

Agricultural and Applied Economics

The University of Georgia College of Agricultural and Environmental Sciences

AAE faculty and grad student study Upper Floridan Aquifer

By **SANDI MARTIN**

Public Relations Coordinator, Warnell School of
Forestry and Natural Resources

As concerns grow over the ability of the Upper Floridan Aquifer to keep up with demands for water from residents, farms and forests, four universities are teaming up to look at the economic sustainability of agriculture and forestry in North Florida and South Georgia that rely on this water supply.

The Upper Floridan Aquifer supports agricultural activities worth more than \$7.5 billion and provides drinking water to 10 million people, said Puneet Dwivedi, assistant professor of sustainability sciences at the University of Georgia's Warnell School of Forestry and Natural Resources. "But it is facing significant threats to water quality and quantity, which could potentially harm food security, fiber production, and vital ecosystem services," he explained.

This project, Dwivedi said, will focus on developing new best management practices and explore ways to increase adoption of developed and existing best management practices among farmers leading to reduced water use and improved water quality in the Upper Floridan Aquifer.

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Researchers from UGA are collaborating with scientists from three other universities on the five-year, \$5 million project. Led by the University of Florida Water Institute, UGA will also partner with faculty from Auburn University and Albany State University on the project, which is funded by the U.S. Department of Agriculture's National Institute of Food and Agriculture. UGA will receive \$1.2 million of the total grant funding.

Dwivedi is leading the UGA team, which also includes researchers from the College of Agriculture and Environmental Sciences: George Vellidis, **(continued on page 3)**



Greetings from the Department Head

Dear friends:

It's been a busy start this fall semester, but with 276 undergraduates and 85 graduate students, Conner Hall is buzzing with activity. As usual, we have some important information to share with you in this newsletter.

The 33rd annual J.W. Fanning lecture is almost here! This year's speaker is Dr. Colin Carter from the Agricultural and Resource Economics Department at the University of California - Davis. His lecture is titled "China and the Global Food Equation" and we are greatly looking forward to hearing from him. Following the lecture, we will have a luncheon at which we will present the J.W. Fanning Distinguished Professional and Young Professional awards.

Please note that this year, the J.W. Fanning Lecture will be held at the Hilton Garden Inn in downtown Athens, as will the awards luncheon. If you plan on attending, please RSVP to eclance@uga.edu by October 24th. More information on Dr. Carter and on the lecture can be found on page 7 of this newsletter.

Additionally, be sure to read about all the exciting things our faculty members are working on this fall. Amanda Smith in Tifton is conducting research on water issues in the Upper Floridan Aquifer, Craig Landry's "Climate Change Adaptation in a Coupled Geomorphic-Economic Coastal System" project was recently funded by the National Science Foundation and Susana Ferreira successfully began a study abroad program for CAES students in Pamplona, Spain. Also, Greg Colson is participating in a project assessing the economic feasibility of creating jet fuel from carinata oil. You can read more about Amanda and Susana's projects in this newsletter and an article about Greg's can be found on our website at <http://www.caes.uga.edu/news/story.html?storyid=6365&story=New-Biofuels>.

Again, I would like to encourage all of our alumni to keep in touch with us. Please consider sharing updates about changes in your life or career so that we can print them in the newsletter.

Sincerely,



Octavio Ramirez

Upper Floridian Aquifer (continued)

(continued from page 1) professor of crop and soil sciences; Wes Porter, assistant professor of crop and soil sciences; Amanda Smith, public service associate in agricultural and applied economics; and Carrie Furman, anthropologist and assistant research scientist of crop and soil sciences. Researchers across all four universities will conduct experiments to develop farming practices that reduce water use and fertilizer loss while still resulting in a profitable crop yield. Researchers from Florida and Auburn University will then create computer models that can predict the impacts of various land and water uses.

At UGA, Dwivedi will develop a model for understanding how the adoption of best management practices will change the current land use in the study area and the consequences of such changes on water quality and quantity. Vellidis will develop best management practices that will optimize the use of water and fertilizers for the region's major crops. Porter will work with farmers to promote advanced irrigation scheduling methods for improving water use efficiency of crops, including development of an irrigation app.

Smith will be responsible for the creation and revision of new and existing farm-level budgets to address how changes to best management practices affect costs at the farm level within the region. Furman will research and document learning and communication between



farmers and project members through a participatory modeling process.

Smith will also work with farmers to see how their costs change with the implementation of these management practices. "A lot of farm-level decisions are based on what is projected to generate the most profit for the farm business," she said. "In an industry where margins can be thin, monitoring costs and understanding the impacts to profitability are critical."



Smith hired Guy Hancock, a graduate research assistant in the Department of Agricultural & Applied Economics, to work on the project. Guy is from Irwinville, GA and completed

his bachelors degree in agricultural and applied economics from the UGA CAES in May. He is now pursuing a Masters of Science degree. "When the opportunity to be a part of this project was presented to me, I was delighted," said Hancock. "I have always been interested in water and resource economics and I look forward to working on a project that could directly affect agriculture near my home," he said."

Furman said that she is excited to be part of a project that brings community perspectives and knowledge into the research design and outcomes. "The fact that we are engaging the community in this project is a key," Furman said. "Their perspectives have the potential to truly make our work relevant to this region."

Faculty Spotlight

Dr. Susana Ferreira

Story by DENISE HORTON

Originally published on the CAES Office of Global Programs website

As a first-generation college graduate, Susana Ferreira understands the benefits of earning a degree. The associate professor of agricultural and applied economics also knows that studying in another country can be life-changing.

“I’m a firm believer in the benefits of studying abroad and I truly welcomed the University of Georgia’s experiential learning initiative,” Ferreira said. “Ten years from now, a student may not remember much from a course they took, but they will remember having studied abroad.”

When Ferreira was earning her bachelor’s degree from the Universidad Publica de Navarra (UPNA) in her hometown of Pamplona, Spain, she didn’t participate in a formal study abroad program. However, she was able to spend three months in Colombia as a result of a program offered through the Spanish Agency for International Development Cooperation.

“That experience changed my outlook, it opened my eyes,” she said. “I loved everything about Colombia — the food, the music, the people.”

That initial experience living abroad also gave Ferreira the confidence to pursue other opportunities, including attending the University of California San Diego, where she earned her master’s degree and her doctorate in economics.

“When I came to the United States, it was a unique opportunity,” she said. “I had no idea about being a graduate student, but the dean of my department had a vision for internationalizing our program by sending the best students abroad for graduate school.”

After completing her graduate degrees, Ferreira continued her international travels, including a five-year term on the faculty of University College Dub-



Director of Experiential Learning Amanda Stephens, undergraduate student Abigail Pierce and Susana Ferreira in Pamplona, Spain.

lin, in Ireland, and a brief stint as a visiting professor at Bethlehem University in Palestine.

Ferreira was surprised, however, when she arrived at UGA in 2012 and discovered there were no semester-long student exchange programs with any universities in Spain, much less a program in Pamplona, which is famous for its running of the bulls each July.

The city serves as the capital of Spain’s Navarra region and is located in the foothills of the Pyrenees, just north of La Rioja, Spain’s most famous wine region. With its mild climate, Pamplona is considered an enchanting city year-round, with a beautiful medieval center, delicious food and plenty of parks.

“The Universidad Publica de Navarra has exchanges with 300 universities in 50 countries,” Ferreira said of her hometown university’s commitment to international study programs. “I decided it would be beneficial if UGA could establish a partnership there.”

Ferreira began working on the exchange program two years ago, drawing on connections she already

had in Pamplona and establishing new relationships as plans began to gel. A faculty travel grant awarded by the UGA College of Agricultural and Environmental Sciences Office of Global Programs allowed her to spend May and June of 2016 at UPNA, advancing her research and working out details for the program.

"The exchange program is housed in the School of Economics and Business Administration at UPNA because they already have an international business degree program that requires students to complete a yearlong study abroad program and to take 75 percent of their credit hours in courses taught in English," she said. "That makes it very easy for UGA students to take courses in English if they prefer, although they can take courses in Spanish, also."

In addition to business and economics courses, UGA students can study agribusiness, agronomy, engineering, health science, human and social sciences, and law while attending UPNA.

An added benefit for UGA students — besides paying UGA in-state tuition and fees that can be covered with HOPE and Zell Miller scholarships — is the availability of Erasmus-Plus funding. This scholarship program is funded by the European Union and provides \$5,000 scholarships to as many as four UGA students, as well as to UPNA students who opt to study at UGA. The Erasmus-Plus grant will also fund faculty and staff from the two universities who visit the partner institution to further solidify the program.

Compared with many international study programs, the UPNA-UGA partnership was completed in record time, according to Vicki McMaken, associate director for the Office of Global Programs.

"It's a credit to Dr. Ferreira's strong ties at UPNA and the well-timed grant funding that this program came together in less than a year," McMaken said.

Although the program wasn't fully approved until November 2017, undergraduate student Abigail Pierce got a head start by applying in September, not knowing if the program would actually be available for the spring semester.

Fortunately, all of the details were completed and

Pierce arrived in Spain in January and took courses in environmental science, international and public law, and two courses in Spanish during her semester of study.

"My experience in Pamplona and my travels beyond have been truly incredible," she said. "I was not expecting to meet so many diverse individuals from all over the world, be immersed in a different culture and find so much joy in being out of my comfort zone."

Pierce, who will begin her senior year this fall at UGA, where she is majoring in agricultural communication and earning an International Agriculture Certificate, said the Erasmus-Plus program at UPNA was a particular benefit.

"The program welcomed over 100 international students this semester, all of whom I was given opportunities to meet," she said, adding that she participated in a variety of experiences with other Erasmus-Plus scholars both within Pamplona and in travel outside the city.

Like Ferreira, Pierce said studying abroad has changed her perspective about herself as well as other countries and cultures.

"This experience has definitely empowered me to seek other international opportunities and has given me an even stronger desire to travel and experience as much of this world as I can," she said. "If this experience taught me anything, it is that I still have so much to learn and I plan to pursue international opportunities in my remaining time at UGA and beyond."

This fall, two more CAES students — Charles Orbon and Alexandra Bull — and a third from UGA's Franklin College of Arts and Sciences will begin a semester of study in Pamplona, and four students will travel from Spain to UGA. In addition, two UPNA faculty members and a staff member, who focus on student recruitment and support for exchange programs, are scheduled to visit UGA this year.

Students interested in participating in the UGA-UPNA exchange should contact CAES Director of Experiential Learning Amanda Stephens at amanda10@uga.edu or 706-542-5276.

ALUMNI SPOTLIGHT

CAES alumni are achieving great things in their careers and using their agecon degrees to help.

Dr. Renata Elad, who earned first her master's degree in agricultural economics and then her doctorate in applied economics from UGA, was named Dean of the Stafford School of Business at Abraham Baldwin Agricultural College in January. Previously, she had been a Professor of Agricultural Economics in the School of Agriculture and Natural Resources before being appointed Interim Dean of the Stafford School of Business in June 2016 after 17 years as a faculty member at ABAC.

"It's an incredible honor for me to accept this position," Elad said in a press release from ABAC. "I tell my students that you don't have to always be the brightest person in the room to succeed in life. You just have to be the person who is willing to put in the effort. I know that I am willing to put in the effort to get the job done."

Derreck Nassar, who graduated in 2006 with his bachelor's degree in agribusiness, has been named Chief Executive Officer of the United States Egg Marketers. U.S. Egg Marketers is an arm of the U.S. Egg Industry specifically established for the purpose of exporting U.S. Shell Eggs. Its members make up approximately 40% of the country's egg producers. Previously, Nassar worked for Eastern Quality Foods, where he was the company's shell egg and egg products export specialist in markets such as Mexico and South Korea.

If you are one of our alumni and have news to share with the department, please send your updates to eclance@uga.edu. We would love to hear from you!

J.W. Fanning Lecture

The 33rd annual J.W. Fanning Lecture will take place on Nov. 3, 2017 at the Hilton Garden Inn in downtown Athens. We are honored to have Dr. Colin Carter from the Agricultural and Resource Economics Department at the University of California, Davis as our guest speaker this year. His lecture is entitled **“China and the Global Food Equation.”**

Dr. Carter is a Distinguished Professor in UC Davis's Agricultural and Resource Economics Department, where he also served as the Department Chair from 1998-2001. Additionally, he has served as the director of the Giannini Foundation of Agricultural Economics since 2009. His papers have won numerous awards from the American Agricultural Economics Association, and he has given invited presentations for the Royal Commission on the Economic Union and Development Prospects for Canada, INEA (Istituto Nazionale di Economia Agraria) in Rome, the USDA Agricultural Outlook Forum and at universities around the country.



All events will take place at the Hilton Garden Inn, located at 390 E Washington Street in Athens.

8:30 a.m. — Agricultural Economics Association of Georgia Board Meeting
Oak Boardroom

10:00 a.m. — Registration and Refreshments
Dogwood/Azalea Room

10:30 a.m. — J.W. Fanning Lecture
Dogwood/Azalea Room

Welcome

Introduction of Speaker: Octavio Ramirez, Head and Professor,
Department of Agricultural and Applied Economics, UGA

Lecture: Dr. Colin Carter

12:00 noon — Luncheon
Cypress Ballroom

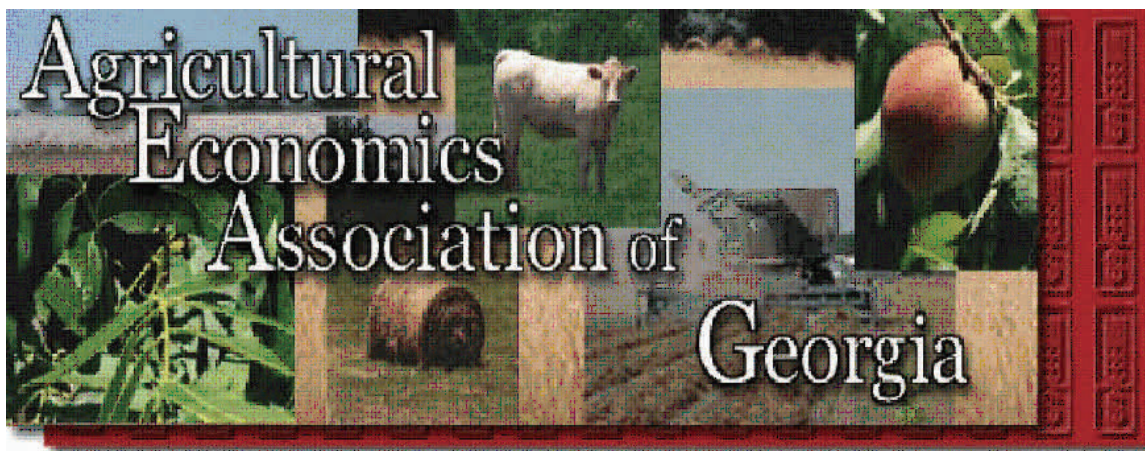
Presentation of J.W. Fanning Professional Awards: Chris Groskreutz,
President of Agricultural Economics Association of Georgia

1:30 p.m. — Adjourn

The cost of the luncheon is \$30. There is no cost for attending the lecture only. Please RSVP to ec lance@uga.edu by Oct. 24, 2017.

Department Publications

- Angioloni, Simone, Allison J. Ames, and **Glenn C. W. Ames**, (Online 2017). "Food insecurity, nutritional programs, and educational achievement." In V.R. Preedy & V.B. Patel (Eds.), *Handbook of Famine, Starvation, and Nutrient Deprivation: From Biology to Policy*. doi:10.1007/978-3-319-40007-5_25-1
- Berning, J., & Rabinowitz, A.** (2017). "Targeted Advertising in the Breakfast Cereal Industry." *Journal of Agricultural and Applied Economics*, 49(3), 382-399. doi:10.1017/aae.2017.1
- Berning, J.** and M. McCullough. 2017. "The US brewing industry from farm to pint," *Choices* 32(3): 1-7.
- Berning, J.**, M. Costanigro and M. McCullough. 2017. "Can the craft beer industry tap into collective reputation?" *Choices* 32(3): 1-6.
- Khachatryan, H., A. Rihn, **B. Campbell**, C. Yue, C. Hall, and B. Behe. "Visual Attention to Eco-labels Predicts Consumer Preferences for Pollinator Friendly Plants." *Sustainability* 9(1743):1-14.
- Hao, N., P. Pedroni, **G. Colson**, M.E. Wetzstein (2017). "The Linkage between the U.S. Ethanol Market and Developing Countries' Maize Prices: A Panel SVAR Analysis," *Agricultural Economics* 48 (5):629-638.
- Costa, M.J., **G. Colson**, T.J. Frost, J. Halley, G.M. Pesti. "Evaluation of Starter Dietary Digestible Lysine Level on Broilers Raised under a Sex Separated or Straight-run Housing Regime Part 2: Economics of Sex Separation and Digestible Lysine Level for Maximum Returns," *Poultry Science* 96(9):3282-3290.
- Xian, H., **G. Colson**, **B. Karali**, and M.E. Wetzstein (2017). "Do Non-Renewable Energy Prices Affect Renewable Energy Volatility? The Case of Wood Pellets," *Journal of Forest Economics* 28:42-48.
- Costa, M.J., **G. Colson**, T.J. Frost, J. Halley, G.M. Pesti (2017). "Straight-run vs. Sex Separate Rearing for Two Broiler Genetic Lines Part 2: Economic Analysis and Processing Advantages," *Poultry Science* 96(7):2127-2136.
- Luo, T. and **C.L. Escalante**. "Employer-Provided Health Benefits and Employment Decisions of U.S. Farm Workers." *Agricultural Finance Review*. 77,3 (2017): 358-375.
- Fonsah, E.G.** (2017). "Production and Marketing of Onions". Onion Production Guide. *Univ. of Ga Coop. Ext. Ser. Bull: 1198-45-48* (June). https://secure.caes.uga.edu/extension/publications/files/pdf/B%201198_3.PDF
- Fonsah, E.G.** (2017). "Production Costs of Onions". Onion Production Guide. *Univ. of Ga Coop. Ext. Ser. Bull: 1198-43-44* (June). https://secure.caes.uga.edu/extension/publications/files/pdf/B%201198_3.PDF
- Riley, D. G., T. Coolong, R. Gitaitis, B. Dutta, A. Sparks, T. Grey, J. Schmidt, **E.G. Fonsah**, and M. Toews (2017). Crop Profile for Cowpeas in Georgia. Sponsored by Southern IPM Center, Coop Ext. Ser. Bull: 1480-1-11 funded by USDA-NIFA (August). <http://extension.uga.edu/publications/detail.html?number=B1480>
- Valizadeh, P., **B. Karali**, and **S. Ferreira**, "Ripple Effects of the 2011 Japan Earthquake on International Stock Markets," *Research in International Business and Finance*, 41:556-576 (2017).
- Qi, L., **Rabinowitz, A.**, Liu, Y., & **Campbell, B.** (2017). "Buyer and Nonbuyer Barriers to Purchasing Local Food." *Agricultural and Resource Economics Review*, 1-21. doi:10.1017/age.2016.40



As fellow graduates from the Agricultural and Applied Economics Department of the University of Georgia, we invite you to join the Agricultural Economics Association of Georgia. The investment is nominal, but the rewards and mission are great. It is our hope that most of you will want to support the organization that promotes our industry and field of education.

The Agricultural Economics Association of Georgia (AEAG) was established in 1976.

The goals of the Association are:

- ◆ To provide opportunities for the professional improvement of people interested in the field of agricultural economics
- ◆ To provide a forum for the discussion of economic problems and issues of mutual interest to people working in agriculture, agribusiness, and related fields
- ◆ To recommend solutions to economic problems facing Georgia's agriculture

Agricultural economics is involved in all sectors of our economy. The opportunities are greater now than ever before. We must recruit more students and better support agricultural economists if we are to meet the challenges for further application of agricultural economics to farm, resource, environmental, and agribusiness problems.

The AEAG board has new goals to support students in agricultural and applied economics as well as high school students who have yet to make decisions about college. We need your support to be able to carry out those goals to assist the future leaders in our field.

- ◆ AEAG membership offers benefits through the following:
- ◆ *Journal of Agribusiness*
- ◆ AEAG newsletter
- ◆ J.W. Fanning lecture
- ◆ Recognition for career accomplishments
- ◆ Enhanced educational opportunities for students in agricultural economics

(continued)

In addition, AEAG enjoys an active relationship with the Department of Agricultural and Applied Economics at the University of Georgia. The activities of the association provide occasions for interaction among AEAG members, faculty and students. This interaction provides students and professionals important opportunities to network for the purpose of future career connections and the sharing of information and knowledge.

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 <http://aeag.uga.edu>.

Yes, I would like to join the Agricultural Economics Association of Georgia!

Name: _____

Employer: _____

Title: _____

Address: _____

City/State/ZIP: _____

Phone: _____

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, GA 30602-7509

For more information, call 706-542-0763 or visit <http://aeag.uga.edu>.