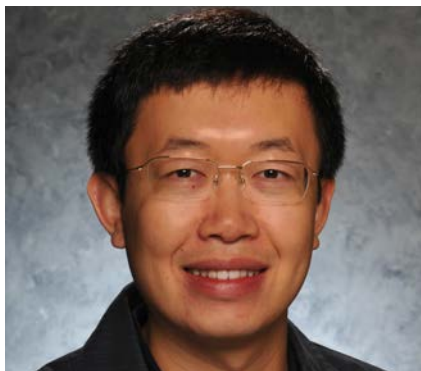


### AAE Professor Receives USDA Research Grant

Dr. Chen Zhen's proposal for the Agricultural and Food Research Initiative (AFRI), "Building A Public-Use Small-Area Panel Price Index Database Using Scanner Data", has been awarded a \$500,000 grant from the USDA. The project has two aims: first, to construct an open-access panel price index database by using USDA food code for small areas at a four-week frequency using retail scanner data from the 2008-2017 period; and second, to validate the utility of the data product to the research community through an empirical application where Zhen and his team use the panel price indexes to test Lewbel's generalized composite commodity theorem for all retail foods.

"Food prices play a crucial role in the food-nutrition-health nexus. However, two data gaps exist in this field of research," Zhen said. "First, all nationally representative continuing surveys of food expenditure/consumption are either nutrition- or economics-centered that do not contain



*Dr. Chen Zhen*

data for calculating unit values of food items, letting alone prices.

"Second, when researchers decide to link these surveys with external price data, there is a lack of high-quality food price measures that have the desired levels of granularity in food categorization and geographical resolution."

Zhen's team consists of himself as the principal investigator, Dr. Gauri Datta from UGA's Statistics department, Dr. Lan Mu from UGA's Geography department, and the USDA Economic Research Service's Gianna Short and Timothy Park. The grant will fund faculty and student labor as they design and compile the

price index dataset.

The team began working on the project in May 2019 and expects it to span a three-year timeframe, with additional significant funding coming from ERS to supplement the funding from NIFA.

### IN THIS ISSUE

- Letter from the Department Head
- Faculty Spotlight: John Salazar
- Alumni Spotlight: Sara Dunn

### DEPARTMENT INFO

*The Agricultural and Applied Economics Department is proud of our alumni! To contribute a story for the newsletter, email Emily Clance at [eclance@uga.edu](mailto: eclance@uga.edu)*



## LETTER FROM THE DEPARTMENT HEAD

Dear friends:

I hope your summer is going well! With most of our students gone for the break, things have been 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, which is just around the corner.

Congratulations to all of our students who received degrees in May. Sixty of our undergraduates and 16 of our graduate students finished their programs last semester and we wish all of them the very best!

We would also like to highlight one of our recent graduates, Soye Shin. She was placed at Duke-National University Singapore after her graduation, and her paper, "Demand for Weather Index Insurance among Smallholder Farmers under Prospect Theory," won the IBES Student Paper Competition Award. Congratulations, Soye!

We are proud to welcome Drs. Gopi Munisamy and John Salazar to our faculty. You can read more about Dr. Salazar, and the new Hospitality and Food Industry Management program he will be heading, in this newsletter.

Please save the date for our annual J.W. Fanning lecture, to be held on January 28, 2020. We are honored to have Dr. Robert Johansson, the Chief Economist at the U.S. Department of Agriculture, as our speaker. More information is forthcoming in future newsletters, so please be sure to mark your calendars.

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*

## UPCOMING EVENTS

- August 20<sup>th</sup>: UGA Tifton Ag Dawg Kickoff (Black Shank Pavilion, Tifton, GA)
- August 28<sup>th</sup>: Ag Dawg Kickoff (UGA Livestock Instructional Arena, Athens, GA)
- October 4<sup>th</sup>: 65<sup>th</sup> UGA CAES Alumni Association Awards (The Classic Center, Athens, GA)
- January 28<sup>th</sup>, 2020: J.W. Fanning Lecture (Athens, GA)



# Faculty Spotlight: John Salazar

By Merritt Melancon, originally posted on CAES Newswire

After years of teaching and researching hospitality industry management at the University of South Carolina Beaufort, John Salazar knows hospitality is as much a science as it is an art.

Salazar joined the University of Georgia's College of Agricultural and Environmental Sciences on May 1 as coordinator for the Department of Agricultural and Applied Economics' new hospitality and food industry management major.

"It's an exciting time to be in the Georgia hospitality industry," Salazar said. "Since 2013, employment in the accommodations and food sector has grown almost 16%. Hotel occupancy has seen double-digit growth since 2011 in the Atlanta and Savannah markets. However, the growth isn't only in Georgia's urban area. Georgia's Congressional District 3 has increased in hotel occupancy by over 14% since 2011, and a significant portion of that district is classified as rural according to the U.S. Census. With all this industry growth our UGA hospitality and food industry management graduates will be entering a job market that is expected to have consistent growth into the next decade."

The major, approved by the Board of Regents in spring 2018, will prepare students for jobs in the hospitality and food industries across a broad spectrum of opportunities available in Georgia and beyond.

The Bureau of Labor Statistics indicates that hospitality is a \$60 billion industry that supports more than 450,000 total jobs in Georgia. Of that number, close to 15,000

are hospitality management positions requiring a four-year degree, with 370 job openings every year, according to the Georgia Department of Labor Occupational Outlooks.

At the University of South Carolina Beaufort, Salazar was a professor in the Department of Hospitality Management and director of the Lowcountry and Resort Islands Tourism Institute. Previously, he was the director of the University of Tennessee Tourism Institute, and he also taught at Southern Illinois University and the University of South Alabama.

His research focuses on destination management and marketing and hospitality human resource management. He has conducted research for local, state and regional tourism agencies, nonprofits, municipalities, federal agencies and private corporations across the country. Prior to his career in academia, he held management positions with premier U.S. hotel and resort companies.

In coordinating instruction for the new CAES major, Salazar will be helping to design a curriculum and maintain an applied research program that will work with governments, nonprofit organizations and hospitality corporations.

For more information about the hospitality and food industry management major, visit [hospitality.caes.uga.edu](http://hospitality.caes.uga.edu).



# Alumni Spotlight: Sara Dunn

Sara Dunn graduated with her bachelor's degree in Agribusiness in 2005, and with it, she took a full-time position at Oconee State Bank overseeing and expanding its electronic banking division. Having grown up in Oconee County, she wanted to pursue her passion for community outreach and give back to the place she grew up, and Oconee State Bank allows her to do that by working in a range of roles, all oriented around providing superior customer experiences.

Originally, Dunn began her college career in the Terry College of Business, but after several conversations with former Associate Dean of Academic Affairs David Knauff, she transferred to the Department of Agricultural and Applied Economics. While the coursework and concepts were similar, the smaller classes and accessible faculty mentors allowed her to thrive. In 2014, she went back to school for her Masters of Business Administration degree, and in 2019, further showing her commitment to being a lifelong learner, she graduated from the Georgia Bankers Association's Banking School.

Dunn oversees her bank's electronic banking department, which involves her in almost every area of the organization. She ensures her team members are familiar with new technologies and the bank's offerings, that the bank's solutions are heavily promoted in their markets and that all policies and procedures follow regulations. The core of her job is maintaining strong relationships with Oconee State Bank's customers, and in everything she does Dunn keeps this goal at the front of her mind.

"Part of the University of Georgia's mission statement is to build character through



Sara Dunn (Class of '05)

community and service," Dunn said. "I believe we are all empowered and responsible to leave a positive wake in our industries, our organizations, our communities, and our families. My experiences while enrolled at CAES and in my career allowed me to expand this notion beyond my employer's four walls."

Her advice for current CAES students? Understand the power of perspective, and determine your vision and purpose for your life. "Think beyond the concept of college being a means to an end," she said. "Instead, take the time to really evaluate yourself and identify your strengths, passions and values. Seek a course of study and career that is a catalyst that engages all three of these components. When your strengths, talents and values align, you will be able to live on purpose and will spend your days in your element. When you are living on purpose and with a purpose, you don't just have a mission- you are on a mission. Life becomes intentional and meaningful because you are in pursuit of a higher calling than monetary rewards and recognition."



# Department Publications

Katz, M., **B. Campbell**, and **Y. Liu**. 2019. "Local and Organic Preference: Logo versus Text." *Journal of Agricultural and Applied Economics* 51(4):328-347.

Campbell, J. and **B. Campbell**. 2019. "Consumer Perceptions of Green Industry Retailers." *HortTechnology* 29(2):213-222.

Yu, Q., **B.L. Campbell**, **Y. Liu**, and J. Martin. 2019. "A Choice Based Analysis of Community Supported Agriculture (CSA) in Connecticut: Valuation of Attributes." *Agricultural and Resource Economics Review* 48(1): 1-20.

Chakrabarti, A., **B. Campbell**, and **V. Shonkwiler**. 2019. "Eliciting Consumer Preference and Willingness to Pay for Specialty Mushrooms: Using a Latent Class Approach." *Journal of Food Distribution Research* 50(1):46-62.

Kang, M.J., J.P. Siry, **G. Colson**, **S. Ferreira** (2019). "Do Forest Property Characteristics Reveal Landowners' Willingness to Accept Payments for Ecosystem Services in Southeast Georgia, U.S.?" *Ecological Economics* 161:144-152.

Allen, K.E., and **G. Colson** (2019). "Understanding PES from the Ground Up: A Combined Choice Experiment and Interview Approach to Understanding PES in Costa Rica," *Sustainability Science* 14:391-404.

Kang, M.J., J.P. Siry, **G. Colson**, and **S. Ferreira** (2019). "Risk Attitudes and Conservation Decisions: A Case Study of Family Forest Owners in Georgia," *Forest Science* 65(2):201-210.

Dhakai, Chandra, **C.L. Escalante**, and C. Dodson. "Heterogeneity of Farm Loan Packaging Term Decisions: A Finite Mixtures Approach." *Applied Economics Letters*. 26,18(2019):1528-1532.

Luo, T. and **C.L. Escalante**. "The Emigration of Adult Children and Smoking Behaviors of Parents" *China Agricultural Economic Review*. 11,2 (2019): 317-335.

**Escalante, C.**, O. Williams, H. Rusiana, and L. Pena-Levano. "Costly Foreign Farm Replacement Workers and the Need for H2A Reforms." 2019: 14-20.

Ahmadiani, M. and **S. Ferreira** (2019) "Environmental Amenities and Quality of Life across the United States" *Ecological Economics*, 164 <https://doi.org/10.1016/j.ecolecon.2019.05.021>

Erro-Garces, A. and **S. Ferreira** (2019) "Do Better Workplace Environmental Conditions Improve Job Satisfaction?" *Journal of Cleaner Production*, 219: 936-48

Mona Ahmadiani, **Susana Ferreira**, and **Craig E. Landry**. 2019. "Flood Insurance and Risk Reduction: Market Penetration, Coverage, and Mitigation in Coastal North Carolina" *Southern Economics Journal*. DOI: 10.1002/soej.12332

**Mateusz Filipowski**, Ling Jin, Xiaobo Zhang, Kevin Z. Chen. 2019. "Living like there's no tomorrow: The psychological effects of an earthquake on savings and spending behavior." *European Economic Review* 116:107-128

**Mateusz Filipowski**, Hak Lim Lee, Aung Hein & Ulrike Nischan (2019) "Emigration and Rising Wages in Myanmar: Evidence from Mon State". *The Journal of Development Studies*, DOI: 10.1080/00220388.2019.1626834



# Department Publications

**Karali, B.**, O. Isengildina-Massa, S.H. Irwin, **M.K. Adjemian**, and R. Johansson. (2019). “Are USDA Reports Still News to Changing Crop Markets?” *Food Policy* 84:66-76.

**Karali, B.**, S. Ye, and **O.A. Ramirez**. (2019). “Event Study of the Crude Oil Futures Market: A Mixed Event Response Model.” *American Journal of Agricultural Economics* 101(3):960-985.

Payne, N., **B. Karali**, and **J.H. Dorfman**. “Can Cattle Basis Forecasts Be Improved? A Bayesian Model Averaging Approach.” *Journal of Agricultural and Applied Economics* 51(2):249-266.

J. Michael Bowker, Ashley E. Askew, **Craig E. Landry**, Alexis Hedges, and D.B.K. English. 2019. “Wilderness Use, Users, Preferences, and Values: A Look at the National Forest System from 2005 to 2014” In, A Perpetual Flow of Benefits: State of Knowledge Report on the Economic, Social, and Tribal Values of Wilderness in America, (Ed.: T.P. Holmes, S. Fox), *Southern Research Station General Technical Report*, US Forest Service, Asheville, NC.

**Liu, Y., Rabinowitz, A. N.** & Lai, J. H. “Understanding the 2018 Farm Bill Effective Reference Price.” Department of Agricultural and Applied Economics, University of Georgia. Report No. AGECON-19-02PR. July 2019.

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**Shurley, W. D. & Liu, Y.** “Cotton Payments, Disaster Assistance, and Safety Net Update.” Department of Agricultural and Applied Economics, University of Georgia. Report No. AGECON-19-01PR. March 2019.

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Muth, M.K., C. Birney, A. Cuéllar, S.M. Finn, M. Freeman, J.N. Galloway, I. Gee, J., Gephart, K. Jones, L. Low, E. Meyer, Q. Read, **T.A. Smith**, K. Weitz, and S. Zoubek. (2019) “A Systems Approach to Assessing Environmental and Economic Effects of Food Loss and Waste Interventions in the United States” *Science of the Total Environment*.

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# Agricultural Economics Association of Georgia

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

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.

On the following page 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>.



# For More Information:

**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  
315 Conner Hall  
University of Georgia  
Athens, GA 30602-7509

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

