Topic Outline and Readings

I. Research in Agricultural Marketing: Introduction and Background


Farris, P. “Agricultural Marketing Research in Perspective.” In Future Frontiers in Agricultural Marketing Research. 1983. pp. 1-15. (Historical Background)

II. On Research and Writing in General


III. Marketing Margins, Markets over Space, Form, and Time

• Margins: Theory, Technology, and Testing


- Margins and Risk


- Margins and Market Power


• Margins and Dynamic Price Transmission


• Spatial Price Relationships


- Form Relationships


Dhar, T. and J.D. Foltz. “Milk by any Other Name...Consumer Benefits from Labeled Milk.” American Journal of Agricultural Economics. 87(2005):214-228.


- Storage Relationships


III. Price Discovery Mechanisms and Exchange


IV. Efficiency and Coordination in Marketing Firms and Industries


- **Selected Efficiency Measurement Studies**


- **Economies of Scale and Scope**


• Changes in Technology and Productivity Measures


• Transportation Costs and Plant and Processing Location


Bressler and King, Chapter 8,


• Coordination in Marketing Systems


