

AAEA Annual  
Meeting – Boston, MA  
July 30 – August 3

J U L Y 2 0 1 6

# Agribusiness Economics & Management Section

*Annual Pre-Meeting Newsletter*

## The Chair's Welcome!

The AEM Executive Committee and many of our Section Members have been hard at work preparing for the upcoming meetings. For Section Members who will be in Boston next week, please review this newsletter and make plans to attend as many section activities as possible.

I am pleased to report that our Section remains strong, vibrant and committed to promoting agribusiness teaching, research and outreach. I have had the pleasure of having an outstanding Executive Committee to support my tenure as Section Chair, and I want to personally thank all Section members who continue to support our activities, whether it be as organizers and presenters in AEM track sessions, as volunteer judges for our Case Study Competition, in service on committees, or in countless other ways that contribute to OUR successes.

James Sterns, AEM Section Chair



## Section News, in brief

- As of July 6<sup>th</sup>, 2016, we have 349 members, of which nearly 20% are international members and 57% are graduate students.
- Our pre-meeting treasury account balance was \$21,414.67.
- Once again, we have a very robust program at the annual meeting, including two “stand-alone” AEM track sessions and four jointly-sponsored sessions, the GSS-AEM case study competition, and we are co-sponsoring a pre-conference industry tour.

## AEM Highlights at the 2016 AAEA Meeting

### Industry Tour July 30

Brewing Industry Tour, 11am – 5pm, visiting 3 breweries; transport, lunch and tasting included!

### Case Study July 31

Seven teams are registered to compete as they look to solve *Burgerville's* strategic need for local foods.

### Business Meeting July 31

Section Meeting, Fairfield Room, 3pm – 4:30pm; **Reception** with cash bar in Simmons Room, 5pm – 6pm

## 2016 Track Sessions

Here's a quick summary of what's scheduled

### Agribusiness Research Methods

Monday, 2:45pm, St. Botolph Room - The session touches on four research methods particularly suited for the study of agribusiness with the intent of promoting scholarly rigor in the field. In each case the general approach, common pitfalls, and best practices are noted along with examples in application.

### Regulatory Costs in CA Ag

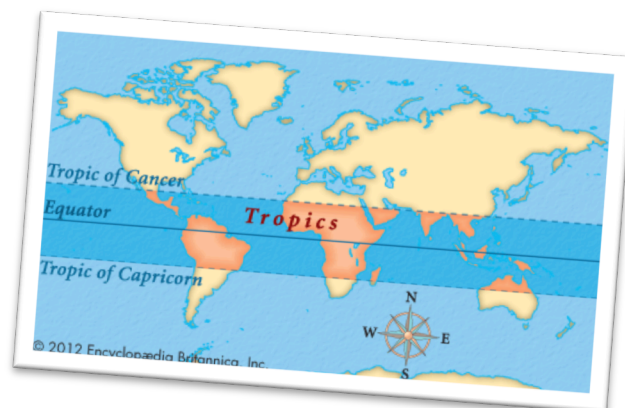
Monday, 4:30pm, Provincetown Room - This session describes work completed in 2015-16 assessing the total cost of regulation on California agriculture at both the farm and regional level, based upon detailed production budgets, stochastic farm models and a model of regional impacts.

### Soybean Expansion in the Tropics

Tuesday, 9:45am, Dartmouth Room - This session will explore the topic of soybean expansion in the tropics using 4 different analytical frames (production economics, development economics, environmental economics, agribusiness economics). In doing so not only will the session delve deeply into the implications of soybean proliferation in the tropics, but also uses soybean as a case study to explore the larger issues of intensification of agricultural production in the tropics.

### Agribusiness Exporters to China

Tuesday, 2:45pm, Exeter Room -. The session is based on detailed interviews with agribusiness leaders and government officials working to facilitate trade regarding their actual experiences, challenges and successes encountered while exporting to China. Interviews were conducted in China and the United States to evaluate potential risks and opportunities caused by differential agricultural and trade policies in China.





## Tuesday Afternoon Sessions – August 2nd

### Are On-line Food Sales Ready for Mainstream Ecommerce? *And* Economics of Animal Health

We have two sessions scheduled for the same afternoon session time, 4:30pm to 6:00pm, Tuesday afternoon.

-- In the Provincetown Room, the session will discuss the increasing popularity, both among producers and consumers, of electronic food marketing, and examine the following: the development of electronic marketing, the

opportunities for the future both for the industry and in terms of research needs as well as the potential problems in the development of this marketing outlet.

--In the New Hampshire Room, the session will examine industry relevant topics in animal health including the economic impact of zoonotic diseases (avian influenza), the role of biosecurity in reducing the threat and impact of animal disease, and the impact of antibiotic-free production on animal health (chickens).



## Brewery Industry Tour

Saturday, July 30, 2016

### Basic Info

11am – 4:45pm

\$100

Transportation included

Lunch included.

Must be 21 or older to attend.

*The BEER, AEM, FAMPS and AUS Sections of the AAEEA are co-sponsoring a private tour of three Boston-area breweries that range in size, product offerings and distribution systems. Each stop on the tour will include discussions with industry insiders about the economics of beer and brewing.*

## 2015-16 AEM Leadership

James A. Sterns  
Chair

*jasterns@oregonstate.edu*



Lia Nogueira-Rodriguez  
Chair-elect

*lia.nogueira@unl.edu*



R. Brent Ross  
Past-Chair

*rross@msu.edu*



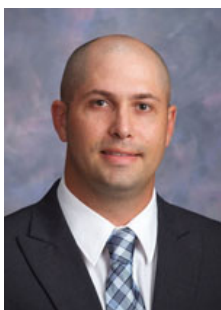
Scott Downey  
Secretary/Treasurer

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Member-at-Large  
for Research

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Juan Estrada Valle  
Member-at-Large  
for Industry

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Lynn Hamilton  
Member-at-Large  
for Teaching

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Eric Micheels  
In-coming Chair-  
elect

*eric.micheels@usask.ca*





## GSS-AEM Case Study Competition

The Case Study Competition continues to be one of our “main events” at the AAEEA meetings.

We owe a collective THANK YOU to AEM section members David Widmar, Allan Gray and Michael Boehlje for providing the case study for last year’s competition, *Loftus Ranches: A Hop into the Future*.

The 2015 student team competition winners were,

- First Place: Kansas State University, **Ana Claudia Sant’Anna, Emrah Er, Sandra Contreras**, Advisor: Aleksan Shanoyan
- Second Place: University of Minnesota, **William Secor, Erik Hanson**, Advisor: Mike Boland
- Third Place: University of Georgia, **Sarah Brown, Leighton Lister**, Advisor: Josh Berning

For 2016, we have seven student teams registered for the competition and the following individuals have volunteered to serve as judges during the preliminary and final rounds of the competition. A sincere thank you to these volunteers as well – Elizabeth Canales, Karina Gallardo, Lynn Hamilton, Ron Larson, Mike McCullough, William Nganji, Desmond Ng, Veronica Pozo, Jim White and Andrew Wright.

This year’s case study, *Burgerville – Fresh out of Local and Sustainable*, is co-authored by James Sterns and Jeff Harvey (President and CEO of Burgerville). As noted in the abstract for the case, “Entering its 55<sup>th</sup> year in business, Burgerville always has been a company

anchored in a core set of values and business practices. Central to these has been a commitment to “fresh, local and sustainable” food sourcing. Burgerville is confident consumer demand will remain strong for locally sourced foods, yet the company needs Pacific NW producers and supply chain partners who are willing to invest in long-term commitments to a regionally-focused food system.” The case challenges the student teams to provide a set of recommendations for building and sustaining local and regional supply chain partnerships. All are invited to watch the teams compete!

### *In Remembrance*



*James Beierlein*

*Feb. 20, 1947 – June 4, 2016*

I was attending the WERA-72 meetings this year when I heard the news of Jim’s passing. How fitting! He taught courses in agricultural business management for 39 years, was the first editor of IFAMA’s journal, and was one of the 18 attendees at the 1988 meeting convened to create a regional coordinating committee on agribusiness research and teaching. I genuinely admired and respected Jim and it is my honor to offer this modest acknowledgement of one of the early and great contributors to agribusiness scholarship. James A. Sterns

# MEMBERSHIP

The AEM Section provides a place for all AAEA members working in or interested in agribusiness economics and management. Our goal is to share ideas and perspectives, and collaboratively learn and advance agribusiness scholarship. We urge those with interest in management and the agribusiness sector to become a section member and to contact the Executive Committee to express your interest and program ideas.

AEM membership is open to current members of the AAEA. Once a member of AAEA, membership in AEM is \$15 per year for regular member status, while graduate and undergraduate student membership is FREE. You can learn more about joining at the AAEA membership page,

<http://www.aaea.org/membership>



## Mark your Calendars !

The 2017 AAEA meetings will be in Chicago, July 30 to August 1.