Lunch ~ N ~ Learn SEMINAR

THE NATIONAL COALITION FOR FOOD & AGRICULTURAL RESEARCH

Program:

SAFELY CROSSING THE FOOD CHAIN

The Economics of Reducing Food Risk

August 1, 2013
PROGRAM

Welcome and Introduction

ANTHONY (TONY) FLOOD
NATIONAL C-FAR REPRESENTATIVE

Distinguished Speaker

DR. JULIE A. CASWELL
DEPARTMENT OF RESOURCE ECONOMICS
UNIVERSITY OF MASSACHUSETTS AMHERST

Open Forum

Closing

ANTHONY FLOOD

NATIONAL C-FAR IS 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 and extension 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 additional information, go to www.ncfar.org; or contact Tom Van Arsdall, Executive Director, at tom@vanarsdall.com.
ABSTRACT
Economic research supports targeted risk reduction efforts by counting the costs of food risks in health and business terms and by identifying incentives to improve safety. In health terms, an economist measures, for example, the costs of people contracting food borne illnesses from particular food/pathogen combinations. In business terms, economists measure the financial losses (market share, liability payments, and international trade) for companies associated with food borne illness events and the likely costs of improving food safety. Economic research helps policy-makers better understand industry and consumer behaviors and responses to incentives for improving food safety, as well as the market and individual forces influencing these behaviors. Industry and consumer responses can then be considered and integrated into federal laws such as the Food Safety Modernization Act. Questions still remain about the interaction of regulatory and private/third-party certification systems in improving food safety. Furthermore, it is not yet well known how the structure of the certification industry impacts the likelihood of achieving regulatory standards. Researchers ask questions such as: Is the current structure of regulatory and certification activities a dependable means to implement federal food safety laws? Where do potential conflicts of interest arise and therefore systematic risks exist in these systems? Addressing these questions with economic research will help to assure success in the implementation of new systems and to avoid pitfalls. This information is not only important to the viability of the food system, but to the future of the food and agricultural sectors.

SPEAKER BIOGRAPHY
Julie A. Caswell, Ph.D., is Professor in the Department of Resource Economics at the University of Massachusetts Amherst. Her research focuses on understanding the operation of domestic and international food systems, with particular interest in the economics of food quality and labeling, especially for safety and nutrition, and international trade. Dr. Caswell was elected Fellow of the Agricultural and Applied Economics Association (AAEA) and she is currently President-Elect of AAEA. Dr. Caswell held a Fulbright Distinguished Lectureship at the University of Tuscia in Viterbo, Italy for April-June 2009. Dr. Caswell has served on the several National Academies committees, including chairing the committee that published Supplemental Nutrition Assistance Program: Examining the Evidence to Define Benefit Adequacy in 2013. Dr. Caswell received her PhD jointly in Agricultural Economics and Economics from the University of Wisconsin–Madison.
SEMINAR SERIES DESCRIPTION

National C-FAR’s Seminar Series regularly presents leading-edge researchers to address pressing issues confronting the public and Congress. National C-FAR and the Seminar Series serve as a resource to policymakers and staff.

Seminar Series Contributing Sponsors

Academy for Nutrition and Dietetics
Alliance to Feed the Future
American Bakers Association
American Society for Nutrition
American Society of Animal Science (ASAS)
Bayer CropScience
Biotechnology Industry Organization (BIO)
CHS Inc.
Cooperative Extension
Cotton Foundation
Council for Agricultural Science and Technology (CAST)
Council on Food, Agricultural & Resource Economics (C-FARE)
CropLife America
Dr. William Danforth
Elanco Animal Health
Eversole Associates
Dr. David W. Hertha
Illinois Soybean Association
Indiana Soybean Alliance
Institute of Food Technologists
Michael Newman, DVM
National Council of Farmer Cooperatives
National Farmers Union
North American Millers’ Association
Riley Memorial Foundation
Soil and Water Conservation Society
Syngenta
United Soybean Board
University of Wyoming
Weed Science Society of America

THE NATIONAL COALITION FOR FOOD & AGRICULTURAL RESEARCH

http://www.ncfar.org

R. Thomas Van Arsdall, Executive Director
Phone: (703) 509-4746 • E-mail: tom@vanarsdall.com