It's hard to believe my tenure as AAEA President is coming to an end. It has been an honor and pleasure to serve an organization that has had such a positive impact on my own career. Inheriting the reigns of an organization on solid financial footing and stable membership numbers, thanks in no small part to the outstanding leadership of previous boards and presidents, made the job immeasurably more enjoyable than it could otherwise have been.

It has been a productive year for AAEA and I'll use my last column to recap a few of the highlights:

- After a 15-year hiatus, we re-launched the Early Career Professionals' Workshop with about 60 attendees in Vail, Colorado, in May. Even at my career stage, I learned a lot from the workshop and picked up several good tips on how to be a better agricultural and applied economist. Some of the highlights for me were Andy Barkley’s inspiring talk on being an enthusiastic teacher, the insights and advice from the editors of the AJAE, Food Policy, and AEPP, and the discussion of promotion and tenure cases with Nicole Ballenger and Paul Patterson. Thanks to the AAEA Trust and the USDA–Economic Research Service (ERS) for providing funding for the event, and to Cheryl Devuyst and Norbert Wilson for helping with the planning. The plan, now written into the operating policies of the Mentorship committee, is to hold the workshop every two years, with more intimate one-on-one mentorship programs planned for the intervening years.

- We began rolling out the results from the “Priorities and Solutions” project, a joint effort between AAEA, C–FARE, and ERS led by Gene Nelsen, Jill McCluskey, and Caron Gala. The project represents an attempt by the profession to highlight key social problems and articulate the role agricultural and applied economists can play in helping solve the problems. I attended one of the dissemination events at the National Press Club in Washington, D.C., in April and was impressed both by the breadth and depth of what we have to offer. These efforts have been particularly important given recent discussions in Washington about the federal budget for agricultural research and education and with discussions about reorganization of the USDA in the air. As a result, Jill McCluskey, Scott Swinton, and I sent a letter on behalf of AAEA to the Secretary of Agriculture and other Congressional leaders
articulating, among other things, results from the priorities and solutions project.

• One of Jill’s goals as AAEA President was to work to better integrate agricultural and applied economics within our broader economics discipline. One manifestation of that effort was closer communication with the National Bureau of Economic Research (NBER) to pursue mutually beneficial opportunities. Thanks to Jean–Paul Chavas who ably serves as the AAEA’s liaison to the NBER. As it turned out, the ERS and the Giannini Foundation were thinking along similar lines. The ERS recently funded a series of studies through NBER focused on the FooDAPS survey, and Colin Carter spearheaded efforts that led to a conference on agricultural productivity growth at NBER in May. The conference did precisely what one would hope from such efforts – it brought together people within the profession and connected them with work going on in the broader economics field more generally. We will be on the lookout for additional ways to further facilitate integration.

• In a previous newsletter I mentioned ongoing discussions about AAEA’s journal offerings. We do not yet know what, if any, changes will be made, but these are critically important strategic issues for the future of the association, and we are exercising due diligence in exploring options. I should note the AAEA Executive Board meets every year in the fall in New York with Oxford University Press and the editors of the *AJAE* and *AEPP* to evaluate the past year and plan for the future. These strategy sessions have led, and are leading to, a number of changes in journal content and in the way we communicate what is published in the journals to a broader audience.

• When he was AAEA President, Tom Hertel spearheaded an effort to enable AAEA to facilitate smaller, more specialized conferences and symposia. We have subsequently expanded the types of offerings available to our members to include workshops and AAEA–endorsed events. This year, Madhu Khanna and others organized a successful AAEA workshop in March in Washington, D.C., on water conservation policy. The ability to utilize AAEA business office resources to organize symposia and workshops remains, in my opinion, a highly valuable and yet vastly underutilized resource available to our members.

• We continue to work on improving and carrying out our new communications strategies (view AAEA Communications Video HERE). A new Communications Committee was formed a couple years ago, and the committee helps highlight offerings from the meetings and members that we believe will be newsworthy. AAEA funds a part–time media relations professional and we continue to work, via press releases, social media, and more, to make the important work that our profession does more visible to the public at large.

• The 2017 AAEA Annual Meeting in Chicago is just around the corner. My most recent newsletter mentioned some of the highlights to expect from the meeting. We continue to experiment and try new things to further improve the value of our annual meetings. For example, in Chicago, we will have an additional
night of reunions on Sunday after the general opening reception. In an effort to reduce the number of competing sessions in a given time-slot without reducing opportunities to present (who among us hasn’t had the infortunate experience of presenting to room consisting an audience slightly higher than the number of presenters?), we have increased the number of lightning sessions. Use of the AAEA Mobile App has almost entirely reduced the need for paper programs, while at the same time making it easier to figure out what we want to see.

Thank you for the incredible opportunity and privilege to serve as your AAEA president.

Jayson Lusk
AAEA President

AAEA News

2017 AAEA Annual Meeting:
Working with the Media Session

If you’re interested in sharing your research with a new audience, don’t miss the “Working With the Media” session at the 2017 AAEA Annual Meeting. You’ll get the chance to ask questions to journalists and hear stories from AAEA members with vast experience in working with members of the media. Whether you are interested in getting started with communicating to a broader audience or want to get advice from experts in the field, this is a session you won’t want to miss. Learn more about the session on the AAEA app: https://event.crowdcompass.com/aaea17/activity/x8vyBZyORx

Session Information:
Tuesday, August 1, 1:15 PM – 2:45 PM

If you have any questions please contact Jay Saunders, AAEA Communications Manager, at jsaunders@aaea.org

2017 AAEA Annual Meeting:
Download the AAEA Mobile App

The AAEA Annual Meeting app is live! Be sure to download this years’ #AAEAChicago17 Annual Meeting app before arriving in Chicago. The app will help you manage your networking, schedules, social media, and much more in the palm of your hand.

App capabilities:
• Access the schedule & customize your personal agenda

Download it for FREE to your smart device. Once installed, you’ll have instant access to all of the
awesome features. Logging in to the app and adding yourself to the “Attendee” list will help you get the most out of the app features.

Ready to get started? Search for “AAEA” in your app store and just look for the AAEA logo! Have questions? Let us know and we'll be happy to answer them. Just call (414) 918-3190 or send an email to info@aaea.org.

*AAEA created an app in 2016 which we will continue to use in 2017 and future meetings.

2017 AAEA Annual Meeting:
Business Meeting
Monday, July 31, 8:00 am–8:30 am
AAEA’s annual Business Meeting will be held during the annual meeting in Chicago, on Monday, July 31, in Salons II/III. This meeting gives members the chance to hear about the state of the Association. Updates will be given by the AAEA President, the Finance Committee, and the AAEA Trust Committee. Additionally, Board Members and Editors who are completing their terms will be recognized for their service. Lastly, those in attendance will be given an opportunity to voice any questions or concerns that they may have. We hope you’ll join us in Chicago.

2017 AAEA Annual Meeting:
Register for the Employment Center
Registration is open for the 2017 Employment Center taking place July 30 – August 1, during the 2017 AAEA Annual Meeting in Chicago. The Employment Center offers a great opportunity for highly qualified candidates to connect with a number of employers during the Annual Meeting. The Employment Center features a simplified registration and posting process that is integrated into the AAEA Job Board. Employer registration is $400 and includes unlimited job postings. Applicant registration is FREE, but participants must be registered for the 2017 AAEA Annual Meeting.

Registered Employers:
- Animal Plant & Health Inspection Service – USDA
- Auburn University
- Chinese Academy of Agricultural Science
- Economic Research Service– USDA
- University of Idaho
- IDInsight
- Kansas State University
- National Council of Applied Economic Research
- University of Nebraska–Lincoln
- North Carolina State University
- University of Tennessee at Martin
- Virginia Tech

For more information, please visit the online Employment Center. If you have any questions, please feel free to contact Sarah Kenner. We hope to see you in Chicago!
2017 AAEA Annual Meeting:

**Ticketed Events**

Consider attending one of the special ticketed events. If you have already registered for the annual meeting, call the business office (414) 918-3190 to register for pre/post conference workshop or luncheon/reception. For additional information click on the special ticketed events pre and post conference workshops or luncheons/reception.

<table>
<thead>
<tr>
<th>SATURDAY, JULY 29: PRE–CONFERENCE WORKSHOPS</th>
<th>Registration Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PC12</strong> Grant Writing by Early Career Professionals 7:30 am – 2:00 pm</td>
<td>$66</td>
</tr>
<tr>
<td><strong>PC13</strong> Applied Computational Economics 8:00 am – 5:00 pm</td>
<td>$78</td>
</tr>
</tbody>
</table>
| **PC14** Econometric Methods for High-Dimensional Data 8:00 am – 4:00 pm | Student: $15  
Professional: $40 |

<table>
<thead>
<tr>
<th>MONDAY, JULY 31</th>
</tr>
</thead>
</table>
| **SP31** Extension Section Luncheon 11:30 am – 1:00 pm  
*Member rate requires joining Extension Section* | Student: $30  
Member: $30  
Non-Member: $60 |
| **SP32** Applied Risk Analysis Section Invited Speaker Lecture and Luncheon 11:30 am – 1:00 pm | $45 |
| **SP33** CWAE, COSBAE and Specialty Crop Economics Speaker Series & Luncheon 11:30 am – 1:00 pm | $76 |
| **SP34** International Section Lecture and Reception 8:00 pm – 9:30 pm | $25 |

<table>
<thead>
<tr>
<th>WEDNESDAY, AUGUST 2: POST–CONFERENCE WORKSHOPS</th>
</tr>
</thead>
</table>
| **PC51** NIFA Agricultural Economics and Rural Communities Project Directors Workshop 8:00 am – 5:00 pm | Student: $25  
Professional: $55 |
| **PC52** Recent Developments in Experimental Economics 8:30 am – 12:30 pm | $25 |
| **PC53** Extension Tour | $100 |
2017 AAEA Annual Meeting in Chicago: Hotel & Registration

The advanced registration deadline has been extended until tomorrow, July 7, 2017. Join AAEA or renew your membership to get the discounted registration rate by visiting www.aaea.org/membership.

AAEA invites you to take part in our 2017 AAEA Annual Meeting in Chicago, July 30 – August 1, 2017. Our meeting will take place at the Chicago Marriott Downtown Magnificent Mile, located in the heart of the Windy City. Surrounded by the best theatres, shopping, dining and entertainment around, this is an ideal location. This is an event you are not going to want to miss.

**AAEA Room Rates:** Single or Double: $195.00
Guest Rooms Include: Internet at $1.00 per day, access to 9,000 sq. ft. fitness center, trendy Chicago hotel rooms featuring clean lines with chic, comfortable bedding and furnishings, spacious yet stylish hotel rooms & suites feature HD flat screen TVs and ergonomic furnishings, and experience spectacular downtown city and lake views from your Magnificent Mile accommodation.

AAEA encourages attendees to make hotel room reservations early to avoid sold out rooms. Book your room at the Chicago Marriott Magnificent Mile through online reservations or by calling (877) 303-0104 and mentioning the 2017 AAEA Annual Meeting. The last day to book a room in the AAEA block is today, July 6, 2017.

**Additional Hotel Information:**
*Must mention "Agricultural & Applied Economics Association 2017 Annual Meeting"

Homewood Suites by Hilton Chicago-Downtown
Rate: $209
312–644–8094
40 East Grand Avenue
Chicago, Illinois 60611
Homewood Suites by Hilton Room Reservations

**Invitation Letter/Visa Requirements:** If you need an invitation letter from AAEA in order to attend the 2017 AAEA Annual Meeting, please request one by emailing info@aaea.org.

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Advanced (June 8–July 7)</th>
<th>On–Site (July 6 and after)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Member</td>
<td>$490</td>
<td>$565</td>
</tr>
<tr>
<td>Professional Non-member</td>
<td>$640</td>
<td>$715</td>
</tr>
<tr>
<td>Senior Member</td>
<td>$380</td>
<td>$455</td>
</tr>
<tr>
<td>Senior Non-member</td>
<td>$500</td>
<td>$575</td>
</tr>
<tr>
<td>Graduate Student Member</td>
<td>$140</td>
<td>$180</td>
</tr>
<tr>
<td>Graduate Student Non-member</td>
<td>$275</td>
<td>$320</td>
</tr>
<tr>
<td>Guest Registration*</td>
<td>$55 per guest</td>
<td>$55 per guest</td>
</tr>
</tbody>
</table>

*Guests include any interested party not professionally in the fields of agricultural or applied economics, or a related discipline. Guest fees include the welcome reception, plenary sessions, and all concurrent sessions (Guests under the age of 16 are free, and don’t need to register). Cancellations of meeting registrations are subject to a $50 processing fee. After July 6, no refunds will be given for meeting registrations or special event tickets. To cancel your Annual Meeting registration and/or special event tickets, contact the AAEA Business Office at (414) 918-3190 or info@aaea.org.
2017 AAEA Annual Meeting:
Undergraduate Student Section Activities

On behalf of the Undergraduate Student Section of the Agricultural & Applied Economics Association, we cordially invite you and your students to attend and participate in the 2017 AAEA Annual Meeting in Chicago (July 30–August 1, 2017). Our section offers a wide variety of professional development opportunities for undergraduate students of agricultural and applied economics:

- Academic Bowl Competition
- Student Paper Competition
- Earl O. Heady Decision Sciences Spreadsheet Competition
- Outstanding Chapter Competition
- Creative Club Competition

Students can interact with representatives of major graduate programs in our profession to discuss MS and PhD programs. Our reception on Sunday night (July 30, 2017) is a great opportunity for your students to meet and forge lifelong friendships with other students from over 20 domestic and several Canadian universities. On Monday night, immediately following the final round of the Academic Bowl Competition, we recognize and celebrate student accomplishments at the Awards Ceremony. Additionally on Monday night, in our section’s business meeting, students have the opportunity to run for elected student leadership positions within our section.

To encourage participation, the student registration fees are only $20 per student. As a further incentive to participate, there is a total of $1,800 in prize money, various award plaques, and of course bragging rights to be national champions in a given competition. All of the required registration forms, competition rules, and overview of the Undergraduate Student Section may be found at: http://www.aaea.org/membership/sections/ss-aaea/aaea-annual-meeting.

Obituary

Jerry Fletcher
1949-2017

Jerald “Jerry” J. Fletcher, 68, of Morgantown, died from cancer on Monday, June 19, 2017, at his home.

Jerry was born on a ranch in Basin, Wyoming, on January 4, 1949, to the late Wallace Fletcher and Thelma Boyd Fletcher. He was the third of four children. As a child he was active in 4-H, sports, and
science fairs. Jerry would read everything in sight, becoming so engrossed that he’d miss the call to dinner. He graduated from Greybull High School, where he lettered in football and was a National Merit Scholar.

Jerry received a BA in mathematics from the University of Wyoming. He supported his young family, including his eldest sons, Ken and Keith, by working as a research associate, first in physics and later in agricultural economics, the field in which he would pursue his life’s work. Before entering academia, Jerry worked as a warehouse manager, insurance salesman, and hospital supply distribution manager.

Jerry moved to San Francisco in 1974. His first academic job was as lecturer in mathematics at San Francisco State University. He continued his studies, earning first an MA in economics and then a PhD in agricultural economics from the University of California, Davis. He met and married the love of his life, Marsha, in 1976. Their first child, Laura, was born in California before Jerry began his first faculty position at Purdue University in West Lafayette, IN, where they had their second child, Mark.

In 1989 Jerry came to West Virginia University, where he led a distinguished career as a professor and leader. He was founder and director of the Natural Resource Analysis Center in the Davis College and past director of the Division of Resource Management. He was director of the Department of Energy–funded U.S.–China Energy Center, the university’s largest grant to date. Over his career, he served as principal or co–principal investigator on nearly $60 million in research grants, wrote hundreds of peer–reviewed articles and other papers, and mentored dozens of students and young faculty from around the world.

Jerry coached and refereed youth soccer, helping found Cheat Lake youth soccer. He also coached youth basketball and co–led Boy Scout Troop 66 in Morgantown. He was a member of the Benevolent and Protective Order of Elks and the Rotary Club of Cheat Lake. He enjoyed dabbling with the latest technology, including “green” innovations that reflected his lifelong commitment to environmental sustainability. He loved travel and was proud to have visited all 50 states and at least 12 countries. Jerry was well known for his sense of humor, in particular a joke involving moose and pie.

Jerry is survived by his wife of 41 years, Marsha Fletcher; four children, Ken Fletcher and his wife, Ann Swan Fletcher, Keith Fletcher, Laura Fletcher and her husband, Charlie Anderson, and Mark Fletcher and his wife, Katie Adams Fletcher; two grandchildren, Oscar and Alice Anderson; three siblings, Robert Fletcher, Karen Fletcher Curd, and Gary Fletcher and his wife, Christine Fletcher; and many nieces, nephews, cousins, and extended family across the country. Jerry’s wish was to donate his body to scientific research. A celebration of his life will be held 4:00 to 7:00 p.m. on Friday, July 21, 2017 at the Erickson Alumni Center.
Announcement:

*Journal of Agribusiness in Developing & Emerging Economies (JADEE)*

The JADEE Publishing Team is pleased to announce the appointment of a new Editor for the journal. Professor Ashok K. Mishra from Arizona State University, will replace Professor S.P. Raj as Editor of the journal starting July 1, 2017.

Ashok K. Mishra is Kemper and Ethel Marley Foundation Chair in Food Management, Morrison School of Agribusiness, W. P. Carey School of Business, at Arizona State University, where he conducts research and teaching activities in public policy, finance, agribusiness, and food security. For more information, please visit: [https://wpcarey.asu.edu/people/profile/2705118](https://wpcarey.asu.edu/people/profile/2705118).

To celebrate his appointment, we have made freely available a few selected papers. Please read the announcement here which includes the access to the papers:


The new Editor welcomes papers at any time, which can be submitted online at [http://mc.manuscriptcentral.com/jadee](http://mc.manuscriptcentral.com/jadee), and is also interested in hearing ideas on special issues. You can contact Professor Mishra at Ashok.K.Mishra@asu.edu. The journal is indexed by Scopus and the Web of Science Emerging Sources Citation Index (ESCI). For more information, please visit: [http://www.emeraldgrouppublishing.com/jadee.htm](http://www.emeraldgrouppublishing.com/jadee.htm)

Call for Proposals:

**UCLA Law School Animal Law and Policy Small Grants Program**

Thanks to generous funding from Mr. Bob Barker, UCLA Law School is pleased to offer the Animal Law and Policy Small Grants Program (“UCLA ALP Program”). [http://law.ucla.edu/centers/social-policy/animal-law-grants-program](http://law.ucla.edu/centers/social-policy/animal-law-grants-program). The UCLA ALP Program exists to encourage new academic empirical research, with the goal of developing better empirical bases from which to understand, evaluate, and pursue animal law reform. Applicants from a variety of academic disciplinary backgrounds, including economics, sociology, demography, social psychology, moral psychology, medicine, plant–based nutritional science, cognitive science, law, public health, and public policy are encouraged to apply. The UCLA ALP Program has two goals:

- Fostering sound empirical—quantitative or qualitative—knowledge related to human uses of animals, alternatives to uses of animals, and humans’ relationship to animals, which animal law and policy academics and practitioners could use to develop animal law and policy reform applications
- Supporting empirical research that enables animal law and policy academics and practitioners to develop increasingly more sophisticated understandings of the impact of public policies and laws that affect animals directly or indirectly

Advanced–level graduate students are strongly encouraged to apply. Established scholars interested in expanding their non–legal research agenda to include topics related to the UCLA ALP Program’s goals are also welcome. The UCLA ALP Program does not support animal research. Applications are due by October 15, 2017. For more information, please visit: [http://law.ucla.edu/centers/social-policy/animal-law-grants-program](http://law.ucla.edu/centers/social-policy/animal-law-grants-program)
Journal of Food Products Marketing: Special Issue on Food Waste

The Journal of Food Products Marketing will launch a new series of special issues exploring Contemporary Topics in Food Marketing. The first special issue will be guest edited by Dr. Brian Roe and Danyi Qi of the Department of Agricultural, Environmental and Development Economics at The Ohio State University on Food Waste: Marketing Strategies. Possible topics include:

- Labeling innovations
- Consumer response
- Food waste measurement
- Food recovery programs
- Gleaning and markets

Submissions should follow the manuscript style guidelines for the Journal of Food Products Marketing [http://www.tandfonline.com/toc/wfpm20/current]. All manuscripts should be submitted online [https://mc.manuscriptcentral.com/wfpm]. The deadline for receiving manuscripts is October 1, 2017.

Colleagues interested in working with the Editorial Board to design and manage other special issues should contact Dr. Neal Hooker, Editor at Hooker.27@osu.edu. Possible topics for future special issues include:

- Advances in Food Advertising
- Grocery Consolidation
- Digital Marketing for Food Brands and Retailers
- Food Marketing in Asia
- Food Innovation/Design

The Journal of Food Products Marketing serves as a forum for the exchange and dissemination of food marketing knowledge and experiences. Designed to study the characteristics and outcomes of food marketing systems around the world, the journal critically examines contemporary food marketing challenges and solutions. Scholars, practitioners, and public policymakers share practical and insightful information—both descriptive and analytical—on food marketing theory and practice. The Journal of Food Products Marketing enables marketing specialists to stay up-to-date through theoretical and empirical insights and to make informed decisions by enhancing our understanding of the functions, institutions, and environments of food marketing systems.

Fulbright U.S. Scholar Program

The 2018–19 Core Fulbright U.S. Scholar Program competition is now open. Opportunities are found in the newly redesigned Catalog of Awards. There are many awards in Environmental Sciences, Biological Sciences, and Chemistry, including:

- **Mauritius**: Renewable Energy and Sustainable Development
- **Australia**: Fulbright Senior Scholar in Resources and Energy (Curtin University)
- **Canada**: Research Chairs in Environment
- **United Arab Emirates**: All Disciplines (Teaching or Teaching/Research)
- **India**: Fulbright–Nehru Academic and Professional Excellence Awards (All Disciplines)
- **Georgia**: Science, Technology and Engineering
The Exchange

- **Colombia**: Fulbright–Universidad Nacional de Colombia Distinguished Chair in Biodiversity and Sustainable Development

We would appreciate any suggestions you might have for reaching Agricultural & Applied Economics Association (AAEA) members. Your perspective and engagement allows us to promote academic excellence and public diplomacy through Fulbright. Here are a few ways that you can help:

1. **Register your interest or refer colleagues** to receive information about the Fulbright Scholar Program. IIE/CIES contacts all referrals, providing valuable information about the award offerings and application process.

2. Share this message; the following links will be useful for potential applicants:
   - **Application Guidelines**: including sample project statements
   - **Review Criteria**: to inform the various components of your application
   - **Eligibility Requirements**: to review program policies
   - **Outreach Events**: a schedule of conferences, workshops, and webinars

---

**Journal of Natural Resources Policy Research**

**Call for Papers**

*Journal of Natural Resources Policy Research* addresses a broad range of natural resource fields including water, minerals, energy, fisheries and forestry in a synthesizing fashion, rather than stand-alone specialty areas. It also publishes papers on the natural resource implications of climate change, natural disasters and biodiversity loss, among others.

We are looking for papers based on original research focusing on policy implications and perspectives of natural resource allocation, planning and management. A sampling of suggested topics follows:

- Natural resource policy broadly defined – scope and dimensions
- Holistic vs. sector specific approach
- Policy framework – components, sequencing, linkages, integration, robustness
- Conceptual/theoretical paradigms – rationale and evolutionary perspectives
- Country studies, case studies, case histories, survey paper
- Natural resource policy modeling
- Natural resource institutions – design and implementation
- Natural resource policy crafting – ownership, allocation, planning, development, markets and pricing, conservation

- Natural resources and political externalities; public choice and rent– seeking
- Natural resource use and environmental quality
- Public–private partnership issues
- Natural resources and institutional entropy
- Transboundary, transnational, and transgenic resources
- Natural resource policy – efficiency, equity, and sustainability
- Trigger issues – climate change, natural disasters, human disasters, deforestation, endangered species, invasive species, and environmental pollution.
We are also looking for special issue proposals on topics in the natural resources policy field that are in the forefront of current discourse, such as integrated disaster risk management, alternative energy sources with special focus on bio–energy, water privatization, climate change and natural resource institutions.

Submit your papers online
Please prepare your papers in accordance with the guidelines posted at http://www.editorialmanager.com/jnrpr under “Instructions for Authors.” Inquiries may be directed to the Editor–in–Chief at: jnrpr@press.psu.edu.