

**2014 AAEA
Annual Meeting
Minneapolis MN
July 27-29, 2014**

July 2014

Agribusiness Economics and Management (AEM)

INSIDE THIS ISSUE:

Introduction	1
Section Business	1
Meeting/ Reception	1
Webinar Recap	2
Track Sessions	3-6
Case Study Competition	7

Special points of interest:

- Meet the new AEM officers
- AAEA Business Meeting and Reception Information
- January 2014 Webinar
- AAEA Track Sessions
- GSS-AEM Case Study Competition Update

Introduction

It was an honor to serve the AEM section as the Chair this year. We had a successful webinar co-sponsored with the TLC section on Teaching Excellence. Margot Rudstrom, Kerry Litzenberg and Michael Wetzstein did an excellent job. We are partnering with the Graduate Student Section (GSS) once again to organize the graduate student case study competition. There are seven (7) teams from seven schools.

We have seven (7) track sessions, some cosponsored with TLC, FAMPS, SS-AAEA and AFM sections. We are especially excited about the session with business professionals.

We are always looking for new ideas and activities for the section to be more effective and meaningful for

the members. I hope that you consider participating in future AEM activities.

I would like to thank Fabio Chaddad, Josh Detre, Sam Funk, Brent Ross, Michelle Santiago, and Steve Vickner for their leadership and help throughout the year.

I also would like to welcome James Sterns as the new Chair-Elect, Jason Franken as the new at-large-representative for Research, and Scott Downey as the new Secretary/Treasurer. We were fortunate to have had very good candidates for each position.

I look forward to seeing everyone at the annual meetings in Minneapolis.

Regards;

Aslihan D. Spaulding



**Aslihan D. Spaulding,
Chair 2013-2014**

Section Business and Socials

Membership*

There are 320 members of the AEM section:

- ~54% are graduate student members
- ~5% are early career professional members

*As of 07/02/2014

Annual Business Meeting

Don't forget the AEM section Business Meeting! Meet our new officers and give your input for our 2014-15 activities.

**Sunday, July 27, 2014
3 - 4:00 pm
Hyatt Regency;
Second Level; Greenway B**

AEM Section Reception

Let your hair down and socialize with your AEM peers at the AEM Reception!

**Sunday, July 27, 2014
5 - 6:00 pm
Hyatt Regency;
Second Level; Minnehaha**



2014-2015 AEM Section Leadership



**Brent Ross,
Incoming Chair**



**Jason Franken,
new Member-at-
large - Research**



**James Sterns,
Incoming Chair
-Elect**



**Steve Vickner,
Member-at-large
- Teaching**



**Scott Downey,
Incoming
Secretary/
Treasurer**



**Sam Funk,
Member-at-
large -
Industry**



**Aslihan D.
Spaulding,
Past Chair**

Teaching Excellence Webinar Recap

The AEM Section in conjunction with the TLC and Extension sections of the AAEA hosted a teaching excellence webinar on January 7, 2014. There were 91 registrations and 57 attendees for the live event. Margot Rudstrom, Kerry Litzenberg and Michael Wetzstein treated those that participated in the webinar to three excellent presentations on teaching tips and methods. Margot spoke about how to be an effective teacher when working with extension audiences and the methods she uses to accomplish this task. Kerry and Michael addressed their experiences and tips on how they have become awarding winning teaching professors in the classroom at

the undergraduate and graduate levels, respectively. Following the presentations the audience, got the chance to participate in a lively question and answer session emceed by Josh Detre. For those of you that did not get to participate in webinar, you can go to the following website:

https://www.agecon.purdue.edu/cab/programs/webinar/Teaching_Excellence_2014/ and view the archived webinar, session PowerPoint files, and teaching tips.

Those that participated in the webinar were given the option of completing a survey on the content and value of the webinar as well as on future webinar topics. The participants found great value in the webinar rating it 4.43 out of 5 in overall

value. Perhaps even more important than that, was the fact that all participants said they felt the information they learned from the webinar would help improve their teaching skills. We had some great ideas for future webinars including but not limited to promoting millennial learning, managing student technology in large classrooms, teaching hybrid courses, designing of grading systems for motivating students, and group projects. If you have suggestion for future webinars, or suggestions for topics that you would like to learn more about, please contact the section leadership.

We would like to give a special thank you to Liza Braunlich, Distance Education Specialist, for the

Center for Food and Agricultural Business at Purdue University, who provided all of the technical and website support for the webinar. In addition, we would like to thank the TLC and Extension section for allowing us to collaborate with them to deliver this webinar.



Josh Detre

2014 AEM Track Sessions

Session 1008 Agribusiness Data: Where Do We Get It? What Are The Questions We Should Be Answering? And What Big Data Means for Our Research

Track Session AEM
Monday, July 28, 2014
9:45 am - 11:15 am
 Hyatt Regency; Second Level; Greenway B

This track session focuses on the emerging and nontraditional data sources available to agribusiness researchers. Three of the panelists will provide a brief discussion of three sources of data that are not only underutilized in Agribusiness research but also have the potential to contribute significantly to our research endeavors. The final panelist will

provide a brief discussion on the pressing issues we need to answer in agribusiness and how these data sources help us accomplish this. The remainder of the session will be open to discussion with the panelists to inquire about the databases and how to use them. It is also our hope that audience members will also share with others databases they are using in their research as well as pressing questions we need to answer in agribusiness.

Organizer: *Joshua D. Detre; Louisiana State University*

Moderator: *R. Brent*

Ross; Michigan State University

Presenters:

Allan W. Gray; Purdue University

Ani Katchova; University of Kentucky

R. Wes Harrison; Louisiana State University

Michael A. Gunderson; Purdue University

Session 1049 The Development of the US Brewing Industry

Track Session (AEM/FAMPS)

Monday, July 28, 2014
2:45 pm - 4:15 pm
 Hyatt Regency; Second Level; Greenway A

Over the past 20 years, the US brewing industry has experienced dramatic changes. While macro breweries continue to consolidate and expand, they have sought new ways to compete with both price and non-price marketing. In addition, the Craft beer segment has experienced a tremendous resurgence in popularity, resulting in a proliferation of the industry in terms of scale and scope.

his session examines marketing in the US brewing industry. From a consumer perspective, the session explores both price and non

-price marketing and its influence on consumer demand. With regards to the firm, the session analyzes how various market characteristics affect firm production and pricing behavior.

Organizer: *Joshua P. Berning; University of Georgia*

Moderator: *Bradley J. Rickard; Cornell University*

Presenters:

Yizao Liu; University of Connecticut and Omer Hoke; University of Connecticut
Joshua P. Berning; University of Georgia and Michael P. McCullough; California Polytechnical State University

Joshua P. Berning; University of Georgia, Alessandro Bonanno; Wageningen University,

and Michael P. McCullough; California Polytechnical State University

Gnel Gabrielyan; Washington State University, Jill McCluskey; Washington State University, Thomas L. Marsh; Washington State University, and Carolyn Ross; Washington State University

Session 1070 Challenges and Opportunities in Creating a Global Campus through International Programs and Curriculum

**Track Session Paper
AEM/TLC**

**Monday, July 28, 2014
4:30 pm – 6:00 pm
Hyatt Regency; Second
Level; Greenway G**

In this track session, we will examine internationalizing the curriculum and research efforts by several universities. The Export Project at Illinois State University started with the intent to assist businesses in their international marketing efforts. The presenters will highlight the challenges of establishing a hands-on global project and the strategies they followed to overcome them. The incentives offered by various agriculture-related businesses and

government or private entities as well as the challenges University of Kentucky faculty and students face to respond to the need for proactive agribusiness education abroad programs in China will be discussed. Presenter from Penn State University will introduce participants to a number of case studies and discuss how they prepare students for the embedded trip to France after the semester ends. Finally, presenters from University of Vermont and Ohio State University will discuss the opportunities and challenges for educators in designing, creating, and delivering global supply chain courses.

Organizer: Aslihan D. Spaulding; Illinois State University

Presenters:

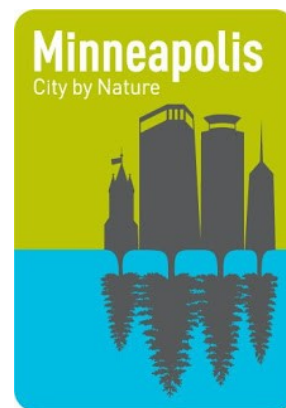
Chyi-Lyi Liang; University of Vermont and Subbu Kuma-

rappan; Ohio State University

Wuyang Hu; University of Kentucky

Edward C. Jaenicke; Penn State University

Aslihan D. Spaulding & Klaus Schmidt; Illinois State University



Session 2005 Human Resources Insights from Leading Agribusiness

Track Session AEM/SS-AAEA

**Tuesday, July 29, 2014
9:45am - 11:15
Hyatt Regency; Second
Level; Greenway B**

This track session symposium will consist of a panel of senior HR representatives from some of the largest and prominent employers in the agribusiness sector. Hearing their independent assessment of needs for entry-level or technical staff will provide us a gauge of where they believe we need to examine our educational programs. Each of the senior HR representatives will be asked to give a brief overview of what they are looking for in new

employees as well as the skills that they feel are lacking among new graduates. Seeking responses from these executives through moderated Q&A, we hope to derive where we can develop greater value propositions for industry and our students. Michael Boland will serve as the moderator for this discussion. This session should appeal to a large number of meeting participants as well as help solidify our relationships with industry.

Organizers: Joshua D. Detre; Louisiana State University and Samuel M. Funk; United Soybean Board - SmithBucklin

Moderator: Michael A. Boland; University of Minnesota

Presenters:

*Matthew Stommes; Cargill
William Mujica; Land O'Lakes
Aaron Riippa; General Mills*

Session 2029 Overcoming Barriers to Entry: Factors Affecting New Venture Success in the Agri-Food Sector

Track Session AEM/AFM

Tuesday, July 29, 2014
1:00 pm – 2:30 pm
Hyatt Regency; Second Level; Greenway G

New entrants in the agri-food system are faced with many significant challenges that, more often than not, result in their failure within the first five years of operation. This failure rate can be magnified when the entrepreneurs leading those initiatives do not themselves have a previously well-established track record or when

the new initiative is implemented in a developing country. This session will examine how various challenges (e.g. credit constraints, healthcare regulations, developing country institutions) affect the decision-making and success of new entrants in the agri-food sector. Presentations in this session highlight important policy and management practices to stimulate entrepreneurial activity and enhance new venture performance.

Organizer and

Moderator: *R. Brent Ross;*
Michigan State University

Presenters:

Andres A. Trujillo-Barrera; Wageningen University, Aderajew Tamirat; Wageningen University, Paul Ingenbleek; Wageningen University, and Joost M. E. Pennings; Maastricht University

Jeremy M D'Antoni; USDA-ERS and Ashok K. Mishra; Louisiana State University

Kevin Patrick; USDA-ERS and Jennifer E. Ifft; USDA-ERS



Session 2056 Implementing Capstone Courses for Agribusiness Majors - Prescriptions, Practices and Possibilities

Track Session AEM/TLC

Tuesday, July 29, 2014
2:45 pm – 4:15 pm
Hyatt Regency;
Main Level; Lakeshore A

Discussions date back over 25 years about the need for and design of capstone courses in agribusiness curricula, with a general consensus about these issues emerging by the late 1990s. Current practices within many agribusiness undergraduate programs, however, are not always

consistent with this previous consensus. This track session addresses the following questions: What was prescribed? What is being done today? What explains divergence between the two? And, most importantly, where do we go from here?

Organizer: *James A. Sterns;*
Oregon State University

Discussant: *Allen Francis Wysocki; University of Florida*

Presenters:

James A Stern; Oregon State University

R. Brent Ross; Michigan State University

Rodney B. Holcomb; Oklahoma State University

Aaron J. Johnson; University of Idaho

Session 2081 Preparing Our Students for Successful Industry Careers through Active Learning and Extracurricular Opportunities

Track Session AEM/TLC

Tuesday, July 29, 2014
4:30 pm – 6:00 pm
Hyatt Regency;
Main Level; Lakeshore A

We have long known the importance of active learning and extracurricular opportunities, but it has been difficult at times to quantify that importance when it comes to our students' career paths, and advancement in their careers as well as the promotion and tenure decision at our Universities. This session will examine the value extracurricular activities have to former students as they pursue careers in industry, the ways in

which preparation and participation in these activities map to learning outcomes identified by Universities, and how they are structured in terms of a class or club setting at our Universities. Panelists will include former agricultural economics and agribusiness students currently pursuing careers in industry who were active in activities such as Academic Bowls, NAMA, Case Study Competition Teams, Study Abroad Programs and Ag Econ/Agribusiness Clubs as well as faculty currently advising students in extracurricular activities.

Panelists:

Elizabeth A. Yeager; Purdue University

Christine A. Wilson; Kansas State University

Aslihan D. Spaulding; Illinois State University

*Leigh Thiel; Martin/Williams
Marcus Hasheider; PadillaCRT*



2014 GSS/AEM Case Study

The Graduate Student (GSS) and Agribusiness Economics Management (AEM) Sections are co-hosting the Graduate Case Study Competition again this year.

The competition allows graduate students to test their communication skills and their ability to apply their knowledge of agricultural economics and agribusiness subjects to practical situations. Students competing in the competition receive a copy of the case study at least two weeks in advance of the AAEA annual meetings.

Each team prepares an oral summary of their solution to the case that will last no more than 15

- minutes. The final round will be composed of the top three
- teams. In addition to plaques
- and cash prizes, the three finalist teams will also be recognized

during the AAEA Awards Ceremony.

Competition Schedule:

- **Sunday, July 27, 8:00am – 3:00pm:** First Rounds of Competition
- **Monday, July 28, 1:30 – 4:00pm:** Final Round
- **Monday, July 28, 6:30 – 7:30pm:** Awards Ceremony

Organizers:

Aslihan D. Spaulding, Illinois State University
(spaulding@ilstu.edu)

Brandon McFadden, Oklahoma State University
(brandon.mcfadden@okstate.edu)

Congratulations again to the 2013 Winners:

- 1st Place: **Cornell University** (Dustin Baker, Justin Shepherd, Jehiel Oliver)



2013 GSS/AEM Winners: **Cornell University**

- 2nd Place: **Kansas State University** (Will Callis, Marcus Brix, Jon Brammer)
- 3rd Place: **California Polytechnic State University** (Chase DeCoite, Steven McLennan)



Agricultural & Applied Economics
Association
555 East Wells Street, Suite 1100
Milwaukee, WI 53202

Phone: (414) 918-3190
Fax: (414) 276-3349
Email: info@aaea.org

AGRIBUSINESS ECONOMICS AND MANAGEMENT

*"to share work, to learn, and to
advance the field"*

The AEM Section provides a place for all AAEA members working or interested in agribusiness economics and management to share work, to learn, and to advance the field. 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 interests and program ideas.

Membership:

AEM membership is open to current members of the Agricultural and Applied Economics Association (AAEA). Members may join AEM concurrently with AAEA, or join AEM only if already a member of AAEA. Membership in AEM is \$15 per year for non-students. Graduate and undergraduate student membership is FREE.

Enhance Your Annual Meeting Experience – Download the Mobile App

AAEA is excited to bring back the mobile app for the 2014 Annual Meeting in Minneapolis. Enhance your Annual Meeting experience by downloading the Mobile App on your smartphone or tablet! For more information on how to download the app and get started click here. The mobile app has many great features including:

- **My Schedule** - add sessions and events right onto your personal schedule.
- **Session Participants** - browse session participants including presenters, moderators, panelists, and more.
- **Twitter feed** - to join the conversation, follow [@AAEA_Economics](https://twitter.com/AAEA_Economics) and share your annual meeting experience using #aaea2014.
- **Friends** - meet and connect with other Annual Meeting attendees.

