

## Amanda R. (Ziehl) Smith

### *Curriculum Vitae*

#### Office Address

UGA Extension Ag & Applied Economics  
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### EDUCATION

**M. S. Agricultural and Resource Economics**, Colorado State University, December 2004

- Thesis titled: *An Empirical Analysis of Consumer Retail Purchase Behavior for Beef Differentiated by Primal and Production Attributes*
- Emphasis in agricultural business and marketing economics
- Cumulative GPA: 3.92

**B. S. Agricultural Business**, Colorado State University, December 2002

**Second B. S. Animal Science**, Colorado State University, December 2002

- Graduated *Magna Cum Laude* Cumulative GPA: 3.91

**A. S. Agricultural Business**, Casper College, May 2000

**Second A. S. General Agriculture**, Casper College, May 2000

- Cumulative GPA: 3.95

### EMPLOYMENT EXPERIENCE

**Extension Economist**, December 2006 to Present

*Extension Agricultural and Applied Economics*, University of Georgia

- Provide critical applied research and Extension programming support for commodity economists and multi-disciplinary teams in the area of conservation economics for cotton, peanuts and corn.
- Develop and revise crop enterprise and conservation budgets, analyze the economics of production practices and new/emerging technologies, and develop whole-farm budgets for policy analysis.
- Collaborate with commodity economists, specialists/researchers in other disciplines, county Extension agents and producers to collect data and conduct economic analysis.
- Provide leadership in the development of Extension programs for the benefit of the state's cotton, peanut, and corn producers through timely applied research and education to improve production efficiency, profitability and resource conservation.
- Disseminate research through journals, bulletins, posters, newsletters, meetings and other relevant outlets.

**Extension Specialist I**, October 2004 to December 2006

*Center for Profitable Agriculture*, University of Tennessee Extension

- Provided leadership for planning, implementing and evaluating statewide educational programs in value-added agriculture.
- Conducted market development and analyses for value-added agriculture products.
- Conducted, analyzed, developed and summarized marketing plans for individual entrepreneur projects.
- Provided technical and educational marketing assistance to individual entrepreneurs who started, modified and/or expanded their business.
- Developed educational materials and publications to enhance the awareness and knowledge of value-added agriculture concepts and opportunities.
- Planned, provided and evaluated training for farmers, agri-entrepreneurs and Extension agents through workshops, seminars, meetings and field days.

**Graduate Research Assistant, January 2004 to September 2004***Department of Agricultural and Resource Economics, Colorado State University*

- Developed a case study on a Colorado natural beef cooperative. Compared financial implications of different marketing strategies and created a strategic business plan.
- Examined methodological issues related to the Economic Research Service's new retail meat price series. Investigated the challenges of integrating product cut detail (boneless vs. bone-in, choice vs. select, cuts vs. ground) into the analysis of retail beef price behavior and potential stocking up effects among consumers.
- Constructed a consumer survey instrument using choice sets, attribute ranking and conjoint analysis. Analyzed and compared results to determine consumers' meat purchasing motivations, desired store attributes and optimal marketing strategies for value-added producers.

**Special Projects Consultant, January 2004 to February 2004***American Farmland Trust, Fort Collins, Colorado*

- Completed work on a grant-funded curriculum titled: *Niche Beef Production and Marketing in Colorado*.
- Presented the curriculum as part of a multi-disciplinary team at two workshops for producers and university cooperative extension field staff held in February 2004.

**Graduate Teaching Assistant, August 2003 to December 2003***Department of Agricultural and Resource Economics, Colorado State University*

- Agricultural Marketing, EA 310 – Enrollment was 63 undergraduate students
  - Assisted students with homework and preparing for exams, graded homework and quizzes.
- Agricultural and Resource Enterprise Analysis, EA 305 – Enrollment was 39 undergraduate students
  - Assisted students in computer lab work in Microsoft Excel, graded lab assignments and quizzes.

**Assistant Livestock Judging Coach, January 2003 to November 2003***Department of Animal Science, Colorado State University*

- Coordinated livestock judging practices with producers in Colorado and several surrounding states.
- Taught eight students how to improve their livestock evaluation skills along with the ability to make decisions and logically defend their decisions through public speaking.
- Managed to create a team setting with eight students who had very different backgrounds and ideas.

**Graduate Research Assistant, January 2003 to July 2003***Department of Agricultural and Resource Economics, Colorado State University*

- Developed an economic feasibility analysis of a value-added entrée product line from a Colorado natural beef cooperative. Report contributed to a USDA value-added grant proposal.
- Collaborated with American Farmland Trust, faculty from the Departments of Agricultural and Resource Economics and Animal Science, and Colorado beef Extension specialists in planning a curriculum for Colorado niche beef producers. Collected information and compiled it into a draft curriculum.

**Laboratory Technical Assistant, November 2001 to January 2003***Animal Reproduction and Biotechnology Laboratory, Colorado State University*

- Collected animal tissues and prepared animals for surgery.
- Extracted DNA from cells using the tissue collected from animals by means of DNA synthesis.
- Mixed solutions and media for use in experiments.
- Used an autoclave machine, spectrophotometer, pipette, water bath and other laboratory tools.

**Undergraduate Research Assistant/Trained Sensory Taste Panelist, May 2001 to August 2002***Meat Science Research Group, Colorado State University*

- Collected data at beef packing plants including ribeye sizes, swiped for *Listeria* and *E.coli* and other contaminant bacteria.
- Tasted samples of pork loin chop and bacon slices for a Pork Quality Audit project.
- Gained experience with Microsoft Excel, data entry.

**Salesperson**, August 2000 to August 2001*Loveland Lumber Company*, Loveland, Colorado

- Dealt with the public and provided customers with product information.
- Assisted with bar-coding old and new inventories.
- Able to use radial arm saw as well as panel saw.

**Bookkeeper and Salesperson**, March 1996 to August 2000*Builder's Mart*, Casper, Wyoming

- Balanced register drawer at end of day, maintained the accounting journals, and helped train new bookkeeper.
- Dealt with the public, sold home building supplies.

**Farm/Ranch Laborer**, 1990 to 1998*Rocking Z Bar Ranch*, (Family Farm/Ranch), Mills, Wyoming

- Worked on Grandparents' commercial swine operation.
- Assisted with animal care and feeding.
- Maintained a clean barn and stalls.

**PEER-REVIEWED PUBLICATIONS**

- Umberger, W.J., D.D. Thilmann, and A.R. Smith. "Does Altruism Play a Role in Determining U.S. Consumer Preferences and Willingness to Pay for Natural and Regionally Produced Beef?" Forthcoming: *Agribusiness*.
- Ziehl, A.R., N.B. Smith and W.D. Shurley. "Estimated Comparative Row Crop Net Returns for 2008." *Georgia Ag Forecast 2008*. January 2008.
- Ziehl, A.R., W. L. Harris and R.C. Lacy. "Outlook for the Conservation Title in the 2007 Farm Bill." *Georgia Ag Forecast 2008*. January 2008.
- Shurley, W.D., N.B. Smith, and A.R. Ziehl. "Estimated Comparative Row Crop Net Returns for 2007." *Georgia Ag Forecast 2007: A Guide to the Changing Market Climate*. February 2007.
- Thilmann, D., W. Umberger and A. Ziehl. "Strategic Market Planning for Value-Added Natural Beef Products: A Cluster Analysis of Colorado Consumers." *Renewable Agriculture and Food Systems: 21(3)*; 192–203. August 2006.
- Bruch, M., and A. Ziehl. *The Growing Hispanic Population in Tennessee: A Potential Market Opportunity for Farmers and Value-Added Entrepreneurs?* PB1762. June 2006.
- Ziehl, A., and M. Bruch. "Regulations." *Agritourism in Focus: A Guide for Tennessee Farmers*. Chapter 8. PB1754. September 2005.
- Ziehl, A. "Agritourism Resources." *Agritourism in Focus: A Guide for Tennessee Farmers*. Chapter 9. PB1754. September 2005.

**PUBLISHED REPORTS, ABSTRACTS AND PROCEEDINGS**

- Smith, A.R., R.M. Barentine and N.B. Smith. "On-Farm Cost Analysis of Conservation Tillage versus Conventional Tillage Peanuts in Creating Enterprise Budgets." In D.M. Endale (ed.) Proc. 30<sup>th</sup> Southern Conserv. Agric. Syst. Conf. and 8<sup>th</sup> Ann. Georgia Conserv. Prod. Syst. Training Conference, Tifton, GA, July 29-31, 2008. Available at <http://www.ag.auburn.edu/auxiliary/nsdl/scasc/Proceedings/2008/proc2008.html>.
- Ziehl, A.R., N.B. Smith, R.S. Tubbs, J.P. Beasley, Jr., J.E. Paulk III, and E.J. Williams. *Economics of Tillage and Row Pattern on Different Cultivars for Peanut*. Proceedings of the American Peanut Research and Education Society Annual Meeting in Oklahoma City, OK. July 2008.
- Ortiz, B.V, C. Perry, D. Sullivan, B. Kemeraite, A.R. Ziehl, R. Davis, G. Vellidis and K. Rucker. "Cotton Yield Response to Variable Rate Nematicides According to Risk Zones." 2008 Cotton Beltwide Conferences Proceedings. January 2008.

- Ziehl, A.R., W.D. Shurley, G.L. Ritchie, and L.C. Sexton. “Economic Potential of Variable Rate Irrigation and Remote Sensing Technology in Regulating Cotton Growth.” 2008 Cotton Beltwide Conferences Proceedings. January 2008.
- Shurley, W.D., N.B. Smith, and A.R. Ziehl. *Potential Impacts of the 2007 Farm Bill on a Southwest Georgia Representative Cotton-Peanut Farm*. Proceedings of the American Peanut Research and Education Society Annual Meeting in Hoover, AL. July 2007.
- Ziehl, A.R., N.B. Smith, J.P. Beasley, Jr., J.E. Paulk III, and J.E. Hook. *Economic Comparison of Irrigation Application Strategies: Results from a Three Year Study*. Proceedings of the American Peanut Research and Education Society Annual Meeting in Hoover, AL. July 2007.
- Barentine, R.M., A.R. Ziehl, and N.B. Smith. *On Farm Crop Enterprise Cost Analysis of Strip Till Vs Conventional Till Peanuts*. Proceedings of the American Peanut Research and Education Society Annual Meeting in Hoover, AL. July 2007.
- Ziehl, A., D. Thilmany and W. Umberger. *Cluster Analysis of Natural Beef Product Consumers by Shopping Behavior, Importance of Production Attributes and Demographics*. Proceedings of the 2004 Food Distribution Research Society meetings in Morro Bay, CA. 2005.
- Thilmany, D., J. Wilson, A. Ziehl, E. Sparling, and W. Umberger. *Colorado Homestead Ranches: A Business Plan Overview and Market Analysis*. Report to Colorado Homestead Ranches and USDA Rural Development Value Added Grant. December 2004.
- Thilmany, D., S. Davies, A. Ziehl, K. Johnson, J. Pritchett and W. Umberger. *Empirical Approaches with the USDA Retail Meat Price Series*. Final Report CSU-ERS Cooperative Agreement. April 2004.
- American Farmland Trust and Colorado State University. *A Curriculum for Niche Beef Marketing and Production*. (Contributor with Dawn Thilmany, Wendy Umberger, Tom Field, John Scanga and Martha Sullins). <http://dare.agsci.colostate.edu/aftnichebeef/aftworkbook.htm>. February 2004.

#### PEER REVIEWED PAPERS/POSTERS FOR PRESENTATION

- Dunn, K.C., C.L. Escalante, R.C. Lacy, A.R. Ziehl, D.H. Franklin, and J.W. Gaskin. “Evaluating the Use of Pearl Millet to Reduce Nutrient Run-off in the Southeastern Piedmont Region of Georgia.” Southern Agricultural Economics Association Annual Meeting, Dallas, TX, February 4-6, 2008.
- Ziehl, A.R., R.M. Barentine, and N.B. Smith. “On-Farm Cost Analysis of Conservation Tillage Versus Conventional Tillage Peanuts in Creating Enterprise Budgets.” GACAA AM/PIC, Waco, GA, Nov. 2007.
- Ziehl, A.R., N.B. Smith, J.C. McKissick. *Georgia Producers’ Agricultural, Food and Public Policy Preferences: An Analysis of a National Public Policy Survey*. National Association of County Agricultural Agents Annual Meeting & Professional Improvement Conference, Grand Rapids, MI. July 2007.
- Smith, N.B., A.R. Ziehl, J.P. Martin and J.C. McKissick. *An Analysis of a National Public Policy Survey: What Are Georgia Producers Agricultural, Food and Public Policy Preferences?* Southern Agricultural Economics Association Annual Meeting, Mobile, AL. Feb. 2007. Received third place honors.
- Ziehl, A. and M. Bruch. *Will the Growing Tennessee Hispanic Population Create a Market Opportunity for Tennessee Farmers and Value-Added Entrepreneurs?* National Association of County Agricultural Agents Annual Meeting. Cincinnati, OH. July 2006.
- Thilmany, D., W. Umberger and A. Ziehl. *Consumers’ Willingness to Pay for Beef with Specific Attributes*. Paper in Organized Symposium, Price and Quality Differentiation: Implications for the US Meat Market, Annual Southern Agricultural Economics Association meetings, Orlando FL. Feb. 2006.
- Umberger, W., D. Thilmany and A. Ziehl. *Does Altruism Play A Role In Determining U.S. Consumer Preferences And Willingness To Pay For Natural And Regionally Produced Beef?* Selected paper at the Western Agricultural Economics Association Annual Meetings, San Francisco, CA. July 2005.
- Thilmany, D., A. Ziehl and W. Umberger. *Cluster Analysis of Natural Beef Product Consumers by Shopping Behavior, Importance of Production Attributes and Demographics*. Selected Paper presented at the Food Distribution Research Society Annual Meetings in Morro Bay, CA. October 2004.
- Ziehl, A. R., D. Thilmany, and S. Davies. *Beef, Ground Beef and More Beef: What Beef Primals Drive Retailing Strategies*. Abstract for paper presented in the Organized Symposium, Conducting Price and Demand Analysis with Detailed Data Series: Unique Applications and Empirical Challenges. Western Agricultural Economics Association Annual Meetings. Honolulu, HI. July 2004.

- Johnson, K., A. Ziehl, S. Davies and D. Thilmany. *Assessing Market Power in Pork Wholesale and Retail Markets. Abstract for paper presented in the Organized Symposium Conducting Price and Demand Analysis with Detailed Data Series: Unique Applications and Empirical Challenges.* Western Agricultural Economics Association Annual Meetings. Honolulu, HI. July 2004.

## PRESENTATIONS

- *Title II: Conservation in the 2008 Farm Bill.* NW District Agent Training: Henry County, McDonough, GA, August 21, 2008.
- *Title II: Conservation in the 2008 Farm Bill.* NE District Agent Training: Walton County, Monroe, GA, August 12, 2008.
- *An Update of Conventional and Conservation Tillage Row Crop Costs and Returns.* Agronomic Crops Field Day County Agent Training, Tifton, GA, June 26, 2008.
- *Title II: Conservation in the 2008 Farm Bill.* SE District Agent Training: Coffee County, Douglas, GA, June 13, 2008.
- *Title II: Conservation in the 2008 Farm Bill.* SW District Agent Trainings: Mitchell County, Camilla, GA, June 10, 2008 and Sumter County, Americus, GA, June 11, 2008.
- *Potential Economic Impact of the 2007 Farm Bill on Conservation Tillage Farmers.* UGA/USDA Conservation Tillage Workshop, Tifton, GA, March 31, 2008.
- *Farm Bill Conservation Programs and Drought Economics.* First Annual Bartow County Agriculture Conference, Cartersville, GA, March 4, 2008.
- *Energy Aspects of the Farm Bill and the Newly Signed Energy Bill.* Georgia Conservation Tillage Alliance Annual Meeting, Hawkinsville, GA, February 27, 2008.
- *Comparing 2008 Crop Costs & Returns.* Crisp County Soybean Meeting, Cordele, GA, February 14, 2008.
- *2008 Crop Production Economics.* Berrien County Agronomic Crops Economic Outlook Meeting, Nashville, GA, February 11, 2008.
- *Economic Potential of Variable Rate Irrigation in Regulating Cotton Growth.* Annual Cotton Agent Training Workshops, Tifton, GA, February 5, 2008 and Statesboro, GA, February 6, 2008.
- *2008 Crop Enterprise Budgets.* Decatur County Crop Cost Estimates and Storage Issues for 2008 Workshop, Bainbridge, GA, February 4, 2008.
- *Corn, Cotton & Peanuts: How Do These Crop Costs Compare?* Seminole County Crop Production Meeting, Donalsonville, GA, February 1, 2008.
- *Cotton Production Costs.* Georgia Cotton Conference, Tifton, GA, January 29-30, 2008.
- *Conservation Aspects of the Farm Bill.* Annual Winter School Agent Training: 2007 Farm Bill Overview and Update Session. Rock Eagle, GA, January 23, 2008.
- *How Do Peanuts Compare to Other Georgia Row Crops?* Georgia Peanut Farm Show, Albany, GA, January 17, 2008.
- *A Comparison of 2008 Row Crop Costs Based on UGA Enterprise Budgets.* Worth County Cotton & Peanut Production Update 2008, Sylvester, GA, January 15, 2008.
- *Economic Analysis of Variable Rate Irrigation and Remote Sensing Technology in Regulating Cotton Growth.* 2008 Cotton Beltwide Conferences, Nashville, TN, January 11, 2008.
- *Conservation Aspects of the Farm Bill: An Update.* Upper Suwannee Conservation Tillage Alliance Annual Meeting, Waterloo, GA, December 7, 2007.
- *Conservation Aspects of the Farm Bill.* Thomas County Extension Farm Outlook Meeting, Thomasville, GA, December 5, 2007.
- *2008 Crop Enterprise Budgets and Net Returns Crop Comparison.* Thomas County Extension Farm Outlook Meeting, Thomasville, GA, December 5, 2007.
- *Conservation Aspects of the Farm Bill.* Upper Suwannee River Summit: State of the Basin Meeting, Tifton, GA, December 4, 2007.
- *Conservation Tillage Economics and Farm & Ranch Lands Protection.* Seven Rivers RC&D Conservation Field Day, Alma, GA, November 15, 2007.
- *Update on the 2007 Farm Bill: Conservation and Energy.* Sumter County Farm Bill Update, Americus, GA, October 9, 2007.

- *Economics of Conservation Tillage in Peanuts*. Sunbelt Expo, Team Conservation Tillage Tent. Moultrie, GA, October 16-18, 2007.
- *Update on the 2007 Farm Bill: Title II (Conservation)*. Upper Suwannee Conservation Tillage Alliance Monthly Meeting, Waterloo, GA. September 12, 2007.
- *Economic Comparison of Irrigation Strategies for Peanut: Results of a Three Year Study*. UGA Peanut Team Tour and Field Day for Mississippi Agents and Growers, Tifton, GA. July 24, 2007.
- *Economics of the Continuous Conservation Reserve Program*. NRCS Conservation Reserve Program Field Day, Murray County Farms, Chatsworth, GA. May 31, 2007.
- *How do Top Peanut Growers Compare?* Annual Georgia Peanut Achievement Club Meeting. Orlando, FL. April 21, 2007. (with N.B. Smith).
- *Economic Impacts of the Conservation Security Program*. NRCS Conservation Security Program Workshop, Brantley County Extension Office, Nahunta, GA. April 17, 2007. (with C. Lacy).
- *Conservation, Wildlife & Farmland Protection Education Programs: The Georgia Experience*. 2007 Risk Management Education Conference, Phoenix, AZ. April 16, 2007. (with C. Lacy, W. Harris and K. Kightlinger).
- *Economic Impacts of the Conservation Security Program*. NRCS Conservation Security Program Workshop, Gordon County Extension Office, Calhoun, GA. April 3, 2007. (with C. Lacy).
- *Conservation Tillage Economics: Case Study Examples and Comparisons*. Georgia Conservation Tillage Alliance Annual Meeting, Tifton, GA. March 7, 2007.
- *Economics of Conservation Tillage Systems*. Georgia Conservation Tillage School, Ogeechee Technical College, Statesboro, GA. February 6-7, 2007.
- *An Update of Activities and Accomplishments of the Center for Profitable Agriculture*. Tennessee Farm Bureau Federation Board of Directors Meeting. May 2006. (with R. Holland, M. Bruch, and B. Sanders)
- *Business Planning and Management: The Science Behind Success*. Farmer Marketing of Meat and Livestock Products Workshop. Auburn, AL. April 2006.
- *Value-Added Agricultural Product Marketing*. Developing Rural Businesses Program Educational Meeting. Fentress County. March 2006.
- *Niche Meat Marketing*. University of Tennessee Extension Value-Added In-service Training. Mar. 2006.
- *The Four Fs: Hispanic Food Preferences and Purchasing Behaviors*. Extension Value-Added In-service Training. March 2006.
- *Overview of TN Grant & Loan Programs*. Lewis County Value-Added Ag Meeting. November 2005.
- *Financing Your Enterprise: The Secrets to Grants and Loans*. Tennessee Agritourism Conference. Franklin, TN. November 2005.
- *Unwritten Rules of Success: Integrating Entrepreneurship and Business Planning in Agritourism Enterprise Management*. Tennessee Agritourism Conference. Franklin, TN. November 2005. (with R. Holland)
- *Marketing Freezer Beef*. Extension Beef and Forage In-service Training. October 2005.
- *Business Planning and Management – Making the Business Successful and Generate Profit*. Producer Managed Marketing of Meat and Livestock Products Workshop. Greensborough, NC. September 2005. (with R. Holland)
- *Entrepreneurship and Your Farm: A Game of Innovation and Business Planning Principles*. Maury County Young Farmer's and Ranchers Meeting. September 2005.
- *Homestead Economics and Value-Added Marketing*. Stewart County Home-based Economics Meeting. August 2005.
- *Value-Added Agriculture and the Center for Profitable Agriculture*. Central Asian Region Study Tour. Seminar given via Russian translator. June 2005.
- *Overview of the Value-Added Producer Grant Program*. Opportunities in Ag Seminar. April 2005.
- *Direct Marketing: Signals of Success and Red Flags*. Tennessee Association of Agriculture Agents and Specialists Annual Meeting Professional Improvement Tour. April 2005.
- *Overview of the Center for Profitable Agriculture*. New Extension Employee Orientation. March 2005.
- *Marketing Farm-Raised Beef*. Hamilton County Beef Producers Meeting. January 2005.
- *Why Finish Beef on Your Farm?* Hamilton County Beef Producers Meeting. January 2005.
- *Financial Feasibility of a Beef Processing Plant*. Presentation to Colorado Homestead Ranches. Paonia, CO. May 2004. (with D. Thilmany)

- *Empirical Approaches with the USDA Retail Meat Price Series: A Final Report on the Colorado State University-ERS Cooperative Agreement.* Presented to the USDA-Economic Research Service, March 2004. (with Thilmany, D., J. Pritchett, S. Davies, K. Johnson, and W. Umberger)

## FARMER PROJECT REPORTS

- Holland, R. and A. Ziehl. *A Report for a Proposed Produce Auction in Southern Middle Tennessee.* CPA-2005-03. June 2005.
- Bruch, M., A. Ziehl, and R. Holland. *The Ames Plantation: Brand Considerations.* May 2005.
- Ziehl, A. *Considering Packaged Squirrel Corn, Bermudagrass Hay and Wheat Straw Enterprises.* CPA-2005-02. February 2005.
- Bruch, M., A. Ziehl and R. Holland. *Observations and Thoughts for a Historic Business in Transition for Today's Market.* CPA-2005-01. January 2005.

## INDUSTRY AND EDUCATIONAL MATERIALS

- Smith, A.R. and W.L. Harris. "Conservation Title: Farmland Preservation Programs." June 2008. Pending online posting.
- Smith, A.R. and W.L. Harris. "Conservation Title: Land Retirement Programs." June 2008. Pending online posting.
- Smith, A.R. and W.L. Harris. "Conservation Title: Working Lands Programs." June 2008. Pending online posting.
- Ziehl, A.R., N.B. Smith and W.D. Shurley. "Updated 2008 Strip Tillage Crop Comparison." April 30, 2008. Available online at <http://www.ces.uga.edu/agriculture/agecon/printedbudgets.htm>.
- Ziehl, A.R., N.B. Smith and W.D. Shurley. "Updated 2008 Conventional Tillage Crop Comparison." April 30, 2008. Available online at <http://www.ces.uga.edu/agriculture/agecon/printedbudgets.htm>.
- Ziehl, A.R., N.B. Smith and W.D. Shurley. "2008 Conventional Tillage Crop Comparison." January 31, 2008. Comparison tool and fact sheet handed out at numerous row crop production meetings. Available online at <http://www.ces.uga.edu/agriculture/agecon/printedbudgets.htm>.
- Ziehl, A.R., N.B. Smith and W.D. Shurley. "2008 Strip Tillage Crop Comparison." January 31, 2008. Comparison tool and fact sheet handed out at numerous row-crop production meetings. Available online at <http://www.ces.uga.edu/agriculture/agecon/printedbudgets.htm>.
- **Enterprise Budgets for the 2008 Crop Year (Revised)** (Available online Dec. 2007 at <http://www.ces.uga.edu/Agriculture/agecon/printedbudgets.htm>).
  - Worked with W.D. Shurley and the UGA Cotton Team on the 2008 Cotton Enterprise Budgets:
    - BR Cotton, Conventional Tillage, Non-Irrigated, 2008
    - BR Cotton, Conventional Tillage, Irrigated, 2008
    - BR Cotton, Strip-Till, Non-Irrigated, 2008
    - BR Cotton, Strip-Till, Irrigated, 2008
  - Worked with N.B. Smith and the UGA Peanut Team on the 2008 Peanut Enterprise Budgets:
    - Irrigated Peanut, Conventional Till, South Georgia, 2008
    - Irrigated Peanut, Strip Till, South Georgia, 2008
    - Non-Irrigated Peanut, Conventional Till, South Georgia, 2008
    - Non-Irrigated Peanut, Strip Till, South Georgia, 2008
  - Worked with N.B. Smith and Dewey Lee on the 2008 Corn, Gr. Sorghum and Wheat Budgets:
    - Non-Irrigated Corn, Conventional Till, South Georgia, 2008
    - Non-Irrigated Corn, Strip Till, South Georgia, 2008
    - Irrigated Corn, Conventional Till, South Georgia, 2008
    - Irrigated Corn, Strip Till, South Georgia, 2008
    - Irrigated, Grain Sorghum, Strip Till, 2008
    - Irrigated, Grain Sorghum, Conventional Till, 2008
    - Non-Irrigated, Grain Sorghum, Strip Till, 2008
    - Non-Irrigated, Grain Sorghum, Conventional Till, 2008

- Conventional Wheat, 2008
- Intensively Managed Wheat, 2008
- Worked with N.B. Smith and John Woodruff on the 2008 Soybean Enterprise Budgets:
  - Irrigated Soybean, Strip Till, 2008
  - Irrigated Soybean, Conventional Till, 2008
  - Non-Irrigated Soybean, Strip Till, 2008
  - Non-Irrigated Soybean, Conventional Till, 2008
- Ziehl, A.R. and W.L. Harris. “Comparison of the Conservation and Energy Titles in the 2002 Farm Bill to the 2007 House Proposal and 2007 Senate Ag Committee Proposal.” November 15, 2007.
- Worked with W.D. Shurley to revise the following Cotton Enterprise Budgets (All budgets are online at <http://www.ces.uga.edu/Agriculture/agecon/printedbudgets.htm>):
  - BR Cotton, Conventional Tillage, Non-Irrigated, 2007
  - BR Cotton, Conventional Tillage, Irrigated, 2007
  - BR Cotton, Strip-Till, Non-Irrigated, 2007
  - BR Cotton, Strip-Till, Irrigated, 2007
  - RR Cotton, Conventional Tillage, Non-Irrigated, 2007
  - RR Cotton, Conventional Tillage, Irrigated, 2007
  - RR Cotton, Strip-Till, Non-Irrigated, 2007
  - RR Cotton, Strip-Till, Irrigated, 2007
  - Conventional Cotton, Conventional Tillage, Non-Irrigated, 2007
  - Conventional Cotton, Conventional Tillage, Irrigated, 2007
- Worked with N.B. Smith to revise the following enterprise budgets: (Online at <http://www.ces.uga.edu/Agriculture/agecon/printedbudgets.htm>):
  - Irrigated Peanut, Conventional Till, South Georgia, 2007
  - Irrigated Peanut, Strip Till, South Georgia, 2007
  - Non-Irrigated Peanut, Conventional Till, South Georgia, 2007
  - Non-Irrigated Peanut, Strip Till, South Georgia, 2007
  - Irrigated Corn, Conventional Till, South Georgia, 2007
  - Irrigated Corn, Strip Till One Pass, South Georgia, 2007
  - Irrigated Corn, Strip Till, South Georgia, 2007
  - Non-Irrigated Corn, Conventional Till, South Georgia, 2007
  - Non-Irrigated Corn, Strip Till, South Georgia, 2007
  - Irrigated Soybean, Strip Till, South Georgia, 2007
  - Irrigated Soybean, Conventional Till, South Georgia, 2007
  - Non-Irrigated Soybean, Strip Till, South Georgia, 2007
  - Non-Irrigated Soybean, Conventional Till, South Georgia, 2007
  - Irrigated Grain Sorghum, Strip Till, South Georgia, 2007
  - Non-Irrigated Grain Sorghum, Strip Till, South Georgia, 2007
- Ziehl, A.R., M.L. Bruch, A. Robinson, & R.W. Holland. *Meat Goat Marketing*. Chapter in the Master Meat Goat Producer Manual. Published by Tennessee State University Extension. October 2006.
- Bruch, M., A. Ziehl and R. Holland. *2005 TAAA&S Annual Meeting Professional Improvement Tour*. CPA Info #112. April 2005.
- Ziehl, A. *Universal Product Codes (Revised)*. CPA Info #108. January 2005.
- Holland, R. and A. Ziehl. *Signals of Success: More Farmers Direct Market While Center Identifies Success Factors*. CPA Info #107. January 2005.
- Thilmany, D., W. Umberger and A. Ziehl. “Consumer Response to Beef Due to the December 2003 BSE Incident in the U.S.” *Agricultural Marketing Report*. Department of Agricultural and Resources Economics. CSU Cooperative Extension. AMR 04-01. June 2004.
- “Financial Planning For New Enterprises and Your Business Venture.” *Niche Beef Marketing and Production Curriculum*. February 2004. (with W. Umberger and D. Thilmany)
- “Ethics of Business Practices, Truth in Advertising, Marketing and Production.” *Niche Beef Marketing and Production Curriculum*. February 2004. (with W. Umberger, D. Thilmany and Brooke Enders)



## NEWS RELEASES

- Ziehl, A.R. and N.B. Smith. "Georgia Planted Peanut Acreage." *Peanut Pointers*. October 10, 2007 Issue. Newsletter accessible online by password for County Extension Agents only.
- Ziehl, A. and D. Shurley. "Economics of Conventional Tillage vs. Conservation Tillage in BR Cotton." *Georgia Cotton*. April 10, 2007. Online at <http://commodities.caes.uga.edu/fieldcrops/cotton/cnl041107.pdf>.
- Holland, R. and A. Ziehl. *USDA Will Accept Proposals for Value-Added Producer Grant*. January 2006.
- Holland, R. and A. Ziehl. *More Tennessee Farmers Add Value by Direct Marketing*. January 2005.

## EDUCATIONAL VIDEO CLIP

- Denney, C., N. Edwards, A. Ziehl, and R. Holland. *Direct Marketing: Value-Added Agriculture Success in Tennessee*. Video clip featuring Valley Home Farms in Wartrace, TN. Video aired in April 2005. Script is online at [http://www.agriculture.utk.edu/news/VideoReleases/0507\\_DirectMarket.htm](http://www.agriculture.utk.edu/news/VideoReleases/0507_DirectMarket.htm). Video is viewable through RealPlayer by clicking on the orange link titled *Direct Marketing*. March 2005.

## OTHER PUBLICATIONS

- *Retail Beef Price Transmission and Consumer Response by Primal: Empirical Analysis with Retail Scanner Price Data*. In second review at the Journal of Agricultural and Resource Economics. (with D. Thilmany and S. Davies)
- *Willingness to Pay for Natural Beef Products: Potential for Value-Added Products*. Working paper (with D. Thilmany and W. Umberger)

## COMPUTER SKILLS

### Statistical Data Processing Software

- E-views 4.0, STATA 7.0

### General Software

- Microsoft Office Professional: Word, Excel, Power Point

## SERVICE AND MEMBERSHIP

### Professional Associations

Georgia Conservation Tillage Alliance; 2008 to Present  
 Southern Agricultural Economics Association; 2007 to Present  
 Georgia Association of County Agriculture Agents; 2007 to Present  
 Team Conservation Tillage; 2006 to Present  
 National Association of County Agriculture Agents; 2004 to Present  
 Vice-Chair Communications Awards Committee, TN Assoc of Ag Agents and Specialists; 2006  
 Tennessee Association of Agriculture Agents and Specialists; 2004 to 2006  
 Young Farmers & Ranchers, Tennessee Farm Bureau Federation; 2004 to 2006  
 American Agricultural Economics Association; 2003 to 2005  
 Western Agricultural Economics Association; 2003 to 2005  
 AAEA Graduate Student Section member; 2003 to 2004  
 American Society of Animal Science; 2001 to 2003

### Colorado State University

Colorado State University Alumni Association; 2008 to Present  
 Graduate Student Case Study Team; 2003 to 2004  
 Gamma Sigma Delta Agricultural Honor Society; 2002 to 2004  
 Colorado Collegiate Cattlemen's Association; 2001 to 2004  
 Beef Quiz Bowl Champion Team, National Cattlemen's Beef Association Convention; 2002  
 Meat Animal Evaluation Team; 2002  
 Bull Sale Advertising and Customer Service Committee, Merchandising Seedstock Team; 2001 to 2002

National Western Stock Show Committee, Merchandising Seedstock Team; 2001 to 2002  
Block and Bridle Club; 2000 to 2002  
Livestock Judging Team; 2001  
Collegiate Farm Bureau; 2001

### **Casper College**

Sophomore Representative, Associated Students of Casper College; 1999 to 2000  
Secretary, Oil City Agricultural Club; 1999 to 2000  
Reporter, Livestock Judging Club; 1999 to 2000  
Livestock Judging Team; 1998 to 2000  
Phi Theta Kappa Honor Society; 1998 to 2000  
Secretary, Livestock Fitting and Showing Club; 1998 to 1999

### **HONORS AND AWARDS**

- Nominated for the Bailey Award by the American Peanut Research and Education Society, May 2008
- First Place Conservation Tillage Poster, Georgia Assoc. of County Ag. Agents, November 2007
- Third Place Poster, Southern Agricultural Economics Association, February 2007
- State Communications Award, Tennessee Assoc. of Agricultural Agents & Specialists, April 2006
- Colorado FFA Career Development Event, Sales and Service Competition Judge, May 2004
- Guest Lecture, Integrated Resource Management Course, Colorado State University, April 2004
- Premiere Swine Exhibitor Judge, National Western Stock Show, Denver, January 2004
- Topper Thorpe Mentor Scholarship, August 2003 to May 2004
- Official Swine Committee Member, National 4-H Livestock Judging Contest, National Western Stock Show, Denver, January 2002, 2003, 2004
- Honorary Guest Speaker at the Department of Animal Sciences Centennial Celebration, 2003
- Outstanding Academic Senior, Department of Agricultural and Resource Economics, 2001 to 2002
- Dean Homer J. Henney Memorial Scholarship, August 2001 to May 2002
- William S. May Scholarship, August 2001 to May 2002
- Transfer Achievement Award, August 2000 to May 2002
- All American Livestock Judge, 2001
- First Place Team National Western Stock Show Livestock Judging, 2001
- Agricultural Scholarship, August 2000 to May 2001