



# Program

## PRODUCERS' ORGANIZATIONS (POs) IN AGRICULTURAL MARKETS

Toulouse School of Economics  
September 4-5, 2014



### Workshop venue

Toulouse School of Economics (TSE)  
Manufacture des Tabacs - Auditorium - Building S  
1 rue des Amidonniers - 31000 Toulouse, France

<http://www.tse-fr.eu>

### Workshop Secretariat

Katia Thioulouse  
Phone: +33 (0)5 61 12 87 97  
[pofood@tse-fr.eu](mailto:pofood@tse-fr.eu)

### Workshop:

- Auditorium (Room MS001)
- Parallel sessions (Room MS001 and Room MS003)
- Coffee Break (Room MS002)
- Lunch (Room MS002)

# Program

**PRODUCERS' ORGANIZATIONS (POs) IN AGRICULTURAL MARKETS**  
*4th and 5th September, 2014* - Toulouse School of Economics (TSE)

**Thursday 4<sup>th</sup> September 2014**

(☞ Room: MS001)

9.00-10.00 Registration and Welcome

10.00-11.00 **Jean Tirole** (Toulouse School of Economics):  
*Cooperation vs. Collusion in Joint Marketing Alliances*, with Patrick Rey

11.00-11.30 Coffee break ☞ Room: MS002

11.30-13.00

## GOVERNANCE I

Chair: **George Hendrikse** (Rotterdam School of Management, NL)

**Philippe Marcoul** (University of Alberta, Canada): *Firm ownership and CEO incentives: Evidence from member-owned firms*, with Brent Hueth.  
Discussant: **Pierre Dubois** (Toulouse School of Economics)

**Murray Fulton** (University of Saskatchewan, Canada): *Governance and managerial effort in producer-owned enterprises*, with Dionne Pohler.  
Discussant: **Philippe Bontems** (Toulouse School of Economics)

**Wendong Deng** (Rotterdam School of Management, NL): *Managerial Vision Bias and Cooperative Governance*, with George Hendrikse.  
Discussant: **Olga Rozanova** (Toulouse School of Economics)

13.00-14.30 Lunch ☞ Room: MS002



# Program

**PRODUCERS' ORGANIZATIONS (POs) IN AGRICULTURAL MARKETS**  
*4th and 5th September, 2014* - Toulouse School of Economics (TSE)

---

14.30-16.00

## **THEORY I**

Chair: **Philippe Bontems** (Toulouse School of Economic)

**Pierre Merel** (University of California - Davis, USA): *Downstream concentration and Endogenous Upstream Supply*, with Richard J. Sexton.  
Discussant: **Stéphane Caprice** (Toulouse School of Economics)

**George Hendrikse** (Rotterdam School of Management, NL): *Structural Social Capital and Cooperative Pooling*, with Wendong Deng.  
Discussant: **Zohra Bouamra** (Toulouse School of Economics)

**Richard J. Sexton** (University of California - Davis, USA): *Risk Reduction and Cooperatives' Revenue Pooling in the Presence of Adverse Selection*, with Pierre Mérel and Tina L. Saitone.  
Discussant: **Brent Hueth** (University of Wisconsin)

16.00-16.30 Coffee break ☞ Room: MS002

16.30-17.30

## **DEVELOPMENT I**

Chair: **Pierre Dubois** (Toulouse School of Economics)

**Tanguy Bernard** (IFPRI, Senegal): *Communication and coordination: Experimental evidence from farmer groups in Senegal*, with Kodjo Aflagah and Angelino Viceisza  
Discussant: **Stéphane Straub** (Toulouse School of Economics)

**Dagmar Mithöfer** (Rhine Waal University, Germany): *Determinants of collective marketing performance: Evidence from Kenya's coffee cooperatives*, with Miriam Vorlauffer, Meike Wollni, Fabrice Pinard.  
Discussant: **Christophe Bontemps** (Toulouse School of Economics)

# Program

PRODUCERS' ORGANIZATIONS (POs) IN AGRICULTURAL MARKETS  
4th and 5th September, 2014 - Toulouse School of Economics (TSE)

## Friday 5<sup>th</sup> September 2014

9.00-11.00

### THEORY II

☞ Room: MS001

Chair: **Zhijun Chen** (University of Auckland)

**Brent Hueth** (University of Wisconsin, USA): *Missing markets and the cooperative firm.*

Discussant: **Pierre Merel** (University of California)

**Steve McCorrison** (University of Exeter, UK): *Food Security, Welfare and Partial De-Regulation of Parastatals*, with Donald MacLaren.

Discussant: **Vincent Réquillart** (Toulouse School of Economics)

**Zoë T. Plakias** (University of California - Davis, USA): *Does Market Power Equal Voting Power? A Theoretical Analysis of Market Structure and Mandatory Agricultural Marketing Organizations*, with Rachael Goodhue

Discussant: **Vera Zaporozhets** (Toulouse School of Economics)

**Anna Petruchenya** (Rotterdam School of Management, NL): *Emergence of cooperatives and farmers heterogeneity*, with George Hendrikse.

Discussant: **Yassine Lefouili** (Toulouse School of Economics)

11.00-11.30 Coffee break ☞ Room: MS002

11.30-13.00

### ROUND-TABLE

☞ Room: MS001

**Patrick Rey** will coordinate a round-table on the problems and the perspectives of POs with representatives of the EU Commission, COPA-COGECA, and the food industries.

# Program

**PRODUCERS' ORGANIZATIONS (POs) IN AGRICULTURAL MARKETS**  
*4th and 5th September, 2014 - Toulouse School of Economics (TSE)*

---

13.00-14.30 Lunch ☞ Room: MS002

14.30-15.30 **DEVELOPMENT II** ☞ Room: MS001

Chair: **Christophe Bontemps** (Toulouse School of Economics)

**Elisabeth Nindl** (Vienna University, Austria): *A cross-country empirical assessment of Fairtrade: Determinants and growth effects.*

Discussant: **Michel Simioni** (Toulouse School of Economics)

**Fleur Wouterse** (IFPRI, Senegal): *The Health of Farmer-Based Organizations in Ghana: Organizational Diagnostics and Governance Implications*, with Gian-Nicola Francesconi.

Discussant: **Jerker Nilsson** (Swedish University of Agricultural Sciences)

14.30-15.30 **GOVERNANCE II** ☞ Room: MS003

Chair: **Vincent Réquillart** (Toulouse School of Economics)

**Xiao Peng** (Rotterdam School of Management, NL): *Decision-Making and Communication in Agricultural Cooperatives – A System of Attributes Perspective*, with George Hendrikse.

Discussant: **Steve McCorrison** (University of Exeter)

**Petri Ollila** (University of Helsinki, Finland): *The internationalisation of cooperatives from a farmer perspective*, with Jerker Nilsson and Sebastian Hess.

Discussant: **Tanguy Bernard** (IFPRI, Senegal)



# Program

**PRODUCERS' ORGANIZATIONS (POs) IN AGRICULTURAL MARKETS**  
*4th and 5th September, 2014* - Toulouse School of Economics (TSE)

---

15.30-16.00 Coffee break ☞ Room: MS002

16.00-17.30 **COLLECTIVE ENDEAVORS** ☞ Room: MS001  
Chair: **Richard J. Sexton** (University of California - Davis, USA)

**Avi Simhon** (The Hebrew University, Israel): *The Economics of Collective Brands*, with Arthur Fishman, Israel Finkelstein and Nira Yacouel.

Discussant: **Angelo Zago** (University of Verona, Italy)

**Jura Liaukonyte** (Cornell University, USA): *Under-Contribution to Generic Advertising due to Self-Interested Inequity Aversion*, with Timothy J. Richards, Harry M. Kaiser and Bradley J. Rickard.

Discussant: **François Poinas** (Toulouse School of Economics)

**Angelo Zago** (University of Verona, Italy): *Formation of and participation in POs in the fruit and vegetables sector in the EU*, with Zohra Bouamra-Mechemache.

Discussant: **George Hendrickse** (Rotterdam School of Management, NL)