Calendar of Events:

August 18  Purdue Day at the Indiana State Fair
August 23  Fall 2004 classes begin
October 9-13  October Break
December 13  Final Exams begin
December 18  Fall 2004 semester ends
December 19  Commencement

Congratulations and Names in the News:

Betty S. Jones, associate director with the Center for Food and Agricultural Business at Purdue University was presented with the Chairman’s Distinguished Service Award by the American Seed Trade Association (ASTA) at its annual convention held in Philadelphia, PA on June 27th. The award is in recognition of her leadership and support for the ASTA Management Academy, a professional development program sponsored jointly by ASTA and Purdue for agribusiness managers in the seed industry. It is held every March on the campus of Purdue University in West Lafayette, Ind. Jones also serves on the ASTA Management Skills Committee and coordinates the design and implementation of two other programs for the seed industry – the ASTA Advanced Management Forum which is Feb. 16 – 18, 2005 and the ASTA Executive Management Forum scheduled for Feb. 20 - 22, 2006.

Mariah Tanner Ehmke was awarded an American Dissertation Fellowship from the American Association of University Women Education Foundation.

Congratulations to Terry Griffin who was awarded the Andrews Environmental Grant from the Graduate School. Terry received a grant of $2,500 for research expenses.

AAEA Annual Meeting:

Organized Symposium

**Organizer**
Excellence in Extension Economics Education  George Patrick

**Panelist**
The Economics of Shifting From a County-Based Extension Model to a Regional One  Mike Boehlje

**Organizer/Moderator**
Guidelines for Interviewing and Becoming a Successful Academic Professional  Christiane Schroeter
Impacts of Market Liberalization (Moderator)  Gerald Shively
Economic Aspects of the Location Decisions of Agribusiness Firms (Moderator)  Frank Dooley

**Free Session**
Testbedding How Risk Affects Consumer Behavior  Jayson Lusk
The Feasibility of Creating a Global Agricultural Economics Distance Graduate Education Consortium
Food Safety and Risk Issues in the U.S./Moroccan Trade Agreement

Presentations
Market Policy Issues Related to the Restructuring of Agriculture
Regional Diets and Obesity Rates
Interviewing for Academic Positions – One Hirer’s Perceptions and Expectations
Distinguished Graduate Teaching – More than Ten Year’s Experience
Effect on Program Reputation and the Recruitment of Students
PhD Programs in Agribusiness
Consumer Acceptance of Genetically Modified Food: Evidence from Experimental Auctions in The United States, England, and France
Estimating Willingness-to-Pay Using a Polychotomous Choice Function: An Application to Pork products with Environmental Attributes
Designing Experimental Auctions for Marketing Research: Effect of Values, Distributions and Mechanisms on Incentives for Truthful Bidding
Market Power and Structural Adjustment: The Case of West African Cocoa Market Liberalization
Market Policy Issues Related to the Restructuring of Agriculture
Food Security and Trade
Certification of Meat Products
Sharing of Risk and Rewards between Participants in Value Chains
Indirect Utility Functions and Testable conditions: Implications of the Underlying Data
Consumer Acceptance of GMO Cowpeas in Sub-Saharan Africa
Real Options Analysis for Investment in Organic Wheat and Barley Production in South Central North Dakota Using Precision Agriculture Technology

Posters
Consumers Demand For Meat before and after Fat Content Education
Valuing the Real Option to Invest in Precision Agriculture and Begin Certified Organic Wheat Production in South Central North Dakota

Principal Papers
Auction Design for Voluntary Conservation Programs
Organizer

Presentation
Agricultural Innovation and New Ventures: Assessing the Commercial Potential
Smallholder Labor and Deforestation: A Systems Approach

Selected Papers
Indiana Enterprise Zone Program: Fiscal Impact of a Job Creation Tax Credit
Does Rural Job Growth Lead the Economy out of Recession?
The Impact of Health Information and Demographic changes on Aggregate Meat Demand
The Equip Gis, Web-Based Decision Program

Jay Akridge
Wallace Tyner
Michael Boehlje
James Eales
Frank Dooley
Paul Preckel
Joe Uhl
Jay Akridge
Jayson Lusk
Douglas Miller
Jayson Lusk and Corinne Alexander
Michael Wilcox and Philip Abbott
Michael Boehlje
Philip Abbott
Tomas Nilsson and Ken Foster
Paul Preckel, Allan Gray and Michael Boehlje
Joshua Detre and Ken Foster
Jess Lowenberg-DeBoer and Joan Fulton
Mariah Tanner, Alla Golub, Anetra Harbor and Michael Boehlje
Mariah Tanner and Paul Preckel
Mariah Tanner, Alla Golub, Anetra Harbor and Mike Boehlje
Timothy Cason
Michael Boehlje
Michael Boehlje, Joan Fulton, and Allan Gray
Gerald Shively
Sarah Low and Kevin McNamara
Alla Golub and Ken Foster
Christiane Schroeter and Ken Foster
Richard Farnsworth and Bernard Engel
A Comparison of Risk Management Strategies for Indiana Grain Producers
Ana Rios and George Patrick

Evaluation Poverty Impacts of Globalization and Trade Policy Changes on Agricultural Producers
Ernesto Valenzuela, Thomas Hertel and Maros Ivanic

Compound Options: A Real Options Application of an Agricultural Business
Joshua Detre, Brian Briggeman and Allan Gray

Analysis of Government Farm Subsidies on Farmland Cash Rental Rates Using a Fixed Effect Spatial Distributed Lag Model and a Translog Cost Model
Dayton Lambert and Terry Griffin

A Systems Approach for Evaluating on-Farm Site-Specific Management Trials: A Case Study with Variable Rate Manure
Dayton Lambert and Jess Lowenberg-DeBoer

Impacts of Objective and Subjective Knowledge: The Case of Genetically Modified Foods
Jayson Lusk

Credit Risk Migration Experienced by Agricultural Lenders
Michael Gunderson

Agricultural Input Market Segments: Who is Buying?
Corinna Alexander and Christine Wilson

Entropy Based Estimation and Inference in Binary Response Models under Endogeneity
Douglas Miller

Purchasing Patterns for Nutritional-Enhanced Foods: The Case of Calcium-Enriched Orange Juice
Alla Golub and James Binkley

Selected Papers

Vertical Relationships – Moderator – Corinne Alexander

Foreign Direct Investment by European Food Retailing Firms into Asia, Eastern Europe and Latin America
Mariah Tanner

Impact of Productivity Growth in Crops and Livestock on World Food Trade Patterns
Carlos Ludena

ECR and the Importance of Collaboration for Supermarkets
Maud Roucan and Frank Dooley

Import Safeguards: Protectionist Measures or a Liberalization Strategy?
Jason Grant

Global Analysis of Agricultural Trade Liberalization: Assessing Model Validity
Thomas Hertel, Roman Keeney and Ernesto Valenzuela

Improving Irrigation Water Allocation Efficiency Using Alternative Policy Options in Egypt
Lixia He and Wallace Tyner

Congratulations to Tom Hertel who was named an AAEA Fellow. Other awards include: George Patrick, Distinguished Extension Program – Individual; James Eales, Publication of Enduring Quality; and Josh Detre and Brian Briggeman, 3rd place in the Graduate Student Case Study Competition.

Thought You Would Like to Know:

Agricultural Economics will promote its contribution to Indiana’s economic development during Purdue Day at the State Fair. The development activities of three groups will be featured at this highly visible event:

- The Agricultural Innovation and Commercialization Center (AICC), through its development of business planning resources, www.agecon.purdue.edu/aicc
- The New Ventures team of Educators, with their one-on-one consultations with entrepreneurs, www.agecon.purdue.edu/newventures
- The Center for Food and Agricultural Business, with its continuing education programming, www.agecon.purdue.edu/cab

Purdue Day is August 18. Booths from all of Purdue’s schools will be located on Main Street from 9am to 7pm. Ag Econ’s booths will be near the Our Land Pavilion.

Otto Doering has been appointed to the Governor of Indiana’s College Affordability Task Force.

Otto Doering, Chris Hurt, Joan Fulton, Mike Boehlje, Sally Thompson, along with Al Sutton from Ag Engineering and Don Jones from Animal Sciences, have briefed the staff of the Republican candidate for Governor and the current Lt. Governor on agricultural issues critical to the state.
Travel, Speeches and Presented Papers:

Janet Ayres participated in the Community Development Society annual meeting in Cleveland, Ohio, July 17 – 21. The theme this year was *Chance or Choice? The Rural Urban Futures.* Janet served on the program committee, serves on the Board of Directors and is chair of the Action Networks Committee.

Frank Dooley gave a speech to 270 CEOs of Chinese DragonHead companies about The Industrialization of Agriculture and Food Market Trends in the USA in Beijing on June 29th.

Dayton Lambert and Lexia He presented a paper titled “Chinese Industrial Energy Demand” at the 24th Annual North American Conference of the USAEE (United State Association of Energy Economics) and IAEE (International Association of Energy Economics) in July.

Dr. Jennifer H. Dennis:

**July 17-20**, traveled to Austin TX for the American Society for Horticultural Science (ASHS) and presented “Do Plant Guarantees Matter?” and “Understanding Behavioral Consequences of Dissatisfied and Regretful Customers”. The paper “Do Plant Guarantees Matter?” will be published in the HortScience journal.

**August 7-9**, will travel to Boston, MA to give a talk at the American Marketing Association Summer Educators Conference. The talk is entitled “The Determinants of Consumer Regret in Purchase Situations.” This paper will also be published in their conference proceedings.

**August 10, 2004**, will travel to Atlanta, Georgia to participate in the S290 MultiState Regional Project Meeting.

**August 9-12**, will be in Atlanta, GA to present two talks at the Southern Nurserymen Association (SNA) conference. The two talks are entitled “Was It Something I Said? Understanding Why Customers Switch” and “Satisfaction Guaranteed: Do Guarantees Help Customers Repurchase Gardening Products?” Both papers will be published in their conference proceedings.

**August 28- Sept 4**, will travel to the International Symposium on Horticultural Economics and Management (ISHS). Creating Value in a Changing Society in Berlin, Germany. She will present a talk entitled “Can Experiencing Regret Affect Future Consumer Consumption of Horticultural Products?” This paper will also be published in Acta Horticulturae.

Publications:

Ehmke, Cole, Jay Akridge, Christy Lusk and Jason Lusk. *Selecting and Managing Consultants.* (EC-719) This publication is the first in a series developed by the Agricultural Innovation and Commercialization Center (AICC). The series presents concepts useful to entrepreneurs as they develop new ventures.


Abstract: As the business environment changes, the long-term success of farming operations requires farm managers to develop better business management skills. To address this need, the Executive Institute for Commercial Producers (EICP) program provided a comprehensive management curriculum of strategy, finance, business marketing, and human resources. The multi-session workshop stimulated commercial farmers to think about their business from a strategic perspective and make decisions about how to take advantage of their business strengths. To further expand the educational outreach, teaching materials were converted into a web-based format which includes text resources explaining and applying the concepts to today’s farm business, annotated PowerPoint presentations and exercises. All of the program content can be found at [www.agecon.purdue.edu/farmplan](http://www.agecon.purdue.edu/farmplan).

Lusk, J.D. and J.D. Anderson, “Effects of Country-of-Origin Labeling on Meat Producers and

### Job Announcements:

- California State University, Fresno: Ag Marketing and Agribusiness Management
- Federal Reserve Bank of Kansas City – Center for the Study of Rural America: Research Associate
- Colorado State University: Assistant Professor, Natural Resources Economics and Regional Economics
- Michigan State University: Assistant Professor, Livestock Economist
- K-State Research and Extension: Farm Management – Colby, Kansas
- Michigan Beef Industry Commission: Marketing Position

Purdue Extension Service: see website listed below

### Career and Job Sites on the Internet:

- Purdue: http://www.purdue.edu/jobs
- AAEA Job Posting: http://www.aaea.org/employment.html
- Agriculture Career Connection: http://www.ag-biz.com
- Community Colleges, misc: http://www.aacc.nche.edu/
- Chronicle of Higher Education: http://chronicle.merit.edu/jobs/
- Congressional Budget Office: http://www.cbo.gov
- Employment/Resume Posting: http://galaxy.einet.net/GJ/employment.html
- Foreign Ag Service: http://www.fao.org/VA/vac_en.htm
- National Job Bank: http://www.jobs.joe.org
- USDA, Ag Research Service: [http://ars.usda.gov](http://ars.usda.gov)

For further information, see the Job Posting File in Room 651

Contact Lou Ann Baugh concerning information to be included in future issues of KT