

## President's Column Coming to the Minneapolis Meeting



### *Renowned Plenary Speakers*

Expect a fantastic set of plenary speakers in Minneapolis this July! Our Keynote Speaker on Sunday night is Brian Wansink from

Cornell University. His thinking, research, and public policy work at the intersection of behavioral economics and nutrition will kick off the meeting. On Monday morning, Barry Goodwin of the University of North Carolina will deliver the Presidential Address. Then on Tuesday morning, Kathy Segerson of the University of Connecticut will make the Fellows Address, focusing on how differences in individual and group behavior influence research and public policy. Finally, on Tuesday at 6:00 p.m., the Galbraith Forum Committee, chaired by Tom Wahl, is pleased to announce that Jean Tirole of the Institut d'Economie Industrielle will present the 2014 Galbraith Lecture. I look forward to hearing these speakers with you and to the conversations these speakers start.

### *AAEA Meeting Goes More Online & Green*

For the Minneapolis meeting, we are expanding our AAEA online and green profile. The meeting app was so popular in DC in 2013 that we're creating an updated app for the 2014 meeting. Based on the feedback we received, we're working with our vendor to make changes to the app that improves upon last year's experience. These include better searchability of speaker listings, better maps, and improved connectivity. We have contracted with our hotel for free Wi-Fi throughout the meeting venues to

facilitate your use of the app and support a great meeting experience. We expect that many of you will want to not have or carry a paper program so we'll be asking you at the registration desk if you would like a paper program—please plan to go paperless if it meets your needs.

## The AAEA Culture of Engagement—Joining a Standing Committee

Our AAEA Committees develop ideas, organize programs, analyze and give feedback, and carry out other important functions of our organization. This issue of *The Exchange* includes a call for you to express an interest in joining one or more of these committees. Please consider doing so. Barry Goodwin will be using your expressions of interest in his process of appointing Committees for 2014–2015.

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## AAEA Symposia and Other Events

### *Social Networks, Social Media and the Economics of Food Symposium* in Montreal, May 28–30, 2014

This AAEA/EAAE/CAES Joint Symposium is coming up in late May and will feature research on and conversation about the economics of food production and choice in a world in which social media and social networks have assumed a prominent role. I encourage you to attend. Early registration ends March 31, followed by regular registration (<http://www.aaea.org/meetings/2014-aaeaaeacaes-joint-symposium>). As always, the papers from this and all previous AAEA Symposia are available online at AgEcon Search (<http://ageconsearch.umn.edu/handle/43165>).

## Growth of AAEA Symposia and Other Events

Planning for and use of AAEA Symposia and other sponsored events is taking off! The Extension Section has organized a second symposium in their series. This one focuses on Crop Insurance and the

2014 Farm Bill and will be held in Louisville on October 8–9, 2014

(<http://www.aaea.org/meetings/crop-insurance-and-the-2014-farm-bill-symposium>). Abstract submission is open until April 22. The AAEA Board has also approved a Symposium on Consumer Behavior in a Changing World: Food, Culture, and Society to be held in Naples, Italy on March 25–27, 2015. We're also happy to announce AAEA endorsement of two other events: a symposium at IAMO Forum 2014 co-organized by the International Section and IATRC and a pre-conference symposium organized by the COSBAE Section that will precede the Caribbean Food Crop Society's annual conference. AAEA wants to increase our service in facilitating symposia and promoting other events in collaboration with Sections, Regional Committees, and other groups of AAEA Members. Please contact me at [caswell@umass.edu](mailto:caswell@umass.edu) to discuss this opportunity further.



Julie A. Caswell  
AAEA President



## AAEA News

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### Call for Applications: 2014-2015 AAEA Mentoring Program

The Early Career Development Committee is now seeking mentor and mentee applicants for the 2014-2015 Mentoring Program. The program begins with the Mentorship Workshop held on July 25-26 prior to the [2014 AAEA Annual Meeting](#).

Mentors and mentees will complete the one-day training workshop to prepare for a year long mentoring experience. The workshop helps participants identify their work and leadership styles, set their professional and personal goals, construct a mentoring plan, and share professional advice.

Please visit the [Mentorship Workshop website](#) for more information. [Mentors](#) and [Mentees](#) can apply online. For questions please contact Brian Mondragon Jones at [bmjones@aaea.org](mailto:bmjones@aaea.org) or (414) 918-3190.

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

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### Call for Session Moderators: 2014 Annual Meeting

AAEA is seeking volunteers to serve in the moderator role for Selected Paper Presentations at the 2014 Annual Meeting in Minneapolis. Building on the Culture of Engagement discussed in AAEA President, Julie Caswell's [earlier column](#) in *The Exchange*, we are seeking moderators who will be actively engaged in fostering discussion during their session. In addition to keeping the session on schedule (15 minutes per presentation, followed by 5 minutes for discussion), moderators should come prepared with questions for each presenter.

If you are interested in serving as a moderator, please contact the AAEA Business Office at [info@aaea.org](mailto:info@aaea.org) or check the "I am willing to serve as a Moderator" box located on the [Annual Meeting registration form](#).



## AAEA News

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### President-Elect Seeks Volunteers for AAEA Committees

Members interested in shaping the future of the AAEA can play an essential role by serving on an association committee. Committee service also offers an excellent opportunity for developing contacts and increasing professional networking.

"I invite all members to get actively involved in AAEA through serving on our committees," says President-Elect Barry Goodwin. "By serving, you influence the direction and priorities of the AAEA, and help us to best meet the needs of agricultural and applied economists. Your work will shape our AAEA Trust, awards and special lectures, membership, leadership selection, publication, statistics infrastructure, outreach, meeting, and career development activities. For established professionals, we rely on your contributions to guiding the AAEA's work. For early career professionals, working on a committee is a great way to build your professional network and service record. Please email us (see below) with your interest in serving."

Goodwin will make appointments to the following 2014–2015 committees by June 2014:

- AAEA Trust
- Awards
- Case Study Invited Paper
- Communications/Publications
- Early Career Development
- Economics, Statistics & Information Resources
- Employment Services
- Fellows Selection
- Finance
- Galbraith Forum and Award
- Membership
- Nominating
- Outreach
- Selected Presentations
- Tellers
- T.W. Schultz

For information about these committees and a list of their current members, please visit <http://www.aaea.org/about-aaea/aaea-committees>. Any AAEA member interested and willing to serve on a committee should contact Brian Mondragón Jones at [bmjones@aaea.org](mailto:bmjones@aaea.org) or (414) 918–3190 by **April 21, 2014**.

### *Renew Your AAEA Membership for 2014!*

Renew your AAEA membership for 2014 on the [AAEA website](#) by downloading the [pdf form](#) or logging in to the My Account section. Completing your renewal online saves time by filling out most of the information for you automatically. Reminders and paper forms were also mailed out earlier this month.

The benefits of your **2013** AAEA membership only last through **April 1**, renew to ensure you continue to receive services from AAEA throughout the upcoming year.

## AAEA News

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### Call for Submissions: Invited Papers for the 2015 ASSA Annual Meeting

President-Elect Barry Goodwin is soliciting proposals and suggestions for AAEA invited paper sessions at the 2015 Allied Social Sciences Association (ASSA) Annual Meeting in Boston, MA, January, 3–5, 2015. Preference will be given to those proposals that add to knowledge on public issues of national and international importance or expand capabilities and tools for economic research.

The objective of AAEA sessions at the ASSA Annual Meeting is to share new knowledge with members of other economics associations as well as with AAEA members. Sessions may be jointly sponsored with other ASSA member associations. AAEA encourages sessions that will draw widely from ASSA attendees. Therefore, preference will be given to proposals that jointly serve the interests of the AAEA and other economists more broadly.

Papers in these Invited Paper sessions will be considered for publication in the [American Journal of Agricultural Economics](#) in August 2015. Preference will be given to proposals that reflect a commitment to furnish a high-quality collection of papers suitable for publication.

Papers will go through a review process, and it is not guaranteed that all papers in an accepted session will be published. Papers submitted for review should be in their publish-ready state because there will not be time for multiple versions and reviews. Discussant comments will not be published. Authors will be contacted by the *A/AE* editors regarding style and length of

manuscripts to be submitted to the editors for publication consideration. Proposed session formats with three papers and one discussant or four papers without a discussant are permitted. Proposals for sessions without a discussant must include a clear plan for ensuring and fostering participant interaction. Please note that sessions at ASSA are two hours in length.

Proposals will be reviewed and selected by a subcommittee of the AAEA Board. Proposals should be submitted to Kristen Wright at [kwright@aaea.org](mailto:kwright@aaea.org). They should include the proposed session title and paper titles, as well as the names, addresses, phone numbers, and e-mail addresses of the session organizer, moderator, paper presenters, and discussants. A brief (approximately two pages) justification of the session, and one paragraph abstract describing the objective of, and new knowledge generated by, each paper, should also be included. It is the responsibility of the organizer to ensure that all individuals identified in the proposal are willing to participate.

**All presenters/speakers/discussants must be members of AAEA.** A membership waiver request can be included in the proposal in the case of extenuating circumstances. In addition, participants need to register for the ASSA meeting. AAEA cannot grant registration waivers for the meeting.

Please send proposals by **April 24, 2014**, in Word or PDF format, to Kristen Wright at [kwright@aaea.org](mailto:kwright@aaea.org).

## AAEA News

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### Call for Applications: Student and Early Career Professional Travel Grants

The [AAEA Trust](#) seeks applications for Early Career Professional and Graduate Student Travel Grants. These grants defray housing and transportation costs associated with attending the [2014 Annual Meeting](#) in Minneapolis, July 27–29, 2014. Up to \$400 will be awarded to each applicant, based on professional merit, financial need, and expected active participation in the Annual Meeting.

A qualifying applicant must be a graduate student or comparatively new junior professional (within three years of award of your last degree) engaged at an accredited U.S. college, university, or other institution in such applied economics fields as agribusiness, agricultural, consumer, food, development, environmental, health, marketing, regional, rural, or resource economics. Reflecting the Trust's goal of broadening participation in the Annual Meeting, preference may be given to individuals working under institutional circumstances not normally conducive to AAEA meeting attendance.

Applications must be submitted through the [online application form](#). You will be asked to submit the following:

- Your name, postal address, e-mail address, and phone number;
- Your current status, including: early career professional or graduate student; department and institution at which enrolled or employed; degree program

underway or recently completed; years at institution; brief summary of research area; and professional rank or anticipated graduation date;

- Description of your interest and/or planned participation in the Annual Meeting;
- Proposed travel budget, including other funding sources available, such as from the your institution; and
- A nomination from a department, division head, or supervisor which includes written acknowledgement of the nomination and certification of your financial need, including certification that funding is unavailable from other sources.

Applications should be submitted by the individual seeking support; however, only one application from each department or division will be considered. In the event that more than one application is submitted from a specific department or division, it will be up to the department head to decide which will be considered. Applications will be accepted only from U.S. colleges, universities, and institutions.

The deadline for submission is **April 7, 2014**.



AAEA News

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**Call for Abstracts: Crop Insurance and the 2014 Farm Bill Symposium**

October 8–9, 2014  
Marriott Louisville Downtown  
Louisville, KY

AAEA seeks submissions for Selected Presentations for the 2014 AAEA-sponsored Symposium "[\*Crop Insurance and the 2014 Farm Bill: Implementing Change in U.S. Agricultural Policy\*](#)". Submissions for Selected Presentations need to include a two-page, single-spaced abstract that provides a clear explanation of what will be presented at the Symposium. Authors should include in this abstract a

discussion of the relevance of the topic, research methodology, and potential for generating discussion during the meeting. Please **do not** include your name or contact information in the abstract file.

Abstracts need to be received by **Tuesday, April 22, 2014**, and should be submitted using AAEA's online submission system. Material previously presented at other meetings cannot be accepted, and the submitting author will be asked to verify that the material has not been presented elsewhere. For more information visit the [symposium website](#).

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**Early Registration Deadline Approaching for the Social Networks, Social Media and the Economics of Food Symposium**

May 28–30, 2014  
Hyatt Regency, Montreal, Quebec, Canada

[Agenda Now Available](#). Follow AAEA on Twitter [@AAEA\\_Economics](#). Use #EconFood14 to stay up-to-date on the latest symposium news!

**Important Deadlines:**

- **March 31, 2014: Early Registration Deadline**
- **April 3, 2014: Deadline for Final Papers and Posters to be uploaded on AgEcon Search**
- **May 15, 2014: Registration and Cancellation Deadline**

Registration for the Joint Symposium is open. [Click here](#) to register online or complete a [PDF form](#) and return to the AAEA business office by fax: 414–276–3349 or email [info@aaea.org](mailto:info@aaea.org). If you have any questions regarding registration, please contact [info@aaea.org](mailto:info@aaea.org).

**Registration Fee:**

Before March 31: \$240 (USD)  
April 1 – May 15: \$285 (USD)

**Hotel Reservations**

All of the Joint Symposium activities will take place at the Hyatt Regency Montreal. Hotel reservations can be made [online](#) or by calling 1–800–361–8234. When making reservations over the phone, please mention the AAEA Symposium. The deadline to reserve a hotel room is **Monday, April 28**. After that date the rates below cannot be guaranteed.

[Hyatt Regency Montreal](#)

Single/Double: \$199 (CAD)  
Regency Club: \$259 (CAD)

For more information please visit:

<http://www.aaea.org/meetings/2014-aaeaaecaes-joint-symposium>

Questions? Contact the organizing committee at [social.food.econ@gmail.com](mailto:social.food.econ@gmail.com) or the AAEA Business Office at [info@aaea.org](mailto:info@aaea.org).

## Section Updates

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### **NAAEA Section**

We are busy scheduling our business meeting and group discussion for Sunday, July 27, at the 2014 AAEA Annual Meeting. We encourage all agricultural economics administrators, or those interested in learning more about administration, to join the section and be an active participant in these meetings.

One major topic for discussion following the business meeting will be to update the information that Mike Boland provided in his 2009 Western Agricultural Economics Presidential Address. Mike and I are focusing on the tenure of individuals in the role as department head or chair, and the process for leader selection at our various departments and units. We will also hear from Oluwarotimi Odeh, chair at Virginia State University, on a parallel survey

he is conducting assessing leadership preparation and training for administrative roles, both as a precursor to assuming unit leadership or on an ongoing basis for sitting leaders.

Please join the [NAAEA Section](#) and plan to attend our Sunday afternoon meeting. Please also respond fully and quickly to Dr. Odeh's survey as well as the phone surveys Mike and I will be conducting in the next month or two.

Respectfully submitted,

**David Lambert**

**Chair, National Association of Agricultural  
Economics Administrators**





## Section Updates

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### Senior Section

#### Senior Section to Co-Sponsor Workshop on Teaching and Learning Macroeconomics

On Wednesday, July 30, following the AAEE Annual meeting in Minneapolis, the [Senior Section](#) and the [Teaching, Learning and Communications Section](#) will co-sponsor a post-conference workshop entitled “[The Role of Agricultural and Applied Economics in Supporting Macroeconomic Literacy](#)”. The Federal Reserve Bank of Minneapolis will host the workshop and provide the facilities, and the Federal Reserve Bank of St. Louis will provide the lunch. For that reason, the cost to participants of this important workshop will be minimal.

The two sponsoring sections and the Federal Reserve Banks share a concern about the lack of economic literacy of the public, and have decided to support efforts to improve the situation, beginning with a focus on macroeconomics. The lack of public understanding of macroeconomics generates confusion about the national and global economies and provides an environment conducive to ineffective, or risky, public economic policies.

Traditionally, macroeconomics has not been a major focus of agricultural and applied economics departments. That may have been acceptable in past decades when the main focus of our Departments was on production and marketing for farms and businesses. But, today, the agricultural, food, energy and resource industries are greatly

concerned with the state of the economy and with policies that shape the economic milieu in which they must operate. It will be increasingly useful for our students and our clientele to understand macroeconomics, and increasingly important that our faculties contribute to that understanding.

The workshop will feature speakers addressing the role of agricultural and applied economics departments in supporting macroeconomic literacy, economic education programs supported by the Minneapolis Federal Reserve Bank, teaching tools from the St. Louis Federal Reserve Bank, integrating macro into an agricultural economics curriculum, effective teaching of macroeconomics, and much more. Department Heads may wish to encourage selected faculty to attend in order to bring the discussion of macroeconomic literacy back to your departments. Registration is open and [available online](#), sign up early since there is a limit on attendance.

#### Income Inequality to be Focus of A Track Session at Annual Meeting

Income inequality has grown markedly in the United States during recent decades. That fact is indisputable. But there is considerable debate and controversy over the causes, consequences and cures. The issue is important to agricultural economists if there are implications for economic mobility, rural economies, food demand, poverty and all the agricultural, food, energy and natural resource policies with which we are concerned.

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## Section Updates

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The AAEA Senior Section has joined forces with the Community and Regional Economic Network to sponsor a track session at the summer meeting in Minneapolis titled, “Income Inequality in the United States: Measures, Causes, Effects, and Possible Remedies”. Speakers in this session will examine the growth, persistence, and causes of inequality and evaluate programs to reduce its effects.



Whatever one’s personal and political views on the topic of income inequality, it will be a major subject of public discourse in the years ahead. That discourse, especially among economists, should be shaped by factual information to the extent possible. This session will be a good place to start. Watch for your AAEA Annual Meeting program and put this track session on your “must attend” list.

## C-FARE

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### Save-the-Date Events!

**C-FARE Choices Webinar THIS FRIDAY, March 21 at 2:00 p.m. ET, [Register Today!](#)**

The [Choices Magazine](#) theme in the 3<sup>rd</sup> Quarter of 2013 focused on water quality issues. C-FARE will host a webinar to highlight the *Choices Magazine* articles.

Summary: The most recent assessment of U.S. surface waters reveals that 55% of the nation’s rivers and streams are in poor condition. The leading causes of impairment are pollutants

associated with land uses such as roads, parking lots, and farm fields. These “non-point” water pollutants diminish aesthetic and recreational values, raise costs of treating water for drinking and industrial uses, impair stream and reservoir ecosystems, and create nutrient-induced dead zones. As federal budgets grow more limited and legislative will ebbs, U.S. conservation and environmental goals are broadening to encompass soil productivity, air and water quality, and wildlife habitat as well as carbon sequestration. In view of these divergent trends, new approaches to protecting America’s water bodies are needed. The 2014 Farm Bill re-couples conservation

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## C-FARE Update

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compliance with a robust crop insurance program while reducing conservation funding. With encouragement from U.S. EPA, and in some instances responding to federal inaction, states, tribes, communities, and even private supply chains are developing innovative ways to determine impacts and create incentives for stewardship. These initiatives include California's Cap and Trade Carbon program, Wetland Banking pursuant to the Clean Water Act, and large scale Total Maximum Daily Loads regulations. This webinar will discuss the 'state-of-the-art' in nonpoint source pollution policy and analysis to help inform policy development.

### **Speakers:**

Dr. John Braden, Professor Emeritus of Environmental Economics, Department of Agricultural and Consumer Economics at the University of Illinois  
Dr. Silvia Secchi, Assistant Professor, College of Agricultural Sciences at Southern Illinois University

**Contact:** Caron Gala, [info@cfare.org](mailto:info@cfare.org), 202-408-8522. If you would like to be notified about the [YouTube posting](#) and/or similar events, please enter your name, email, etc. [here](#).

Register for the webinar here:

<https://attendee.gotowebinar.com/register/4353156007248483841>.

### **Jon Brandt Public Policy Forum**

C-FARE and AAFA will host the 1st Annual Jon Brandt Policy Forum in Washington, DC on Tuesday, April 29, 2014. The forum – **The Critical**

### **Role of Data in Increasing the United States'**

**Competitive Edge** – will include a keynote speaker, followed by an interactive panel discussion on the value of federal information and data in local, regional, national and international food and agricultural markets. Please email Caron Gala at [cgala@cfare.org](mailto:cgala@cfare.org) if you are interested in learning more.

### **C-FARE DC Updates**

#### **C-FARE's 2013 Annual Report**

On March 5, 2014, the Council on Food, Agricultural and Resource Economics released its 2013 Annual Report online. The report highlights the organization's achievements and progress from January 1, 2013 to December 31, 2013. See the report [here](#).

#### **Meet the new members of C-FARE's Board of Directors**

**Dr. Michael Boland (Mike)**, is the newly AAFA appointed C-FARE Director. Dr. Boland holds the Koller endowed Professorship in agribusiness management at the University of Minnesota where he has teaching, research, and outreach responsibilities in industrial organization topics as related to agribusiness management, food marketing, and in particular, agricultural cooperatives. In addition, he is director of the University of Minnesota Food Industry Center. He teaches classes in cooperatives, business strategy, and institutional economics. He says, "I accepted the nomination request to run for the C-FARE board because, while I had heard and read about C-FARE, one really does not know what an organization is really about unless it is involved in

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## C-FARE

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the governance of that organization. So I see it as an opportunity to learn more and help educate myself and learn the best way to utilize my talents to help C-FARE carry out its vision and mission."

**Dr. Ashok K. Mishra**, a new At-Large C-FARE Director, is the Donald E. Welge Endowed Professor in the Department of Agricultural Economics and Agribusiness at Louisiana State University. He conducts research in public policy, finance, household and labor economics. Dr. Mishra has presented his work to key policymakers from the Office of Management and Budget, Council of Economic Advisors, and USDA administration. Dr. Mishra served on the Advisory Board of European Commission on Agriculture Reform; Advisory Board of Italian Ministry of Education University and Research; United Nations Committee on Science and Technology. Prior to joining LSU, he was a Senior Economist with the Economic Research Service, U. S. Department of Agriculture, in Washington, DC. Dr.

Mishra, an At-Large C-FARE Board Member, says "I joined C-FARE to promote the work of applied economists to key policymakers and ensure that relevant stakeholders (public and private) are utilizing research outcomes to solve economic problems and decision making."

***C-FARE has six new directors this year. We will highlight the other directors in subsequent issues of the AAEA Exchange.***

### **The Council on Food, Agricultural and Resource Economics (C-FARE)**

C-FARE is a non-profit organization dedicated to strengthening the national presence of the agricultural economics profession. C-FARE's governing board includes prominent agricultural economists representing a wide range of public and private sector interests.

900 Second Street, NE Suite 205  
Washington, DC 20002  
[www.cfare.org](http://www.cfare.org)

## Job Openings

AAEA hosts employment ads for positions of interest to our members. Please visit our [Employment page](#) to view the latest listing of job opportunities.



Join us



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