

## **AAEA Extension Section News April 2004**

### **In this newsletter:**

- Pre-register now for Ag Study Tour!
- Extension Section Activities at Denver AAEA meetings
- Slate for new officers and board members
- Committee members sought to select outstanding departmental website
- Ideas raised in 2003 section meeting brainstorming session
- 2004 Triennial Conference registration On-line

### **Pre-register now for Ag Study Tour!**

Thanks to Dawn Thilmany and colleagues at Colorado State and the Colorado Department of Agriculture for arranging a great tour to learn about the diversity of Colorado agriculture and key issues facing traditional and emerging sectors on the Front Range of the Rocky Mountains. Stops will include Gerard's Bakery (a new generation co-op started by wheat producers), Aristocrat Angus Ranch (sells seedstock to the Mexican Market), Colorado Harmony Market lunch stop, Grant Farms (Colorado's largest organic operation), and Bingham Hill micro-cheesery or New Belgium or Odell micro-brewery. The enrollment fee is \$75 per person and will include bus transportation and lunch. Extension Section members (and their guests) can pre-register now for the ag study tour using the form on the Extension Section website. Go to the AAEA page at [www.aaea.org](http://www.aaea.org), click on Sections & Committees, Sections, Extension and then 2004 Ag Study Tour (at left) for the registration form (the direct link is <http://www.aaea.org/sections/extension/index.html>). As space is limited to 50 participants, act quickly to avoid being relegated to the waiting list!

### **Extension Section Activities at Denver AAEA meetings**

This year's AAEA Extension Section meeting is shaping up to be a great one. The Ag Tour on Saturday, Section meeting and reception on Sunday afternoon, Extension Section Track presentations, and the Luncheon should be well worth the price of admission. The Extension Section meeting will be held from 2:30 to 5:30 on Sunday afternoon for all members of the Section, ending with a short reception co-sponsored by the Center for Farm Financial Management. The Extension Luncheon on Monday at noon will feature Lowell Catlett, internationally known economist and futurist speaking on "New Frontiers That Change Everything." Extension Track sessions will be held throughout the meeting. A summary of all the Extension Section activities planned for the AAEA meetings has been sent to department heads and is included at the end of this newsletter.

### **Slate for new officers and Board members**

To give the candidates more time for campaigning (or not), here's a "heads up" on who will appear on the forthcoming Extension Section ballot:

- President-elect: Karen Klonsky (U. Cal-Davis) and Patricia Norris (Michigan State U.)
- Northeast Region Director: Ted Alter (Penn State U.) and Wesley Musser (U. of Maryland)
- At-large Director: Laurence Crane (National Crop Insurance Services) and Sam Funk (Kansas Farm Management Association)
- 1890s Institutions: Duncan Chembezi (Alabama A. and M. U.)

### **Committee members sought to select outstanding departmental website**

The Section will present an award at the Extension luncheon at the AAEA meetings for the departmental website that does the best job of providing access to and presenting Extension information from the perspective of an in-state farmer or agribusiness. Ron Plain (U of Missouri) is chairing a committee to select the outstanding website. Web sites from all the land grant universities will be evaluated according to a preliminary checklist by mid-May. The top ranked sites will then be scrutinized more closely. If you are interested in serving on this committee, please contact Ron at [PlainR@missouri.edu](mailto:PlainR@missouri.edu).

#### **Ideas from 2003 section meeting brainstorming session:**

At last year's Section meeting in Montreal, Bernie Erven led participants in a brainstorming session to come up with ideas for activities that the Extension Section could either participate in and/or sponsor. Many good ideas surfaced, including the idea for the departmental website award. If any of the ideas that follow strike your fancy and you would be willing to help further develop the idea or implement an activity, please contact one of the Board members.

- Partner with National Assn. of Agricultural Agents (NACAA) to offer educational programs.
- International study tour in partnership with NACAA, or other groups.
- History farm tour.
- Sponsor national games/contests such as the Southern Extension trading game.
- AAEA Pre- or post- conference on delivering educational materials using multiple media.
- Rookie of the year award at Extension luncheon to a 1<sup>st</sup> year specialist.
- Free section membership to 1<sup>st</sup> year specialists.
- Marketing piece highlighting past and future accomplishments.
- Panel or symposium at the AAEA focusing on consumers.
- Education program on how cultural differences impact economies, e.g. former Soviet Union or Islamic influence on markets.
- Sponsor a speaker or session at the AAEA meeting from a non-ag econ discipline
- Skills development workshop(s), e.g. handling belligerent participants, asking emotional questions in public forums, etc.
- Educational program on bridging extension education activities with undergrad courses.
- Discussion/Symposium/Education program on the changing face of rural America: population, ethnic/cultural changes, loss of profitable commodity production, etc.
- Farmer's merchandising of ag products.
- Rural/urban conflicts.
- Water wars.
- Landlord/tenant issues.
- Labor issues and the U.S. economy.
- Future of Extension Education, land grants.
- Open symposia aimed at local Extension personnel as part of annual meetings.

If you have ideas for additional activities for the Extension section, please contact one of the board members listed below.

#### **2004 Triennial Conference Registration On-line**

The 2004 Triennial Conference "Change in Rural America: Social and Management Challenges, Reports from the Frontline" will be held in Lexington, KY June 14-16. This conference will appeal to professionals who work with families and communities in rural America in agriculture, family and consumer sciences, and rural development. Forty-nine presentations have been accepted on a variety of topics that relate to the conference theme. One afternoon will be devoted

to farm tours in the Central Kentucky Bluegrass region. The conference agenda, registration, hotel and travel information are available at the conference web site: [www.ca.uky.edu/triennial](http://www.ca.uky.edu/triennial)  
The North Central Farm Management Extension Committee, the Southern Extension Farm Management, Policy, and Marketing committees, the Farm Foundation, and Midwest Plan Service sponsor this conference.

**Extension Section Board Members**

President - Damona Doye, Oklahoma State U., [ddoye@okstate.edu](mailto:ddoye@okstate.edu)

President-Elect - James Novak, Auburn U., [jnovak@acesag.auburn.edu](mailto:jnovak@acesag.auburn.edu)

Past-President - George Patrick, Purdue U., [gpatrick@purdue.edu](mailto:gpatrick@purdue.edu)

Secretary/Treas.- William Edwards, Iowa State U., [wedwards@iastate.edu](mailto:wedwards@iastate.edu)

North-Central - Bernie Erven, Ohio State U., [erven.1@osu.edu](mailto:erven.1@osu.edu)

Northeast - Ken Bailey, Penn. State U., [baileyk@psu.edu](mailto:baileyk@psu.edu)

Southern - Dennis Fisher, Texas A&M U., [d-fisher@tamu.edu](mailto:d-fisher@tamu.edu)

Western - Russell Tronstad, U. of Arizona, [tronstad@ag.arizona.edu](mailto:tronstad@ag.arizona.edu)

1890/1994 Inst. - Albert Essel, Virginia State U., [aessel@vsu.edu](mailto:aessel@vsu.edu)

At-Large - David Miller, Iowa Farm Bureau, [damiller@ifbf.org](mailto:damiller@ifbf.org)

At-Large - Claudia Parliament, U. of Minnesota, [cparliam@dept.agecon.umn.edu](mailto:cparliam@dept.agecon.umn.edu)

At-Large - Michael Sands, Sparks Co. Inc. [msands@sparksco.com](mailto:msands@sparksco.com)

AAEA Executive Board Representative and AAEA President, Jon Brandt, [jon\\_brandt@ncsu.edu](mailto:jon_brandt@ncsu.edu)

AAEA EXTENSION SECTION PROGRAM  
Adam's Mark Hotel, Downtown Denver, CO.  
July 31–August 4, 2004



Providing sessions and activities of interest to economists working in outreach activities.

AGENDA

Saturday July 31: **Farm & Agribusiness Tour**  
Sunday Aug. 1: **Section Meeting & Reception**  
Monday Aug 2: **Extension Luncheon**  
Monday-Wednesday Aug 2-4: **Organized Symposiums**

PRE-CONFERENCE FARM AND AGRIBUSINESS TOUR

Saturday, July 31

- 8:00 Depart Adam's Mark for Gerard's Bakery – Longmont.  
**Value added new generation coop started by wheat producers.**
- 10:00 Aristocrat Angus Ranch, Platteville.  
**Selling seedstock to the Mexican market.**
- 12:00 Lunch, Colorado Harmony Market.  
**CSU Ag. College & Experiment Station presentation. All-Colorado lunch.**
- 1:30 Grant Farms Wellington  
**Colorado's largest organic operation. Organic certification & industry challenges**
- 3:00 Bingham Hill Micro-cheesery/New Belgium/Odell Microbrewery - Ft. Collins.  
**Challenges of beginning a food business & establishing markets.**
- 6:00 Return to Adam's Mark

SECTION MEETING & RECEPTION

Sunday, August 1, 2:30-5:30

Adam's Mark Hotel

This is an opportunity for Section members to meet, hear and discuss plans and activities for the coming year. A reception co-sponsored by the Center For Farm Financial Management and the

Section is being held as part of this meeting. Come and enjoy a snack and beverage and help plot the Sections course for the coming year.

#### EXTENSION LUNCHEON

Monday, August 2, Noon - 1:30

Adam's Mark Hotel

Speaker: Dr. Lowell Catlett

Topic: "New Frontiers That Change Everything."

Dr. Catlett is a Professor of Ag. Economics & Agricultural Business at New Mexico State University. He has co-authored 3 books, received numerous awards for teaching and is a consultant to Fortune 500 companies and several federal agencies. Dr. Catlett holds workshops and seminars doing futuristic planning to prepare companies for emerging markets and change.

#### ORGANIZED SYMPOSIA

Monday, Aug 2-Wednesday, Aug 4

Adam's Mark Hotel

**Check your AAEE Program for times and room locations.**

##### **1. Lessons From Recent State Fiscal Crises**

In several states, applied economists with extension responsibility have been in the thick of their state's fiscal crisis. This session will describe states' current financial predicaments, how they got there, and how state governments have responded.

##### **2. Extension Crops Outlook**

Highlights current trends in supply and demand for grains and oilseeds. Price outlook and an overview of agricultural input use will be presented.

##### **3. Extension Livestock Outlook**

Explores current trends in cattle, swine, poultry and dairy production and demand. Price outlook will be presented for these commodities for the coming year.

##### **4. Key Issues in Ag. Trade**

Discusses key issues within the current round of WTO talks, bi-lateral trade issues, as well as specific issues that have arisen regarding exports of meats and grains.

##### **5. Reconciling Different Points of View: The Example of COOL.**

Initiates a dialogue, and discusses mechanisms for bridging the gap and maintaining credibility on very public issues, such as COOL, that result from very different professional perspectives.

##### **6. Valuing Agricultural Land Beyond the Commodity.**

Addresses the questions: How can land values be protected and preserved when trying to protect non-market attributes? How do we measure success? Can public good policy ensure regional sustainability?

##### **7. Excellence in Extension Economics Education**

This session highlights recent award winning extension programs.