

Extension Section, AAEA

Annual Report – 2002-2003

George Patrick, President and William Edwards, Secretary-Treasurer

The 2002-2003 year was the fourth full year of operation for the Extension Section of the American Agricultural Economics Association. The Section's primary focus was on the development and implementation of a track proposal for the 2003 annual meetings in Montreal, some in conjunction with other Sections. In addition, the Section encouraged staffing of several National Program Leader positions in the Cooperation State Research, Education and Extension Service (CSREES), an expansion of the searchability of the AAEA directory by area of interest, and a possible "Less than 10 Years Experience Extension Award." The Section also discussed other activities for which the Section should provide leadership and developed a principal paper proposal for the 2004 winter meetings in San Diego.

The Executive Committee:

Officers:

| | |
|---------------------|--|
| President | George Patrick, Purdue University |
| President Elect | Damona Doye, Oklahoma State University |
| Past President | Ronald Plain, University of Missouri |
| Secretary-Treasurer | William Edwards, Iowa State University 2002-2005 |

Directors:

| | Representation | Term Ends |
|--|------------------------|-----------|
| Steve Meyer, Paragon Economics | At-Large | 2003 |
| Fritz Roka, University of Florida (appointed in 2002 to fill unexpired term of the president-elect) | Southern Region | 2003 |
| Ken Bailey, Pennsylvania State University | Northeast Region | 2004 |
| Albert Essel, Virginia State University | 1890/1994 Institutions | 2004 |
| David Miller, Iowa Farm Bureau | At-Large | 2004 |
| Bernie Erven, Ohio State University | North Central Region | 2005 |
| Claudia Parliament, University of Minnesota | At-Large | 2005 |
| Russell Tronstad, University of Arizona | Western Region | 2005 |

2003 Candidates for Offices:

| | |
|-------------------|--|
| President Elect | Steve Issacs, University of Kentucky James Novak, Auburn University |
| Southern Region | Dennis Fisher, Texas A&M University Fritz Roka, University of Florida |
| At-Large Director | Gary Adams, National Cotton Council Michael Sands, Sparks Companies, Inc. |

Section Membership

Membership in the Section continues to be strong with 231 members in 2002 as compared with 256 members in 2001. Current 2003 membership is 202, but is expected to increase with registration for the meetings. There has been some decline in paid membership since the Section was established. In part, this may be due to the increase number of Sections available. Also, as noted later, other than voting for Section officers, there are no specific benefits of membership.

Extension Section Program at the AAEA Annual Meetings

The Extension Section views the call for track proposals as an opportunity to develop a critical mass of program offerings for Extension and other applied economists that will increase attendance at the annual meetings. The Extension track has consisted of the traditional crop, livestock and public policy outlook sessions as other sessions of more topical interest.

Attendance at the various Extension track sessions at the 2002 Long Beach meetings was as follows:

- 31 attended the Los Angeles County agricultural study tour
- 30 attended the Extension Section business meeting
- 34 attended the Public Policy Outlook symposium
- 41 attended the Crop Outlook symposium
- 27 attended the Livestock Outlook symposium
- 45 attended the Extension Section Reception
- 32 attended the Impact of Structural Change on Extension Economists symposium
- 19 attended the Attaining Promotion and Tenure as an Extension Economist symposium
- 110 attended the Extension Luncheon with Daniel Dooley as the speaker
- 21 attended the Role of the University in Value Added Agriculture
- 13 attended the CSREES/USDA's Agricultural Risk Management symposium

Planning for the 2003 meetings in Montreal involved many people and resulted in an Extension Section track proposal for each of the available time slots. Brief descriptions of the activities are:

Pre-Conference Agricultural Study Tour organized by Ken Bailey, Pennsylvania State University

The objective of this tour is to learn about the diversity of agriculture and key issues facing Quebec agriculture. The tour will include lectures from various trade association and government leaders, and visits to farms and agricultural processors in the Montérégie region of Quebec. This rich agricultural region is just 45 minutes east of the city of Montreal. The tour will also be a cultural experience, with stops at a French restaurant for lunch and several local farms and agricultural processing establishments.

Business Meeting: Our annual business meeting will be held from 12 noon to 3:30 p.m. on Sunday, July 27, 2003 in Room 512B of the Montreal Palais Convention Center. This is open to all Section members and others interested.

Extension Public Policy Outlook Session, U.S. and Canadian Agricultural Trade Positions: Navigating Trade Issues - Jointly sponsored with the FAMPS Section, Organizer: Samuel Funk, Illinois Farm Bureau

In the light of a new round of World Trade Organization talks involving agriculture and a number of regional free-trade area discussions, now is an important time to evaluate the positions of the U.S. and Canada. Ongoing issues leading to countervailing duties and anti-dumping measures involving these close political and trade partners are worthy topics to be addressed from the respective sides.

Extension Crops Outlook, Organizer: David Miller, Iowa Farm Bureau

This organized symposium will focus on the grain and oilseed situation and outlook. The Extension Outlook symposia have been an integral part of the AAEEA meetings for more than two decades. Presenters will explore, by commodity, the current trends in grain and oilseed production, demand factors, and the outlook for the coming year.

Extension Livestock Outlook, Organizer: John Lawrence, Iowa State University

This organized symposium will focus on the livestock situation and outlook. The Extension Outlook symposia have been an integral part of the AAEEA meetings for more than two decades. Presenters will explore, by specie, the current trends in livestock production, demand factors, and the outlook for the coming year.

What Should Be Extension's Mix of Products? Organizer: Bernie Erven, Ohio State University

Extension economists give attention to a diverse set of problems. They provide educational programs and materials for wide-ranging groups of managers and decision makers. It follows that Extension's mix of products should also vary substantially. Products appropriately vary from traditional face-to-face activities to highly creative electronic products to newly emerging fee-based efforts. A complex set of factors influences choice of products: limited and sometimes shrinking resources, changing communication technology, varying communication skills among extension specialists, time pressures for delivery of information, preferences of clientele, organizational mission and policies and intricacies of the subject matter.

Effectively Managing a Faculty Career After 50 - Jointly sponsored with the Senior Section, Organizers: George Patrick, Purdue University and William Tomek, Cornell University

The average age of agricultural economists, like university faculties in general, is increasing with a growing percentage over 50 years of age. Faculty members over 50 have accumulated considerable human capital from their previous faculty experiences. They can look forward to taking advantage of the opportunities that this experience

provides for the last third of their careers. Yet it is easy to drift through this part of a career rather than capitalizing on modified and sometimes new strategic career goals.

Fee Based Programming and Revenue Generation in Extension Organizers:
Ron Plain, University of Missouri and George Patrick, Purdue University

Tight state budgets have translated into cuts in Extension funding in a number of states. As part of an effort to deal with reduced funding, Extension programs in many states are looking to increase financial support in the form of fees for service from users of Extension services. This need to generate revenue for programming has the potential to cause significant changes in Extension programming and the activities of Extension Economists.

The Role of Economics in the Public Policy Debate, Jointly sponsored with the National Public Policy Committee, Organizer: Bradley D. Lubben, Kansas State University

As the deliberation over the 2002 Farm Bill illustrated, public policy development has always been a combination of economics and politics. Agricultural economists have long been involved in the process, providing input at various stages. Whether this input is valued and whether it is appropriate remain relevant questions for discussion. This symposium will address the role of economic research, analysis, and education in the public policy debate. Economists play an important role in providing input to the policy development process, including information on policy issues, choices, and impacts. Distinguished speakers representing academic, Congressional, and administrative perspectives will discuss the current state of economic input into the process and the appropriate role of economics in the public policy debate.

Extension Luncheon: Dr. Larry Martin, CEO of the George Morris Centre, will speak on “Commonalities and Conflicts: Canadian and U.S. Agriculture” on Tuesday, July 29.

Extension Reception: Because of program scheduling, no reception was scheduled this year. It is planned to hold a reception in 2004 and future years.

Awards Committee

A proposal to create a new “Less than 10 Years Experience Extension Award” to parallel a similar award in the teaching area was presented to the AAEEA Board. The proposal was not accepted by the Board, in part because of limited nominations for other Extension awards. Additional information on possible nominations is being collected before a possible request for reconsideration by the Board.

Directory Search

Based on the survey of Section members, there is considerable interest in greater capability of electronic searching of the AAEEA Directory. It was recognized that this interest was broader than just the Extension Section and a committee of Damona Doye,

Gordon Groover and Richard Clark prepared a New Product Phase I Proposal and submitted it to the AAEA Professional Activities and New Products Committee. The proposal was accepted, a new consolidated list of specialties and commodity interests was developed.

Other Section Activities

The Section worked closely with the AAEA Business Office personnel to revise and update the web-page. Approved minutes of Section are posted to the web-page. It is intended to make materials from the Extension Track at the 2003 meetings available on the web-page. There has also been discussion of what services the Section could provide to Section members only. Although we are not aware of a free-rider problem, we would like to be able to provide some services for members.

Financial

Section finances are sound. In 2002, we had receipts of \$4,690 and expenses of \$3,805.75 for net income of \$884.43. As of December 31, 2002, the Section balance was \$7,457.61. We have budgeted receipts of \$6,300 (including the tour) and expenses of \$5,540 for an anticipated net income of \$760. More detailed information is included in the appendix.

Appendix

AAEA Extension Section 2002 Income and Expenses and 2003 Budget

| | 2003 <u>Budget</u> | Jan-Dec <u>2002</u> |
|---------------------------|-----------------------|------------------------|
| Revenues | | |
| Dues/subscriptions | \$2,300.00 | \$2,290.00 |
| Tours (50 @ \$80) | \$4,000.00 | \$2,400.00 |
| Sponsorships | | |
| Miscellaneous income | | |
| Total Income | \$6,300.00 | \$4,690.00 |
| Expenses | | |
| Awards | \$300.00 | \$258.30 |
| Catering/special events | \$2,500.00 | \$2,063.05 |
| Tour expenses | \$1,200.00 | \$871.48 |
| Postage | \$30.00 | \$20.19 |
| Telephone | \$10.00 | \$2.16 |
| Equipment lease | \$50.00 | \$44.14 |
| Printing and copying | \$100.00 | |
| Professional fees | \$500.00 | \$471.25 |
| Salaries and wages offset | | |
| Special projects | \$750.00 | |
| Miscellaneous | \$100.00 | \$75.00 |
| Total Expenses | \$5,540.00 | \$3,805.57 |
| Net Income | \$760.00 | \$884.43 |
| Beginning Balance | \$7,457.61 | \$6,573.18 |
| Ending Balance | \$8,217.61 | \$7,457.61 |

Prepared by William Edwards
6/4/2003