

# William Secor, PhD

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## Contact Information

Agricultural & Applied Economics  
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## Research Interests

Managerial Economics, Industrial Organization, Food & Agribusiness Management, Food & Agribusiness Marketing, Agricultural Finance

## 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

## Experience

Assistant Professor Aug 2019 – Present  
University of Georgia, Agricultural & Applied Economics Department

Economist, Grain and Farm Supply Sep 2017 – Jul 2019  
CoBank, Knowledge Exchange Division

Associate Director and Clinical Assistant Professor Aug 2016 – Aug 2017  
Purdue University, Center for Food & Ag Business and Agricultural Economics Department

Instructor Jan 2016 – Jul 2016  
Virginia Tech, Agricultural & Applied Economics Department

## Publications

### **Refereed Research Publications**

Çakır, M., and W.G. Secor. 2018. “Heterogeneous impacts from a retail grocery acquisition: Do national and store brand prices respond differently?” *Agribusiness* 34(3):524–541.

Secor, W.G., and M.A. Boland. 2017. “Corn-Ethanol Plant Investment: A Real Options Case Study.” *American Journal of Agricultural Economics* 99(2):524–531.

### **Research Reports & Case Studies**

Secor, W.G. 2019. “Ethanol Outlook Weak Amid Sluggish Demand.” *CoBank, Knowledge Exchange Division*. Research report.

Sawyer, W., and W.G. Secor. 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 W.G. Secor. 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.

### **Additional Publications**

- 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**

- Secor, W.G. (2019). Blockchain: Implications for Agriculture. Coeur d'Alene: 2019 WAEA Annual Meeting, Invited Symposium.
- 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.
- 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.
- Secor, W.G. & Boland, M. (2014a). Corn ethanol plant investment and divestment decisions. Minneapolis, MN: NCERA-210 Annual Meeting.
- Secor, W.G. & Boland, M. (2014b). Corn ethanol plant investment and divestment decisions: A real options approach. Minneapolis, MN: 2014 AAEA Annual Meeting, Poster.
- Secor, W.G. (2012). Assessing the value of the Onion ipmPIPE. Memphis, TN: 7th International IPM Symposium.

### **Select Industry Presentations**

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

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

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.

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

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

## **Teaching**

Agribusiness Marketing, University of Georgia	Fall 2019
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

## **Professional Activity & Institutional Service**

Agricultural and Applied Economics Association member	Sep 2011 – Present
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
Reviewer, Journal of Integrated Pest Management	Oct 2013

## **Honors & Awards**

Applied Economics Department Fellowship, UMN	Fall 2012 – Spring 2013
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