

## Hospitality Major Growing by Leaps & Bounds

Hospitality is the second largest industry in the state and agriculture is the leading industry, so having the hospitality and food industry management (HFIM) major in the department of Agricultural and Applied Economics makes a perfect fit. The HFIM degree prepares students for careers across a broad spectrum of industries such as hotels and resorts, restaurants, meeting and event management, agritourism, and other related fields.



HFIM Students with Delta representatives Liz Holy and Eve Rogers following the airlines' presentation

Students learn applied business skills, human resource management, hospitality law and liability which make our students highly marketable in the job market. HFIM has grown by 335% and has become the 2nd largest growing major at UGA. The spring issue of the newsletter will highlight this program that began in the fall of 2019.

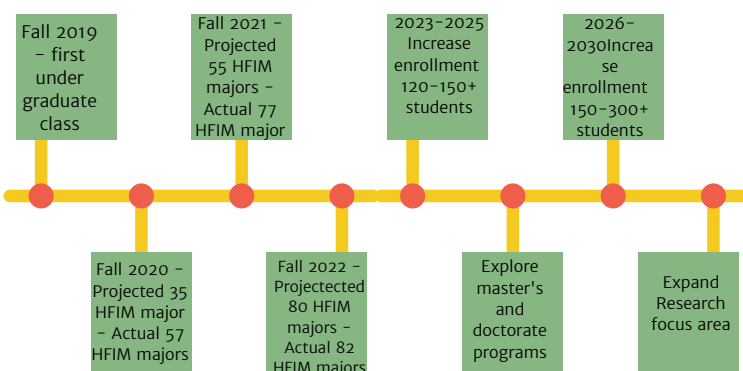
### Delta Airlines Comes to UGA, HFIM Classes

On February 7th, Delta executives spoke about the importance of customer service, experience, innovation, and what it takes to be the best! Research shows that guests take Delta over other airlines because of their safety record, cleanliness, on-time with bags and recovery, employee interactions, on-board products, and guests experience! To be successful, Delta knows that it takes great employees, constant training, and thinking ahead to ensure the safety of customers and making a positive experience for every flyer!



Rt-Lf Liz Holy, Recruiting Manger at Delta, Dan Remar, Asst. Professor of HFIM, John Salazar, Professor and Coordinator of HFIM, Kyle Tschepikow, UGA Executive Director of Engagement & Innovation and Eve Rogers, GM Talent Acquisition at Delta

## HFIM - Looking to the Future



### Blueprint for the future

Attracting top-tier talent, maintaining the HFIM program's growth and competing with institutions starts with meaningful investment in state-of-the-art, on-site experimental learning facilities. Invest in the next generation of HFIM students and their future.

Commit to HFIM today!



Colleagues:

Thank you all for everything you do for AAE! I am delighted that our recruitment efforts paid off big time! We have successfully recruited four faculty to join us on August 1: Dr. Angie Im (HFIM); Dr. Shanjukta Nath (Data Science and AI); Dr. Ford Ramsey (Ag Policy and Risk Management) and Dr. Lusi Xie (Sustainable Agriculture). I fully anticipate adding great colleagues with the open Tifton (PSO faculty) and CAED (Data Coordinator) positions.

Many of our signature events, Annual Georgia Ag Forecast, Conner Connects and the Rod Ziemer Lecture were successfully hosted in Spring. Dr. Will Chambers from USDA/WAOB was the keynote speaker at the Ag Forecast in Tifton. Congratulations to our student award winners and nominees (also to faculty and staff) who were recognized at Conner Connects! Dr. Andrew Muhammad's Ziemer Lecture well represented the tradition of honoring one of our outstanding students. Look for more in-person events next academic year including socials.

Congratulations to Dr. Nick Magnan who was selected to serve as Co-Editor of the American Journal of Agricultural Economics. I thank Dr. John Bergstrom again for serving as our Undergraduate Coordinator and leading the internal program review this Spring! Several personnel changes: Dr. Ben Campbell is our Extension Coordinator now; Dr. Jeff Mullen will become the Undergraduate Coordinator and Dr. Chen Zhen the Graduate Coordinator, starting June 1st. As usual, I expect a large contingent of undergraduates and graduates to complete their programs this Spring! Congratulations Graduates!

I am committed to and value contributions in all our mission areas – Teaching, Extension and Public Service, and Research. Look for many of these contributions in the next few pages including a spotlight on HFIM. I cannot thank our faculty, staff and students enough for all their work this Spring – as I summarized in April CAES Connections, we accomplished a lot to be proud of!

Our Department has a 95-year history of excellence with very supportive alumni and friends! We are grateful for their continued contributions in support of the AAE mission!

With very best wishes,  
Gopi Munisamy  
Professor & Head of the Department



Dr. Will Chambers, Keynote Speaker 2023 AgForecast



HFIM Scholarship Recipients with Dr. John Salazar at Conner Connects



Dr. Andrew Muhammad – guest speaker at Rod Ziemer lecture

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Lt-Rt; Back row: Kalere Bradley, Jodie Henderson, Kate Brumley, Faye Fudjinski, Isabella Savino, Abigail Glass, Liam Dennis.  
 Front row: Cynthia Ruan, Rayne Mendel, Kathryn Robertson, Aidan Lenhardt, Emma Young, Abigail Scribner. Not pictured: Mary Wright

## 14 New Eta Sigma Delta Honor Society Students Inducted

Congratulations to all the new Eta Sigma Delta members! Eta Sigma Delta (ESD) International Hospitality Management Society is an international honor society for hospitality students. ESD was founded in 1978 and has grown to over 90 active chapters worldwide. The UGA chapter was established in 2020 and has 34 members to date. For students to qualify to be a member they must complete 50% of the credit hours required for graduation, be officially declared as a hospitality major, and maintain at least a 3.00 GPA.



### GA Hospitality & Tourism

### Summit

Monday, May 8, 2023

UGA Center for

Continuing Education

The summit is designed to address the challenges faced in hospitality and tourism industries, foster collaboration among university personnel working on hospitality and tourism research support, and to enhance and enrich ongoing community public engagement efforts around tourism in Georgia.

For more information, click the link above.

Since Fall 2019, 118 Students completed Internships Assignments at 67 Different Companies

Hospitality Sector	% Breakdown
Event Management	31.3%
Hotel/Resort	23.9%
Restaurant	16.4%
Club Management	11.9%
Catering	4.5%
Destination Management	3.0%
Recreation Venue	3.0%
Winery	3.0%
Customer Service	1.5%
Event Research	1.5%

# OLIVIA PHILLIPS, SENIOR DOUBLE MAJOR IN AGB & AAE SELECTED AS USDA FUTURE LEADER IN AGRICULTURE

by Amanda Budd, CAES Office of Marketing and Communications

Two students in the University of Georgia's College of Agricultural and Environmental Sciences were selected to attend the U.S. Department of Agriculture (USDA) Agricultural Outlook Forum Washington, D.C., as part of the Future Leaders Program.

Megan Cherry, a senior agricultural communications major, and Olivia Phillips, a senior agribusiness and agricultural economics major, were two of 30 students selected nationwide to attend the program based on their demonstrated commitment to agriculture.

"These young people are the next generation of agriculture, and it is important for USDA to support their training," said U.S. Secretary of Agriculture Tom Vilsack. "Through the Future Leaders Program, USDA is expanding career opportunities in USDA-related fields and building an agriculture workforce that reflects the diversity of the American people."



Olivia Phillips and Megan Cherry at the forum in Washington, D.C.

Qualifying candidates were junior, senior or graduate students who exhibited leadership and studied agriculture, agricultural business, agricultural economics, communications, nutrition and food science, or pre-veterinary medicine. The program, held on Feb. 23 and 24, allowed the students to meet essential USDA personnel, network and learn more about the functions of departments within the federal agency.



## Rod Ziemer Lecture



The Annual Rod Ziemer lecture took place on April 21st in Conner Hall. The event featured Dr. Andrew Mohammad, Professor and Blasingame Chair of Excellence in Agricultural Policy at the University of Tennessee. He serves on the Board for International Food and Agricultural Development (BIFAD) on its Subcommittee on Systemic Solutions for Climate Change Adaptation and Mitigation in Agricultural, Nutrition and Food Systems. Formerly, at the USDA Economic Research Service (ERS), he was the Associate Director of the Market and Trade Division and Chief of the International Demand and Trade Branch. He also served as the Executive Committee Chair of the International Agricultural Trade Research Consortium (IATRC), an organization working on agricultural trade and development issues.

With an overarching focus on agriculture, Dr. Muhammad's research focuses on assisting stakeholders in the evaluation of opportunities, policies, and programs on international trade.



Dr. Gopi, Rod Ziemer Outstanding Paper Ph.D., Yao Yang, M.S Paper, Dikshit Poudel, and Dr. Greg Colson





# EFFECTS OF POSSIBLE RECESSION ON AGRICULTURE, GROCERY PRICES

by Emily Cabrera, CAES Writer and Public Relations Coordinator

Chances are good that you have felt the pinch at the grocery store and bemoaned the price of some of your standard weekly staples. Economists at the University of Georgia say to brace yourselves for more of the same in the upcoming months. "In the case of eggs, the price increase has been dramatic and in a very quick time frame," said Benjamin Campbell, associate professor in the Department of Agricultural and Applied Economics at the College of Agricultural and Environmental Sciences.

The average price for a dozen eggs has more than doubled in recent months. Retail egg prices increased 11.1% in December 2022, reaching 59.9% above December 2021 prices.

The reason for the price hike, explained Campbell, is a confluence of factors such as increased demand during the holidays and rising input costs for feed, fuel and labor. More importantly, the increase is due to the impact of the highly pathogenic avian influenza (HPAI), a contagious disease that causes high mortality in poultry such as chickens, turkeys and quail.

According to the United States Department of Agriculture (USDA), the current outbreak is the deadliest in U.S. history, present in 47 states and impacting more than 58 million birds, 300 commercial flocks and 433 backyard flocks.

Farm gate values reported by the UGA Center for Agribusiness and Economic Development hail Georgia as the No. 1 producer of poultry in the country, but only 5% of the state's poultry produce table eggs, Campbell explained. "Most of our eggs come from Midwestern states, such as Iowa, which has suffered catastrophic losses from the ongoing outbreak."

Campbell said the impact of avian influenza and increased demand for eggs around Easter is expected to increase wholesale and retail egg prices through the first quarter of the year, as it takes several months for new layer hens to reach full maturity and begin producing eggs.

[Read Full Article](#)

## Dr. Hashida receives letter from President Biden



Dr. Yukiko Hashida, Assistant Professor, received a letter of "thanks" for helping shape the recently released 2023 Economic Report of the President. The Report begins with a reflection by President Biden about the Administration's economic accomplishments, and opportunities and challenges ahead.

For the full 2023 Economic Report of the President, [visit here](#).

## **AAE Students win second place at The Global Circular Challenge, an international competition from universities across the world, convened by the London School of Economics.**



Frances Bowles, Kyndal Coleman, Caroline Solomon and Abigail Lauterbach worked together researching sustainable solutions for the fashion industry. They presented a competitive business plan and research on Full Circle Farms, which aims to solve environmental problems with using synthetic dyes by creating a farm that ethically and sustainably provides manufacturers with natural dyes from dried plant matter. The students were awarded a \$3000 prize.

# Getting to know - Fulbright Visiting Scholar, Thulani Ningi

- **What brought you to UGA?**

I came to UGA through a Fulbright visiting scholar Grant. UGA has a good program in Agricultural and Applied Economics. Hence, I selected it as an excellent place to learn and connect. I hope to leave UGA with a vast knowledge of research in the water-energy-food areas, natural resource economics, quantitative methods, and international development.

- **What are your particular research interest?**

My research interest is in the water-energy-food security nexus, household welfare, natural resource economics, production economics and social justice. My initial idea of coming to UGA was to look at the relationship between the water-energy-food security nexus and social justice at the household level. I'm hoping to fulfill this objective during my stay here and make a comparison between this relationship in the US and South Africa. By making this comparison, I will be able to give policy recommendations to policymakers in South Africa based on what the US government is doing right.

- **What are some of the achievements you are most proud of?**

My proudest moment is getting the Fulbright grant to visit the US, which will play a huge role in shaping my career in the academic industry. In South Africa I've been funded by many organizations to pursue my Masters and PhD, such as the Water research commission and the National Research Foundation. I'm so grateful for this support, which has greatly lowered my financial strain. I finished my Master's and am working on my PhD through the NRF postgraduate support. Also, I was nominated as the top 100 Grad Star 2021 by DHL in South Africa. Since my Masters graduation in 2020, I have published four research articles, one book chapter, co-authored one paper and two book chapters. I have presented my research in four local conferences in South Africa.



- **What will you be doing here at UGA and what do you like doing best?**

At UGA, I will be working with Dr. Jeff Mullen to conduct research on water-energy-food and social justice at the household scale: a comparison between an American and South African household.

What I like to do best is to be involved in community initiatives that assist in household welfare. I'm passionate about helping the needy and developing the underprivileged. Rather than that I enjoy spending time at the gym and staying active.

2022 - 2023  
CAES Ambassadors  
in AAE  
Thanks to all of our  
ambassadors for  
being awesome  
AgDawgs !



Lt to rt: Justin Loedding (AGB/AAE), Maya DuBos (HFIM), Audrey Thacker (AGB/AAE), Brooke Ranieri (EEM), Hank Murray (AGB/AAE), Kaitlyn Hart (HFIM), Olivia Phillips (AGB/AAE) Not Pictured: Pope Arline (AGB) Chloe Dela Cerna (AAE), Reilly Grady (AGB), Grayson Swindell (AGB), Tyler Westbrook (AGB), Will Woodard (AGB)



# HFIM Student Spotlight

## Featuring Ashleigh Lang

Outstanding Senior Award Recipient and Student Employee of the year @  
the UGA Center for Continuing Education & Hotel

- Where are you from, and why did you choose to study at UGA and CAES?

Athens Ga – Both parents went to UGA and growing up in Athens, it just was a given. I did go to ABAC for a year and a half to get my associates degree. Going there and transferring in was my plan all throughout high school. I chose CAES because I was active in FFA all through middle and high school. I knew I wanted to be in the Ag field!

- Why did you choose your field of study?

I am a double major in Agricultural Communications (AGCM) and Hospitality and Food Industry Management (HFIM). I originally chose AGCM because I felt very passionate about educating people on where their food comes from, focusing on agritourism. The HFIM program had just started when I graduated high school. Upon transferring to UGA, I talked with my advisors and Dr. Salazar to see if double majoring in would be a good idea. The two degrees go hand-in-hand for my focus on agritourism, specifically in wineries and distilleries.

- What has been your favorite class at HFIM?

My favorite class was Food and Beverage Operations. Our semester project was to come up with a restaurant concept. We had to create a menu and price out all the items and then determine what we would sell them for. I was also in Facilities Management at the time, so this project coincided with the project there, which was to come up with a hospitality concept.

- What has been the best experience you've had so far at the college?

The two best experiences so far is doing an internship at winery via Georgia Wine Growers internship and having the opportunity to study abroad in Italy where I focused on viticulture and enology. I developed a really good relationship with those at the vineyard and will be completing my communications internship there as well. I got to experience everything that goes in operating a vineyard; I was in the vines, with the winemaker, and in the tasting room. In Italy, we were in a beautiful Tuscan town that looked down over a valley. Each day we would focus on history, the vines, wine and winemaking processes, and conclude the day with a tasting lab focusing on a different category of wine.

- What do you eventually want to do with what you have learned here?

I would like to work for a winery or distillery doing events and sales.

- How do you feel about being a part of such a new major? Where do you think the HFIM program will be in 10 years?

I think it has been a great opportunity to be part of the development of such an important program. The industry has such a wide range of jobs that it is hard not to see its value. We are still kind of the guinea pigs as we grow to have more teachers and classes. The program has also developed a good relationship with the Georgia Center in preparing people to go into the industry. This is where I work, and I truly enjoy it and am definitely growing in my abilities and personal development.

I think this program is going to continue growing and possibly even rival some of the other programs within the college in size once again to the numerous opportunities available in the industry.



Ashleigh serving up mocktails at the UGA Georgia Center during the HFIM Open House

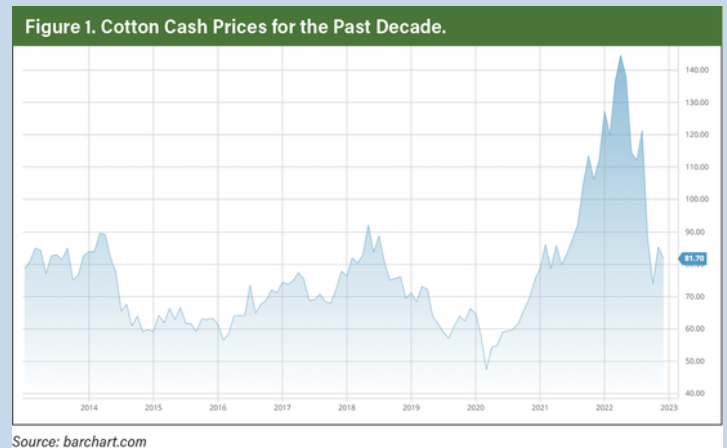
# Faculty Focus

## Yangxuan Liu, Assistant Professor, Cotton Research Publication *Navigating The 2023 'Winter' In Cotton Farming*

Cotton prices in the year 2022 were like a roller coaster ride, combined with an increase in volatility and the highest price achieved for the past decade (Figure 1). Multiple, rapid rallies in the cotton market were observed in 2022, followed by a quick withdrawal of speculative money. This resulted in an immediate plunge in cotton prices after the rally.

The highest cotton prices for 2022 were achieved May 4 at 149.76 cents per pound, and the lowest cotton prices in 2022 were observed Oct. 31 at 72.26 cents per pound. Several causal factors for the high cotton market volatility in 2022 include:

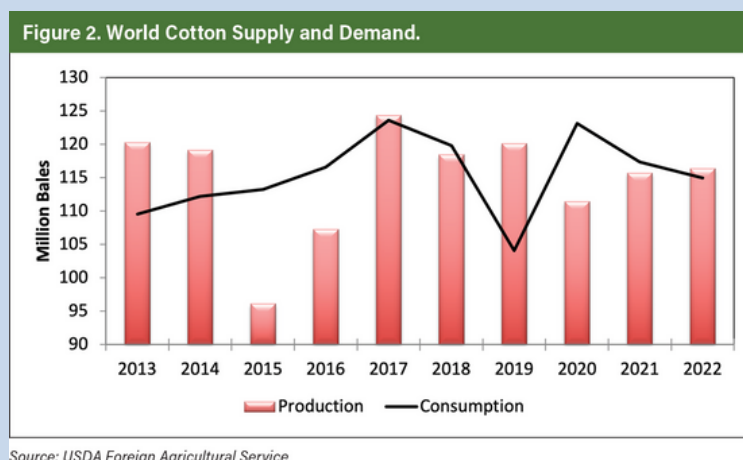
- High stock market volatility.
- Soaring inflation.
- Supply chain disruptions.
- Rising interest rate.
- Appreciation of the U.S. dollar.
- Severe drought in the Southwest United States.



### Economic Slowdown, Global Cotton Demand

Looking ahead, the year 2023 could be a year of winter for cotton producers. According to the International Monetary Fund, global economic slowdown is expected in 2023 at 2.3%, combined with high inflation worldwide at 6.5%.

High inflation is depleting the personal saving rate in the United States to a historically low level, with the most recent data at 2.3%. Globally, 2022 cotton production is projected at 116.4 million bales, above the world cotton mill use at 114.9 million bales (Figure 2). The reduction in economic activity and high inflation in 2023 would likely continue to reduce consumer demand for discretionary items — such as textiles and apparel — thus suppressing cotton prices in 2023.



The cotton production profit margin would likely be lower with high input costs and low prices. On a positive note, economic recovery could probably happen during the fourth quarter of 2023, and the winter ice in the cotton market could start to melt during the cotton harvest in 2023.

### U.S. Cotton Supply And Demand

In 2022, the United States planted 13.6 million acres of upland cotton, the highest in three years.

However, in 2022, the U.S. harvested only 7.7 million acres, with the overall U.S. abandonment rate for upland cotton at 43.4%, the highest on record since 1953.

[READ FULL STORY](#)



# Congratulations

Outstanding Junior and Seniors for the 2022/2023 Academic Year  
*Students were recognized at Conner Connects – see pics on next page*

**Agribusiness Major**

Outstanding Junior – Sydney Trawick  
 Outstanding Senior – Justin Loedding

**Agricultural & Applied Economics Major**

Outstanding Junior – Anna Kate Hefner  
 Outstanding Senior – Bryan Ogork

**Environmental Economics & Management Major**

Outstanding Junior – Kathryn Gilk  
 Outstanding Senior – Brooke Ranieri

**Hospitality & Food Industry Management Major**

Outstanding Junior – Maya Dubos  
 Outstanding Senior – Ashleigh Lang

**GA Agribusiness Council Harvest Celebration Awards**

Legislative Intern of the Year – Reilly Grady      Bill Bailey "Sumpin" Big Scholarship – Morgan Shiver

Prayash Pathak Chalise, MS Student – Recipient of Farm Foundation Cultivator Round Table  
 Susmitha Kalli, MS Student – E. Broadus Browne Award Nominee

## CAES Undergraduate Student Research Symposium Poster & Oral Presentations

Presenter	Faculty Mentor	Research Title
Ivey Meeks	Dr. John Salazar	Investing Athens Restaurant Week Marketing Impact on Visitor Volume
Justin Loedding	Dr. Will Secor	Factors that Affect Corn Price Volatility
Mary Hufford	Dr. Susana Ferreira	The Environmental and Economic Consequences of Fast Fashion: How SHEIN Altered the Fashion Industry
Nallely Lepiz Madrigal	Dr. Susana Ferreira	Georgia's Green Waste Landfill Capacity and Commercial Compost Market
Bridget Boswell	Dr. Ben Campbell	CBD Market Size
Hank Murray	Dr. Ben Campbell	The Impact of Air Temperature on Potential Satsuma Mandarin Production Location



Poster Competition



Hank Murray, Oral Presenter



Poster Competition



# Snapshots

Shaonan Wang and Dr. Chen Zhen attended a kick-off meeting about US aquaculture industries in Washington, DC



Great Southland Stampede Rodeo



Drs. Will Secor (pig) & Ben Campbell (unicorn) came up a little short racing against a cow and a dinosaur, which is now under further review for possible excessive tackling of the pig.



Brant Smith



Chloe Dela Cerna



Outstanding Graduate Students  
Lf to Rt: Dr. Gopi, Prayash Chalise, M.S., Jared Grant, Ph.D., and Dr. Jeff Mullen



Outstanding Teaching Assistants  
Nick Bradley, Geetanjali, and Susan Paudel

Conner Connects Awards Ceremony



Hunter Peagler



Outstanding Seniors  
Lf to Rt: Dr. John Bergstrom, Dr. Gopi, Justin Loedding (AGB), Bryan Ogork (AAE), Brooke Raniere (EEM), and Dr. John Salazar  
Not pictured - Ashleigh Lang (HFIM)



Anna Hefner



Cameron Bartsch



Jenna Sauerbier



Olivia Phillips



Sidney Trawick



Dr. Craig Landry, and Dikshit Poudel



Morgan Carr, Maya Dubos & Kaitlyn Hart



Kirstin Flinn



Caroline Solomon



Alexandra Wayne



Lf to Rt Caleb Medders, Reilly Grady, Emily Chapura, Ali Bennett, and Justin Loedding



Dr. Ben Campbell with students

New York Produce Show and Conference

