor. *Tropical deforestation; poverty and environment links; climate change; trade-offs among environmental sustainability, growth, and poverty alleviation.*

Emeriti

Irma Adelman
Lee C. Benson
Oscar R. Burt
Hoy F. Carman
Harold O. Carter
Lawrence S. Davis
Kenneth Farrell
Ben C. French
B. Delworth Gardner
Leon Garoyan
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Gordon A. Rowe
Andrew Schmitz
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Jerome B. Siebert
Stephen Sosnick
Dennis E. Teeguarden
Henry J. Vaux, Jr.
L. Tim Wallace
William W. Wood, Jr.
Edward A. Yeary

In Memoriam

Dale M. Heien
1936–2009

Gordon King
1924–2008
Awards and Honors Received by
Giannini Foundation Members, 2007–2009


Julian M. Alston, Western Agricultural Economics Association, Distinguished Scholar Award, 2009.

Peter Berck, American Agricultural Economics Association, Fellow, 2008

Steven C. Blank, Western Agricultural Economics Association, Distinguished Scholar Award, 2007.

Steven C. Blank, American Agricultural Economics Association, Distinguished Extension Program Award, 2007


W. Michael Hanemann, European Association of Environmental and Resource Economists, European Lifetime Achievement Award in Environmental Economics, 2008.

Arthur M. Havenner, Phi Beta Kappa of Northern California’s Excellence in Teaching Award and Honorarium, 2008.


Richard E. Howitt, UC Davis Academic Public Service Award, 2008.


Alan L. Olmstead, Cliometrics Society, the Clio Can Lifetime Achievement Award, 2008.


Sofia Villas-Boas, UC Berkeley College of Natural Resources, Young Faculty/Cooperative Extension Specialist Award, 2008.


## Projects Funded for 2008–2009

- **The Economics of Alternative Strategies for the Management of Pierce's Disease in the California Wine Grape Industry**, Julian Alston.
- **Biofuel Crops Adoption for California: Economic and Environmental Impacts**, Y. Hossein Farzin and Pierre Mérel.
- **Optimal Dam Construction under Climate Uncertainty and Anticipated Learning**, Larry Karp.
- **The Effects of Specialty Crop Insurance on Prices for Fruits and Vegetables**, Ethan Ligon.
- **Grape Growers and the Economics of the Powdery Mildew Index: Risk Perceptions, Disease Management and the Value of Information**, Travis Lybbert.
- **The Effect of WIC on the Retail Price Markup of Infant Formula**, Jeffrey Perloff.
- **Economics of Aquifer Storage and Recovery in the San Bernardino and Antelope Valley Groundwater Basins**, David Sunding.
- **University of California-Stanford Data Sharing Center**, Sofia Villas-Boas.
- **Commercial Utilization and Knowledge Dissemination of Agricultural-Related Inventions of University of California**, Brian Wright.

## Projects Funded for 2009–2010

- **An Economic Analysis of Ecosystem Services Provided by Protected Areas in California and their Impact in the Agricultural Sector**, Keith Gilless.
- **Pest Management for Organic and Conventional California Citrus Production: Landscape-Level Interactions**, Rachael Goodhue.
- **Agriculture and Option Values: Measuring the Socially Optimal Amount of California Pastoral Oak Woodland**, Richard Howitt.
- **Optimal Dam Construction under GHG Emissions and Climate Uncertainty with Anticipated Learning**, Larry Karp.
- **Agricultural Production in the Imperial Valley: Climate, Water Transfers, and Ecosystems**, Keith Knapp.
- **Household Willingness to Pay for Reduced Salinity in San Joaquin Valley Water**, Douglas Larson.
- **Immigration Reform: Implications for California Agriculture Principal Participants**, Philip L. Martin.
- **The Effects of Changes in Commodity Food Prices on Consumer Substitution over Time**, Jeffrey M. Perloff and Jeff LaFrance.
- **Minority Farmer Loan Subsidy Discrimination: Does It Exist?** Gordon Rausser.
- **Assessment of Agriculture’s Potential Contributions to California Climate Action**, David Roland-Holst and David Zilberman.
The Impacts of Salinity and Drainage Problems on Irrigated Agriculture: A Ricardian Approach, Kurt A. Schwabe.
Commodity Booms and Busts? A Dynamic Model of Futures and Spot Market Interactions, Aaron Smith.
Habitat Conservation in a Working Landscape, David Sunding.
Modeling Cash Rents Markets for Agricultural Land as a Multi-Period Principal Agent Game, Brian Wright.
Agricultural Biotechnology Across Space and Time: An Analysis of Intensive and Extensive Margin Effects, David Zilberman.

**Conferences Funded for 2007–2009**

**NBER-NSF Time Series Conference**

September 11-12, 2009  
University of California, Davis  
Davis, California  
http://nber-nsf09.ucdavis.edu/

**Symposium: Causes and Consequences of the Food Price Crisis**

October 10, 2008  
Bancroft Hotel  
2680 Bancroft Way  
Berkeley, California  
http://are.berkeley.edu/foodcrisis/

**The Intersection of Energy and Agriculture: Implications of Biofuels and the Search for a Fuel of the Future**

October 4-5, 2007  
The Faculty Club  
University of California, Berkeley  
http://are.berkeley.edu/~zilber/conference.html

 copies of dissertations may be obtained from Bell & Howell, P.O. Box 1346, 300 North Zeeb Road, Ann Arbor, Michigan 48106 (www.bellhowell.infolearning.com).

Berkeley

Holly Ameden, The Economics of Invasive Species, Border Enforcement, and Firm Response.
Jennifer E. Brown, Tournaments and Auctions: Evidence from the Field and the Greens.
Celine Ferre, Three Essays in Development Economics.
Rui Huang, Essays on the Price and Non-Price Competition in the Food Market.
Ryan M. Kellogg, Efficiency in Energy Production and Consumption.
Lingyun Nie, Essays on Son Preference in China during Modernization.
Suzan Stratton, Groundwater Management with Heterogeneous Users: Political and Economic Perspectives.
Rocio Titiunik, Essays in Political Representation.
Felipe Vasquez, Discrete/Continuous Choice Models and Consumer Heterogeneity.
Muzhe Yang, Regression Discontinuity Design and Program Evaluation.

* Jenny Aker received Honorable Mention for the AAEA Outstanding Dissertation Award, 2008.

Davis

Joshua Abbott, Spatial and Strategic Aspects of Fisheries Bycatch.
Michael Adjemian, Estimating Spatial Interdependence in Automobile Choice with Multilevel Data.
Aslihan Arslan, Farmer’s Subjective Valuation of Subsistence Crops: The Case of Traditional Maize in Mexico.
Meera Bhatia, Incentives for Investing in Check-Dams: Evaluating the Impacts of Changes in Irrigation Water Supply on Heterogeneous Farmers in Northern India.
Pian Chen, Modeling High Dimensional Economic Systems.
Kiara Corrigan, Regulation of Spatial Externalities: The Case of California Pesticide Policy.
Russell Gorddard, Modeling Profit-Maximizing Land-Allocation Behavior.
Lan Li, Retailer Pricing Behavior for a Fresh Produce Commodity: The Case of Avocados.
Pei-An (Steve)Liao, Taiwan’s National Health Insurance and the Labor Force Participation Decisions of Married Women.
Yuko Onozaka, Three Essays on Consumers’ Preferences for Fresh Organic Produce.
Elizabeth Pienaar, Improving the Performance of Community-Based Wildlife Management Programs: Evidence from Botswana.
Sebastien Pouliot, Traceability and Food Safety: Liability, Reputation and Willingness to Pay.

Tina Saitone, *The Economics of Minimum Quality Standards Imposed by Agricultural Producer Organizations.*


Aya Suzuki, *Three Essays on Agricultural Marketing in Developing Countries: An Industrial Organization Approach.*


Hirotsugu Uchida, *Collective Fishery Management in TURFs: The Role of Effort Coordination and Pooling Arrangement.*

Julie Witcover, *Shaping Land Use along an Agricultural Frontier: A Dynamic Household Model for Early Small-Scale Settlers in the Brazilian Amazon.*

David Zetland, *Conflict and Cooperation within an Organization: A Case Study of the Metropolitan Water District of Southern California.*

* Kristiana Hansen received the AAEA Outstanding Dissertation Award, 2009.

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**Riverside**

The purpose of the Monograph Series is to provide an outlet for reports of research that are longer than journal papers but directed to the same audience and appraised by criteria equivalent to those of leading technical journals in agricultural economics. The first seventeen monographs were published in the University of California’s *Hilgardia* series. In 1967, the Giannini Foundation began a separate series for reports in agricultural economics but continued the numbering sequence.

The Research Report Series

The Research Report Series is designed to communicate research results to specific professional audiences (e.g., agricultural industry economists, resource agency staffs, and other professionals) interested in applications. Such reports have significant analytical content but are developed and presented with this audience in mind.

Information Series Reports

Reports in the Information Series communicate selected research results to a lay audience. The Information Series is numbered serially within years.

Special Reports

Special Reports provide an outlet for items that are worthy of publication but do not fit into other series.

Information Series Abstracts


This study explores the marketplace potential for organic almonds, hay, and winegrapes produced in California. Organic acreage of all three crops has doubled or more than tripled in the last decade. We drew data from interviews with producers or processors of each crop and from statistics published by the California Department of Food and Agriculture (CDFA) and the US Department of Agriculture (USDA).

Business models vary among the three crops. Almond growers range from only producing almonds to also performing on-site processing. They also have numerous choices of wholesalers, cooperatives, and direct market outlets. Most producers in the hay industry sell direct to dairies or brokers. Most winegrape producers who do not have their own winery enter into contracts with outside wineries. Price premiums for organic almonds and alfalfa hay vary from 5 to 300% over the price for conventional. Due to strict USDA regulations, most wineries that use organic grapes do not market their wine as “organic.” Therefore, they do not necessarily receive price premiums and are less likely to offer premiums to growers.

Potential for expansion varies among the three crops. The organic almond market offers significant room for expansion, but a few large-scale conventional producers poised to start organic production could rapidly flood the market. Further expansion of organic hay acreage is limited by competition for land with higher-value crops. The growing interest for organic grapes among wineries appears to provide incentive for expansion, but the lack of price premiums may dampen that incentive to some extent.
After several years of informal and formal negotiations, South Korea and the United States reached an agreement to move towards free trade in April 2007. Currently, both countries await congressional approval before the agreement can be implemented. This study explains the substance of the agricultural parts of the agreement and considers its agricultural implications. The study finds that the Korea-United States Free Trade Agreement has the potential to be a significant demand driver for many sectors within California agriculture.

Despite its high import tariffs, tight import quota quantities and restrictive sanitary and phytosanitary regulations, South Korea has become a major agricultural importer from California. South Korea is an important export destination for a broad array of California agricultural products and has recently ranked among the top five or six export destinations for California agriculture.

The agreement provides for gradual elimination of Korea’s high tariffs for most California export products, with the exception of rice, where a previously negotiated quota would remain and fresh citrus where high seasonal tariffs would continue to limit shipments of oranges and mandarins. With lower import barriers there is significant potential for expanding California agricultural exports to Korea in for important commodities from dairy products to tree nuts.

This study catalogs current agricultural exports to Korea from California, reviews the existing trade barriers that limit exports to Korea, considers explicitly the export positions of major competitors and examines the size of the Korean market for each important commodity and commodity group. The study’s insight on the potential effects of the Agreement will help California agriculture better appreciate and communicate what is at stake for California agriculture and prepare for the realistic impacts of the potential market opening in Korea.
ARE Update is published bimonthly under the auspices of the Giannini Foundation with articles contributed by members of the Foundation. The purpose of ARE Update is to provide information to a broad audience on important economic questions and issues in California. Domestic subscriptions to ARE Update are free and can be requested by e-mail to julie@primal.ucdavis.edu.

Vol. 10, No. 6, July/Aug, 2007
Carman, H.F. “Marketing a Mediterranean Diet: Some Issues and Opportunities.”
Blank, S.C. “Farmland Values as an Indicator of Regional Economic Performance?”
Thompson, J.R. “Brand Loyalty and Gasoline Pricing in Sacramento.”

Vol. 11, No. 1, Sept/Oct, 2007
Zilberman, D. “Payments for Environmental Services: Who Gains and Who Loses?”
Baka, J., and D. Roland-Holst. “Greener Pastures for Globalization: How European Farmers Can Help Save the Planet as Well as the Doha Round.”
Faculty Profile: Travis J. Lybbert

Vol. 11, No. 2, Nov/Dec, 2007
Carter, C.A. “Market is Strong for California Processing Tomatoes.”

Vol. 11, No. 3, Jan/Feb, 2008
Kahr, F., and D. Roland-Holst. “What Hope for Climate Multilateralism?”
Faculty Profile: David Roland-Holst

Vol. 11, No. 4, March/April, 2008

Vol. 11, No. 5, May/June, 2008
de Wit, J., and A. Smith. “What is the Price of Oil?”
Kovacs, K. “Farmland Conversion in California: Evidence from the Williamson Act Program.”

Vol. 11, No. 6, July/Aug, 2008
Karp, L. “Correct (and Misleading) Arguments for Market-Based Pollution Control Policies.”
Faculty Profile: Larry Karp

Vol. 12, No. 1, Sep/Oct, 2008
Aker, J.C., “How Can We Avoid Another Food Crisis in Niger?”
Faculty Profile: Pierre Mérel
**Vol. 12, No. 2, Nov/Dec, 2008**

Introduction to the Issue
Sumner, D.A. “Impacts of Recent Commodity Price Fluctuations on Farms in California and a Historical Perspective on Prospects for the Future.”
Wright, B. “Speculators, Storage, and the Price of Rice.”

**Vol. 12, No. 3, Jan/Feb, 2009**

Howitt, R.E., D. MacEwan, and J. Medellin-Azuara. “Economic Impacts of Reductions in Delta Exports on Central Valley Agriculture.”

**Vol. 12, No. 4, Mar/Apr, 2009**

Volpe, R. “How Do the Recent Farm Price Fluctuations Affect Consumer Prices?”
ARE Faculty Profile: C.-Y. Cynthia Lin.

**Vol. 12, No. 5, May/June, 2009**

Pray, C.E. and D. Zilberman “The Emerging Global Biofuels Industry: The Biofuel Situation and Policies in Developing Countries.”
ARE Faculty Profile: W. Michael Hanemann.

Publications of Foundation members from mid-2007 through mid-2009 are listed below. Citations are grouped in several broad categories to assist users of the Reporter. For books, contact publishers for price and ordering information or check with your local bookstore or library. Journals and other publications referenced may be available at your nearest library or online. You may contact the authors directly to request reprints. The Foundation does not distribute reprints.

Economic Development; International


Giannini Foundation of Agricultural Economics


**Human Resources; Community Development; Consumer Economics**


**Marketing and Trade**


**Microeconomic Theory**


Natural Resources; Environmental Economics


**Policy**


Production; Finance


**Quantitative Methods**


**Other**


**Other**


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<td>Production Functions and Supply Application for California Dairy Farms, 1976</td>
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