

A Re-launch of the *Review of Agricultural Economics*

This has been a year of dramatic change for the AAEA with the change in name and lowering of dues. With this issue of *The Exchange* we announce a further major change in one of the Association's two major journals, the *Review of Agricultural Economics (RAE)*. The AAEA is also in the midst of contracting a new publisher for its two major journals, upon which I will report in the next issue of *The Exchange*. In the process of negotiations and canvassing views of publishers about the potential of the *RAE*, the AAEA Executive Board, with input from the editors, the AAEA Communications/Publications Committee, and a special AAEA Task Force, has decided to re-launch the *RAE* under a new name: *Applied Economic Perspectives and Policy (AEPP)*. This change in name will become effective with the first issue of 2010.

With this change, the names of the Association's two journals, the *AJAE* and the new *AEPP*, parallel the two bodies of economics included in the new name of the Association ("agricultural" and "applied"). Of course, a name change alone accomplishes little by itself. Along with the name change, a significant refocusing of the journal is planned. The vision is to reshape the journal at least partially along lines best defined by the *Journal of Economic Perspectives* and the *Journal of Economic Literature*, with content confined to subject matter consistent with the vision and mission of the AAEA as adopted at the AAEA Business Meeting last July. At least a few commissioned papers following this pattern will be included in each issue. To achieve this end, the AAEA Executive Board has named Ian Sheldon of The Ohio State University as the new Commissioned Papers Editor for *AEPP*. Good ideas for such papers can be sent to him as he is already hard at work.

The goal is to develop the journal into one that truly complements the *AJAE* and attracts similar or even broader recognition. Some interesting statistics that suggest this possibility are provided by our mother organization, the American Economic Association. Over the past four years (2004-2007), the impact factor for the *Journal of Economic Perspectives* has averaged well over 100 percent higher and the impact factor for the *Journal of Economic Literature* has averaged almost 50 percent higher than the impact factor of the *American Economic Review*!

The *AEPP* will continue to include submitted papers that go through the typical review process, but the goal will be for these papers to provide more synthesis and become more integrative, policy relevant, and widely accessible. To inform prospective authors of the new focus of the journal, as necessary to guide submission of papers from this point forward, the journal's statement of aim and scope, which will appear on the inside cover, will be as follows:

Applied Economic Perspectives and Policy will publish articles that achieve two objectives: to synthesize, integrate and analyze areas of current applied economic research within the mission of the AAEA in order to inform the decision-making and policy-making community; and to stimulate linkages between sub-fields of agricultural and applied economics in a way that illuminates and focuses future research and increases knowledge among researchers about the impact of public policy. The journal's aim is to reframe the breadth of available technical economic literature to inform future economic research and broader audiences by presenting high quality agricultural and applied economic research in a way that is generally accessible. In each issue of the journal, at least two perspectives articles, specifically solicited by the editors, will focus on selected themes of interest, alongside which will be published submitted articles. Proposals for themes are encouraged, and should be sent to the editor responsible for perspectives articles.

The mission of the AAEA is to enhance the skills, knowledge, and professional contributions of economists who help society solve agricultural, development, environmental, food and consumer, natural resource, regional, rural, and associated applied economics and business problems.

More detail will be provided soon by e-mail and on the Web site defining the reorientation of solicited manuscripts. Authors should also be aware that we will begin using a content editor (as differentiated from a copy editor) to help achieve the goals of policy relevance and accessibility (i.e., readability by a broader audience).

A related change approved by the AAEA Executive Board is that the AAEA will no longer publish proceedings of AAEA sessions at the ASSA Annual Meeting in this journal. Instead, Invited Papers from both AAEA sessions at the ASSA Annual Meeting and the AAEA Annual Meeting will be published in a single issue of the *AJAE*. This will delay publication of ASSA papers by a few months (Autumn issue of the *RAE* to the last issue of the *AJAE*) but papers will be posted online much earlier than the published issue is available.

Finally, I extend a hearty invitation to join us for the 2009 AAEA & ACCI Joint Annual Meeting in Milwaukee, WI, July 26–28, 2009. This year, the AAEA Presidential Address will be given by AAEA President-elect **Ronald C. Mittelhammer**, Regents Professor at Washington State University and well-known author of two leading econometrics textbooks as well as numerous scholarly journal contributions. The AAEA Fellows Address will be given by **Rulon D. Pope**, Professor of Economics at Brigham Young University and widely published contributor to the scholarly literature, especially on risk. This year's recipient of the Galbraith Prize and Galbraith Lecturer will be **Angus Deaton**, Dwight D. Eisenhower Professor of International Affairs at Princeton University and President-elect of the American Economic Association. And the Keynote Address will be given by **Robert H. Frank**, H.J. Louis Professor of Management at Cornell University, a regular columnist for *The New York Times*, and well-known author of a number of books including *The Winner-Take-All Society*. He will give us his latest take on the financial crisis, its implications, and efforts to climb out of it. We hope to see you all there.

Richard E. Just
AAEA President