

Recent Publications

Julie Stanton and Tim Burkink, *forthcoming*, "Improving Small Farmer Participation in Export Marketing Channels: Perceptions of U.S. Fresh Produce Importers," *Supply Chain Management: An International Journal*.

In this study, we examine U.S. importer perceptions of the challenges of working with small Mexican farmers. Without specific attention to the necessary elements of a successful transaction with importers, it will be increasingly difficult to assist small farmers in accessing lucrative export channels. Surveys were mailed to a national sample of U.S. fresh produce importers to assess their concerns and suggestions. Findings suggest that policies aimed at improving small farmer marketing skills, facilitating government certifications, and other novel methods to reduce importer investment risks would improve importer perceptions of working with smaller producers.

Julie Stanton and Deirdre Guion, 2008, "Consumer Attitudes Toward Organic Foods: An exploration of U.S. market segments," *Research in Consumer Behavior*, vol. 12.

This study explores U.S. consumer attitudes toward organic foods in order to demonstrate that multiple and meaningful segments can be identified based on attitudes and beliefs rather than demographics and that a more targeted marketing strategy could likely create a better fit with consumer wants and needs. Q-methodology is employed, in part to demonstrate its usefulness for segmentation purposes. Six meaningful segments of consumers are generated based on attitudes toward organic foods: Health Enthusiasts, Organic Idealists, Bargain Shoppers, Hoban's Hogwashers, Unengaged Shoppers and Cynical/Distrustfuls. These groups vary in attitudes toward organic food, and despite conventional wisdom, exhibit a reasonable match between attitude and purchase behavior. Segments are also generated for viewpoints toward conventionally grown foods, revealing that consumers do not simply hold binary positions (pro-organic, anti-conventional), but instead consider each food type on its respective merits. Positioning and media choice strategies are considered for each organic food segment.

Renée Hughner, Pierre McDonagh, Andrea Prothero, Clifford J Shultz II and Julie Stanton, 2007, "Who are Organic Food Consumers?: A Compilation and Review of Why People Purchase Organic Food" *Journal of Consumer Behaviour*, 6:4. (accepted 2005).

This paper integrates and synthesizes the findings of published research on organic food consumption. We identify several themes that reflect the various rationales used by consumers when deciding to purchase organic food. The literature clearly indicates that the word "organic" has many meanings, that consumers of organic foods are not homogeneous in demographics or in beliefs, and that further research could help better describe the various constituencies that are often lumped together as "organic food consumers". The organic and broader food industries must better understand the variety of motivations, perceptions and attitudes consumers hold regarding organic foods and their consumption if their own long-term interests, as well as those of other stakeholders of food marketing, are to be best served. We conclude with implications and suggestions for further research.

Julie Stanton, 2007, "Habits in Fresh Produce Consumption: Are Seasonal Increases in Marketing Efforts Necessary?" *Journal of Food Products Marketing* 13:1, 1-18. (accepted 2006)

Increasing pressures on profitability in the produce industry necessarily raise the question of how costs can be lowered. Among regular expenditures are beginning-of-season marketing efforts designed to rebuild demand for produce that was temporarily unavailable domestically. However, if off-season imports help create a consumption habit for fresh produce, it makes sense that the produce industry could retarget its marketing expenditures toward more suitable goals. This article examines U.S. demand for table grapes, differentiated by source, using a two-stage model of consumer demand. Results show that, over nearly three decades, U.S. consumers developed habits in grape consumption and that largely off-season imports

from Chile did indeed contribute to increased per capita sales by U.S. growers. Seasonal marketing expenditures need to be reconsidered.

Richard Hall, Jeffrey Hampl, Julie Stanton and Woodrow Monte, 2003, "Acceptability of Mesquite Meal among Native Americans in Arizona," *Journal of Sensory Studies*, 18:4 269-275.

Mesquite (*Prosopis* sp.) is a fast-growing tree that produces abundant amounts of pods. Although these pods were once part of the diet of Southwest Native Americans, little is known today regarding the acceptability of mesquite flour. We standardized a recipe using mesquite flour with a commercially available ready-to-eat cereal product and tested the acceptance of the product with Native American participants (n=84). Participants were asked to complete a food acceptability survey and a food action rating survey to determine taste sensory perception and expected frequency of consumption. Although participants were significantly more likely (P=0.008) to prefer to cereal without mesquite than with the mesquite added, participants reported favorable acceptability with the cereal, both with and without mesquite flour added. The results of the FACT food frequency survey were positive for both the product with mesquite added and without, with no significant difference (P=0.07) between the two. These data support the potential for mesquite to be reincorporated as an acceptable ingredient in modern diets of Native Americans.

Julie Stanton, 2002, "Wealth and Rural Credit Among Farmers in Mexico: Is Market Participation Consistent with Targeting?," in M. Zeller and R. Meyer, eds., The Triangle of Microfinance: Financial Sustainability, Outreach and Impact, Baltimore: Johns Hopkins University Press for the International Food Policy Research Institute.

This study investigates the composition of participants in the rural financial market in Mexico with respect to four distinct lender types, and assesses the appropriateness of that composition given target groups that the lenders wish to reach. Using farm-level survey data, the study shows that by and large, the participants in each lender's market exhibit characteristics that are consistent with the lender's objectives. Nevertheless, with respect to farmers' wealth, a great deal of participation and lending occurs outside of the intended group. Since perception of whether one is likely to receive a loan from a particular lender affects the decision to participate in that market, the leakage of public program funds to groups that do not appear to qualify is likely detrimental to the goal of voluntary participation by poorer producers. Government lenders such as Banrural and Solidaridad need to address these leakages and perceptions if they are to have greater success in their program objectives.

Julie Stanton, D. Kent Olson, John H. Brock and Richard S. Gordon, 2001, "The Environmental and Economic Feasibility of Alternative Crops in Arid Areas: Considering Mesquite in Baja California," *Journal of Arid Environments*, 48:1, 9-22

This paper considers the need for alternatives to usual agricultural practices in environmentally degraded areas, particularly when ecological conditions may not naturally support agriculture, e.g. in arid environments. Growing demand for food and increasing pressures on natural resources call for new approaches to land use that integrate economic and environmental considerations, particularly in less developed nations. This paper conducts cost-benefit analysis of the investment in cultivated mesquite plantations for the purposes of both pod products and lumber. Under all scenarios, investment in mesquite yields positive returns, but highest returns are obtained when trees cultivated for pods and lumber are intercropped rather than either being produced in isolation.

Julie Stanton, 2000, "The Role of Agribusiness in Development: Replacing the Diminished Role of the Government in Raising Rural Incomes," *Journal of Agribusiness*, 18:2 (Spring), 173-187.

With increasing efforts to promote free markets, one must ask whether the impact on some agricultural producers may be less than desirable. Small producers with limited access to capital, technical assistance,

and competitive buyers may be unable to participate in new marketing opportunities. Without recommending a return to heavy government, this article suggests development policy be enlarged to encompass agribusiness enterprises. Localized agribusiness can help rural populations capture value added that is otherwise lost to external agents. This may require, however, a different governmental role, primarily in the provision of basic infrastructure, transparent policies and the continued emphasis on availability of capital and technology.

Julie Stanton, 1999, "Potential Entry of Chile into NAFTA: Are There Lessons from U.S./Mexican Fruit and Vegetable Trade?," *Review of Agricultural Economics*, 21:1 (Spring/Summer), 112-125.

Although the Clinton administration has been unable to obtain fast-track negotiating authority, eventual expansion of free trade in the hemisphere is likely, and the U.S. position might be affected by the failure to negotiate Chile's entry into NAFTA. One hurdle to broad-based support for Chile's entry is U.S. horticulture producers' claims of "injury" from NAFTA trade. We argue that (a) considerable empirical evidence acquits NAFTA of these charges, (b) liberalizing Chile's strict trade barriers should yield significant U.S. gains, and (c) NAFTA's combined trade-investment reform facilitates U.S. foreign agricultural investment. Together these benefits imply that resistance to Chile's entry is unwarranted.