

## Contact Information

Agricultural & Applied Economics  
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## Research Interests

Food & Agribusiness Management, Agricultural Finance, Food & Agribusiness Marketing, Agricultural Transportation

## Education

**Ph.D. Applied Economics**, December 2015, University of Minnesota, Minneapolis, Minnesota

**M.S. Agricultural and Applied Economics**, May 2012, Virginia Tech, Blacksburg, Virginia

**B.S. Agricultural and Applied Economics; Math Minor**, December 2010, Virginia Tech

**Additional Professional Development:** Preparing Future Faculty (UMN), Active Learning Leader (UGA)

## Experience

Assistant Professor University of Georgia, Agricultural & Applied Economics Department	Aug 2019 – Present
Extension Livestock Economist University of Georgia, Agricultural & Applied Economics Department	Mar 2023 – Present
Economist, Grain and Farm Supply CoBank, Knowledge Exchange Division	Sep 2017 – Jul 2019
Associate Director and Clinical Assistant Professor Purdue University, Center for Food & Agricultural Business and Agricultural Economics Department	Aug 2016 – Aug 2017
Instructor Virginia Tech, Agricultural & Applied Economics Department	Jan 2016 – Jul 2016

## Publications

### Refereed Research Publications

<sup>^</sup> denotes UGA Graduate Student. (A) indicates alphabetical order, senior authorship is shared.

- Burt, J.C., Baxter, L.L., Anderson, W.F., Hancock, G.A., and Secor, W.G. (2024). Evaluating the agronomic and economic benefit of including spinosad with and without pyrethroid insecticides in bermudagrass stem maggot treatments. *Crop, Forage & Turfgrass Management*, 10(2). doi:10.1002/cft2.70011
- Fife, K.<sup>^</sup>, Secor, W.G., and Campbell, B.L. (2024). State Labeling's Impact on Geographic Boundaries of Local. *Agribusiness: An International Journal*, 1-24. doi:10.1002/agr.21905
- Worley, J.M.<sup>^</sup>, Banks, W.B.<sup>^</sup>, Secor, W., and Campbell, B.L. (2023). Awareness and Usage of Extension and Outreach Programs. *Applied Economics Teaching Resources*, 5(4), 9-24. doi:10.22004/ag.econ.339192

- Daniel, J.<sup>^</sup>, Secor, W.G., and Campbell, B.L. (2023). Impact of Information on Attitudes Regarding Greenhouse Lighting Externality Regulation. *Journal of Agricultural and Applied Economics*, 55(2), 358-375. doi: 10.1017/aae.2023.20
- Escalante, C., Gao, P.<sup>^</sup>, and Secor, W.G. (2023). Loan Packaging Decisions for Beginning African American and Other Socially Disadvantaged Farmers. *The American Journal of Economics and Sociology*, (00), 1-18. doi: 10.1111/ajes.12522
- Ricks, J.<sup>^</sup>, Secor, W.G., and Campbell, B.L. (2023). Consumer Preference for Microgreens in the Presence of LED Lights and Information Treatments. *HortScience*, 58(3), 327-332. doi:10.21273/HORTSCI16948-22
- Rabinowitz, A.N., and Secor, W.G. (A) (2022). An economic analysis of nontraditional lending in Chapter 12 bankruptcy cases. *Agricultural Finance Review*, 82(2), 329-343. doi:10.1108/afr-06-2021-0088
- San Fratello, D.<sup>^</sup>, Campbell, B.L., Secor, W.G., and Campbell, J.H. (2022). Impact of the COVID-19 Pandemic on Gardening in the United States: Postpandemic Expectations. *HortTechnology*, 32(1), 32-38. doi:10.21273/HORTTECH04911-21
- Boland, M.A., Kopka, C.J., Jacobs, K.L., Berner, C., Briggeman, B.C., Elliott, M., Friend, D., Kenkel, P., McKee, G., Olson, F., Park, J.L., Secor, W., Schweiss, K., Scott, H., and Worley, T. (2022). Extension Programming During a Pandemic: The Cooperative Director Foundations Program. *Applied Economics Teaching Resources*, 4(2), 14-28. doi:10.22004/ag.econ.321906
- Çakır, M., and Secor, W.G. (A) (2018). “Heterogeneous impacts from a retail grocery acquisition: Do national and store brand prices respond differently?” *Agribusiness: An International Journal*, 34(3), 524–541.
- Secor, W.G., and Boland, M.A. (2017). “Corn-Ethanol Plant Investment: A Real Options Case Study.” *American Journal of Agricultural Economics*, 99(2), 524–531.

### **Work Under Review**

- Shay, N.J.<sup>^</sup>, Baxter, L., Basinger, N.T., Secor, W.G., Burt, J.C., Hancock, G.A., Schwartz, B.M., and Belcher, J. Evaluating shifts in species distribution following herbicide and fertilizer applications for smutgrass (*Sporobolus indicus*) control in bahiagrass (*Paspalum notatum*).
- Burt, J., Baxter, L., Secor, W., Mullenix, M., Stewart, R.L., and Tucker, J. Understanding the Agronomic and Economic Impact of Contrasting Harvest Strategies in Two Alfalfa-Bermudagrass Mixtures in the Southeastern US.
- Goyal, R.<sup>^</sup>, Adjemian, M., and Secor, W.G. Better Supply Elasticities Improve Commodity Policy: The Federal Response to the Covid-19 Pandemic.

### **Working Papers and Selected Work in Progress**

- Secor, W.G., and Boland, M.A. The Impact of Tax Policy on Financial Outcomes of Grain and Farm Input Supplier Agribusinesses.
- Gao, P.<sup>^</sup>, Secor, W.G., and Escalante, C. The Role of Specialization and Exposure in Determining NPL Ratios of Non-Agricultural and Agricultural Banks.
- Jo, J.<sup>^</sup>, and Secor, W.G. Demand for Rail Transportation of Grain to the Southeastern U.S.
- Khanal, A.<sup>^</sup>, Secor, W.G., and Campbell, B.L. Trust in Hypothetical Blockchain-Backed Product Claims.

### **Handbook Chapters**

- Secor, W., and Boland, M.A. (2023). The role of the farmer and their cooperative in supply chain governance: a US perspective. In Elliott, M.S., and Boland, M.A. (Eds.), *Handbook of Research on Cooperatives and Mutuals* (pp. 185-192). Edward Elgar Publishing.
- Boland, M.A., Byrne, N., Carroll, B., McCarthy, O., Pitts, S., and Secor, W. (A) (2023). A framework for understanding the role of producers in governance of supply chains. In Elliott, M.S., and Boland, M.A. (Eds.), *Handbook of Research on Cooperatives and Mutuals* (pp. 166-171). Edward Elgar Publishing.

### **Extension and Outreach Publications**

- Secor, W. (2024). "Fall Market Update." *Georgia Cattleman*. Magazine Article.
- Secor, W. (2024). "Feed Availability and Cost Considerations." *Georgia Cattleman*, August 2024, 58-59. Magazine Article.
- Secor, W. (2024). "Tight Supplies and Steady Demand Supports Prices along the Beef Cattle Supply Chain." *Georgia Cattleman*, May 2024, 26-27. Magazine Article.
- Secor, W. (2024). "Pasture and Range Conditions Review." *In the Cattle Markets*. Newsletter Post.
- Secor, W. (2024). "September Cattle on Feed." *In the Cattle Markets*. Newsletter Post.
- Secor, W. (2024). "Pasture and Rangeland Condition Update." *In the Cattle Markets*. Newsletter Post.
- Secor, W. (2024). "Cattle and Drought in the South and Southeast." *Southern Ag Today*. Newsletter Post.
- Secor, W. (2024). "Mixed Impacts of H5N1 in Dairy Cows on Dairy and Beef Cattle Markets." *Southern Ag Today*. Newsletter Post.
- Secor, W. (2024). "Thoughts on the Cattle Inventory Report." *Southern Ag Today*. Newsletter Post.
- Secor, W. (2024). "Beefonomics: Cattle Market Update – Beef Demand Resilient Through 2024." *UGA Beef Tips n' Advice Newsletter*. Blog Post.
- Secor, W. (2024). "Beefonomics: Cattle Market Update – PRF Insurance Basics." *UGA Beef Tips n' Advice Newsletter*. Blog Post.
- Secor, W. (2024). "Beefonomics: Cattle Market Update – Southeast Forage Update." *UGA Beef Tips n' Advice Newsletter*. Blog Post.
- Secor, W. (2024). "Beefonomics: Cattle Market Update – Corn-Feeder Cattle Connection." *UGA Beef Tips n' Advice Newsletter*. Blog Post.
- Secor, W. (2024). "Beefonomics: Cattle Market Update – Focus Seasonal Beef Demand." *UGA Beef Tips n' Advice Newsletter*. Blog Post.
- Secor, W. (2024). "Beefonomics: Cattle Market Update – Beef Trade Update." *UGA Beef Tips n' Advice Newsletter*. Blog Post.
- Secor, W. (2024). "Beefonomics: Cattle Market Update – Higher Carcass Weights Support Beef Production Amid Lower Slaughter Numbers." *UGA Beef Tips n' Advice Newsletter*. Blog Post.
- Secor, W. (2024). "Beefonomics: Cattle Market Update – Lower Cattle and Hay Inventories in the Southeast." *UGA Beef Tips n' Advice Newsletter*. Blog Post.
- Secor, W. (2023). "Beefonomics: Cattle Market Update – Pricier Holiday Beef in 2023." *UGA Beef Tips n' Advice Newsletter*. Blog Post.
- Baxter, L.L., Stewart, R.L., Tubbs, R.S., Kichler, J., and Secor, W. (2023) "The Management and Use of Bahiagrass." *UGA Extension Bulletin 1362*.
- Secor, W. (2023). "Understanding Basis When Managing Feeder Cattle Price Risk." *Southern Ag Today*. Newsletter Post.
- Rabinowitz, A., Goeringer, P., and Secor, W. (2023). "Outcomes of Chapter 12 Bankruptcy Filings." *Southern Ag Today*. Newsletter Post.
- Secor, W., Rabinowitz, A., and Goeringer, P. (2023). "Financial State of Chapter 12 Bankruptcy Filings." *Southern Ag Today*. Newsletter Post.
- Goeringer, P., Secor, W., and Rabinowitz, A. (2023). "Chapter 12 Bankruptcy as an Option to Relieve Financial Distress." *Southern Ag Today*. Newsletter Post.
- Goeringer, P., Secor, W., and Rabinowitz, A. (2023). "Bankruptcy as an Option to Relieve Financial Distress." *Southern Ag Today*. Newsletter Post.

- Secor, W. (2023). “Beefenomics: Cattle Market Update – Cattle Cycle Dynamics.” *UGA Beef Tips n’ Advice Newsletter*. Blog Post.
- Secor, W. (2023). “Beefenomics: Cattle Market Update – Futures Market Focus.” *UGA Beef Tips n’ Advice Newsletter*. Blog Post.
- Secor, W. (2023). “Beefenomics: Cattle Market Update – Cattle Price Pause.” *UGA Beef Tips n’ Advice Newsletter*. Blog Post.
- Secor, W. (2023). “Beefenomics: Cattle Market Update – Resilient Beef Demand.” *UGA Beef Tips n’ Advice Newsletter*. Blog Post.

### **Extension Budgets**

- Secor, W. (2024). “2024 Cow-Calf Georgia.”
- Secor, W., Baxter, L., and Hancock, G. (2024). “2024 Hybrid Bermuda Hay - Irrigated.”
- Secor, W., Baxter, L., and Hancock, G. (2024). “2024 Hybrid Bermuda Hay - Non-Irrigated.”
- Secor, W., Baxter, L., and Hancock, G. (2024). “2024 Bahiagrass.”
- Secor, W., Baxter, L., and Hancock, G. (2024). “2024 Fescue.”

### **Research Reports, Case Studies, and Other Publications**

- Secor, W., Shonkwiler, V., and Kane, S. (Forthcoming). “Dairy Resource Mapping.” *Report for Georgia Milk Producers, Inc.* Research report.
- Secor, W., and Jung-keon, J. (Forthcoming). “Domestic Grain and Oilseed Transportation to the Southeastern U.S.” *Report for USDA AMS Transportation Services Division*. Research report.
- Campbell, B., and Secor, W. (2023). “Agricultural Trucking in Georgia: A Comparison of Haul Weight Limits.” *Report for the Georgia Agribusiness Council*. Research report.
- Secor, W., Thapa, T., and Wyche, D. (2021). “Compendium of Agricultural Transportation Research.” *Report for USDA AMS Transportation Services Division*. Research report.
- Rabinowitz, A.N. (A), Secor, W. (A), Wyche, D., and Collins, J. (2020). “A Spatial and Time-Series Analysis of Georgia Farm Bankruptcies.” *Report for Georgia Farm Bureau Harvest 2020 Research Project*. Research report.
- Secor, W.G. (2019). “Ethanol Outlook Weak Amid Sluggish Demand.” *CoBank, Knowledge Exchange Division*. Research report.
- Sawyer, W., and Secor, W.G. (2019). “African Swine Fever Implications for U.S. Ag.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2019). “Agronomy Outlook: Not the Spring Ag Retailers Hoped For.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2019). “E-Commerce Disruption Pushes Ag Retailers to Focus on Distribution and Service.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2018). “Growing Pains: Soybean Meal Demand Key to U.S. Crush Industry’s Outlook.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2018). “Grain Elevator Outlook 2018/2019.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2018). “Shifting ground: Mega-mergers to realign farm retailers.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2018). “Dicamba worries drift into 2018.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2017). “Who will own the grain? Elevators eye improved prospects.” *CoBank, Knowledge Exchange Division*. Research report.

- Ross, R.B., and Secor, W.G. (2017). "MightyVine: Root for your Local Tomato." Purdue University Food and Agribusiness Executive Summit. Available at: [agribusiness.purdue.edu/files/resources/2-mightyvine-case-cs6.pdf](http://agribusiness.purdue.edu/files/resources/2-mightyvine-case-cs6.pdf). Case study.
- Secor, W.G. (2017). "Producers' purchasing preferences in 2017." Purdue University: Center For Food and Agricultural Business. Available at: [agribusiness.purdue.edu/blog/producers-purchasing-preferences-in-2017](http://agribusiness.purdue.edu/blog/producers-purchasing-preferences-in-2017). Blog.
- Secor, W.G. (2017). "Social media marketing." *Quarterly Review*. Purdue University: Center For Food and Agricultural Business. Available at: [agribusiness.purdue.edu/quarterly-review/social-media-marketing](http://agribusiness.purdue.edu/quarterly-review/social-media-marketing). Research review.
- Secor, W.G. (2017). "Buyer benefits." *Quarterly Review*. Purdue University: Center For Food and Agricultural Business. Available at: [agribusiness.purdue.edu/quarterly-review/buyer-benefits](http://agribusiness.purdue.edu/quarterly-review/buyer-benefits). Research review.
- Secor, W.G. (2016). "Determining Value for Your Customer and Communicating It." *Agri Marketing*. November/December. Popular press.
- Secor, W.G. (2016). "Creativity in B2B marketing." *Quarterly Review*. Purdue University: Center For Food and Agricultural Business. Available at: [agribusiness.purdue.edu/quarterly-review/creativity-in-b2b-marketing](http://agribusiness.purdue.edu/quarterly-review/creativity-in-b2b-marketing). Research review.

## **Presentations**

### **Academic Presentations & Posters**

- Sharma, M.^, and Secor, W. (2024) Case dispositions as a function of filer and state-level economic characteristics. 2024 Sustaining Farm Operations In Extreme Negative Financial Positions Research Project Meeting, Presentation.
- Sharma, M.^, and Secor, W. (2024) Financial Characteristic Descriptive Analysis. 2024 Sustaining Farm Operations In Extreme Negative Financial Positions Research Project Meeting, Presentation. Presenter.
- Sharma, M.^, and Secor, W. (2024) Repeat Filers Descriptive Analysis. 2024 Sustaining Farm Operations In Extreme Negative Financial Positions Research Project Meeting, Presentation. Presenter.
- Othuon, V., Tregeagle, D., Campbell, B., and Secor, W. (2024) Examining Consumer Awareness and Willingness to Adopt Innovative Agri-Food Products in the United States: A Tobit Analysis. 2024 SAEA Annual Meeting, Poster.
- Schweizer, H. and Secor, W. (2023) The Effect of Precision Scheduled Railroading on Agricultural Shipper Service. Manhattan, KS: Invited Seminar. Presenter.
- Schweizer, H. and Secor, W. (2023) The Effect of Precision Scheduled Railroading on Agricultural Shipper Service. Washington, DC: 2023 AAEE Annual Meeting, Track Session. Presenter.
- Jungkeon, J.^ and Secor, W. (2023) The Impact of Increased Ocean Freight Rates on Soybean Margins between the United States and China during the Post-COVID Era. Washington, DC: 2023 AAEE Annual Meeting, Poster.
- Jungkeon, J.^ and Secor, W. (2023) The Incidence of Increased Ocean Freight Rates during the Post-COVID Era. St. Louis, MO: 2023 NCCC-134 Annual Meeting.
- Baral, S.^, and Secor, W. (2023). Determinants of Different Food Form Consumption: An NHANES Based Study. Oklahoma City, OK: 2023 SAEA Annual Meeting.
- Secor, W. and Boland, M.A. (2022). Section 199 and Cooperative Financial Outcomes. Online: Auburn University, Invited Seminar. Presenter.
- Khanal, A.^, Secor, W., and Campbell, B. (2022). Trust in Hypothetical Blockchain-Backed Product Claims: Results from a Consumer Survey. Pensacola, FL: 2022 Food Distribution Research Society Annual Meeting, Selected Presentation. Presenter.

- Goyal, R.<sup>^</sup>, Adjemian, M., & Secor, W. (2022). Estimating Supply Elasticities for Corn in the United States: Accounting for Prospective Plantings. Anaheim, CA: 2022 AAEA Annual Meeting.
- Gao, P.<sup>^</sup>, Secor, W., & Escalante, C. (2022). Banking Efficiency Analysis for U.S. agricultural and non-agricultural banks: Comparative Period Analysis between the Great Recession of the late 2000s and the Current Pandemic conditions. Anaheim, CA: 2022 AAEA Annual Meeting.
- Bhatta, D.<sup>^</sup>, Escalante, C., & Secor, W. (2022). Sustainable Growth Decisions of Agricultural and Non-Agricultural Banks During the Covid-19 Pandemic. Anaheim, CA: 2022 AAEA Annual Meeting.
- Jo, J.<sup>^</sup>, & Secor, W. (2022). Demand for Rail Transportation of Grain to the Southeastern U.S. Anaheim, CA: 2022 AAEA Annual Meeting.
- Secor, W. (2022). Agricultural Transportation Research Update. St. Louis, MO: 2022 Annual Transportation Research Forum, Invited Presentation. Presenter.
- Sayal, P., & Secor, W. (2022). Agricultural Transportation Research Compendium: Part II. St. Louis, MO: 2022 Annual Transportation Research Forum, Poster.
- Adjemian, M., Goyal, R.<sup>^</sup>, and Secor, W. (2022). Quantifying Agricultural Supply Response to Demand Shocks. St. Louis, MO: 2022 NCCC-134 Annual Meeting.
- Secor, W., and Boland, M.A. (2021). Section 199 and Agribusiness Investment Decisions. Online: 2021 AAEA Annual Meeting, Poster. Presenter.
- Rabinowitz, A.N., and Secor, W. (2021). An Economic Analysis of Nontraditional Lending in Chapter 12 Bankruptcy Cases. Austin, TX: 2021 AAEA Annual Meeting.
- Gao, P.<sup>^</sup>, Escalante, C., & Secor, W. (2021). U.S. agricultural banks' efficiency under COVID-19 Pandemic conditions: A two-stage DEA analysis. Austin, TX: 2021 AAEA Annual Meeting.
- Secor, W., Thapa, T.<sup>^</sup>, and Wyche, D.<sup>^</sup> (2021). Agricultural Transportation Research Compendium Update. Online: 2021 Transportation Research Forum, Invited Presentation. Presenter.
- Collins, J.<sup>^</sup>, Rabinowitz, A., Secor, W., & Wyche, D.<sup>^</sup> (2021). Chapter 12 Bankruptcy and Land Ownership. Online: 2021 SAEA Annual Meeting.
- Wyche, D.<sup>^</sup>, Rabinowitz, A., Secor, W., & Collins, J.<sup>^</sup> (2021). Chapter 12 Bankruptcies and Determinants of Outcomes. Online: 2021 SAEA Annual Meeting.
- Secor, W. and Boland, M.A. (2020). Section 199 and Agribusiness Investment Decisions. Online: University of Saskatchewan, Invited Seminar. Presenter.
- Secor, W., & Boland, M.A. (2020). Section 199 and Agribusiness Investment Decisions. Online: 2020 NCERA-210 Annual Meeting. Presenter.
- Secor, W.G. (2019). Blockchain: Implications for Agriculture. Coeur d'Alene, ID: 2019 WAEA Annual Meeting and 2019 Western Extension Committee Meeting, Invited Symposium. Presenter.
- Secor, W.G. & Boland, M.A. (2016). Ethanol plant investment: A real options case study. Boston, MA: 2016 AAEA Annual Meeting, Invited Paper - Case Study. Presenter.
- Secor, W.G. & Cakir, M. (2016). Impacts from a retail grocery acquisition: Do national and store brand prices respond differently? Boston, MA: 2016 AAEA Annual Meeting, Selected Presentation. Presenter.
- Secor, W.G. & Boland, M. (2014a). Corn ethanol plant investment and divestment decisions. Minneapolis, MN: NCERA-210 Annual Meeting. Presenter.
- Secor, W.G. & Boland, M. (2014b). Corn ethanol plant investment and divestment decisions: A real options approach. Minneapolis, MN: 2014 AAEA Annual Meeting, Poster. Presenter.

Secor, W.G. (2012). Assessing the value of the Onion ipmPIPE. Memphis, TN: 7th International IPM Symposium. Presenter.

### **Select Industry and Outreach Presentations**

Secor, W. (2024). Beef Cattle, Dairy, and Poultry Market Outlook. 2024 Georgia Farm Bureau Annual Convention. Jekyll Island, GA. Presenter.

Secor, W., and Rabinowitz, A. (2024). Pasture, Rangeland, and Forage Insurance Workshop. Calhoun, GA. Presenter.

Secor, W. (2024). Beef Cattle Economics. University of Georgia Master Cattleman's Program. Presenter.

Secor, W. (2024). Pasture, Rangeland, and Forage Insurance Workshop. Statesboro, GA. Presenter.

Secor, W., Rabinowitz, A., and Baker, H. (2024). Pasture, Rangeland, and Forage Insurance Workshop. Perry, GA. Presenter.

Duggin, J., Steward, L., Hicks, M.E., Fluharty, F., Secor, W., and Sandlin, D. (2024). Beef Cattle Retained Ownership Webinar for Small and Medium Operations. Online. Presenter.

Secor, W. (2024). Dairy Resource Mapping Update. Georgia Milk Producers, Inc. Board Meeting. Presenter.

Secor, W. (2024). Georgia Livestock Sector Outlook. USDA Market Reporter Training. Athens, GA. Presenter.

Secor, W. (2024). Beef Cattle Market Outlook. Georgia Cattlemen's Association Annual Convention. Macon, GA. Presenter.

Secor, W. (2024). Beef Cattle Economics Basics: Economics. Newton County, GA. Presenter.

Secor, W. (2024). Beef Cattle Market Outlook. University of Georgia Tifton Beef Cattle Short Course. Presenter.

Secor, W. (2024). Beef Cattle Market Outlook. University of Georgia Northeast Georgia Beef Cattle Short Course. Presenter.

Secor, W. (2024). Beef Cattle Economics. University of Georgia Master Cattleman's Program. Presenter.

Secor, W. (2024). Beef, Dairy, and Poultry Outlook. University of Georgia Ag Forecast. Presenter.

Secor, W. (2023). Beef Cattle Economics. University of Georgia Master Cattleman's Program. Presenter.

Secor, W. (2023). Beef Cattle Economics 201. Barnesville, GA. Presenter.

Secor, W. (2023). Blockchain. Savannah, GA: 2023 Executive Farm Management Program – NC State University, Clemson University, East Carolina University, University of Georgia. Presenter.

Campbell, B., Kane, S., Shepherd, T., Shonkwiler, V., Smith, A., & Secor, W. (2022). Hot Topics for Farms and Agribusiness. Eatonton, GA: 2022 Extension Winter Conference – University of Georgia. Co-Presenter.

Secor, W. (2022). Blockchain. Savannah, GA: 2022 Executive Farm Management Program – NC State University, Clemson University, East Carolina University, University of Georgia. Presenter.

Secor, W. (2021). Crop Input M&A: An Update. Tifton, GA: 2021 Georgia Crop Production Alliance Annual Meeting – Georgia Crop Production Alliance. Presenter.

Harkins, M.; Liu, Y.; Plastina, A.; Smith, A. R.; Hancock, G.; McGhee, N.; Porter, W.; Culpepper, S.; Secor, W. (2021). An analysis of cover crop use in Southeastern row crop production: economics, production practices, and perceptions. Tifton, GA: 2021 Georgia Association of County Agricultural Agents Annual Meeting.

Harkins, M.; Liu, Y.; Plastina, A.; Smith, A. R.; Hancock, G.; McGhee, N.; Porter, W.; Culpepper, S.; Secor, W. (2021). An analysis of cover crop use in Southeastern row crop production: economics, production practices, and perceptions. 2021 Georgia Farm Bureau State Commodity Conference.

Secor, W. and Boland, M.A. (2020). Section 199 and Agribusiness Investment Decisions. Online: 2020 Farmer Cooperatives Conference – University of Wisconsin, Madison. Presenter.

Secor, W. (2019). Digital Interactions in Ag Retail: E-Commerce & Omni-channel. New Orleans, LA: 2019 ARA Conference and Expo – Agricultural Retailers Association. Presenter.

Secor, W. (2019). E-commerce in Ag Retail: An Update. Minneapolis, MN: 2019 Farmer Cooperatives Conference – University of Wisconsin, Madison. Presenter.

Secor, W.G. (2019). Blockchain and Emerging Technologies. Huxley, IA: 2019 Summer Workshop – Iowa Institute of Cooperatives. Presenter.

Secor, W.G. (2018). State of the Elevator: 2019 Grain Elevator Outlook. St. Louis, MO: 2018 Country Elevator Conference – National Grain & Feed Association, Presenter.

Secor, W.G. (2018). Impacts of Trade Battles on the Global Agricultural Economy. Denver, CO: 58th Annual Board of Delegates Meeting – U.S. Grains Council. Presenter.

Secor, W.G. (2018). Macroeconomic Outlook. Galena, IL: 2018 Annual NSAC Joint Chapter Meeting, Great Lakes & Mississippi Valley Chapters. Presenter.

Secor, W.G. (2018). Animal protein, grain market, and farm economy outlook. Wichita, KS: May 2018 CoBank Appraisal Seminar. Presenter.

**Extension Meeting and In-Service Training Activity Summary**

<i>Industry Stakeholder Meetings</i>		
Year	No. of Meetings	No. of Individuals
2024	23	463
2023	11	234
<i>Extension Trainings</i>		
Year	No. of Trainings	No. of Individuals
2024	8	128
2023	1	17

**Select Press Interviews**

Jones, D. (2024). “Will High Beef Prices Stick Around?” Georgia Farm Monitor.

Atkinson, E. (2022). “USDA Projection on 2022 U.S. Winter Wheat, Corn and Soybean Production The Final Segment on the Growth in Non-Traditional Agricultural Financing Kansas Agricultural Weather.” Agriculture Today – Kansas State University.

Sever, M. (2021). “Blockchain and Production Agriculture.” Crops & Soils Magazine.

Grebner, M. (2019). “Managing for Profit – Not the Spring Anyone Expected.” Brownfield Ag News.

Dehlinger, K., and Clayton, C. (2018). “Tariff Realities Hit Harvest: Policy has far-reaching consequences for farmers, grain elevators, ports and trading partners.” DTN/Progressive Farmer.

Durisin, M., and Wilson, J. (2018). “Crop Targeted by China Is One It Only Started Buying 5 Years Ago.” Bloomberg.

Board, H. (2018). “Social Media Corps Interview with Farm Credit/CoBank.” National Association of Farm Broadcasting.



## **Research Grants and Contracts (Total: \$2,660,036, My Portion: \$594,556)**

- “Educating producers on forage risk evaluation and mitigation using pasture, rangelands, and forage insurance” – \$79,345  
2024-2025: USDA NIFA & SRMEC (Lead PI, \$55,610)
- “Building Connections: A research and extension exchange program in ag finance, marketing, and food security” – \$720,978  
2024-2029: USDA NIFA, AFRI (Co-PI, \$162,190)
- “Towards Carbon-Neutral Asphalt Pavement: Value-Added Application of Biochars from Woody Biomass and Other Agro-Wastes” – \$999,996  
2024-2026: USDA NIFA, AFRI (Co-PI, \$21,370)
- “Sustaining Farm Operations in Extreme Negative Financial Positions” – \$650,000  
2021-2026: USDA NIFA, AFRI (Co-PI, \$180,669)
- “Study of Grain and Oilseed Flows to the Southeast” – \$62,152  
2021-2023: USDA AMS (PI, \$62,152)
- “Compendium of Agricultural Transportation Research II” – \$39,788  
2021-2022: USDA AMS (PI, \$39,788)
- “COVID-19: Estimating Price Impacts and Supply Elasticities from the Covid-19 Event” – \$50,000  
2020-2023: USDA OCE (Co-PI, \$25,000)
- “Compendium of Agricultural Transportation Research” – \$37,777  
2020-2021: USDA AMS (PI, \$37,777)
- “A Spatial and Time-Series Analysis of Georgia Farm Bankruptcies” – \$20,000  
2020: Georgia Farm Bureau (Co-PI, \$10,000)

## **Teaching**

Agribusiness Marketing [Fall-only], University of Georgia	Fall 2019 – 2023
Agribusiness Management (co-taught) [Fall & Spring], University of Georgia	Spring 2020 – Fall 2024
Farm Organization and Management [Fall-only], University of Georgia	Fall 2023-2024
Livestock, Dairy, and Poultry Supply Chain Economics [Fall-only], University of Georgia	Fall 2024
Rural Economic Growth & Development [Spring-only], University of Georgia	Spring 2020 – 2023
Guest Lecturer, Selling in Agribusiness, University of Georgia	Spring 2023 (Mar. 16)
Guest Lecturer, Food Product Development, University of Georgia	Spring 2024 (Mar. 25)
AAEA Case Study Competition Team, Coach	Jul 2022 – Present

### **Student Teaching Evaluations**

Semester	No. of Students	Instructor Rating	Course Rating
<i>AAEC 3010 – Farm Organization and Management</i>			
F 2023	41	1.25	1.17
F 2024	56	1.36	1.64
<i>AAEC 3040 – Agribusiness Marketing</i>			
F 2019	82	2.46	2.43
F 2020*	64	1.24	1.56
F 2021	53	1.74	1.74
F 2022	54	1.40	1.47
F 2023	78	1.21	1.36
<i>AAEC 3070 – Livestock, Dairy, and Poultry Supply Chain Economics</i>			
F 2024	15	1	2.33
<i>AAEC 4980 – Agribusiness Management</i>			
S 2020^	32	1.90	1.80
F 2020*	11	1.00	1.20
S 2021*	33	1.27	1.36
F 2021	14	1.00	1.00
S 2022	34	1.14	1.14
F 2022	23	1.25	1.25
S 2023	25	1.00	1.14
F 2023	22	1.00	1.27
S 2024	28	1.08	1.38
F 2024	17	1	1.33
<i>AAEC 4710/6710 – Rural Economic Growth &amp; Development</i>			
S 2020^	53	1.55	2.00
S 2021*	76	1.39	1.57
S 2022	56	1.20	1.45
S 2023	49	1.33	1.60

Scale: 1=Excellent, 2=Good, 3=Satisfactory, 4=Fair, and 5=Poor

^ Course interrupted due to Covid-19 pandemic restrictions. Course moved online after spring break.

\* Course was delivered in a hybrid format with students choosing between in-person and online attendance due to Covid-19 pandemic.

### **Other Teaching Experience**

Rising Scholar Program Mentor, University of Georgia	Summer 2023
Undergraduate Research Mentor, University of Georgia	Spring 2021
NAMA Club Co-Coach, Purdue University	Fall 2016-Spring 2017
Agribusiness Club Co-Advisor, Purdue University	Fall 2016-Spring 2017
Small Business Management & Entrepreneurship, Virginia Tech	Spring 2016
Foundations of Agribusiness, Virginia Tech	Spring 2016

### **Students Advised**

#### PhD

Current: Jungkeon Jo, Chair.  
2022: Penghui Gao, Co-Chair.  
Committee Member: 2

#### MS

Current: Manish Sharma, Chair.  
2023: Suraksha Baral, Chair.  
2021: Jared Daniel, Chair. Tulsi Thapa, Chair. David Wyche, Chair. Dhiraj Bhatta, Co-Chair.  
Committee Member: 4

#### MAB

Current:  
2024: Hayden Phillips, Chair. Carlos Rossignoli, Chair. Justin Loedding, Chair.  
2023: Sam Fountain, Chair  
2022: Daniel Wiggins, Chair. Matthew McGregor, Chair.  
2021: Wood Smith, Chair.  
2020: Leanne Chafin, Chair. Johnson Collins, Chair.  
Committee Member: 6

## **Professional Activity & Institutional Service**

### **Leadership**

UGA MAB Program Coordinator	Jul 2024 – Present
NCERA-210 USDA Multi-State Project, Chair	Dec 2023 – Nov 2024
NCERA-210 USDA Multi-State Project, Vice-Chair	Dec 2022 – Dec 2023
Agricultural and Applied Economics Association, Membership Committee Chair	Aug 2020 – Jul 2022
NCERA-210 USDA Multi-State Project, Secretary	Dec 2021 – Dec 2022

### **Active Member or Participant**

UGA MAB Admissions Committee, Member	Jul 2020 – Present
UGA Teaching Academy Faculty Symposium, Participant	March 2023
Agricultural and Applied Economics Association, Industry Relations Committee Member	Oct 2019 – Present
Agricultural and Applied Economics Association, Member	Sep 2011 – Present
Agricultural and Applied Economics Association, Membership Committee Member	Jul 2019 – Aug 2020

### **Reviewing, Refereeing, and Other**

Refereed for the following publications: Agribusiness: An International Journal, Journal of Food Distribution Research, International Food and Agribusiness Management Review, Agricultural Finance Review, Journal of the Transportation Research Forum, Applied Economics Teaching Resources, Journal of Extension, Journal of Agricultural and Applied Economics, UGA Extension Publications, Clemson Extension Publications

Snyder Lecture Graduate Poster, Reviewer	Spring 2017
Outstanding Master's Thesis Committee, Reviewer	Spring 2017
Applied Economics Department Technology Committee member, UMN	Sep 2013 – May 2014

### **Honors & Awards**

Student Career Success Influencer Award, UGA	Class of 2022 & 2023
Applied Economics Department Fellowship, UMN	Fall 2012 – Spring 2013