

## WILLIAM HENRI LESSER

### Office Address

154 Warren Hall  
Department of Applied Economics  
and Management  
Cornell University  
Ithaca, New York 14853  
Tel: (607) 255-4595  
Fax: (607) 255-9984  
Email: WHL1@cornell.edu

### Home Address

406 Coddington Road  
Ithaca, New York 14850  
(607) 277-0877

### Personal Information

Birth date: December 19, 1946  
Citizenship: United States  
Marital status: Married, two children  
Health: Excellent  
Interests: Gardening, antique cars, painting

### Education

Ph.D. Agricultural Economics  
University of Wisconsin (1978)  
Major in Marketing, minor in Quantitative Methods

M.S. Resource Economics  
University of Rhode Island (1974)

B.A. Geography major, Math minor  
University of Washington (1968)

### Employment History

2003- Present Chairman, Department of Applied Economics and Management

2002 – Present Professor of International Agriculture, Cornell University, College of Agriculture and Life Sciences

2002 Sabbatical leave/Visiting Scientist, FAO/AGPS advising on Intellectual property Rights and biotechnology matters

1991-Present Professor of Marketing, Department of Applied Economics and Management, Cornell University

1994-95 Acting Executive Director, International Service for the Acquisition of Agri-Biotech Applications

1993-94	Sabbatical leave with the International Academy of the Environment in Geneva, Switzerland to establish a program in biodiversity and biotechnology
1990-93	Director, Cornell Western Societies Program
1989-91	Kellogg National Fellowship Program
1984-91	Associate Professor of Marketing, Department of Applied Economics and Management, Cornell University
1978-84	Assistant Professor of Marketing, Department of Agricultural Economics, Cornell University
1975-78	Thesis research, Department of Agricultural Economics, University of Wisconsin
1973-74	Thesis research, Department of Resource Economics, University of Rhode Island
1969-71	Peace Corps, Volunteer in Guyana, S.A.

### **Foreign Languages**

Spanish  
Some French

### **Courses Taught**

2003 – present	International Technology Marketing of Biotechnology (AEM 335)
2002 – present	Agriculture in the Developing Nations I (INTAG 402)(team taught)
1997 - 2001	Futures and Options Trading (ARME 340)
1995 - 1996	Global Marketing Strategy (ARME 449)
1987 - 1989	Postharvest Food Systems (FS 247) (team taught)
1982 - 1992	Export Marketing (AE 643/444)
1979 - present	Agricultural Marketing and Public Policy (AE 740)
1981 - 1993	Summer instructor for industry groups including Army and Air Force Commissaries, Chain Drug Stores and the Food Marketing Institute
1985, 1995-96	Agriculture in Developing Nations (IA 602) (team taught)
1984, 1994	Agriculture in Tropical America (IA 402) (team taught)
1979-1982	Field Study of Marketing Institutions (AE 449)

## **Research Program**

### **Research Interests**

Biotechnology: Technology Transfer, Impact and Property Rights Issues  
 Food Distribution Efficiency  
 Livestock and Fish Marketing

### **Symposia Organized**

- 2003 Intellectual Property Rights in Agriculture, Crop Science Society, sponsored by the Farm Foundation, 3 Nov. Denver
- 2001 Research and Policy Needs of a Chastened Agbiotech Sector, American Agricultural Economics Ass., 4 August, Chicago
- 2000 "Policy Issues in the Changing Structure of the Food System", Tampa, FL, July 29-30
- 1999 "Transitions in Agbiotech: Economics of Strategy and Policy", Washington, D.C., 24-25 June
- 1989 Workshop on "Equitable Patent Protection for the Developing World," Ithaca, Oct. 2-3. Funded by the Rockefeller Foundation
- 1988 "Animal Patents: The Legal, Economic and Social Issues," Ithaca, Dec. 5-6. Funded by the Farm Foundation and the Cornell Western Societies Program
- 1987 "Symposium on the Protection of Biotechnological Inventions," Ithaca, June 4-5. Co-hosted with, and funded by, the World Intellectual Property Organization, Geneva

## **Service Activities**

### **Professional Committees**

Chair, Food and Agricultural Marketing Policy Section of the AAEA, 2000-2001

Farm Foundation, New Technology priority area, 2000

### **University Committees**

Land Grant Panel on Technology Transfer, 2002  
 University Faculty Committee, 2000-2002  
 Department Representative to Faculty Senate, 1995- 2002  
 Western Societies Program, Director, 1990-93, Steering Committee, 1987-90

Area Studies Committee, Center for International Studies, Chair, 1990-91  
 University Appeals Panel, 1988-93  
 Technology Transfer Steering Committee, 1987-89, 2002  
 International Agriculture and Rural Development, M.P.S. Committee,  
 1984-87  
 Faculty Council of Representatives, 1980

### **CALS Committees**

CALS Intellectual Property Rights Committee, 2004  
 Chair, *ad hoc* committee for the evaluation of teaching, 1999  
 CALS College Curriculum Committee, 1998-99  
 CALS Senate, Department representative and Executive Committee,  
 1996-present  
 CALS Social Science Honors Program, 1994-98

### **Departmental Committees**

Transitions Committee, chair, 2002-present  
 Undergraduate Program Committee Chair, 1998-99  
 Graduate Admission and Program Chair, 1995-96  
 Support Systems Committee, 1995-96  
 Computing Committee, 1989-90, Chair 1990-91, 1991-92, 1992-93  
 Home Study Faculty Committee, Chairman, 1987-90  
 Graduate Admissions Committee, 1978-79, Chairman, 1986-89  
 Graduate Policy Committee, 1986-89  
 Social Committee, 1984-85  
 Department Newsletter Editor, 1984-85, 1988-90  
 Graduate Program Committee, 1982-83  
 Coffee Club Chairman, 1981-82  
 Seminar Committee, 1981-82  
 Secretary to the Faculty, 1980-81  
 Awards Committee, 1979-80, 1983-84

### **Community Activities**

Member, Town of Ithaca Board, 1999 – present  
 Chair, Town of Ithaca Transportation Policy Committee, 2000 - present  
 Member, Town of Ithaca Planning Board, 1987-1993

## Publications

### Books and Book-Length Monographs

Lesser, W. (Ed.) "**Transitions in Agbiotech: Economics of Strategy and Policy.**" Proceedings of NE-165 Conference, June 24-25, 1999, Washington D.C. Including papers presented at the International Consortium on Agricultural Biotechnology Research Conference, June 17-19, 1999, Rome Tor Vergata, Italy. Available online at: <http://agecon.lib.umn.edu/ne165.html#transit>.

Lele, U., W. Lesser, and G. Horstkotte-Wesseler (Eds.), **Intellectual Property Rights in Agriculture: The World Bank's Role in Assisting Borrower and Member Countries**, Environmentally and Socially Sustainable Development - Rural Development Series, Washington: The World Bank, 87 pp., September 1999.

Lesser, W., **Sustainable Use of Genetic Resources under the Convention on Biological Diversity: Exploring Access and Benefit Sharing Issues**, London: CABI, 1998.

Krattiger, A.F., J.A. McNeely, W.H. Lesser, K.R. Miller, Y. St. Hill and R. Senanayake (Eds.), **Widening Perspectives on Biodiversity**, Gland and Geneva: IUCN and IAE, 473 pp., 1994.

Lesser, W., **Institutional Mechanisms Supporting Trade in Genetic Materials: Issues under the Biodiversity Convention and GATT/TRIPs**, UN Environment Programme, Environment and Trade No. 4, 1994.

Lesser, W. and A.F. Maloney, **Biosafety: A Report on Regulatory Approaches for the Deliberate Release of Genetically-Engineered Organisms—Issues and Options for Developing Countries**, Ithaca, NY. CIIFAD, 1994.

Lesser, W., **Marketing Livestock and Meat**, Binghamton, NY, Food Products Press, 1993.

Lesser, W., **Equitable Patent Protection in the Developing World: Issues and Approaches**, Tsukuba, Japan: Eubios Ethics Inst., 1991.

Lesser, W. (Ed.), **Animal Patents: The Legal, Economic and Social Issues**, New York, Stockton Press, 1989.

Lesser, W. and R.T. Masson, **An Economic Analysis of the Plant Variety Protection Act**, American Seed Trade Association, Washington, D.C., 1985, 127p.

### Book Chapters and Proceedings

Lesser, W., "Living Organism (Animal) Patents". In R.A. Meyers (ed.), *Molecular Biology and Biotechnology: A Comprehensive Desk Reference*. Forthcoming, 2004.

Lesser, W., "Patents, trade secrets and other forms of intellectual property rights." In Rothschild, M. and S. Newman (eds.), **Intellectual Property Rights in Animal Breeding and Genetics**. Chap. 1, Oxon, UK: CABI Publishing, 2002.

Lesser, W. and M. Mutschler, "Lessons from the patenting of plants." In Rothschild, M. and S. Newman (eds.), **Intellectual Property Rights in Animal Breeding and Genetics**. Chap. 7, Oxon, UK: CABI Publishing, 2002.

Lesser, W. "Intellectual Property Rights Under the Convention on Biological Diversity." In Santaniello, V., R.E. Evenson, D. Zilberman and G.A. Carlson (eds.), **Agriculture and Intellectual Property Rights**, Chapter 3, Oxon, UK: CABI Publishing, pp. 35-52, 2000.

Lesser, W. "An Economic Approach to Identifying an 'Effective *Sui Generis* System' for Plant Variety Protection under TRIPs." In Santaniello, V., R.E. Evenson, D. Zilberman and G.A. Carlson (eds.), **Agriculture and Intellectual Property Rights**, Chapter 4, Oxon, UK: CABI Publishing, pp. 35-52, 2000.

Lesser, W., G. Horstkotte-Wesseler, U. Lele and D. Byerlee, "Intellectual Property Rights, Agriculture, and the World Bank," In Lele, U. W. Lesser, and G. Horstkotte-Wesseler (eds.), **Intellectual Property Rights in Agriculture: The World Bank's Role in Assisting Borrower and Member Countries**, Environmentally and Socially Sustainable Development - Rural Development Series, Washington: The World Bank, pp. 1-21, September 1999.

Lesser, W. "Plant Breeding, Plant Patents and Yield: Benefits of Patenting US Style," (Abstract) Proceedings -- World Soybean Research Conference VI, Chicago, August 1-7, 1999.

Lesser, W., "Identifying Appropriate Contract Terms for the Sustainable Use of Genetic Resources Under the Biodiversity Convention," *Noticiero de Biología*, ICBG, Latin American International Cooperative Biodiversity Groups Program, Santiago, Chile, Vol. 5, No. 2, pp. 115-118, July 1997.

Lesser, W.H., "International Treaties and Other Legal and Economic Issues Relating to the Ownership and Use of Genetic Resources," In Hoagland, K.E. and A.Y. Rossman (eds.) **Global Genetic Resources: Access, Ownership, and Intellectual Property Rights**, Association of Systematic Collections, pp. 31-50, 1997.

Lesser, W., "Intellectual Property Rights Associated with Plant Biotechnology and Plant Genetic Resources," Chapter 5 in Watanabe, Kazuo N. and Eija Pehu (eds), **Plant Biotechnology and Plant Genetic Resources for Sustainability and Productivity**, R.G. Landes Company and Academic Press, Austin TX and San Diego CA, 1997.

Lesser, W., "Transgenic Animal Patents," **Encyclopedia of Molecular Biology and Molecular Medicine**, Vol. 6, pp. 74-84, VCH, Verlagsgesellschaft mbH, D-69451 Weinheim, Federal Republic of Germany, 1997.

Lesser, W., "Intellectual Property Protection for Indonesia," **Current Status of Agricultural Biotechnology in Indonesia**, Vol. 1, pp. 53-76, Agency for Agricultural Research and Development, Ministry of Agriculture, Republic of Indonesia, 1996.

Lesser, W., "The General Agreement on Tariffs and Trade: implications for seed marketing in Asia-Pacific region," in **Technical Reports, Asian Seed '95**, Vol. 2, The Asia & Pacific Seed Association, Bangkok, Thailand, 1996.

Tzotzos, G.T., W.H. Lesser, D. Powell, and P.J. Dale, "Biotechnology," Chap. 10.3 in V.H. Heywood (Executive Editor) **Global Biodiversity Assessment**, pp.700-710, United Nations Environment Programme, Cambridge University Press, 1995.

Lesser, W., "Transgenic Animal Patents," in R.A. Meyers, **Molecular Biology and Biotechnology: A Comprehensive Desk Reference**, pp. 907-910, VCH Publishers, Inc., NY, 1995.

Lesser, W., "Attributes of an IPR System for Landraces," in M.S. Swaminathan, (Ed.), **Farmers' Rights and Plant Genetic Resources: Recognition & Reward: A Dialogue**, pp. 4-10, MacMillan India Limited, Madras, 1995.

Lesser W.H. and A.F. Krattinger, "Marketing 'Genetic Technologies' in South-North and South-South Exchanges: The Proposed Role of a New Facilitating Organisation," Chapters 5.6 in A.F. Krattinger *et al.* (Eds.), **Widening Perspectives on Biodiversity**, Gland and Geneva, IVCN and IAE, 1994.

Krattinger, A.F. and W.H. Lesser, "Biosafety — An Environmental Impact Assessment Tool — and the Role of the Convention on Biological Diversity." Chapter 6.9 in A.F. Krattinger *et al.* (Eds.), **Widening Perspectives on Biodiversity**, Geneva and Gland: IAE and IUCN., 1994.

Lesser, W., "Global Interdependence and the Private Sector," Chap. in J. Fessenden MacDonald (Ed.), **Agricultural Biotechnology and the Public Good**, National Agricultural Biotechnology Council, Report 6: 131-138, Ithaca, NY, 1994.

Lesser, W., "Modifications in Intellectual Property Rights Law and Effects on Agricultural Research," Chapter 14 in R. Weaver (Ed.), **Dynamics of the US Agricultural Research Strategic: Challenges and Options**, Bethesda, MD: Agricultural Research Inst., March 1993.  
Lesser, W. and D. Lee. "Economics of Agricultural Research and Biotechnology," In A.J. Rayner and D. Colman (Eds.), **Current Issues in Agricultural Economics**, London: Macmillan, 1993.

Lesser, W., "Needed Reforms in the Harmonization of U.S. Patent Laws," Chap. in J. Fessenden MacDonald (Ed.), **Agricultural Biotechnology at the Crossroads: Biological, Social & Institutional Concerns**, National Agricultural Biotechnology Council, Report 3: 120-131. Ithaca, NY, 1991.

Lesser, W., "An Overview of Intellectual Property Systems." Chapter II in W.E. Siebeck (Ed.), **Strengthening Protection of Intellectual Property in Developing Countries: A Survey of the Literature**, Washington, DC, World Bank Discussion Papers 112, 1990.

Lesser, W., "Sector Issues II: Seeds and Plants," Chapter VI in W.E. Siebeck (Ed.), **Strengthening Protection of Intellectual Property in Developing Countries: A Survey of the Literature**, Washington, DC, World Bank, Discussion Papers 112, 1990.

Lesser, W., "Implications for Breeders," Chap. in W. Lesser (Ed.) **Animal Patents: The Legal, Economic and Social Issues**, Stockton Press, New York, 1989.

Milligan, R. and W. Lesser, "Implications for Agriculture," Chap. in W. Lesser (Ed.) **Animal Patents: The Legal, Economic and Social Issues**, Stockton Press, New York, 1989.

Lesser, W., "Applying Animal Patents in Agriculture: Lessons for Farmers and the Patent Office for Self-Reproducible Animals," Appendix in W. Lesser (Ed.) **Animal Patents: The Legal, Economic and Social Issues**, Stockton Press, New York, 1989.

Lesser, W., "Animal Patents in the USA: Are the Concerns Justified?," Appendix in W. Lesser (Ed.) **Animal Patents: The Legal, Economic and Social Issues**, Stockton Press, New York, 1989.

Lesser, W., "Animal Patents in the United States of America: Are the Concerns Justified?" **Proceedings of the WIPO Worldwide Forum on the Impact of Emerging Technologies on the Law of Intellectual Property**, Geneva, September 14-16, 1988. Geneva: WIPO, 1989.

Lesser, W., "Applying Animal Patents in Agriculture: Lessons for Farmers and the Patent Office for Self-Reproducible Animals," **Proceedings of the Symposium on the Protection of Biotechnological Inventions**, Ithaca, NY, June 4-5, 1987, pp. 135-54.

McCaffrey, D., W. Lesser, W. Ferretti, and A. Madhavan, **The New York Returnable Beverage Container Law: The First Year**. Report to the Temporary State Commission on Returnable Beverage Containers, Rockefeller Institute of Government, Albany, NY, March 15, 1985.

Lesser, W. and V. Roller, "Explaining Productivity Differences in Grocery Warehouses," In **Productivity and Efficiency in Distribution Systems**, D. Gautschi (Ed.) New York: North Holland/American Elsevier Science Publishing Co. Inc., Chap. 7. 1983.

### **Journal Publications and Other Reviewed Articles**

Lesser, W. and M.A. Mutschler, 2004. "Balancing Investment Incentives and Social Benefits when Protecting Plant Varieties: Implementing Initial Variety Systems". *Crop Science*, 44: 1113-20.

Lesser, W. and T. Lybbert, 2004. "Do Patents Come Too Easy?" *IDEA: The Journal of Law and Technology*, 44(3): 381-409.

Lesser, W., 2002. "The Effects of Intellectual Property Rights on Foreign Direct Investments and Imports into Developing Countries in the Post-TRIPs Era". Ithaca, NY, <http://www.biodevelopments.org/ip/index.htm> (electronic).

- Lesser, W., T.M. Schmit, and L.M. Ruiz, 2001. "Elite Germplasm for GMOs in Brazil: Modeling Government-Agribusiness Negotiations," *International Food and Agribusiness Management Review*, 2(3/4): 391-406.
- Lesser, W. "An Economic Approach to Identifying an 'Effective *Sui Generis* System' for Plant Variety Protection Under TRIPS," *Agribusiness*, 16(1): 96-114, 2000.
- Lesser, W., J. Bernard and K. Billah, "Methodologies for *Ex Ante* Projections of Adoption Rates for Agbiotech Products: Lessons Learned from rBST," *Agribusiness*, 15(2): 149-162, 1999.
- Lesser, W., "What Will Happen When Livestock Are Patented? A Socioeconomic Perspective," *Animal Biotechnology*, 81(1): 69-79, pp. 69-79, 1997.
- Krattinger, A.F. and W.H. Lesser, "The 'Facilitator': Proposing a New Mechanism to Strengthen the Equitable and Sustainable Use of Biodiversity," *Environmental Conservation*, 22(3)Autumn 1995.
- Lesser, W., "Valuation of Plant Variety Protection Certificates," *Review Agricultural Economics*, 16 (1994): 231-38.
- Lesser, W.H. and A.F. Krattiger, "What is 'Genetic Technology'," *Biodiversity Letters*, 2(1994).
- Lesser, W., "Royalty Collection For Patented Livestock," *European Intellectual Property Review*, 10(1994): 441-444.
- Lesser, W.H. and A.F. Krattiger, "The Complexities of Negotiating Terms of Germplasm Collection," *Diversity*, 10(1994): 6-10.
- Madhavan, A.N., R.T. Masson, and W.H. Lesser, "Cooperation for Monopolization? An Empirical Analysis," *The Review of Economics and Statistics*, Vol. LXXVI, No. 1, February 1994.
- Lesser, W., "Animal Variety Protection: A Proposal for US Model Law," *Journal of the Patent and Trademark Office Society*, 75(1993): 398-426.
- Miles, H., W. Lesser, and P. Sears, "The Economic Implications of Bioengineered Mastitis Control," *J. Dairy Science*, 75(1992): 596-605.
- Lesser, W., "Patent Protection in Developing Countries: The State of the Debate," *AgBiotech News and Information*, 3(1991): 631-636.
- Love, J. and W. Lesser, "The Potential Impact of Ice-Minus Bacteria as a Frost Protectant in New York Tree Fruit Production," *Northeastern Journal of Agricultural and Resource Economics*, 18(1989): 26-34, April 1989.
- Lesser, W., "Animal Patents in the USA: Are the Concerns Justified?" *Patent World*, 13(1989): 18-23.

- Lesser, W., "Canadian Seeds Act: Do They Mimic Plant Breeders' Rights Legislation?" *Canadian Journal of Agricultural Economics*, 36(1988): 519-529.
- Lesser, W., "International Patent Agreements for Protecting Biotechnology Products and Processes Worldwide," *Agribusiness*, 3(1987): 351-376.
- Lesser, W., "Financing University Research through Patenting and Licensing: Recent Policies and Practices at Cornell University as an Example," *International Review of Industrial Property and Copyright Law*, 18(1987): 360-371.
- Lesser, W., "Anticipating UK Plant Variety Patents," *European Intellectual Property Review*, 9(1987): 172-177.
- Lesser, W. and A. Madhavan, "Economic Impacts of a National Deposit Law: Cost Estimates and Policy Questions," *J. Consumer Affairs*, 21(1987): 122-140.
- Lesser, W., "Grace Periods in First-to-File Countries," *European Intellectual Property Review*, 9(1987): 81-85.
- Lesser, W., "The Impacts of Seed Patents," *North Central J. Agr. Econ.*, 9(1987): 37-48.
- McDowell, S. and W. Lesser, "The Effects of Unions on Productivity: An Analysis of the Cattle Kill Floor," *Agribusiness*, 3(1987): 273-80.
- McLaughlin, E. and W. Lesser, "Experimental Price Variability and Consumer Response: Tracking Potato Sales with Scanners," *J. Food Distribution Research*, 18(1987): 108-115.
- Lesser, W. and A. Madhavan, "Assessing the Costs of Mandatory Beverage Container Deposit Legislation," *J. Food Distribution Research*, XVII(1986): 26-31.
- Lesser, W., "Patenting Seeds in the United States of America: What to Expect," *Industrial Property*, 25(1986): 360-367.
- Lesser, W., W. Magrath and R. Kalter, "Projecting Adoption Rates: Application of an *Ex Ante* Procedure to Biotechnology Products," *North Central J. Agr. Econ.*, 8(1986): 159-174.
- Lesser, W. and J. Smith, "The Accuracy of Supermarket Scanning Data: An Initial Investigation," *J. Food Distribution Research*, XVII(1986): 69-74.
- Lesser, W. and M. Warman, "Urner Barry Shell Egg Quotes: How Good Are They?" *North Central J. Agr. Econ.*, 7(1985): 75-85.
- Milligan, R.A., R.J. Kalter and W. Lesser, "The Economic Implications of Bovine Somatotropin," *The World Biotech Report 1985*, Vol. 2: USA, New York, Online Int., Inc., pp. 529-537, October 1985.
- Lesser, W. and L. Hall, "Reporting Food Price Dispersions: Some Preliminary Findings," *Canadian J. Agr. Econ.*, 31(1983): 95-104.

Lesser, W. and R.T. Masson, "Quality Signaling and Oligopolistic Overcharges," *Policy Studies Review*, 2(1983): 484-494.

Roller, V. and W. Lesser, "Evaluating Food Warehouse Efficiency Using Residual Analysis," *J. Food Distribution Research*, XIV(1983): 83-88.

Lesser, W., "Marketing Alternatives for Northeastern Dairy Beef and Feeder Calves," *J. Northeastern Agr. Econ. Council*, XI(1982): 111-120.

Lesser, W. and V. Bindlish, "A Demand Analysis of Bob Calves for Veal and Feeder Calf Uses in the Northeast," *J. Northeastern Agr. Econ. Council*, XI(1982): 33-37.

Lesser, W. and W.K. Bryant, "Predicting the Direct Benefits of a Food Price-Reporting or Preference-Changing Program," *American J. of Agr. Econ.*, 64(1982): 129-133.

Lesser, W. and V. Roller, "Identifying Factors Affecting Productivity in Grocery Distribution Centers," *J. Food Distribution Research*, XIII(1982): 35-46.

Lesser, W. and V. Roller, "Improving Grocer Distribution Center Productivity: Suggestions for the Short and Long Run," *J. Food Distribution Research*, Proceedings Issue, XII(1981): 151-160.

Lesser, W., "Vertical Exchange Relationships and Performance in the Great Lakes Yellow Perch Industry," University of Wisconsin, NC-117, WP 45, July 1980.

Lesser, W. and W. Greene, "Economies of Size and Operating Efficiency of Livestock Markets: A Frontier Function Approach," *J. Northeastern Agr. Econ. Council*, IX(1980): 37-40.

Lesser, W., "Market Functions and the Plight of the Northeast Livestock Auction Industry," *J. Northeastern Agr. Econ. Council*, Proceedings Issue, VIII(1979): 221-231.

Lesser, W. and R. Vilstrup, "The Supply and Demand for Yellow Perch," University of Wisconsin, Research Bulletin R3006, April 1979.

### **Distance Education**

Lesser, W., "Intellectual Property Rights in Agriculture". From a Crop Science Society Conf. sponsored by the Farm Foundation, CD-ROM, 2003.

Lesser, W., "Export Marketing: An Introductory Guide." CD-ROM. 1999.

Lesser, W, 2000. "Plant Breeders' Rights". [www.isaaa.org/ip/vw/pbr](http://www.isaaa.org/ip/vw/pbr)

### **Comments and Abstracts**

Lesser, W., "Technology and the Family Farm," *Nature*, 347(1990): 11.

Lesser, W., "Plant Breeders' Rights and the Monopoly Myths," *Nature*, 330(19 Nov. 1987): 215.

Lesser, W. and M. Warman, "Urner Barry Shell Egg Quotes: Are They Accurate?" *American J. of Agricultural Economics*, 66(1984): 906.

Lesser, W., "Comment on Paper Relating to Public Price Reporting," In J.M. Connor and R.W. Ward (Eds.) **Advertising and the Food System**, University of Wisconsin, NC-117 monograph 14, September 1983.

Lesser, W. and V. Roller, "Computer Assisted Decision Aids," *Journal of the Food Distribution Research Society*, Vol. XIV(1983): 97.

Lesser, W., "The Impact of Component Pricing of Soybeans and Milk: Comment," *American Journal of Agricultural Economics*, 64(1982): 161-163.

Lesser, W., "Vertical Exchange Relationships and Performance in the Great Lakes Yellow Perch Industry," *Southern J. Agricultural Economics*, 13(1981): 171 (Abstract).

Lesser, W. and W.K. Bryan, "The Influence of Consumer Price Information on Retail Pricing and Consumer Behavior: Comment," *American J. of Agricultural Economics*, 62(1980): 265-266.

Lesser, W. and R.T. Masson, "Price Quality and the Brand Image: Evidence from Consumers' Union," *American J. Agricultural Economics*, 62(1980): 1107 (Abstract).

### **Book Reviews**

Lesser, W., "A Review of Biotechnology and the New Agricultural Revolution," J.J. Molnar and H. Kinnucan (Eds.), *American J. Agricultural Economics*, 72(1990): 250-52.

Lesser, W., "A Review of Using Surveys to Value Public Goods: The Contingent Valuation Method," R.C. Mitchell and R.T. Carson, *American J. of Agricultural Economics*, 72(1990): 250.

Lesser, W., "A Review of Policy for Agricultural Research," V. W. Ruttan and C. E. Pray (Eds.), *American J. of Agricultural Economics*, 71(1989): 543.

### **Consulting Reports**

Lele, U., *et al.*, 2002.. "The CGIAR at 31: An Independent Meta-Evaluation of the Consultative Group on International Agricultural Research". Operations Evaluation Department, World Bank, forthcoming.

Lesser, W., "Implementing the 'New Plant Varieties Act' of Bangladesh," BARC, Ministry of Agriculture, October 2000.

Lesser, W., "Intellectual Property Rights and Bangaldeshi Agriculture," BARC, Ministry of Agriculture, December 1999.

Lesser, W. and S. Kyle, "Policy Considerations along the Interface between Biodiversity and Agriculture," In J.P. Srivastava, N.J.H. Smith, and D.A. Forno (eds.) *Biodiversity and Agricultural Intensification: Partners for Development and Conservation*, Environmentally Sustainable Development Studies and Monographs Series No. 11, The World Bank, Washington DC, September 1996.

Coffman, W.R., J.I. Cohen, D. Furtek, G. Kochert, W. Lesser, K.M. Moredia, and P.L. Traynor, "Agricultural Biotechnology Program in Indonesia," Report to the Ministry of Agriculture, Agency for Agricultural Research and Development, Republic of Indonesia, August 1995.

Lesser, W., "Intellectual Property Rights in Indonesia," Indeco d.u/Winrock International Institute for Agricultural Development, Agency for Agricultural Research and Development, Bogor, Indonesia, June 1995.

Krattiger, A. and W. Lesser, "The Facilitator: A New Mechanism to Strengthen the Equitable and Sustainable Use of Biodiversity," Discussion Paper: A Clearing-House Mechanism to Promote and Facilitate Technical and Scientific Cooperation, Under the UN Convention on Biological Diversity, Stockholm Environment Institute, Stockholm, November 1994.

Bunyolo, A.M., B.K. Chivunda, A.R.B. Landless, W. Lesser (Team Leader), E.M. M'Rabu, and K. Ringlund, "Zambia Agricultural Research and Extension Project Report," Government of the Republic of Zambia, March 1993.

Lesser, W. and W.R. Coffman, "Agrobiotechnology in Indonesia: Property Rights, Regulations, and Science," Bogor, Indonesia: Winrock International Institute for Agricultural Development (USAID Project No. AID 497-0302-C-00-7098-00), 1992.

Blake, R.W., D.R. Bouldin, K.M. Chavula, W.R. Coffman (Team Leader), J.E. Hunter, W.H. Lesser, L.D.M. Ngwira, H.C. Price, and V.W. Saka, "Malawi National Agricultural Research Project: Second Triennial Review," Government of Malawi and World Bank, March 1992.

Barker, T.C., S. Chirombo, W.R. Coffman (Team Leader), W.H. Lesser, E.M. Ntokotha, M.Y. Sawerengera, and M.E. Smith, "Malawi National Agricultural Research Project: Triennial Review," Government of Malawi and World Bank, April 1989.

Figuroa, E.E., O.D. Forker, D.R. Lee, W.H. Lesser, and D.G. Sisler, "Agricultural Policy Implementation Project Export Commodity Study, Part B: Olive Oil Export Marketing Analysis," Government of Tunisia and AID/Tunisia, January 1989.

Lesser, W., "Evaluation of the PL 480 Title III Small Farmer Credit Program in Bolivia," AID/Bolivia, 1987.

Lesser, W., "Report on a Marketing Research Analysis for Cashier PLAN," CEGIR, August 1985.

Lesser, W. and V. Roller, "Brown and Williamson Order Base Model-Analysis and Evaluation," Brown and Williamson Co., October 1984.

## **Publications**

### **Department of Agricultural, Resource, and Managerial Economics, Cornell University**

Lesser, W., "Assessing the Implications of IPR on Plant and Animal Agriculture, S.P. 97-04, June 1997.

Lesser, W., "International Treaties and Other Legal and Economic Issues Relating to the Ownership and Use of Genetic Resources," S.P. 96-04, June 1996.

Lesser, W., "Intellectual Property Protection for Indonesia," S.P. 95-11, September 1995.

Lesser, W., "Royalty Collection for Patented Livestock," A.E. Res. 93-10, June 1993.

Lesser, W., "Valuation of Plant Variety Protection Certificates," A. E. Res. 93-07, June 1993.

Lesser, W., "Modifications in Intellectual Property Rights Law and Effects on Agricultural Research," Staff Paper 92-16, October 1992.

Lesser, W., "Needed Reforms in the Harmonization of U.S. Patent Law," Staff Paper 91-14, June 1991.

Lesser, W., "Equitable Patent Legislation for Developing Countries," Staff Paper 91-2, January 1991.

Lesser, W., J. Straus, W. Duffey, and R. Vellue, "Equitable Patent Protection for the Developing World," Staff Paper 89-36, November 1989.

Lesser, W., "Statement for the Subcommittee on Courts, Civil Liberties and the Administration of Justice for Hearings on H.R. 1556, the Transgenic Animal Patent Reform Act," Washington, D.C., September 13-14, 1989." Staff Paper 89-31, September 1989.

Frick, H. and W. Lesser, "Economic Losses to New York's Dairy Sector Due to Mastitis," A.E. Res. 89-13, August 1989.

Love, J.M. and W.H. Lesser, "The Potential Impact of Ice-Minus Bacteria as a Frost Protectant in New York Tree Fruit Production," A.E. Res. 88-10, August 1988.

Murray-Prior, R. and W.H. Lesser, "Computerized Environmental Control of Egg Laying Operations: Implications for New York," A.E. Res. 88-1, February 1988, 26p.

McLaughlin, E. and W. Lesser, "Experimental Price Variability and Consumer Response: Tracking Potato Sales with Scanners," Staff Paper 86-28, September 1986, 10p.

Gunter, F., W. Lesser, and E. McLaughlin. "Electronic Trading of Fresh Fruits and Vegetables to New York State Institutions: A Feasibility Analysis," A.E. Res. 86-20, August 1986, 51p.

Lesser, W., "Patenting Seeds: What to Expect," A.E. Res. 86-1, January 1986, 20p.

Kalter, R., R. Milligan, W. Lesser, W. Magrath, L. Tauer, and D. Bauman, "Biotechnology and the Dairy Industry: Production Costs, Commercial Potential and the Economic Impact of the Bovine Growth Hormone." A.E. Res. 85-20, December 1985, 123p + Appendix.

Payson, S., W. Wasserman, and W. Lesser, "Milk Hauling Truck Maintenance Records Program: User's Manual," Ithaca, NY, Northeast Regional Agricultural Engineering Service, August 1985, 20p.

Payson, S., W. Wasserman, and W. Lesser, "Milk Hauling Cost Analysis Program: User's Manual," Ithaca, NY, Northeast Regional Agricultural Engineering Service, August 1985, 44p.

Lesser, W., W. Magrath, and R. Kalter, "Projecting Adoption Rates: Application on an *Ex Ante* Procedure to Biotechnology Products," Staff Paper 85-23, August 1985, 28p + Appendix.

Lesser, W., S. Payson, T. Stafford, W. Wasserman, and R. Boynton, "Bulk Milk Hauling Microcomputer Software Available from Cornell University," A.E. Ext. 85-18, July 1985, 13p.

Lee, D.R., W.C. Wasserman, W.H. Lesser, T.H. Stafford, and R.D. Boynton, "A Cost-Based Rate System for Bulk Milk Assembly," A.E. Res. 85-9, April 1985, 27p.

Lesser, W. and M. Warman, "Urner Barry Shell Egg Quotes: How Good Are They?" Staff Paper 84-25, October 1984, 17p.

Lesser, W. and V. Roller, "Estimating Demand Irreversibility Under Large Price Changes Using Experimental Data," Staff Paper 83-13, July 1983, 22p.

Smalley, H., T. Webb, and W. Lesser, "An Economic Evaluation of Cattle Supplies and Slaughter Plant Capacity in New York and the Northeast Region," A.E. Res. 82-12, December 1982, 68p.

Roller, V. and W. Lesser, "Evaluating Food Warehouse Efficiency Using Residual Analysis," Staff Paper 82-31, October 1982, 9p.

Lesser, W. and W. Wasserman, "Using the TI-59 Programmable Calculator to Estimate Operating Costs and Hauling Rates for Bulk Milk Assembly," A.E. Ext. 82-26, August 1982 (updated and revised edition), 18p + Appendix.

Lesser, W., "Effects of Changes in Crop Reports and Market News on the Northeast," Staff Paper 82-14, June 1982, 18p.

Lesser, W. and V. Bindlish, "A Demand Analysis of Bob Calves for Veal and Feeder Calf Use in the Northeast," Staff Paper 82-13, June 1982, 11p.

Lesser, W., R. Milligan, D. Fox, and W. Knoblauch, "The Economic Feasibility of Expanding Beef Production in New York and the Northeast: Summary Report," A.E. Ext. 82-18 and A.S. Mimeo 60, April 1982, 17p.

Rasmussin, K., W. Lesser, and B. Anderson, "Marketing Alternatives for New York Fed Beef Producers," A.E. Res. 82-3, January 1982, 28p

Lesser, W., "Marketing Fat Cattle for Kosher Slaughter in the Northeast," A.E. Ext. 82-2, January 1982, 13p.

Lesser, W. and V. Roller, "Explaining Productivity Differences in Grocery Warehouses," Staff Paper 81-25, October 1981, 38p.

Lesser, W. and W. Bryant, "Predicting the Direct Benefits of a Food Price Reporting or Preference Changing Program," Staff Paper 81-22. July 1981, 15p.

Lesser, W., "Marketing Alternatives for Northeastern Dairy Beef and Feeder Calves," Staff Paper 81-15, June 1981, 26p.

Lesser, W., "Food Price Reporting: Evaluation and Opportunities for Consumers," Staff Paper 81-1, June 1981, 11p.

Lesser, W. and V. Bindlish, "Expanding Dairy Beef Production in the Northeast: The Price Effect of Reduced Calf Slaughter," A.E. Res. 81-5, June 1981, 21p.

Lesser, W., "Vertical Exchange Relationships in the Great Lakes Yellow Perch Industry," Staff Paper 81-2, January 1981, 27p.

Lesser, W., "Marketing Fat Cattle and Feeder Calves in New York," A.E. Res. 80-34. December 1980, 26p.

Wasserman, W. and W. Lesser, "An Analysis of the Organization and Structure of Bulk Milk Assembly in the Western New York State Order Markets with Recommendations for Improving Truck Productivity," A.E. Ext. 80-24, November 1980, 23p + Appendix.

Lesser, W. and V. Roller, "Improving Grocery Distribution Center Productivity: Suggestions for the Short and Long Run," Staff Paper 80-27, October 1980, 15p.

Lesser, W. and R. Masson, "Price, Quantity and the Brand Image: Evidence from Consumers' Union," Staff Paper 80-15. June 1980. 16p.

Lesser, W. and W. Wasserman, "Using the TI-59 Programmable Calculator to Estimate Operating Costs and Hauling Rates for Bulk Milk Assembly," A.E. Res. 80-12, June 1980, 21p.

Roller, V. and W. Lesser, "Specifying Variables for Grocery Distribution Center Productivity Analysis," A.E. Res. 80-3, May 1980, 49p.

Lesser, W., "Direct Wholesale Marketing Opportunities for New York State Livestock Producers," A.E. Ext. 79-24, July 1979, 18p.

Lesser, W., "Market Functions, Scale Economies, Revenue Requirements and the Plight of the Northeast Livestock Auction Industry," Staff Paper 79-16, June 1979, 11p.

Lesser, W., "Custom Meat Processors in New York State," A.E. Ext. 79-19, May 1979, 21p.

Lesser, W., "Marketing Freezer Beef in New York State," A.E. Res. 79-12, May 1979, 15p.

### **Miscellaneous Publications**

Lesser, W., "Review of Biotechnology, Genetic Resource, and Intellectual Property Rights Programs". Thematic Working Paper, OED Working Paper Series, World Bank, Wn., D.C., 2003, 58 pp.

Lesser, W. "The Effects of TRIPS-Mandated Intellectual Property Rights on Economic Activities in Developing Countries." Paper presented at the AAEA pre-conference session, "Policy Issues in the Changing Structure of the Food System", Tampa, FL, July 29-30, 2000.

Lesser, W., "An Economic Approach to Identifying an 'Effective *Sui Generis* System' for Plant Variety Protection under TRIPS," Paper presented at the conference "The Shape of the Coming Agricultural Biotechnology Transformation: Strategic Investment and Policy Approaches from an Economic Perspective," Rome, Italy, June 17-19, 1999.

Lesser, W., "'Holding Up' the Public Agbiotech Research Sector over Component Technologies," Paper presented at the conference "Transitions in Agbiotech: Economics of Strategy and Policy," Washington, DC, June 1999.

Lesser, W., "The Elements of an Effective *Sui Generis* System for the Protection of Plant Varieties," Paper presented at the UPOV-WIPO-WTO Joint Symposium on the Protection of Plant Varieties under Article 27.3(b) of the TRIPS Agreement, Geneva, Switzerland, February 15, 1999.

Lesser, W., "Estimating Cost Components of Alternative Systems for Distributing Genetic Materials Held *EX SITU*," *Association of Systematic Collections Newsletter*, 25(3): 35-40,43 June 1997.

Lesser, W., "The Role of Intellectual Property Rights in Biotechnology Transfer Under the Convention on Biological Diversity," ISAAA Briefs, No. 3-1997, The International Service for the Acquisition of Agri-biotech Application, Cornell University, Ithaca, NY, 1997.

Lesser, W.H., A.F. Krattiger, A. Fry, D. Burger, and J-P. Revéret, "Implementation of Technology Transfer within the Framework of the Convention on Biological Diversity: A Swiss Case Study," Working Paper W33, International Academy of the Environment - Geneva, 1995.

Lesser, W. and S. Kyle, "Biodiversity and Agriculture: Policy, Institutional and Economic Issues," Report for the World Bank, Agriculture and Natural Resources Department, December 1995.

Lesser, W., A. Krattiger, V. Sanchez, and J. Soberon, "Feasibility Study: Establishing a Facilitating Mechanism for the Fair, Equitable and Sustainable Use of Biodiversity in Latin America and the Caribbean." Report to UNEP, December 1995.

Secretariat to the Convention on Biological Diversity, "IPR Background Document," UNEP/CBD/COP/2/17, October 1995.

Lesser, W., "The GATT Agreement: implications for seed marketing opportunities in the Asia and Pacific region," Paper presented at the Asia and Pacific Seed Association, Bangkok, September 1995.

Lesser, W., A. Krattiger, A. Fry, and D. Burger, "Implementation of Technology Transfer within the Framework of the Convention on Biological Diversity," Report to Buwal, Swiss Government, Geneva, September 1995.

Lesser, W., "Intellectual Property Protection for Indonesia," Agency for Agricultural Research and Development, Ministry of Agriculture, Republic of Indonesia, June 1995 (also S.P. No. 95-11, September 1995).

Lesser, W., "Patenting of Plants and Animals: The Impacts on the Canadian Agri-Food Sector," Ministry of Agriculture, Canada, mimeo, March 1995.

Lesser, W., "An Approach for Securing Rights to Indigenous Knowledge," (Paper presented at the Informal Workshop on Indigenous property Rights and Indigenous peoples, UN Center for Human Rights and the International Academy of the Environment, Geneva, July 23, 1994.)

Krattiger, A.F. and W. Lesser, "The 'Facilitator': A new mechanism to strengthen the equitable and sustainable use of biodiversity," Reprint, The Biodiversity/Biotechnology Programme, International Academy of the Environment, Geneva, Switzerland, 1994.

Krattiger, A.F. and W. Lesser, "Biosafety: An Environmental Impact Assessment Tool and the Role of the Convention on Biological Diversity," Reprint, The Biodiversity/Biotechnology Programme, International Academy of the Environment, Geneva, Switzerland, 1994.

Lesser, W., "Institutional Mechanisms Supporting Trade in Genetic Materials: Issues under the Biodiversity Convention and GATT/TRIPs," Reprint, The Biodiversity/Biotechnology Programme, International Academy of the Environment, Geneva, Switzerland, 1994.

Lesser, W.H., "Attributes of an Intellectual Property Rights System for Landraces," Working Paper No. 10, The Biodiversity/Biotechnology Programme, International Academy of the Environment, Geneva, Switzerland, 1994.

Krattiger, A.F., W. Lesser, and G. Mudge, "Implementation of Biosafety Regulatory Mechanisms Under the Biodiversity Convention," International Academy of the Environment,

Working Paper R9W, October 1993. (Paper presented at the IUCN World Biodiversity Forum, October 1993.)

Lesser, W. and Krattiger, A.F., "Negotiating Terms for Germplasm Collection," International Academy of the Environment, Working Paper R8W, September 1993. (Paper presented at the IUCN World Biodiversity Forum, October 1993.)

Lesser, W. and Krattiger, A.F., "Facilitating New South-North and South-South Technology Flow Processes for 'Genetic Technology,'" International Academy of the Environment, Working Paper R7W, September, 1993. (Paper presented at the IUCN World BioDiversity Forum, October 1993.)

Lesser, W., "Proteccion Equilibrada de Patentes Para Paises En Desarrollo" (Equitable Patent Protection of Developing Countries), In Instituto Interamericano de Cooperacion para la Agricultura Politicas de Propiedad Industrial de Inventos Biotechnologies y el uso de Germoplasma en America Latina y el Caribe (The Interamerican Institute of Cooperation for the Agricultural Politics of Industrial Properties of Biotechnological Inventions and the Use of Germplasm in Latin America and the Caribbean), Vol. II, pp. 153-78. San José, Costa Rica. 1991.

Smargiassi, M. and W. Lesser, "Summary for the Standardbred Industry for New York State, 1987," In NY Dept. of Agriculture and Markets, **New York Equine Survey 1988**, April 1990.

Sawyer-Cann, H. and W. Lesser, "Summary of the Thoroughbred Breeding Industry in New York State 1987," In NY Dept. of Agriculture and Markets, **New York Equine Survey 1988**, April 1990.

Barker, T.C., S. Chirambo, W.R. Coffman, W.H. Lesser, E.M. Ntokotha, M.Y. Sawerengera, and M.E. Smith, "Malawi National Agricultural Research Project: Triennial Review," Submitted to the Secretary for Agriculture, Government of Malawi, April 28, 1989.

Lesser, W., "New Development in Biotechnology: Patenting Life -- Special Report, OTA-BA-370," U.S. Congress, Contractor: Office of Technology Assessment, Washington, DC, U.S. Government Printing Office, April 1989.

Lesser, W., "A Ray of Hope for Animal Patents in Europe," *Biotechnology*, 7: 221, March 1989.

Lesser, W., "Learning the Ropes of the European Patent System," *Bio/Technology*, 5(1987): 350-352.

Lee, D.R., W.C. Wasserman, W.H. Lesser, T.H. Stafford, and R.D. Boynton, "A cost-based rate system for bulk milk assembly," *Milk and Liquid Food Transporter*, 26: 9-13 (Part I); 26(6): 6-12 (Part II), 1986.

Lesser, W., "Seed-Patent Forecast," *Bio/Technology*, 4(1986): 783-785.

Lesser, W., "Patent Culture Samples: The 'Expert Solution' for Europe," *Bio/Technology*, 4(1986): 959.

Lesser, W. and W. Wasserman, "Computer program calculates milk hauling costs," *Hoard's Dairyman*, 131(6): 322D,E, March 1986.

Lesser, W., "Marketing Trends," *The Vealer*, pp. 30-31, 52, April 1984.

Fox, K. and W. Lesser, "Fishing Cooperatives in Northern New England," New York Sea Grant, Fact Sheet, 1983.

Lesser, W. and V. Roller, "The Cornell Report on Productivity in Grocery Distribution Centers," Cornell University, 1979, 1980, 1981, 1982.

Nichols, J.P., J.C. Cato, W.H. Lesser, F. Olsen, F.J. Prochaska, F.J. Smith, and J.A. Wilson, "Marketing Alternatives for Fishermen," Texas A&M University, Sea Grant, TAMU-SG-80-204, May 1980.

Lesser, W., "Custom Meat Processors in New York State," Cornell Beef Production Reference Manual, Fact Sheet 9511, January 1980.

Lesser, W., "Direct Wholesale Marketing Opportunities for New York State Livestock Producer," Cornell Beef Production Reference Manual, Fact Sheet 9501, January 1980.

Lesser, W., "Finding Customers for Freezer Beef," *The New Farm*, 2 (1980).

Lesser, W. and T. Weaver, "Marketing Fin Fish from the Pacific Coast of Guatemala," Cornell University, International Agriculture Mimeograph 67, January 1980.

### **Theses**

Lesser, W., Marketing Systems for Warm Water Aquaculture Species in the Upper Midwest. Ph.D. Thesis, Department of Agricultural Economics, University of Wisconsin, 1978.

Lesser, W., Fresh Fish Marketing in Guatemala. M.S. Thesis, Department of Resource Economics, University of Rhode Island, 1974.