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## ***CURRICULUM VITA***

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**CURRENT POSITION:** Director of Food Marketing Policy Center  
Professor of Agricultural Economics, University of Connecticut.

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### **ACADEMIC BACKGROUND**

Visiting Scholar, School of Management	Yale University 1997
Joint Ph.D. in Economics and Agricultural Economics	University of Wisconsin, 1977
M.A., Economics	University of Wisconsin, 1976
M.S., Agricultural Economics	University of Wisconsin, 1974
George C. Marshall Fellow (Economics)	University of Copenhagen, 1971-72
B.S., With Honors and Distinction, Agricultural Economics	Cornell University, 1970

### **AREAS OF SPECIALIZATION**

Economics Major Field: Industrial Organization  
Agricultural Economics Major Field: Marketing  
Economics Minor Field: Quantitative Methods  
Agricultural Economics Minor Field: Public Finance

### **RECENT AWARDS**

University of Connecticut Faculty Excellence Award in Research (Humanities) 2005.

College of Agricultural & Natural Resources, University of Connecticut – 10 Year Research Excellence Award 2005.

**ADMINISTRATIVE ASSIGNMENTS/EDITORIAL DUTIES**

Editor, *Agribusiness* 1998 to present. <http://www.interscience.wiley.com/jpages/0742-4477>

Editor, NE-165 Working Paper Series, 1986 to 2002.

Editorial Board Member, *Journal of Supply Chain Management*, 1996 to present.

Director, Food Marketing Policy Center at the University of Connecticut: 1988 to present.

Executive Director, 1986 to 2002, NE-165 Private Strategies, Public Policies, and Food System Performance, an international research consortium (regional research project with participants from over 35 universities in U.S., Canada, UK, France, Italy, Turkey, Australia, Japan, USDA, FDA, EPA, GAO, and Agriculture Canada).

Chairman, NE-165 Private Strategies, Public Policies, and Food System Performance of the U. S. Food System, 1986 to 1989.

Director, Michigan State University Program for Consumer Food Cooperatives: 1981

**SELECTED PUBLICATIONS****Books and Research Monographs**

Cotterill, Ronald W. and Andrew W. Franklin. *The Public Interest and Private Economic Power: A Case Study of the Northeast Dairy Compact*. University of Connecticut, Food Marketing Policy Center Research Monograph No. 1, May 2, 2001.

Cotterill, Ronald W., guest editor, *Agribusiness*, "Special Issue: Proceedings of the June 1995 Conference on the Future Directions of the World Food System, held in Reading, England" Vol. 13, No. 2, New York: John Wiley, May/April 1997.

Caswell, Julie and Ronald W. Cotterill, eds. *Strategy and Policy in the Food System*, Storrs: Food Marketing Policy Center, Conference Proceedings, Washington, D.C., June 1996.

Franklin, Andrew W. and Ronald W. Cotterill. *Pricing and Market Strategies in the National Branded Cheese Industry*. Food Marketing Policy Center Research Report No. 26. University of Connecticut. September 1994, 94 pgs.

Cotterill, Ronald W. ed., *Competitive Strategy Analysis for Agricultural Marketing Cooperatives*. Westview Press: Boulder. 1994, 231 pgs.

Cotterill, Ronald W. ed. *Competitive Strategy Analysis in the Food System*, Westview Press: Boulder, 1993, 388 pgs.

Cotterill, Ronald W. and Don Pinkerton. *Changing Connecticut's Dairy Regulations: Implications for Performance in the Northeast Dairy Industry*, Food Marketing Policy Center Research Report No.

6, Sept. 1989, 59 pgs.

Cotterill, Ronald. *Agricultural Cooperatives: A Unified Theory of Pricing, Finance and Investment*, research monograph in *Cooperative Theory: New Approaches*, ACS Service Report No. 18, Agricultural Cooperative Service, USDA, 1987, p. 171-258.

Cotterill, Ronald, *Effects of Electronic Information Technology on Employment and Economic Performance in the Food Manufacturing and Food Distribution Industries*, Research Monograph in fulfillment of Office of Technology Assessment Contract No. 533-0635 U. S. Congress, 1985, 146 pgs.

Cotterill, Ronald. *The Food Retailing Industry in Arkansas: A Study of Price and Service Levels*, A report to the Attorney General, State of Arkansas, January 5, 1983, 126 pgs. plus appendices.

Cotterill, Ronald, ed. *Consumer Food Cooperatives*, Interstate Publisher, Danville, Illinois, 1982.

Marion, B., W. Mueller, R. Cotterill, F. Geithman, and J. Schmelzer, *The Food Retailing Industry: Market Structure, Profits and Prices*, Praeger Publishers, New York, 1979.

Mueller, W., G. Marion, R. Cotterill, F. Geithman, and J. Schmelzer, *The Profit and Price Performance of Leading Food Chains, 1970-1974*, U.S. Government Printing Office, Washington, D. C. April 1977.

### **Journal Articles**

Chidmi, Benaissa, Rigoberto A. Lopez, and Ronald W. Cotterill. "Supermarket-Level Demand for Breakfast Cereals: A Random Coefficients Approach." *American Journal of Agricultural Economics* (Submitted).

Cotterill, Ronald W. and Tirtha P. Dhar. "Oligopoly Pricing with Differentiated Products: The Boston Fluid Milk Market Channel." *American Journal of Agricultural Economics*. (Revise and resubmit).

Dhar, Tirtha P., Jean-Paul Chavas, Ronald W. Cotterill, and Brian W. Gould. "An Econometric Analysis of Brand Level Strategic Pricing Between Coca Cola and Pepsi Inc." *Journal of Economics and Management Strategy*. (Revised and resubmitted).

Cotterill, Ronald W. "The Impact of the Northeast Dairy Compact on New England Consumers: A Report from the Milk Policy Wars." *Agribusiness*. Forthcoming 2005.

Cotterill, Ronald W. "Antitrust Analysis of Supermarket Retailing: Common Global Concerns that Play Out in Local Markets." Invited Paper, Australian Agricultural and Resource Economics Society, Coffs Harbour, New South Wales, Australia, February 10, 2005. *The Australian Journal of Agricultural and Resource Economics*. Forthcoming.

Canan, Basak, and Ronald W. Cotterill, "Differentiated Product Oligopoly Model: Fluid Milk in Boston." *Agricultural Economics*. Forthcoming.

Chidmi, Benaissa, Rigoberto Lopez and Ronald W. Cotterill. "The Dairy Compact, Market Power, and Milk Prices in Boston." *Agribusiness*. Forthcoming 2005.

- Tian, Li and Ronald W. Cotterill. "Estimation of Brand Level Demand Systems and Elasticities with Private Label Products: Fluid Milk." *Agribusiness*, Vol. 21, No. 2, Spring 2005.
- Cotterill, Ronald W. "Dynamic Explanations of Industry Structure and Performance," *British Food Journal*, 103(10): p. 679-714, 2002.
- Cotterill, Ronald W. and Pierre O. Samson. "Estimating a Brand Level Demand System for American Cheese Products to Evaluate Unilateral and Coordinated Market Power Strategies," *American Journal of Agricultural Economics*, 84:3, p. 817-823, August 2002.
- Cotterill, Ronald W. "Cooperative and Membership Commitment: Discussion," *American Journal of Agricultural Economics*, 83:5, p. 1278-1279, 2001.
- Lubatkin, Michael, William Schulze, Avinash Mainkar, and Ronald W. Cotterill, "An Ecological Investigation of Firm Effects in Horizontal Mergers," *The Strategic Management Journal*, 22:335-357, 2001.
- Cotterill, Ronald W. and William P. Putsis, Jr., "Testing the Theory: Assumptions on Vertical Strategic Interaction and Demand Functional Form," *Journal of Retailing*, 77(2001) p. 83-109.
- Cotterill, Ronald W. "Neoclassical Explanations of Vertical Organization and Performance of Food Industries," *Agribusiness: An International Journal*, 17:1, Winter 2001, p. 33-57.
- Cotterill, Ronald W., Leonard Egan, and William Buckhold. "Beyond Illinois Brick: The Law and Economics of Cost Pass Through in the ADM Price Fixing Case," *Review of Industrial Organization*, 18(1):45-52, February 2001.
- Cotterill, Ronald W. and William P. Putsis, Jr. "Market Share and Price Setting Behavior for Private Labels and National Brands," *Review of Industrial Organization*, 17:1, August 2000, p. 17-39.
- Cotterill, Ronald W., Ravi Dhar and William Putsis. "Assessing the Competitive Interaction Between Private Labels and National Brands," *Journal of Business*, 73:1, January 2000, p. 109-137.
- Putsis, William P. and Ronald W. Cotterill. "Share, Price and Category Expenditure—Geographic Market Effects and Private Labels," *Managerial and Decision Economics*, 20:175-187, 1999.
- Cotterill, Ronald W. "Jawboning Cereal: The Campaign to Lower Cereal Prices" *Agribusiness: An International Journal*, 15:2, 1999, p. 197-205.
- Cotterill, Ronald W. and Andrew Franklin. "An Estimation of Consumer Benefits from the Public Campaign to Lower Cereal Prices," *Agribusiness: An International Journal*, 15:2, 1999, p. 273-287.
- Cotterill, Ronald W. "High Cereal Prices and the Prospects for Relief by Expansion of Private Label and Antitrust Enforcement," *Agribusiness: An International Journal*, 15:2, 1999, p. 229-245.
- Cotterill, Ronald W. "Measuring Market Power in the Demsetz Quality Critique in the Retail Food Industry" *Agribusiness: An International Journal*, 15:1, 1999, p. 101-118.

- Cotterill, Ronald W. "The Performance of Agricultural Marketing Cooperatives in Differentiated Product Markets", *Journal of Cooperatives*, Vol. 12, 23-34, 1997.
- Cotterill, Ronald W. "The Food Distribution System of the Future: Convergence Towards the U.S. or U.K. Model?" *Agribusiness* Vol. 13, No. 2., 123-135, March/April 1997.
- Haller, Lawrence and Ronald Cotterill. "Evaluating Traditional Share-Price and Residual Demand Measures of Market Power in the Catsup Industry" *Review of Industrial Organization* Vol. 11, No. 3, 293-306, 1996.
- Cotterill, Ronald W. "Scanner Data: New Opportunities for Demand and Competitive Strategy Analysis" *Agricultural and Resource Economics Review* 23(2):125-139, 1994.
- Cotterill, Ronald W. and Randall Westgren. "Strategic Marketing in Food Industries" *Agribusiness*, Vol. 10, No. 5, 431-441, 1994.
- Cotterill, Ronald W. and Lawrence E. Haller. "Barrier and Queue Effects: A Study of Leading U.S. Supermarket Chain Entry Patterns" *Journal of Industrial Economics*, Vol. 40, No. 4, December 1992, pp. 1-14.
- Cotterill, Ronald. "Grocery Mergers: Implications for Performance and Policy," *Review of Industrial Organization*, Vol. 5, No. 2, Summer, 1990, pp. 189-202.
- Khan, Munir and Ronald W. Cotterill. "Analysis of Milk Marketing Channels in Thatta (Sind)," *Sarbad Journal of Agriculture, (Pakistan)*, Vol. 6, No. 4, 1990, pp. 349-353.
- Caswell, Julie and Ronald W. Cotterill. "Two New Theoretical Approaches to Measuring Industry and Firm Performance," *Agribusiness*, Vol. 4, No. 6 p. 511-520, 1988.
- Cotterill, Ronald W. "The Design and Impact of Strategic Management Information Systems," *American Journal of Agricultural Economics*, Vol. 70, No. 2, May 1988 p. 475-479.
- Cotterill, Ronald W. "Strategic Management in Agribusiness Firms," *American Journal of Agricultural Economics*, Vol. 69, No. 5, Dec. 1987, p. 1064-1065.
- Cotterill, Ronald. "Market Power in the Retail Food Industry: Evidence from Vermont," *Review of Economics and Statistics*, Vol. LXVIII, No. 3, August 1986, p. 379-386.
- Cotterill, Ronald. "Retail Food Cooperatives: Testing the Small is Beautiful Hypothesis," *American Journal of Agricultural Economics*, Vol. 65, No. 1, February, 1983, pp. 125-130.
- Cotterill, Ronald, "Economics of Size and Performance in Preorder Food Cooperatives," *Journal of Retailing*, Vol 57, No. 1, Spring 1981, pp. 43-64.
- Cotterill, Ronald, and Willard Mueller, "The Impact of Firm Conglomeration on Market Structure: Evidence for the Food Retailing Industry," *The Antitrust Bulletin*, Vol. XXV, No. 3, Fall, 1980. pp. 557-582.

- Marion, B., W. Mueller, R. Cotterill, F. Geithman, and J. Schmelzer, "Performance of Food Chains," *American Journal of Agricultural Economics*, Vol. 61, No. 3, August 1979, pp. 420-433.
- Cotterill, Ronald, "Declining Competition in Food Retailing: An Opportunity for Consumer Food Cooperatives?" *The Journal of Consumer Affairs*, Vol. 12 No. 2, Winter 1978, pp. 250-265.
- Cotterill, Ronald, "Market Structure and Profit Performance in the Food Retailing Industry: 1970-74," *The Journal of Economics*, Vol. 4, (Missouri Valley Economic Association, Columbia, MO), 1978.

### Chapters in Books

- Tian, Li and Ronald W. Cotterill. "The Theory of Price Collars: The Linking of Prices in a Market Channel to Redress the Exercise of Market Power." Proceedings of conference titled, "Industrial Organization and The Food-Processing Industry," Institute for Industrial Economics, and I.N.R.A, University of Toulouse, France, June 4-5, 2004  
<http://www.toulouse.inra.fr/centre/esr/conf.htm>.
- Chavas, J.P., Ronald W. Cotterill, and Tirtha P. Dhar. "An Economic Analysis of Product Differentiation under Latent Separability." Proceedings of conference titled, "Industrial Organization and The Food-Processing Industry," Institute for Industrial Economics, and I.N.R.A, University of Toulouse, France, June 4-5, 2004  
<http://www.toulouse.inra.fr/centre/esr/conf.htm>.
- Cotterill, Ronald W. "Dairy Farming: A Connecticut Perspective." In "Connecticut Agriculture and Resources: 21<sup>st</sup> Century Issues and Challenges," Department of Agricultural and Resource Economics University of Connecticut Cooperative Extension System, College of Agriculture and Natural Resources. Edited by Linda K. Lee, Chair, Connecticut Ag & Resource Committee, April 2004.
- Tian, Li and Ronald W. Cotterill. "The Theory of Price Collars: The Linking of Prices in a Market Channel to Redress the Exercise of Market Power." Proceedings of conference titled, "Industrial Organization and the Food Processing Industry," Institute for Industrial Economics, and I.N.R.A, University of Toulouse, France, June 4-5, 2004. <http://www.toulouse.inra.fr/centre/esr/conf.htm>
- Tian, Li and Ronald W. Cotterill. "Alternative Models and Estimation Strategies for Branded and Private Label Demand Systems in Differentiated Product Oligopolies: Fluid Milk." Proceedings, 88<sup>th</sup> European Agricultural Economics Seminar, "Retailing and Producer-Retailer Relationships in the Food Chains," Paris, France. May 5-6, 2004.

- Dhar, Tirtha P., Jean-Paul Chavas, and Ronald W. Cotterill. "An Economic Analysis of Product Differentiation Under Latent Separability," 25th Marketing Science Conference Proceedings, University of Maryland, June 15, 2003.
- Cotterill, Ronald W. "Perspectives on Global Concentration and Public Policy" in *Global Markets for High-Value Food*, Workshop Proceedings, ERS, USDA, February 14, 2003, Washington, D.C.
- Cotterill, Ronald W. "Who Benefits from Deregulated Milk Prices: The Missing Link is the Marketing Channel" in John Kennelley, editor, *Advances in Dairy Technology*, Vol. 14. University of Alberta: Alberta, 2002. P. 111-126. Download as University of Connecticut, Food Marketing Policy Issue Paper No. 26 at [www.are.uconn.edu/fmktc.html](http://www.are.uconn.edu/fmktc.html).
- Cotterill, Ronald W. "A Critique of the Current Food System" in Stumo, Michael C. *A Food and Agriculture Policy for the 21st Century*, Organization for Competitive Markets (<http://www.competitivemarkets.com/>) Download as University of Connecticut, Food Marketing Policy Issue Paper No. 20 at [www.are.uconn.edu/fmktc.html](http://www.are.uconn.edu/fmktc.html).
- Plato, Gerald and Ronald W. Cotterill. "Consumer Prices for Breakfast Cereals After the 1996 Manufacturer Price Reductions" in *The American Consumer and the Changing Structure of the Food System*, Conference Proceedings, ERS/USDA, Washington, DC, May 4-5, 2000.
- Dhar, Tirtha and Ronald W. Cotterill. "Structural Approaches to Price Transmission in Noncompetitive Market Channels: A Study of the Fluid Milk Industry" in *The American Consumer and the Changing Structure of the Food System*, Conference Proceedings, ERS/USDA, Washington, DC, May 4-5, 2000.
- Cotterill, Ronald W. "Continuing Concentration in the US: Strategic Challenges to an Unstable Status Quo" in W. Ramsay ed., *The Global Food Industry: Strategic Directions.* Financial Times Monograph Series, London. 2000.
- Cotterill, Ronald W. "Continuing Concentration in Food Industries Globally: Strategic Challenges to an Unstable Status Quo" in Gomes and da Costa, eds., *(Des)Equilibrio Economico & Agronegocio*, University of Vicosa, Brazil, 1999.
- Cotterill, Ronald W. "The Economics of Private Label Pricing and Channel Coordination," in G. Galizzi and L. Venturini *Vertical Relationships and Coordination in the Food System*, Physica-Verlag:Herdelberg 1999, p. 39-60.
- Cotterill, Ronald W. and Lawrence E. Haller. "An Econometric Analysis of Brand Level Demand for Breakfast Cereal: Product Market Definition in Unilateral Market Power Effects," invited paper delivered at Third Annual INRA-IDEI Conference on Industrial Organization in the Food Processing Industry, Toulouse, France, November, 1998. University of Connecticut, Food Marketing Policy Center Research Report No. 35.

- Cotterill, Ronald W. "The Dairy Industry: A Connecticut Perspective" in *Connecticut Agriculture and Resources 2000*, Dept. of Agricultural and Resource Economics, University of Connecticut, pp. 1-10, October 1995.
- Cotterill, Ronald W. and Lawrence E. Haller. "Market Positions of Cooperatives in Branded Dairy Product Markets," in R.W. Cotterill ed. *Competitive Strategy Analysis for Agricultural Marketing Cooperatives*. Boulder: Westview Press, 1994, pp. 99-144.
- Cotterill, Ronald W. "A Response to the Federal Trade Commission/Anderson Critique of Structure-Performance Studies in Grocery Retailing," in R.W. Cotterill ed. *Competitive Strategy Analysis in the Food System*, Westview Press:Boulder, 1993, pp. 221-252.
- Cotterill, Ronald W. and Clement W. Iton. "A PIMS Analysis of the Structure Profit Relationship in Food Manufacturing" in R.W. Cotterill ed. *Competitive Strategy Analysis in the Food System*, Westview Press:Boulder, 1993, pp. 25-44.
- Cotterill, Ronald W. "Introduction and Methodological Overview" in R.W. Cotterill, ed *Competitive Strategy Analysis in the Food System*, Westview Press:Boulder, 1993, pp. 3-24.
- Cotterill, Ronald W. "Food Retailing:Mergers, Leveraged Buyouts and Performance" in L. Duetsch ed. *Industry Studies*, Prentice Hall, Englewood Cliffs, 1993.
- Cotterill, Ronald and Lawrence Haller, "Entry Patterns and Strategic Interaction in Food Retailing" in Robert Wills, Julie Caswell, John Culbertson eds. *Issues After a Century of Competitive Policy*, Lexington Books: Lexington, 1987, p. 324-358.
- Cotterill, Ronald. "Economic Efficiency of Alternative Forms of Business Enterprise," in R. Kilmer and W. Armbruster, eds. *Economic Efficiency in Agricultural and Food Marketing*, Iowa State University Press: Ames, 1987.
- Cotterill, Ronald. "The Competitive Yardstick School of Cooperative Thought," *American Cooperation*, American Institute of Cooperation, Washington, D. C., 1984, p. 41-56.
- Cotterill, Ronald. "Changing Structure of Mass Media Markets: Relevance for Policy Initiatives on Advertising in the Food System," in J. Connor and R. Ward, eds. *Advertising and the Food System*, Department of Agricultural Economics, University of Wisconsin-Madison, 1983, p. 437-456.
- Cotterill, Ronald. "Structures and Strategies in the Food Industry" in R. Cotterill, ed., *Consumer Food Cooperatives*, Interstate Printers and Publishers, Inc., Danville, IL, 1982 p. 33--75.
- Cotterill, Ronald. "Marketing Organizational Strategies for Retail Cooperatives" in R. Cotterill, ed., *Consumer Food Cooperatives*, Interstate Printers and Publishers, Danville, IL, 1982, p. 77-118.
- Cotterill, Ronald. "Cooperative Wholesaling Systems", in R. Cotterill, ed., *Consumer Food Cooperatives*, Interstate Printers and Publishers, Inc., 1982, p. 139-174.
- Cotterill, Ronald and John Gherty. "How to Organize a Cooperative: Incorporation, Merger, and



Dissolution", in R. Cotterill, ed., *Consumer Food Cooperatives*, Interstate Printers and Publishers, Inc., Danville, IL., 1982, p. 175-199.

Keegin, S. W. and R. W. Cotterill. "Complying with Securities Laws: Nemesis for Consumer Cooperatives", in R. Cotterill, ed., *Consumer Food Cooperatives*, Interstate Printers and Publishers, Inc., Danville, IL., 1982, p. 201-225.

Cotterill, R. "Basic Legal and Economic Aspects of Cooperative Finance", in R. Cotterill, ed., *Consumer Food Cooperatives*, Interstate Printers and Publishers, Inc., Danville, IL., 1982, p. 227-251.

### **Invited Papers/Testimony**

Cotterill, Ronald W., Adam N. Rabinowitz, and Li Tian. "Milk Market Channel Structure: Its Impact on Farmers and Consumers, and the Inadequacies of Antitrust Enforcement as a Foundation for Dairy Policies: Evidence from the Northeast Dairy Industry." Testimony before the United States Senate Committee on the Judiciary. Hearing titled, "Monopsony Issues in Agriculture: Buying Power of Processors in Our Nation's Agricultural Markets," October 30, 2003.

Cotterill, Ronald W., Adam N. Rabinowitz, and Matthew Schwane. "Testimony on the Massachusetts Milk Price Situation and the Proposed Massachusetts Milk Price Gouging Law." Committee on the Environment, Massachusetts Legislature, Boston, MA. September 4, 2003.

Cotterill, Ronald W., Adam N. Rabinowitz, and Li Tian. "A Law to Promote Efficient and Fair Pricing of Milk in Connecticut." Invited report to Committee on the Environment, Connecticut House of Representatives. April 23, 2003.

Cotterill, Ronald W. "Dairy Policy for New England: Options at the State and Regional Level." Testimony before the Joint Committee on the Environment, Connecticut Legislature. February, 2003.

Cotterill, Ronald W. "The Impact of the Northeast Dairy Compact and Market Channel Pricing Strategies on the Performance of the New England Dairy Industry." Testimony to the Senate Judiciary Committee, Washington, D.C., July 25, 2001. Food Marketing Policy Issue Paper No. 24, Downloadable at [www.fmpc.uconn.edu](http://www.fmpc.uconn.edu).

Cotterill, Ronald W. "The Role of Cooperatives in Differential Product Markets" presented at the NE-165 Conference "Strategy and Policy in the Food System: Emerging Issues", Washington, D.C., June 21, 1996.

Cotterill Ronald W. "Cheese Pricing in a Market Driven Environment", Testimony before Subcommittee on Livestock, Dairy, and Poultry and Subcommittee on Risk Management and Specialty Crops, U.S. House of Representatives, in *Joint Hearings*, Serial No. 104-30, U.S. G.P.O., 226-230, Washington, D.C., May 16, 1996. University of Connecticut, Food Marketing Policy Issue Paper No. 15.

Cotterill, Ronald W., Andrew Franklin, and Li Yu Ma. "Measuring Market Power Effects in Differentiated Product Industries: An Application to the Soft Drink Industry", University of Connecticut, F.M.P.C. Research Report No. 32, July 1996. Delivered at Industrial organization Seminar Series, Dept. of Economics, Harvard University, April 1996.

Cotterill, Ronald W. "High Cereal Prices and the Prospects for Relief by Expansion of Private Label and Antitrust Enforcement." Presented at the Congressional Forum on Cereal Prices, Washington, D.C., March 12, 1996. University of Connecticut, Food Marketing Policy Issue Paper No. 11.

Cotterill, Ronald W. and Andrew Franklin. "The Urban Grocery Store Gap" Food Marketing Policy Center Issue Paper NO. 8, April 1995. Presented at *Public Voice*, Inner City Supermarket Task Force meeting, Washington, DC May 15, 1995.

Cotterill, Ronald W. "Performance Consequences of the Agricultural Cooperative Exemption," invited paper at the American Bar Association Meetings, New York, NY, August 10, 1993.

Cotterill, Ronald. "The Changing Structure and Performance of the Food Distribution System: Implications for Low Income Urban Consumers," Testimony before the House Select Committee on Hunger, Washington, DC, September 30, 1992.

Cotterill, Ronald, "What Roles can Private Institutions Play in the Rural Development Process" in *Toward A Rural Development Policy for the 1990's: Enhancing Income and Employment Opportunities*, Proceedings of a Symposium sponsored by the Congressional Research Service at the Request of the Joint Economic Committee, Washington, D.C., Sept. 29 and 30, 1988. Reprinted as University of Connecticut FMPC Research Report No. 3, February 1989.

Cotterill, Ronald W. "Mergers and Concentration in Food Retailing: Implications for Performance and Merger Policy." Testimony before Subcommittee on Monopolies and Commercial Law, Committee on the Judiciary, U. S. House of Representatives, May 11, 1988. Serial No. 67, USGPO, Reprinted as University of Connecticut Food Marketing Policy Center Research Report No. 2, January 1989.

### **Delivered Papers and Reports**

Criner, George, Ronald W. Cotterill and Maurice Doyon. "Multifunctionality and Fluid Milk Market Channel Pricing Efficiency: Convergent Rationales for Policies to Increase Dairy Farm Share of Consumer Milk Expenditure in New England." Northeast Agricultural Economics Association Meetings, Halifax, June 2004.

- Cotterill, Ronald W. "Supermarkets, Stop the Gouging – Milk Prices Should Tumble \$1." *The Providence Journal*. Food Marketing Policy Center Issue Paper No. 32, November 2002.
- Cotterill, Ronald W. "Supermarket Milk Prices Need to Come Down." *The Hartford Courant*. Food Marketing Policy Center Issue Paper No. 31. November, 2002.
- Cotterill, Ronald W. "Comments on the Food Marketing Institutes' Submission to the FTC Workshop Titled, 'Supermarket Merger Investigations and Remedies.'" Food Marketing Policy Center Issue Paper No. 27, August 2002.
- Cotterill, Ronald W. and Andrew W. Franklin, "A PowerPoint Deconstruction of the Farm and Retail Price Analysis" Presented in "The Public Interest and Private Economic Power: A Case Study of the Northeast Dairy Compact." May 31, 2001. Food Marketing Policy Center Issue Paper No. 22. Seminar presented at the Northeast Dairy Compact Commission meeting, Newport, Rhode Island, May 11, 2001.
- Dhar, Tirtha and Ronald W. Cotterill, "Cost Pass Through in the Case of Sequential Oligopoly: An Empirical Study of the Fluid Milk Market." December 1999. University of Connecticut Research Report No. 54.
- Putsis, William P. and Ronald W. Cotterill, "Share, Price and Category Expenditure–Geographic Market Effects and Private Labels," 1999. University of Connecticut Research Report No. 50.
- Cotterill, Ronald W. "Continuing Concentration in Food Industries Globally: Strategic Challenges to an Unstable Status Quo," October 1999. University of Connecticut Research Report No. 49.
- Cotterill, Ronald W. "Continuing Concentration in the US: Strategic Challenges to an Unstable Status Quo," August 1999. University of Connecticut Research Report No. 48.
- Cotterill, Ronald W. "Post Merger Price Conduct: A Case Study of Pricing in Connecticut Markets After the 1996 Royal Ahold Stop & Shop Merger," October 1999. University of Connecticut Research Report No. 47.
- Dhar, Tirtha and Ronald W. Cotterill , "Cost Pass Through in the Case of Sequential Oligopoly: An Empirical Study of the Fluid Milk Market." Presented at 1999 American Agricultural Economics Association Annual Meeting, Nashville, Tennessee, August.
- Cotterill, Ronald W. "An Antitrust Economic Analysis of the Proposed Acquisition of Supermarkets General Holdings Corporation by Ahold Acquisition Inc." Presented to Bureau of Competition, FTC; Antitrust Section, New York Attorney General, and Antitrust Section, New Jersey Attorney General, April 1999. University of Connecticut Research Report No. 46.
- Cotterill, Ronald W. "Commodity Check Off Programs: Are They a Help to Farmers?" Paper presented at New England New York Poultry Management Conference, Andover, Massachusetts. September 7, 1994.

- Haller, Lawrence E. and Ronald W. Cotterill. 1994. "The Determinants of Brand Price in the Catsup Industry: Market Share and Local Market Effects." Presented at 1994 American Agricultural Economics Association Annual Meeting, San Diego.
- Langan, Glenn E. and Ronald W. Cotterill. 1994. "Estimating Brand Level Demand Elasticities and Measuring Market Power for Regular Carbonated Soft Drinks." Presented at 1994 American Agricultural Economics Association Annual Meeting, San Diego.
- Bhuyan, Sanjib and Ronald W. Cotterill. 1994. "Countervailing Power and Seller Performance in U.S. Food and Tobacco Manufacturing Industries." Presented at 1994 American Agricultural Economics Association Annual Meeting, San Diego.
- Cotterill, Ronald W. and Don Pinkerton. 1993. "Motives for Mergers in Food Manufacturing," Delivered at 1993 AAEA selected paper competition. Orlando, FL, August.
- Cotterill, Ronald W. and James Brock. "Antitrust Policy" paper presented at Food Marketing Consortium Workshop, Orlando, FL, January 14-15, 1993.
- Cotterill, Ronald W. and Randall Westgren. "Strategic Market Behavior of Large Food Manufacturing and Distribution Firms," Paper presented at Food Marketing Consortium Workshop, Orlando, FL, January 14-15, 1993.
- Cotterill, Ronald W. 1992, "Intermediate Term Milk Price Forecasts for Connecticut" a report to Honorable John Blum, Commissioner, CT Dept. of Agriculture, December.
- Cotterill, Ronald W. and Hachim Salih, "Testing for Risk Premiums in the Wheat-Flour Subsector," Presented as a selected paper, American Association of Agricultural Economics Annual Meeting, Baltimore, MD, August 7, 1992.
- Cotterill, Ronald W. and Lawrence Haller, "Market Positions of Cooperatives in Branded Dairy Product Markets," Delivered at national workshop New Strategic Directions for Agricultural Marketing Cooperatives, Boston, MA, June 24-25, 1992, 40 pages.
- Cotterill, Ronald W., Don C. Pinkerton, and Lawrence E. Haller "Economic Analysis of the Proposed Dairy Income Enhancement Program," A report to the Environment Committee, Connecticut House of Representatives, February 1989, 28 pages.
- Cotterill, Ronald and Don Iton. "New Horizons in Apple Marketing: Vertical Coordination Strategies to Improve Connecticut Apple Grower Profits," A report to Connecticut Apple Marketing Board, November 1987, 53 pages.
- Caswell, Julie and Ronald Cotterill. "New Theoretical Approaches to Measuring Industry Performance," NE-165 Working Paper No. 7, Presented at the Symposium on Industry Performance at the American Association of Agricultural Economics Annual Meeting, Michigan State University, August 1987, 15 pages.

Cotterill, Ronald. "An Agenda for Research on Competition Policy in the Food System," Invited paper at Northeast Agricultural and Resource Economics Association Annual Meeting, University of West Virginia, June 1986, 19 pages.

Cotterill, Ronald W., "A Strategic, Long Run Outlook for Apple Production in Connecticut," University of Connecticut A.E.R.S. Staff Paper No. 86-1.

### **Public Policy Extension Papers**

Schwane, Matthew, Adam N. Rabinowitz and Ronald W. Cotterill. "Analysis of the May 2004 Milk Price Survey with a Comparison to June 2003." Food Marketing Policy Issue Paper No.47, September 2004.

Cotterill, Ronald W. "Milk Pricing Problems and Solutions: An Essay on the Need for New State Level Milk Price Regulation in the Northeast, with Special Attention to Connecticut Substitute Bill No. 5642. Food Marketing Policy Issue Paper No. 45, April 12, 2004.

Cotterill, Ronald W. "What is the Value of Milk?" Food Marketing Policy Issue Paper No. 44, February 9, 2004.

Cotterill, Ronald W. "The Northeast Dairy Policy and Prices Summit Meeting. Post Conference Comments: A Comparison of the Milk Marketing Board and Price Collar Approaches." Food Marketing Policy Issue Paper No. 43, November 22, 2003.

Cotterill, Ronald W. "Criticisms Answered on Northeast Milk Price Policies." *Cheese Reporter*, Vol 128, No. 16, October 24, 2003, page 2.

Cotterill, Ronald W. "A Preliminary Response to the Report Prepared for the Massachusetts Food Association by John Schnittker titled, 'An Analysis of the Cotterill Proposal'. Food Marketing Policy Issue Paper No. 42, September 4, 2003.

Rabinowitz, Adam N., Matthew Schwane, and Ronald W. Cotterill. "Retail Milk Prices in New England, New York, and Seattle: An Unresolved Issue." Food Marketing Policy Issue Paper No. 46, September 23, 2003.

Cotterill, Ronald W., Adam N. Rabinowitz, and Li Tian. "A Law to Promote Efficient and Fair Pricing of Milk in Connecticut." Food Marketing Policy Research Report No. 78, April 2003.

Cotterill, Ronald W. "The Impact of the Northeast Dairy Compact on New England Consumers: A Report from the Milk Policy Wars." Food Marketing Policy Research Report No. 77, March 2003.

Cotterill, Ronald W. "An Act Concerning the Fair Pricing of Milk." Food Marketing Policy Issue Paper No. 39, May 2003.

- Cotterill, Ronald W. "Drafting a Connecticut Fair Milk Pricing Law: A Meeting the Competition Clause that Enhances the Competitive Position of Connecticut Processors and a Small Account Rule that Recognizes the Higher Cost of Supplying Such Accounts." Food Marketing Policy Center Issue Paper No. 38,
- Cotterill, Ronald W. "Answers to Questions that Often Surface When Discussing the Proposed Connecticut Fair Pricing Milk Law." Food Marketing Policy Center Issue Paper No. 37, May 2003.
- Cotterill, Ronald W. "Explanation of Farmer Benefits of the Proposed Connecticut Milk Pricing Laws." Food Marketing Policy Center Issue Paper No. 36, April, 2003.
- Cotterill, Ronald W. "Drafting of Connecticut Fair Milk Pricing Law: Further Thoughts on the Retail Price Collar." Food Marketing Policy Center Issue Paper No. 35, April 2003.
- Cotterill, Ronald W. "Fair Pricing Mechanics." Food Marketing Policy Center Issue Paper No. 34, March 2003.
- Cotterill, Ronald W. and Adam N. Rabinowitz. "An Old and New Cooperative Alternative: Integration by Farmers Into Fluid Processing to Develop Local Brands to Capture Some of the Channel Margin." Food Marketing Policy Center Issue Paper No. 33, March 2003.
- Cotterill, Ronald W. and Adam N. Rabinowitz. "Analysis of Two Related Milk Price Approaches to Address the Noncompetitive Pricing Problem in the Milk Industry: The 40-40 Consumer Approach and the Farmer and Consumer Fair Share Approach." Food Marketing Policy Center Issue Paper No. 30, December 2002.
- Cotterill, Ronald W. "A Fair Share Law for Connecticut and Other Northeast Dairy States: A State Level Solution to Retail Milk Price Gouging and the Dairy Farm Crisis." Food Marketing Policy Center Issue Paper No. 29, December 2002.
- Cotterill, Ronald W. "A Northeast Dairy Compact Post Mortem." Food Marketing Policy Center Issue Paper No. 28, October 2002.
- Cotterill, Ronald W. "University Research on Dairy Compacts and Fluid Milk Pricing: Executive Summaries, Fact Sheets, and Price Charts." Food Marketing Policy Center Issue Paper No. 25, August 2001.
- Cotterill, Ronald W., and Andrew W. Franklin, "The Impact of the Northeast Dairy Compact: A Comparative Evaluation of Two Studies." Food Marketing Policy Center Issue Paper No. 23. July 2001.
- Cotterill, Ronald W. and Michael F. Brundage, "Competition, or the Lack Thereof in Local Fluid Milk Markets: San Francisco, Seattle, Chicago, Miami and Dallas-Fort Worth." Food Marketing Policy Center Issue Paper No. 21. May 2001.
- Sako, Bafotigui, and Ronald Cotterill, "An Econometric Analysis of Supply Responsiveness in Traditional

Agriculture: Millet Sorghum and Rice Farmers in Mali," African Rural Economy Program Working Paper No. 36, Michigan State University, 1981, 85 pgs.

Cotterill, Ronald. "Embargoes and Cartels as Instruments of Foreign Policy," M.S.U. Agricultural Economics Report 370, February 1980, 80 pgs.

Cotterill, Ronald. "The Social Economics of Participatory Consumer Cooperatives," M.S.U. Agricultural Economics Report No. 369, December 1979, 42 pgs.

Cotterill, Ronald. "Market Structure and Profit Performance in the Food Retailing Industry," 1970-1974 M.S.U. Agricultural Economics Report No. 334, October 1978, 41 pgs.

### **Reviews and Abstracts**

Cotterill, Ronald. "A Review of Antitrust Economics on Trial," *The American Economist*, Vol 36, No. 2, Fall 1992, pp. 94-95.

Cotterill, Ronald W. "E.G. Nourses Place in Contemporary Cooperative Theory and Practice," *Journal of Agricultural Cooperation*, Vol. 7, 1992, pp. 115-118.

Cotterill, Ronald "Mergers in the Food System: Motives and Impacts", Abstract of symposium held at American Agricultural Economics Association Meeting, Baton Rouge, LA., August 1989, *American Journal of Agricultural Economics*, Vol. 71, No. 5, (in press).

### **SYMPOSIUMS/SEMINARS DELIVERED**

Invited Speaker, "Milk Pricing and State Level Regulation in the Northeast". Dairylea, and Dairy Marketing Services Board of Directors Meeting, Syracuse, New York, June 16, 2004.

Invited Symposium Speaker, "Retail Competition and Consumer Choice," Lancaster University Management School, Canada House, Trafalgar Square, London, June 8, 2004.

Seminar Speaker, "Estimating a Brand Level Demand System to Evaluate Unilateral and Coordinated Market Power Strategies." Department of Agricultural Economics, University of Reading, Reading, UK, June 7. 2004.

Seminar Speaker, "The Theory of Price Collars: The Linking of Prices in a Market Channel to Redress the Exercise of Market Power." Sauder School of Business, University of British Columbia, Vancouver, March 11, 2004.

Speaker, "The Proposed Connecticut Price Collar Approach." Presented at the Northeast Dairy Policy Summit Meeting, University of Connecticut, November 17-18, 2003.

- Speaker, "Recent Retail, Wholesale, and Farm Prices in New England and New York: Analysis of Excessive Retail Margins in New England." Presented at the Northeast Dairy Policy Summit Meeting, University of Connecticut, November 17-18, 2003.
- Seminar Speaker, "Structural Models of Price Transmission in Imperfectly Competitive Market Channels." Department of Agricultural Economics, University of Alberta, March 7, 2002.
- Invited Speaker, "Speakers' Closed Door Meeting for Representatives on Dairy Compact and Milk Pricing," U.S. House of Representatives, August 1, 2001.
- Invited Speaker, "Consolidation in the Processing and Retailing Sectors: Implications for Production Agriculture." American Farm Bureau Convention, Orlando, Florida, January 8, 2001.
- Seminar Speaker, "Antitrust Policy in Food Industries." Consumer Federation of America, Washington, DC. June 13, 2000.
- Seminar Speaker, "The Wisconsin Approach to Industrial Organization Analysis: Past, Present, and Future" Department of Agricultural Economics, University of Wisconsin, Madison. June 1, 2000.
- Seminar Speaker, "Structural Approaches to Price Transmission in Noncompetitive Market Channels: A Study of the Fluid Milk Industry," Department of Economics, Yale University. March 23, 2000.
- Invited Speaker, conference titled, "Economic (DE)Equilibrium & Agribusiness" Federal University of Vicosa, Brazil, October 19-21, 1999.
- Invited Speaker, "Use of Scanner Data for Industrial Organization Research" National Bureau of Economic Research Industrial Organization Summer Workshop, Cambridge, Massachusetts, August 4, 1999.
- Seminar Speaker, "Measuring Market Power: The Shift from Models of Collusion to Models of Unilateral Market Power." London Business School, London, UK, June 1, 1998.
- Seminar Speaker, "Jawboning Cereal" Department of Agricultural Economics, Cornell University, April 21, 1997.
- Invited Speaker, Policy Research Roundtable "Measuring Market Power and Efficiency in Food Industries" NE-165 Conference "Strategy and Policy in the Food System: Emerging Issues", Washington, D.C. June 20, 1996.
- Seminar Speaker, "Measuring Market Power Effects in Differential Product Industries: an Application to the Soft Drink Industry" Department of Economics, Harvard University, April 26, 1996.
- Seminar Speaker, "Market Power and Mergers in Food Industries: The Breakfast Cereal Case Example." Univ. of Connecticut, Dept. of Agricultural and Resource Economics, Dec. 6, 1995.
- Seminar Speaker, "Performance and Public Policy Alternatives in the Breakfast Cereal Industry." Univ. of Connecticut, Dept. of Nutritional Sciences, Oct. 5, 1995.



**TEACHING EXPERIENCE**

Agricultural and Resource Economics 358, Industrial Organization Empirical Analysis—a graduate course at the University of Connecticut. 1982-1988, 1990 to 2000, 2002, 2003, 2004, 2005.

Agricultural and Resource Economics 275, Agribusiness Management and Entrepreneurship, an undergraduate course at the University of Connecticut. 1996 to present.

Agricultural and Resource Economics 221, Organization and Strategies in the Food System - an undergraduate course at the University of Connecticut. 1996, 1998, 2001.

Agricultural Economics 220, Cooperatives—an undergraduate course at the University of Connecticut. 1982-1989, 1994, 1995.

Agricultural Economics 225, Marketing and Price Formation—an undergraduate course at the University of Connecticut. 1982-1986.

Economics/Agricultural Economics 811—a graduate course in applied public finance and public program analysis at Michigan State University.

Food Systems Management 421—an undergraduate course on public policy in the food system including federal farm commodity programs, regulation and antitrust in food industries at Michigan State University.

**PUBLIC SERVICE/CONSULTING**

Expert economic analysis on behalf of a direct purchases class action alleging monopolization of the fresh pineapple market by Del Monte, American Banana Co. et al. v. Del Monte Fresh Produce Co. et al. No 03-CV-10230(RMB), 2005.

Expert economic witness, Vertical Foreclosure Impacts of Proposed Changes in Federal Milk Market Orders, Hearing to amend certain provisions of the Mideast Federal Milk Market Order, Wooster Ohio, March 7-10, 2005 for T. Jacoby Co., White Eagle Federation of Cooperatives and others.

Expert economic witness for Pueblo International, Inc., San Juan, Puerto Rico, in a breach of contract case, 1999, 2001, 2004.

Expert economic analysis on Milk Pricing, Connecticut Representative George Wilber, 2003, 2004.

Expert economic analysis and assistance to the Vermont Dept; of Agriculture, and Steve Kerr the Vermont Commissioner of Agriculture in January and February 2003.

Economic analysis and assistance to Representative Bernie Sanders, Vermont and Senator Patrick Leahy, Vermont on dairy pricing issues including the dairy compact movement, 2003, 2004.

Expert economic analysis to attorneys representing Ocean Spray Cranberry, Inc., 2003.

Expert economic analysis to attorneys representing Rainbow Foods, attempted monopolization, 2003.

Expert economic analysis for the Department of Justice, State of California, in the investigation of wholesale gasoline prices, 2002- 2004.

Expert economic analysis of the proposed acquisition of Big V Supermarkets by Royal Ahold/Stop & Shop for Wakefern Food Corporation, 2002.

Expert economic analysis of price transmission and the downstream impact of price fixing in vitamins for BASF, Hoffmann LaRoche, Aventis, and Takeda, December 2001.

Expert economic witness for Arisa Realty and Morel Operating Company in *Mayfair Supermarkets/Edwards v. Arisa, Morel, American Store Proprieties and Acme Markets*. Superior Court of New Jersey Chancery Division: Middlesex County Docket No. MID-C-92-00. Royal Ahold through its Mayfair/Edwards division sued Arisa and Morel, the owner of Ryder Crossing Shopping Center, Milltown, New Jersey, for violating an alleged restrictive covenant and developing a supermarket for Acme supermarkets a division of Albertons/American Stores. Acme and American stores were also defendants. January 2001.

Expert economic analysis for the Attorneys General of Vermont, Connecticut and Massachusetts in the acquisition of the Stop & Shop milk plant by Suiza GTL. 2000.

Expert economic analysis for plaintiff in *Augusta News v. Hudson News et al.*, Augusta, Maine. A Sherman Act section 1 and R-P case on slotting allowances. 1999.

Expert witness for Tops/Royal Ahold, plaintiff in *Tops v. Quality Foods et al.* Tops is suing Quality for attempted monopolization of the Jamestown, New York market, 1999.

Expert economic analysis for Wakefern Food Corp. of the Royal Ahold–Pathmark merger, 1999.

Expert economic analysis for plaintiff in *J. Servais et al. v. P. Morris/Kraft et al.*, a class action law suit on behalf of U.S. dairy farmers against Kraft, the National Cheese Exchange and others alleging downward manipulation of U. S. cheese and milk prices, 1998.

Expert economic analysis for New York City/Northern New Jersey milk workers unions in a monopolization lawsuit wherein Farmland Dairies alleged that the other milk processors in New York City/Northern New Jersey conspired with the unions to drive Farmland out of business, 1997.

Expert economic analysis for Retail Marketing Network in *Retail Marketing Network v. Actmedia, Inc.* This is a Sherman Act monopolization case. RMN claims Actmedia has monopolized certain in store retail promotion markets. 1997.

Expert economic analysis for Wilcox in *Wilcox v. Archer Daniels Midland et al.* Analyzed the impact on consumers of price fixing in the corn wet milling industry (citric acid and high fructose corn syrup). This is a class action lawsuit on behalf of consumers to recover damages under state law in Michigan. A sister suit was also filed under state law in Kansas, 1997.

Co-Chair, Connecticut Legislative Task Force to Rename and Expand the Scope of the Connecticut State Department of Agriculture. 1996-1997.

Expert witness for Waremart, Inc. Boise, Idaho, at Boise City Council review of proposed Waremart superstore zoning permit. August 1996.

Expert economic analysis for Vons Grocery, Inc. in the matter of *Harley S. Tropin et al. v. Vons Grocery, Inc. Malone and Hyde, Inc. and Public Supermarkets, Inc. and others.* This was a class action lawsuit by investors defrauded in a ponzi scheme by a bogus grocery products diverting company that had bribed buyers/agents for the above major supermarkets as part of the scheme. This case was settled before trial, 1996.

Expert economic analysis for Attorneys General of Connecticut, Massachusetts, and Rhode Island, assisted in the negotiation of a consent decree jointly with FTC staff that resulted in the divestiture of 30 stores and 2 sites (over \$600 million annual sales) from the merging Ahold/Edwards and Stop and Shop Supermarket chains June/July 1996.

Economic consultant for the International Center for Study of Mediterranean Agriculture, Zaragoza, Spain, in cooperation with a marketing professor from Urbs University, Denmark, planned a two week conference/course titled "Development of New Products in the Agro-Food Sector," June 1996.

Expert economic analysis for National DHIA, Vermont, Pennsylvania, Ohio and Northeast DHIA in *Agritronics v. all of these DHIAS*, U.S. Federal Court, Northern District of New York, Binghamton, NY, 1996.

Expert economic analysis for Alcott Estates in the matter of *Alcott Estates versus Vons Grocery Inc.* San Diego, California, 1995. This was a breach of lease case with antitrust claims. It was settled prior to trial.

Expert economic analysis for New York Farm Bureau in *Farmland Dairies Inc. v. RCMA and New York Farm Bureau*, Northern District of New York Federal Court, Syracuse, NY, 1995.

Economic expert witness for National Association of State Attorney General in *State of New York v. R.J. Nabisco and Phillip Morris* (a horizontal acquisition of Nabisco Shredded Wheat by Phillip Morris/Kraft General Foods, Post Cereals), Southern District of New York Federal Court, 1993-1994.

Consultant, Federal Trade Commission, Line of Business Research, 1991-92.

Member, Connecticut Dept. of Agriculture Dairy Pricing Task Force, 1992 to present.

Economic Consultant to Daniel Smith, P.C., and Vermont Department of Agriculture on economic

organization and performance of the New England fluid milk marketing system, 1992.

Economic expert witness for Michael Tolokan in the matter of *M. Tolokan v. Mobil Oil Company*, Federal District Court, Hartford, 1991. This was a price discrimination case involving retail gasoline stations.

Economic counsel for Attorney General, State of Vermont, May 1989. (Provided economic analysis of P&C/Grand Union merger and assisted in designs of a consent decree that orders divestiture of 13 supermarkets to promote competition in Vermont grocery markets).

Economic counsel for S. Danou Supermarkets Inc., Detroit, Michigan, March 1988. (Provided economic analysis of the A&P and Borman's merger and its impact of S. Danou Supermarkets Inc.).

Economic counsel, Wachtell, Lipton, Rose and Katz for DelChamps Inc. 1988. (Provided economic analysis for an antitrust defense for successful resistance of hostile takeover bid from A&P).

Expert economic witness for Allied Supermarkets in the matter of *Albert Semaan et al. and Belair Supermarket Inc. et al. v. Allied Supermarkets Inc.* (Testified on behalf of defendant that the city of Detroit is a distinct submarket for the analysis of competition among supermarket chains, that the city of Detroit submarket is competitively structured, and thus plaintiff could not raise prices to increase profits.)

Expert economic counsel, Allied Supermarkets, Inc. 1986, (Evaluated the potential impact on competition of a proposed acquisition of nine supermarkets by Borman's Inc., the market leader in Detroit, from Nu-Trax Inc.)

Economic counsel, *Union Tire and Rubber Co. v. Dunlop Tire and Rubber Co.*, 1985. (Working for the plaintiff, Union, in a Robinson Patman, price discrimination case, estimated damages and analyzed the impact of price discrimination on competition, the case was settled first day of trial.)

Strategic Marketing Consultant to Textile Fibers Division, Dupont Chemical Corporation, Wilmington, Delaware, 1985.

Member of State of Connecticut Futures Commission Food Policy Task Force, 1984, 1985.

Expert economic witness, in the matter of *Phillip Olender & Co. v. International Multifoods*, 1984. (Estimated damages and analyzed the impact of price discrimination on competition. Work on this Robinson-Patman Act case was done for the plaintiff, P. Olender & Co.)

Economic counsel, Paul, Weiss, Rifkind, Wharton and Garrison, New York in *Allied Supermarkets v. TENGELMANN WAREHANDELGESELLSCHAFT*, United States District Court, Eastern District of Michigan, Southern Division, 1983 (Analyzed competitive impact for Allied Supermarkets who successfully challenged a horizontal merger between A&P (Tengelmann) and Chatham's Supermarkets Inc. in Detroit, Michigan.)

Director, University of Connecticut Cooperative Bookstore, Inc. 1983.

Member, Financial Advisory Board, National Consumer Cooperative Bank, Washington, D. C., 1983.

Expert economic witness, in the matter of *Borman's Supermarkets Inc. v. Allied Supermarkets, Inc.* Bankruptcy Court of the United States for the Eastern District of Michigan, Southern Division, 1982. (A bankruptcy case wherein Borman's sought damages from Allied, a ch. 11 competitor for wage concessions it received from unions in order to exit viably from ch. 11. I represented Allied Supermarkets Inc. and analyzed the antitrust aspects of the case.)

Evaluation consultant to Inter-America Foundation for their rural cooperative development programs in South America, 1982.

Economic consultant to Attorney General, State of Arkansas. Analyzed the price and service level performance of the grocery industry in Arkansas, 1982.

Member of selection panel, Cooperative League of the USA, annual contest to select outstanding Masters thesis and Ph.D. dissertation on cooperatives, 1980, 1981, 1982, 1983.

Member of selection panel, Cooperative League of the USA, annual contest to select outstanding Masters thesis and Ph.D. dissertation on cooperatives, 1980, 1981, 1982, 1983.

Expert economic witness, *State of Vermont v. Grand Union et al.* Washington Superior Court, Docket No. S187-81 Wnc. Analyzed market structure, pricing, and performance of the retail grocery industry as a component of the state's defense of the Vermont blue law, 1981.

Consultant to Harmony Village, community development corporation in Detroit. Provided an extensive feasibility analysis of a proposed inner city supermarket, 1981.

Economic counsel, *Michigan Natural Resources Commission v. Lloyd Arends and Sons, Inc.* Estimated damages in a point source pollution case, 1981.

Economic counsel, *State of Tennessee v. Bi-Rite Food Inc.* Assisted Attorney General in analysis of a horizontal price fixing case, 1981.

Expert economic witness for the Federal Trade Commission in *Federal Trade Commission v. National Tea Co. and Applebaum's Food Markets, Inc.* 1979. (A horizontal merger in the Minneapolis-St. Paul Market.)

Governor's Task Force on Consumer Cooperatives, 1979, 1980.

Michigan House of Representatives Agricultural Advisory Council, 1979, 1980.

Director, East Lansing Food Cooperatives, 1977-78.

Director, Cooperatives Services, Inc., Detroit, Michigan. (manages 2000 units of low income senior citizen housing, a construction company and a chain of 9 optical offices), 1979, 1980.

## **GRANTS RECEIVED**

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$543,249, August 2004.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$455,071, August 2003.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$452,715, August 2002.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$462,009, July 2001.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$374,200, June 2000.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$380,460, August 1999.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$310,344, January 1998.

USDA/CSRS Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$310,289, March 1997.

USDA/CSRS Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$311,878, November 1995.

Farm Foundation, support for Reading, England Conference "Food Retailer-Manufacturer Competitive Relationships in the EU and USA: Emerging Research Issues" March 1995, \$5,000.

Farm Foundation, support for NE-165 conferences June 5-7, 1995, Washington, DC titled "Vertical Coordination in the Food System" and "Economics of Reducing Health Risk from Food," April 1995, \$6,100.

USDA/CSRS Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$311,000, November 1994.

USDA Nat'l Research Initiative Grant for the organization of a conference in Reading England titled "Food Retailer-Manufacturer Competitive Relationships in the EU and USA: Emerging Research Issues," August 1994, \$9,177.

USDA/CSRS Special Research Grant for Support of Food Marketing Policy Center at the University of

- Connecticut, \$348,371, December 1993.
- USDA National Research Initiative Grant, "Global Competitors in the U.S. Beer and Bottled Water Industries." September 1993, \$95,431.
- Cooperative State Research Service/USDA, Grant for Support of Conference "Valuing Food Safety and Nutrition" Alexandria, VA June 1993, \$2,500.
- Farm Foundation Grant for support of conference "Valuing Food Safety and Nutrition," Alexandria, VA, June 1993, \$5,000.
- USDA/CSRS Special Research Grant for support of Food Marketing Policy Center at the University of Connecticut, \$371,999, November 1992.
- Cooperative Agreement with Agricultural Cooperative Service/USDA, "Development of the Theory of Agricultural Cooperation in Noncompetitive Markets," 1992, \$26,629.
- Cooperative Agreement with CSRS/USDA in support of a national workshop, "New Strategic Directions for Agricultural Marketing Cooperatives," Boston, MA, June 24-25, 1992. \$3,000.
- USDA/CSRS Special Research Grant for support of Food Marketing Policy Center at the University of Connecticut, \$393,000, October 1991.
- Cooperative Agreement with CSRS/USDA in support of national conference titled, "Competitive Strategy Analysis in the Food System", \$5,000, April 1991.
- Grant from Farm Foundation in support of national conference titled, "Competitive Strategy Analysis in the Food System, \$3,000, April 1991.
- UConn Research Foundation support for An Analysis of Business Unit Strategies and Their Performance in the Food Manufacturing Sector, \$750, November 1990.
- USDA/CSRS Special Research Grant for support of Food Marketing Policy Center at the University of Connecticut, \$393,000, November 1990.
- Farm Foundation, Chicago, Illinois, a grant of \$2,500 for support of Economics of Food Safety Workshop, March 1990.
- Grant from Farm Foundation in support of Economics of Food Safety Workshop, \$3,000, April 1990.
- Cooperative Agreement with ERS/USDA in support of Economics of Food Safety Workshop, \$1,000, May 1990.
- Cooperative Agreement with CSRS/USDA in support of Economics of Food Safety Workshop \$3,000, May 1990.
- CSRS Special Research Grant for support of Food Marketing Policy Center at the University of Connecticut,

\$378,000, December 1989.

UConn Research Foundation support for Evaluating the Motives and Impacts of Mergers and Acquisitions in the Food System, \$750, April 1989.

Cooperative agreement with the Agricultural Cooperative Service, USDA for research on competitive strategy analysis for cooperatives engaged in food processing. \$49,747, March 1989.

CSRS special research grant for support of Food Marketing Policy Center at the University of Connecticut \$285,000, October 1988.

A grant of \$34,955 to evaluate the Connecticut dairy inspection program and recommend reforms, from the Connecticut Department of Agriculture, March 1988.

Regional research funds from six universities in the Northeast totaling \$15,500 for support of Food Marketing Policy Center, February 1988.

CSRS special research grant to establish a National Food Marketing Policy Center at the University of Connecticut, \$150,000, December 1987.

Cooperative agreement with the Agricultural Cooperative Service, USDA, to support Food Marketing Policy Center, \$7,000, September 1987.

Grant from University of Connecticut Research foundation for support of research on mergers in the food system via acquisition of data, University of Connecticut Research Foundation, \$750, Sept. 1987.

Apple Marketing Research, Connecticut Apple Marketing Board via State Department of Agriculture, \$7,315, July 6, 1987.

Regional research funds from six universities in the Northeast totaling \$16,000 for support of NE-165 research project core research group, February 1987.

A contract of \$8,000 from the Office of Technology Assessment, U. S. Congress to analyze the effects of electronic information technology on employment and economic performance in the Food Manufacturing and Distribution Industries, 1985.

A contract of \$2,500 from the Hartford, Connecticut Local Initiative Support Corporation (Ford Foundation) to analyze the feasibility of a community-based food buying service for urban day care and senior citizen centers, 1985.

A grant of \$21,667 from the Agricultural Cooperative Service, USDA to review and expand the theory of agricultural cooperation, 1982.



A grant of \$16,590 for a 15 month project from the National Consumer Cooperative Bank, Washington, D.C. The project title is: "Evaluating Alternative Cooperative Capitalization and Ownership Plans for Consumer Food Cooperative Federations," 1981.

A grant of \$50,025 from the Michigan Department of Education, Title I of the Higher Education Act of 1965 program. The project title is: "Michigan State University Extension Service Consumer Food Cooperative Education Initiative," 1981.

A grant of \$7,790 for first year of a two year project under the auspices of Title V of the Rural Development Act of 1972. The project title is: "An Economic Analysis of Warehousing, Transport, and Management Services Provided by Consumer Cooperative Federations," 1980.

### **PRIOR EMPLOYMENT RECORD**

Assistant Professor of Agricultural Economics, Michigan State University, 1977-81.

Research Assistant, Dept. of Agricultural Economics, University of Wisconsin, 1972-1977.

Member of International Voluntary Services agricultural development team, Zaire, 1970.

Congressional intern in the office of Representative Samuel S. Stratton, (D-New York), summer, 1968.

### **OTHER PROFESSIONAL ACTIVITIES, AFFILIATIONS, AWARDS**

Editorial board, Northeastern Journal of Agricultural and Resource Economics, (1987-1989)

Member, American Economics Association

Member, Industrial Organization Society

Member, Food Industry Committee, American Antitrust Institute

Member, American Bar Association's Clayton Act Committee, 1992 to present

Member, American Bar Association's Federal Trade Commission Subcommittee on Competition, 1992 to present

Member, American Bar Association's Agricultural Trade Regulation Committee, 1990-1992

Phi Eta Sigma academic honorary

Phi Kappa Phi academic honorary

1981 Advisor to David Shutes whose thesis, *A Survey of Midwestern Food Cooperatives* received the Cooperative League of the USA award for outstanding Masters thesis on consumer cooperatives.

1980 Member of NC-117 project on Organization and Control of Food System which received the American Agricultural Economics Association award for outstanding policy contribution.

1977 Outstanding Dissertation Award, Department of Agricultural Economics, University of Wisconsin.