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As concentration, industrialization, and globalization continue to reshape horizontal and vertical relationships within the food supply chain, agricultural economists are revising both their views of traditional markets as well as their tools of analysis. At the core of this revision are strategic interactions between principals and agents, strategic interdependence between rival firms, and strategic trade policy between competing nations, all in a setting plagued by incomplete and/or imperfect information structures. Add to that biotechnology, electronic commerce, as well as the shift in focus from raw agricultural commodities to branded products, and the conclusion is that a "new" agricultural economics is needed for an increasingly complex "new" agriculture.

Published in conjunction with the Center for Agricultural and Food Industrial Organization at the University of Nebraska, the *Journal of Agricultural & Food Industrial Organization* is the only international journal devoted solely to theoretical and empirical industrial organization as applied to agricultural and food systems which link input suppliers, farmers, processors, and retailers. All submissions are reviewed by at least one member of the editorial board, which consists of distinguished economists specializing in food and agriculture, and are guaranteed to receive a decision within 10 weeks, with the first review coming within one month.

JAFIO's mission is to provide a peer-reviewed, scholarly, international forum to address this new complexity with the added benefits mentioned above. Through electronic submission, revision, and publication, manuscripts will no longer become obsolete because of lengthy reviews and/or waiting in the print line, as they often do in traditional paper journals.

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