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A Message from the President

AEM Section President, Fabio Chaddad



It has been a pleasure and an honor to serve as the Chair of AEM this year. It has been a busy year. AEM has partnered once again with the Graduate Student Section (GSS) to organize the case study competition. We are delighted to inform that 11 graduate student teams have registered in

the competition this year. We have also partnered with the Teaching and Learning Section (TLC) to offer a webinar about case study scholarship in the winter (see details below). Together with TLC, AEM has formally requested increased participation in the Invited Case Study Committee from the AAEA Board. Our request was not approved this time but we have provided a strong signal to AAEA about our commitment to case study scholarship in the profession. We have partnered with COSBAE, FAMPS and TLC to organize track sessions for the AAEA Annual Meeting. Details about the track sessions sponsored by AEM are found below. We have also engaged with the *International Food and Agribusiness Management Review* (IFAMR) to organize a special issue of the journal with AEM track session papers presented in the Annual Meeting.

Looking back at all these initiatives, AEM has strengthened its relationships with other AAEA sections and the *IFAMR*. Looking forward, increased collaboration and coordination with other interest groups and organizations in the profession will help us leverage our resources and be more effective.

As a leader, I am always humbled by the fact that alone we can never go too far. It is only with the engagement and participation of other AEM officers and members that we are able to achieve our goals. I would like to take this opportunity to thank Aslihan Spaulding, Michelle Santiago, Mike Sykuta, Josh Detre, Sam Funk and Steve Vickner for their leadership, energy, and support. I also would like to welcome Brent Ross as the new Chair-Elect of AEM. We were fortunate to have had two very good candidates, and I want to thank both Brent and Jason Franken for offering their service to the AEM Section. Please join me in extending our gratitude to both, and to supporting Aslihan and Brent as the new AEM leaders.

Fabio Chaddad
University of Missouri

AEM Section Track Sessions: Monday August 5

Entrepreneurship and Marketing in the Wine Industry (Joint with FAMPS)

9:30AM - 11:00AM – Johnson

In the last decade we have observed the establishment of a growing number of small- and medium-sized wineries in a variety of regions and climates. As a result of this entrepreneurial activity, wine clusters are emerging in non-traditional locations. These emerging wine clusters have the potential to become vectors of rural development as they foster the growth of related industries. The manuscripts in this track session will explore issues related to entrepreneurship and marketing in the wine industry, with emphasis on emerging wine regions. The session will cover a wide range of topics, including: factors influencing distribution channel choices; evolution of wine cooperatives in terms of institutional environment, internal governance, and implications for their performance; links of emerging wine clusters to the hospitality and tourism industries; inter-firm collaboration and collective action strategies fostering cluster development; and legitimacy challenges for emerging wine regions as their wines are little known by distributors and consumers. Together, the manuscripts in this session will shed light of the formidable challenges that emerging wine regions should overcome in order to succeed. The papers will also suggest a future research agenda focusing on this growing agribusiness segment.

- ◆ Jill McCluskey, Washington State University
- ◆ Fabio Chaddad, University of Missouri
- ◆ Brent Ross, Michigan State University
- ◆ Miguel I. Gómez, Cornell University
- ◆ Constantine Iliopoulos, Agricultural Economics Research Institute, Greece
- ◆ Tim Woods, Shang-Ho Yang, and Lia Nogueira, University of Kentucky

Industry Organizations and Agribusiness Programs (Joint with TLC)

2:45PM - 4:15PM – Virginia B

Over the past five years, a number of industry associations have begun to engage agro-food undergraduate students in selected universities. The objective is to describe the impact of involvement with industry by highlighting several associations who have created marketing plan competitions, case study competitions, mentoring programs, leadership programs, and similar activities. We will look at National Grocers Association, American Seed Trade Association, Produce Marketing Association, American Seed Trade Association, and cooperative education through Ralph Morris Foundation. Endowments have been created by industry to fund these activities.

- ◆ Wes Harrison, LSU
- ◆ Jenny James, Cal Poly State University San Luis Obispo
- ◆ Mike Boland, University of Minnesota
- ◆ Aslihan Spaulding and Rick Whitacre, Illinois State University
- ◆ Allen Gray, Purdue University

Working with Larger Producers: Strategies of Agribusiness Input Suppliers

4:30PM - 6:00PM – Virginia C

As agricultural producers continue to consolidate there appears to be a bi-modal distribution of farm revenues emerging. This session will focus on how input suppliers are working with large scale, commercial agricultural producers in a transitioning business-to-business relationship.

- ◆ Mike Gunderson, Michael Boehlje, Allan Gray, David Widmar, Purdue University
- ◆ Brian Briggeman and Aleksan Shanoyan, Kansas State University
- ◆ Mike Boland, University of Minnesota
- ◆ Ashok Mishra, Josh Detre and Aditya Khanal, Louisiana State University
- ◆ Discussant: Mike Boehlje, Purdue University

AEM Section Track Sessions: Tuesday August 6

Agri-food Sustainability and the Role of Multi-Stakeholder Engagements

1:00PM - 2:30PM – Taft

Wicked problems refer to issues that are highly complex, have innumerable causes, and are difficult to fully understand. They result in outcomes that are either uncertain or unknowable, and often affect multiple stakeholders throughout the agri-system and beyond. Thus, wicked problems cannot be resolved through finding "right" answers, but rather must be managed. The sustainability of the global agri-food system is one example of a wicked problem. To manage this wicked problem, we have observed the development and organization of various forms of multi-stakeholder engagements. In some cases, these engagements are organized to focus broadly on sharing best practices and joint learning. In others, they focus on specific issues such as the sustainability of a particular commodity (e.g. soy, palm oil, seafood, etc.). Multi-stakeholder engagements may include participants from some, or all, of the following agri-food stakeholder groups: firms, NGOs, governmental agencies, and academia. Not surprisingly, these groups typically have conflicting beliefs, value systems, and objectives for the engagement. Organizing such engagements is, therefore, not a trivial matter. Evidence, however, suggests that multistakeholder engagements do create value not only for their participants, but also for the agri-food system, and the broader community. In this session, we will: 1) examine why multi-stakeholder engagements are necessary to manage problems such as sustainability, 2) present best practices and challenges for organizing multi-stakeholders engagements.

- ◆ Brent Ross, Michigan State University
- ◆ Dominico Dentoni, Wageningen University
- ◆ Chris Peterson, Michigan State University
- ◆ Jeanne von Zastrow, Food Marketing Institute
- ◆ Hal Hamilton, Sustainable Food Lab
- ◆ Enrique Hennings, Fair Trade International

Food demand and dietary patterns: the role of income, health, geography, and other sociodemographic factors (Joint with COSBAE)

2:45PM - 4:15PM – Taft

This session will examine the role of sociodemographic factors in determining demand for different foods and US dietary patterns overall and within subpopulations. Promoting access to diverse and healthy foods for the US population is an important goal shared by government agencies, policymakers, and health researchers. The importance of nutritious eating has in recent years taken on increased urgency due to health crises such as the nation's expanding waistline and associated medical problems such as diabetes and cardiovascular disease. Michelle Obama's Let's Move! campaign has put a national spotlight on the epidemic of childhood obesity and seeks to promote better eating and active lifestyles among American youth. Given this context, the proposed track session's focus on factors affecting families' and individuals' purchase and consumption of healthy foods has never been more relevant.

- ◆ Abigail Okrent, Aylin Kumcu, Christian Gregory, ERS
- ◆ Robert Harrison, Bo Lin, Jeffery Gillespie, and Guillermo Scaglia, Louisiana State University
- ◆ Erika Styles, Christopher Davis, Mack Nelson and Xuanli Liu, Fort Valley State University
- ◆ Lisa Mancino, Diansheng Dong, Junfei Bai, and Fred Gale, ERS and ARS
- ◆ Moderator: Christopher Davis, ERS
- ◆ Discussant: Toby Anekwe, ERS

Track Sessions: Tuesday August 6 Continued

The Utility of Tablets and Technology in Teaching Agribusiness Courses (Joint with TLC)

4:30PM - 6:00PM – Taft

The pros and cons of teaching agribusiness classes with tablets are discussed, along with a survey and demonstration of relevant apps. These include but are not limited to Evernote, OmniGraphSketcher, Penultimate, and Socrative. Additionally, opportunities and challenges in course instruction due to student use of social media and electronic communication are discussed. Student survey results of tablet and technology use are reported from multiple institutions.

- ◆ Steven S. Vickner, Ohio State University
- ◆ C. Robert Stark, University of Arkansas at Monticello
- ◆ Whitney A. Whitworth, University of Arkansas at Monticello
- ◆ Paul B. Francis, University of Arkansas at Monticello
- ◆ Kelly J. Bryant, University of Arkansas at Monticello
- ◆ Michelle Santiago, Sam Houston State University

We look forward to seeing you in Washington DC and in the AEM track sessions. Please remember that sessions on the AAEA program are a limited resource. To secure them, we need to show how much our AEM members need them by attending the track sessions we sponsor or co-sponsor. Higher attendance at our sessions helps to demonstrate that a larger allocation of available sessions for our topics may be justified.

Webinar on Case Study Scholarship

The webinar held on January 14, 2013 was co-organized by AEM and TLC, and was hosted by the Center for Food and Agricultural Business at Purdue University. Keynote speakers included Lisa House (University of Florida) and Mike Boland (University of Minnesota) and discussion was conducted by Josh Detre (Louisiana State University). The session discussed how agricultural and applied economists can use the case study method as a teaching and research tool. The session started with a presentation by Lisa House about the AAEA invited case study session and the criteria used to select case studies to be published in the AJAE. Mike Boland shared his experience with case studies both as a teaching and a research tool. The discussion focused on "best practices" in case study scholarship.

Our main objective was to increase the number and the quality of case study submissions to the AAEA invited case study session and also the AEM/GSS case study competition. The webinar is archived for later viewing and is available at:

https://www.agecon.purdue.edu/cab/programs/webinar/case_studies/

GSS/AEM Case Study Competition

Date and Location: **Prelims**—Sunday , 8:00 am – 1:00 pm, Park 8206, 8210, 8212
 Finals—Monday, 1:30 — 4:00 pm, Park 8206, 8210

Once again, the AEM Section is co-sponsoring the GSS Case Study Competition by assisting with money for prizes and for refreshments for the judges. The case study competition is an opportunity for graduate students to demonstrate their knowledge and skills in understanding a problem facing an agricultural organization and making recommendations for the case problem. Despite the late date of the meetings, several teams are registered to participate. If you are available, please attend the Case Study Finals on Monday afternoon to show your support of the students and the case study competition itself. If you have not already done so, please volunteer to be a judge in the competition by sending an email to Aslihan Spaulding at adspaul@ilstu.edu. We need your support!

AEM Business Meeting

Date and Location: Sunday, 3:00 pm—4:00 pm, Hoover

The annual business meeting will include the official passing of the baton to our new leadership team and discussing plans for the ensuing year. Bring your ideas for how the Section can add more value for our members and profession.

Some light refreshments will be provided. Because we understand incentives, those who attend the business meeting will receive a free drink ticket for the AEM Section Reception later Sunday evening!

AEM Section Reception

Date and Location: Sunday, 5:00 — 6:00 pm, Maryland A

Start off the meetings by connecting with your AEM colleagues before getting wrapped up in the rest of the conference. There will be light snacks so as not to spoil your appetite before the grand reception or dinner. If you're not at the business meeting, look for one of the Section officers and talk to them about what you'd like to see from the Section next year. You just might get a free drink (while tickets last)!

AEM Reception and Dinner at Murphy's Irish Pub

Monday, 6:15 – 9 pm

Murphy's Irish Pub

2609 24th Street, Washington, DC

Phone: 202-462-7171

Following the success (i.e. great fun and member participation) of last year's informal reception and dinner at the Pike Brewing Company in Seattle, we are going to meet informally again at Murphy's Irish Pub. Unfortunately we could not find any microbrewery located close to the conference hotel; thus we opted for an Irish Pub this time, which is only 5 minutes by foot from the Washington Marriott Wardman Park Hotel and a few steps from the Woodley Park Metro. You can find more information about Murphy's Irish Pub at <http://www.murphysofdc.com>. Don't miss it!

Meet The New Officer Team



**President,
Aslihan Spaulding**

Professor,
Illinois State University



**President-Elect,
Brent Ross**

Assistant Professor,
Michigan State University



**Secretary/Treasurer,
Michelle Mullins Santiago**

Assistant Professor,
Sam Houston State
University



**At-Large (Research),
Josh Detre**

Associate Professor,
Louisiana State University



**At-Large (Teaching),
Steve Vickner**

Assistant Professor,
The Ohio State University



**At-Large (Industry),
Sam Funk**

Chief Economist,
United Soybean Board