

# Agricultural and Applied Economics

The University of Georgia College of Agricultural and Environmental Sciences

## FIMA Student Wins FABricate



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Food Industry Marketing and Administration major Elizabeth Isgar and Computer Science major Antonio Rodriguez won first place in the Agricultural or Food-Related Business category in the 2017 FABricate competition. Sponsored by Dr. Joshua Berning, the team created a business plan for Fresco, a dining app for students to use in Athens.

Isgar was inspired to create Fresco after frequently encountering inconveniences when dining out, such as restaurants that did not take reservations, accommodate large groups or that had indefinite wait times. She reasoned that if she had these experiences often, others must share her frustrations.

The iPhone app finds restaurants with current seating available based on the user’s GPS location and reserves a table for the party size. Users then have 20 minutes to arrive at the restaurant before their reservation expires. Restaurants can be sorted by distance, type of cuisine, price range, rating and specials.

Not only did Fresco win its category, but it also won the People’s Choice based on audience voting. “I have never felt more accomplished in my life than hearing my name called as the winner of the competition,” Isgar said. “In that moment, it made me realize that our project did not just win the competition or serve a need that needed to be fulfilled in society, but rather had the potential to truly become a successful and viable business in the future.”



# Greetings from the Department Head

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Dear friends:

I hope your summer is going well! With most of our students gone for the break, things are quiet here in Conner Hall, but the faculty and I are taking the opportunity to work on our research and with our graduate students. We are greatly looking forward to everyone's return at the beginning of the new academic year in August.

As always, our annual Conner Connects awards banquet in April was a great success! I would like to extend heartfelt congratulations to all of our scholarship recipients and to the winners of our Outstanding Student awards and our Outstanding Faculty and Staff Awards. To learn more, please see the Conner Connects section of the newsletter.

Also congratulations to Nicholas Magnan for his promotion to Associate Professor, Craig Landry for his promotion to Professor, and to all of our students who received degrees in May 2017. Forty-nine of our undergraduates and five of our graduate students finished their programs

last semester and we wish all of them the very best!

Our next major event is the J.W. Fanning Lecture, so please mark your calendars to attend on Nov. 3. This year's speaker will be Dr. Colin Carter, a Distinguished Professor at the Agricultural and Resource Economics Department and Director of the Giannini Foundation of Agricultural Economics at the University of California, Davis. His lecture is titled "China and the Global Food Equation."

Again, it is a pleasure for me to report to you the many accomplishments of our students, faculty, staff and alumni through this newsletter. Please consider sharing your updates with us so that we can write about them in the future.

Sincerely,



Octavio Ramirez

## Travis Smith featured in AAEA journal

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AAEC professor Travis Smith's research on the benefit of school lunches was featured in the *American Journal of Agricultural Economics*, as well as on the Oxford University Press blog. Smith found that, while reading other research on the benefit of school lunches, previous studies did not account for the differences in students' at-home diets and only focused on the average impact of meals at school. This led him to rephrase the question to incorporate these previously unconsidered factors.

"School food programs have undergone many changes since the 1960s, and there is good reason to believe they will continue to reform," Smith said on the OUP blog. "As the new administration examines the existing school meal programs, they should consider the heterogeneous nature of the policy effects."

To read more, visit <https://blog.oup.com/2017/01/school-food-child-dietary-quality/>.



# Conner Connects



The annual Conner Connects banquet and awards ceremony was held in the Garden Terrace Room at the State Botanical Gardens in Athens on April 13, 2017. Faculty, staff, students, parents and friends enjoyed a delicious meal while celebrating the department's accomplishments and award winners.



Robert Shackelford delivers the invocation for the evening.

Amanda Harker Steele and Mona Ahmadiani present the graduate students' awards for Outstanding Faculty and Staff.







Karina Koppius won the graduate students' award for Outstanding Staff.



Susana Ferreira won the graduate students' award for Outstanding Faculty.



Harrison Laird, Josh Minor and Haiyan Liu won the awards for Outstanding M.S. Student, Outstanding M.A.B. Student and Outstanding Ph.D. Student.



Anna Trakhman, Alex Merritt, Sara Lips, Joshua Buttshaw and Samantha Strickland won the Outstanding Undergraduate Awards.



Charles Orgbon, Mallory Chafin, Jared Daniel, Kayla Imler, Ashley Smith and Mallory Warren received the Tate Brookins Memorial Scholarship.



Jacqueline Kessler and Hannah Ross received the Ag Econ Endowment.





Phyllicia Thomas, Jordan Rowe, Sarah Newman and Tristan Smith received the Farm Credit Scholarship.



Lizzy Isgar and Nicholas Brown received the Firor Memorial Scholarship; Randall Stallings received the Tom Frazier Memorial Scholarship.



Charles Orgbon also received the Inspirational Student Award.



Naajia Ahmed poses with Dr. Jeffrey Dorfman and Jo Anne Norris.

## *Scholarship Recipients*

### **Ag Econ Endowment**

Jackson Jones  
Jacqueline Kessler  
Hannah Ross

### **Brookins Scholarship**

Mallory Chafin  
Jared Daniel  
Katelyn Fordham  
Anna Grace Goode  
Mason Goolsby  
Malik Grace  
Allison Hawk  
Kayla Imler  
Carson Miller  
Charles Orgbon  
Jade Rochez  
Reid Sawyer  
Ashley Smith  
Mallory Warren

### **Farm Credit Scholarship**

Sarah Newman  
Jordan Rowe  
Samantha Siragusa  
Tristan Smith  
Phyllicia Thomas

### **Firor Scholarship**

Nicholas Brown  
Elizabeth Isgar  
Caroline Schnell

### **Frazier Scholarship**

William Hicks  
Randall Stallings

### **Proctor Scholarship**

Victoria Wright

### **Williams Scholarship**

Sydney Pinder  
Bryan Tucker



# Faculty Spotlight

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## Dr. Levi Russell

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Dr. Levi Russell came to UGA from Texas A&M AgriLife Extension in 2016, where he was an Assistant Professor and Extension Economist in Corpus Christi. There, he was responsible for extension education and applied research for commodities such as cotton, sorghum, turf grass and rice, but his main research interests lie in beef cattle, dairy and poultry.

“I came to UGA because I saw an opportunity to make an impact on the livestock and industry in a major ag state,” Russell said. “During the interview process I was impressed with the collaborations between industry, faculty, and administration. There is a genuine desire to work with producers to improve agricultural practices and promote the agricultural economy.”

Russell works in interdisciplinary teams to examine production, management, marketing and policy issues relevant to Georgia producers, as well as conducting his own research into the economics of regulation in the livestock and poultry industries.

At UGA he'll be responsible for developing, delivering and evaluating an extension education program for the state's livestock producers, supported by his applied research. Additionally, he teaches an agricultural policy course during fall semesters and directed the department's study abroad trip to Uruguay.

While at Texas A&M, Russell worked on



finding a way for sorghum farmers to combat the sugarcane aphid. He worked with entomologists and agronomists to examine the cost effectiveness of different treatments and developed a tool to help producers decide which treatment they should use.

Russell and his wife, along with their two young children, have enjoyed their first year in Athens, particularly the area's activities and attractions, as well as the pleasant weather. He's enjoyed his first academic year at UGA as well, and he looks forward to working with his colleagues in the department and in the College of Agricultural and Environmental Sciences as a whole.



# STUDENT SPOTLIGHT

## 2017-2018 Department Scholarship Winners

The Agricultural and Applied Economics department awarded a large number of scholarships for the 2017-2018 academic year — 30 in total. Each of the recipients is an accomplished student and is well deserving of their award. Here are just a few of our outstanding students.



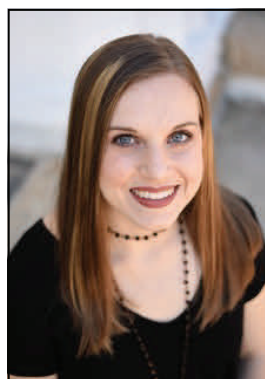
**Nicholas Brown** is a third-year double major in Agricultural and Applied Economics and Agribusiness from Hartwell, Ga. His passion for agriculture developed in high school, and he hopes to combine a Ph.D. in Agricultural and Applied

Economics with a law degree and become an agricultural law consultant assisting family-owned farms. Receiving a scholarship was a big pick-me-up for Brown: "The email notifying scholarship recipients was sent out during several difficult tests for me," he said. "Since my parents knew that I had several tests that day, the scholarship served as an excellent tool to distract them from my tests."

**Leanne Chafin** is a second-year Agribusiness major from Hartwell, Ga.. She's been involved in the agriculture industry since her early life thanks to her family's beef cattle operation. Additionally, she was involved in showing livestock through FFA, and these experiences



led to her pursuit of a career in agriculture. While she is not yet sure of a precise job or career yet, she hopes to pursue a career in marketing and sales for an agricultural company when she graduates. "I felt very honored to receive a department scholarship," Chafin said. "The College of Ag and the Ag & Applied Economics department are like a big family and I know I can always find the answer I am looking for from anybody within the college or department."



**Mason Goolsby** is a junior Agribusiness major from Stockbridge, Ga. After attending the Governor's Honors Program in high school for agricultural science, she knew she wanted to work in the agricultural industry in some capacity but wasn't

sure if she could realistically pursue a degree and career in agriculture given that she had little firsthand knowledge of it compared to her fellow CAES students. When she discovered the AGB program, she knew it was exactly what she was looking for. "The Department of Agricultural and Applied Economics has come to mean so much to me during my first two years as a student, so I was truly honored to receive one of its scholarships," Goolsby said. "I only hope that I can give back to the department in some way during my remaining years as a student."

**Allison Hawk** is a freshman double major in Agribusiness and Agricultural Communication from Madison, Ga. She wants to own her own business and give back to her community while being an advocate for agriculture. Her favorite part of being at UGA is the school pride. "It doesn't matter where you're from, what you're studying, if you're Greek Life or not, everyone is connected by their love for this school," she said. "I've never been so proud to be a part of anything else."



tural and Environmental Sciences after participating in the Young Scholars program the summer before his senior year of high school. The opportunity to spend time on campus and interact with students and faculty helped him see that UGA and the EEM major were the perfect fit for him. "I feel as though I am a part of a community of UGA alumni and current students. I'm here to help my fellow Dawgs, and they have also been really helpful for me," he said. After he graduates, Orgbon will begin work with Deloitte in San Francisco.



**Elizabeth Isgar** is a junior Food Industry Marketing and Administration major from Los Angeles, Calif. Her experience taking Dr. Joshua Berning's FYOS class on the economics and marketing of food sparked her interest in FIMA and inspired her to pursue these topics as a career, and receiving a departmental scholarship enabled her to participate in study abroad programs in Costa Rica, Spain and Italy. After earning her undergraduate degree, she plans on enrolling in graduate school to gain a better business management skill set. "In choosing this particular degree, I have gained a technical and professional skill set that will allow me to pursue a variety of opportunities in the future," Isgar said. "Coupled with my minor in Spanish and certificate in Entrepreneurship, I believe that no other school or program could better prepare to pursue a career in the rapidly growing and ever-changing food industry."

**Charles Orgbon** is a third-year Environmental Economics and Management major from Dacula, Ga. He chose to join the College of Agricultural



**Jordan Rowe** is a junior Agribusiness major from south Georgia. While his dream is to become a country music singer/songwriter in Nashville, he chose to pursue an agribusiness degree to give him the business and economics savvy that will aid his musical career and as an option to pursue should he decide to return to Georgia. "I felt humbled and honored to receive one of the department's scholarships," Rowe said. "I know that it is a very competitive process, and I am very grateful to have been one of the chosen few to receive such an incredible blessing." After graduation he plans on pursuing his passion for country music and writing and singing songs that are unique, relatable and make people feel something when they listen.

**Samantha Siragusa** is a junior Environmental Economics and Management major from Kennesaw, Ga. She chose her major because it allows her to work with the environment in many different ways, something she's always wanted



to do. The wide range of opportunities available to students is her favorite part about UGA, from the available majors to student organizations to study abroad trips. After she completes her undergraduate degree, Siragusa plans



on going to grad school and working on marine conservation policy. “I believe my major allows me to see the economic and the science side behind environmental issues,” she said, “and I think this will help me make the right decisions in my future career.”



**Ashley Smith** is a junior Agribusiness and Animal Science double major from Sylvania, Ga. She came into the department for agribusiness, then decided to double major to increase her career options

after she graduates. Receiving a departmental scholarship means she can work fewer hours at the vet school and focus more on her schoolwork and prepare for a future career potentially in sales, extension work or agricultural policy. “I love being a part of CAES because of the family like atmosphere and small class sizes,” she said.

**Tristan Smith** is a sophomore Agribusiness major from Riddleville, Ga. He grew up in central Georgia, where he developed relationships with farmers as well as a desire to dedicate his career to helping the agriculture industry. After he completes his undergraduate degree, he wants to continue on to earn a master’s degree in agribusiness to open up further career opportuni-



ties. “I felt very blessed and honored to receive a departmental scholarship,” he said, “and I am very grateful for the financial assistance.” Smith’s favorite part of being at UGA is the



community of friends he has made.

**Phyllicia Thomas** is a junior Environmental Economics and Management major from Lithonia, Ga. She was drawn to the Agricultural and Applied Economics department because it allowed her to engage in science and agricultural issues while making them applicable to the current economy and political climate. It was important to her that she didn’t have to choose between science or policy, and her EEM major allows her to do both simultaneously. After she graduates with her undergraduate degree, Thomas plans to enroll in law school and become an environmental lawyer. Receiving a scholarship was a bright spot in the semester for her. “I felt validated as student, because sometimes I get caught up in the stress of classes and tests and start to feel down, but gaining this scholarship proved that I am doing great academically and it pushes me to strive for more,” she said.

# J.W. Fanning Lecture

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

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



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

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

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

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

*Welcome*

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

*Lecture:* Dr. Colin Carter

**12:00 noon** — Luncheon  
Cypress Ballroom

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

**1:30 p.m.** — Adjourn

**The cost of the luncheon is \$30. There is no cost for attending the lecture only. Please RSVP to [eclance@uga.edu](mailto:eclance@uga.edu) by Oct. 24, 2017.**





# The Agricultural Economics Association of Georgia

## **2017 AEAG Agricultural Economist Awards**

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

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

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

All awards are presented by the AEAG at the Awards Luncheon that follows the annual J.W. Fanning Lecture hosted by the University of Georgia's Department of Agricultural and Applied Economics. The annual lecture series and awards luncheon are usually held during the late fall or winter and we request all recipients to be present to accept the awards.

***Nominations must be received by the AEAG no later than September 1st to be considered for this year's awards.***

All complete nominations are to be submitted to:

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

For more information about the Agricultural Economics Association of Georgia or learn how to join, please visit <http://aeag.uga.edu> or call 706-542-0763.

# Department Publications

**Berning, J.** and **A. Rabinowitz.** "Targeted advertising in the breakfast cereal industry," *Journal of Agricultural and Applied Economics*.

Bonanno, A., **J. Berning** and H. Etemadnia. "Farmers' markets location and their determinants: An empirical analysis in New England," *Agricultural and Resource Economics Review*.

**Brewer, B.E.,** A.M. Featherstone. "Agency Cost of Debt for Farms: Evidence from Kansas Farm Operations" *Agricultural Finance Review*. (2017)

Rusiana, H.D., **B.E. Brewer, C.L. Escalante,** C. Dodson. "Effects of Business Maturity, Experience, and Size on Farms Economic Vitality: A Credit Migration Analysis of Farm Service Agency Borrowers." *Agricultural Finance Review*. (2017)

Behe, B.K., P.T. Huddleston, C.R. Hall, H. Khachatryan, and **B.L. Campbell.** "Do Real and Fictitious Plant Brands Differ in Brand Recognition, Awareness, Purchase Intention, and Visual." *HortScience* 52(4):612-621.

Zaffou, M., A. Rihn, **B.L. Campbell,** H. Khachatryan, and O. Hoke. "Influence of Product Type and Perceptions on the Geographic Boundary of Local Plants and Food." *International Food and Agribusiness Management Review* 20(3):401-414.

Hoke, O., **B. Campbell,** M. Brand, and T. Hau. "Impact of Information on Willingness to Pay for Aronia Berries." *HortScience* 52(3):395-400.

**Colson, G.** and C. Grebitus (2017). "Relationship between Children's BMI and Parents' Preferences for Kids' Yogurts with and without Front of Package Health Signals," *Agribusiness* 33 (2):151-159.

Peschel, A.O., C. Grebitus, **G. Colson,** W. Hu (2016). "Explaining the Use of Attribute Cut-Off Values in Decision Making by Means of Involvement," *Journal of Behavioral and Experimental Economics* 65:58-66.

Lewis, K., C. Grebitus, **G. Colson,** W. Hu (2017). "German and British Consumer Willingness to Pay for Beef Labeled with Food Safety Attributes," *Journal of Agricultural Economics* 68(2):451-470.

**Escalante, C.L.** and T. Luo. "Sustaining a Healthy Farm Labor Force: Issues for Policy Consideration." *Choices*, 32,1 (1st Quarter 2017): 1-9.

Luo, T. and **C.L. Escalante.** "The U.S. farm workers' employment time allocation and tenure decisions." *Economic and Labour Relations Review*. 28,2 (June 2017): 1-24.

Peña-Lévano, L.M; **Escalante, C.;** Felix, A. "FARM-STPACK: The financial analysis of projects for the small farmers." *Journal of the American Society of Farm Managers and Rural Appraisers*, 2017: 112-127.



Lopez-Mathamba, L.A; Peña-Lévano, L.M, **Escalante, C.**; Thomé, H. "SIPAM: Food and interpretative landscape social touristic project." *Journal of the American Society of Farm Managers and Rural Appraisers*, 2017: 152-166.

Ghimire, R., **S. Ferreira**, G. Green, N. Poudyal, K. Cordell and J. Thapa (2017) "Green Space and Adult Obesity in the United States" *Ecological Economics*, 136:201-12.

Awondo, S. N., **E. G. Fonsah** and D. J. Gray. (2017) "Incorporating Structure and Stochasticity in Muscadine grapes Enterprise Budget and Investment Analysis", *HortTechnology*: 27 (2): 212-222 (April).

**Fonsah, E. G.**, T. Manower, A. Hussain, S. Chattapadhy, S. Islam, Md. S. Islam, Md. J. Uddin, Md. A. S. Amin, B. Amin (2017). "Factors Affecting Banana Agricultural Value Chain in Bangladesh". *J. of Food Distr Res*: 48(1): 22-32 (March).

**Fonsah, E. G.**, and B. Amin (2017). "Evaluating Overall Performances of the Banana Industry in West Bengal State, India." *J. of Food Distr Res*: 48(1): 16-21 (March).

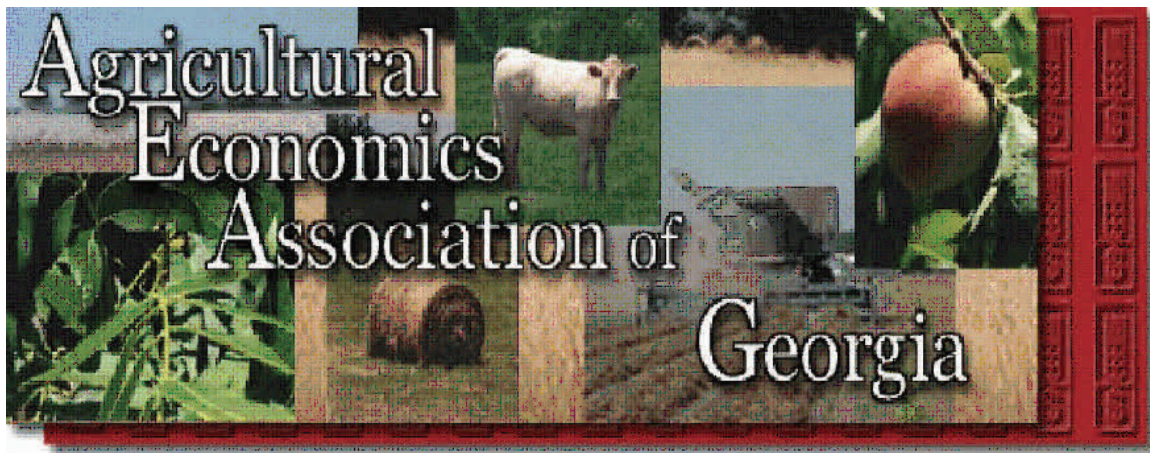
Lynne Lewis and **Craig E. Landry**. 2017. "River Restoration and Hedonic Property Value Analyses: Guidance for Effective Benefit Transfer" *Water Resources and Economics* 17: 20-31.

Sarah A. Janzen, **Nicholas P. Magnan**, Sudhindra Sharma, William M. Thompson. "Aspirations failure and formation in rural Nepal." *Journal of Economic Behavior & Organization* 139:1-25.

**Mullen, J.D.**, K. Calhoun, **G. Colson** (2017). "Preferences for Policy Attributes and Willingness to Pay for Water Quality Improvements under Uncertainty," *Water Resources Research* 53 (4):2627-2642.

Awondo, S.N., **O.A. Ramirez**, **G. Colson**, **E.G. Fonsah**, and **G. Kostandini** (2017). "Self-Protection from Weather Risk using Improved Maize Varieties or Off-Farm Income and the Propensity for Insurance," *Agricultural Economics* 48(1):61-76.

Qiu, Y., **G. Colson**, M.E. Wetzstein (2017). "Risk Preference and Adverse Selection for Participation in Time-of-use Electricity Pricing Programs," *Resource and Energy Economics* 47:126-142.



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

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

The goals of the Association are:

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

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

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

AEAG membership offers benefits through the following:

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

*(continued)*



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

Below you will find an application for membership. Lifetime memberships are also available. If you would like to know more about AEAG, visit the AEAG website at <http://aeag.uga.edu>.

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

Name: \_\_\_\_\_

Employer: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Please check one:**

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

Please send your membership application and dues to the following address:

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

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