



Department of Agricultural and Applied Economics

College of Agricultural and Environmental Sciences
The University of Georgia

Alumni Newsletter

Fall, 2013

Page 1

Greetings from the Department Head



Dear Friends:

Mark your calendars! Our annual J.W. Fanning Lecture/Luncheon is set for December 3, 2013. Dr. Jeffrey R. Vincent, a Professor at the Nicholas School of Environment and Earth Sciences of Duke University will be speaking on: “How and Why Should Tropical Countries Protect Their Forests?” Please see the information on the following two pages for details and a registration form for the lecture and luncheon. The J.W. Fanning Distinguished Professional and Young Professional Awards will be presented at the luncheon. It is always a pleasure to see many of you at this important event.

It is also time to congratulate each of our students who received degrees in summer 2013. We had 13 undergraduate and 10 graduate students completing their programs of study last semester, and we wish each and every one of them the very best in their future endeavors!

Please be sure to read our *Spotlight* sections in this newsletter. Our Faculty Spotlight features Dr. Jeff Mullen who is an associate professor in the department. We are also featuring four distinguished undergraduate students in this issue – Mary Catherine Cromley, Meredith Marmande, Shannon Parrish, and Cain Thurmond. Our Alumni Spotlight features Dr. Bidisha Rudra, director of business development for Essilor International. We also welcome two additions to our department, Dr. Joshua Berning who is heading up our Master of Agribusiness (MAB) program and Carly Puckett, our new administrative associate.

On the donor front, I would like to extend a very special thanks to Dr. Wen Williams for his recent generous contribution to the department which endowed the Wen Williams Scholarship Fund. We are also grateful to Mr. Wilbur Mull for his continued generous support of our department. We are so appreciative of the financial support that our alumni and friends provide to give scholarships that help deserving students pay for the rising cost of a college education.

Finally, as 2013 draws to a close, I would like to wish each of you and your families a happy holiday season and a joyful new year.

Sincerely,

Octavio A. Ramirez

Professor and Department Head

Inside this issue:

Greetings from Department Head	1
J.W. Fanning Lecture	2
Student News	4
Student Spotlight	5
Faculty Spotlight	11
Faculty News	12
Presentations	13
Publications	16
Alumni Spotlight	17
Alumni News	18
AEAG Section	21

29th Annual J.W. Fanning Lecture



The 29th annual J. W. Fanning Lecture will be on December 3, 2013 at the Georgia Center for Continuing Education. We are honored to have Dr. Jeffrey R. Vincent, Nicholas School of the Environment and Earth Sciences, Duke University as this year's speaker. His lecture is entitled, "How and Why Should Tropical Countries Protect Their Forests?" Dr. Vincent is the Clarence F. Korstian Professor of Forest Economics and Management and Director of Graduate Studies, University Program, Environmental Sciences and Policy. His experience lies in economics of natural resource management and policy in developing countries, with an emphasis on forests, agriculture, and water in Asia. His primary area of expertise is environmental economics. Dr. Vincent received his Ph.D. at the School of Forestry and Environmental Studies at Yale University.

Agenda for J. W. Fanning Events- December 3, 2013

(Please note the changes in rooms from last year for the AEAG Board meeting, registration, and lecture. See the agenda and registration form below.)

All events will take place at the Georgia Center.

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 - Dr. Jeffrey Vincent

12:00 noon - **Luncheon** - Magnolia Ballroom

Presentation of J.W. Fanning Professional Awards:
(Bryan Tolar, 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 November 15, 2013. See the registration form below.)*

29th ANNUAL J. W. FANNING LECTURE & LUNCHEON REGISTRATION
December 3, 2013

REGISTRATION: Lecture attendance is free. A registration fee of \$30 is required for the luncheon. Please register no later than November 15, 2013 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 ahl@uga.edu) or Jo Anne Norris 706-542-2481 and confirm your reservation.

**HAPPY
HOLIDAYS**



The department head and members of the faculty and staff of the Department of Agricultural & Applied Economics join in wishing you a happy holiday season and a prosperous new year.



Georgia Bulldog Quiz Bowl Team at the 2013 AAEA & CAES Joint Annual Meetings Washington, D.C. August 4-6, 2013

In August 2013, the Department of Agricultural and Applied Economics sent a team of outstanding students to the 2013 Agricultural and Applied Economics Association (AAEA) annual meetings in Washington, D.C., where they participated in the student section SS-AAEA Undergraduate Paper Competition and the Academic (Quiz) Bowl competitions. The Academic Bowl competition at the national meetings allows undergraduate students to test their basic knowledge of micro and macroeconomic theory, agribusiness/finance, quantitative methods, marketing, and natural resource economics. Each team, consisting of three players who represent their college or university, competes against other teams utilizing a test bank of questions in a Jeopardy format.

In the undergraduate paper competition, students submit a paper, usually developed during a class, to a panel of judges who evaluate the written papers which are worth 60% of their score while another panel evaluates their oral presentation worth 40%. This year, four University of Georgia students, Heather Hatzenbuhler, Andrea Morris, Colby A. Cantrell, and Cole Fowble submitted papers for the competition.

The Academic Quiz Bowl team of Heather Hatzenbuhler, Andrea Morris, and Colby Cantrell made it through to the 7th round of the competition. Kathryn L. Buford joined two other students in a team of Academic Bowl alternates which had a very respectable record in the competition, reaching the 9th round of the competition. All team members commented to their faculty advisor, Dr. Glenn C. W. Ames, that they had a very positive experience at the AAEA meetings in Washington, D.C.



Cole Fowble awaits his turn to present at the SS-AAEA Undergraduate Paper Competition.



Andrea Morris, Kathryn L. Buford, Heather Hatzenbuhler, and Colby Cantrell anxiously await the start of the SS-AAEA Undergraduate Paper Competition.

Undergraduate Student Spotlight

Mary Catherine Cromley



Mary Catherine Cromley is a fourth-year agricultural and applied economics major from Brooklet, Georgia. She holds the American FFA Degree and is a national winner in Specialty Crop Production Proficiency Area through FFA. She is also a Tate Brookins Memorial Scholarship recipient.

Mary is an Ag Hill Council Representative for CAES Ambassadors and an Agricultural and Environmental Economics Club member. As a CAES Ambassador, she represents and promotes the college at different events throughout the year. The events range from alumni banquets to giving tours to potential students.

After obtaining her degree, Mary hopes to find employment at an agricultural firm or commodity commission working in public relations. She would like to work directly with farmers in some way.

In her leisure time, she enjoys spending time with her family and friends, attending sporting events, and traveling.

Meredith Marmande



Meredith Marmande is a fourth-year environmental economics and management major from New Orleans, Louisiana. Meredith began her studies at UGA as an international business major but switched to the Department of Agricultural and Applied Economics in her sophomore year because she is passionate about her current major and is certain that it is developing into a huge component of future business activity.

Meredith has volunteered with Bike Athens and is an intern for the UGA Office of Sustainability, working towards becoming STARS certified.

Last year, Meredith took the initiative to contact Coca Cola through a six-page typed proposal, specifically designed for Coca Cola, with objectives of the MyCoke Canteen, an implementation plan, target areas, and marketing strategies, as well as costs and benefits. (Although her dad liked the idea, he did not like the time and energy she gave to MyCoke Canteen, rather than her college courses.) After her initial email to a Coca Cola employee, it was roughly two months and 10 Coca Cola email contacts later until an internship position was discussed. Meredith’s persistent emailing and phone conversations had paid off. On reading day before her finals, she was given the option to work on her idea as an un-paid worker on contract, or work on other tasks the Sustainability Team was facing. As it turned out, she became the team’s first intern.

Here are Meredith’s experiences as an intern with Coca Cola in her own words:

“I like to say I invented the new ketchup package that Chick-fil-A has, but Heinz just beat me to it. I have always been a thinker, entertaining people with my bizarre ideas, which usually just provides entertainment, rather than practical use. I have a little journal my sister gave to me in high school that I have doodled down new ideas and inventions or even crazy movie plots. The ketchup container was in there, and also an idea of a scannable re-useable

water bottle, which landed me my internship at Coca Cola. Basically, I catered the idea specific for the Coca Cola company because I believed that sustainable movement works from the decisions large corporations make that in turn effect the way consumers behave. Today we see a trend, as well as an increasing demand for eco-friendly products. For example, I guarantee that any owner of a hybrid is probably buying their Fair Trade coffee while using their re-useable grocery bag. But the most common status symbol of this movement is the use of re-usable water bottles. That is how I came up with the idea of MyDrink. I changed MyDrink to MyCoke Canteen because I wanted to give Coca Cola my idea because I respect the company and think it is the sole company that could be the leader of this movement. MyCoke is not looking to replace the plastic bottle, the aluminum can, or the classic glass bottle. The goal of MyCoke is to give the consumer an even greater choice when choosing how to consume any Coca Cola beverage. MyCoke creates a new product, strengthens brand loyalty as well as the company's international reputation and can be applied differently in different global markets.

Coca Cola has been pressured by the media to give a stance on hydraulic fracturing – not that it is directly related in any sense, there is fear of water contamination from fracking, and if so, how it effected Coca Cola products – water being the number one ingredient. Thus, I was assigned to assess potential risks of hydraulic fracturing specific to water sources of Coca Cola bottling facilities in North America. I produced a 21-page report with a companion presentation for the North American Sustainable Development Team. I conducted an open Webinar to any Coca Cola employees interested, which was very intimidating. Coke's a pretty big office. My report included a final risk assessment, a case study for the CCNA facilities at greatest risk, and concluded with proactive steps for risk prevention as well as new opportunities to decrease production costs and increase sales in targeted areas.

I don't think any internship is complete without a little Excel spreadsheet work. I did analysis of the energy, water, and packaging sectors by compiling an overall net impact review of the Sustainability Team's yearly scorecards. I focused primarily on the energy division—in particular quantifying future costs and benefits for North American change in fleets from conventional diesel to hybrids and alternative fuels to meet 2020 goals.

I also worked with the marketing team for Plant Bottle to enhance the marketing for each brand – i.e. how they could market Plant Bottle for Coke different to Minute Maid. This was not required or assigned to me. I requested to work on this task from another idea/sketch I made for the brand Sprite. (This sketch can also be found in my idea book.)

I have always given Atlanta a bad rep, and not because I am a Saints fan or I hate traffic, but I have never given it a chance because I always drive through it when I am 8 hours in from a long car ride from New Orleans to Athens. But this summer, I truly got to know the city. I wanted to become as much of a local as I could – going to bluegrass music festival in the Oakland Cemetery, to joining a trivia team with co-workers hitting up different bars every week. I lived with family friends in the heart of Atlanta, and paid my rent with jambalaya and red beans and rice.

My co-workers at Coke made the experience. I have never gained as much respect for Coke as a company, until I met the employees. Each were proud of what they did and liked working for a company that *opens happiness*. One of my best memories was going to my co-worker's 50th birthday party at Atlanta Fish Market—just a couple of ladies, well above their 40s but in their 20s at heart, and the summer intern.

I was able to sit in with a meeting regarding McDonald's, Coca Cola, and Will Smith (who was not present during the meeting) – and that's all I can really say about that (I signed a confidentiality agreement).

Working for Coca Cola has been one of the most difficult yet most rewarding jobs I have had. It was from this

experience that I gained a better idea as to what I wanted to do with my major and career. Working in any sustainability related business has its downfalls. CEOs do not want to be the ones to invest in a new plan. They want to be the ones to see the payback. And with sustainability goals, such as going 100% HFC free for all Coca Cola coolers, or increase the alternative fuel vehicles of their North American fleet, the payback period is large, but usually seen in the long run. Essentially you learn that everything comes down to the consumers choice. Coke could change their bottle, maybe to MyCoke Canteen; however, the impact would be trivial if the consumer did not choose it.

Towards the middle of my internship, someone asked me if I had met the disgruntled employee that can be found in every office; but I could not give him an answer. Although it is not always rainbows and unicorns for the Sustainability Team, it was something that every worker was passionate about. And I left work everyday with a similar feeling.

If I could give any advice to other students it is that you have to be persistent. It definitely is intimidating to have an email thread or phone conversation with a CFO of a company such as Coca Cola, but you cannot show that. As corny and overstated as this is, but you really have to believe in yourself and what you can bring to the table that is different. That's what sells, even more so than a quirky water-bottle idea.

What I like about the major environmental economics and management is that it is a growing field that has become more and more relevant and practical for businesses and companies to adapt. Working with the North American Sustainability Team at Coca Cola has changed my future career goals away from policy or public sphere into more of the private sector. I want to maybe go into environmental consulting in DC or Denver for a few years and then see where it takes me. But my biggest career goal, since I was about 13 was to have my own coffee shop, called Marma's Mugs on Oak Street – my favorite street in New Orleans. I continue to collect coffee mugs for my shop and have boxes on boxes with different mugs, each with a different story. (My mother is not happy with the amount of attic space I take up.) My shop would be a coffee shop by day and an intimate bar at night where my regulars are my friends that I have had since I was 3.”

Outside of academics, Meredith enjoys being in the company of others, especially outdoors. In her leisure time, she likes to read and cook. All of her life, she has been surrounded by superb cooks. She loves having company over and showing off New Orleans cuisine, because, she insists, “it really is the best in the world.”

Shannon Parrish



Shannon Parrish is a fourth year agribusiness major from Alapaha, Georgia and is completing her course work at The University of Georgia Tifton campus. She received an associate's degree in agricultural business and agricultural economics from

Abraham Baldwin Agricultural College. While no one else in her family has attended UGA, Shannon believes UGA is a great university in which to begin a family tradition.

Shannon shares why she chose to attend UGA: “A diverse agricultural background has fostered my aspiration to pursue a degree in agribusiness. The UGA College of Agricultural and Environmental Sciences Tifton campus presents opportunities for the pursuit of an agribusiness degree for residents of South Georgia. Featuring a small campus and class size, the Tifton campus offers an atmosphere conducive to educational and professional development. Strong connections are enabled through frequent interactions with professors and peers. While earning a B.S.A. in agribusiness, I have been fortunate to continue fostering connections with agricultural businesses and professionals within my community.”

Currently, Shannon is serving as the 2012-2013 UGA Tifton Agribusiness Club president which she views as a great opportunity. In this position, she presides over chapter meetings and directs the organization and implementation of various agricultural leadership projects. In addition, she addresses prospective agricultural students through recruitment and development projects at the Sunbelt Agricultural Exposition. This busy young woman is also serving as a UGA Ambassador. Shannon states, “Becoming and experiencing the role of an ambassador has cultivated a superior awareness of collegial and professional honor that has afforded me the opportunity to aid others in attaining qualities representative of UGA standards. Additionally in 2013, *Southscape* magazine awarded me the opportunity to articulate UGA Tifton campus agribusiness student experiences through the publication of an article entitled ‘Small Class, Big Business.’ I was selected to be featured within the article along with one Tifton campus alumnus and professor/instructional advisor.” Shannon was also recently featured as a UGA Amazing Student.

In addition to her studies, Shannon is employed as a clerical services worker with the Georgia Environmental Protection Division–Agricultural Permitting Unit. Within operations of the unit, she assists in the preparation of agricultural permits for irrigation, livestock and aquaculture use. Additional responsibilities include collecting well data for Georgia counties, processing and transitioning files, and inputting and updating permit data. Working for the Georgia Environmental Protection Division has served to reinforce Shannon’s agribusiness curriculum objectives, while fostering a deeper commitment to the agricultural profession.

Shannon had the following to say about studying: “Studying allows for the reflection of ideas once encountered and the attainment of knowledge not yet discovered. The conference room in the Biological and Agricultural Engineering Building at the Tifton CAES campus is my ideal place for study. The quiet environment allows for complete focus of attention and reflection of ideas, thus allowing me to work endlessly without any potential interruption.”

When asked to name a favorite professor, Shannon replied that it was not an easy assignment and that all of her professors at the UGA Tifton campus have sacrificed greatly for the success of each student. Don Shurley, Nathan Smith and Amanda Smith have served as mentors to Shannon. Their instruction has promoted the attainment of professional knowledge, skills, and demeanor. Curt Lacy has also been an exceptional instructor, and he has motivated Shannon to become a more successful student and leader.

Upon completion of her degree, Shannon hopes to find employment within the field of environmental protection. She is also interested in agricultural marketing and finance and open to opportunities within this field. If she knew

she could not fail, she would like to begin a sustainable agricultural farm – production of food, fiber, plant, and animal products using farming techniques that do not pose threat or harm to the environment, or the welfare of animals or public health.

In her leisure time, Shannon enjoys playing tennis, reading, and most importantly, spending time with family and friends. She is a firm believer that establishing a strong and stable support system instills essential values which in turn fosters qualities of success in a person over a lifetime. Shannon currently attends Emanuel Baptist Church in Tifton, Georgia.



Cain Thurmond is a fourth-year agribusiness major from Jefferson, Georgia. He received his associates degree from Abraham Baldwin Agricultural College and enrolled at UGA in fall 2011. He served as the National Future Farmers of America Southern Region Vice President from the fall of 2011 through spring of 2012. During that time, he traveled over 100,000 miles throughout 40 states facilitating workshops, delivering speeches, and meeting with sponsors, alumni, members of Congress and the Cabinet.

Cain is the philanthropy chairman for the Alpha Gamma Rho Fraternity and a member of UGA Block and Bridle. He became a CAES Ambassador in April 2013. As a CAES Ambassador, he is expected to be the face for the College of Agricultural and Environmental Sciences. Aside from the duties of student recruitment, professional representation at college events, and positive reinforcement of the opportunities offered, Cain states, “CAES Ambassadors should set an example worthy of graduates, current students, and future Bulldawgs of South Campus.”

During the summer of 2013, Cain worked as an intern with CSX Transportation’s Agricultural Marketing Department in Jacksonville, FL. While he was there, he learned the railroad industry and conducted projects aimed at improving efficiency and transportation share.

In his leisure time, Cain enjoys spending time with his family and being in the great outdoors. Family time ranges from playing their favorite card games to weekend trips to the lake. Outdoor time for Cain usually consists of being on the family’s cattle farm or taking a day hike with his brother. Cain is an active member of the First Baptist Church in Jefferson where he volunteers with his Sunday School class at various events. Also, he occasionally preaches.



Graduates of the Department of Agricultural and Applied Economics - Summer 2013

Undergraduate BSA Degrees

Student	Major	Graduation Honors
Andrew Jacob Anderson	AAE	
Stephen Mark Delaurier	EEM	
Shelby Lauren Feinberg	AGB	
Sierra Nicole Floyd	AGB	
Stephanie Guzman	AGB	Cum Laude
Sarah Katharine Hatcher	FIMA	
Christopher Timothy Krieger	AGB	
James Daniel Loughridge	AGB	Magna Cum Laude
Ronald James Seib, II	EEM	
Cliff Stevens Timmons	EEM	
Benjamin John Waldron	EEM	
George Austin Warbington	AGB	
Megan L. Ware	FIMA	

Graduate Degrees

Student	Major	Degree
Virginia Louise Allison	EECN	MS
Ajita Atreya	AAE	PhD
Kayla Ariel Calhoun	EECN	MS
Michelle Renee Hayes	AAE	MS
William Andrew McFall	AAE	MS
Heng-Yi Liao	EECN	MS
Yaqin Liu	EECN	MS
Douglas Arthur Patton	AAE	PhD
Bingbing Wang	AAE	MS
Shiyu Ye	AAE	MS



Congratulations to all of our graduates!



Attention Former Graduate Students!



We would like to keep up with our graduate students. Please email us with your most recent news. We would like to know what has taken place in your life since obtaining your degree. Please send us an email and include information about where you are working, position title, recent moves, marriages, births of children, addresses, and email addresses. Also, if there is something you want to share in the newsletter, please let us know. You may email your information to Audrey Cox at aaecnews@uga.edu or mail the information to Audrey Cox, 303 Conner Hall, Department of Agricultural and Applied Economics, UGA, Athens, GA 30602.

Faculty Spotlight

Dr. Jeffrey D. Mullen



Dr. Jeffrey D. Mullen is an associate professor in the Department of Agricultural and Applied Economics. He received his B.S. degree from Northwestern University, Evanston, Illinois in 1988. His M.S. degree in 1995 and Ph.D. in 1999 are both from Virginia Polytechnic Institute and State University, Blacksburg Virginia.

Dr. Mullen's focus of research is on water resources with an emphasis on agricultural water use. Recent research activities include: analysis on green roof policy options in Atlanta; public awareness of sources of water quality impairments; public attitudes toward specific design features of policies aimed at reducing residential pollutant loads; agricultural water use projections for the State Water Plan; and effects of climate change on agricultural water use

in the southeast.

Other research interests are in production and environmental economics, solutions to scarcity with respect to water quantity and quality, interface between water quality and quantity, modeling irrigation technology and water use decisions, climate change and water demand, limitations and prospects of water markets, brownfield redevelopment, non-market amenity values of marshlands, production economics, policy, and natural resources, and environmental economics.

Some of Dr. Mullen's on-going projects include: hedonic analyses of the impacts of water policy on farmland; measures of irrigation water demand; modeling of irrigation decisions; impact of climate variability on water use by the agricultural sector; and potential impacts of tradable water rights under a variety of institutional structures.

His planned projects include: water quality trading rights in the Upper Etowah River Basin; the potential for tradable development rights in coastal Georgia; continued work concerning impacts of climate change on water use; and continued focus on water demand.

Dr. Mullen has taught both graduate and undergraduate courses, including: quantitative techniques in agricultural economics; economic perspectives on the environment and natural resources; principles of resource economics; environmental economics and policy analysis; production economics: theory with applications; and water resource economics.

Before joining the faculty at UGA, Dr. Mullen was a consultant for the U.S. Army Corps of Engineers, Institute for Water Resources and an independent consultant for a bi-national agricultural research development project in Washington, D.C. He was also a water and sanitation volunteer with the United States Peace Corps in Tikobo I, Ghana, 1988-1990.

Dr. Mullen is married to Susan and they have three children – Madeleine, age 17, Joseph, age 14, and Isaac, age 9. He is involved in an organization called Extra Special People and Butterfly Dreams. He spends his leisure time cooking, doing home repairs, developing new teaching tools for his children, listening to music, hiking, and acting as resident chauffeur.

Faculty News

The Department of Agricultural and Applied Economics welcomes Dr. Joshua Berning (seen below with the M.A.B. students) who joined our faculty this fall as the coordinator of the M.A.B. Program. Dr. Berning spent the last four years at the University of Connecticut conducting research on food marketing and policy.

The department also welcomes its first students to the Masters of Agribusiness (M.A.B.) Program. Seven students began the program this fall and are now taking a full load of graduate courses in business and agricultural economics while developing their M.A.B. projects. The aim of the M.A.B. Program is to prepare students for careers in the field of agribusiness.



First Row (L to R): Linshan Li, Gena Perry, Maggie Dudacek, and Alex Wright
Top Row: Alec Shepherd, Joshua Berning, Eric Rama, and Carlos Ruiz Acuna

Presentations

Research Presentations at Major Professional (National or International) Conferences

The following presentations and participation in events took place by faculty and graduate students in the Department of Agricultural and Applied Economics at the Agricultural and Applied Economics Association Annual Meetings in Washington, D.C., August 4-6, 2013.

Ames, Allison J., **Jack E. Houston**, **Glenn C. W. Ames**, and **Simone Angioloni**. "Food Insecurity and Educational Achievement: A Multi-Level Generalization of Poisson Regression."

Ames, Glenn C. W. "Undergraduate Programs in Agricultural Economics in the Southeast: Case of the University of Georgia."

Berning, Joshua, Alessandro Bonanno and Hamideh Etemadnia. "Farmers' Markets Location Determinants: An Empirical Analysis in New England." Presented by Joshua Berning.

Joshua Berning. "Food Label Communication: Making Information More Accessible to Consumers." Canadian Agricultural Economic Society Organized Symposium: New and Emerging Issues in Economics of Food. Invited Presentation by Joshua Berning.

Bozoglu, Mehmet and **Chung L. Huang**. "Household Food Expenditures at Home and Away from Home in Turkey."

Brown, J., G. Colson and **N.P. Magnan**. "Impact of a Community-Based, Educational Garden Program on Child and Household Food Choices: A Case Study in Atlanta." Poster presented by J. Brown.

Castellari, Elena, **Joshua Berning** and Rui Huang. "Hunger-driven Food Choices: An Experiment to Test the Effect of Providing Pre-lunch Snacks on School Lunch Choices." Presented by Joshua Berning.

Chiputwa, Brian, **Genti Kostandini**, Olaf Erenstein, and Girma T. Kassie. "Adoption of Improved Seed, Varietal Diversity and their Effects on Maize Productivity in Kenya." Poster presented by Genti Kostandini.

Colson, Gregory J., J. Scott Shonkwiler, and **Xuedong Wu**. "Factors that Influence the Frequency and Quantity of Tobacco Use Among U.S. Youth." Presented by Xuedong Wu.

Colson, G., Y. Qiu, and C. Grebitus. "Risk Preference, Discount Rate, and Purchase of Energy-Efficient Technologies in the Residential Sector." Poster presented by Greg Colson.

Colson, G., T-Y Pak, and **S. Ferreira**. "The Unequal Distribution of Body Mass Index: Examining the Effect of State-Level Soft Drink Taxes on Obesity Inequality." Poster presented by Greg Colson.

Moore, R.L., P.A. Champ, and **G. Colson**. "The Effect of Decision Rule and Response Format on Hypothetical Bias in Contingent Valuation." Presented by R. L. Moore.

Grebitus, Carola and **Gregory J. Colson**. "A Review of the Arguments for Deception in Economic Experiments."

Hao, Na, Gregory J. Colson, Berna Karali, and **Michael E. Wetzstein**. "Ethanol Production Harming Livestock Producers."

Klepaka, Anna M., Tadeusz Sobczynski, **Wojciech J. Florkowski**. “Effects of the Common Agricultural Policy on Non-Family Farm Employment in Primary and Secondary Agricultural Areas.”

Kostandini, Gentian, Elton Mykerezzi, and Kristine Lamm West. “On the Economic Returns to a College Degree in Agriculture: What Do We Know?”

Liu, Yaqin, Gregory J. Colson, Susana Ferreira, and **Michael E. Wetzstein**. “Fighting Obesity through Rejuvenation.”

Magnan, Nicholas P., David J. Spielman, Travis J. Lybbert, and Kajal Gulati. “Leveling with Friends: Social Networks and Indian Farmers’ Demand for Agricultural Custom Hire Services.” Presented by Nicholas Magnan.

Magnan, Nicholas P., Kajal Gulati, David J. Spielman, and Travis J. Lybbert. “Gender Dimensions of Social Networks and Technology Adoption: Evidence from a Field Experiment in Uttar Pradesh, India.” Presented by Nicholas P. Magnan.

McFall, William A., David J. Spielma, and **Nicholas P. Magnan**. “Hybrid Rice as a Pro-Poor Technology? Evidence from Bangladesh.” Presented by William McFall.

Mekonnen, D. K. and J.H. Dorfman. “Learning and Synergy in Social Networks: Productivity Impacts of Informal Labor Sharing Arrangements.” Poster presented by Dawit Mekonnen.

Meng, Ting, Wojciech J. Florkowski, Daniel Sarpong, Anna Resurreccion, and Manjeet Chinnan. “Consumers’ Food Shopping Choice in Ghana: Supermarket or Traditional Outlets?” Presented by Ting Meng.

Meng, Ting, Wojciech J. Florkowski, Daniel Sarpong, Anna Resurreccion, and Manjeet Chinnan. “Determinants of Fresh Vegetable, Fresh Fruit and Peanut Products Expenditure in Urban Households in Ghana.” Poster and presentation by Ting Meng.

Meng, Ting, Wojciech J. Florkowski, Daniel Sarpong, Anna Resurreccion, and Manjeet Chinnan. “Peanut Products Expenditure and Its Retail Outlets Choice in the Urban Households of Ghana.” Poster and presentation by Ting Meng.

Persillet, Vanessa and **J. Scott Shonkwiler**. “Determinants of Firm Relocation—A Study of Agri-Food Processors.” Presented by J. Scott Shonkwiler.

Patton, Douglas A., John C. Bergstrom, Rebecca Moore, Alan P. Covich. “Correspondence and Efficiency in Forecasts of Ecosystem Service Benefits.” Poster Presentation.

Ramirez, Octavio A. “Premium Estimation Inaccuracy and the Distribution of Crop Insurance Subsidies Across Participating Producers.” Presented by Octavio Ramirez.

Ward, Patrick S., David J. Spielman, David L. Ortega, Vartika Singh, and **Nicholas P. Magnan**. “Farmer Preferences for Abiotic Stress Tolerance in Hybrid Versus Traditional Rice: Evidence from Bihar, India.” Presented by Patrick Ward.

Ye, Shiyu, and **Berna Karali**. “Do Index Fund Traders React to USDA Announcements?” Presented by Shiyu Ye.

Zheng, Hualu, and **Joshua Berning**. “Analysis of Retailer Pricing in the Presence of Coupons: An Examination of Breakfast Cereal Industry.” Presented by Joshua Berning.

TLC Section Track Session, "Increasing Information Literacy for Agricultural Economics and Agribusiness Undergraduate Students." Moderator: **Octavio A. Ramirez.**

Selected presentation, "Parental and Food Environmental Influences on Health." Moderator: **Xuedong Wu.**

Additional Research Presentations at Major Professional (National or International) Conferences

Barrett, Kenya and **Jack Houston.** "Gabon: A Guide to Improving the Coastal and Inland Fisheries Industries." Food Distribution Research Society Annual Conference, Chicago, IL, October 6-8, 2013.

Centner, T.J. "Scientific and Practical Development of Rural Law." 27th European Congress and Colloquium of Rural Law, Lucerne, Switzerland, September 2013.

Centner, T.J. and L.K. O'Connell. "Disclosure of Fracturing Fluids." Overcoming the Environmental and Community Challenges of Hydraulic Fracturing for Shale Gas Conference, Boulder, CO, August 2013.

Florkowski, Wojciech J., Ting Meng, Anna M. Klepacka, and Daniel B. Sarpong. "Differences in Consumption of Domestic vs. Exotic Fruit in Countries Located in Different Climate Zones." Poster and presentation by Wojciech J. Florkowski. The International Symposium on Agri-Foods for Health and Wealth (AFHW), Bangkok, Thailand, August 5-8, 2013.

Huguley, Helena and **Jack Houston.** "The Role of Nutrition and Women's Empowerment in Human Capital Development." Food Distribution Research Society Annual Conference, Chicago, IL, October 6-8, 2013.

Meng, Ting, Wojciech J. Florkowski, Daniel Sarpong, Anna Resurreccion, and Manjeet Chinnan. "Consumer's Food Shopping Choice in Ghana: Supermarket or Traditional Outlets?" 138th European Association of Agricultural Economists Seminar, Ghent, Belgium, September 11-13, 2013. Presented by Ting Meng.

M e n g , T i n g , W o j c i e c h J. Florkowski, Mohammed Ibrahim, and Shashi Kolavalli. "Coping with the Heteroscedasticity in Applied Research: A Comparison of Three Methods of Food Expenditure Estimation in Northern Ghana's Rural Households." 20th Congress of the Polish Association of Agricultural and Agribusiness Economists, Rzeszów, Poland, September 4-6, 2013. Presented by Ting Meng.

Wang, Nanying, Jack Houston, and **Greg Colson.** "Consumer Attitudes Toward the Use of Gene Technology in Functional Breakfast Grain Product: Comparison Between College Students from US and China." Food Distribution Research Society Annual Conference, Chicago, IL, October 6-8, 2013.

Other Presentations

Cantrell, Colby, **Glenn C.W. Ames, Kent Wolfe,** and Sharon P. Kane. "Flavor of Georgia: Entrepreneurship and Value Added Products." Poster presented at Food Distribution Research Society Annual Conference, Chicago, IL, October 6-9, 2013.

Centner, T.J. "Then and Now: The Endangered Species Act," University of Georgia Russell Library for Political Research and Studies, October 2013.

Cothran, J. Wyatt, J. M. Bowker, G. Green and L. Larson. "Visitor Reaction to User Fees: An Assessment of Stated and Revealed Preference Models." Society of American Foresters Convention, Charleston, SC, October 15, 2013.

Meng, Ting, Wojciech J. Florkowski, Daniel Sarpong, Anna Resurreccion, and Manjeet Chinnan. "Determinants of Fresh Vegetable, Fresh Fruit and Peanut Products Expenditure in Urban Households in Ghana." Poster and presentation by Ting Meng, 5th Annual Scientific Research Day of the University of Georgia, Athens, GA, August 14, 2013.

Patton, Douglas A., John C. Bergstrom, Rebecca Moore, and Alan P. Covich. "Valuing Ecosystem Services Provided by the Okefenokee Swamp: A Meta-Analysis Benefit Transfer Case Study." Poster Presentation, Piedmont South Atlantic Coast Cooperative Ecosystem Studies Unit, Durham, North Carolina, September 2013.

Journal Articles (refereed):

Atreya, A., S. Ferreira, and W. Kriesel. (2013) "Forgetting the Flood? An Analysis of the Flood Risk Discount over Time." *Land Economics*, 89 (4): 577–596.

Berning, Joshua, Rui Huang and Adam Rabinowitz. 2013. "An Evaluation of Government and Industry Proposed Restrictions on Television Advertising of Breakfast Cereals to Children." *Journal of Consumer Policy*.
<http://link.springer.com/article/10.1007/s10603-013-9233-1/fulltext.html>

Cai, Ruohong, Jeffrey D. Mullen, John C. Bergstrom, W. Donald Shurley, and Michael E. Wetzstein. (2013) "Using a Climate Index to Measure Crop Yield Response." *Journal of Agricultural and Applied Economics*, 45(04): 719-737.

Centner, T.J. (2013) "Oversight of Shale Gas Production in the United States and the Disclosure of Toxic Substances." *Resources Policy*, 38(3):233-240.

Colson, G. and M.C. Rousu. (2013) "What Do Consumer Surveys and Experiments Reveal and Conceal about Consumer Preferences for Genetically Modified Foods?" *GM Crops and Food:*

Biotechnology in Agriculture and the Food Chain, 4(3):8-7.

Isengildina-Massa, Olga, **Berna Karali,** and Scott H. Irwin. (2013) "When Do USDA Forecasters Make Mistakes?" *Applied Economics*, 45 (36):5086-5103.

Kaya, Ozgur, Ilker Kaya, and **Lewell Gunter.** (2013) "Foreign Aid and the Quest for Poverty Reduction: Is Aid to Agriculture Effective?" *Journal of Agricultural Economics*, 64(3): 583–596.

Ramirez, O.A. and Gregory Colson. (2013) "Can We Do Better than Crop Insurance? The Case for Farmer Owned Crop Insurance Savings Accounts." *Choices*, 28(3):1-4.
<http://www.choicesmagazine.org/choices-magazine>

Other Publications

Escalante, Cesar L. and W. Don Shurley. (2013) "Cash Rental Rates for Georgia Farmland 2011-2012." AGECON-13-002, Department of Agricultural and Applied Economics, University of Georgia, August 2013.

Meng, Ting and W. J. Florkowski. (2013) "The Opportunity and Challenge of American Pecans in China." *Georgia Pecan*, 25(1):82-86.

Shurley, W. Don, Guy D. Collins, Stanley Culpepper, Phillip M. Roberts, **Amanda R. Smith,** and Jared R. Whitaker. (2013) "Georgia Cotton Economics in the Post-555 Era." Cotton Research and Extension Report 2012, Annual Publication 108, College of Agricultural and Environmental Sciences, University of Georgia, July 2013.

Shurley, W. Don and Guy D. Collins. "The Bark Problem in 2012 Georgia Cotton: An Analysis of Classing Data." *Cotton Research and Extension Report 2012*, Annual Publication 108, College of Agricultural and Environmental Sciences, University of Georgia, July 2013.

Alumni Spotlight

Bidisha Rudra



Dr. Bidisha Rudra is the director of business development for Essilor International in Dallas, Texas. Bidisha is currently based in Singapore on an international assignment to develop strategies and implement the best practices from the United States for new business growth and the development in our emerging markets in Asia. She reports to the Chief Strategy officer at Essilor International in creating and implementing business strategies based on analytic insights that will be utilized across multiple channels and brands. Prior to this global role, Bidisha managed the decision science within marketing at Essilor of America where she provided recommendations to senior management in achieving longterm strategies, channel optimization, ROI on campaign executions, demographic trends, and macroeconomic outlooks.

Bidisha received her B.A. and M.A. in economics both from the University of Delhi, India. She received her Ph.D. in agricultural and applied economics from the University of Georgia in 1999. While at UGA, she was a member of the Indian Student Association. Bidisha states, "My education at AAE has been very helpful to get me to my current professional level. In the corporate sector, advanced skills in applied economics come in very handy! Corporate business in general is progressing towards science driven marketing. Corporations are beginning to see the need for sophisticated data analytics; hence my training in micro and macro economics, econometrics have been instrumental in providing business insights to the senior management."

Prior to working for Essilor, Bidisha spent a few years in the banking sector working for Citigroup and American Express. She has now been with Essilor 7.5 years where she has enjoyed roles with increasing responsibilities. In the optical industry, she was nominated as the chairperson for the Statistics Committee at Vision Council. The Vision Council represents the manufacturers and suppliers of the optical industry (e.g. Essilor, J&J, Alcon Labs, Luxottica, Wal-mart, Costco, Hoya, Zeiss). The council helps its members be successful in a competitive marketplace through education, advocacy, consumer outreach, and industry forums. The Statistics Committee, which Bidisha chairs, is responsible for providing analyses on industry data for frames and lenses and other optical devices. For the past four years, Bidisha has been presiding over a biannual meeting which representatives from a number of manufacturing companies attend to get an overview on the business outlook and trends in the industry. Due to her global role as well as the exposure within the industry as a chairperson for the Statistics Committee, Bidisha was nominated as one of the most influential women in the Optical Industry for 2013 in the Executive Suite category.

Bidisha offers the following advice to current students in the Department of Agricultural and Applied Economics: "Be confident, but never arrogant. Be strong, but never rigid. Be informed, but never hesitant to learn. Be an achiever, but never fear failure. And above all, be yourself."

Bidisha spends her leisure time with her family -- her husband, Neil Bhattacharya, who she met as a Ph.D. student in accounting in the Terry School of Business at UGA and their five-year-old twin sons. Neil is an Associate Professor of Accounting at Cox School of Business, Southern Methodist University. Since Bidisha is based in



Request for News

We want to hear from you! If any of our alumni, faculty, students, staff, or friends have any news or announcements you would like to share in the newsletter, please notify us. We want to know if you have a new job, if you have moved to a new address, if you have married, if you have welcomed a baby, or any other important events in your lives that you would like to share with the readers of the newsletter. Please email the information to Audrey Cox at aaecnews@uga.edu with the word "news" in the subject line, or mail the information to Audrey Cox, 303 Conner Hall, Department of Agricultural and Applied Economics, UGA, Athens, GA 30602-7509.

Singapore, the family has traveled to Thailand, Malaysia, and Bali. They have plans to visit Cambodia and China, among other places.

Alumni News

Jennie Allison (B.S.E.S. in environmental economics and management in 2012 and M.S. in environmental economics in 2013) is an economic development project manager for the CSRA Regional Commission in Augusta, Georgia. She is involved in grant writing and administration for local governments to promote county and region-wide economic development.

Hunter Blair (B.S.A. in agricultural and applied economics in 2011) is a biodiesel plant manager at Down to Earth Energy where he oversees day to day operation of a biodiesel production facility in Monroe, Georgia.

Ward Black (B.S.A. in agricultural economics in 2009 and M.S. in agricultural and applied economics in 2011) is coordinating industry affairs and new agribusiness projects for Langdale Industries, Inc. in Valdosta, Georgia. He is also co-owner of Harmony Grove Farms.

Bret Caudell (B.S.A. in agribusiness in 2006) manages the Vidalia onion operation for Sikes Farm during spring and summer. He leases the Sikes processing facility during the fall and winter and imports winter-season sweet onions and packs his onions at the facility. His business is called Onions Etc.

Chris Chammoun (B.S.A. in agricultural economics in 2008) is the agribusiness coordinator at the Center of Innovation for Agribusiness in Tifton, Georgia.

Patrick Crews (B.S.A. in agricultural economics in 1979) is the senior vice president of business development of the LaGrange Banking Company in LaGrange, Georgia. Patrick has been in the banking profession 29 years.

Samuel Drew (B.S.A. in agribusiness in 2010) earned his Master of Accountancy (Macc) and MBA from Mercer University in 2013 and is now working with the audit staff at Frazier & Deeter, LLC in Atlanta.

Ryan Grab (B.S.A. in agribusiness in 2007) is a publicist at Zuffa, LLC (Ultimate Fighting Championship) near Las Vegas, Nevada.

Tamlin Hall (B.S.A. in agricultural economics in 2002) was named one of 35 finalists for the 38th annual HUMANITAS prize, which honors film writers for stories exploring "the human experience in a way that both entertains and enlightens." He is also the recipient of the David and Lynn Angell Fellowship Award in Comedy Writing for his script called, "Young." He is currently pursuing graduate

work in film and television at the University of California, Los Angeles.

William Horkan (B.S.A. in agribusiness in 2006) earned his J.D. from Mercer University in 2009 and is working as an attorney with James-Bates-Brannan-Groover-LLP in Macon, Georgia.

Jackson Hovis (B.S.A. in agribusiness in 2012) is working as a property manager for The Shopping Center Group in Atlanta, Georgia.

Phil Jennings (B.S.A. in agribusiness in 2008) is co-founder of Nature Crisp, LLC in Soperton, Georgia.

Cam Kirbo (B.S.A. in agribusiness in 2003) received his J.D. from Mercer University in 2012 and is an associate with Kirbo & Kirbo in Albany, Georgia.

Victoria LeBeaux (M.S. in agricultural economics in 2008) earned her Ph.D. from Iowa State University in sustainable agriculture in 2013. She is currently working as a Postdoctoral Fellow at the University of Kentucky.

Susannah Lanier (B.S.A. in agribusiness in 2007) teaches agriculture and serves as an FFA adviser at Southeast Bullock High School in Brooklet, Georgia. She trained the winning team in the statewide Horse Evaluation Career Development Event. She is also active with the Statesboro-Bulloch Chamber of Commerce Agribusiness Committee, the CAES Alumni Association and Metter United Methodist Church.

Candice Clark McKie (B.S.A. in agribusiness in 2005 and M.S. in agricultural economics in 2007) is an associate project manager for the Community Innovation Services Unit at Georgia Tech's Enterprise Innovation Institute. Through her work at Georgia Tech, Candice assists community and economic development leaders in developing and implementing practical knowledge-based and/or technology-led problem solving strategies.

Wilbur Mull (B.S.A. in agricultural economics in 1963 and M.S. in agricultural economics in 1965) celebrates 50 years in his Classic Groundcovers business in Athens, Georgia this year.

Daniel Ngugi (Ph.D. in agricultural economics) is an assistant professor of economics at Minot State University in Minot, North Dakota.

Chris Rutland (B.S.A. in agribusiness in 2009) is a consultant at Informa Economics, Inc. in Memphis, Tennessee.

Chandler Sims (B.S.A. in agribusiness in 2011) is a logistics coordinator at FLS Transportation Services, Inc. in Atlanta.

Joe Whorton (B.S.A. in agribusiness in 2010) is a marketing specialist with AGCO in Atlanta, Georgia.

Tim Zeck (B.S.A. in agricultural economics in 1992) is president of United Turf Alliance.

Feng (Frank) Zhang (Ph.D. in agricultural economics in 2006) is a specialist master at Deloitte Consulting, LLP in the greater Chicago area

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Staff News

Carly Puckett



The department welcomes Carly Puckett, Administrative Associate I. She is working in suite 315 and has taken over the duties formerly handled by Donna Ross who retired last year. Carly is also assisting Chris Peters with some IT related duties. Before joining the department, Carly worked at Managed IT Systems. She is married with two puppies and is an Athens area native.

Our Students Need Your Support!

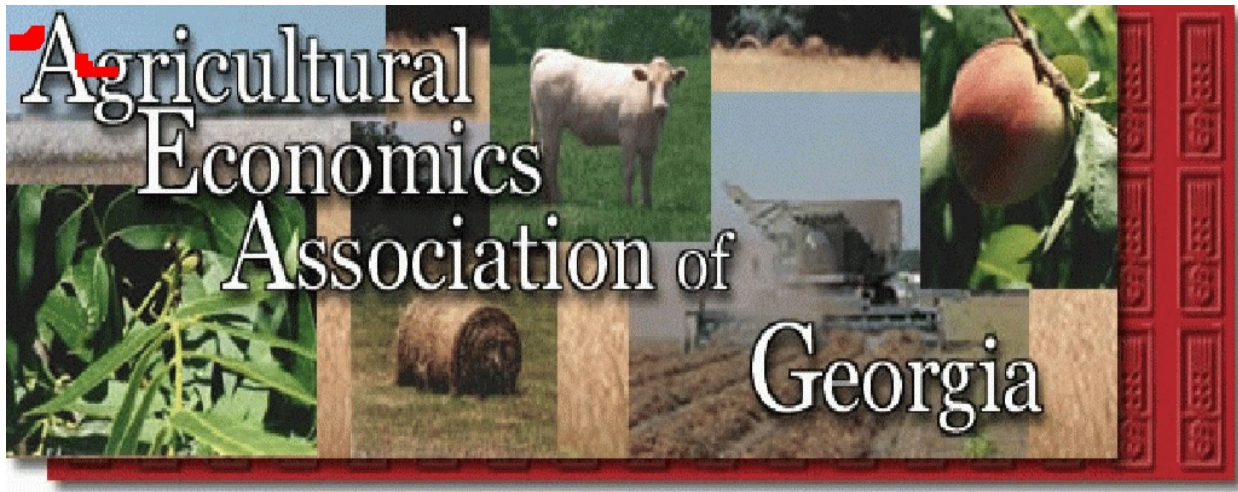


Please consider making an investment in future agricultural economics and agribusiness leaders of our state and nation by supporting our educational programs. To support the Agricultural Economics Fund (which supports general departmental activities), the Stephen J. Brannen Student Leadership Fund, Tom 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.

Obituary



Claude Leavern Dorminey, 75, of Tifton, Georgia, died Saturday, September 14, 2013. Mr. Dorminey attended Abraham Baldwin Agricultural College for two years and The University of Georgia for two years. He did post-graduate work for one year at Mississippi State University. He was employed with The University of Georgia Cooperative Extension Service and worked for the cooperative extension service a total of 30 years in Florida, Alabama, and Georgia. He was also a veteran of the United States Navy.



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 these goals to assist the future leaders in our field.

AEAG membership offers benefits through the following:

- ★ Journal of Agribusiness
- ★ AEAG newsletter
- ★ Enhanced educational opportunities for students in agricultural economics
- ★ J.W. Fanning Lecture
- ★ Recognition for career accomplishments

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 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)

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