

# Agricultural and Applied Economics

The University of Georgia College of Agricultural and Environmental Sciences

## Student speaks at White House conference



Charles Orgbon, EEM major and founder of Greening Forward, speaks at the White House Frontiers Conference.

Environmental Economics and Management major Charles Orgbon added another achievement to his already impressive list: in October 2016, he spoke at the White House Frontiers Conference. Not only was he the conference’s only student speaker, but he was also the only

climate-focused speaker on the main stage.

Orgbon was selected to speak because of his past experience with the Office of Science and Technology Policy: in February 2015, he was invited to speak at the White House Champions of Change for Climate Education and Literacy Roundtable on Engaging and Educating Students. At this event, he discussed his role in his nonprofit, Greening Forward, and how he mobilized 2,000 young people to actively chart a more sustainable future.

“I believe that resolving our world’s issues should not be left up only to the so-called ‘experts,’” Orgbon said. “The youth of today are motivated – right now, right now – to become catalysts for change and they have value to add to community change-making.

“To me, this fervor is not surprising as this generation of young people is truly the first to feel the growing effects of climate change within their communities’ long prevailing issues with pollution and ecological degradation,” Orgbon continued. “As a result, young people are acutely aware of these impacts not only upon the physical environment but also upon the

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# Greetings from the Department Head

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Dear friends:

You are cordially invited to attend our 16th annual Conner Connects banquet on April 13th at 6:30 p.m. in the Garden Club Terrace Room at the State Botanical Gardens in Athens, GA. We will be recognizing and presenting awards to a number of students and faculty and staff members while enjoying a delicious meal together. Please take advantage of this opportunity to meet our students and visit with faculty, staff and other alumni.

If you are interested in attending this event, please contact Emily Clance at [eclance@uga.edu](mailto:eclance@uga.edu) or use the

form included in this newsletter.

We would like to welcome three of our newest faculty members, Ellen McCullough, an assistant professor specializing in international economic development, and Adam Rabinowitz and Levi Russell, who are also assistant professors and the department's peanut/row crops and livestock extension economists, respectively. You can learn more about them in this and upcoming issues of the newsletter.

Once again, I would like to encourage all of our alumni to keep in touch with us. Please consider sharing updates about changes in your life or career

so we can include them in this newsletter.

As well, if it is within your means, I hope that you will consider donating to one of the departmental scholarship funds listed at the end of this newsletter. Scholarships are more important than ever, given the rising cost of a college education. All the donations to these funds are tax-deductible and are used to provide scholarships to deserving students.

Sincerely,



Octavio Ramirez

## White House conference (continued)

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people who bear its burdens.”

Orgbon's speech asked his audience to “think radically” about their relationship with the younger generations if they hope to solve climate change. He asked, “How are you giving them a seat at the table? How are you incorporating their voices? How are you giving us a platform to contribute our spirit?” If given the chance, he added, the youth of today can bring about transformational change.

After giving his presentation, Orgbon returned to his seat on the front row in order to have the best photos of President Obama when he spoke. The President focused on how science is central to America's identity and future survival during his speech, saying that only through science can we shift to cleaner energy, cure cancer and other diseases, make cities smarter and more productive, and explore the final frontier of outer space, all while keeping

America the world's most innovative economy.

To Orgbon's surprise, after the President concluded his remarks, he stepped down from the podium and began shaking people's hands.

“I was the third person's hand he shook. It happened so fast that all I could do was glare into his eyes and say, ‘President Obama,’ very slowly,” he said.

Orgbon also had the opportunity to meet Dr. John Holdren, the President's science advisor, and Megan Smith, the President's technology advisor, and to learn how they are working with the Obama administration to diversify the technology field.

“As noted in the President's remarks, science, technology, and innovation are central to our American identity,” he said. “I hope that the forthcoming administration continues to embrace these values.”

# Faculty Spotlight

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## Ellen McCullough

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Ellen McCullough, one of the Agricultural and Applied Economics department's newest faculty members, comes to UGA directly out of the Ph.D. program at the Charles H. Dyson School of Applied Economics at Cornell University. She was looking for a tenure-track position that would allow her to focus on international development issues, work with excellent colleagues and live somewhere nice. For McCullough, that place was UGA.

Before starting her Ph.D., McCullough worked as an Associate Program Officer in Agricultural Development at the Bill and Melinda Gates Foundation in Seattle for four years, where she developed a portfolio of grants to support her primary research interest: understanding the role of agriculture and improved agricultural policies and data in sub-Saharan Africa.

"In particular, I'm interested in how improved agricultural technologies affect people's time use, occupations, and overall welfare," she said. "I also work on climate-smart agriculture in developing countries. All of my research, in some way, relates back to the goal of prioritizing investments, policies, and other interventions in developing countries."

She also worked as an economist for the Food and Agriculture Organization of the United Nations in Rome, Italy, where she coordinated a research project in multiple countries that focused on transforming food systems in developing countries.



McCullough is most proud of her work at the Bill and Melinda Gates Foundation and of her role in directing resources to her grantees, who are continuing to do excellent work. Outside of work, she's also proud of her continual victories over her twin brother in their annual fly fishing competition.

At UGA, McCullough will continue to research and publish peer-reviewed papers on improved agricultural policies in sub-Saharan Africa and on climate-smart agriculture in developing countries. She's also looking forward to teaching.

"My first course, The World Food Economy, begins this spring," McCullough said. "It is modeled after the class I took at Stanford that initially piqued my interest in international agricultural development."

# STUDENT SPOTLIGHT

**Colton Ginn, EEM Major**  
*Class of 2017*

After taking Food Security, Economic Development, and the Environment with Dr. Nicholas Magnan, senior Environmental Economics and Management major Colton Ginn took an interest in seeing how the things he'd learned in the classroom could be applied in the real world. When his girlfriend told him about the opportunity to study abroad in Botswana and South Africa, Ginn saw the perfect opportunity to find out.

Hailing from Covington, Ga., Ginn, like many students, had never before had the opportunity to go to Africa, and he didn't think it would come up again. "I wanted to see how developing countries deal with their wildlife," he said, "and what ways they are protecting these animals and teaching people the benefits of having the animals around."

The trip lasted a total of 21 days, with one day in Johannesburg, ten days in other areas of South Africa and ten days in Botswana. Each day the group woke up enjoyed coffee and tea with rusks, which are scone-like cookies, before heading out on a drive or hike to look for wildlife and learn about the geology of the area.

After their initial excursion, the group would return to camp for breakfast and a nap during the heat of high noon while most animals were in the shade. Later in the day, they would go out for another drive and walk until dark, and on some nights the group would head out a third time to look for nocturnal animals after dinner, but usually around 9 p.m. they were ready for bed. Each member of the group also kept a



journal to log all of their activities.

During the trip, Ginn was able to see firsthand how locals were leaving their hometowns for jobs in the city, letting people from outside of the country come in and learn to be guides to teach visitors about the wildlife.

"The main thing I was able to apply from Dr. Magnan's class was using incentives to keep locals in the jobs in their home towns," Ginn said. "The incentives were not that beneficial to the workers, but some would take the offer and work at the lodges. Also, since agriculture is not a huge aspect in the parts of Africa we were in people do not have that many options for a source of income, so...poaching is an easy way to feed your family or get large sums of money—especially from rhino horns and elephant tusks."

Given the chance, Ginn would go back to Botswana and South Africa for another visit. "The simple living, no technology, the people and the guides made the trip special," he said—although, he added, he might want to stay in a resort next time.

# Extension Spotlight

## 2017 Georgia Ag Forecast Seminar Series



Levi Russell presents at the Tifton Ag Forecast Seminar (photo credit: Clint Thompson)

This year, the UGA Cooperative Extension celebrated ten years of the annual Georgia Ag Forecast seminar series, held from Jan. 18-27 in eight cities across the state. Starting in Macon, the series traveled to Marietta, Carrollton, Tifton, Bainbridge, Lyons and Waynesboro before concluding in Athens, making the series more than double its original size—especially when factoring in the final session’s availability online, meaning it can reach an even broader audience.

The theme of the series changes each year, with past themes including agricultural technology, estate and transition planning, exports and international

trade and agricultural taxes. Most recently, the theme was changes that will result from implementation of the veterinary feed directive and potential policy changes in the next farm bill. Farmers, agribusinesses and others impacted by the farm economy can get crucial business information that helps them decide what to plant or what to sell and buy, in the case of agribusinesses.

At each seminar, a keynote speaker presents on the theme of the series; this year’s seminars featured Bob Redding of the Redding Firm in Washington and Brent Credille of the UGA College of Veterinary Medicine. Additionally, CAES’s own Levi Russell and Adam Rabinowitz spoke as well, giving presentations of their own.

“We’re going to see more meat production in general over the next two years, which will mean lower prices at the meat case and, likely, lower farm-gate prices as well,” said Russell in his talk. “Low feed costs will play a major role in determining profitability in the poultry, hog, and cattle feeding industries.”

“The big takeaway from this year’s Ag Forecast is that agriculture is still the most important industry for the state,” said UGA extension economist Amanda Smith. “Georgia farmers and producers will need to continue to make good management decisions in the face of lower net farm incomes, new livestock and poultry feeding regulations, and potential changes in the upcoming farm bill.”



Adam Rabinowitz presents at the Tifton Ag Forecast Seminar (photo credit: Clint Thompson)

# Conner

# Connects



The members of the Agricultural and Environmental Economics Club and the AAEC Graduate Student Association cordially invite you to join us for our 16th annual Conner Connects banquet.

**Thursday, April 13, 2017**

**6:30 p.m.**

**Garden Club Terrace Room**

**The State Botanical Gardens of Georgia**

**Athens, GA**

The cost is \$17 for students and \$20 for non-students. Please RSVP by April 6. If you have any questions about the banquet, please call 706-542-0763 or email [eclance@uga.edu](mailto:eclance@uga.edu).

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## **Conner Connects Registration**

Due by April 6

Student tickets (\$17): \_\_\_\_\_ Non-student tickets (\$20): \_\_\_\_\_

Contribution to help defray the department's contribution for student tickets: \_\_\_\_\_

Guests' names:

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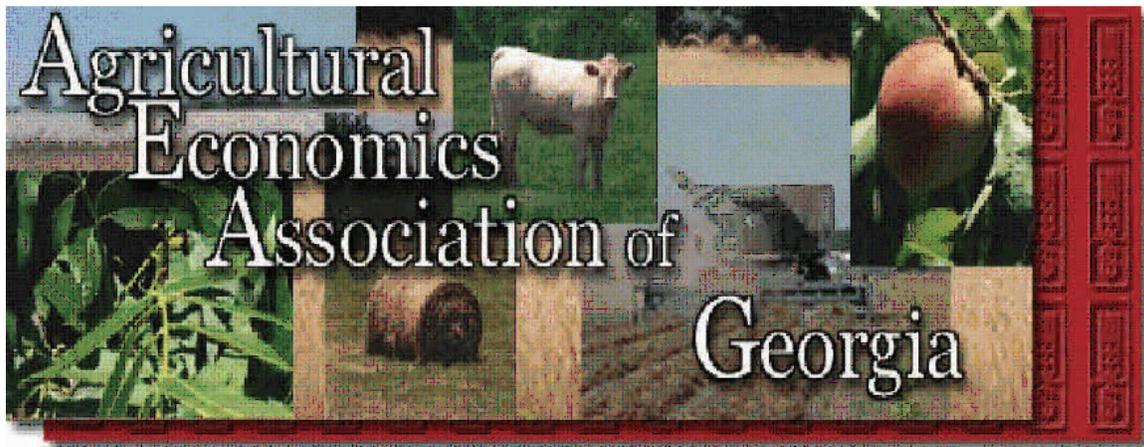
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Please make checks payable to the Ag Econ Club. Mail to: Conner Connects Registration, 303 Conner Hall, University of Georgia, Athens, GA 30602-7509. Call: 706-542-0763. Email: [eclance@uga.edu](mailto:eclance@uga.edu).

# Department Publications

- Berning, Joshua**, and Michael McCullough. "Product Line Extension among New England Craft Breweries." *Agricultural and Resource Economics Review* (2016): 1-14.
- Bruno, C.C. and **B.L. Campbell**. "Students Willingness to Pay for More Local, Organic, non-GMO and General Food Options." *Journal of Food Distribution Research* 47(3):32-48.
- Rihn, A., H. Khachatryan, **B. Campbell**, B. Behe, and C. Hall. 2016. "Consumer Preferences for Organic Production Methods and Origin Promotions on Ornamental Plants: Evidence from Eye-Tracking Experiments." *Agricultural Economics* 47(6):599-608.
- Khachatryan, H., A. Rihn, **B. Campbell**, and C. Yue. (2016). Catching and Keeping Consumers' Attention: Incorporating Eye Tracking into Organic Marketing Research. In I. Kareklas and D. Muehling (Ed.), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption* (pp. 167-185). Hauppauge, NY: Nova Science Publishers.
- Khachatryan, H., A. Rihn, C. Yue, and **B. Campbell**. (2016). Promotional Strategies for Organic Food Marketing. In I. Kareklas and D. Muehling (Ed.), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption* (pp. 79-104). Hauppauge, NY: Nova Science Publishers.
- Peschel, A.O., C. Grebitus, **G. Colson**, W. Hu (2016). "Explaining the Use of Attribute Cut-Off Values in Decision Making by Means of Involvement," *Journal of Behavioral and Experimental Economics* 65:58-66.
- Qiu, Y., **G. Colson**, M.E. Wetzstein (2017). "Risk Preference and Adverse Selection for Participation in Time-of-use Electricity Pricing Programs," *Resource and Energy Economics* 47:126-142.
- Boyhan, G., J. Gaskin, E. Little, **E.G. Fonsah**, and S. Stone (2016). "Evaluation of Cool Season Vegetable Rotations in Organic Production". *HortTechnology*: 26 (5):637-646 (oct.).
- Ahmadiani, M., C. Li, Y. Liu, **E.G. Fonsah**, C. M. Bliss, B. V. Brodbeck and P. C. Andersen (2016). "Profitability of Organic Vegetable Production via Sod Based Rotation and Conventional Versus Strip Tillage in the Southern Coastal Plain", *Sustainable Agriculture Research*, Vol. 5 (4) (November).
- Ye, S. and **B. Karali**. "The informational content of inventory announcements: Intraday evidence from crude oil futures market." *Energy Economics*, Vol. 59, Sept. 2016. 349-364.
- Atreya, Ajita, **Warren Kriesel**, and **Jeffery Mullen**. "Valuing Open Space in a Marshland Environment: Development Alternatives for Coastal Georgia." *Journal of Agricultural and Applied Economics*, 48 (4): 383-402. 2016
- Ramirez, O.** and **J.S. Shonkwiler**. "A Probabilistic Model of the Crop Insurance Purchase Decision", *Journal of Agricultural and Resource Economics* 42(1) 10-26.
- Awondo, S.N., **O.A. Ramirez**, **G. Colson**, **G. Konstandini** and **G. Fonsah** (2015). "Self-Protection from Weather Risk using Improved Maize Varieties or Off-Farm Income and the Propensity for Insurance." *Agricultural Economics* 48 (2016) 1–16.



As fellow graduates from the Agricultural and Applied Economics Department of the University of Georgia, we invite you to join the Agricultural Economics Association of Georgia. The investment is nominal, but the rewards and mission are great. It is our hope that most of you will want to support the organization that promotes our industry and field of education.

The Agricultural Economics Association of Georgia (AEAG) was established in 1976.

The goals of the Association are:

- ◆ To provide opportunities for the professional improvement of people interested in the field of agricultural economics
- ◆ To provide a forum for the discussion of economic problems and issues of mutual interest to people working in agriculture, agribusiness, and related fields
- ◆ To recommend solutions to economic problems facing Georgia's agriculture

Agricultural economics is involved in all sectors of our economy. The opportunities are greater now than ever before. We must recruit more students and better support agricultural economists if we are to meet the challenges for further application of agricultural economics to farm, resource, environmental, and agribusiness problems.

The AEAG board has new goals to support students in agricultural and applied economics as well as high school students who have yet to make decisions about college. We need your support to be able to carry out those goals to assist the future leaders in our field.

- ◆ AEAG membership offers benefits through the following:
  - ◆ *Journal of Agribusiness*
  - ◆ AEAG newsletter
  - ◆ J.W. Fanning lecture
  - ◆ Recognition for career accomplishments
  - ◆ Enhanced educational opportunities for students in agricultural economics

*(continued)*

In addition, AEAG enjoys an active relationship with the Department of Agricultural and Applied Economics at the University of Georgia. The activities of the association provide occasions for interaction among AEAG members, faculty and students. This interaction provides students and professionals important opportunities to network for the purpose of future career connections and the sharing of information and knowledge.

Below you will find an application for membership. Lifetime memberships are also available. If you would like to know more about AEAG, visit the AEAG website at <http://aeag.uga.edu>.

**Yes, I would like to join the Agricultural Economics Association of Georgia!**

Name: \_\_\_\_\_

Employer: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Please check one:**

- Student Member (\$10)
- Individual Member (\$25)
- Library/Institutional Member (\$35)
- Corporate Member (\$150)
- Individual Lifetime Member (\$250)
- Corporate Lifetime Member (\$1000)

Please send your membership application and dues to the following address:

Agricultural Economics Association of Georgia  
303 Conner Hall  
University of Georgia  
Athens, GA 30602-7509

For more information, call 706-542-0763 or visit <http://aeag.uga.edu>.

# Department Scholarships

Now more than ever, scholarships are vital to our students in the face of rising education costs. If you have the means, please consider donating to our scholarship fund by clicking the button below or visiting <https://gail.uga.edu/commit?des=71948003>. All donations will go to one of our five scholarships:

- **Georgia Farm Credit Associations Scholarship**

Georgia Farm Credit Scholarships were established to recognize and assist four outstanding undergraduates enrolled in the department, on the basis of academic merit, leadership potential and character with consideration given to financial need for meritorious candidates.



[Click here  
to donate!](https://gail.uga.edu/commit?des=71948003)

- **John William Firor, Sr. Scholarship**

Professor John William Firor's leadership essentially developed the Department of Agricultural Economics at UGA in the 1920s. A number of years ago, the children of the late J. William Firor, with a great deal of assistance from former students and associates of Professor Firor, established a scholarship in his name. The scholarship is awarded to deserving students in the Department of Agricultural and Applied Economics.

- **Roy Estes Proctor Scholarship**

Dr. Roy E. Proctor was Head of the Agricultural Economics Department from 1951-1956. He was also regarded as an outstanding teacher. The purpose of the Roy E. Proctor Scholarship is to honor Dr. Proctor's dedication to teaching and his contributions to agricultural economics by providing a scholarship to worthy undergraduates in the Department of Agricultural and Applied Economics. The scholarship provides encouragement to an academically successful student who needs some financial assistance to enhance the educational process.

- **Thomas L. Frazier Scholarship**

Professor Tom Frazier received his undergraduate and Master's Degrees in agricultural economics at UGA. He joined the department in 1953 and excelled in the classroom, but gave up teaching to become Assistant Director of Resident Instruction for the College of Agriculture until he retired in 1981. The Thomas L. Frazier Fund provides at least one deserving student per year a scholarship based on financial need, scholarship and extracurricular activities.

- **Tate Brookins Memorial Endowment**

The Tate Brookins Scholarship Fund was established by Frank and Ann Brookins to honor their son Tate, who passed away in 1998. Tate was a 1994 graduate with a BSA in agricultural economics. The scholarship is awarded based on financial need, scholarship and extracurricular activities.