

President's Column

February 2015



The AAEA Executive Board enjoyed a very productive gathering at the recent ASSA meetings in Boston. The Board made several important decisions that will impact the future of the association.

Participants at the 2015 T.

W. Schultz Lecture were treated to an outstanding presentation by Professor Emily Oster of Brown University. AAEA had several prominent invited paper sessions that will certainly lead to outstanding published papers in the *AJAE*.

I wanted to take advantage of this opportunity to update the membership on some recent accomplishments achieved through efforts undertaken by the current and past Executive Boards. As you undoubtedly know, we have been engaged in a long-run strategic planning process. A major focus of these planning efforts have been on communication strategies for the association and its members. It is not an understatement to say that most of us (myself included) stop short of effectively communicating the outcomes of our research, teaching, and outreach efforts to a wider general audience. This "failure to communicate" has important consequences for the long-run viability of many of our programs. Important funding decisions may be impacted by ill-informed policymakers. It is hard to

emphasize the value of our efforts and outcomes without communicating the fundamentals of our work to those outside of our narrow spheres of influence.

The board approved two important actions to improve our "communicating-out" efforts. The first action involves a strategy to improve our interactions with media that serve a broad audience. To this end, the board has approved the creation of a new Communications Manager position. This position will involve a part-time staffer working through our management partner, EDI, to cultivate linkages and avenues of communication with a wide range of media outlets. This professional will have specialized training in media relations. We anticipate sharing the costs of a full-time specialist working from the offices of EDI.

A separate but closely related communications effort involves our relationships with government officials and policymakers. This effort will naturally focus on Washington, DC, but will also be broad enough to encompass a wide range of government relationships. In addition, we believe there are great potential rewards that will accrue to the association from improving communications with industry and

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non-governmental groups and representatives. Again, such efforts will naturally focus on Washington, DC, but will also be broad enough to reach important representatives throughout the world.

The AAEA has enjoyed a long partnership with the Council on Food, Agricultural, and Resource Economics (C-FARE) that has represented the interests of our profession and the membership of AAEA in Washington, DC. The Board believes that this relationship can be made more effective and efficient by establishing a clearer set of objectives for C-FARE and its relationship with AAEA. We believe the interests of both organizations are best served by having a very clear and direct set of objectives that the AAEA contracts with C-FARE to accomplish. A similar contractual relationship exists with our management partner, EDI, and has proven to be exceptionally productive and efficient. The AAEA contracts with EDI to perform tasks intended to serve the membership and the association.

We are in the process of arranging a similar contractual relationship with C-FARE. A new committee—the Governmental Relations Committee—will be charged with working in collaboration with the AAEA Board to establish specific tasks and objectives that we wish C-FARE to pursue on our behalf. This committee will consist of four members of the AAEA, including the Past President. The initial

committee will include Keith Coble, Stephanie Mercier, Kitty Smith, as well as both Julie Caswell and myself serving in the Past-President capacity. This committee will develop a scope of work to be contracted for on an annual basis. They will also be responsible for assessing the impact and effectiveness of the contracted work completed in the previous year. A report to the AAEA Board will be submitted by the Government Relations Committee at least annually. The board approved a budget of \$40,000 in funding from the AAEA Trust and \$20,000 from the AAEA operating budget to support this contractual relationship. C-FARE is building additional partnerships with other organizations and we anticipate greater focus and efficiency in concentrating on the association's relationships with government, industry, and non-governmental organizations.

The Board also approved some changes to the committee structure. This includes establishing a Publications Committee. The Publications Committee will consist of the Editors of the AAEA journals and *Choices*, a board liaison, two at-large members, and an ex-officio representative from AAEA's publishing partner, Oxford University Press. This committee will replace the current Publications and Communications/Outreach Committees.

Barry Goodwin
AAEA President



AAEA News

Meet AAEA's 2015 Fellows

The [AAEA Fellows Selection Committee](#) has selected six outstanding members to be honored as the 2015 [AAEA Fellows](#). All of the Fellow recipients have made exceptional contributions to the profession. They are leaders shaping the future of the Association and the field of agricultural and applied economics as a whole.

The 2015 AAEA Fellows are:

- **C. Peter Timmer**, Harvard University
- **Ariel Dinar**, University of California, Riverside
- **Alan Olmstead**, University of California, Davis
- **J. Edward Taylor**, University of California, Davis
- **Jayson Lusk**, Oklahoma State University
- **James MacDonald**, USDA Economic Research Service

Click here



#MeetAAEA2015Fellows

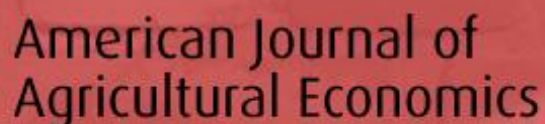
Click here



#MeetAAEA2015Fellows

In the upcoming issues of *The Exchange*, you can learn more about each of the Fellows with a detailed biography of achievements in their career. You can also read about them by searching for our hashtag on Facebook and Twitter: #MeetAAEA2015Fellows.

AJAE Editorial Announcement



American Journal of Agricultural Economics

The *American Journal of Agricultural Economics* provides a forum for creative and scholarly work on the economics of agriculture and food, natural resources and the environment, and rural and community development throughout the world. In 2014, AAEA collected applications for two editorial positions and after much thought and consideration, the new editors were selected.

Congratulations to **Timothy Beatty** from University of California, Davis and **Travis Lybbert**, from University of California, Davis, who have been named the new Editors of the *AJAE*. They will begin their work in August 2015. AAEA would like to welcome Timothy and Travis to the editorial team.

AAEA would also like to congratulate and thank **Brian Roe** from Ohio State University and **Madhu Khanna** from University of Illinois – Urbana for their exceptional editorial service for *AJAE*. Both served from 2011 – 2015 working on volumes 95–98. They will complete their term for *AJAE* in December, 2015.



Call for Award Nominations: 2015 AAEA Annual Awards

The awards program of the Agricultural & Applied Economics Association recognizes and enhances professional excellence in agricultural and applied economics. Students, early career professionals, and experienced members are selected on the basis of their achievements in research, teaching and extension activities.

Winners are recognized at the AAEA Annual Meeting during the AAEA Awards and Fellows Recognition Ceremony. All 2015 AAEA Annual Award nominations are due by **February 9, 2015**. Please see the calls below for instructions on how to submit an award nomination or visit the awards page at <http://www.aea.org/about-aea/awards-and-honors/aea-annual--awards>.

- [Bruce Gardner Memorial Prize for Applied Policy Analysis Award](#)
- [Distinguished Extension/Outreach Program Awards](#)
- [Distinguished Teaching Awards](#)
- [Outstanding Doctoral Dissertation Award](#)
- [Outstanding Master's Thesis Awards](#)
- [Publication of Enduring Quality Award](#)
- [Quality of Communication Award](#)
- [Quality of Research Discovery Award](#)

Questions? Please contact the AAEA Business Office at info@aea.org or at (414) 918-3190.

Thank you for submitting!

Thank you to everyone who submitted a selected presentation for the [2015 AAEA & WAEA Joint Annual Meeting](#) in San Francisco. There were a total of **1,295 abstracts** submitted which is the highest number of submissions in recent history. For your comparison, here are the previous numbers of submissions for the past meetings.

Historical Abstract Submissions

- 2014 (Minneapolis): 893
- 2013 (DC): 1228
- 2012 (Seattle): 936
- 2011 (Pittsburgh): 789
- 2010 (Denver): 923

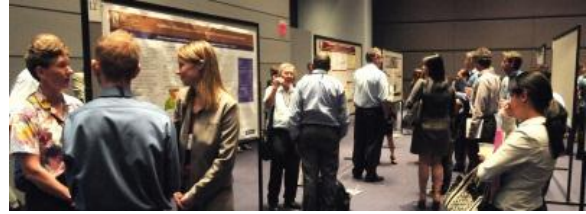
The [AAEA Selected Presentations Committee](#) along with the Topic Leaders and Reviewers, begin the difficult task of reviewing and organizing these many submissions into the sessions that will be presented this summer. Notifications regarding the acceptance of abstracts will be sent out in late-March, so keep an eye on your inboxes.

Thanks for your interest in participating in the 2015 Joint Annual Meeting, and we look forward to seeing you in San Francisco!



Call for Selected Poster Reviewers

Improve the learning experience at the [2015 AAEA & WAEA Joint Annual Meeting](#) and volunteer to be a Poster Reviewer.



For the 2014 Annual Meeting, AAEA made efforts to increase the opportunities for poster presenters to interact with meeting attendees. These efforts included the Sunday night Poster Reception and dedicated poster sessions on Monday and Tuesday over the lunch period.

Poster presenters will have another new opportunity to receive feedback on their research at the [2015 AAEA & WAEA Joint Annual Meeting](#). Each Selected Poster will be assigned a Poster Reviewer who will meet with the presenting author at a time during the meeting to discuss the poster. Poster Reviewers will be asked to look over the poster ahead of time in order to provide the poster author feedback. To volunteer to be a Poster Reviewer, or for more information, please contact the AAEA Business Office at info@aaea.org or (414) 918-3190.



****Renew Your AAEA Membership for 2015****

You can now renew your AAEA membership for 2015 on the AAEA website (<http://www.aaea.org/membership/>). Simply log in to the My Account section to renew. Completing your renewal online saves you time by filling out most of the information for you automatically.

Alternatively, if you prefer to renew using the paper form, be sure to keep an eye on your mailbox as paper forms will be sent out soon.

The benefits of your 2014 AAEA membership only last through the spring of 2015, so be sure to renew soon to ensure that you keep receiving services from AAEA throughout the upcoming year.

As a reminder, all presenters at the 2015 AAEA & WAEA Joint Annual Meeting need to be a 2015 AAEA or WAEA member.



Earl O. Heady Decision Sciences Spreadsheet Competition

The [Undergraduate Student Section of the AAEA \(SS-AAEA\)](#) would like to announce the new Earl O. Heady Decision Sciences Spreadsheet Competition. It will debut at the [2015 AAEA & WAEA Joint Annual Meeting](#) in San Francisco. The purpose of the new competition is to provide a forum for undergraduate students to showcase their ability to address real world problems in agricultural and applied economics using a spreadsheet, as well as celebrate their success as experiential learners.

We thank Dr. Julie Caswell, the other members of the [AAEA Trust Committee](#), and the [AAEA Executive Board](#) for their gracious support of this new experiential learning initiative through their AAEA Trust Grant program. Consequently, the award structure will be:

- 1st place – \$400 to the student, a plaque, and recognition at the AAEA Annual Awards Ceremony
- 2nd place – \$200 to the student
- 3rd place – \$100 to the student

In the past, the Paper Competition was the only competition of the SS-AAEA to address undergraduate student research. With this second competition offering, we can now segment that market much better. The following highlights some major differences between the two research competitions:

The EOHDS Spreadsheet Competition

- Using sound economic principles as operationalized with a spreadsheet, students will solve a real world problem important to agricultural and applied economists.
- One student per project.
- Students submit a spreadsheet and a poster for evaluation.
- Students make a 5-minute presentation at the Joint Annual Meeting.

The Paper Competition

- Historically, students have done a literature review, collected data on an economic phenomenon, and tested hypotheses. The papers resemble a shorter version of a senior thesis.
- One student per paper.
- Students submit a paper for evaluation.
- Students make a 12-minute presentation at the Joint Annual Meeting.

Please visit <http://www.aaea.org/membership/sections/ss-aaea/aaea-annual-meeting> to access the new EOHDS Spreadsheet Competition Guidelines and forms. If further clarification is needed, please contact Steven Vickner at 614-551-1916 or steven_vickner@wilmington.edu.

Other News

Call for Applications:

2015 Richardson-Applebaum Scholarship Award

For Outstanding Research on Food Distribution and Marketing

The Food Distribution Research Society (FDRS) is pleased to accept applications for the 2015 [Richardson-Applebaum Scholarship Award](#), which is awarded annually for outstanding student research in the area of food distribution and marketing. Broadly defined, this area encompasses all economic functions that occur between the farm gate and final consumer.

The competition is open to all graduate students with scholarly interest and career aspirations in the food distribution system who have completed the degree in 2014 or by May, 2015.

Award

- Cash stipends of:
 - \$1,250 for the best PhD Dissertation
 - \$750 for the best MS Thesis
 - \$750 for the best MS Case Study or Research Paper
- Complementary student membership to FDRS
- Complementary conference registration fees and recognition at the 2015 FDRS Annual



Conference scheduled for October 9–14, 2015 in Philadelphia, PA. The recipients' domestic travel expenses will also be paid by the society.

- The PhD recipient is invited to present his/her research at the conference.

To apply submit the following electronically at ac2479@msstate.edu

- Cover letter
- A brief synopsis of academic training, career interests, career goals and objectives, and a description of any food industry experience and/or research experience
- Name, mailing address, phone number, and e-mail of the applicant
- A copy of the dissertation/thesis/case study
- A letter of recommendation from the academic advisor

Please visit the FDRS website at:

www.fdrsinc.org or contact FDRS's Vice

President for Education: Dr. Alba Collart at

ac2479@msstate.edu.

Joint EAAE/AAEA Seminar
 Consumer Behavior in a Changing World:
FOOD, CULTURE AND SOCIETY

NAPLES, ITALY | March 25-27, 2015





Call for Papers:

Applications of Behavioural & Experimental Economics to Decision-Making in the Agricultural, Food and Resource Sectors

Editors: Jill E. Hobbs University of Saskatchewan & Siân Mooney, Boise State University

Motivation: Tools and insights from behavioural and experimental economics are increasingly important to problems faced by the agricultural, food and resource management sectors. The 2016 special issue of the [Canadian Journal of Agricultural Economics](#) (*CJAE*) will be dedicated to showcasing advances in and applications of behavioural and experimental economics as they apply to the agricultural, food and resource sectors. We are currently encouraging submissions with a strong behavioural or experimental economics grounding for consideration in this special issue. Possible topic areas include, but are not limited to:

- Food consumption decisions and health
- The influence of social media/social networks
- Attitudes toward the environment and the management of natural resources
- Decision-making at the firm (including farm) level
- Risk aversion and decision-making
- Applications to innovation, science and technology

The intent is to publish the special issue as the December 2016 issue of the *CJAE*.

How to Participate: Authors submitting to the special issue should note the following:

- Abstracts should be between 500–800 words
- Papers submitted will be subject to a double-blind peer review process
- Authors agree to pay normal page charges for the *CJAE* (currently C\$75 per page)
- Authors will abide by the copyright agreement of the *CJAE*
- Authors will submit an original research paper that has not previously been published
- At least one author will be a member of the Canadian Agricultural Economics Society

The following deadlines will be strictly adhered to:

- March 15, 2015, abstracts due.
- April 30, 2015, authors informed of selection decision for full papers.
- September 1, 2015, first draft of papers due.
- October 31, 2015, first round of reviews due.
- February 1, 2016, revised papers due.
- April 1, 2016, second round of reviews due.
- May 31, 2016, FINAL PAPER DUE.

Abstracts should be submitted to cjae@uvic.ca by **March 15, 2015** with an e-mail subject line indicating "submission for special issue 2016".

Call for Abstracts:***The Economics of Beer & Brewing***

Seattle, WA

September 8–9, 2015

Host InstitutionIMPACT Center in the School of Economic
Sciences

College of Agricultural, Human, & Natural Resource Sciences at Washington State University

**The Economics of Beer & Brewing**

The BEERONOMICS Conference provides a forum to exchange ideas and present high-quality economic research related to the economics of beer, brewing and related activities.

The 2015 Beeronomics conference will encompass a wide array of topics including the economics of production, international and interregional trade, industrial organization, marketing, consumption, policy and regulation, economic history, law and economics, and macroeconomics.

Join us in Seattle for this exciting conference opportunity. A tour of the hop industry will be available given sufficient interest.

Submit one-page abstracts by **April 15, 2015** to beeronomics2015@gmail.com.

Hotel and Registration

The conference will be held in downtown Seattle at the Sheraton Hotel. A block of rooms with a special rate has been set aside: <https://www.starwoodmeeting.com/Book/Beeronomics>.

Check for registration information on the Beeronomics 2015 website:

<http://www.beeronomics2015.org/>.

For more information, please contact Charli Hochsprung, Event Coordinator, at beeronomics2015@gmail.com, 1-509-335-5555.

Job Openings

Be sure to visit the [AAEA Job Board](#)! Our new platform allows employers to post open positions on the site and browse the resumes of qualified candidates. Applicants can apply for these positions online and upload their resumes anonymously, protecting their personal information.



Join the Conversation



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