



<http://www.aaea.org/sections/extension>

2011 Extension Section Annual Report

July 2011

The 2010-2011 year marks the twelfth anniversary of the Extension Section in the Agricultural and Applied Economics Association. This year, the section's primary focus was on the delivery of the track proposals for the 2010 meeting in Denver and planning the track sessions and other section activities for the 2011 meetings in Pittsburgh. A new addition in 2011 was the inaugural Extension section webinar. In addition, the section continued the Extension Graduate Student competition and the section web award.

The board held monthly conference calls, September through July. The minutes of those calls can be found on the section website, noted above.

Leadership 2010-2011

Executive Committee

		Term Ends
Chair	Henry "JH" Bahn, USDA, NIFA	2012
Past-Chair	Robert Craven, University of Minnesota	2011
Chair-Elect	Rodney Jones, Oklahoma State University	2013
Secretary/Treasurer	Gregg Ibendahl, Mississippi State University	2011

Section Board

At-Large Director	Linwood Hoffman, USDA, ERS	2011
At-Large Director	James Robb, LMIC	2012
1890 Institutions	Duncan Chembezi, Alabama A&M University	2013
Western Region	John Hewlett, University of Wyoming	2012
North Central Region	Gary Schnitkey, University of Illinois	2011
Northeast Region	Jim Hanson, University of Maryland	2013
Southern Region	Ron Rainey, University of Arkansas	2012

Liasons

AAEA Board	Rob King, University of Minnesota
AAEA Staff	Kristin Agard & Brian Mondragon Jones

New Members Elected

Chair-Elect	Gary Schnitkey, University of Illinois	2014
North Central Region	Ray Massey, University of Missouri	2014
Secretary/Treasurer	Mike Duffy, Iowa State University	2014
At-Large Director	John Anderson, Farm Bureau	2014

Membership & Event Attendance

Section membership as of July 2011 is 188, a slight decrease from last year.

		Membership	Agricultural Tour	Luncheon
2011	Pittsburgh*	188	40	67
2010	Denver	195	41	81
2009	Milwaukee	198	48	91
2008	Orlando	198	48	70
2007	Portland	195	64	93
2006	Long Beach	191	52	96
2005	Providence	201	44	96
2004	Denver	198	60	140
2003	Montreal	221	50	138
2002	Long Beach	230	32	112
2001	Chicago	256		134
2000	Tampa	258		132

* preliminary

Track Sessions and Reception

The section had a good response to the call for track session proposals last fall. There were a total of 11 proposals submitted. The section was awarded a total of 6 track sessions, one more than we have had in previous years. There are six sessions co-sponsored with another section. Those count as only a ½ session against our total.

Recognition goes to National Crop Insurance Services (NCIS), FarmDoc and the Center for Farm Financial Management for sponsoring the Extension Reception in Pittsburgh. We thank them for their on-going support of the section and our activities.

<u>Date/Time</u>	<u>Event</u>	<u>Co-sponsor</u>
Sun., July 25		
8:00 am - 3:00 pm	Graduate Student Extension Competition	
3:00 - 4:30 pm	Extension Section Business Meeting	
5:00 - 6:30 pm	Extension Section Reception	
Mon., July 26		
10:15 - 11:45 am	Track Session: Washington Policy Update by Chief Economists From the House and Senate Ag Committees and USDA's Farm Service Agency	
10:15 - 11:45 am	Track Session: Meeting Fuel Mandates with Red Hot Markets	Senior Section
12:00 - 1:30 pm	Extension Speaker Series & Luncheon with Speaker Steve Isaacs	
1:30 - 3:00 pm	Track Session: Risk Management and U.S. Farm Policy: Experience and Prospects	FAMPS
4:30 - 6:00 pm	Track Session: Extension Section Crops Outlook	

Tues., July 27

8:00 - 9:30 am	Track Session: Policy Options and Consequences for the 2012 Farm Bill	Senior Section
10:30 – 12:00 pm	Track Session: Graduate Student Competition in Extension-Winner's Presentations	Grad Student Section
1:30 - 3:00 pm	Track Session: Livestock Outlook & Industry Issue Panel Discussion	
1:30 - 3:00 pm	Track Session: Annie's Project – Successful Agricultural Economics Programming	CWAE
4:45 - 6:15 pm	Track Session: Crop Insurance and Farm Programs	COSBAE

Wed., July 28

7:00 am - 5:00 pm Extension Agricultural Education Tour

Graduate Student Competition

The Extension Graduate Student Competition is now in its seventh year. This competition, sponsored jointly by the Extension Section and the Graduate Student Section, provides graduate student competitors the opportunity to develop extension and outreach programs from their thesis research. The Farm Foundation has been a sponsor of this event from its inception and provides \$1,000 toward prizes. The Extension section contributes an additional \$500 to the 1st place prize. The prizes for 2011 are 1st, \$1000; 2nd, \$300; and 3rd, \$200.

This year there were 11 applications. The judges selected 8 students to present at the Sunday competition at the meetings in Pittsburgh. From those presentations, the top three presenters will be selected. They make their presentations again during one of the Extension track sessions. The students are invited and will be introduced at the Extension luncheon. The award announcement is now part of the overall AAEE awards ceremony. In addition, the top three presenters are provided free memberships to the Extension section for one year.

This competition would not happen without a group of dedicated volunteers. Margot Rudstrom (University of Minnesota) and Frayne Olson (North Dakota State University) led this effort in 2011. In addition to Margot and Frayne, the judges included Don Ricks, Stan Ernst, T.J. Hansen, Maria Marshall, Ross Pruitt, Ron Rainey, George Patrick, and Brian Williams (GSS rep). Our thanks go out to this dedicated and hardworking group.

Agricultural Education Tour

Wednesday, July 27, 7:00 am – 5:00 pm

Special thanks go to Stan Ernst (Ohio State) and Jeff Hyde (Penn State) for their leadership and work on an excellent tour. Stops include:

- Weatherbury Farms which serves as a good case study for the ways in which Marcellus Shale can impact farm management and allow growth of the farm enterprise.

- Soegel's, a multi-generational family orchard that has evolved into direct sales, organic vegetable production, bakery, garden center, furniture & craft sales, event center, deli, wine shop, and cider. Lunch will be served at the orchard.
- Giant Eagle, a family-held grocery chain based in Pittsburgh with 222 stores in 4 states. They have been a leader in local food purchases for decades, introduced one of the industry's most successful gas-food co-marketing arrangements.

In 2010, after considerable discussion, the Board decided to try the Agricultural Tour as a post-conference event in Denver. The board followed up last fall with a survey of past tour attendees and Extension section members. From the responses, there was a very slight preference for a pre-conference Saturday tour. Again, after considerable discussion of the board and AAEE staff, we decided to continue to offer the tour as a post-conference event in 2011. One of the advantages of a weekday tour is the ability to visit agricultural and food businesses that would not be able to accommodate a tour on Saturday.

Outstanding Electronic Media Education Award

The Extension Section of the Agricultural & Applied Economics Association has in the past recognized outstanding institutional websites, electronic newsletters, and outstanding individual or team websites. This year the Extension Section continued to promote excellence by focusing the Electronic Media Education award on the innovative use of electronic media to educate or deliver educational programs, tools and materials to extension educators, agency personnel or agricultural managers. John Hewlett led the call for nominations and promotion. The panel received 11 nominations. Rodney Jones, together with Ron Rainey, Jim Hanson, Gary Schnitkey, and John Hewlett served as panel judges. This year's winner was the Market Journal project (<http://marketjournal.unl.edu/>) nominated by Doug Jose, Nebraska Lincoln. The project team included: Cheryl Griffith, Kurtis Harms, Doug Jose, Jim Randall and Jim Smith. The team and their project will be recognized at the Extension luncheon.

Section Webinar

The first AAEE Extension Section webinar was held April 20, 2011, entitled "Inflated Expectations, Unfulfilled Mandates, and Costs-Efficient Feedstock Systems for Cellulosic Biofuels - What's a Farmer to Do?" Presentations were made by Cole Gustafson and Frances Epplin. There were approximately 80 sites participating for most of the session with peak connections at 88. The total number of individuals participating was likely higher than that, as one site reported over 20 people in attendance. The Ag In Uncertain Times team from the Western Extension Committee hosted the event in cooperation with Montana State University. Post-event interactions with participants, email questions, as well as the level of interest in the live event all seem to indicate the webinar was well received by Section members and colleagues across the country.

Section Finances

These are the financials as of June 30, 2011. As expected, 2011 shows most of the revenue without the corresponding expenses from the meeting.

	2011 Year to Date 1/1/11 - 6/30/2011	2011 Approved Budget	2010 Audited 1/1/10 - 12/31/10	2009 Audited 1/1/09 - 12/31/09	2008 Audited 4/1/08 - 12/31/08
Income (38000):					
Dues/Subscriptions	\$1,870.00	\$2,000.00	\$1,980.00	\$1,980.00	\$1,570.00
Sponsorship	1,800.00	2,200.00	1,800.00	500.00	0.00
Special Event	2,745.00	4,000.00	4,180.00	4,712.00	3,450.00
Agricultural Tour	2,160.00	3,400.00	2,400.00	0.00	0.00
Total Income	\$8,575.00	\$11,600.00	\$10,360.00	\$7,192.00	\$5,020.00
Expenses (48000):					
Awards	\$0.00	\$2100.00	\$1894.82	\$234.00	\$371.00
Internet	0.00	0.00	0.00	0.00	0.00
Telephone	0.00	100.00	0.00	0.00	0.00
Special Event	0.00	4,600.00	4698.54	5,842.81	6,763.33
Agricultural Tour	100.00	3,000.00	2414.54	0.00	0.00
Reception	0.00	1,800.00	1703.92	0.00	0.00
Total Expenses	\$100.00	\$11,600.00	\$10711.82	\$6,076.81	\$7,134.33
Net Income	\$8,475.00	\$0.00	(\$351.82)	\$1,115.19	(\$2,144.33)
Net Assets	\$15,692.27		\$7217.27	\$7569.09	\$5953.90

Historic Track Session Attendance

AM 2010 – Denver

Time Block	Session	Attendance
Sun, 3:30 pm	USDA/Land Grant Extension Outlook Program and Role of Farm Management	34
Mon, 10:15 am	Washington Policy Update by Chief Economists From the House and Senate Ag Committees and USDA's Farm Service Agency	65
Mon, 1:30 pm	The Land Grant Vision of Extension's Future	46
Mon, 4:00 pm	Greenhouse Gas Markets and Agriculture	48
Tues, 8:00 am	Risk Issues at the Interface of Extension and Research	25
Tues, 9:45 pm	Graduate Student Competition in Extension—Winners' Presentations	19
Tues, 1:30 pm	Extension Section Crops Outlook	30
Tues, 4:00 pm	Livestock Outlook	36
Total		303
Average		37.9

AM 2009 – Milwaukee

Time Block	Session	Attendance
Sun, 3:30 pm	The Outcome-based Approach to Quantifying Educational Project Results and Impacts	13
Mon, 9:30 am	Extension Section Crops Outlook	31
Mon, 1:00 pm	Washington Policy Update by Chief Economists from the House and Senate Ag Committees	65
Mon, 4:00 pm	Agriculture in Transition: The Impacts of a World Financial Crisis and Other Policy Changes	27
Tues, 9:30 am	Extension Section Livestock Outlook	37
Tues, 1:00 pm	Graduate Student Competition in Extension—Winners' Presentations	16
Total		189
Average		31.5

AM 2008 – Orlando

Time Block	Session	Attendance
Sun, 3:30 pm	Intersection of Agricultural Extension and Agricultural Innovations: the Case of Biofuels	40
Mon, 9:30 am	Extension Section Livestock Outlook	30
Mon, 4:00 pm	Managing Farm and Farm Household Financial Risk	19
Tues, 9:30 am	Extension Section Policy Outlook	43
Tues, 1:00 pm	Extension Section Crop Outlook	23
Tues, 4:00 pm	Graduate Student Extension Competition Finalist Presentations	20
Total		175
Average		29.17

AM 2007 – Portland

Time Block	Session	Attendance
Mon, 10:30 am	Extension Agricultural Policy Symposium: Congressional Economists Bring Attention to the Inside Workings	50
Mon, 1:30 pm	Outreach Efforts Focused on Sustaining Small & Mid-Sized Farms & Local Food Systems	12
Mon, 3:30 pm	Extension Livestock Outlook	28
Mon, 3:30 pm	Graduate Student Extension Competition Symposium	18
Tues, 10:30 am	Measuring the Impact of Extension Economics Programming	25
Tues, 1:30 pm	Changing Dynamics in Cooperative Extension & the Role of Extension Economists: Change or Changed Agents?	29
Tues, 3:30 pm	Extension Crops Outlook	34
Total		196
Average		28

AM 2006 - Long Beach

Time Block	Session	Attendance
Mon, 10:30AM	Policy Outlook-What's New on the Hill for 2006 and Beyond	120
Mon, 1:30PM	Livestock Outlook	24
Mon, 3:30PM	Crops Outlook	38
Tues, 10:30AM	Integration, Application, Learning and Teaching: Institutional Roles in Scholarship Development	18
Tues, 1:30PM	Evolutionary or Revolutionary: Changing the Social Contract on Agricultural Policy	12
Tues, 3:30PM	Research And Extension Responses To Farm And Rural Business Transition / Succession Planning Needs	18
Wed, 10:30AM	What Is the Ideal Extension Marketing Program?	21
Total		251
Average		35.86