

Contact Information

Agricultural & Applied Economics
312-B Conner Hall
147 Cedar Street
Athens, GA 30602

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Phone: (706) 542-0749

Research Interests

Food & Agribusiness Management, Agricultural Finance, Food & Agribusiness Marketing, Agricultural Transportation

Education

Ph.D. Applied Economics, December 2015, University of Minnesota, Minneapolis, Minnesota

M.S. Agricultural and Applied Economics, May 2012, Virginia Tech, Blacksburg, Virginia

B.S. Agricultural and Applied Economics; Math Minor, December 2010, Virginia Tech

Additional Professional Development: Preparing Future Faculty (UMN), Active Learning Leader (UGA)

Experience

Assistant Professor University of Georgia, Agricultural & Applied Economics Department	Aug 2019 – Present
Extension Livestock Economist University of Georgia, Agricultural & Applied Economics Department	Mar 2023 – Present
Economist, Grain and Farm Supply CoBank, Knowledge Exchange Division	Sep 2017 – Jul 2019
Associate Director and Clinical Assistant Professor Purdue University, Center for Food & Agricultural Business and Agricultural Economics Department	Aug 2016 – Aug 2017
Instructor Virginia Tech, Agricultural & Applied Economics Department	Jan 2016 – Jul 2016

Publications

Refereed Research Publications

^ denotes UGA Graduate Student. (A) indicates alphabetical order, senior authorship is shared.

Daniel, J.^, Secor, W.G., and Campbell, B.L. (2023). Impact of Information on Attitudes Regarding Greenhouse Lighting Externality Regulation. *Journal of Agricultural and Applied Economics*, 55(2), 358-375. doi: 10.1017/aae.2023.20

Escalante, C., Gao, P.^, and Secor, W.G. (2023). Loan Packaging Decisions for Beginning African American and Other Socially Disadvantaged Farmers. *The American Journal of Economics and Sociology*, (00), 1-18. doi: 10.1111/ajes.12522

Ricks, J.^, Secor, W.G., and Campbell, B.L. (2023). Consumer Preference for Microgreens in the Presence of LED Lights and Information Treatments. *HortScience*, 58(3), 327-332. doi:10.21273/HORTSCI16948-22

- Rabinowitz, A.N., and Secor, W.G. (A) (2022). An economic analysis of nontraditional lending in Chapter 12 bankruptcy cases. *Agricultural Finance Review*, 82(2), 329-343. doi:10.1108/afr-06-2021-0088
- San Fratello, D.^, Campbell, B.L., Secor, W.G., and Campbell, J.H. (2022). Impact of the COVID-19 Pandemic on Gardening in the United States: Postpandemic Expectations. *HortTechnology*, 32(1), 32-38. doi:10.21273/HORTTECH04911-21
- Boland, M.A., Kopka, C.J., Jacobs, K.L., Berner, C., Briggeman, B.C., Elliott, M., Friend, D., Kenkel, P., McKee, G., Olson, F., Park, J.L., Secor, W., Schweiss, K., Scott, H., and Worley, T. (2022). Extension Programming During a Pandemic: The Cooperative Director Foundations Program. *Applied Economics Teaching Resources*, 4(2), 14-28. doi:10.22004/ag.econ.321906
- Çakır, M., and Secor, W.G. (A) (2018). “Heterogeneous impacts from a retail grocery acquisition: Do national and store brand prices respond differently?” *Agribusiness: An International Journal*, 34(3), 524–541.
- Secor, W.G., and Boland, M.A. (2017). “Corn-Ethanol Plant Investment: A Real Options Case Study.” *American Journal of Agricultural Economics*, 99(2), 524–531.

Work Under Review

- Fife, K.^, Secor, W.G., and Campbell, B.L. State Labeling’s Impact on Geographic Boundaries of Local. Revise and Resubmit.
- Banks, B.^, Worley, J.^, Secor, W.G., and Campbell, B.L. Extending Extension and Outreach Awareness and Usage of Extension and Outreach Program. Revise and Resubmit.

Working Papers and Selected Work in Progress

- Secor, W.G., and Boland, M.A. The Impact of Tax Policy on Financial Outcomes of Grain and Farm Input Supplier Agribusinesses.
- Gao, P.^, Secor, W.G., and Escalante, C. The Role of Specialization and Exposure in Determining NPL Ratios of Non-Agricultural and Agricultural Banks.
- Jo, J.^, and Secor, W.G. Demand for Rail Transportation of Grain to the Southeastern U.S.
- Goyal, R.^, Adjemian, M., and Secor, W.G. Estimating Agricultural Supply Elasticities in the United States: Accounting for Prospective Plantings.

Handbook Chapters

- Secor, W., and Boland, M.A. (2023). The role of the farmer and their cooperative in supply chain governance: a US perspective. In Elliott, M.S., and Boland, M.A. (Eds.), *Handbook of Research on Cooperatives and Mutuals* (pp. 185-192). Edward Elgar Publishing.
- Boland, M.A., Byrne, N., Carroll, B., McCarthy, O., Pitts, S., and Secor, W. (A) (2023). A framework for understanding the role of producers in governance of supply chains. In Elliott, M.S., and Boland, M.A. (Eds.), *Handbook of Research on Cooperatives and Mutuals* (pp. 166-171). Edward Elgar Publishing.

Extension and Outreach Publications

- Secor, W. (2023). “Understanding Basis When Managing Feeder Cattle Price Risk.” *Southern Ag Today*. Newsletter Post.
- Rabinowitz, A., Goeringer, P., and Secor, W. (2023). “Outcomes of Chapter 12 Bankruptcy Filings.” *Southern Ag Today*. Newsletter Post.
- Secor, W., Rabinowitz, A., and Goeringer, P. (2023). “Financial State of Chapter 12 Bankruptcy Filings.” *Southern Ag Today*. Newsletter Post.
- Goeringer, P., Secor, W., and Rabinowitz, A. (2023). “Chapter 12 Bankruptcy as an Option to Relieve Financial Distress.” *Southern Ag Today*. Newsletter Post.
- Goeringer, P., Secor, W., and Rabinowitz, A. (2023). “Bankruptcy as an Option to Relieve Financial Distress.” *Southern Ag Today*. Newsletter Post.

- Secor, W. (2023). “Beefenomics: Cattle Market Update – Cattle Cycle Dynamics.” *UGA Beef Tips n’ Advice Newsletter*. Blog Post.
- Secor, W. (2023). “Beefenomics: Cattle Market Update – Futures Market Focus.” *UGA Beef Tips n’ Advice Newsletter*. Blog Post.
- Secor, W. (2023). “Beefenomics: Cattle Market Update – Cattle Price Pause.” *UGA Beef Tips n’ Advice Newsletter*. Blog Post.
- Secor, W. (2023). “Beefenomics: Cattle Market Update – Resilient Beef Demand.” *UGA Beef Tips n’ Advice Newsletter*. Blog Post.

Research Reports, Case Studies, and Other Publications

- Campbell, B., and Secor, W. (2023). “Agricultural Trucking in Georgia: A Comparison of Haul Weight Limits.” *Report for the Georgia Agribusiness Council*. Research report.
- Secor, W., Thapa, T., and Wyche, D. (2021). “Compendium of Agricultural Transportation Research.” *Report for USDA AMS Transportation Services Division*. Research Report.
- Rabinowitz, A.N. (A), Secor, W. (A), Wyche, D., and Collins, J. (2020). “A Spatial and Time-Series Analysis of Georgia Farm Bankruptcies.” *Report for Georgia Farm Bureau Harvest 2020 Research Project*. Research report.
- Secor, W.G. (2019). “Ethanol Outlook Weak Amid Sluggish Demand.” *CoBank, Knowledge Exchange Division*. Research report.
- Sawyer, W., and Secor, W.G. (2019). “African Swine Fever Implications for U.S. Ag.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2019). “Agronomy Outlook: Not the Spring Ag Retailers Hoped For.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2019). “E-Commerce Disruption Pushes Ag Retailers to Focus on Distribution and Service.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2018). “Growing Pains: Soybean Meal Demand Key to U.S. Crush Industry’s Outlook.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2018). “Grain Elevator Outlook 2018/2019.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2018). “Shifting ground: Mega-mergers to realign farm retailers.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2018). “Dicamba worries drift into 2018.” *CoBank, Knowledge Exchange Division*. Research report.
- Secor, W.G. (2017). “Who will own the grain? Elevators eye improved prospects.” *CoBank, Knowledge Exchange Division*. Research report.
- Ross, R.B., and Secor, W.G. (2017). “MightyVine: Root for your Local Tomato.” Purdue University Food and Agribusiness Executive Summit. Available at: agribusiness.purdue.edu/files/resources/2-mightyvine-case-cs6.pdf. Case study.
- Secor, W.G. (2017). “Producers' purchasing preferences in 2017.” Purdue University: Center For Food and Agricultural Business. Available at: agribusiness.purdue.edu/blog/producers-purchasing-preferences-in-2017. Blog.
- Secor, W.G. (2017). “Social media marketing.” *Quarterly Review*. Purdue University: Center For Food and Agricultural Business. Available at: agribusiness.purdue.edu/quarterly-review/social-media-marketing. Research review.
- Secor, W.G. (2017). “Buyer benefits.” *Quarterly Review*. Purdue University: Center For Food and Agricultural Business. Available at: agribusiness.purdue.edu/quarterly-review/buyer-benefits. Research review.

Secor, W.G. (2016). "Determining Value for Your Customer and Communicating It." *Agri Marketing*. November/December. Popular press.

Secor, W.G. (2016). "Creativity in B2B marketing." *Quarterly Review*. Purdue University: Center For Food and Agricultural Business. Available at: agribusiness.purdue.edu/quarterly-review/creativity-in-b2b-marketing. Research review.

Presentations

Academic Presentations & Posters

Schweizer, H. and Secor, W. (A) (2023) The Effect of Precision Scheduled Railroading on Agricultural Shipper Service. Manhattan, KS: Invited Seminar. Presenter.

Schweizer, H. and Secor, W. (A) (2023) The Effect of Precision Scheduled Railroading on Agricultural Shipper Service. Washington, DC: 2023 AAEA Annual Meeting, Track Session. Presenter.

Jungkeon, J.^ and Secor, W. (2023) The Impact of Increased Ocean Freight Rates on Soybean Margins between the United States and China during the Post-COVID Era. Washington, DC: 2023 AAEA Annual Meeting, Poster.

Jungkeon, J.^ and Secor, W. (2023) The Incidence of Increased Ocean Freight Rates during the Post-COVID Era. St. Louis, MO: 2023 NCCC-134 Annual Meeting.

Baral, S.^, and Secor, W. (2023). Determinants of Different Food Form Consumption: An NHANES Based Study. Oklahoma City, OK: 2023 SAEA Annual Meeting.

Secor, W. and Boland, M.A. (2022). Section 199 and Cooperative Financial Outcomes. Online: Auburn University, Invited Seminar. Presenter.

Khanal, A.^, Secor, W., and Campbell, B. (2022). Trust in Hypothetical Blockchain-Backed Product Claims: Results from a Consumer Survey. Pensacola, FL: 2022 Food Distribution Research Society Annual Meeting, Selected Presentation. Presenter.

Goyal, R.^, Adjemian, M., & Secor, W. (2022). Estimating Supply Elasticities for Corn in the United States: Accounting for Prospective Plantings. Anaheim, CA: 2022 AAEA Annual Meeting.

Gao, P.^, Secor, W., & Escalante, C. (2022). Banking Efficiency Analysis for U.S. agricultural and non-agricultural banks: Comparative Period Analysis between the Great Recession of the late 2000s and the Current Pandemic conditions. Anaheim, CA: 2022 AAEA Annual Meeting.

Bhatta, D.^, Escalante, C., & Secor, W. (2022). Sustainable Growth Decisions of Agricultural and Non-Agricultural Banks During the Covid-19 Pandemic. Anaheim, CA: 2022 AAEA Annual Meeting.

Jo, J.^, & Secor, W. (2022). Demand for Rail Transportation of Grain to the Southeastern U.S. Anaheim, CA: 2022 AAEA Annual Meeting.

Secor, W. (2022). Agricultural Transportation Research Update. St. Louis, MO: 2022 Annual Transportation Research Forum, Invited Presentation. Presenter.

Sayal, P., & Secor, W. (2022). Agricultural Transportation Research Compendium: Part II. St. Louis, MO: 2022 Annual Transportation Research Forum, Poster.

Adjemian, M., Goyal, R.^, and Secor, W. (2022). Quantifying Agricultural Supply Response to Demand Shocks. St. Louis, MO: 2022 NCCC-134 Annual Meeting.

Secor, W., and Boland, M.A. (2021). Section 199 and Agribusiness Investment Decisions. Online: 2021 AAEA Annual Meeting, Poster. Presenter.

Rabinowitz, A.N., and Secor, W. (2021). An Economic Analysis of Nontraditional Lending in Chapter 12 Bankruptcy Cases. Austin, TX: 2021 AAEA Annual Meeting.

- Gao, P.^, Escalante, C., & Secor, W. (2021). U.S. agricultural banks' efficiency under COVID-19 Pandemic conditions: A two-stage DEA analysis. Austin, TX: 2021 AAEA Annual Meeting.
- Secor, W., Thapa, T.^, and Wyche, D.^ (2021). Agricultural Transportation Research Compendium Update. Online: 2021 Transportation Research Forum, Invited Presentation. Presenter.
- Collins, J.^, Rabinowitz, A., Secor, W., & Wyche, D.^ (2021). Chapter 12 Bankruptcy and Land Ownership. Online: 2021 SAEA Annual Meeting.
- Wyche, D.^, Rabinowitz, A., Secor, W., & Collins, J.^ (2021). Chapter 12 Bankruptcies and Determinants of Outcomes. Online: 2021 SAEA Annual Meeting.
- Secor, W. and Boland, M.A. (2020). Section 199 and Agribusiness Investment Decisions. Online: University of Saskatchewan, Invited Seminar. Presenter.
- Secor, W., & Boland, M.A. (2020). Section 199 and Agribusiness Investment Decisions. Online: 2020 NCERA-210 Annual Meeting. Presenter.
- Secor, W.G. (2019). Blockchain: Implications for Agriculture. Coeur d'Alene, ID: 2019 WAEA Annual Meeting and 2019 Western Extension Committee Meeting, Invited Symposium. Presenter.
- Secor, W.G. & Boland, M.A. (2016). Ethanol plant investment: A real options case study. Boston, MA: 2016 AAEA Annual Meeting, Invited Paper - Case Study. Presenter.
- Secor, W.G. & Cakir, M. (2016). Impacts from a retail grocery acquisition: Do national and store brand prices respond differently? Boston, MA: 2016 AAEA Annual Meeting, Selected Presentation. Presenter.
- Secor, W.G. & Boland, M. (2014a). Corn ethanol plant investment and divestment decisions. Minneapolis, MN: NCERA-210 Annual Meeting. Presenter.
- Secor, W.G. & Boland, M. (2014b). Corn ethanol plant investment and divestment decisions: A real options approach. Minneapolis, MN: 2014 AAEA Annual Meeting, Poster. Presenter.
- Secor, W.G. (2012). Assessing the value of the Onion ipmPIPE. Memphis, TN: 7th International IPM Symposium. Presenter.
- Select Industry and Outreach Presentations**
- Secor, W. (2023). Blockchain. Savannah, GA: 2023 Executive Farm Management Program – NC State University, Clemson University, East Carolina University, University of Georgia. Presenter.
- Campbell, B., Kane, S., Shepherd, T., Shonkwiler, V., Smith, A., & Secor, W. (2022). Hot Topics for Farms and Agribusiness. Eatonton, GA: 2022 Extension Winter Conference – University of Georgia. Co-Presenter.
- Secor, W. (2022). Blockchain. Savannah, GA: 2022 Executive Farm Management Program – NC State University, Clemson University, East Carolina University, University of Georgia. Presenter.
- Secor, W. (2021). Crop Input M&A: An Update. Tifton, GA: 2021 Georgia Crop Production Alliance Annual Meeting – Georgia Crop Production Alliance. Presenter.
- Harkins, M.^; Liu, Y.; Plastina, A.; Smith, A. R.; Hancock, G.; McGhee, N.; Porter, W.; Culpepper, S.; Secor, W. (2021). An analysis of cover crop use in Southeastern row crop production: economics, production practices, and perceptions. Tifton, GA: 2021 Georgia Association of County Agricultural Agents Annual Meeting.
- Harkins, M.^; Liu, Y.; Plastina, A.; Smith, A. R.; Hancock, G.; McGhee, N.; Porter, W.; Culpepper, S.; Secor, W. (2021). An analysis of cover crop use in Southeastern row crop production: economics, production practices, and perceptions. 2021 Georgia Farm Bureau State Commodity Conference.
- Secor, W. and Boland, M.A. (2020). Section 199 and Agribusiness Investment Decisions. Online: 2020 Farmer Cooperatives Conference – University of Wisconsin, Madison. Presenter.
- Secor, W. (2019). Digital Interactions in Ag Retail: E-Commerce & Omni-channel. New Orleans, LA: 2019 ARA Conference and Expo – Agricultural Retailers Association. Presenter.

- Secor, W. (2019). E-commerce in Ag Retail: An Update. Minneapolis, MN: 2019 Farmer Cooperatives Conference – University of Wisconsin, Madison. Presenter.
- Secor, W.G. (2019). Blockchain and Emerging Technologies. Huxley, IA: 2019 Summer Workshop – Iowa Institute of Cooperatives. Presenter.
- Secor, W.G. (2018). State of the Elevator: 2019 Grain Elevator Outlook. St. Louis, MO: 2018 Country Elevator Conference – National Grain & Feed Association, Presenter.
- Secor, W.G. (2018). Impacts of Trade Battles on the Global Agricultural Economy. Denver, CO: 58th Annual Board of Delegates Meeting – U.S. Grains Council. Presenter.
- Secor, W.G. (2018). Macroeconomic Outlook. Galena, IL: 2018 Annual NSAC Joint Chapter Meeting, Great Lakes & Mississippi Valley Chapters. Presenter.
- Secor, W.G. (2018). Animal protein, grain market, and farm economy outlook. Wichita, KS: May 2018 CoBank Appraisal Seminar. Presenter.

Select Press Interviews

- Atkinson, E. (2022). “USDA Projection on 2022 U.S. Winter Wheat, Corn and Soybean Production The Final Segment on the Growth in Non-Traditional Agricultural Financing Kansas Agricultural Weather.” Agriculture Today – Kansas State University.
- Sever, M. (2021). “Blockchain and Production Agriculture.” Crops & Soils Magazine.
- Grebner, M. (2019). “Managing for Profit – Not the Spring Anyone Expected.” Brownfield Ag News.
- Dehlinger, K., and Clayton, C. (2018). “Tariff Realities Hit Harvest: Policy has far-reaching consequences for farmers, grain elevators, ports and trading partners.” DTN/Progressive Farmer.
- Durisin, M., and Wilson, J. (2018). “Crop Targeted by China Is One It Only Started Buying 5 Years Ago.” Bloomberg.
- Board, H. (2018). “Social Media Corps Interview with Farm Credit/CoBank.” National Association of Farm Broadcasting.

Research Grants and Contracts (Total: \$859,717, My Portion: \$355,386)

- “Sustaining Farm Operations in Extreme Negative Financial Positions” – \$650,000
2021-2026: USDA NIFA, AFRI (Co-PI, \$180,669)
- “Study of Grain and Oilseed Flows to the Southeast” – \$62,152
2021-2023: USDA AMS (PI, \$62,152)
- “Compendium of Agricultural Transportation Research II” – \$39,788
2021-2022: USDA AMS (PI, \$39,788)
- “COVID-19: Estimating Price Impacts and Supply Elasticities from the Covid-19 Event” – \$50,000
2020-2023: USDA OCE (Co-PI, \$25,000)
- “Compendium of Agricultural Transportation Research” – \$37,777
2020-2021: USDA AMS (PI, \$37,777)
- “A Spatial and Time-Series Analysis of Georgia Farm Bankruptcies” – \$20,000
2020: Georgia Farm Bureau (Co-PI, \$10,000)

Teaching

Agribusiness Marketing [Fall-only], University of Georgia	Fall 2019 – 2023
Agribusiness Management (co-taught) [Fall & Spring], University of Georgia	Spring 2020 – Fall 2023
Farm Organization and Management [Fall-only], University of Georgia	Fall 2023
Rural Economic Growth & Development [Spring-only], University of Georgia	Spring 2020 – 2023

Student Teaching Evaluations

Semester	No. of Students	Instructor Rating	Course Rating
<i>AAEC 3040 – Agribusiness Marketing</i>			
F 2019	82	2.46	2.43
F 2020*	64	1.24	1.56
F 2021	53	1.74	1.74
F 2022	54	1.40	1.47
<i>AAEC 4980 – Agribusiness Management</i>			
S 2020^	32	1.90	1.80
F 2020*	11	1.00	1.20
S 2021*	33	1.27	1.36
F 2021	14	1.00	1.00
S 2022	34	1.14	1.14
F 2022	23	1.25	1.25
S 2023	25	1.00	1.14
<i>AAEC 4710/6710 – Rural Economic Growth & Development</i>			
S 2020^	53	1.55	2.00
S 2021*	76	1.39	1.57
S 2022	56	1.20	1.45
S 2023	49	1.33	1.60

Scale: 1=Excellent, 2=Good, 3=Satisfactory, 4=Fair, and 5=Poor

^ Course interrupted due to Covid-19 pandemic restrictions. Course moved online after spring break.

* Course was delivered in a hybrid format with students choosing between in-person and online attendance due to Covid-19 pandemic.

Other Teaching Experience

NAMA Club Co-Coach, Purdue University

Fall 2016-Spring 2017

Agribusiness Club Co-Advisor, Purdue University

Fall 2016-Spring 2017

Small Business Management & Entrepreneurship, Virginia Tech

Spring 2016

Foundations of Agribusiness, Virginia Tech

Spring 2016

Students Advised

PhD

Current: Jungkeon Jo, Chair.

2022: Penghui Gao, Co-Chair.

Committee Member: 2

MS

Current: Manish Sharma, Chair. Olubunmi Faloye, Chair.

2023: Suraksha Baral, Chair.

2021: Jared Daniel, Chair. Tulsi Thapa, Chair. David Wyche, Chair. Dhiraj Bhatta, Co-Chair.

Committee Member: 4

MAB

Current: Hayden Phillips, Chair. Carlos Rossignoli, Chair. Justin Loedding, Chair.

2023: Sam Fountain, Chair

2022: Daniel Wiggins, Chair. Matthew McGregor, Chair.

2021: Wood Smith, Chair.

2020: Leanne Chafin, Chair. Johnson Collins, Chair.
Committee Member: 6

Professional Activity & Institutional Service

Leadership

NCERA-210 USDA Multi-State Project, Vice-Chair	Dec 2023 – Present
NCERA-210 USDA Multi-State Project, Vice-Chair	Dec 2022 – Dec 2023
Agricultural and Applied Economics Association, Membership Committee Chair	Aug 2020 – Jul 2022
NCERA-210 USDA Multi-State Project, Secretary	Dec 2021 – Dec 2022

Active Member or Participant

UGA MAB Admissions Committee, Member	Jul 2020 – Present
UGA Teaching Academy Faculty Symposium, Participant	March 2023
Agricultural and Applied Economics Association, Industry Relations Committee Member	Oct 2019 – Present
Agricultural and Applied Economics Association, Member	Sep 2011 – Present
Agricultural and Applied Economics Association, Membership Committee Member	Jul 2019 – Aug 2020

Reviewing, Refereeing, and Other

Refereed for the following publications: Agribusiness: An International Journal, Journal of Food Distribution Research, International Food and Agribusiness Management Review, Agricultural Finance Review, Journal of the Transportation Research Forum, Applied Economics Teaching Resources, Journal of Extension, Journal of Agricultural and Applied Economics, UGA Extension Publications

Snyder Lecture Graduate Poster, Reviewer	Spring 2017
Outstanding Master's Thesis Committee, Reviewer	Spring 2017
Applied Economics Department Technology Committee member, UMN	Sep 2013 – May 2014

Honors & Awards

Student Career Success Influencer Award, UGA	Class of 2022
Applied Economics Department Fellowship, UMN	Fall 2012 – Spring 2013