

NEWS RELEASE

For immediate release

Recent studies on pooling as an agricultural marketing institution now available on George Morris Centre website

Guelph, ON (September 1, 2005) - The pooling of revenue, prices, and physical product is a mainstay of agricultural marketing cooperatives and in regulated agricultural marketing institutions in Canada. However, as the agricultural marketing context has changed these institutions have in some cases expanded, eliminated, or made voluntary price pooling operations. At the same time, relatively little agricultural economic research had focused on the role, impact, significance, and incentives that result under pooling mechanisms.

In July 2005, a principal paper session was organized at the Canadian Agricultural Economics Society Annual Meeting held in San Francisco, California, which considered various issues around the economics of pooling as an agricultural marketing institution. Papers in the session considered the origins and proliferation of price pooling, its use in marketing commodity vs. differentiated products, and the economic choice of pooling relative to other types of market mechanisms. The paper titles and authors are listed below.

Pooling in Canadian Agricultural Marketing: Logic, Evolution, and Performance by Kate Stiefelmeyer and Al Mussell¹

Price and Product Pooling: Impact on Development and Operation of Differentiated Value Chains by Jill E. Hobbs and William A. Kerr²

Pooling as a Agricultural Marketing Mechanism by John Cranfield³ and Al Mussell⁴

The George Morris Centre is a national, independent, not-for-profit think-tank specializing in the Canadian agri-food sector. The Centre provides perspective, critical information, strategic analysis and planning, and education on issues affecting the sector to promote its environmental and economic sustainability.

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These three papers have been posted on the George Morris Centre website, where they will remain until they are accepted for publication in academic journals. To view these papers, visit the George Morris Centre website at www.georgemorris.org

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