

Agribusiness Economics and Management (AEM) Section of the American Agricultural Economics Association



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President's Comments

Welcome again to the AEM UPDATE.

We are in the midst of summer and the AAEA meetings are a month away. AEM has an exciting and stimulating track at the meetings this year focusing on the challenges and opportunities of the agribusiness discipline. The Industry Banquet will feature Mr. David Warren, CEO of eMerge Interactive; his firm is also the focus of the Case Study Competition. And in addition to all of the other important presentations and activities, Professor Michael Porter will be the Galbraith Forum Luncheon speaker. More details on our track are provided elsewhere in this UPDATE.

AEM sponsored a very successful Webinar on Qualitative Data Analysis earlier this year. Thirty-nine sites and approximately 225 participants were engaged in the Webinar. The positive response received suggests that this activity should be pursued in the future, so come to the meetings with ideas for topics for future Webinar events.

I have enjoyed the opportunity to be part of the AEM leadership this year and appreciate the contributions and support of colleagues on the Board and the membership. We are part of a dynamic agribusiness industry and our Section is well positioned to assist our profession and that industry meet the challenges and capture the opportunities.

I look forward to seeing you in Providence.

AAEA TRACK

The Agribusiness Economics and Management (AEM) Track at the AAEA meetings in Providence is comprised of six interrelated sessions. The objective of these sessions is to engage the AAEA membership in a dialogue concerning the role and contribution of agribusiness to the agricultural economics discipline, and to discuss a number of critical issues in the agribusiness profession.

I. Organized Symposium

Title: An Appraisal of Agribusiness as a Sub-profession of Agricultural Economics

Organizer: Arlo Biere, Kansas State University

While agribusiness has grown to be a significant component of the agricultural economics profession, its role has been greatest in undergraduate instruction and, to a lesser extent, in extension and graduate programs at the master's level. Other sub-disciplines of agricultural economics, such as natural resources and agricultural marketing, have greater balance across all academic dimensions from undergraduate instruction to graduate instruction, extension and research. While those other sub-disciplines address issues and use concepts that span a variety of disciplines, there is no question of the creative intellectual contribution through their rich supporting literature.



AAEA Track (cont'd.)

Agribusiness, with its roots more in the business disciplines than in economics, may have less in common with its sister sub-disciplines, and members of those other sub-disciplines may not have an appreciation for the agribusiness literature. On the other hand, agribusiness professionals may have been less focused on publishing conceptual and foundational work related to food and agribusiness management issues. The research issues and methods of agribusiness may differentiate it more from the rest of the profession. Still, the question can be posed, what is the future path of agribusiness in all dimensions? Do we in agricultural economics who are committed to agribusiness have a vision to take agribusiness, as an intellectual pursuit, strongly into the future? How should creative work in the field of agribusiness be evaluated? How should agribusiness relate or contribute to the larger agricultural economics profession?

Moderator

- Arlo Biere, Department of Agricultural Economics, Kansas State University

Presentations

Methodological Foundations of Agribusiness

- David Zilberman, Department of Agricultural and Resource Economics, University of California

Agribusiness Scholarship and its Contributions to Addressing Issues in Food and Agribusiness

- Jay Akridge, Department of Agricultural Economics, Purdue University

Future Roles and Challenges for Agribusiness Education

- Walter Armbruster, Farm Foundation,

Discussant

Randy Westgren, Ag & Consumer Economics, University of Illinois

II. Organized Symposium

Title: Agribusiness Consulting: New Norms and Practices for the Agricultural Economics Profession

Organizer: Peter Goldsmith, University of Illinois

With the increased presence of agribusiness, new theory, practice, and applied methods have been intro-

duced to the profession. Many of these new aspects of scholarship originate from the various sub disciplines within the field of business management. Of particular interest for this organized symposium are the norms of business consulting that play a very prominent role in terms of scholarship and intra-organizational success measures for faculty.

Interestingly, outreach — not dissimilar to consulting — has a long tradition in the Land Grant System in general and the agricultural economics profession in particular. The best example is the prominent role of the Extension Service. Extension appointments, connoting outreach expectations, are quite common as splits with teaching and research in Colleges of Agriculture. Consulting on the other hand has not been part of the internal norms and explicit practices.

Three questions emerge. First, broadly speaking, what is the relationship between consulting and scholarship? Second, is consulting welcomed along with the new theories and applied methods introduced by agribusiness scholars? Third, if it is welcomed, how might consulting be more formally integrated into scholarship and impact assessment and the mission of the agricultural economics profession?



AAEA Track (cont'd.)

Moderator

- Peter Goldsmith, Assistant Professor and NSRL Fellow in Agricultural Strategy, the University of Illinois

Panelist #1

- Ed Mazzeo, Dean, College of Business Administration, U. Rhode Island
- Will address the question of the relationship between consulting and scholarship

Panelist #2

- Alan Randall, Professor and Head, the Department of Agricultural, Environmental, and Developmental Economics, The Ohio State University
- Will address the question of the appropriateness of consulting as a form of agricultural economics scholarship

Panelist #3

- Chris Peterson, Professor and Nowlin Chair of Consumer-Responsive Agriculture, Michigan State University
- Will outline the relationship between agribusiness consulting and scholarship

Respondent

- Mike Boehlje, Professor, Purdue University
- Will synthesize the three sets of comments and offer an initial roadmap for the profession of how it might address the question of consulting

III. Organized Symposium

Title: The Entrepreneurship Process: Key Success Factors

Organizers:

Maria I. Marshall, Purdue University
Aaron Johnson, Oregon State University

Small businesses are vital to America as they make up over 99 percent of the employers and provide over half the private sector jobs. Nascent entrepreneurs, those individuals who want to start a business but have yet to make that transition, are also important as they represent future small businesses. As well, they are stakeholders of land-grant universities and other public programs. They are the individuals who reap substantial benefits from community resources aimed at increasing the viability of new business creation.

However, there are several questions regarding how to best assist these individuals and with what resources. What obstacles do nascent entrepreneurs encounter in the new venture creation process? What are the key success factors these entrepreneurs need to succeed? What resources should communities develop to help these entrepreneurs overcome the obstacles and obtain or develop those key success factors? This symposium will present recent research and theory targeted at assisting the nascent entrepreneur in value-added agricultural ventures.

Moderator

- Christopher Peterson, Michigan State University

Presentations

Indiana Nascent Entrepreneurs in the Gestation Stage of the Entrepreneurial Process

- Maria I. Marshall and Whitney Oliver, Department of Agricultural Economics, Purdue University.

The Role of Legitimacy for Startups

- Aaron Johnson, Food Innovation Center, Oregon State University.

The Spatial Location of Rural Entrepreneurship

- Jason Henderson and Sarah Low, Center for the Study of Rural America, Federal Reserve Bank of Kansas City.

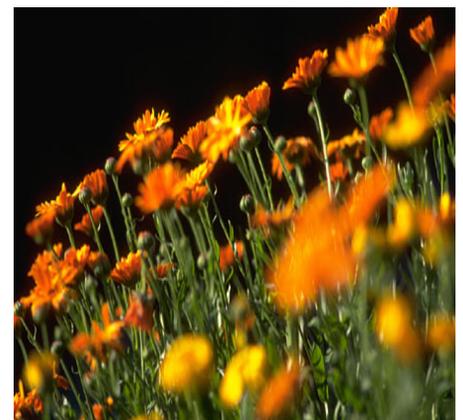
IV. Free Session — Biosecurity & Traceability: Strategic Implications for the Agri-Food System

Organizer: Al Wysocki, University of Florida

This session provides a forum for discussing the “Hot Topics” of Biosecurity & Traceability in the Agri-Food System. Discussions will be led by professionals conducting research in these areas. A strategic focus will be emphasized, including both the potential of capturing value as well as the risk exposure and the mitigation of that risk.

Moderator

- Wendy Umberger, Colorado State University



AAEA Track (cont'd.)

V. Industry Banquet

The Industry Banquet hosted by the AEM Section will include recognition of the winner and finalists of the Case Study Competition. The speaker at the industry banquet will be Mr. David Warren, CEO of eMerge Interactive which is a company that offers traceability and tracking information and technology systems for the agricultural industry. This firm is also the focus of the Case Study Competition and he will be participating in the final judging of that competition. His presentation will be on the challenges and opportunities of bringing new information based technology to the agricultural market.

VI. Case Study Competition

As in past years the AEM section will provide support to the Graduate Student Section (GSS) in the Case Study Competition in the form of invitations to and recognition of the 3 finalist's teams and their advisors along with the judges at the Industry Banquet. The case used in the competition will be "What's Interacting at eMerge?".

AEM Elections

Candidate Profiles for 2005 AEM Section Officer Elections

The following candidate profiles are presented in alphabetic order for each of the two positions up for election. The actual election will take place at the section's annual meeting in Providence on Sunday afternoon July 24.

To maximize participation in section leadership opportunities, the practice of the section has been to rotate the three representative-at-large positions among members. We would like to gratefully

acknowledge the three years of service that Darren Hudson has given as representative-at-large for research. His input and participation in section planning and activities has been highly effective and much appreciated.

Candidates for President-Elect

The individual elected will serve as President-Elect for the coming year, automatically become President for 2006-2007 and serve as Past President in the year after that.

Eluned Jones

Dr. Jones' program integrates economic and business principles in the analysis of food and agribusiness industry management, commerce and policy, which is implemented in classroom teaching, applied economics research and outreach. In August 2002 she assumed leadership of the Master of Agribusiness (MAB) degree program, which is administered in partnership with the Mays School of Business, and of the supporting Intercollegiate Faculty of Agribusiness. Dr. Jones teaches 2 courses in that program in addition to advising all the students, and co-teaches in the PhD agribusiness field.

Prior to returning to TAMU where she completed her PhD in 1987, Dr. Jones spent 14 years at Virginia Tech in an extension, teaching and research position. Before focusing her career in academic she was Director of Livestock Research for Drexel, Burnham and Lambert in Chicago, a Marketing Engineer for Texas Instruments, and Asst. Head of Quality Management for the International Textile Research Center.

Dr. Jones research and outreach emphasizes the nexus between public and private governance of the food and agribusiness industry. Over the past decade Dr. Jones has been asked to address national industry associations and groups whose memberships have regulatory and due diligence responsibilities, such as the American Cereal Chemists Association, the American Association of Grain Inspection and Weighing Agencies, and the Food Update Foundation. More recently, she and DeeVon Bailey co-facilitated an industry panel for Farm Foundation on Food Traceability and Assurance in the US Food System, which accentuated the need for efficient communication between industry, federal agencies and academia.

Dr. Jones has served in leadership roles in the Agricultural Economics profession including Chair of the AAEA Food and Agricultural Marketing Policy section (2001-02), Chair of the AAEA Extension Committee (appointed for 2 consecutive terms 1994-96), and Chair of the Southern Extension Marketing Committee (1994-95). She has received awards from the Southern Agricultural Economics Association and the American Agronomy Society for excellence in extension programs and in publications respectively.

AAEA Track (cont'd.)

Randall E. Westgren

Randy Westgren is Professor of Agribusiness Management at the University of Illinois. He teaches courses in the strategic management of agri-food firms and in the principles of management. He also teaches strategic planning and marketing strategy to agri-food executives in his outreach and continuing education programs. He holds a joint appointment with the Department of Business Administration.

His research program centers on joint strategies for producer organizations and supply chains to improve their competitiveness. His recent projects include an analysis of membership commitment to agricultural cooperatives in the US, EU, and Canada; and the modeling of entrepreneurial behavior within supply chains. Recent "interruptions" in the interfaces between agri-food supply chains and consumers have prompted Randy to return to early career interests in consumer behavior that were nurtured under Dan Padberg. This causes confusion among his colleagues in Business Administration who build walls to separate marketing, organizational behavior, strategy, and the other management fields into their own ghettos. The eclecticism of agribusiness management is more sensible and amusing.

Prior to joining the University of Illinois in 1996, Randy was Department Chair in Agricultural Economics at McGill University in Montréal. He has also been on the faculty of the Institute of Agribusiness at Santa Clara University in California. He is a Fellow of the George Morris Centre in Canada and a visiting professor at agriculture schools in Spain and France.

Randy holds the B.Sc. from Cornell University and the MBA from Denver University. He was awarded the Ph.D. in Agricultural Economics from Purdue University in 1979. Randy has been a member of AAEA since 1976.

Candidates for Representative-at-large for Research

The person elected will serve for a three-year term.

Allan Gray

Dr. Gray joined the faculty at Purdue University in August 1998. His research interests are agribusiness management, strategic planning, decision making under uncertainty, and simulation.

Current research is being conducted on the attitudes and buying behaviors of large commercial producers, the impacts of alternative farm policy proposals, and the management implications of real options thinking.

His publications cover a range of topics including the implications of the 2002 farm bill for agricultural producers, a simulation approach to agribusiness behavior modeling, and risk/reward sharing in vertical arrangements between producers and processors.

Dr. Gray is responsible for teaching Statistics for Decision-Making at the Masters of Science level, Strategic Agribusiness Management at the Ph.D. level, and Quantitative Analysis in the distance based MS/MBA program.

Dr. Gray has won numerous awards including The American Agricultural Economics Association's Distinguished Policy Contribution Award and The United States Distance Learning Association's Excellence in Distance Teaching Award.

Peter D. Goldsmith

Dr. Goldsmith graduated in 1995 from the Ohio State University with a PhD in Agricultural Economics. From 1995-1999 he worked as an Assistant Professor of Agribusiness, McGill University and is currently an Associate Professor of Agribusiness Management in the Department of Agricultural and Consumer Economics, University of Illinois. In November 2003 he was appointed the National Soybean Research Laboratory Fellow in Agricultural Strategy. He holds adjunct professorships at the Universidad de Belgrano and Universidad Catolica in Buenos Aires. In addition to his PhD, Dr. Goldsmith has received an MBA in Finance, and undergraduate degrees in Dairy Science and Political Science. He was the 1997 winner of the Edwin G. Nourse award for outstanding doctoral research on cooperatives. In 2005 Dr. Goldsmith was awarded a Fulbright Research Scholarship at the Agrocampus in Rennes, France to study safety and quality in global agri-food supply chains.

AAEA Track (cont'd.)

His research interest is structural change in the agri-food supply chain and its affect on agribusinesses and farmers. Specific topics include: adaptation processes and strategy, biotechnology, food safety, supply chain management, and entrepreneurship and innovation. Dr. Goldsmith has been a visiting lecturer in Europe, Australia, and Latin America, and published numerous book chapters and articles in scientific journals and the popular press. He currently serves on the foreign editorial board of the *Journal on Chain and Network Science* and is a guest editor for *Choices*.

Before embarking on a career in academia, Dr. Goldsmith worked in the dairy industry as the assistant general manager of a cooperative and as a herdsman; and as a large animal specialist in the US Peace Corps in South America.

Please make sure you participate in this important activity by attending the annual business meeting in Providence



AEM Distance Education Task Force

Final Report

Overview

At the 2004 AAEA meetings in Denver, Colorado, AEM leadership asked a team of four, Jay Akridge, Purdue University, Aaron Johnson, Oregon State University, Cheryl Wachenheim, North Dakota State University, and Al Wysocki, University of Florida, to explore the possibilities for an AEM sponsored, distance delivered, professional development workshop to be conducted in 2004-2005. A two-hour program, delivered via the internet, on a Wednesday, over the lunch hour (Eastern time), was the basic design model. Qualitative Data Analysis was the focus of the program. Aaron Johnson secured Kristi Jackson of QuERI, Inc. to be the speaker.

The program was conducted March 2, 2005 from 12-2 EST. Thirty-nine sites involving some 225 individuals participated in the program. The software program Breeze was used to host the program. This program allowed for a head shot (streamed video) of the presenter, her PowerPoint slides, and also allowed her to do a live demonstration of a qualitative analysis software package. The package streamed the audio comments of the presenter, and questions were submitted via text and asked via the moderator, Jay Akridge at Purdue (using audio), at periodic intervals.. Detailed evaluations are available in a final report available on the AEM web site. For a first attempt at this type of activity, it was highly successful. Twenty-six evaluations were submitted; 15 (58%) indicated the overall experience was excellent or good, and 100% indicated they would be interested in doing this again.

Business Meeting

The annual business meeting for the AEM Section of AAEA will be held at 4-6 pm on Sunday, July 27. Please forward items for the agenda to boehljem@purdue.edu. The room assignment will be available at registration.



Member Focus

Drew Starbird



Drew Starbird is associate professor in the department of operations & MIS at Santa Clara University. He started teaching at SCU after completing his Ph.D. in agricultural economics at Cornell University. From 1996 to 2000, he was director of the Food & Agribusiness Institute and in the fall of 2000, he served as director of strategic planning at TransFresh, a subsidiary of Fresh Express involved with the international transportation of perishables. In 2004, Drew worked as a visiting scholar at the USDA's Economic Research Service.

Drew's research interests include quality control, supply chain management, food safety, and contracting. He has published articles in several journals including *Naval Research Logistics*, *Journal of the Operational Research Society*, and the *American Journal of Agricultural Economics*. In 2001, he completed a three-year term as co-editor of the *International Food & Agribusiness Management Review*. He was honored for the Outstanding Contribution to the *Journal of Agricultural & Resource Economics* that same year.

Drew teaches classes in statistics, operations management, and quality control to undergraduates and MBAs. Currently, he serves on the board of directors of the regional Second Harvest Food Bank. His consulting experience includes work with companies like Becton Dickinson Immunocytometry Systems, Fresh Express, and PMC Sierra.

Michael Boland



Dr. Michael Boland is a professor of agricultural economics and associate director of the Arthur Capper Cooperative Center at Kansas State University. He has teaching, research, and outreach responsibilities in agribusiness management. Mike was recently appointed University Distinguished Teaching Scholar. During the 2005 to 2006 time period, Boland will serve as the Coffman Chair for University Distinguished Teaching Scholars. In that capacity, he is leading a program to establish a K-State Certificate Program in College Teaching.

Mike's current research analyzes economic and management factors of why some agribusiness firms are able to repeat or improve their performance over time. Over the past five years, he has co-authored more than 30 case studies on various food businesses and agribusinesses. He has taught or lectured in more than a dozen countries. In 2003 and 2004, Dr. Boland served as co-chair of the National Food and Agribusiness Management Education Commission. In the past, he has written the case study and served as a judge in the American Agricultural Economics Association's (AAEA) Graduate Student Case Study Competition.

He is the oldest of 12 children and was reared in Minnesota.

AEM Officers 2004-2005

Elected Office	Officer	Employer	Location	Office	E-mail
President [term August 2004 through July 2005]	Mike Boehlje	Purdue University	West Lafayette, IN 47907	317.494.4222	boehljem@purdue.edu
President-elect [term August 2004 through July 2005]	Arlo Biere	Kansas State University	Manhattan, KS 66506	785.532.4433	biere@ksu.edu
Immediate Past President [term August 2004 through July 2005]	Chris Peterson	Michigan State University	East Lansing, MI 48824	517.355.1813	peters17@msu.edu
Secretary/Treasurer [term August 2003 through July 2005]	John Nichols	Texas A&M University	College Station, TX 77843	979.845.8491	jpn@tamu.edu
At-Large: Industry [term August 2004 through July 2007]	Mark Krause	Monsanto Company	St Louis, MO 63167	314.694.3468	mark.a.krause@monsanto.com
At-Large: Research [term August 2002 through July 2005]	Darren Hudson	Mississippi State University	Mississippi State, MS 39762	662.325.7998	hudson@agecon.msstate.edu
At-Large: Teaching [term August 2003 through July 2006]	Al Wysocki	University of Florida	Gainesville, FL 32611	352.392.1826 ext. 403	AFWysocki@mail.ifas.ufl.edu



AEM Section Strategic Goals

The strategic goals for the AEM section are:

- Create and sustain a unified voice for agribusiness within AAEA and the broader professional community
- Promote quality innovation, and experiential foundations of agribusiness scholarship in learning, discovery, and engagement; and

Organize and implement a premier series of professional learning experiences targeted to section members.

Consistent with these goals, the AEM Section has a mission statement as follows: “AEM promotes quality, innovation, and experiential foundations of agribusiness and supply chain scholarship in learning, discovery, and engagement. We develop, facilitate, and conduct programs and promote communication that enhances the professional wellbeing of our members. We also work to deepen our understanding of the economic phenomenon that influence the global food system and the managerial decision-making of firms within it.”

AGRIBUSINESS ECONOMICS AND MANAGEMENT SECTION

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