

About the Authors

Willard F. Mueller is Vilas Research Professor of Agricultural Economics, Professor of Economics, Professor in Law School, emeritus, at the University of Wisconsin-Madison since 1969. He has also taught at the University of California-Davis; University of Maryland; Michigan State University; and American University. From 1961-68, he was Director of the Bureau of Economics, Federal Trade Commission; and from 1968-69, he served as Executive Director of the President's Cabinet Committee on Price Stability. From 1973-1986, he was chairman of a 15-state research consortium to study the Organization and Performance of the U.S. Food System. He served the Industrial Organization Society as Vice-President (1988-89) and as President (1989-90). Mueller has received many honors and awards, including election as a Fellow of the American Agricultural Economics Association in 1976; awards for Professional Excellence in Recognition of: Quality of Research Discovery (1988); Quality of Communication (1985); Quality of Policy Contribution (1980), American Agricultural Economics Association. He is a member of the Advisory or Editorial Boards of *The Antitrust Bulletin*, 1979-present; *Journal of Reprints for Antitrust Law and Economics*, 1979-present; *Review of Industrial Organization*, 1984-present; *Antitrust Law & Economics Review*, 1986-present. He is author or co-author of a dozen books and monographs and numerous professional articles dealing with issues of competitive behavior and public policy in a market economy.

Bruce W. Marion is a professor of agricultural economics at the University of Wisconsin-Madison. Since 1974, he has been Director of the Food System Research Group of the Department of Agricultural Economics, University of Wisconsin-Madison. He is co-author of *The Food Retailing Industry: Market Structure, Profits and Prices* (Praeger, 1979), *The Food Manufacturing Industries: Structure, Strategies, Performance and Policies* (Lexington Books, 1985) and *The Organization and Performance of the U.S. Food System* (Lexington Books, 1986). He has written numerous articles and monographs on the organization and performance of markets and industries in the U.S. food system and has received awards for outstanding research from the American Agricultural Economics Association and the American Council on Consumer Interests. As executive director of NC 117, a large multi-state project, he received the American Agricultural Economics Association award in 1980 for distinguished policy contribution.

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Frederick Geithman, Master of Science, Agricultural Economics, was Project Coordinator or Associate Research Scientist in the Food System Research Group of the Department of Agricultural Economics, University of Wisconsin-Madison from 1975 to 1995, except for three years at Wisconsin Power and Light Company. He left the University to accept a position with a software company in August 1995. He is co-author of *The Food Retailing Industry* (Praeger, 1979) and of several book chapters and journal articles on the organization and competitive performance of U.S. food manufacturing and retailing industries.