

Keeping Track

PURDUE UNIVERSITY
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Purdue Student NAMA Team Brings Home National Championship, by Jennifer Cutraro.



left to right: Doug Bergman, Jay Akridge – faculty advisor, Courtney Warren, Toby Hollinger, Jennifer Govan, Stacie Warner, Tanya Hadley, Jesse Beck. Not pictured: Christine Wilson, faculty advisor.

A team of Purdue University agricultural economics students won first place in this year's National Agri-Marketing Association marketing competition, which took place April 20-22 in Phoenix.

The team's winning plan promotes a type of heating pad designed to keep piglets warm – invented, it turns out, by Purdue graduate Dick Ward, who majored in agricultural economics in 1943.

Teams participating in the national competition select an agricultural product and develop a plan to bring the product or service successfully to the marketplace. In developing a marketing plan, students follow the same practices and principles used by marketing professionals, said Jay Akridge, professor of agricultural economics and a co-advisor to the team.

“We began looking last year for an agricultural product that wasn't very widely known,” said Christine Wilson, assistant professor of agricultural economics and faculty advisor for the student team. “The warming pads were a perfect fit for the competition.”

“This experience represents reality in every sense for the students,” Akridge said.

“They do research to become familiar with a product, put together a plan to market it and defend that plan in front of a professional audience. It's a much different experience than any we could create in a classroom setting.”

Jennifer Govan, a senior agricultural economics major from Fort Wayne, Ind., said the competition provided valuable experience in learning how to market a real agricultural product. “I don't come from a farm background, so this was a great learning experience for me,” she said. “It gave me exposure to an industry I didn't even know existed before.”

Seven undergraduate students majoring in agricultural economics participated in this year's project. This is the first time in more than 25 years of competition that Purdue has won first place.

The team members, all from Indiana, are Govan; Jesse Beck, of Anderson; Doug Bergman of Waldron; Tanya Hadley, of Woodburn.; Toby Hollinger, of Richmond; Stacie Warner, of South Whitley; and Courtney Warren, of Crown Point.

Overall, 30 student National Agri-Marketing Association chapters participated in the 2005 marketing competition. The event is part of the National Agri-Marketing Association's annual conference and trade show. More than 350 student members attended the conference. ❖

Thanks to the following individuals and organizations that financially supported the 2005 Team: Dick Ward, John Deere, Agri Business Group (ABG), Elanco Animal Health, Mid-America NAMA, Purdue Agribusiness Club, and the Department of Agricultural Economics.

NAMA Team members' comments about choosing Purdue and participating in this competition.

Doug Bergman, Senior from Waldron:

I chose the College of Agriculture because of my farm background and advice from friends who had graduated with degrees in Agricultural Economics. From this competition I learned that a solid, cohesive team is more important than any individual. We all had our specific parts of the presentation, but bringing them all together made it a successful plan.

Tanya Hadley, Junior from Woodburn:

There was no question where I wanted to enroll. I loved the campus and the atmosphere as I visited Purdue on numerous occasions for 4-H and FFA events. Competing benefited me because it gave me more exposure to the application of marketing, and it taught me what is entailed in preparing a marketing plan and strategy for a new product.

Stacie Warner, Junior from South Whitley:

I chose the College of Agriculture because it and the scholarship opportunities it provided are outstanding. I learned how important constructive criticism is to the improvement of a team, and how enjoyable it is to share the success with those you have worked the hardest.

Courtney Warren, Senior, from Crown Point:

I chose Purdue over all others because they have the best agriculture program in the country - one that allowed me to study various aspects of sales and marketing applied to an agriculture setting. The College of Agriculture helped widen my horizons and provided exposure to many different courses, not only selling and marketing, but other areas in business and agriculture as well. The team members knew each other's strengths and weaknesses . . . everyone had such different backgrounds, and that was so important to the team's progress.

Jennifer Govan, Senior from Ft. Wayne:

My sister graduated with a degree in Agricultural Economics and she explained that it was the most diversified field - I could work in marketing, managing, finance, and other major areas . . . I did not want to limit my options. It is my main career goal to be a vital part of solving significant problems that confront the agricultural world.

Department of Agricultural Economics Quick Reference

Sarahelen "Sally" Thompson Ph.D.
Department Head and Professor
765-494-4191
sally@purdue.edu

Paul Preckel, Ph.D.
Assoc. Department Head and Professor
765-494-4240
preckel@purdue.edu

Graduate Program
Ken Foster, Ph.D.
Associate Department Head
and Professor
765-494-1116
kfoster@purdue.edu

Lou Ann Baugh
Graduate Coordinator
765-494-4196
baughl@purdue.edu

Undergraduate Program
Frank Dooley, Ph.D.
Teaching Coordinator and Professor
765-494-4244
dooleyf@purdue.edu

LeeAnn Williams
Academic Advisor and
FLMM Coordinator
765-494-0262
leewill@purdue.edu

**Center for Food and
Agricultural Business, and
Purdue-Kelley MS-MBA in Food and
Agribusiness Management**
Jay Akridge, Ph.D.
Director and Professor
765-494-4327
akridge@purdue.edu

**Center for Rural
Development**
Kevin McNamara, Ph.D.
Director and Professor
765-494-4236
mcnamara@purdue.edu

Global Trade Analysis
Thomas Hertel, Ph.D.
Director and Professor
765-494-4199
hertel@purdue.edu

Site Specific Management Center
Jess Lowenberg-DeBoer, Ph.D.
Director and Professor
765-494-4230
lowenbej@purdue.edu

Newsletter Managing Editor
Debby Weber

Advancing Opportunities for Indiana Agriculture and Small Businesses



Dr. Thompson

One of our department's most important applied research and outreach activities is identifying, evaluating, and advancing economic opportunities for Indiana agricultural producers and small businesses. Many members of our faculty are involved in these activities through several programs, some of which are highlighted below. We are also looking forward to working with the staff and programs of the new Indiana State Department of Agriculture in the implementation of their strategic plan that is also designed to expand opportunities for Indiana agriculture. [See http://www.in.gov/isda/strategic_plan/index.html for more information about the plan.]

Strategic Business Planning for Commercial Producers is a comprehensive curriculum for educators to use in teaching commercial farm managers to be highly effective business managers. To be successful, farm managers must either have or acquire a comprehensive set of strategy, finance, marketing and risk management tools. Purdue University has developed this resource, in collaboration with Farm Credit Services of Mid-America, to teach these skills. Information about this program can be found at <http://www.agecon.purdue.edu/extension/sbpcp/index.asp>.

To help producers gain a strategic look into future agricultural technology and how most profitably to put it to use, we continue to offer our annual **Top Farmer Crop Workshop**. As in previous years this workshop offers producers the opportunity to "test before you invest" by testing the profitability of new or different equipment, crop rotations, or other innovations on the computer. Under the leadership of Jess Lowenberg-DeBoer, in 2004 the workshop pioneered yield monitor data analysis for on-farm comparisons. No other crop management workshop in the country offers a yield monitor data analysis option of this type. The Top Farmer workshop provides a unique forum to debate cropping strategy with scientists, agribusiness leaders and other large scale growers. More information about the workshop can be found at <http://www.agecon.purdue.edu/topfarmer/>.

Extension faculty in Agricultural Economics are also offering programs to help producers enter and succeed in specialty markets through **Exploring Opportunities in Specialty Markets** workshops that offer insights on the trends, market requirements and marketing tools needed to help break into agricultural specialty markets. "We are combining tools and practical experience from people who are actually in the market, and that's a great way to offer a program," said Corinne Alexander, agricultural economist and workshop coordinator. "These workshops will offer a broad perspective on specialty crops, especially those that don't have established markets yet, such as blue corn and spelt."

The **Purdue Agricultural Innovation and Commercialization Center (AICC)** and the **Extension New Ventures Team** provide educational material and business planning tools to help entrepreneurs assess the potential of new value-added ventures. The New Ventures Team, with members in all regions of Indiana, provides assistance in the business development process through advice and educational materials. The AICC has developed a business planning tool available through the Internet at <http://www.emba-agbus.purdue.edu/planner/>. Because it can be difficult to know where to begin exploring a venture, this website asks key questions to help the user through the business planning process. After completing the online assessment process, the user individually, or with the assistance of a New Ventures Team member, should be able to go to potential partners with a well-planned idea. More information about these programs can be found at <http://www.agecon.purdue.edu/newventures/>.

Finally, we continue to offer our popular annual **Agricultural Outlook** program. This program, led by Chris Hurt and involving several members of our department, provides outlook information about the macroeconomy, government programs affecting agriculture, agricultural trade, retail food prices, corn, soybeans, wheat, forages, hogs, cattle, poultry, and dairy industries, agricultural inputs, farm land prices, and cash rents. Outlook presentations are provided by faculty at numerous meetings around the state in the fall and into the winter. More information about our Outlook program can be found at <http://www.agecon.purdue.edu/extension/prices/>. ❖

Sarahelen Thompson

Department Events and Honors

Ag Alumni/Homecoming/Reunion **October 15, 2005, Noon kickoff**

On the south end of the Memorial Mall, the College of Agriculture's pre-game tent will open at 8:30 a.m. and serve a brunch buffet from 9:00 until 11:00 a.m. to those with reservations. Tickets are \$12 for adults. Block seating for the football game is also available. Game tickets are \$43, and may also be ordered directly from the Athletic Ticket Office, 800-497-7678. Non-block seating may be ordered on-line at: <http://ev8.event.net/cgi-bin/ncommerce3/ExecMacro/venue/ev67/se/Main.d2w/report?linkID=purdue>

To reserve a meal or game tickets in the College of Agriculture block, call the Agriculture Alumni office, 765-494-8593. The deadline for orders that include football tickets is September 2; the deadline for meal ticket orders is October 5.

Free parking will be available in the Marsteller Garage. The Agricultural Economics Department will have an exhibit and give away trading cards featuring some of the "stars" of our team. "Veteran" and "rookie" faculty members who will be in attendance and fea-

tured on the trading cards are: Larry Bohl, Otto Doering, Janet Ayres, Roman Keeney, Brigitte Waldorf, and Raymond Florax. Be sure to stop by and register for the door prizes. Go to www.purdue.edu/homecoming to read about events campus-wide. ❖

4th Annual Econ Camp for Teachers of High School Economics

The Indiana Council for Economic Education, the George and Frances Ball Foundation, and Purdue's Agricultural Economics Department sponsored the 4th Annual Econ Camp for Teachers of High School Economics, which took place on October 19-20, 2004, at Camp Tecumseh, near Brookston, Indiana. The goals of the camp are to review and reinforce an understanding of economic concepts identi-

fied in the Indiana Economic Standards; to share best teaching practices relating these concepts to current public policy issues; and promote economics as an important part of the curriculum in the high school. By all accounts it was extremely successful. The 25 participants from school systems across the state voiced their strong appreciation of the program. Not only did the teachers learn from sessions presented

by Dr. Larry DeBoer, "Tax Policy, Past and Present," and Dr. Joe Uhl "So How Important is Economic Growth?" but, as always, they also valued being able to interact with one another in a professional setting. The 2005 Camp is scheduled for October 19 & 20. To learn more about the Indiana Council for Economic Education, please refer to their website at www.econed-in.org. ❖

Agricultural Economics Featured In *Agricultures Magazine*



Spring 2005
Agricultures

The work of several Agricultural Economics faculty members was featured in the Spring 2005 issue of *Agricultures* (www.agriculture.purdue.edu/agricultures). The cover story, "The Road Ahead," features Larry DeBoer discussing the impacts of job losses on Indiana's economy. Additional insights into the changing economy

are provided by Wally Tyner regarding energy economics, Chris Hurt covering exports, and Kevin McNamara about manufacturing.

The magazine also carried an article; "Two Degrees – One Program," (www.agriculture.purdue.edu/agricultures/spring2005/spotlight6.htm) that describes the industry-specific graduate program for food and agribusiness management professionals. It is a dual MS/MBA degree from the College of Agriculture and the Indiana University Kelley School of Business. "This distance delivered program delivers the best of both worlds—an industry-specific focus

on current issues in food and agriculture and a general MBA," says Jay Akridge, professor of agribusiness and program director.

In the third story, "New Businesses Up Even When Economy is Down," read how a new cattle niche market was developed. As part of the College of Agriculture Extension, Maria Marshall, rural business development specialist, and the New Ventures Team, provide valuable resources to individuals in helping them evaluate whether or not to start a new agricultural or food-related business, and to improve their chances of success if they do. ❖

Department Events and Honors

College Selects Distinguished Alumni

The College of Agriculture welcomed eight inductees as Distinguished Agricultural Alumni (DAA) on April 1, 2005, at a reception and awards convocation held in the Purdue Memorial Union Ballroom. The DAA Award honors graduates of Purdue's College of Agriculture who have made significant contributions to their profession or to society, and have a record of outstanding accomplishments. A selection committee comprised of the Dean of Agriculture, four associate deans, 12 department heads and three unit directors reviews the nominees. The Department of Agricultural Economics honorees are W. Wayne Townsend (BS '51, Ag Sciences, General) and Gerald A. Powell (BS' 85, Agricultural Mechanization; EMBA '01, Food and Agricultural Business).

When W. Wayne Townsend came to the proverbial fork in the road, he took three



W. Wayne Townsend

paths simultaneously. So far, he's racked up more than 50 years of farming, 22 years in public office, 23 years in service to education and countless more in community activities.

Raised on a farm, Townsend started his own operation in 1951 after earning a Purdue agriculture degree. What began as a 225-acre venture is now a 2,500-acre farm with a 2,400-sow, farrow-to-finish operation that ships 1,000 hogs a week.

Public service came early, at age 32 when Townsend was first elected to the Indiana House of Representatives. He went on to the Indiana Senate and, in 1984, made

a run for governor. From the beginning, public education was his passion, serving on the team that worked for passage of the School Reorganization Act of 1959 and its reauthorization in 1965.

"My dad spoke of public affairs three times a day," Townsend recalls. "Mealtime was a lively discussion of the affairs of the world. If you didn't want to hear that, you went hungry. I didn't miss many meals."

Education too, was rooted in early childhood, even though neither of his parents attended school beyond 8th grade. "For us, school came first.

Going to college was part of the program, even though we had very limited resources. That was first on the agenda." His passion for education continued as a trustee for Earlham College for eight years, and for 15 years for Purdue University.

Townsend's community activities have included agricultural organizations, his church, social service groups and the Indiana Farm Policy Study Group. "You look for places where you might make a difference, where you might affect the outcome of some issue on the table.

It's been a busy 20 years for Gerald Powell since earning his Purdue bachelor's degree



Gerald Powell

in agriculture. Although he's been with the same company since graduation—today's Dow AgroSciences—over the years he's held nine unique

posts from sales representative to marketing and finance jobs. He's worked in Michigan, Nebraska,

Illinois, and since 1990, in his home state of Indiana.

Four years ago he joined the company's Six Sigma program. Since then, he's served as a trainer and coach for 54 project managers who are Six Sigma Black Belts. Together, they've achieved some \$30 million in growth and efficiency projects in North and South America. That, Powell says, is his greatest career achievement. "Six Sigma is a wonderful way to improve business effectiveness. It's the newest chapter in the book of quality."

He's made his mark through "hard work—55-plus hours a week, every week—and an insatiable appetite for learning. It's who I am." He returned to Purdue for an M.B.A. in Food and Agribusiness in 2001. Powell is also "a passionate user and advocate of technology," and professionally has created a number of tools and reports that have been regionally and globally adopted by DowAgroSciences.

A 4-H member as a youth, Powell was fascinated with electricity and electronics. He's been a volunteer for the organization since leaving Purdue. Today, he's a 4-H leader and a parent who helps with his own children's projects.

Before he had a family, he enjoyed windsurfing, sailing, water skiing, snow skiing, and cross-country skiing. If the children take those up, he will again too. For now, he likes vegetable and landscape gardening and family learning vacations, particularly to national parks.

For more about our distinguished alumni visit: <http://www.agecon.purdue.edu/alumni/> . ❖

Department Events and Honors

Sigma Xi Distinguished Lecture



Gary S. Becker

The Sigma Xi Distinguished Lecture was held on April 8, 2005, in the Krannert Auditorium. Sponsored by Sigma Xi, the Department of Economics, and the Department of Agricultural Economics, the 1992 Nobel Prize

Winner in Economic Sciences, Professor Gary S. Becker spoke about “The Role of Knowledge and Human Capital in the Modern Economy.”

Dr. Gary S. Becker received an A.B. (summa cum laude) from Princeton University in 1951, an A.M. from the Uni-

versity of Chicago in 1952, and a Ph.D. from the University of Chicago in 1955. Becker was a professor at the University of Chicago and at Columbia University. In 1968–1969 he was a Ford Foundation visiting professor of economics at the University of Chicago before joining the Department of Economics where he is a Professor of the Graduate School of Business and Sociology.

He holds honorary degrees from a dozen universities, including Harvard University (doctor of laws), Hebrew University in Jerusalem (doctor philosophiae honoris causa), Princeton University (doctor of humane letters), Columbia University (doctor of humane letters), and the University of Illinois at Chicago (doctor of arts). He is a senior fellow, Hoover Institution, Stanford University,

and a research associate at the Economics Research Center, National Opinion Research Center.

On October 13, 1992, he was awarded the Nobel Prize in Economic Sciences for having extended the domain of microeconomic analysis to a wide range of human behavior and interaction, including nonmarket behavior. He received the National Medal of Science in 2000 for his work in social policy.

He served as an economic policy adviser for the Dole Presidential Campaign in 1996. He was a featured monthly columnist for Business Week from 1985 to 2004. ❖

Undergraduate Awards

On the evening of April 7, the Department of Agricultural Economics honored this year's outstanding undergraduate students.

Recipients of this year's Scholarship awards were: Jenna Smith of Cloverdale, IN (R. Dean Dyson Scholarship), Shanna Krull of Milford, IN (F. Van Smith Scholarship), Sarah Gaines of Rensselaer, IN (Indiana Society of Agri-Bankers Award), and Justin Qear of Cicero, IN (Marshall Martin Public Policy Award). Amanda Geary of Ft. Wayne, IN, and Adam Veld of Lake Village, IN, were this year's recipients of the Gerald and Joan Gentry Scholarships.

Blake Everhart (Waldron, IN) received this year's Top Senior Scholar Award. During his time in the department, he has also served as an Agricultural Economics Envoy, a member of the Agricultural Council, and as a College of Agriculture Senator for Purdue Student Government. Blake is a member of Alpha Gamma Rho fraternity. Andrew Peter (Jasper, IN) was named the 2005 Outstanding Senior in the Department of Agricultural Economics. During

his time at Purdue, Andy has served as a College of Agriculture Senator for Purdue Student Government, President of FarmHouse Fraternity, a member of the Agricultural Council, an Agricultural Ambassador, a member of Mortar Board, and on the National Agriculture Future of America Student Advisory Team. He has also served as a teaching assistant in numerous agricultural economics classes.

Behnam Arjomandi (United Arab Emirates) was the department's 2005 Outstanding Junior. Ben served as an Agricultural Ambassador and is Treasurer of the Agribusiness Club. He is completing an Undergraduate Honors Project studying horticultural marketing under the guidance of Dr. Jennifer Dennis. Ben is also a member of the Purdue Men's Soccer Club, Iranian Cultural Club, and Muslim Student Association.

Anne Marie Diener (Five Points, CA) was named the 2005 Outstanding Sophomore in the Department of Agricultural Economics. She serves on the Purdue Founda-

tion Student Board, and is Secretary of the Agricultural Council. She is the 2005 Old Masters Directing Co-Chair, and is a member of the Alpha Chi Omega sorority.

Michael McDaniel (Middletown, IN) was this year's departmental Outstanding Freshman. He serves on the Government Relations Committee for the Purdue Student Government. Michael is a member of FarmHouse Fraternity, and currently is a member of the Interfraternity Council.

In addition to the students honored above, the Department of Agricultural Economics acknowledged the hard work and accomplishments of the members of the 2005 National Agri-Marketing Association competition team, officers of the Agribusiness Management and Farm Management clubs, honors research participants, and the Agricultural Economics Envoys. ❖

Department Events and Honors

31st Annual Snyder Memorial Lecture

The 31st Annual Snyder Memorial Lecture and related events were held April 15, 2005. The Snyder Memorial Lecture was established in the Department of Agricultural Economics in 1975 as a memorial to a distinguished member of the faculty, James C. Snyder. The lecture is held to encourage the continuation of his professional career efforts in pioneering undergraduate curriculum in agricultural business management, and in the development and application of quantitative techniques for agribusiness research and training of graduates. This year's events included a graduate student poster competition, presentation of the 2005 Apex Awards, a presentation by Professor David Downey entitled "Preparing Our Undergrads to Lead 21st Century Agriculture," and the official "hanging" of Dr. Downey upon his retirement.

Graduate Poster Competition:

There were 6 posters entered in the competition this year. The winners and cash prizes:

- 3rd place went to Anetra Harbor for her poster "Reported Impact of Government Support on Capital Input Finances" - \$100.
- 2nd place went to Joshua Detre and Brian Briggeman for their joint poster "Management of Strategic Uncertainty of Agribusiness: A Teaching Application" - \$75 each.
- 1st place also went to Anetra Harbor for her poster "Assessing Brand Loyalty for Ag Inputs" - \$200.



Dr. Thompson with Anetra Harbor

Outstanding M.S. and Ph.D. Theses

Carlos Mayen received the Outstanding Masters Thesis award for his thesis "Con-



Carlos Mayen

presented his research to the audience in a 15-minute seminar. Currently Carlos is working with Prof. Kevin McNamara assessing the economic importance of the poultry industry to the state of Indiana.

Lixia He received the award for Outstanding Ph.D. dissertation for her dissertation "Improving Irrigation Water Allocation Efficiency: Analysis of Alternative Policy Option in Egypt and Morocco." Prof. Wally Tyner was her major advisor. Since completion of her Ph.D. Lixia has a post-doctoral position with the University of Calgary, Canada.

Apex Award Winners

This year the department honored four alumni with the Apex Award. It is presented in recognition of those individuals with a strong connection to the Department of Agricultural Economics who have made outstanding contributions in their fields. The Apex Award represents the convergence of accomplishment in the lives of our honorees. More information about the Apex Awards may be found at <http://www.agecon.purdue.edu/alumni/award.asp>.



Dale and Lisa Koester

sumer Preferences of a Fresh-Cut Melon Product - A Potential Value-Added Product for Indiana Melon Growers." His major advisor was Prof. Maria Marshall. Carlos

Dale (1992 B.S. Agricultural Economics) and Lisa Koester (1994 B.S. Agricultural Economics and Agricultural Communication) After graduation Dale worked as an agronomist for the Posey County Co-op until joining the family farming operation near Wadesville, and Lisa worked as a territory agricultural chemicals sales representative with Novartis (Syngenta). Now, with the farm as a home base of operation, Lisa is a Project Manager/Moderator for Beck Ag Com, Inc. The Koesters farm the equivalent of 3,650 acres, milk 185 cows, feed 80 dairy steers, and finish 1,600 hogs annually.

Dale and Lisa have been very active in their community and in various state and national leadership roles. Dale is a member of the Dean's Agricultural Advisory Council, District President of Young Dairymen, a member of the Posey County Co-op Advisory Board, County Extension Board, and Past-President of the Indiana Farm Management Association. Lisa is a member of the Agricultural Alumni Board of Directors, works with various FFA groups, and serves in many community groups including Knight's of St. John, Junior League, PBS Kids, Posey County Community Center, and the Zion Nursery Center School Board. Other community events include helping with school farm tours, Ag Day, and media interviews.

Dr. Kurt Klein - (1976 Ph.D. Agricultural Economics)

Since receiving his degree, Kurt Klein has held a research or academic appointment



Kurt K. Klein

at the University of Lethbridge, Canada, and visiting professorships in Japan and Germany.

Kurt is recognized and respected for his wide-ranging contributions to the field of agricultural economics over

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Department Events and Honors

31st Annual Snyder Memorial Lecture *(continued from pg 6)*

nearly three decades. But it is really not accurate to define his field to be conventional agricultural economics, the field in which he earned his university degrees. Certainly he has had, and always will have, a profound interest in the economics of agricultural production including the valuation of new technologies, public research, and innovation in the agricultural sector. His interests have taken Professor Klein into agricultural policy analysis, the study of the effects of trade liberalization and harmonization on Canadian agri-food industries, and the analysis of transportation policy for prairie agriculture. His work on agricultural production has led naturally into an important stream of research on environmental economics and natural resource management. He has written on Eastern Canadian cod stocks, agro-forestry in India, and irrigation and water management in the prairies.

The breadth of his work includes systems modeling, the economics of research, agricultural policy, international development and trade, and environmental issues. He was recently chosen to lead new highly visible and well-funded initiatives at the University of Lethbridge, including the BIOCAP Research Network on the Economics of Bioproducts, as well as the social science program within the Alberta Ingenuity Advanced Water Centre. His intellectual leadership is already attracting impressive colleagues to these centers. He has received numerous awards and recognitions for his work including being named a Fellow of the Canadian Agricultural Economics Society, awarded the Ingrid Speaker Medal for Distinguished Research, Scholarship or Performance, and named Board of Governor's Research chair.

His scholarship has a direct impact on agricultural policy-making in Canada. He has been sought out continuously by Agriculture and Agri-Food Canada and the provincial ministries to lead projects on policy analysis.

Dr. Kurt Klein is an internationally rec-

ognized scholar, policy analyst and researcher who has leveraged his Purdue degree and his personal talents and ambitions to make outstanding contributions in research, teaching and service. He exemplifies the Purdue commitment to excellence and engagement.

Richard (Rick) D. Ward graduated from Purdue University with a B.S. in Agricultural Economics in 1980.



Rick Ward

Since graduation, Rick has served on many different agricultural boards and committees. From 1982 to 1990, he acted as the District Supervisor for the Soil and Water Conservation District of Montgomery County.

Focusing his interest on the pork industry, Rick served as President of the Montgomery County Pork Producers in 1986 and as a Trade Show Chairman for the Indiana Pork Conference from 1987 to 1990. He has also exhibited a great commitment to the Indiana Pork Producers, serving terms as Chairman, Vice President, President Elect, and finally President in 1992. Rick was then elected Chairman of the National Pork Leadership Academy in 1993. This academy developed high school youth into spokespersons for the pork industry through extensive media training, public speaking and exposure to governmental leaders. In 1994 he was appointed by then Secretary of Agriculture, Mike Epsy, as board member of the National Pork Board, that allocated over \$50,000,000 dollars of producer contributions to promotion, research and education projects; he served in that position until 1996. During that same time period, Rick also worked as the Ag Advisor to the President of the Bank of Chicago of the Federal Reserve Board. His role was to inform the Bank President regarding the attitudes of producers and lending in-

stitutions that they used. His most recent contribution was forming the Indiana Pork Advocacy Coalition (INPAC) and acting as its first president from 2002-2003. This is an organization that addresses governmental and regulatory issues of the pork industry and includes communication with governmental officials.

A continuing supporter of his community, Rick acted as a Board Member and then President for two terms from 1994-2003, of the Montgomery County Planning Committee. Rick has also continued his relationship with Purdue, serving on the Dean's Agriculture Advisory Council from 1996 to 1999. Today through Rick's work with Dr. Sandy Amass and Dr. Darryl Ragland, R & R Ward Farms is a teaching farm for Purdue's Veterinary School. This program allows current veterinary school students to receive hands-on training in current swine facilities. This relationship between R & R Ward Farms and Purdue has been fostered for several decades.

Currently, Rick serves as the President of R & R Ward Farms/Myrtle Ward Farms/Edgewood Farms, a three-generation, fourth-generation, family farm located in Crawfordville, Indiana. Rick credits his excellent education and experiences at Purdue for his exceptional ability to balance business and public service.

W. David Downey (Purdue degrees: B.S. Agronomy, M.S. and Ph.D. in Agricultural Economics) was the featured speaker and presented "Preparing Our Undergrads to Lead 21st Century Agriculture" in the Krannert Auditorium. The lecture was very well attended by members of the Department of Agricultural Economics and the Purdue community at large, and received a

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Department Events and Honors

Wally Tyner Receives AAEA Distinguished Policy Contribution Award



Photograph taken at the signing of the Morocco – U.S. Free Trade Agreement in Washington in June 2004. From left to right, Dr. Mohamed Jaouad, Dr. Mohamed Ait Kadi, Dr. Wallace Tyner, and Dr. Hassan Serghini.

On July 26 at the national meetings of the American Agricultural Economics Association in Providence, Rhode Island, Professor Wally Tyner, of Purdue University, received the association's national award for distinguished policy contribution. He received this award for his work in Morocco with the Moroccan Ministry of Agriculture over the past twenty years, and especially for his recent work on the Morocco-US Free Trade Agreement.

Tyner has worked in Morocco since 1985 with the Direction of Planning and Economic Affairs of the Ministry of Agriculture. He began on a USAID project on Planning, Economics, and Statistics for Agriculture. With that project, he lived and worked in Morocco between 1985 and 1988, and made many trips back to Morocco throughout the ten year duration of the project. He also worked on three other USAID projects in cereals

commercialization, agri-business, and currently on a Middle-East Partnership Initiative funded project aimed at devising an agricultural development strategy in light of the Morocco-US FTA. In addition to his work in Morocco funded by USAID, he has also worked on projects funded by the World Bank, FAO, and the US Grains Council. The underlying objective of most of the work has been to develop the analytical and policy analysis capacity within the Ministry.

Professor Tyner played a key role in providing analysis to the Moroccan government on potential impacts of proposed provisions as the FTA was being negotiated. He traveled to Morocco five times in 2003 and four times in 2004 to work on the economic issues associated with the agricultural component of the negotiations and policy reforms needed after the agreement was reached. The Moroccans

selected Dr. Tyner as their lead international advisor because they felt it was important to have someone who understood both U.S. and Moroccan agriculture and agricultural policy. They also chose him because of the confidence gained through his long history of working in Morocco on agricultural policy issues. In the words of Dr. Mohamed Kadi, chief agricultural negotiator: "As the leader of the Moroccan agricultural negotiating team of the free trade agreement with the United-States, I asked Professor Tyner to be our senior advisor. He has made major conceptual and practical contributions to complex negotiation issues. He was a problem solver providing sound and respectful advice."

Professor Tyner's contributions did not go unnoticed by the U.S. agriculture negotiating team. Barbara Chattin and Merritt Chesley commented "During these negotiations, each side needed to provide solid data and economic arguments to support their negotiating position, and the Moroccan team was very prepared to engage in this highly technical and demanding exercise. At many points in our discussions, the Moroccan side mentioned the important contributions of Dr. Tyner to their overall preparations. Dr. Tyner's work provides an ideal role model for the way that members of the U.S. agricultural economics profession can help build the analytical and policy relevant capacity in developing countries." ❖

Howard Doster Receives Distinguished Service Award

D. Howard Doster, Purdue University Professor Emeritus of Agricultural Economics, is the 2005 recipient of the "Distinguished Service to American Agriculture Award," presented by the American Agricultural Editors Association. Sonja Hillgren, Farm Journal Sr. Vice President, presented the award to Howard at the association's annual meeting in Milwaukee, Wisconsin, on August 2, 2005. A record 460 persons attended the four-day Ag Media Summit.

Doster was recognized for his on-going

service to cornbelt farmers, particularly as co-founder and thirty-year coordinator of the Purdue Top Farmer Crop Workshop. In 250 public and private multi-day sessions, Doster and his colleagues have helped 7,000 farmers interpret 25,000 linear program computer budgets as the farmers tested alternative crop rotations, machinery sizes, tillage systems, and/or farm sizes for their own operations. He was also thanked for continuing to achieve his goal each month of helping one or more ag journalists write a farm magazine article.

Doster's former student, James Moseley, Deputy Secretary of Agriculture, was the 2004 awardee. Previous recipients include Secretary of Agriculture, Clayton Yeutter, and Nobel Peace Prize Winner, Norman Borlaug.

Howard is a Clinton County, Indiana, native and landowner. He and his wife, Barbara, now live part-time on New Burlington Road in the 1818 home built by Moses McKay, his great, great, great, grandfather. ❖

Department Events and Honors

G. Edward Schuh, Purdue Alumnus, and Former Faculty Member, Given Brazilian Government Lifetime Achievement Award



left to right: Dr. G. Edward Schuh, and Brazilian President Luiz Inácio Lula da Silva.

University of Minnesota Regents Professor G. Edward Schuh recently received the National Order of Scientific Merit, Gra Cruz, from the Brazilian government's Ministry of Science Technology. This is the nation's highest scientific award and is considered the equivalent of the U.S. Presidential Medal of Freedom. In a ceremony presided over by Brazilian President Luiz Inácio Lula da Silva and the president of the Brazilian Academy of Science, Schuh was honored for his lifetime contributions to Brazil and its agricultural institutions.

While working at Purdue, Schuh helped to establish the first graduate program in agricultural economics at the Federal University of Vicosa in the early 1960's. He later collaborated with academic programs at other universities, especially at the University of Sao Paulo. The program at Vicosa recently graduated its 1000th student, and Schuh was invited back to Brazil to celebrate the occasion. Schuh also helped create and design Brazil's national agricultural research system, EMBRAPA. The recent award was in large part a reflection of his efforts to that end. Schuh was previously honored for his body of work in 2004 when he was named the first "Legendary Member" of the Brazilian Society of Rural Economics and Sociology (SOBER) for his role in the modernization of Brazilian agriculture.

Schuh is the Orville and Jane Freeman Professor of International Trade and Investment Policy at the Humphrey Institute

of Public Affairs and serves as Director of the Institute's Freeman Center for International Economic Policy. Previously, Schuh served as Dean of the Humphrey Institute from 1987 to 1997. He holds a bachelor's degree in agricultural education from Purdue University, a master of science degree in agricultural economics from Michigan State University, and a master of arts and a doctoral degree in economics from the University of Chicago.

Formerly a Purdue faculty member in the Department of Agricultural Economics from 1959 to 1979, he received a Doctor of Agriculture, honoris causis, from Purdue University in 1992. ❖

31st Annual Snyder Memorial Lecture *(continued from pg 7)*

standing ovation. Dr. Downey is the Executive Director of the Center for Food and Agricultural Business at Purdue University, and a professor of Agricultural Sales and Marketing with responsibility for undergraduate courses in Agri Selling and Agri Marketing Strategy. He has been instrumental in the development of a curriculum in which students can earn a four-year B.S. degree in Agri Sales and Marketing — the first such program in the United States. Dave has received four major teaching awards from Purdue University and is in the Book of Great Teachers, as well as two national awards from the American Agricultural Economics Association. In 2004, he received the Special Boilermaker Award from the Purdue Alumni Association for

his contributions to the betterment of educational experiences for Purdue students.

Emeritus Hanging

Upon the retirement of every professor from the Department of Agricultural Economics we honor the tradition of the "hanging." Until 2002, the "hanging" referred to the fact that the retiring faculty member's photo and short biography were etched on a plaque and hung in Krannert Conference Room 661. Due to the technological advances of our modern world, the portraits are now "posted," rather than hung, on our department website at <http://www.agecon.purdue.edu/directory/history/formerFaculty.asp> so that our proud history

can be shared and displayed for the world at large. This year we are proud to continue with Purdue tradition and add Dr. W. David Downey to the virtual "hanging" wall of fame. Congratulations Dr. Downey!

To learn more about our faculty, past and present, please refer to: <http://www.agecon.purdue.edu/directory/> ❖

New Faculty and Staff

Dr. Susan Chen and her husband Dr. Matthew Holt will be joining the department in the Spring of 2006. Dr. Chen will be teaching a new class in Health Economics to be offered by the Department of Agricultural Economics in the Fall of 2006. She obtained her B.A. from Cornell University in Economics and Chemistry in 1992 and her M.S. in Agricultural Economics from the University of Wisconsin, Madison in 1995. Dr. Chen received her Ph.D. in Economics in May 2004 from University of North Carolina at Chapel Hill with concentrations in Health Economics and Econometrics.



Susan E. Chen
Assistant Professor

Dr. Chen's research is currently focused largely on questions that are at the intersection between health and labor economics. Over the past two years she has examined the impact of the Social Security Disability Insurance Program on prime aged men and the spousal labor supply response to labor market shocks because of health episodes that result in the disability of their partners. Earlier in her career, Dr. Chen worked at the Carolina Population Center at the University of North Carolina at Chapel Hill and at Family Health International. In both of these positions she has worked on studies in Africa: Kenya, Tanzania, Zambia and Botswana. She has examined the impact of family planning programs and family planning provision in Tanzania, and also participated in conducting surveys that study sexual behavior and the demographics of AIDS in countries such as Botswana and Zambia.

Dr. Chen is also interested in building a research program that examines the economics of obesity. She is particularly interested in the study of obesity and how factors such as maternal labor supply, physical education programs (or lack thereof) in schools, and environmental factors such as parks and recreation facilities affect childhood and adolescent obesity.

Dr. Chen is currently Director of the Triangle Census Research Data Center at Duke University and Research Scientist in the Department of Economics at Duke University. She is also a visiting instructor at Duke University where she has taught graduate level classes in mathematical economics and undergraduate classes in calculus based microeconomics.

Dr. Matthew (Matt) T. Holt will be joining the Department in January 2006. A native Hoosier, he received his B.S. and M.S. degrees in Agricultural Economics from Purdue University (1981, 1983) and his Ph.D. in Agricultural Economics from the University of Missouri, Columbia (1987). He has previously held faculty positions at the University of Wisconsin, the University of Arizona, and North Carolina State University. He has also been a visiting faculty member at the Department of Economic Statistics in the Stockholm School of Economics.



Matthew T. Holt
Professor

Dr. Holt has research and teaching interests that focus on a set of wide-ranging topics and issues relating to markets for food and agricultural products. These include the role of risk and price expectations in agricultural production and supply; the effects of government programs on agricultural production decisions; the role of population dynamics and nonlinear dynamics in livestock production, supply, and pricing; the use of demand systems for economic welfare loss assessments; the role of futures markets in static and dynamic risk management strategies; and the role of risk in testing for market efficiency in the context of futures markets for agricultural products.

His current research agenda includes an economic history of the hog-corn cycle in the United States; examining the implications of mid-term climate anomalies such as El Niño for forecasting primary commodity prices; documenting the seasonal rate of change in global surface temperatures over the past 400 years; and the role of transac-

tions costs in price adjustments in North American wood and forest products markets. Throughout his career the hallmark of Dr. Holt's research has been the adaptation and application of cutting-edge econometric methods in the investigation of economic relationships.

Dr. Holt has previously served on the editorial board of the *American Journal of Agricultural Economics*, the *Review of Agricultural Economics*, and the *Journal of Business and Economic Statistics*. He has published over 40 referred papers along with several book chapters and one edited volume. He has also been the recipient of several awards for his published research from the American Agricultural Economics Association (AAEA) and the Western Agricultural Economics Association including the Quality of Research Discovery Award (AAEA, 1999) and the Publication of Enduring Quality Award (AAEA, 2002). He currently serves as a member of the Board of Directors for the American Agricultural Economics Association. He has consulted for the USDA's Economic Research Service and to the Organisation for Economic Co-operation and Development (OECD). Dr. Holt has taught graduate and undergraduate courses in econometrics and microeconomic theory, as well as graduate courses in agricultural production, consumption, and static and dynamic optimization methods.

When he and his wife, Susan Chen, are not chasing after one of their young sons, Matt likes to spend time with a good book. His longer-term goal is to open a combination bookstore and bait shop near his ancestral home in Palestine, Indiana.

Roman Keeney began his appointment with the agricultural economics faculty of Purdue University in August 2005 as an assistant professor of farm and rural household economics after completing his doctorate in agricultural economics at Purdue.



Roman Keeney
Assistant Professor

(continued on pg 11)

New Faculty and Staff *(continued from pg 11)*

(continued from pg 10)

The primary focus of Dr. Keeney's graduate work has been the modeling and investigation of agricultural domestic policy disciplines as dictated by international trade agreements. His work with the Center for Global Trade Analysis at Purdue has led to co-authorship of five papers or book chapters with other Purdue staff on the topic of domestic support reform and decoupling. Roman's thesis continues this work by extending analysis of decoupling agricultural support to examine the distributional impacts of policy change on U.S. farm households and measuring farm household response to decoupled payments at the micro level using the USDA-ERS Agricultural Resource Management Survey.

Roman received a B.S. degree from the University of Kentucky in Biology, and B.S. and M.S. degrees in Agribusiness Economics from Southern Illinois University in Carbondale, Illinois. Roman and his wife, Lori, have two sons—Travis and Lucas.

Kwamena K. Quagraine will be joining the Department in September 2005, and



Dr. Kwamena Quagraine
Aquaculture Marketing Director

holds a joint appointment in Agricultural Economics and Forestry and Natural Resources.

Dr. Quagraine received his B.S. from the University of Science and

Technology, Ghana, and his M.S. and Ph.D. in Agricultural Economics from the University of Alberta, Canada. Since 2001 he has held a position as assistant professor of aquaculture marketing at the University of Arkansas, Pine Bluff. His research and teaching interests lie in the areas of applied microeconomic theory in aquaculture,

aquaculture markets & marketing, demand/price analysis, and international trade. Since 2003 Dr. Quagraine has served as the graduate program coordinator at the Aquaculture/Fisheries Center in Pine Bluff, and is an aquaculture marketing specialist for the Arkansas Catfish Industry. He is currently a member of USDA's National Organic Program (NOP) Aquatic Species Task Force - Aquaculture Working Group and he is also a member of USAID's Aquaculture Collaborative Research Support Program (ACRSP) Technical Committee (Social and Economic Aspects). His professional society memberships include: American Agricultural Economics Association, Southern Agricultural Economics Association, World Aquaculture Society, U.S. Aquaculture Society, International Association of Aquaculture Economics and Management, and International Food and Agribusiness Management Association.

Kwamena and his spouse, Gifty, have 4 children; Sabina, Joshua, Damaris and Joseph.

Joy May joined the Department of Agricultural Economics in September 2004.



Joy Y. May
Program Manager

She began as a secretary for six professors, and in 2005 moved into the position of Program Manager for the New Ventures Team and the Editorial Assistant to the Papers in Regional Science Journal.

Prior to joining Purdue, Joy worked at Arnett Clinic for the Chief Financial Officer and also in Patient Financial Services.

Joy has been a Lafayette/West Lafayette resident since birth and earned her B.S. in Organizational Leadership and Supervision with a minor in Computer Technology from Purdue University in May of 2001. She currently resides in West Lafayette

where she participates in Tae Kwon Do at the Black Belt Academy of Lafayette, and helps her husband with his construction company, Oaktree Construction.

Ginger McColley joined the Department of Agricultural Economics as the Information Technology Specialist for the Center for Global Trade Analysis in December of 2004.



Ginger McColley
Information Technology
Specialist

Her primary responsibilities include designing, authoring, and maintaining the GTAP websites as well

as administering the back-end databases and web servers which serve as the communication portal for the online GTAP Network.

Prior to joining Purdue, Ginger worked as a graphic/web designer for a national employment publication and as a web programmer for an integrated marketing firm, both located in Indianapolis, Indiana.

Ginger originally hails from Frankfort, Indiana and earned her B.S. in Computer Graphics Technology from Purdue University in May of 2003. She currently resides in West Lafayette where she enjoys working in her flower gardens and watching Purdue football and basketball. ❖

Individual Achievements

Staff

Liza Braunlich, Promoted to College of Agriculture Rank 5.

Amy Cochran, 10 year service Provost Recognition Award.

Linda Heckaman, 30 year service Provost Recognition Award.

Betty Jones, 25 year service Provost Recognition Award.

Kim Mullen, Received the Eleanor O. Kaplan award for exceptional customer service.

LeeAnn Williams, Awarded the Purdue Student Government Award for Outstanding Advisor at Purdue for 2004-05 - a student nominated and selected award.

Faculty

Dr. Phil Abbott — Invited to participate in FAO organized debate in Rome on export competition issues as an input to the Doha, India, Round World Trade Organization negotiations.

Dr. Jay Akridge — Named the James and Lois Ackerman Professor of Agricultural Economics. Co-advisor to the Purdue National Agri-Marketing Association student team that won the NAMA National Student Competition for their plan marketing the “Edgewood Pig Pad”.

Dr. Otto Doering — Governor Kernan and Superintendent of Schools, Dr. Suellen Reed, recognized Otto Doering’s service on the Governor’s Education Roundtable at its Dec. 15th meeting.

Dr. Howard Doster, Emeritus — Received the 2005 Distinguished Service Award from the American Agricultural Editors’ Association.

Dr. Jim Eales — Promoted to Professor of Agricultural Economics.

Dr. Gerry Harrison — Selected from a national panel of experts as a contributor to an article in the February 2005 issue of *Successful Farming*. “Estate Tax Planning Gets More Complicated”. To view this article: <http://www.agriculture.com/ag/story.jhtml?storyid=/templatedata/ag/story/data/ag-sfonline-0502estate-story4.xml&catref=ag6001>.

Dr. Steve Lovejoy — Out of all the credit union volunteers in the state, named the Volunteer of the Year by the Indiana Credit Union League.

Dr. Maria Marshall — Major Advisor to Carlos Mayen, who received the Outstanding Masters Thesis award for his thesis, “Consumer Preferences of a Fresh-Cut Melon Product – A Potential Value-Added Product for Indiana Melon Growers.”

Dr. Christine Wilson — Advisor to the Purdue National Agri-Marketing Association student team that won the NAMA National Student Competition for their plan marketing the “Edgewood Pig Pad.”

Dr. Wally Tyner — Major Advisor to Lixia He, who received the Outstanding Ph.D. Dissertation award for her dissertation, “Improving Irrigation Water Allocation Efficiency: Analysis of Alternative Policy Option in Egypt and Morocco.” ♦

Department of Agricultural Economics
403 W. State St.
Kranert Building
West Lafayette, IN 47907-2056

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