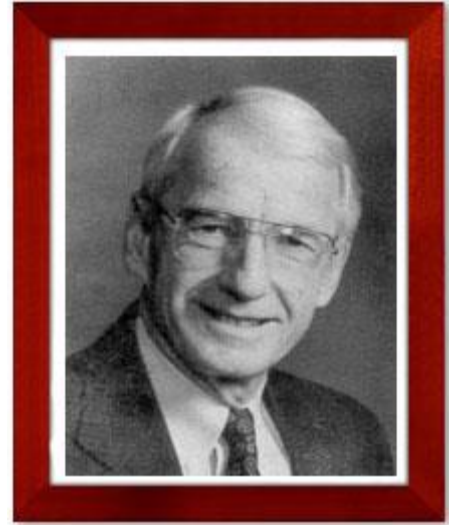


Joseph D. Coffey

B.S., Agricultural Economics, 1960, Purdue University

Dr. Joseph Coffey is vice president of Economics and Planning at Southern States Cooperative, Inc. in Richmond, Va. Southern States manufactures and distributes feed, seed, fertilizer, and petroleum products, and markets grains through a network of 500 stores in six states. As vice president, Dr. Coffey is responsible for strategic planning, market analysis, and economic forecasting. He has been with Southern States for 15 years.

Previously, Dr. Coffey served on the faculty of the University of California at Berkeley, and was head of the Department of Agricultural Economics at Virginia Polytechnic Institute and State University. Dr. Coffey also was an analyst on the Planning, Evaluating, and Programming Staff of the Office of the Secretary of Agriculture.



Dr. Coffey certainly has a colorful passport. In 1963, he served as an agricultural advisor with North Carolina State University Agricultural Mission in Lima, Peru. While in Peru, he also was assigned the position of visiting professor of social sciences at the Agrarian University. Dr. Coffey has traveled to Canada, Switzerland, and Albania to serve as a guest lecturer or advisor, offering wisdom and advice on agricultural issues. In 1981, he took part in a scientific mission to the People's Republic of China.

Since his time at Purdue when he was a member of Alpha Gamma Rho fraternity, Dr. Coffey has been an active promoter of agriculture. He is a member and current chair of the Council for Agricultural Research, Education, and Teaching (CARET), a national proponent of agricultural programs at land-grant universities. He was honored by President Nixon with a Citation for Work on Rural Development in 1972. In 1996, he received the Outstanding Friend of Virginia Agriculture Award. As a trusted resource on the topic of agricultural economics, Dr. Coffey has served on dozens of professional committees and has spoken to more than 500 national, international, state, and local groups.

For contributions to his profession and community, and for bringing distinction to his alma mater, Purdue University School of Agriculture is proud to present the Distinguished Alumnus Award to Dr. Joseph D. Coffey.