



Department of Agricultural and Applied Economics

College of Agricultural and Environmental Sciences
The University of Georgia

Alumni Newsletter

Spring, 2010

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Greetings from the Department Head

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Dear Friends:



In my introduction to this newsletter, I first want to thank you for your positive responses to my personal email of March 6, 2010 requesting your support in these very difficult budget times. Thanks to the efforts of our college's clientele, alumni, and friends, it appears that the funding cuts will not be as severe as originally proposed. However, I still request that you put in the good word on our behalf whenever you have the opportunity.

On a more optimistic note, I take advantage of this opportunity to cordially invite you to our traditional "Conner Connects" spring banquet, which will be held on Tuesday, April 20, 2010 at 7:00 p.m. at the State Botanical Gardens in Athens. As many of you know, this is a great opportunity to meet our brightest undergraduate and graduate students and reminisce on the old times with faculty and friends. Please contact Ms. Audrey Hudson (ah1@uga.edu) if you would like to attend this event.

Also with great pleasure, I announce that Dr. Jack Houston is in this newsletter's faculty spotlight. Dr. Houston, who has been a faculty member in the department for over 25 years, is also serving as the interim director of the UGA African Studies Institute. Dr. Houston is the recipient of 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 numerous overseas activities and in internationalizing the CAES and UGA curriculum. You may learn more about Dr. Houston's distinguished career in that section of the newsletter.

This newsletter also includes our second research spotlight segment, which showcases some of the scholarly work being conducted by our faculty. Please take the time to learn about Dr. Charlie Huang's timely and relevant research on the sales of organic foods and beverages. His work focuses on the extent to which prices and income influence purchases of organic foods and the premiums consumers pay for those products, as well as the profile and characteristics of organic users.

Our alumni spotlight goes to Mr. Craig Scroggs, a 1981 graduate of our department. Since graduation, Craig has worked for the United States Department of Agriculture (USDA) in Georgia. He is a rural business and cooperative specialist overseeing the Value-Added and other loan grant programs that are available through USDA. Craig has been recognized by his agency on more than 20 occasions for outstanding performance during his 25-year career. He is the recipient of the 2009 J.W. Fanning Distinguished Professional Award presented by the Agricultural Economics Association of Georgia (AEAG).

The AEAG also presented the 2009 J.W. Fanning Distinguished Young Professional Award to Mrs. Allyson Barnes Marshall, who is a 2006 graduate of the department. Allyson is the southeastern crop area claims manager for the Great American Insurance Company. We also extend our congratulations to Zibin Zhang (Ph.D. in 2009) who received the 2010

Southern Agricultural Economics Association’s Best Ph.D. Dissertation Award, Dr. Don Shurley on receiving the 2010 Walter B. Hill Award for Public Service and Outreach, Dr. Michael Wetzstein on receiving the 2010 Southern Agricultural Economics Association Lifetime Achievement Award, and Dr. Curt Lacy for being selected for the prestigious Lead 21 Program.

You will read of many more accomplishments by our students and faculty members in the remainder of this newsletter. In short, it is obvious that the department has a lot to be thankful for, including a wonderful extended family of alumni and friends.

Sincerely,

Dr. Octavio A. Ramirez
Professor and Head



The 25th Annual J.W. Fanning Lecture

Dr. Thomas Hertel from the Agricultural Economics Department of Purdue University presented the 25th annual J.W. Fanning Lecture in November. His topic was “Global Economic and Environmental Impacts of Biofuels. More than 65 people attended the lecture sponsored jointly by the Department of Agricultural and Applied Economics and the Agricultural Economics Association of Georgia (AEAG).



(L to R: Dean Angle, Craig Scroggs, Kristin McWhorter, Dr. Ramirez)

At the awards ceremony following the lecture, the AEAG presented the 2009 J.W. Fanning Distinguished Professional Award to J. Craig Scroggs (B.S.A. in agricultural economics in 1981). Craig is a rural business and cooperative specialist with the United States Department of Agriculture in Georgia.

The AEAG presented the 2009 J.W. Fanning Distinguished Young Professional Award to Allyson Barnes Marshall (B.S.A. in honors interdisciplinary studies—agricultural and environmental policy in 2006). Allyson is the southeastern crop area claims manager for the Great American Insurance Company – Crop Division.



(L to R: Dean Angle, Kristin McWhorter, Allyson Marshall, Dr. Ramirez)

Conner Connects Banquet - April 20, 2010

The Members of the Agricultural & Environmental Economics Club and the Department of Agricultural & Applied Economics cordially invite you to join us for our 9th annual Conner Connects banquet.

Tuesday, April 20, 2010
7:00 p.m.
State Botanical Gardens of Georgia
Visitors Center
Athens, GA

Cost is \$10 for current students and \$20 for non-students. RSVP by April 14 to Audrey Hudson at 706-542-0763 or email ah1@uga.edu. Make checks payable to Arch Foundation.



CONNER CONNECTS REGISTRATION

(Due April 14)

_____ Student Tickets (\$10 each) \$ _____

_____ Non-student Tickets (\$20 each) \$ _____

Donation to help defray department's \$10
contribution for student tickets \$ _____

Guests' Names:

Make checks payable to *Arch Foundation*.
Mail to: ConnerConnects Registration, 303 Conner
Hall, University of Georgia, Athens, GA 30602-7509
Email: ah1@uga.edu.
Call: 706-542-2481.

Visitors from Taiwan



(Left to Right) Dr. Michael Wetzstein, Dr. Jim Epperson, and Dr. Octavio Ramirez with Dr. Lin, Dr. Wan-Tran Huang (Ph.D. in agricultural economics from UGA in 1989), and others who visited the department in October from Chung Chou Institute of Technology in Taiwan.

Student News

Undergraduate Student News

Katie Williams has been chosen as the 2010 Brussels, Belgium intern. She will live in Brussels, Belgium for twelve weeks during the summer of 2010 and work as an intern in the Georgia Department of Agriculture in Brussels. Her main focus will be promoting Georgia agricultural products to all of Europe, the Middle East, and Africa. Katie is a third-year agribusiness major from Madison, Georgia. She is active in the Georgia 4-H Foundation, Dairy Science Club, Block and Bridle Club, Agricultural and Environmental Economics Club, Student Alumni Association, and serves as vice president of finance for the Pi Beta Phi Sorority.



Angela Boothe has been chosen for a 2010 Congressional Agricultural Fellowship to work in the office of Senator Johnny Isakson in Washington, D.C. Angela is a third-year environmental economics and management major with a minor in environmental law from Atlanta, Georgia. She is a CAES Ambassador, a member of the National Society of Collegiate Scholars, the Delta Gamma Fraternity, Public Awareness Committee Chair for Prevent Blindness Georgia, and a Pan-Hellenic Recruitment Counselor. She has also worked as a research assistant compiling data regarding environmental preservation and national forest conservation.



William Collins, Jr. has been chosen for a 2010 Congressional Agricultural Fellowship to work in the office of Congressman Jack Kingston in Washington, D.C. William is a third-year agribusiness major from Thomasville, Georgia. He is a member of Collegiate 4-H and a Youth Fellowship College Volunteer at the Thomasville First United Methodist Church. He is also a member of the Thomas County Youth Leadership for the Millennium which helps design programs and events that encourage and develop leadership skills and demonstrate and convey the importance of giving back to the community.

Graduate Student News



Pictures of Departmental Holiday Party at the home of Dr. Ramirez

The Graduate Student Association will host the annual Rod Ziemer Lecture on April 2, 2010 at 10:30 in room 104 Conner Hall. This year's speaker will be Dr. Laurian Unnevehr from the USDA, Economic Research Service. Dr. Unnevehr is the director of the Food Economics Division, and her topic will be "Food Economics."



Graduate Student Holiday Party at the home of Dr. Wetzstein

Students (and family members) who presented papers at the Southern Agricultural Economics Association Annual Meetings in Orlando, FL (Front row: William Ojiambo, Alice Ojiambo, Doris Sande, and Florence Santos. Back row: Shakunthala Nair, Padmanand Nambiar, Ruohong Cai, and Clarisse Ferrer)





Zibin Zhang (Ph.D. in agricultural and applied economics in 2009) received the 2010 Southern Agricultural Economics Association's Best Ph.D. Dissertation Award. Zibin is now working as an assistant professor in the Department of Economics at the Zhejiang University in Hangzhou, China.

Faculty News

Dr. Jeff Dorfman, Wojciech Florkowski, and Forrest Stegelin gave presentations at the China Summit held at the Georgia Center in November. The summit was organized by Dean Scott Angle with the objective of promoting research and educational collaboration among the University of Georgia, Shanghai Ocean University, and Shanghai Academy of Agricultural Sciences.

Dr. Jeff Dorfman was recognized with twenty years of service to the university at the CAES Awards Ceremony at the holiday luncheon in December.



Dr. Esendugue Greg Fonsah participated in a two-week assignment in Mozambique, Africa through the CNFA John Ogonowski's Farmer-to-Farmer Program, a non-profit, non-partisan organization dedicated to increasing and sustaining rural incomes by empowering farmers and rural entrepreneurs. The program is funded by the U.S. Agency for International Development with the aim of improving the lives of small-scale and private farmers and agribusiness entrepreneurs throughout the world. Dr. Fonsah worked with ADEM, about 57 farmer members involved in intensive and/or semi intensive agriculture, who are using gravitational irrigation systems and ox-drawn equipment to prepare land. All members own their farms, but the association also works together on a common farm. Work was done to show all the standard operation procedures (SOPs) needed to process fruits into juice, train employees and the ADEM management team on how to process fruits, design and manage a semi-industrial processing plant, and educate the farmers and government agricultural officials. He was also invited to a

seminar by the newly created university, Instituto Superior Politecnico De Manica (ISPM), to speak on "How UGA's Modified Extension Program Can Improve Mozambique's Agricultural Sector if Well Implemented and Followed up" to a crowd of over 100 agricultural students and professors.

Dr. Esendugue Greg Fonsah received a \$6,500 award from the Georgia Agricultural Commodity Commission for Vegetables to develop new enterprise budgets for selected five vegetables produced in Georgia, January – December 2010.

Dr. Esendugue Greg Fonsah received a \$5,000 award from the Southern Region Small Fruits Consortium (SRSFC) to develop a new enterprise cost analysis for rabbiteye blueberries and southern highbush blueberries in soil in Georgia, March 2010.

Dr. Esendugue Greg Fonsah (Co-PI), Dr. George Boyhan (P.I), Dr. Elizabeth Little (Co-PI), and Julia Gaskin (Co-PI) have been awarded a \$200,000 competitive SARE Grant entitled, "Evaluation of Crop Rotation for High Value Cool Season Horticultural Crop Production in Organic and Sustainable Systems" from 2010- 2013.

Dr. Esendugue Greg Fonsah (Co-PI), Dr. Pingsheng Ji (P.I), Dr. Timothy Lane Grey (Co-PI), and Dr. David B. Langston (Co-PI) have been awarded a \$448,910 competitive USDA/Federal Agency Grant entitled, "Evaluation of Non-Fumigant Pesticides as Methyl Bromide Alternatives for Managing Soilborne Diseases and Weeds in Vegetable Production," September 2009 - August 2012.

Dr. Lowell Gunter was recognized with thirty years of service to the university at the CAES Awards Ceremony at the holiday luncheon in December.

Dr. Jack Houston was recognized with twenty-five years of service to the university at the CAES Awards Ceremony at the holiday luncheon in December.

Drs. Jeff Jordan and Glenn Ames are part of a Teacher Quality Grant called Integrating Economic Concepts with History. The grant, funded by the Department of Education, will involve working with teachers in middle schools in the Griffin-Spalding school system to integrate economics into the curriculum.

Dr. Warren Kriesel was recognized with twenty years of service to the university at the CAES Awards Ceremony at the holiday luncheon in December.

Dr. Curt Lacy has been selected by the College of Agricultural and Environmental Sciences to participate in the Lead21, Class of 2010-11. Lead21 is a year-long program that assembles outstanding faculty across the nation in leadership programs and activities.

Dr. Luanne Lohr was recognized with fifteen years of service to the university at the CAES Awards Ceremony at the holiday luncheon in December.

Dr. Timothy Park was recognized with fifteen years of service to the university at the CAES Awards Ceremony at the holiday luncheon in December.



Dr. Don Shurley is the recipient of the 2010 Walter B. Hill Award for Public Service and Outreach. He has been a UGA faculty member for 19 years and is currently serving as the extension coordinator for the Department of Agricultural and Applied Economics. His extension program encompasses all areas of economics dealing with cotton. Dr.

Shurley is active in collaborative educational programs and research and is also a member of the UGA cotton team, which is recognized by many as the best multi-disciplinary group of cotton scientists in the country. Widely recognized by his peers as one of the foremost leaders in the cotton industry, Dr. Shurley is an in-demand speaker. He has provided

vital analysis and insight to state and national legislators.

Dr. Michael Wetzstein was presented the 2010 SAEA Lifetime Achievement Award by the Southern Agricultural Economics Association at their annual meeting in Orlando, FL in February. The award is in recognition of Dr. Wetzstein's significant and enduring contributions in scholarship to southern agricultural economics throughout his professional career.



Faculty Spotlight

Dr. Jack Houston



Dr. Jack Houston was appointed the Interim Director of the African Studies Institute at the University of Georgia in January 2009. "The institute engages in original, collaborative research among faculty, and encourages and supports outreach/service learning opportunities for all with

respect to African languages, culture, history and political economy." As chair of the African Studies Program Outreach and Planning Committee, Dr. Houston led the transformation of the program into the university-wide African Studies Institute (ASI) in 2001.

Dr. Houston was presented the 2004 D. W. Brooks Faculty Award for Excellence in International Agriculture by the College of Agricultural and Environmental Sciences. In addition to his work with the African Studies Institute, Dr. Houston has been a leader in internationalizing the CAES and UGA curriculum. He 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. Through a grant from the Office of International Affairs, Dr. Houston initiated a joint effort with the Federal University of

Pernambuco, Brazil, to develop a student exchange agreement and further instruction, research, and internship opportunities for students and faculty. He also co-developed the department's first Study-Abroad Program, International Agribusiness Marketing and Management, at the Universidad Veracruzana, Mexico and has taken students to Mexico annually since the year 2000.

Dr. Houston received a B.A. in mathematics from the University of Washington in 1967 and a Ph.D. from Washington State University in 1984. He served as a volunteer instructor in the U.S. Peace Corps in Malawi, Africa. Before accepting a position at the University of Georgia in 1983, he was a lecturer and department head at the Colby College of Agriculture for the Government of Malawi, Africa from 1970 through 1979. He was contracted by the Malawi Ministry of Agriculture to train over 2000 agricultural extension service personnel working in planning and curriculum development of a new national college of agriculture, forestry, home economics, fisheries, veterinary science, hydrology, and wildlife management. The Malawi Natural Resources College has been hailed by the Canadian government as a model of institution building and training. This international experience helped shape Dr. Houston's professional career. His experiences abroad enable him to grasp the challenges his students face in returning to home countries and equip them to offer effective, useful counsel.

Dr. Houston plays an important role in graduate education in the Department of Agricultural and Applied Economics. He has served as major professor and directed research for 35 graduate students and served on the advisory committees for numerous others. Dr. Houston 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. He has provided leadership in sustainable international agricultural development and water quality and allocation issues, bringing valuable economic insights to multidisciplinary research addressing important water issues in Georgia and nationally.

Dr. Houston "loves to travel internationally and meet new people." He enjoys photography and was formerly very active in the Athens United Soccer Club, which is the largest in the area. His wife, Jacquelyn, is originally from England. Their daughter, Denise, was born in England, and their son, Paul, was born in Malawi, Africa.

Research Highlight

Featuring the Research of Dr. Charlie Huang



Fifteen or twenty years ago, organic food was considered a niche product and was mainly found in specialty foods stores. Today, about 46% of total organic food sales are handled by the mass-market channel, which includes supermarkets, grocery stores, mass merchandisers, and club stores. Sales of organic food and beverages have grown from a mere \$1 billion in 1990 to about \$23 billion in 2008. As the market is growing with increased availability and popularity, the consumer base of organic food appears to have become more diverse and cannot be easily pigeonholed. To understand what consumers are actually buying and paying in the marketplace when they have a choice between organic and conventional foods is the focus of a research program conducted by Charlie Huang and his graduate students. Their research thrusts have been to determine to what extent prices and income influence purchases of organic foods and the premiums consumers paid for organic products, as well as the profile and characteristics of organic users.

Dr. Huang's research has investigated intra-sector shares of sales, pricing trends, differences in conventional and organic food purchasing, as well as spending on organic across key demographics for fruits, vegetables, milk, and baby food. According to Dr. Huang, retail sales in all four sectors have continued to grow steadily since the implementation of a national organic standard in late 2002 that aimed to ensure that a product with the USDA organic label is in fact organically produced and handled. Apples, bananas, carrots, and tomatoes prove to have the highest share of organic sales within their sectors. In fact, apples and bananas, as well as carrots and tomatoes, held roughly a third of their respective organic sectors' sales dollars in 2003-2005, and each pair garnered over 40% of their sectors in 2006.

The economic viability or profitability of the organic industry to a large extent depends on consumers' willingness to pay a price premium for organic foods. Among the four sectors examined, the fluid milk sector has enjoyed the largest organic premium varying between 60% and 110%. Fresh produce commands an organic premium between 20% and 60%, while organic baby food generally charges a price that is 30% to 55% above conventional baby food. Increasing competitions most certainly will drive down the organic premiums as the organic industry continues to mature and penetrate mainstream supermarkets and mass merchandise markets.

The research also shows a diverse group of consumers willing to expend their food dollar on organic. Particularly, non-Caucasians were found to have a higher likelihood to purchase organic food than Caucasian shoppers. African-Americans and Hispanics tend to spend a comparatively larger proportion of their at-home fresh fruits and vegetable dollar towards organic, while Hispanics also spend a relatively large amount on organic milk and baby food than their counterparts. Considering that the Hispanic population is the fastest growing ethnic group in the United States coupled with their high propensity to purchase organic produce, this segment is expected to be a viable part of the organic industry.

The finding of a significant positive income effect suggests that demand for organic food may continue

to expand as household income increases. This contradicts a popular perception that income does not track consumer behavior on organic food purchases. Additionally, the research finds that fresh produce users are affected by the differences in prices between conventionally and organically grown fresh produce. This notion suggests that those consumers who are price conscious are less likely to be organic users. The profile of organic shoppers would help the organic industry in developing and delineating any market segments and planning its marketing strategies.

Publications

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Centner, T. J. and P.G. Patel. (2010) "Reporting Air Emissions from Animal Production Activities in the United States." *Environment International* 36: 237-242.

Centner, T. J. (2009) "Liability Concerns: Agritourism Operators Seek a Defense against Damages Resulting from Inherent Risks." *Kansas Journal of Law and Public Policy* 19 (1): 102-123.

Di Maria, C., S. Ferreira and E. Lazarova. (2010) "Shedding Light on the Light Bulb Puzzle: The Role of Attitudes and Perceptions in the Adoption of Energy Efficient Light Bulbs." *Scottish Journal of Political Economy* 57 (1): 48-67.

Ferreira, S. and L. Gallagher. (2010) "Protest Responses and Community Attitudes Toward Accepting Compensation to Host Waste Disposal Infrastructure." *Land Use Policy* 27 (2): 638-652.

Flanders, A., N.B. Smith, E.G. Fonsah and J.C. McKissick. (2009). "Simulation Analysis of Double-Cropping Vegetables and Field Crops." *Journal of the ASFMRA* 72 (1): 139-148.

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Jordan, J. L., B. Anil, and A. Munasib. (2010) "Community Development and Local Social Capital." *J. Agriculture and Applied Economics* 42 (1): 143-159.

Karali, B., J.H. Dorfman, and W.N. Thurman. (2010) "Do Volatility Determinants Vary Across Futures Contracts? Insights from a Smoothed Bayesian Estimator." *Journal of Futures Markets* 30 (3): 257-277.

Karali, B., J.H. Dorfman, and W.N. Thurman. (2010) "Delivery Horizon and Grain Market Volatility." *Journal of Futures Markets* (forthcoming).

Karali, B., G.J. Power, and A. Ishdorj. (January, 2011) "Bayesian State-Space Estimation of Stochastic Volatility for Storable Commodities." *American Journal of Agricultural Economics* (forthcoming).

Lin, B.-H., S.T. Yen, C.L. Huang, and T.A. Smith. (2009) "U.S. Demand for Organic and Conventional Fresh Fruits: The Roles of Income and Price." *Sustainability* 1 (3):464-478.

Carpio, C.A., O. A. Ramirez, and T. Boonsaeng. "Potential for Tradable Water Allocation and Rights in Jordan." Selected paper presented at the annual meeting of the Southern Agricultural Economics Association, Orlando, FL, February 6-9, 2010. Abstract to be published in the *Journal of Agricultural and Applied Economics*, August 2010.

Shurley, Don and Amanda Smith. (2010) "Cotton Economic Situation and Outlook for 2010." *2010 Georgia Cotton Production Guide*. Cooperative Extension Service, University of Georgia, CSS-10-01.

Smith, Amanda, Nathan Smith, and Don Shurley. (2010) "Row Crop Summary." *2010 Georgia Ag Forecast*. College of Agricultural and Environmental Sciences, University of Georgia.

Smith, T.A., B.-H. Lin, and C.L. Huang. (2009) "Growth and Development in the U.S. Retail Organic Food Sector." *Sustainability* 1 (3):573-591.

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Shurley, Don and Amanda Smith.(2010) "2010 Cotton Budgets- South and East Georgia." Cotton budgets for conventional and strip-till irrigated and non-irrigated production available in PDF and Excel spreadsheet format, Department of Agricultural and Applied Economics, University of Georgia.

Zhang, Z., L. Lohr, C.L. Escalante, and M.E. Wetzstein. (2010) "Food versus Fuel: What Do Prices Tell Us?" *Energy Policy* 38 (1): 445-451.



Who's Been Where and Why

Dr. John Bergstrom traveled to Colorado State University in November to attend a USDA Forest Service 2010 RPA assessment team meeting and meet

with research collaborators. He also traveled to Washington, D.C. in February to attend a team meeting with UGA and the US Fish & Wildlife Service on a grant project. In addition, Dr. Bergstrom traveled to Tucson, AZ in February to attend annual technical meetings of the USDA Regional Research project as the official UGA representative and to present a research paper at meetings sponsored by the US Fish and Wildlife Service.

Ruohong Cai traveled to Orlando, FL in February to present a paper at the Southern Agricultural Economics Association annual meetings.

Professor Terence Centner traveled to Seoul, Korea in October to present a paper at the 13th International Diffuse Pollution Conference.

Dr. Jeffrey Dorfman traveled to Canada in October to present a seminar at the University of Guelph.

Myra Clarissa Ferrer traveled to Orlando, FL in February to present a paper at the Southern Agricultural Economics Association annual meetings.

Dr. Susana Ferreira traveled to Pamplona, Spain in December to present a seminar at the Universidad de Navarra and collaborate in a research project. She also traveled to Washington, D.C. in January to attend a World Wealth Report Advisory Group meeting and present a seminar at the World Bank.

Dr. Stanley Fletcher traveled to San Antonio, TX in February to speak at the American Farm Bureau Commodity Advisory Committee meeting. He also traveled to Orlando, FL in February to attend the Southern Agricultural Economics Association annual meetings. In March, Dr. Fletcher traveled to Orangeburg, SC to meet with leaders in the peanut industry to discuss research on the feasibility of building a peanut shelling plant in South Carolina.

Dr. Wojciech Florkowski traveled to Accra, Ghana and Kampala, Uganda in October and January on business related to international research projects. Dr. Florkowski also traveled to Orlando, FL in February to participate in the Southern Agricultural Economics Association annual meetings.

Dr. Greg Fonsah traveled to Destin, FL in January to attend a Food Distribution Research Society Board meeting and to meet with collaborators regarding blueberry research. He also traveled to Orlando, FL in February to present a paper at the Southern Agricultural Economics Association annual meetings and attend the SAAS's General Session.

Dr. Charlie Huang traveled to Orlando, FL in February to preside over a selected papers session and attend the Southern Agricultural Economics Association annual meetings.

Dr. Jeff Jordan traveled to Orlando, FL in February to participate in the Southern Agricultural Economics Association annual meetings. He also traveled to Hilton Head, SC in February to make a presentation at the National Sea Grant Conference.

Keith Kightlinger traveled to Orlando, FL in February to participate in the annual meeting of the Land Grant University Tax Education Foundation.

Dr. Elizabeth Kramer traveled to Denver, CO in November to attend the National Meeting for State Forest Assessment. Dr. Kramer also traveled to Nashville, TN in December to attend the SE Regional Forest Management meeting.

Padmanand Madhavan Nambiar traveled to Orlando, FL in February to present a paper at the Southern Agricultural Economics Association annual meetings.

Lafe Perkins traveled to Orlando, FL in February to present a paper at the Southern Agricultural Economics Association annual meetings.

Dr. Octavio A. Ramirez traveled to Orlando, FL in February to present a paper at the Southern Agricultural Economics Association annual meetings.

Doris Sande traveled to Orlando, FL in February to present a paper at the Southern Agricultural Economics Association annual meetings.

Florence Santos traveled to Orlando, FL in February to present a paper at the Southern Agricultural Economics Association annual meetings.

Dr. Don Shurley traveled to New Orleans, LA in January to present a paper at the 2010 Beltwide Cotton Conferences.

Amanda Smith traveled to New Orleans, LA in January to present a paper at the 2010 Beltwide Cotton Conferences.

Dr. Michael Wetzstein traveled to Washington, D.C. in October to present an invited seminar to the USDA Economic Research Service. He also traveled to Orlando, FL in February to receive the Lifetime Achievement Award from the Southern Agricultural Economics Association at their annual meetings.

Staff News

Audrey Luke-Morgan was recognized with ten years of service to the university at the CAES Awards Ceremony at the holiday luncheon in December.

Jo Anne Norris was recognized with twenty years of service to the university at the CAES Awards Ceremony at the holiday luncheon in December.

Alumni Spotlight

J. Craig Scroggs



Craig Scroggs is a rural business and cooperative specialist with the United States Department of Agriculture in Georgia. He is responsible for providing technical assistance to new and existing cooperative businesses across the state, coordinating the Renewable

Energy Program for the agency within the state, overseeing the Value-Added Producer Grant Program and other loan and grant programs made available through USDA Rural Development.

After growing up on a small farm in Hall County, Craig graduated from the University of Georgia in

1981 with a B.S.A. in agricultural economics. Upon graduation, he was hired by the USDA's Farmers Home Administration and began his career in Douglas, Georgia. During his three years there, he was responsible for the Housing Program, which provided homes to over 100 families in the area. He also provided farm loans to area producers for operating and farm purchases. Craig received his appraisal certification and loan approval authority based on the skills and knowledge he gained there. After a transfer to the Sandersville office for an 18 month period, he was selected to be the county supervisor in the Henry County Office of Farmers Home. Craig was the office manager in that office for 12 years and was responsible for over 1,200 families becoming homeowners during his time there. In April 1999, he was selected to serve as the cooperative development specialist and has been in that position since then.

During the past 10 years, Craig has worked with numerous agri-businesses that have started within the state. These businesses have either formed as cooperatives or LLCs that operate on cooperative principles. Businesses include peanut processing facilities, cotton gins, agri-tourism groups, poultry litter composting, and vegetable growers, among many others. He also is responsible for cooperative education within the state and has presented countless programs on cooperative development. Many sessions for the Team Ag Georgia (TAG) programs, Georgia Agri-Leaders, and Georgia RC&D Councils have been held along with other promotional work for cooperatives. Craig is also a leader with the youth in Georgia and works each year as an advisor for the Georgia Cooperative Leadership Conference for high school students from across the state. Over 450 students have attended this 3-day (now expanded to 5 day) conference and have been taught about cooperative principles and been provided leadership and team building opportunities. Based on his experience with the Georgia conference, he has served for seven years on the National Institute on Cooperative Education Conference which allows youth from across the country to come together and learn more about cooperatives. In addition, he is an advisor for an annual Couples Cooperative Conference held in conjunction with North Carolina and South Carolina.

For the past 10 years, Craig has been responsible for the oversight of the Value-Added Producer Grant Program. During these 8 years, 19 producers or groups of producers have received almost \$3,000,000. The group includes peanut processing, milk processing, wine making, grass-fed beef processing, and pecan market development. These grants have assisted in 8 of these farmer-owned companies beginning either manufacturing or expanding their manufacturing businesses and also resulted in employment for more than 200 residents in rural areas of the state.

One of the most recent and exciting additions to his job duties is being the coordinator of the Rural Energy for America Program within Georgia. Craig has had the opportunity to meet with many of the new energy producers within the state and provide them the information regarding loans and grants that the USDA can offer. Projects include a dairy manure digester, a wood fired boiler at a sawmill, a wood pellet production facility, the first commercial scale cellulosic ethanol plant in the nation, and biodiesel and solar energy production. Loans and grants totaling over \$110 million have been approved for energy projects within the state with many more expected over the next few years.

Craig has been recognized by his agency on more than 20 occasions for outstanding performance during his 25 year career. In 1993, he was recognized as the County Supervisor of the Year for USDA in Georgia. He is continually asked to be a part of various review teams on the national level based upon his experience with these programs. He has also served in numerous positions, including president, with the National Association of Credit Specialists, an employee association of more than 1,300 members.

In 2009, Craig was awarded the Distinguished Professional Award by the Agricultural Economics Association of Georgia. This award is presented annually and is limited to agricultural economists who have attained unusual distinction in their fields or professions and who have demonstrated outstanding achievement and leadership on a community, state, national, or international level. The award recognizes the many contributions made to the University of Georgia, the profession, and to society. Candidacy is

limited to agricultural economists operating in Georgia or graduates of a degree program offered by the Department of Agricultural and Applied Economics at the University of Georgia.

Craig has been married to his wife, Lorie, for 25 years, and they have three children and one grandchild. He spends his hours away from work on the golf course, in his wood working shop, or at his church. He still has a passion about the University of Georgia and enjoys the many opportunities he gets to visit the Department of Agricultural and Applied Economics and work with the talented people there. He is proud to have the opportunity to impact the agricultural sector in a positive manner within the state.

Alumni News

Carrie Neely (BSA in 2003 and MS in 2006) and her husband, Greg Etheridge, welcomed their first child, Charles Samuel Neely Etheridge, on Monday, October 12, 2009. Sam weighed 8 pounds and 14 ounces and was 20 and 3/4 inches long. Congratulations, Carrie and Greg!

Jim Faircloth (BSA in agribusiness in 2007) is working for the Syngenta Corporation of Greensboro, NC. He is a sales representative for the company managing 30 accounts in southwest Iowa.

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 had 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 Hudson at aaecnews@uga.edu with the word "news" in the subject line, or mail the information to Audrey Hudson, Department of Agricultural and Applied Economics, UGA, 303 Conner Hall, Athens, GA 30602-7509.

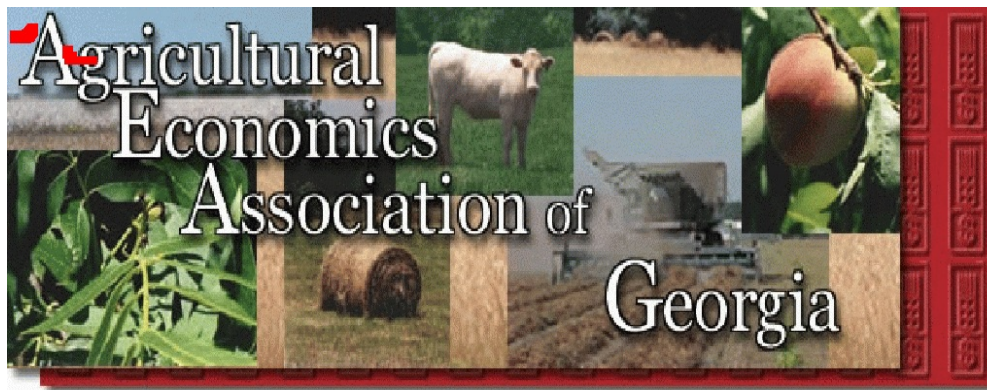
Opportunity to Support Department

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) or the Stephen J. Brannen Student Leadership Fund, please make checks payable to the Arch Foundation. To support the 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. Mail all checks to 303 Conner Hall, University of Georgia, Athens, GA 30602-7509.

Journal of Agribusiness

The new editors of the *Journal of Agribusiness*, James E. Epperson and Cesar L. Escalante, would like to encourage all people interested in submitting articles to the *Journal* to do so. The *Journal* will publish papers and case studies on a wide range of topics including all areas of agribusiness, economic development, and environmental issues related to agriculture, and general empirical research within the broad range of agricultural economics.

Manuscripts undergo strict, double-blind peer review and the editors will strive to make the editorial process move as rapidly as possible. The *Journal* is particularly interested in publishing papers that will appeal to academic researchers, government agencies, and people working in agribusiness. Please send your manuscripts and other editorial communications to JABEdit@uga.edu.



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 truly 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 applications of agricultural economics to farm, resource, environmental, and agribusiness problems.*

The AEAG Board has **new goals** to support students in the Department of 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
- *J.W. Fanning Lecture
- *AEAG newsletter
- *Recognition for career accomplishments
- *Enhanced educational opportunities for students in agricultural economics

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 with important opportunities to network for the purpose of future career connections and the sharing of information and knowledge. **New for 2010 is a Student Intern Program.** Ms. Hannah Morris, Winder, was selected as the first AEAG intern. She has already provided assistance to the association and has shadowed board members throughout the semester to gain experience and insight into their jobs and real world opportunities for future employment.

It is my honor to be serving as president of the AEAG this year and I look forward to seeing this association grow and promote the field of agricultural economics throughout our state. If you would like to know more about AEAG visit the AEAG website at www.aeag.uga.edu

J. Craig Scroggs
AEAG President