



Agribusiness Economics and Management Section AEM UP DATE

December 20, 2004

President's Comments

Welcome to the AEM UPDATE. Your Agribusiness Economics and Management (AEM) section of the American Agricultural Economics Association has been very active this year, and plans are underway to continue offering a menu of activities of interest to our membership. As President of AEM, let me highlight our activities at the 2004 annual AAEA meetings in Denver, summarize some of the issues the AEM leadership discussed in a recent conference call and give you a synopsis of the Track Proposal for the 2005 meetings in Providence, RI.

The AEM section contributed significantly and played a prominent role in the Denver meetings. The principal paper session on The Economics and Management of Agricultural Value-Added Innovation was attended by a standing room only crowd, and the presentations and discussion and dialogue were thoughtful and lively. Look for the papers and the discussants comments in the proceedings issue of the *American Journal of Agricultural Economics*. As a continuation of the theme of innovation and new business ventures, an organized

symposium on New Venture Creation that included presentations on different conceptual frameworks for evaluating entrepreneurship as well as presenting entrepreneurship workshops and facilitating entrepreneurship activity was presented. A second symposium emphasized cases of value-added entrepreneurship. And a third symposium focused on the creation, valuation and maintenance of brand equity in the food industry.

The AEM section also contributed to the graduate student section Case Study Competition this year as in previous years. A number of AEM members served as judges for the Case Study Competition, and the three finalist teams were hosted by the AEM section at the industry banquet. The winning teams were first place: Lindsey Higgins and Pablo Ramirez, Texas A&M University; second place: Michelle Mullins, Jane Njuguna and Andrea Woolverton, University of Missouri and third place, Brian Briggeman and Joshua Detre, Purdue University.

The industry banquet is a key highlight of the AAEA meetings



for the AEM section, and that was again the case this year. Almost 100 participants attended the industry banquet and enjoyed the opportunity to make new acquaintances, renew old friendships and listen to an industry leader discuss his perspective of the agribusiness industry. Mr. Keith McGovern, Farm Division Manager of R.D. Offutt discussed the challenges and opportunities of the R.D. Offutt potato production and processing business.

In October, the AEM leadership participated in a conference call to discuss a number of issues and begin the planning for the 2005 AAEA meetings. Industry membership and sponsorship was discussed, and the AEM leadership concluded that the AEM section should continue to

work with the AAEA Board to include activities and provide services that will be of interest to current and prospective industry members with the end result being to increase industry membership and financial support. The potential for a virtual workshop for AEM members was discussed; Jay Akridge, chair of a virtual workshop committee summarizes the status of their deliberations in a separate report of this news letter. Chris Peterson reported that the by-laws need to be updated to be in compliance with current AAEA policies, and he will be proposing appropriate updates for review and finalization at the AEM business meeting in Providence. The prospect of Michael Porter being the Galbraith lecturer at the 2005 AAEA meetings was discussed and unanimously endorsed by the AEM leadership. Various topics for the principal paper session sponsored by the AEM section were discussed, and a theme of the contribution of the agribusiness field to the AAEA profession was chosen; Arlo Biere has submitted a proposal on this theme.

The Agribusiness Economics and Management (AEM) Track Proposal for the AAEA meeting this year is comprised of six interrelated sessions. The objective of these sessions is to engage the AAEA membership in a dialogue concerning the role and contribution of the agribusiness field to the agricultural economics discipline (the Principal Paper Session), and then to discuss a number of critical issues in the agribusiness field (the Organized Symposiums). These topics will clearly be of interest to the AEM Section membership, but the Principal Paper Session should have very broad appeal to the entire membership of AAEA since agribusiness is an expanding focus of many academic departments and of our professional association activities.

The leadership of the AEM Section is eager to review and initiate additional activities that will create value for the membership. Please let us know if you have any ideas or suggestions.

Finally, we should all extend our appreciation to Chris Peterson for serving as President of the AEM section this past year, to Tom Sporeleader for serving his term as Past-President in 2004 as well as President and President-elect in the previous two years, and Terese Rowe for serving a 3 year term as industry representative to the AEM board. The next time you see these 3 individuals, please express your appreciation for the leadership they have provided to the AEM section.



AAEA Pre-Conference Workshop

Food and Agribusiness Management Education: Preparing Students for an Evolving Industry was presented as an AEM sponsored AAEA pre-conference workshop and provided a forum for presenting and discussing the ideas developed by the National Food and Agribusiness Management Education Commission. Almost 100 graduate students, university faculty, and industry professionals gathered for this day of important discussion.

Mike Boland (Kansas State) and Jay Akridge (Purdue University), co-chairs of the Commission, facilitated the conference which focused on a discussion of recommendations for undergraduate education in food business and agribusiness manage-

ment. The day was kicked off with a session by Charlie Fischer (DowAgro Sciences) and Todd Smith (ConAgra) summarizing how a changing global marketplace is impacting the criteria industry look for in new college graduates. Dave Schaffner (California Polytechnic State), David Parker (ABG, Inc.), and Marvin Miller (Ball Horticultural Company) provided input on differentiating the food and agribusiness curricula from an academic and industry perspective. Over the lunch hour, Rich Hughes (The Center for Creative Leadership) was on board as the keynote speaker and addressed critical factors for the development of young leaders in the undergraduate environment. In the afternoon, Dave Downey (Purdue

University), Cynda Clary (New Mexico state), Karen Howard (Land O'Lakes), and Penny Diebel (Oregon State University) discussed integrating skill development into existing curricula. To wrap up the day, Chris Peterson (Michigan State), Donald McDowell (North Carolina A&T State University), Lisa House (Univ. of Florida), Todd Zehner (Deere and Company) provided input and examples of effective student recruiting methods as well as ways to maintain industry engagement with the university. Additional information proceedings and working papers can be found at <http://www.agecon.purdue.edu/cab/NFAMEC/home.htm>

AEM Distance Delivered Professional Development Program

Planning continues for the AEM Section's first distance delivered professional development program. An AEM task force comprised of Aaron Johnson, Oregon State University; Al Wysocki, University of Florida; Cheryl Wachenheim, North Dakota State University; and Jay Akridge, Purdue University conducted a survey of AEM members earlier in the fall. About 25% of the 187 AEM members responded. While opinions were mixed on the idea, enough positive responses were received to justify moving forward with program planning. The task force is now exploring possible speakers in the general area of qualitative data analysis, as well as technology options for delivering the program. Watch for additional information on this AEM activity after the first of the year.

Member Focus

Jayson Lusk is associate professor in the Department of Agricultural Economics at Purdue University. Jayson received a Ph.D. in Agricultural Economics from Kansas State University in 2000 and a B.S. in Food Technology from Texas Tech University, where he was named Outstanding Student in the College of Agricultural and Life Sciences in 1997. Jayson conducts research in the area of agribusiness marketing and consumer behavior with focus on non-market valuation and the use of experimental methods to value novel and quality differentiated agricultural products. Jayson also works on food safety issues, individuals' perceptions of and attitudes toward risk, and modeling effects of food policies.



Since 2001, Jayson has published over 40 articles in academic journals including 11 articles in the *American Journal of Agricultural Economics*. A couple of his recently published works include: "Experimental Auction Procedure: Impact on Valuation of Quality Differentiated Goods" in the *AJAE* and "Value Elicitation in Laboratory and Retail Environments" in *Economics Letters*.

Jayson teaches two graduate classes, one in International Food and Agribusiness Marketing and another in Quantitative Methods in Survey Research. Jayson is currently the chair-elect of the AAEA Food and Agricultural Marketing Policy Section.

Mark Krause is a Distribution Requirements Planner at Monsanto Company in St. Louis. His current duties include scheduling of transfers for Dekalb, Asgrow, and Hartz soybean seed, participation in a team that plans soybean seed packaging, and evaluation of distribution network costs for soybean seed, corn seed, packaged herbicides, and bulk herbicides. Mark joined Monsanto in 2000.



Mark received his B.A. from Grinnell College, his M.S. in Agricultural Economics from Purdue University, and his Ph.D. in Agricultural Economics from Michigan State University. He has worked as a Peace Corps Volunteer in Cameroon, Extension Economist for Kansas State University in Garden City, KS, Junior Economist for Purdue University's Niger Cereals Research Project in Maradi, Niger, Assistant Professor at North Dakota State University, and Manager of Technology Development and Training for Terra Industries. At Terra Industries, a fertilizer manufacturer and national distributor of agricultural inputs, Mark directed projects to develop new applications of precision agriculture technology.

Mark enjoys participating in the production and sales of agricultural technology. After studying technology adoption at universities, it is fascinating to observe first-hand what makes a technology company successful and gratifying to contribute to that success.

| AEM Officers 2004-2005 | | | | | |
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| Elected Office | Officer | Employer | Location | Office Phone | E-mail |
| President [term August 2004 through July 2005] | Mike Boehlje | Purdue University | West Lafayette, IN 47907 | 317.494.4222 | boehliem@purdue.edu |
| President-elect [term August 2004 through July 2005] | Arlo Biere | Kansas State University | Manhattan, KS 66506 | 785.532.4433 | biere@ksu.edu |
| Immediate Past President [term August 2004 through July 2005] | Chris Peterson | Michigan State University | East Lansing, MI 48824 | 517.355.1813 | peters17@pilot.msu.edu |
| Secretary/Treasurer [term August 2003 through July 2005] | John Nichols | Texas A&M University | College Station, TX 77843 | 979.845.8491 | jpn@tamu.edu |
| At-Large: Industry [term August 2004 through July 2007] | Mark Krause | Monsanto Company | St Louis, MO 63167 | 314.694.3468 | mark.a.krause@monsanto.com |
| At-Large: Research [term August 2002 through July 2005] | Darren Hudson | Mississippi State University | Mississippi State, MS 39762 | 662.325.7998 | hudson@agecon.msstate.edu |
| At-Large: Teaching [term August 2003 through July 2006] | Al Wysocki | University of Florida | Gainesville, FL 32611 | 352.392.1826 ext. 403 | AFWysocki@mail.ifas.ufl.edu |

AEM Section Strategic Goals

The strategic goals for the AEM section are:

- Create and sustain a unified voice for agribusiness within AAFA and the broader professional community
- Promote quality innovation, and experiential foundations of agribusiness scholarship in learning, discovery, and engagement; and

Organize and implement a premier series of professional learning experiences targeted to section members.

Consistent with these goals, the AEM Section has a mission statement as follows: “AEM promotes quality, innovation, and experiential foundations of agribusiness and supply chain scholarship in learning, discovery, and engagement. We develop, facilitate, and conduct programs and promote communication that enhances the professional wellbeing of our members. We also work to deepen our understanding of the economic phenomenon that influence the global food system and the managerial decision-making of firms within it.”

Best Wishes for a joyous holiday season to you and your loved ones from all of the AEM leadership.

Employment Opportunities

AGRIBUSINESS ECONOMICS AND MANAGEMENT SECTION

For more information, contact:

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Oregon State University

Assistant Professor, Dept. of Agricultural & Resource Economics, Oregon State University. General responsibilities include providing core support for the Department's undergraduate major and minor in agricultural business management and conducting research on contemporary agricultural economic and business management issues. Graduate teaching opportunities may also be available. The position is a 12-month, 0.75 FTE, tenure track position. Salary is commensurate with education and experience. Required qualifications include a Ph.D. in agricultural economics or economics, with demonstrated interest/experience in agricultural economics and business management teaching and research; strong scientific writing and technical presentation skills; demonstrated intellectual curiosity and creativity; and ability to write and work collaboratively. For guaranteed consideration, apply by 1/14/05. To apply, send resume, letter of interest, names/phones numbers of 3 professional references, and sample of research to: William G. Boggess, Head; Dept. of Agricultural & Resource Economics, Oregon State University, 213 Ballard Extension Hall, Corvallis, OR 97331-3601. Phone: 541-737-2942; Fax: 541-737-1441; Email: arec@oregonstate.edu. See full position announcement for required qualifications at <http://oregonstate.edu/jobs>. OSU is an AA/EOE and has a policy of being responsive to

North Dakota State University

The Department of Agribusiness and Applied Economics at North Dakota State University is seeking an Associate/Full Professor, with additional responsibilities as Director of the Quentin Burdick Center for Cooperatives. The Department seeks an individual with training in applied economics and agribusiness to assume a leadership role in agribusiness research, teaching, and outreach. Research programs will address agribusiness management, strategy, and organization. The successful candidate will teach one undergraduate course in Cooperative businesses, as well as additional undergraduate and/or graduate courses in agribusiness or industrial organization consistent with departmental

needs. Additional information can be obtained from Dr. Bill Wilson, search committee chair (701-231-7472) or from David Lambert, Department Head (701-231-7444). A position description is available at: http://www.ndsu.edu/ndsu/jobs/non_broadbanded/positions/804.htm.

