Dear Friends:

Greetings from the Department Head

I hope you are enjoying your summer! This time of year in the department is usually not as busy, and we are able to catch up on some of the work that had to be pushed back during the more hectic fall and spring semesters.

I am pleased to report that the Conner Connects banquet was a great success. Our outstanding graduate and undergraduate students, faculty, and staff were recognized for their achievements during the annual awards ceremony held at the banquet. Many faculty members, staff, students, parents, and friends were present to enjoy socializing over a delicious meal and celebrate the presentation of well-deserved awards and recognitions.

Specifically, please join me in congratulating Professor Terry Centner and Chris Peters who were presented the Undergraduate Outstanding Teaching Award and the Outstanding Staff Award from the Agricultural and Environmental Economics Club; and Dr. Greg Colson and Sarah Hull who received the Graduate Outstanding Teaching Award and the Outstanding Staff Award from the Graduate Student Association. In addition, I would like to congratulate each and every one of our graduate and undergraduate student award winners for their remarkable accomplishments. You may read about all of them in this issue of the newsletter.

The department is privileged to have a part in preparing so many young people for their chosen career paths. At the end of the spring semester, we had 59 undergraduate students and 4 graduate students completing their degrees. Congratulations to each of our graduates, we know they are well-prepared and wish them the very best in the pursuit of their dreams!

Please be sure to read the Spotlight sections of the newsletter. Our Graduate Student Spotlight features Tina Meng who has completed the course work for her Ph.D. and accepted a position as a post-doctoral fellow at the University of Pennsylvania. Our Alumni Spotlight is about Ryan Rutland who turned his Agribusiness Management class business plan into a reality, and our Faculty Spotlight features two of our outstanding professors who are retiring and will be greatly missed: Dr. James Epperson and Dr. Jack Houston.

The date for our 30th annual J.W. Fanning Lecture has been set for October 2, 2014. We are privileged to have Mr. Jack L. Sinclair, Executive Vice President of the Grocery Division of Walmart U.S. Mr. Sinclair has responsibility for all aspects of grocery merchandising at more than 4,000 stores nationwide. The agenda for all the activities on October 2, 2014 is on page 2 of this newsletter. In addition to the lecture, the J.W. Fanning Distinguished Professional Award and Distinguished Young Professional Award will be presented at the event. Please consider nominating qualified individuals for these prestigious awards. The criteria and instructions are listed on page 4 of this newsletter. Also, please contact Ms. Audrey (ah1@uga.edu) if you would like to join our faculty and students in attending the J.W. Fanning Lecture!
An alumni information form is attached to the newsletter as well. It would be most helpful if you would fill it out and return it to us. We like to stay in touch with our graduates and learn about your activities and accomplishments after leaving the department. You will also find information about how to make contributions to the department on page 25. Your financial support ensures the continued quality educational experiences that are an integral part of student life in the department and enables us to provide scholarships to our deserving students. Many are counting on your generosity to help them pay for the ever increasing costs of a college education.

Sincerely,

Octavio Ramirez
Department Head and Professor

30th Annual J. W. Fanning Lecture

Mr. Jack L. Sinclair, Executive Vice President, Grocery Division, Walmart U.S. will be the speaker at the 30th annual J. W. Fanning Lecture on October 2, 2014.

Mr. Sinclair is executive vice president of the grocery division for Walmart, U.S. He has responsibility for all aspects of grocery merchandising at more than 4,000 stores in the United States.

Mr. Sinclair joined Walmart in 2007 from McCurrach, a U.K.-based field merchandising business. He has worked in the retail food business since 1982, when he began his career as a trainee at Shoppers’ Paradise in the United Kingdom. He has also worked for Tesco and Safeway PLC, where he eventually served on the board of directors that led the merger of Safeway PLC and Morrisons. Previously, he served as the European development director for SB Capital, partnering with banks, private financiers, and private equity houses to assess, advise, and implement strategic retail acquisitions.

Mr. Sinclair earned a bachelor's degree in economics and marketing from the University of Strathclyde, Glasgow, Scotland.

J.W. Fanning Professional Awards

Each year the Agricultural Economics Association of Georgia recognizes outstanding professional accomplishments with two awards: 1) The J. W. Fanning Distinguished Young Professional Award is open to individuals with up to and including ten years of professional work experience. 2) The J. W. Fanning Distinguished Professional Award is open to those individuals with more than ten years of professional working experience. The criteria and rules for submitting nominations for both awards are listed on page 4. Please consider submitting nominations for qualified individuals who meet the criteria for these prestigious awards. The deadline for this year’s nominations is September 1, 2014.
Agenda for J. W. Fanning Events – October 2, 2014

All events will take place at the Georgia Center for Continuing Education.

8:30 a.m. - Agricultural Economics Association of Georgia Board Meeting - Room D (2nd Floor)

10:00 a.m. - Registration & Refreshments - Kellogg Concourse (2nd Floor)

10:30 a.m. - J.W. Fanning Lecture - Room R (2nd Floor)
   Welcome - Dean Scott Angle, College of Agricultural and Environmental Sciences
   Introduction of Speaker - Octavio Ramirez, Head and Professor, Department of Agricultural and Applied Economics, UGA
   Lecture - Mr. Jack Sinclair

12:00 noon - Luncheon - Magnolia Ballroom

   Presentation of J.W. Fanning Professional Awards:
   (Chris Groskreutz, President of Agricultural Economics Association of Georgia)

1:30 p.m. - Adjourn

The cost of this year’s luncheon is $30. There is no cost for attending the lecture only. (Please register for the luncheon no later than September 15, 2014. See the registration form below.)

30th ANNUAL J. W. FANNING LECTURE & LUNCHEON REGISTRATION
October 2, 2014

REGISTRATION: Lecture attendance is free. A registration fee of $30 is required for the luncheon. Please register no later than September 15, 2014 for the luncheon. Make check payable to the Agricultural Economics Association of Georgia and return with the form below.

I plan to attend the lecture ____ ( ) I plan to attend the lecture and luncheon ____ ( )

Name ____________________________________ Telephone __________________

Address ___________________________________________________________________

City ___________________________ State ________________ Zip ________________

Please return all forms to the Agricultural Economics Association of Georgia, Department of Agricultural and Applied Economics, 303 Conner Hall, University of Georgia, Athens, GA 30602-7509. You may call Audrey Cox at 706-542-0763 (email ah1@uga.edu) or Jo Anne Norris 706-542-2481 and confirm your reservation.
AEAG Agricultural Economist Awards Guidelines

The Agricultural Economics Association of Georgia offers two different awards to recognize outstanding professional performance and achievements. 1) The J. W. Fanning Distinguished Young Professional Award is open to individuals with up to and including ten years of professional work experience. 2) The J. W. Fanning Distinguished Professional Award is open to those individuals with more than ten years of professional working experience.

Candidates can be self-nominated, or nominated by someone familiar with their accomplishments. To ensure all nominations are given consistent representation, please submit the following information:

- Nominee’s contact information (name, address, best phone number, and email address).
  - If submitting someone else for nomination, please include your contact information as well.
- Category of the awards in which the nominee is eligible (i.e., Distinguished Young Professional or Distinguished Professional award).
- Nominee’s education (please include where and when degrees were attained).
- Nominee’s professional experience.
- Nominee’s professional accomplishments.
- Nominee’s past professional or civic recognitions or awards received.
- Responses should be kept to a maximum of two pages in length.

All awards are presented by the AEAG at the Awards Luncheon that follows the annual J.W. Fanning Lecture hosted by The University of Georgia’s Department of Agricultural and Applied Economics. The annual lecture series and awards luncheon is being held this year on October 2, 2014, and we request all recipients to be present to accept the awards.

Nominations are accepted year round, but must be received by the AEAG no later than September 1, 2014 to be considered for this year’s awards.

All complete nominations are to be submitted to:

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

For more information about the Agricultural Economics Association of Georgia or to learn how to join, please visit www.aeag.uga.edu/ or contact the AEAG at (706) 542-2481.
Conner Connects-2014

Conner Connects Awards Presentations

Undergraduate Student Awards

Agribusiness - The Outstanding Agribusiness Senior is Joel Alvey. Joel is on the Dean’s List and is a Presidential Scholar. He has participated in UGA’s Honors Day Ceremony and was an Honors International Scholar to Chile.

Agricultural and Applied Economics - The Outstanding Agricultural and Applied Economics Senior is Matthew Mays. Matthew is a Presidential Scholar and on the Dean’s List. He is a member of the Agricultural and Environmental Economics Club, the Agricultural and Applied Economics Honor Society, and Alpha Zeta.

Environmental Economics and Management - The Outstanding Environmental Economics and Management Senior is Jeanna Heard. She is a member of the Agricultural and Environmental Economics Club, Delta Sigma Phi Fraternity, Theta Chi Chapter, UGA Impact, UGA Student Alumni Association, and the UGA Hero Campus Development Committee.
Senior is Margo Braski. Margo is a Master 4-Her in public speaking. She is a member of the Dean Tate Honor Society, a Student Alumni Council Member, president of Kappa Delta Sorority Sigma Phi Chapter and past vice president of Standards, the Standards Committee, and Academic Sisterhood Enrichment. She was the freshman forum group leader and community service chair of the Student Government Association and the YOUnited Campaign Public Relations Coordinator. She is a member of the State 4-H Board of Directors, the Rock Eagle 4-H Camp Leadership Counselor, Senior Board President of the Southwest District, and the Collegiate 4-H panelist for visiting students. Margo is the coordinator/founder of the Food Industry Marketing and Administration Club at the University of Georgia.

Leadership Award - The Department of Agricultural and Applied Economics Leadership Award winner is Cain Thurmond. Cain served as the National Vice President-Southern Region of the FFA. He was also the Georgia FFA vice president and the lead speaker for the National Agri-Marketing Association (NAMA). He is a member of AGHON, a CAES Ambassador, an Eagle Scout, and a member of Alpha Gamma Rho.

Scholarships Awards

The following students are awarded the Tate Brookins Memorial Scholarship:

Jarrett Cohen
Lindsey Grizzard
Brett Kole
Chase Sherwood

Charice Stroud
Adam Tarver
Stephen Wright

The following students are awarded the Firor Memorial Scholarship:

William Brinson
Kayla Brock
Everett Butler

The following student is awarded the Frazier Memorial Scholarship:

Sarah Carnes

The following students are awarded the Georgia Farm Credit Association Scholarship:

Haley Cook
Laura Masinick
Kollin Pyle
Erik Ragan
Olivia Souder

The following student is awarded the Proctor Memorial Scholarship:

Chelsea Chambers

The following students are awarded the Wen Williams Scholarship:

Rachel Minowa
Colton Moon
The winner of the 2014 Outstanding Staff Award presented by the Agricultural and Environmental Economics Club is Chris Peters.

The winner of the 2014 Graduate Outstanding Teaching Award presented by the Graduate Student Association is Dr. Greg Colson.

The winner of the 2014 Undergraduate Outstanding Teaching Award presented by the Agricultural and Environmental Economics Club is Professor Terry Centner.

The winner of the 2014 Outstanding Ph.D. Student Award winner is Sebastain Awondo. Sebastain is from Cameroon and his major professors are Drs. Greg Colson and Greg Fonsah. Sebastain received an M.A. in Economics from the University of Toledo, Toledo, OH and an M.S. in Statistics from UGA.

He completed his Ph.D. in Agricultural & Applied Economics from UGA in May 2014.
The 2014 Claudia Depalma Davis Outstanding M.S. Student Award winner is Abby Moore. Abby is from Birmingham, AL. Her major professor is Nick Magnan. Abby plans to be married in June. After obtaining her degree, she plans to pursue a career in international development.

The winner of the 2014 Rod Ziemer Outstanding Paper Award is Anne Mandich for her paper entitled, “Senior Migration: Spatial Considerations of Amenity and Health Access Drivers.” Anne’s major professor is Dr. Jeff Dorfman.

The winner of the 2014 Outstanding M.S. Paper Award is Grace Melo for her paper entitled, “Hispanic American Opinions Towards Immigration and Immigration Policy Reform Proposals.” Grace’s major professors were Drs. Ramirez and Colson.

The 2014 Departmental Graduate Student Citizenship Award presented by the Graduate Student Association was awarded to Xuedong Wu.

Jonathan Moss, an agricultural and applied economics major and international affairs major is the recipient of the Benjamin A. Gilman International Scholarship for the summer semester. Jonathan will attend the UGA en España in pursuit of his Agriculture and Applied Economics and Spanish degree. The Gilman Scholarship offers awards for undergraduate education abroad.

The following students have been chosen for Congressional Fellowships:

Sarah Carnes – EEM major
Sarah Brown – AAE major
Mary C. Cromley – AAE major
Michael Thompson – AGB major
Tom Golden – AAE/AGB major

The following student were chosen as CAES Ambassadors for 2015-2015:

Sarah Carnes – EEM major
Tomas Coggins – AGB major
Zachary Floyd – AGB major
Mary C. Cromley (returning from last year) – AAE major

Graduate Student News

The newly elected officer of the Graduate Association (GSA) are:

Nick Brophy – president
Devin Hosea – vice-president
Haiyan Liu – treasurer

Undergraduate Student News

Margo Braski is the winner of the CAES Nesbitt-Flatt Outstanding Senior Award. The award recognizes the outstanding senior who has excelled in both academics and leadership in the College of Agricultural and Environmental Sciences.

Dr. Keith Coble, Guiles Distinguished Professor of Agricultural Economics at Mississippi State University and Minority Staff Chief Economist at the United States Senate Committee on Agriculture, Nutrition, and Forestry, presented the annual Rod Ziemer Lecture on April 16, 2014 entitled, “Implications of the 2014 Farm Bill and the Future of Farm Policy in the U.S.” The GSA hosted a luncheon following the lecture.
Spring 2014 Graduation

Graduates of the Department of Agricultural and Applied Economics - Spring 2014

Undergraduate Degrees

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Study Abroad 2014: Global Food and Trade in China

Glenn C. W. Ames and Yao-wen Huang, Professors of Agriculture Economics and Food Science and Technology, respectively, coordinated the second College of Agricultural and Environmental Sciences study abroad program in China, taking eight undergraduate students to Shanghai and Tianjin, May 12 through June 5, 2014. Their host universities in China were Shanghai Ocean University (SHOU) and Tianjin University of Science and Technology (TUST). The study abroad program included a rich mix of students from several majors including environmental economics and management, food industry marketing and administration, animal and dairy science, finance, marketing and international business, and management information systems.

The program was designed around a series of lectures and field trips that gave the students exposure to Chinese food, history, culture, and businesses in a wide variety of venues. Students were immediately exposed to Chinese foods with different tastes, flavors, and aromas since they ate their breakfast, lunch, and dinner in the university’s dining halls with Chinese students. During the students’ first week, they had a crash course in Chinese language, traveled to Suzhou City to visit the museum, the Humble Administrator’s Garden, and Tiger Mountain, a Buddhist shrine and park for an historical and cultural experience.
One of the highlights of the first week was a half-day visit to SIAL 2014, the Asian Food Marketplace, at the Shanghai New International Expo Center, where students met and interviewed U.S. company marketers promoting and exporting their food products to the Chinese market. They met a wide range of trade association representatives from the U.S.A. Poultry and Egg Export Council (USAPEEC) in Stone Mountain, GA to individual company representatives selling their products in the Chinese market. As she entered the SIAL trade show in Shanghai, Mallory Moore, a fourth-year finance major, discovered a company located near her hometown in south Georgia promoting pecans, where she met Mr. Phil Croft, Chief Operating Officer, Hudson Pecan Company, Inc., Ocilla, Georgia. “Ocilla is a very small town about ten minutes from my home. After talking we knew many mutual people. After being at this global show for less than thirty minutes it hit me that the food product industry is a global network. It is full of opportunity, and food products will always be in demand.” (Mallory Ann Moore, finance major, Terry College of Business).

Other students were equally impressed with what they discovered at the trade show. Christina M. Cotsakis, third-year marketing and international business major, remarked, “Overall, I was impressed by the international ties being made at the trade show and surprised by how ‘small’ the world is. I was able to meet fellow Georgians and even an alumnus of the university where I studied in Costa Rica. This was truly a global experience – I was able to speak 4 languages in one day at one place, and there were countless others being spoken simultaneously.”

The students followed up their trip to the Asian Food Marketplace with a visit to the Agricultural Trade Office (ATO) in downtown Shanghai for a presentation by Keith Schneller, Agricultural Director of the office. Mr. Schneller emphasized that with a growing middle class and more consumers with disposable income in China, healthy and safe U.S. products will only see increased demand. Harris Waqar, third-year finance and biochemistry major, remarked, “I was blown away by the statistics behind China’s growth and global trade as a whole. I never realized how central the ATO is to promoting U.S. products, such as through trade shows and market development activities.”

Other highlights of the first week’s program included a visit to Suzhou City, an historic cultural center near Shanghai. In Suzhou, the students visited the Humble Administrator’s Garden and Ping Jiang Road along a canal in this ancient city. John C. Cooledge, a third-year environmental economics and management major, remarked, “The Humble Administrator’s Garden was exactly how I pictured the most beautiful Chinese garden to look like. Two years ago I took a landscape architecture class, which observed themes of classical Chinese gardens, which included a distinct layout that aimed to achieve peace, relaxation, and a Zen-like experience for the observer. The bridges, ponds, and blooming trees in the garden created an atmosphere where one can get lost in the beauty of their surroundings to explore the depths of their very being.”

The second week’s activities featured a visit to Zhejiang Academy of Agricultural Sciences (ZAAS) in Hangzhou and the wine museum near Shanghai Ocean University in the Pudong area. The ZAAS visit facilitated a group discussion on genetically modified organisms (GMOs) and consumer acceptance of genetically modified foods. While the U.S. is more progressive with our acceptance of GMOs, China is much more hesitant to trust them. The wine museum showcased the rich cultural history of wine in China. While the facility was primarily automated, some were surprised by the amount of manual labor in the processing plant.

At the beginning of the third week, the group took the high speed train from Shanghai to Tianjin and visited the Master Kong instant noodle factory among other companies. The tour mimicked the World of Coke in museum design to assure consumer loyalty. Similar to the New World of Coke, the Master Kong factory tour begins with an inspiring video heavily focused on tasteful, quality products as well as the company’s social justice program to give back to the community.

Tianjin University of Science and Technology, the host university for the last week of the program, is located in an urban area where students could visit RT Mart, a large supermarket chain, and contrast it with a wet market next door where lower income consumers shop for fruits, vegetables, seafood, and meats. The two shopping venues offered sharp contrasts in the food safety environment in China. The shopping center also hosted Pizza Hut and KFC as well as Chinese pastry shops and restaurants.

The study abroad program wrapped up with a two-day visit to Beijing where students visited Tiananmen Square, the Forbidden City, the Temple of Heaven, the 2008 Olympic Park, and a restaurant serving Peking duck. The second day featured a trek to the Great Wall and the Ming Tombs archeological site.

The twin goals of this study abroad program of cross-cultural understanding of global food and trade can be summed up in Christina Cotsakis’ observation on the trip to Suzhou, the Humble Administrator’s Garden, and Ping Jiang Road. “I noticed that there were young people spending time together, drinking coffee or tea together, and browsing shops in the same way that we do in the United
States…showed me that I should not be thinking so much in terms of differences … but … valuing what is shared between the two cultures instead of always looking for what is different. This concept could be applied to international trade and business by not always assuming that our trade partner in another country is inherently an ‘other.’ There are so many human activities that make us similar that it may be more useful to think of what we have in common over our differences.” Christina M. Cotsakis is a fourth-year marketing and international business major.

Glenn C.W. Ames, Professor of Agricultural and Applied Economics

Students at the Asian Food Marketplace Trade Show, SIAL 2014, in Shanghai, China. Left to right: Harris Waqar, John Cooledge, Samantha McDonald, John Centner, Mallory Moore, Katie Hogan, Chelsea Chambers, and Christina Cotsakis.

Students at the Bund, financial district, Shanghai, China. Left to right: Harris Waqar, John Cooledge, Chelsea Chambers, Samantha McDonald, John Centner, Christina Cotsakis, and Katie Hogan.

Terracotta Warriors World Heritage Site, Xi’an, China. Left to right: John Centner, Katie Hogan, Chelsea Chambers, Samantha McDonald, John Cooledge, and Glenn Ames.

Great Wall of China. Left to right: Harris Waqar, Chelsea Chambers, Katie Hogan, Samantha McDonald, and John Centner.

Host University, Shanghai Ocean University Library. Left to right: John Cooledge, Chelsea Chambers, Samantha McDonald, John Centner, Katie Hogan, Mallory Moore, Harris Waqar, and Christina Cotsakis.
Graduate Student Spotlight

Ting (Tina) Meng

Ting (Tina) Meng is a fourth-year Ph.D. student in the Department of Agricultural and Applied Economics. She has been a student in the department since 2010. Tina received a B.A. in Finance from Shanxi University of Finance and Economics in China and an M.S. in Economics from Capital University of Economics and Business in China. She also received an M.S. in Statistics from UGA in 2013 while working on her Ph.D.

Tina is from Taiyuan, Shanxi Province which she describes as a beautiful middle size city in the northern part of China, famous for noodles, vinegar, and coal.

During the spring semester of 2014, Tina was a visiting scholar in the Department of Economics and Social Sciences at the University of Natural Resources and Applied Life Sciences, (BOKU) Vienna, Austria from February 7 through May 13. Tina was sponsored by the Marshall Plan Scholarship Program which was established to support scholarships and fellowships for academic exchange between Austria and the United States with a special focus on applied sciences and technical universities. While there, her research focused on energy consumption in Ghana, and produced a paper entitled, “Modeling the Cooking Fuel Usage in Urban Households: The Case of Ghana.” Previous studies had explored household decisions in relation to cooking fuel choice without consideration of multiple fuel usage. Rather than focusing on the choose-or-not decision, this study investigated fuel usage frequency for several different cooking fuels, i.e., wood, charcoal, liquid gas, electricity, and kerosene and identified the constraints impeding the shift from the traditional biomass to modern fuels as well as ascertained factors that encourage the use of each fuel type. The research paper has been accepted as a selected paper by the European Association of Agricultural Economists (EAAE) annual meeting in Ljubljana, Slovenia in August. After the paper is revised, it will be submitted to a peer-reviewed journal.

While Tina was at BOKU, she took a class called Integrated Land Use Modeling. This class was open to Ph.D. students all over Europe, and it focused on modeling and solving the optimization of problems in land use and resource allocation using GAMS. She also attended several presentations at BOKU and was invited to give a seminar presentation about her Ph.D. dissertation.

During her spare time in Vienna, Tina’s Austrian friends invited her to discover the beauty of Vienna. They went hiking along the Danube River, skated in front of city hall, explored the old city square, listened to classical music, and tasted traditional Austrian food. These activities strengthened their friendship and energized them to go back to work.
Tina has received several travel grants and attended and presented papers at a number of national and international conferences. The Agricultural and Applied Economics Association (AAEA) awarded Tina travel grants in 2012, 2013, and 2014 to attend their annual meetings and present her research. She received a grant in 2013 from Internal Grants and Awards, Office of the Vice President for Research, UGA to attend the 138th European Association of Agricultural Economists seminar in Ghent, Belgium. Also in 2013, she received a travel grant from CAES, UGA to attend the 8th CIGR International Technical Symposium, Advanced Food Processing and Quality Management, Guangzhou, China. Tina was awarded the 2014 Graduate School Travel Fund from the UGA Graduate School to present her research at the Southern Agricultural Economics Association annual meeting in Dallas, Texas in February.

Honors that Tina has acquired include the 2014 Best Presenter Award at the 14th International Scientific Day, Karoly Robert College, Hungary, the 2013-2014 UGA Graduate School Dissertation Completion Award, the 2013 Department of Agricultural and Applied Economics Citizenship Award, and 2013 Honorable Mention, poster presentation at the 7th Global Educational Forum, UGA.

Tina is currently a member of the Agricultural and Applied Economics Association (AAEA), the European Association of Agricultural Economists (EAAE), the Southern Agricultural Economics Association (SAEA), and Mu Sigma Rho – the national honor society for statistics (must have a minimum GPA of 3.85). She has been a member of the Agricultural and Applied Economics Honor Society since fall of 2011 and provides free tutoring to our undergraduate and graduate students. She served as treasurer of the department’s Graduate Student Association from 2011-2012.

After graduating this summer (2014), Tina plans to work as a post-doctoral fellow at the University of Pennsylvania on energy consumption beginning the middle of August.

Tina was married to Xuedong Wu, another Ph.D. student in our department, in June 2013 in their hometown. In her leisure time, she enjoys traveling and playing tennis. She would like to express her thanks to every member of the Department of Agricultural and Applied Economics, especially her adviser, Dr. Florkowski. Tina stated, “I really appreciate all of the help, support, and encouragement from such a wonderful big family!”

Faculty Spotlight

Dr. James Epperson is retiring after 36 years of service and Dr. Jack Houston is retiring after 30 years of service to the Department of Agricultural and Applied Economics at UGA. A joint retirement party was held on June 12, 2014 to honor the careers of these two outstanding faculty members. Members of the faculty, staff, and students were given the opportunity to reminisce about their experiences through the years with both professors.

Dr. James Epperson has been a faculty member in the department since 1977 when he began working at the UGA Experiment Station in Griffin. After six years, he was invited to join the research and teaching faculty in Athens because of his exceptional involvement in the graduate program. Early on, he became a top grant recipient in the college and supported and involved numerous graduate students in his research. His research is highly regarded nationally and internationally. Dr. Epperson has taught both undergraduate and graduate courses in the department and is recognized as one of the outstanding teachers in the department as evidenced by his excellent teaching evaluations and nine student-driven teaching awards, both at the undergraduate and graduate levels. The courses in agribusiness marketing and agribusiness management taught by Dr. Epperson have been key components to the undergraduate and graduate degree programs in agribusiness and agricultural economics. In addition to the departmental teaching awards, Dr. Epperson is the recipient of the 2009 Gamma Sigma Delta Senior Distinguished Teaching Award and the 2007 J.W. Fanning Distinguished Professional Award.

Dr. Jack Houston has been a faculty member in the department since 1984. He has played an important role in the graduate education in the department having served as major professor and directed research for 35 graduate students and served on the advisory committees for numerous others. He has been chosen three times as the Outstanding Graduate Teacher by the
department’s Graduate Student Association. He served as the department’s Graduate Coordinator from 1995 through 1998, with recruitment efforts attracting high quality graduate students into the department. Marketing of grain and oilseeds products and the development and conservation of water resources are the main areas of Dr. Houston’s research. He has developed strategies which reduce risks and/or increase profits for internationally traded agricultural products. Dr. Houston was appointed the Interim Director of the African Studies Institute at UGA in 2009 and was presented the 2004 D.W. Brooks Faculty Award for Excellence in International Agriculture by the College of Agricultural and Environmental Sciences. He has been a leader in internationalizing the CAES and UGA curriculum and helped develop and implement the CAES Certificate in International Agriculture, the university’s Global Studies Certificate, and the CAES Student Exchange Program agreement with the University of Newcastle, U.K.

Pictures from Retirement Party
Professor Terence Centner has been granted the 2014-2015 Fulbright-Scotland Visiting Professorship at the University of Aberdeen in Scotland. He will spend the Spring 2015 semester at the Aberdeen Law School with the Centre for Energy Law. Professor Centner will teach a course on “Environmental Concerns Relating to Energy Production.” For his research project, he will examine regulatory options for minimizing environmental damages from hydraulic fracturing activities to rural properties, populations, and the environment. Professor Centner is already a Fulbrighter, having spent the Fall 2002 semester as a Senior Scholar at the University of Mannheim.

Dr. Esendugue Greg Fonsah has been promoted to professor.

Dr. Gentian Kostandini has been promoted to associate professor.

Dr. Michael Wetzstein is retiring after 34 years of service to the Department of Agricultural and Applied Economics at UGA.

Congratulations to each of these faculty members!

Presentations

Research Presentations at Major Professional (National or International) Conferences


Centner, Terence J., Joel Alvey, and Alexander Stelzleni. "World Concerns About Ractopamine in Livestock Feed." Keynote address at the International Conference on Agriculture and Forestry, Colombo, Sri Lanka, June 10-11, 2014.

Centner, Terence J. "Compensating Farmers for Damages from Neighbor's Pesticide Spray Drift." International


Li, Anzhi and Jeffrey Dorfman, “Forecasting of Futures Prices: Using One Commodity to Help Forecast Another.” Presented by Anzhi Li, NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 21-22, 2014.


Other Presentations


Publications:

Journal Articles (refereed)


La Rovere, Roberto, Tahirou Abdoulaye, Genti Kostandini, Zhe Guo, Wilfred Mwangi, John MacRobert, John Dixon. (2014) "Economic, Production and Poverty Impacts of Investing in Maize Tolerant to Drought in


Other Publications:


Alumni Spotlight

Ryan Rutland

Reprinted with permission from UGA Southscapes magazine, Spring 2014

Story by Clint Thompson
Photos by Britni Martinez

Class Act
Ag Alum expands family business

Man with a plan

Alum turns class business plan into reality

Ryan Rutland’s dream has become a reality. What began as a business plan Rutland (BSA – Agribusiness, ‘08) developed as a student at the University of Georgia College of Agricultural and Environmental Sciences has quickly transformed into a successful and popular south Georgia agritourism destination.

The Market at Rutland Farms, located on a 2,500-acre family farm in southern Tift County, is a year-round venture that stocks fresh produce and Southern specialties, educates visitors about agriculture and entertains people of all ages.
“The basic idea was to give people that don’t have the opportunity or chance to come to a farm every day the ability to experience what we experience out here,” Rutland said. “I knew agriculture was Georgia’s biggest industry and second was tourism. I felt that if you combined the two industries into one, it would be a pretty good marriage.”

Rutland Farms is owned and operated by Ryan and his father, Greg. Together they grow a variety of crops such as watermelons, peanuts, cotton and tobacco. In 1998, Greg saw an opportunity to sell a portion of his strawberry crop in a retail shop located on the farm, and so began the Strawberry House — a precursor to today’s Market.

A decade later, Ryan’s college business plan would begin to play a major role in the growth of the retail aspect of the farm, but as businessmen, both Rutlands wanted to be sure that whatever steps they took were the right ones because, in essence, they would be permanent.

“I told him, ‘Anything we do here and put on this farm is forever,’” Greg said. “That’s the way I looked at it growing up. That’s the way my dad looked at it. I wanted Ryan to have that same vision. So whatever we put here, it had to work.”


FARM-FRESH FARE

Today, The Market sells produce grown on about 60 acres at Rutland Farms, including strawberries, blueberries, blackberries, peaches, peas, tomatoes, greens and cucumbers. The Rutlands also harvest and sell pecans every fall.

“We wanted to be able to give people farm-fresh produce. Most people can’t get that in their local grocery store,” Ryan said. “When you think about an apple pie, if you are like me, you think about your grandmother’s recipe. My grandmother always used fresh apples straight from the orchard because they make the best pies. I think everyone should have that same opportunity.”

Throughout the year, The Market also hosts fun, educational activities for kids of all ages. For the fall, the Rutlands plant a giant corn maze and a pumpkin patch. In the spring, visitors can enjoy picking their own strawberries right out of the fields. This past fall, a new petting zoo allowed children to get up close and personal with goats, rabbits, a cow and a miniature donkey named Jack.

The Rutlands feel that it is important to not only provide an agritourism venue but also to educate the next generation about agriculture. To that end, The Market also hosts numerous school field trips.

“There’s so many families that don’t understand agriculture. I told Ryan if we do anything, we need to help educate kids and help them understand where their food comes from and what life is like on the farm,” Greg said.

THE PLAN

One of Ryan’s final tasks in his agribusiness class was to create a business plan, which included an analysis of what it would cost to actually implement an idea, from doing a demand analysis to calculating advertising and budgeting for day-to-
day operations to projected profits five years down the road. Rutland’s hope was to develop an idea that could be carried out in the real world, ideally on his family’s farm.

“Both my grandfather and my dad added value to the operation with various ideas and implementations, and I didn’t want to be any different. My idea was to put together a retail agritourism business that was profitable,” he said.

Rutland pitched his plan to multiple professors, who insisted he follow through on the idea.

“As I recall, he had really great potential with his plan, and I told him that he did,” said James Epperson, an agricultural and applied economics professor. It was in Epperson’s class that Rutland formed his agritourism business plan.

“I made him aware of all the attributes as to why this business would work. He had some unusual advantages that other people don’t have — he’s close to the Interstate, already had the land and had family down there.”

Although The Market has proven to be successful so far, the fear of the unknown initially made the Rutlands hesitant to pursue it.

“It’s not easy to take a leap of faith,” Ryan said, “but that’s exactly what we did. Obviously, starting a new business requires a lot of capital and planning. In this instance, we didn’t have any models to go by because the concept of agritourism didn’t really exist yet.”

The store, fall festivals and field trips have far exceeded Rutland’s original business plan. In two years of operation, The Market has attracted between 90,000 and 120,000 people a year.

“We had two ‘fall fun’ days two weekends in October, and one of those days was the biggest day for The Market yet,” said Valerie Noles (BSA – Agribusiness, ’13), The Market’s manager. “We saw more than 800 people on that one day.”

LOOKING BACK, LOOKING AHEAD

The Rutlands have continued to improve on Ryan’s initial plan for The Market as it has grown. They’ve built pavilions to accommodate more visitors, added the petting zoo and planted more orchards, strawberries and pumpkins.

“One of the most important things I learned at UGA in my business classes was that it’s a lot easier to keep a customer than it is to make a new one,” Ryan said. “It was and is very important for me to know that when people come out to our farm that they have a good experience and want to come back.

“My dad and I are the fourth and fifth generations of this farm, and maybe my son will be the sixth. For us, it’s about passing this experience down for generations, and we want our visitors to feel that way, too.”

So far, that dream seems to be going according to plan.

Visitors to The Market at Rutland Farms’ annual 5-acre corn maze have puzzled their way through the shape of a Georgia Bulldogs football helmet, the UGA mascot Uga and a bulldozer with the word “Papa” at the bottom — a moving tribute for Ryan Rutland’s grandfather, Bruce, who passed away in July 2013.
To make the corn maze, Ryan called upon the expertise of UGA students in Tifton. This past fall, Amanda Miller, Benjamin Pope and Hannah Homansky, students in George Vellidis’ precision agriculture class, earned extra credit by implementing the skills they learned in class to turn Rutland’s bulldozer drawing into a life-size corn cutout.

The students first mapped the perimeter of Rutland’s cornfield with a professional-grade GPS receiver mounted on a backpack and connected to a small hand-held computer. Then they used specialized precision ag software to convert Rutland’s drawing into a GPS-capable map, which they used to guide them through the 10-foot-tall corn along the paths of the maze. Rutland followed behind the students on a tractor and mowed down the stalks.

“It’s a challenge for the students, but it’s also fun because it allows them to apply their knowledge to solve a real problem,” Vellidis said.

Ryan Rutland created The Market at Rutland Farms based on a business plan he initially developed as a CAES student. Today, The Market sells fresh produce and local goods, and offers visitors a chance to learn about agriculture first-hand on a family-owned and-operated farm.

Alumni News

Ward Black (BSA in agricultural economics in 2009 and MS in agricultural and applied economics in 2011) works in industry affairs and business development at Langdale Industries, Inc. in Valdosta, GA.

Hunter Blair (BSA in agricultural and applied economics in 2011) is the operations manager at ESCOGO, LLC, Down to Earth Energy in Monroe, Georgia. He manages daily operation of the ESCOGO production facility. The company manufactures ester-based consumer goods providing customers with alternatives to petrochemical-based goods. The company manufactures products such as natural charcoal lighter fluid and controlled burn fire starter that are highly effective but are healthier and better for the environment.

Kayla Calhoun (MS in environmental economics in 2013) started a new job in 2013 with CCI, located at the Centers for Disease Control and Prevention in Atlanta. She does immunization-related economics research for CDC’s Immunization Services Division. She and her husband, Nick Whitehead, are involved with the Atlanta Mission and are assembling a team for the organization’s annual 5K fund raiser.

Libby Carter (BSA in agricultural and applied economics in 2011) is the development research coordinator for Georgia College. Her job entails prospect research and management. She is also involved with the Golden Retriever Rescue of Atlanta and CAES Alumni Association, where she served on the awards and recognition committee.

Chris Chammoun (BSA in agricultural economics in 2008) has joined the Georgia Cotton Commission staff as the Director of Public Affairs. He previously worked as a project manager at the Center of Innovation for Agribusiness, a joint program of both the Georgia Department of Agriculture and the Georgia Department of Economic Development.
Carter Dunn (BSA in agribusiness in 2005 and MS in agricultural and applied economics in 2008) is an agricultural economist for the University of Arkansas Cooperative Extension Service.

Katie Gillespie (BSA in agribusiness in 2005) is a market development manager and manages several food service on-premise customers in downtown Atlanta, including Georgia Dome, Philips Arena, GWCC, Georgia Aquarium, and the World of Coke.

Mitchell Goff (BSA in agribusiness in 2006) is a financial advisor for Capitol Street Financial Services Group in Macon, GA.

Heather Hatzenbuhler (BSES in environmental economics and management in 2013) is an environmental/public involvement coordinator with Adrian Collaborative, an environmental consulting and planning firm in Duluth, GA.

Vahe Heboyan (Ph.D. in agricultural and applied economics in 2011) is an assistant professor in health and behavioral economics at Georgia Regents University in Augusta, GA.

Campbell Kirbo (BSA in agribusiness in 2003) lives in Albany, GA and is an attorney with Kirbo & Kirbo, P.C.

John Peters, Jr. (BSA in agribusiness in 2005) was named a regional lending manager of six offices in southwest Georgia by AgGeorgia Farm Credit.

Stuart Holmes (BSA in agribusiness in 1996) is vice president of partner development at CarFinance Capital, LLC in the greater Los Angeles area.

Below is an Alumni Information Form which will be very helpful to us in our attempts to stay informed about our alumni if you fill it out and return it to us. The form is attached to the emailed newsletter in a Word document to make it easier to fill out and return. Thank you for your help.
Alumni Survey - Agricultural and Applied Economics Department

Name (include Miss, Ms., Mrs., or Mr.)

Degree(s) (Major, University, and Year)

Would you please comment on the quality of the department’s undergraduate/graduate programs (courses, faculty, staff, networking, etc.).

Contact Information

Address:

City: County: State: ZIP Code:

Home Phone: Business Phone:

E-mail Address:

Employment

Employer:

Current Job Title:

Current Job Responsibilities:

News: Do you have a news update to be published in the Agricultural and Applied Economics (AAE) Department’s Alumni Newsletter and/or posted on the AAE Alumni web page?

I am willing to have this information published in a newsletter or posted on the Agricultural and Applied Economics alumni site on the Internet.

Signed: _______________________________ Date: ________________

Please return your address and career information on the completed form to Agricultural and Applied Economics Department, 303 Conner Hall, University of Georgia, Athens, GA 30602-7509 or e-mail the information to aaecnews@uga.edu with the word survey in the subject line.

2014 Summer Newsletter survey .doc
**Staff News**

Ms. Sarah Hull has retired after 16 years of service as custodian on the third floor at Conner Hall. We all appreciate Ms. Sarah and wish her a very happy retirement!

**Obituaries**

Dr. William "Bill" Mizelle, Jr., age 70, passed away Monday, May 5, 2014. Funeral services were held at the First United Methodist Church of Milledgeville with Dr. Mike Cavin officiating. Interment followed in Oconee Memorial Park in Watkinsville, GA.

Dr. Mizelle was a native of Colerain, N.C. and had made his home in Milledgeville for the past 14 years after moving from Oconee County. He was the son of the late William O. Mizelle, Sr. Dr. Mizelle received his Doctorate from Clemson University and had worked for the University of Georgia Extension Service. He attended the First United Methodist Church of Milledgeville.

**Opportunity to Support Department**

Please consider making an investment in future agricultural economics and agribusiness leaders of our state and nation by supporting our educational programs. To support the Agricultural Economics Fund (which supports general departmental activities), the Stephen J. Brannen Student Leadership Fund, Tom Frazier Scholarship Fund, Wen Williams Scholarship Fund, Evan Brown International Education Fund, William Firor Scholarship Fund, Roy Proctor Scholarship Fund, or Tate Brookins Scholarship Fund, please make checks payable to the UGA Foundation and make a notation on the check (or include a note) to indicate which fund you want to support. Mail all checks to Audrey Cox, 303 Conner Hall, University of Georgia, Athens, GA 30602-7509.
AEAG Agricultural Economist Award Guidelines

The Agricultural Economics Association of Georgia offers two (2) different awards to recognize outstanding professional performance and achievements. 1) The J.W. Fanning Distinguished Young Professional Award is open to individuals with up to and including ten years of professional work experience. 2) The J. W. Fanning Distinguished Professional Award is open to those individuals with more than ten years of professional working experience.

Candidates can be self nominated, or by someone familiar with their accomplishments. To ensure all nominations are given consistent representation, please submit the following information:

- Nominee’s contact information (name, address, best phone number and email address)
- If submitting someone else for nomination, please include your contact information as well
- Category of the awards in which the nominee is eligible (i.e. Distinguished Young Professional or Distinguished Professional Award)
- Nominee’s education (please include where and when degrees were attained)
- Nominee’s professional experience
- Nominee’s professional accomplishments
- Nominee’s past professional or civic recognitions or awards received
- Responses should be kept to a maximum of two (2) pages in length

All awards are presented by the AEAG at the Awards Luncheon that follows the annual J.W. Fanning Lecture hosted by the University of Georgia’s Department of Agricultural and Applied Economics. The annual lecture series and awards luncheon is being held this year on October 2, 2014, and we request all recipients to be present to accept the awards.

Nominations are accepted year round, but must be received by the AEAG no later than September 1, 2014 to be considered for the 2014 awards.

All complete nominations are to be submitted to:

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

For more information about the Agricultural Economics Association of Georgia or learn how to join please visit www.aeag.uga.edu or contact the AEAG at (706)542-2481.

Below you will find an application for membership. Lifetime memberships are also available. If you would like to know more about AEAG, visit the AEAG website at www.aeag.uga.edu. (Please see the registration form below.)
Yes, I would like to join the Agricultural Economics Association of Georgia!

Name
Employer__Title
Address__Phone
City, State, Zip
Email Address

Please Check one:

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

Please send your membership application and dues to the following address:
Agricultural Economics Association of Georgia
303 Conner Hall University
of Georgia Athens, Georgia
30602-7509

(For more information, call 706-542-0763 or visit www.aeag.uga.edu)