

Edward William McLaughlin
Food Industry Management Program
113 Warren Hall
Cornell University
Ithaca, NY 14853
(607) 255-3169
ewm3@cornell.edu

EDUCATION

- Ph.D.** Agricultural Economics, Michigan State University, East Lansing, Michigan, 1983.
Specialty fields: Food Marketing Economics and Policy Analysis.
- M.S.** Agricultural Economics, University of Vermont, Burlington, Vermont, 1977.
- B.S.** Psychology, St. Lawrence University, Canton, New York, 1970.

POSITIONS HELD

Robert G. Tobin Professor of Marketing, Director of Food Industry Management Program, Associate Director, Interim Dean, Charles Dyson School of Applied Economics and Management

Department of Applied Economics and Management, Cornell University, Ithaca, New York, June 1983 to present. Responsibilities include teaching, research, and outreach in a wide range of topics related to food marketing and distribution. Member, International Agricultural and Rural Development Faculty. Director, Cornell Food Executive Program. Director and instructor, Retail Executive Program in Europe, Director of Cornell's Undergraduate Business Program 1997-2009, Associate Director 2010-2013, Interim Dean, 2015-2016.

Professor of Retailing

Nijenrode University, the Netherlands School of Business, August 1989-present. Teach retailing, marketing courses in the MBA and Executive Education Programs.

Visiting Professor of Marketing

Nitra Economic Institute, Slovakia, 1993-1996. Taught international marketing management courses to MBA students from Central European countries. One month/year.

Marketing Consultant

Albert Heijn Supermarket Company. The Netherlands, August 1989-July 1990. Conducted a variety of marketing research primarily in the fresh foods area. Also, Ahold USA 1999-2000, supervised variety of procurement, merchandising and repositioning projects, reporting to CEO.

Agricultural Economist Intern

U.S. Department of State, Brazzaville, Congo. June 1978-September 1978. Wrote report that became basis for \$1.3 million CARE program. Evaluated both U.N. and FAO/World Food Program agricultural projects.

Translator--(French-English) UNESCO, Niger River Commission, Niamey, Niger. November 1973-May 1974.

Peace Corps Volunteer--Niamey, Niger. March 1972-March 1974. Was responsible for the teaching and extension of draft animal techniques at the Institut Pratique de Development Rural and local villages.

Chef--Sugarbush Inn, Warren, Vermont. November 1970-March 1972.

SPECIAL AWARDS

Best Paper Award 2013 "Taxing Food and Beverages: Theory, Evidence, and Policy" (2013)
American Journal of Agricultural Economics

Received the "Best Paper Award 2007" from *Cornell Hospitality Quarterly*, "Guest Satisfaction and Restaurant Performance, joint with S. Gupta and M. Gomez, 48: 284-298.

Received the Stephen Weiss Presidential Fellowship, Cornell University's highest award for distinguished teaching, 2006.

Received the **Presidential Award for Excellence in Research and Communication** (with John L. Park), awarded by the Food Distribution Research Society, 2000.

Recipient (with Niren Sirohi and Dick Wittink) of the 2000 William R. Davidson Award, Best Contribution to Theory and Practice in Retail Marketing, 2nd Place, *Journal of Retailing*, "A Model of Consumer Perceptions and Store Loyalty Intentions for a Supermarket Retailer."

Received the **SUNY Chancellor's Award for Excellence in Teaching**, Spring 1998.

Selected by Cornell Inter-Fraternity & Panhellenic Council to receive the **1994 Paramount Professor Award** in recognition of excellence in teaching and commitment to the students of Cornell University, 1994.

Selected by Honor Society of Agriculture and Life Sciences, Human Ecology and Veterinary Medicine to received the **Distinguished Teaching Award of the Cornell Chapter of Gamma Sigma Delta**, May 1994.

Recipient of **AAEA 1993 Distinguished Undergraduate Teaching Award** (in less than 10 years experience category), August 1993.

Selected twice as faculty member who "**had most influenced academic development**" of Presidential Scholars: (Hillary Brodsky) May 1988 and (Lisa Carpenter) May 1989.

Selected by senior class as College of Agriculture and Life Sciences "**Professor of Merit-Outstanding Professor**" May 1988.

Nominated by the senior class for **College of Agriculture Professor of Merit Award**, May 1986.

Selected as the Michigan State University Nomination to American Agricultural Economics Association, Ph.D. Thesis Competition, 1984.

Recipient of Grocery Manufacturer Scholarship, Michigan State University, 1980.

TEACHING ACTIVITIES

Successfully solicited \$460,000 over 14 years for funding of the Food Marketing Fellows Program from Coca-Cola, Aldi, Triland Properties and Royal Ahold (1991-2005).

Give presentation each semester to CALS TA Workshop on "Leading Class Discussions," 1994-98.

Give presentation(s) each summer to CALS Innovative Teaching Workshop: "Teaching Through Story Telling" and "Effective Advising," 1993-95.

Led several ARME Brown Bag Seminars in teaching: "Effective Use of Guest Speakers" and "Use of TAs," 1993-94.

Organized and secured funding (\$27,000 per year) for "Food Marketing Fellows Program," a unique opportunity for a small group of seniors to study advanced food industry topics through seminars, executive visits, and domestic and international field trips. Led group of 13 students to The Netherlands to visit with executives from leading European food companies, January 1993.

Presentation to Northeast Region Teaching Workshop, "Gaining and Maintaining Student Interest," October 19, 1992.

Presentation to Annual Cornell Admissions Officers Conference, "How to Get the Maximum Benefit from Your Academic Advisor," October 1992.

Presentation to freshman student athletes, "How to Succeed in the Classroom," August 1992.

Presentation to CALS Innovative Teaching Workshop (Cazenovia, New York) on "Gaining and Maintaining Student Interest," June 1992.

"Food Retailing Trends: Implications for Food Scientists," Presentation to Graduate Field of Food Science and Technology Spring 1992 Seminar Series, Ithaca, New York, March 25, 27, 1992.

Presentation to CALS "TA workshop" on Leading a Discussion," January 1992.

Taught four courses and led ten day European "Political-Economic Integration" field trip while Professor of Marketing at Nijenrode University, The Netherlands School of Business, 1989-90.

Gave three seminars at University de Bourgogne in Dijon, France, April 1990.

"Food Retailing Trends: Implications for Food Scientists," Presentation to Graduate Field of Food Science and Technology Spring 1989 Seminar Series, Ithaca, New York, February 7, 1989.

Wrote grant and received \$5,000 Mobil Foundation Grant to support undergraduate teaching (1987); \$4,000 in 1988 (April 15).

Invited participant in Presidents Conference on "Professionalism, Vocationalism and the Liberal Education," April 9, 1988.

"New Product Development." Five lectures to Food Science 431, each spring term, 1984-88. Wrote grant proposals in 1987 and 1988 and received \$3,500 (jointly with Anderson, Aplin and German) Hatfield Grant to support undergraduate teaching. (\$21,000 total for last six years).

Arranged for financial support (from Food Marketing Institute) and led six students to annual FMI Supermarket Convention in Chicago, May 5-8, 1987. Between 1987 and 1990, over 60 students have benefitted from this program.

"Modeling the Decision to Add New Products by Channel Intermediaries," Marketing Workshop Seminar: Johnson Graduate School of Management, Cornell University, December 1987.

"Distribution Research Opportunities," seminar presented (in French) to graduate students and faculty at the Food Marketing Institute, Universite de Nancy, France, July 1, 1987.

Participated in First Thornfield Conference on Innovative Teaching. Gave seminar: "Effective TA Recruiting," June 1987.

"Modeling the New Product Selection Decision by Channel Intermediaries," Marketing and Management (M&M) Seminar, Department of Agricultural Economics, with Vithala Rao, April 27, 1987.

"Food Merchandising and Food Science", lecture to Hotel 433, March 3, 1987.

Participated in University Council/Board of Trustees Seminar Discussion on "Excellence in Teaching," October 11, 1986.

REVIEWER FOR:

Agribusiness: An International Journal
 American Journal of Agricultural Economics
 Journal of Retailing
 Journal of Food Distribution Research
 European Journal of Food Marketing
 Journal of Retailing and Consumer Services

PUBLICATIONS

Books and Book Chapters

McLaughlin, Edward. "Guest Satisfaction and Restaurant Performance" Managing the Restaurant Experience: Best Practices in an Evolving Service Environment. With S. Gupta and M. Gomez. Cornell University Press. (Forthcoming, 2019).

Frank, Thomas and McLaughlin, Edward W., Produce Management & Operations, Cornell University Distance Education Program, 1997.

McLaughlin, Edward W. and Rao, Vithala R., Decision Criteria for New Product Acceptance and Success: The Role of the Trade Buyer, Greenwood Publishing, Westport, Connecticut, July 1991.

McLaughlin, Edward W., Service Deli Management and Operations, Cornell Home Study Program, 2nd edition, March 1991.

Refereed Articles, Case Studies, Conference Papers

Yonezawa, Koichi; Gomez, Miguel; McLaughlin, Edward. "The Long Term Effect of Marketing Organic Products". American Association of Agricultural Economics. (2017)

McLaughlin, Edward. "On-Line Food Shopping: Peapod Accelerates Growth". Regent of the University of California. (2017)

McLaughlin, Edward. "Smart & Final: Catching the Next Wave of Growth". Regents of the University of California. (2014)

McLaughlin, Edward; Kaiser, Harry; Rickard, Bradley. "[Promoting Fresh Produce: A Losing Battle?](#)" *Agribusiness*. 30.4 (2014): 370-384

McLaughlin, Edward; Gomez, Miguel. "Food Distribution" *Introduction to the US Food System: Public Health, Environment and Equity*, Ed. R. Neff. Jossey-Bass. (2014)

Zheng, Yuqing; McLaughlin, Edward; Kaiser, Harry. "[Taxing Food and Beverages: Theory, Evidence, and Policy](#)" *American Journal of Agricultural Economics*. 95.3 (2013): 705-723

Simon, D.H., M.I. Gómez, E.W. McLaughlin, and D.R. Wittink. 2011. "Employee Attitudes, Customer Satisfaction, and Sales Performance: Assessing the Linkages in US Grocery Stores" *Journal of Managerial and Decision Economics*.

Gómez, M.I, V.R. Rao and E.W. McLaughlin. 2007. "Depth and Allocation of Trade Promotions: Evidence from the US Supermarket Industry." *Journal of Marketing Research*, Vol. 44 Issue 3, p. 410-424.

Gupta, S., E.W. McLaughlin and M.I. Gómez. 2007. "Guest Satisfaction and Restaurant Performance," *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 48, No. 3, 284-298.

Simon, Daniel, Miguel Gomez, Edward W. McLaughlin, Dick Wittink. Under review 2007. Employee Attitudes, Customer Satisfaction, and Sales Performance. *Journal of Management and Decision Economics*.

Gomez, Miguel, V.R.Rao and Edward W. McLaughlin. 2005. "Strategic and Tactical Decision-Making in Supermarket Retailing," Presented at Conference, *Empirical Analysis of Budget and Allocation of Trade Promotions in the US Supermarket Industry*. University of Buffalo. August 8-12.

McLaughlin, E. W. December 2004. The dynamics of fresh fruit and vegetable pricing in the supermarket channel. *Preventive Medicine*, vol. 39S2: 81-87.

Gomez, Miguel, Edward W. McLaughlin, and Dick R. Wittink. December 2004. Customer satisfaction and retail sales performance: An empirical investigation. *Journal of Retailing* 80(4):265-278..

Gomez, M. I., Rao, V. R., McLaughlin, E. W. 2004. Depth and allocation of trade promotions: Evidence from the US supermarket industry. *Proceedings from the European Association of Agricultural Economists*, Paris France, May.

Perosio, Debra J., Edward W. McLaughlin, and Sandra Cuellar. 2003. *A menu of opportunity: Produce in the foodservice industry*. Newark, DE: Produce Marketing Association.

Sirohi, Niren, McLaughlin, Edward W., and Wittink, Dick R., "A Model of Consumer Perceptions and Store Loyalty Intentions for a Supermarket Retailer," Journal of Retailing, Vol. 74, No. 2, pp. 223-245. Summer 1998.

Park, J.L. and E.W. McLaughlin, "New Developments in Grocery Manufacturer and Distributor Marketing Programs: A Survey of US Wholesalers and Retailers," Journal of Food Distribution Research, Vol. 29, pp. 15-23, July 1998.

McLaughlin, Edward W., Perosio, Debra J., and Park, John L., "Retail Logistics and Merchandising in the USA: Current Status and Requirements in the Year 2000," International Journal of Retail & Distribution Management, Vol. 26, No. 2, pp. 97-105, Spring 1998.

Criner, George, Kezis, Alan S., and McLaughlin, Edward W., "Pricing Dynamics in US Fresh Produce Channels: New Empirical Evidence," Journal of Retailing and Consumer Services, Vol. 4, No. 4, pp. 259-268, 1997.

McLaughlin, Edward W. and George Criner, "Hi-Lo Pricing With Produce Items in U.S. Supermarkets," Book of Abstracts, EIRASS/CIRASS 3rd International Conference on Recent Advances in Retailing and Services Science, Austria, June 22-25, 1996.

Criner, George and Edward W. McLaughlin, "An Inquiry Into Retail Produce Pricing Patterns," presented at *2nd International Conference on Recent Advances in Retailing and Services Science*, Melbourne, Australia, July 2-5, 1995.

McLaughlin, Edward W. and Hawkes, G.F., "Category Management in the U.S. Grocery Distribution Channel: A New Mechanism for Vertical Coordination," *Proceedings of 8th International Conference on Research in the Distribution Trade*, Bocconi University, Milan, Italy, August 30-31, 1995.

Rao, Vithala R., McLaughlin, Edward W., and Hawkes, Gerard F., "Supermarket Buyer Evaluations of Hypothetical New Products: An Empirical Analysis," *Agribusiness*, Vol. 11, No. 1, 21-33, 1995

McLaughlin, Edward W., "Buying and Selling Practices in the Fresh Fruit and Vegetable Industry in the USA: A New Research Agenda," *The International Review of Retail, Distribution and Consumer Research*, Vol. 5, No. 1, January 1995.

McLaughlin, Edward W. and Fredericks, Peter, "New Product Procurement Behavior of U.S. Supermarket Chains: Implications for Food and Agribusiness Suppliers," *Agribusiness*, Vol. 10, No. 6, 481-490, 1994.

Hawkes, Gerard F. and McLaughlin, Edward W., "Supermarket Strategic Responses to Alternative Retail Formats: The Case of Wholesale Club Stores in New York and New Jersey," *Journal of Food Distribution Research*, Vol. XXIV, Number 1, February 1993.

McLaughlin, Edward W. and Fredericks, Peter, "New Product Procurement Behavior of U.S. Supermarket Chains: Implications for Food and Agribusiness Suppliers," Fifth Annual Meeting of WRCC-72 Agribusiness Research Emphasizing Competitiveness and NCR-140, Research on Cooperatives.

Thomas, Gene A., Gravani, Robert B., McLaughlin, Edward W., and Lawless, H.T., "The Impact of Employee Food Sanitation Knowledge and Handling Practices on Supermarket Deli Profitability." Presented at the International Association of Milk, Food and Environmental Sanitarians (IAMFES) Annual Meeting, Abstract 84, p. 37, 1993.

McLaughlin, E.W. and Perosio, D., "Strengthening the Competitive Position of Commodity Marketers: Two Case Study Approaches," NE-165 Private Strategies, Public Policies and Food System Performance Working Paper, No. 30, November 1992.

Rao, Vithala R., McLaughlin, Edward W., and Hawkes, Gerard F., "Supermarket Buyer Evaluations of Hypothetical New Products: An Empirical Analysis," Johnson Graduate School of Management Working Paper Series 92-06, July 1992.

Russo, David M. and McLaughlin, Edward W., "The Year 2000: A Food Industry Forecast," *Journal of Food Distribution Research*, Vol. XXII, Number 1, February 1992.

Russo, David M. and McLaughlin, Edward W., "The Year 2000: A Food Industry Forecast," in review *Agribusiness*, November 1991.

McLaughlin, Edward W. and Rao, Vithala R., "The Strategic Role of Supermarket Buyer Intermediaries in New Product Selection: Implications for Systemwide Efficiency," *American Journal of Agricultural Economics*, May 1990.

Rao, Vithala R. and McLaughlin, Edward W., "Modeling the Decision to Add New Products by Channel Intermediaries." Journal of Marketing, January 1989.

Filser, Marc and McLaughlin, Edward W., "Toward a Strategic Model of Marketing Channel Evolution," refereed paper at Fourth International Conference on Distribution, Milan, July 4, 1987; also a chapter in: Vertical Relationships: Economic and Marketing Perspectives on Producer-Distributor Relationships (Reddy, ed.), Rutledge, London, December 1988.

McLaughlin, Edward W. and Rao, Vithala R., "Public Policy Implications of the Role of Channel Intermediaries in New Product Acceptance," Proceedings of the American Marketing Association Educators Conference, San Francisco, CA, August 7, 1988.

Meloy, Margaret G., McLaughlin, Edward W., and Kramer, Carol S., "A Consumer Segmentation Analysis of Grocery Coupon Users: Public Policy Implications," Refereed Session at American Council on Consumer Interests, Conference Proceedings, Chicago, Illinois, April 6-9, 1988.

McLaughlin, Edward W. and Rao, Vithala R., "An Exploratory Modeling of The Decision Process of New Product Selection by Supermarket Buyers," Abstract in American Journal of Agricultural Economics, Vol. 65, No. 5, December 1987. Also in: Private Strategies, Public Policies & Food System Performance, Working Paper Series WP-4, September 1987. Also in: Agribusiness: An International Journal, Vol. 4, No. 2, March 1988.

McLaughlin, Edward W. and Rao, Vithala R., "Modeling the New Product Selection Decision by Channel Intermediaries," Invited paper at AMA Summer Marketing Educators' Conference, August 2-5, 1987.

McLaughlin, Edward W. and Primo-Mandujano, Matilde, "Retail Merchandising Techniques for Fresh Apples: Impacts and Implications," paper presented at XXIIInd International Horticultural Congress, Davis, California, August 1986; Also in: Acta Horticulturae: Ninth Symposium on Horticultural Economics, (XXIIInd International Horticultural Congress, Davis, California, August 1986) Number 203, June 1987.

McLaughlin, Edward W. and Hawkes, G.F., "A Forecast for the Grocery Industry in the 1990's," Staff Paper 86-29, September 1986. Also: paper presented at 23rd Annual Meeting of Food Distribution Research Society, Denver, Colorado, September 1986.

McLaughlin, Edward W. and Lesser, W.H., "Experimental Price Variability and Consumer Response: Tracking Potato Sales with Scanners," Staff Paper 86-28, September 1986. Also in: refereed article for Journal of Food Distribution Research.

Barallat, Joaquin, McLaughlin, Edward W., and Lee, David R., "Estimating Potato Marketing Margins: Private and Public Implications," paper presented at 22nd International Horticultural Congress, Davis, California, August 1986. Also in: Acta Horticulturae: Ninth Symposium on Horticultural Economics, XXIIInd International Horticultural Congress, Davis, California, August 1986.

McLaughlin, Edward W. and Lee, David R., "The Food Industry, Economic Development and Public Policy: The Case of New York and the Northeast," paper presented at the Northeast Economic

Development Symposium, Amherst, Massachusetts, May 28-30, 1985. Conference Proceedings, July 1986.

McLaughlin, Edward W., "Evolution of U.S. Fresh Produce Channels: Implications for Vertical Market Organization, Coordination and Incentive Structures," paper presented at the Third CESCO International Conference on Distribution, IRM, Angera, Italy, April 19, 1985. Conference Proceedings, June 1986.

Barallat, Joaquin, McLaughlin, Edward W., and Lee, David R. (Abs.), "Alternative Methods for Modeling Potato Marketing Margin Behavior in Spain," Hortscience 21(3):788, 1986.

McLaughlin, E.W., German, G.A., and Uetz, M.P., "The Emerging Food Store Delicatessen: Some Preliminary Economics," Journal of Food Distribution Research 17(1):53-60, 1986.

McLaughlin, Edward W. and Hawkes, Gerard F., "Twenty Years of Change in the Structure, Costs and Financial Performance of Food Chains," Agribusiness: An International Journal, Volume 2, Number 1, Spring 1986, pp. 103-118.

McLaughlin, Edward W. and Hawkes, Gerard F., "Twenty Years of Structure, Cost and Performance Changes in U.S. Food Chains," 35th Food Marketing Institute Financial Executive Conference Proceedings, November 1985.

McLaughlin, Edward W., "The Changing Market for Fresh Produce in Foodservice Channels: An Initial Inquiry," Proceedings of Analyzing the Potential for Alternative Fruit and Vegetable Crop Production Seminar (ed: E. Estes), S-178 Technical Committee-Farm Foundation, November 4, 1985.

McLaughlin, Edward W. and Pierson, Thomas R., "The Fresh Fruit and Vegetable Marketing System: Toward Improved Coordination," Journal of Food Distribution Research, Vol. XV, No 1, February 1984.

McLaughlin, Edward W., Pierson, Thomas R. and Allen, John R., "Produce Losses in the U.S. Distribution System," Paper presented at Annual Conference of the Food Distribution Research Society, Lexington, Kentucky, October, 1980; Proceedings of the Food Distribution Research Society Annual Meeting, February, 1981.

Research Reports, Bulletins and Other Papers

Gomez, Miguel, Edward W. McLaughlin, "A Survey of Trade Promotions in the Supermarket Industry." Executive Outlook 4(1): 46-63. 2005

McLaughlin, E.W., Park, Kristen, Debra J. Perosio, and Geoff M. Green, "Focus on People: Marketing and Performance Benchmarks for the Fresh Produce Industry," R.B. 98-08, September 1998.

Green, Geoffrey M., McLaughlin, Edward W., and Kristen Park, "A Presentation Guide to The U.S. Food Industry," E.B. 98-05, Cornell University, May 1998.

McLaughlin, Edward W. and Kristen Park, "The Fresh Produce Wholesaling System: Trends, Challenges, and Opportunities," R.B. 97-16, Cornell University, December 1997.

McLaughlin, Edward W., Park, Kristen, and Debra J. Perosio, "Marketing and Performance Benchmarks for the Fresh Produce Industry," R.B. 97-15, Cornell University, October 1997.

McLaughlin, Edward W., Perosio, Debra J., and John L. Park, "Retail Logistics & Merchandising, Requirements in the Year 2000," R.B. 97-08, Cornell University, May 1997.

Kreider, Craig Robert and Edward W. McLaughlin, "The Feasibility of a Mid-Hudson Valley Wholesale Fresh Product Facility," R.B. 96-09, Cornell University, August 1996.

McLaughlin, Edward W. and Debra J. Perosio, "Dairy Department Procurement Dynamics, The Role of the Supermarket Buyer," R.B., 96-06, Cornell University, May 1996.

Park, Kristen, Perosio, Debra, German, Gene A. and Edward W. McLaughlin, "What's In Store for Home Shopping?," E.B. 96-05, Cornell University, April 1996.

McLaughlin, Edward W., Hawkes, Gerard, Park, Kristen and Debra Perosio, "Supermarket Bakery Consumers, Attitudes, Preferences, Behaviors," R.B. 95-01, Cornell University, February 1995.

McLaughlin, Edward W. and Gerard F. Hawkes, "Category Management: Current Status and Future Outlook," E.B. 94-28, Cornell University, December 1994.

McLaughlin, Edward W. and Debra J. Perosio, "Fresh Fruit and Vegetable Procurement Dynamics: The Role of the Supermarket Buyer," R.B. 94-1, Cornell University, February 1994.

Hawkes, Gerard F. and Edward W. McLaughlin, "Stars: Segment Targeting at Retail Stores," Agricultural, Resource, and Managerial Economics Staff Paper SP94-10, Cornell University, August 1994.

Fredericks, Peter J. and Edward W. McLaughlin, "New Product Procurement: A Summary of Buying Practices and Acceptance Criteria at U.S. Supermarket Chains," Agricultural Economics Research 92-12, Cornell University, December 1992.

Mueller, Jeanne, McLaughlin, Edward and McCann, David, "Korean Green Groceries: First Rung Up on an Immigrant's Ladder," State College of Human Ecology, Cornell University, October 1992.

McLaughlin, Edward, Hawkes, Gerard and Perosio, Debra, "State of New York/New Jersey Food Industry, Wholesale Club Stores: The Emerging Challenge," Agricultural Economics Extension 92-18, Cornell University, October 1992.

McLaughlin, Edward W. and David M. Russo, "The Changing Role of the Korean Food Store in New York City," Agricultural Economics Research 92-07, Cornell University, September 1992.

McLaughlin, Edward W. and Sandy Freiberg, "Where to Find Information on the Food Industry: A Researcher's Guide," Agricultural Economics Extension 92-19, Cornell University, August 1992.

McLaughlin, Edward, et al., "State of the New York Food Industry," Agricultural Economics Research 92-04, Cornell University, February 1992.

Russo, David M. and Edward W. McLaughlin, "The Year 2000: A Food Industry Forecast," Agricultural Economics Extension 91-25, Cornell University, September 1991.

McLaughlin, Edward W., "The Fresh Company," NE-165 Working Paper Series, Private Strategies, Public Policies & Food System Performance, a Joint USDA Land Grant University Research Project, WP-22, The University of Connecticut, Storrs, Connecticut, August 1991.

McLaughlin, Edward W. and David M. Russo, "Supermarket Dairy Department: An Overview of Operations and Performance," Agricultural Economics Extension 91-18, Cornell University, June 1991.

Allen, J.A., McLaughlin, E.W., and Pierson, T.R., "Strategic Directions in Supermarket Deli/Prepared Foods," Food Industry Institute, Michigan State University, Food Industry Report No. 9001, May 1990.

McLaughlin, Edward W. and Rao, Vithala R., "The Strategic Role of Supermarket Buyer Intermediaries in New Product Selection: Implications for Systemwide Efficiency," NE-165 Working Paper Series, Private Strategies, Public Policies & Food System Performance, a Joint USDA Land Grant University Research Project, WP-14, The University of Connecticut, Storrs, Connecticut, March 1989.

McLaughlin, Edward W., "Consumers, Food and the Future: Implications for Dairy Marketers," Dairy Marketing Notes, Department of Agricultural Economics, Cornell University, Winter 1988.

McLaughlin, Edward W. and Rao, Vithala, R., "Evaluating New Products by Supermarket Buyers: A Case Study," Food Industry Management Program, Cornell University, May 1988.

McLaughlin, Edward W., "Consumers Food Choices: Implications for Marketers," Smart Marketing Series, Agricultural News Service, Cornell Cooperative Extension, March 1988.

McLaughlin, Edward W., "Undergraduate Education in Agricultural Economics at Cornell University, Challenges and Lessons," Staff Paper, No. 88-5, Cornell University, February 1988.

McLaughlin, Edward W., "The Changing Consumer Agenda and Supermarket Competition," Direct Marketing Newsletter, Cornell University, Ithaca, New York, May-June, 1987.

McLaughlin, Edward W. and Hawkes, Gerard F., Operating Results of Food Chains, Cornell University, 1986-87.

McLaughlin, Edward W., "Alert Marketers are Attuned to Changing Consumer Agenda," News Service article, appeared in eight N.Y.S. County Newsletters, Cornell University Cooperative Extension, October 1987.

McLaughlin, Edward W., "Competition and Change in the Fruit and Vegetable Production and Marketing Systems," Chaired technical committee and supervised writing for new regional research project proposal, S222, Scientists participating from 24 states, October 1, 1987.

McLaughlin, Edward W. and Rao, Vithala R., "An Exploratory Modeling of the Decision Process of New Product Selection by Supermarket Buyers," NE-165 Working Paper Series, Private Strategies, Public Policies & Food System Performance, a Joint USDA Land Grant University Research Project, WP-4, The University of Connecticut, Storrs, Connecticut, September 1987.

Goodrich, D.C., McLaughlin, E. and White, G., Editors, "Ninth Symposium on Horticultural Economics," Davis, California, Number 203, June 1987.

McLaughlin, Edward W., "The Changing Consumer Agenda and Supermarket Competition," Direct Marketing Newsletter, NYS Cooperative Extension Association, April 1987.

McLaughlin, Edward W., "Changing Consumers Change Retailing: The Produce Explosion," IGA Grocergram, Volume 61, Number 3, March 1987.

Wolfe, David, et. al. "Practices to Improve Supply and Quality of New York Grown Tomatoes in Relation to Marketing Opportunities." Final Report to NYS. Ag and Markets, February 1987. (McLaughlin was a cooperator).

McLaughlin, Edward W., "Smart Marketing Starts with the Customer," appeared in 12 separate New York State/County bulletins, January 1987.

Extension Staff, "Agricultural Situation and Outlook," New York Economic Handbook, 1987, Agricultural Economics Extension 86-35, December 1986.

McLaughlin, E.W., German, G.A., and Uetz, M.P., "The Economics of the Supermarket Delicatessen," Agricultural Economics Research 86-23, September 1986.

Gunter, F.W., and Lesser, W.H., and McLaughlin, E.W., "Electronic Trading of Fresh Fruits and Vegetables to New York State Institutions: A Feasibility Analysis," Agricultural Economics Research Paper 86-20, August 1986.

Primo-Mandujano, Matilde and McLaughlin, Edward W., "Effects of Selected Merchandising Practices on Retail Apple Sales," Agricultural Economics Research Report No. 86-10, Cornell University, April 1986.

McLaughlin, Edward W., Uttal, Jordan R., and Brohel, David M., "Service Deli Management and Operations," Cornell University Home Study Program, Ithaca, New York, 1986.

Lim, Pia Mapua and McLaughlin, Edward W., "Tropical Fruit Industry: The New Status," 1986 PMA Almanac, Produce Marketing Association, Newark, Delaware, 1986, pp. 121-129.

McLaughlin, Edward W. and Hawkes, Gerard F., Operating Results of Food Chains, Cornell University, 1985-86.

McLaughlin, Edward W. and Hamm, Larry G., "Consumers Demand Quality Produce," National Food Review, NFR-28, USDA Winter 1985.

McLaughlin, Edward W. and Hawkes, Gerard F., Operating Results of Food Chains, Cornell University, 1984-85.

McLaughlin, Edward W. and German, Gene A., "Supermarketing Success," American Demographics, Dow Jones and Co., Inc., pp.34-37, August 1985.

McLaughlin, Edward W., "Marketing Challenges Face Produce Industry," Agricultural News Service, Cornell Cooperative Extension, June 1985.

McLaughlin, Edward W. and Pierson, Thomas R., "The Fruit and Vegetable Industry In Transition: Strategic Questions for Produce Marketers." Agricultural Economics Staff Paper 84-6 published in: Outlook, United Fresh Fruit and Vegetable Association, Jan.-Feb., Vol. 12, No. 1, 1985.

McLaughlin, Edward W. and German, Gene A., "The Economic Environment for the Food Distribution Industry," New York State Agricultural 2000 Project, November 1984.

Uetz, Michael P., Anderson, Bruce L. and McLaughlin, Edward W., "The Applesauce Industry: Market Analysis and Strategic Implications," Agricultural Research Report No. 84-15, Cornell University, November 1984.

McLaughlin, Edward W., "Heightened Role for Quality in Today's Produce Marketing System: Opportunities for Direct Marketing Operations," New York State County Extension publications, October 1984.

McLaughlin, Edward W., Pierson, Thomas R. and Allen John W., "Produce Losses: Opportunities for Improved Operations." Produce Marketing Almanac, Produce Marketing Association, September 1984.

McLaughlin, Edward W. and Lee, David R., "A Management Survey of the New York State Food Industry: Results and Empirical Findings." Agricultural Economics Extension 84-13, 1984. Included as Chapter 3 in: The New York State Food Industry: Economic Development Opportunities for the Future, An Interagency study conducted by Departments of Commerce, Agriculture and Markets, New York State College of Agriculture and Life Science and New York Sea Grant Institute, August 1984.

McLaughlin, Edward W., "Retail Produce Departments See Dramatic Changes," New York State County Extension publications, July 1984.

McLaughlin, Edward W., "Where to Find Information on the Food Industry: A Researchers Guide." Agricultural Economics Extension 84-19. 1984.

McLaughlin, Edward W., "The Fruit and Vegetable Industry in the Northeastern United States: Looking Toward 1995," Special Paper for Farm Credit Systems Project 1995, Farmbank Services, Denver, Colorado, 1984.

German, Gene A., McLaughlin, Edward W. and Hawkes, Gerard F., Operating Results of Food Chains, Cornell University, 1983-84.

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List of supplemental extension and industry presentations available upon request.