



NATIONAL COALITION FOR FOOD AND AGRICULTURAL RESEARCH

Mad Cows and Bt Potatoes: Global Public Goods in the Food System

Globalization and Demand Shape Innovation and Incentives in U.S. Food and Agriculture

Dr. Laurian Unnevehr

*Department of Agricultural and Consumer Economics
University of Illinois at Urbana-Champaign*

**Tuesday, October 18, 2005, 12:30 – 1:30 PM
Room HC-8, U.S. Capitol—BOX LUNCH**

RSVP Requested by c.o.b. Monday, October 17 to tom@vanarsdall.com or (540) 785-0949

ABSTRACT: Globalization in the food system is being shaped by structural changes in demand, bringing about “deep integration” of markets at all levels. Risks and benefits from changes in the food system now cross borders more often, so that private strategies and public policies now need to consider how global demand shapes food markets. Agricultural economics research, supported by federal funding, has played a key role in understanding these global forces and their implications for U.S. food markets and for the U.S. agricultural research system.

BIOSKETCH: Laurian J. Unnevehr is Professor of Agricultural and Consumer Economics at the University of Illinois. Her research examines the impact of food regulation on producer and consumer welfare; and consumer demand for safety, quality, and nutrition in food. She received her PhD from Stanford University in 1982; was a Rockefeller Social Science Post-Doc at the International Rice Research Institute from 1982-1985, joined the University of Illinois faculty in 1985, and was on-leave at USDA/ERS from 1993-95. With co-authors, she has received the American Agricultural Economics Association (AAEA) awards for Quality of Communication and for Publication of Enduring Quality, recognizing contributions in food policy and food demand. She served as chair of the National Academies report on *Frontiers in Agricultural Research*, and as president of the AAEA; she is currently on the Editorial Board for *Food Policy*.

HONORARY HOSTS: Henry Bonilla, Saxby Chambliss, Thad Cochran, Rosa DeLauro, Bob Goodlatte, Tom Harkin, Tom Holden, Timothy V. Johnson, Marcy Kaptur, Herb Kohl, Frank Lucas, Collin Peterson

CONTRIBUTING SPONSORS: Association of American Veterinary Medical Colleges ♦ American Society of Plant Biologists ♦ Coalition for Funding Food, Agriculture & Resource Economics (C-FARE) ♦ Coalition on Funding Agricultural Research Missions (CoFARM) ♦ Farm Foundation ♦ Federation of Animal Science Societies ♦ University of Florida ♦ Institute of Food Technologists ♦ National Association of State Universities and Land Grant Colleges ♦ Texas A&M University ♦ Washington University, St. Louis ♦ The Pennsylvania State University ♦ United Soybean Board ♦ The Samuel Roberts Noble Foundation ♦ University of Arizona ♦ University of Illinois ♦ Weed Science Society of America

NATIONAL C-FAR: A nonprofit, nonpartisan, consensus-based and *customer-led* coalition that brings food, agriculture, nutrition, conservation and natural resource stakeholders together with the food and agriculture research, extension and education community, serving as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, extension and education. For more information about National C-FAR, go to <http://www.ncfar.org>.

HILL SEMINAR SERIES: Seminar-style presentations on the hill by leading-edge researchers on timely topics to promote appreciation of the importance of food and agricultural research, extension and education and the benefits to “customers” who need and benefit from research outcomes—including agriculture and agribusiness, practitioners in the food and agricultural sector, consumer and environmental health, government agencies and the U.S. economy. The series also seeks to provide timely information for Members and their staff and the broader policy community.