



Agricultural Issues Center  
University of California

September 2006

---

## **Food Retailers' Pricing and Marketing Strategies, with Implications for Producers<sup>1</sup>**

**Lan Li, Richard J. Sexton, and Tian Xia<sup>2</sup>**

*Department of Agricultural and Resource Economics  
University of California, Davis*

July 5, 2006

<sup>1</sup>Paper forthcoming in the *Agricultural and Resource Economics Review*

<sup>2</sup>Lan Li is a Lecturer in the Department of Economics and Finance, La Trobe University, Melbourne, Australia, Richard J. Sexton is a professor in the Department of Agricultural and Resource Economics, University of California, Davis and a member of the University of California Giannini Foundation of Agricultural Economics, Tian Xia is an assistant professor in the Department of Agricultural Economics, Kansas State University. The authors are grateful for the assistance of Chenguang Li and Tina Saitone.

Supported in part by the Agricultural Marketing Resource Center