

The Economic Elevator



FFA Fabulous Fellowship



UNIVERSITY OF
ARKANSAS

Dale Bumpers College
of Agricultural, Food & Life Sciences



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System



FFA Tailgate

A cold day of fun, food, football and fellowship with potential students.

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**Historic National Direct
Marketing Agricultural Summit**



The University of Arkansas provided leadership to host the National Direct Agricultural Marketing Summit, which represented the first national conference focused on providing technical assistance to direct marketing practitioners and stakeholders.

From the AEAB Department Head

Welcome back to campus for the start of the spring 2019 semester! While the weather negotiates if it will inflict us with frigid single-digit temperatures or mild early-spring weather, our Department of Agricultural Economics and Agribusiness has a new issue of our newsletter, *The Economic Elevator*.

This department has seen many changes since the last semester. For one, our department has appointed a new instructor:

Emily Dunn. Since January 2013, Ms. Dunn has worked as an instructor in the Department of Agribusiness, College of Food and Agriculture in the United Arab Emirates University located in Al Ain, United Arab Emirates. We are delighted to have someone with Emily's credentials fill this important role. Her passion for teaching is evident, and her experience will allow her to contribute to our department immediately upon her arrival.

Just as Ms. Dunn begins her career with us, we are sad to say goodbye to Dr. Eric Wailes. Dr. Wailes retired effective December 31st. He joined the faculty in 1980. After almost 40 years of impactful research, mentoring junior faculty, teaching and advising agribusiness students, he will be missed. He has touched many lives over his career and many people owe him a debt of gratitude. I was personally advised by Dr. Wailes as an undergraduate in the early 1980s. Godspeed, my friend! May your retirement be all you had imagined.

In other news, I am pleased to announce that the search for a department head in the Department of Agricultural Economics and Agribusiness is underway. The search team was recently assembled, and updates will be provided via our communications platforms, such as Twitter and Facebook, as the search progresses.

Much recent attention has been paid to the "10-year challenge," a social media phenomenon where a period of ten years is used to illustrate how a person has changed, developed and matured. Therefore, I decided to put our department through the 10-year challenge. In 2018, we awarded a total of 96 degrees, which marks a 55% increase from 2008. Furthermore, enrollment over 2018 reached 324, representing an increase of almost 44% from 2008. The significant increases in enrollment and degrees awarded are a testament to the commitment of our students, faculty and staff and highlight the trajectory of our industry.

This newsletter contains updates on our activities over the last six months. I hope you find it informative and enjoyable. Please call, write or stop in to let us hear from you.

Dr. Kelly Bryant



Kelly Bryant
AEAB Department Head

Upcoming Events

■ All Careers Fair Resume Reviews

Date: 2/12

Time: 10:00 a.m. – 2:00 p.m.

Location: ARKU, Fayetteville Campus

■ Scholarship Application Period Ends

Date: 2/15

Time: All-Day Event

Location: N/A

■ Distinguished Alumni Award

Date: 2/22

Time: 3:00 p.m.

Location: AFLS Hembree Auditorium

■ Application Deadline: Spring Graduation

Date: 3/1

Time: All-Day Event

Location: N/A

■ Spring Break

Date: 3/18 – 3/22

Time: Multi-Day Event

Location: N/A

■ Last Day of Class: Full Semester Classes

Date: 5/2

Time: All-Day Event

Location: N/A

■ Dead Day

Date: 5/3

Time: All-Day Event

Location: N/A

■ Spring Commencement

Date: 5/10 – 5/11

Time: Multi-Day Event

Location: N/A

Fall 2018

Completed Thesis Defense



John Leander Turner, V

Advisor: Dr. Andrew McKenzie

Committee Members: Drs. Bruce Ahrendsen, Daniel Rainey and Jeroen Buysse (not pictured)

“Risk and Return Comparison of Preharvest Marketing Strategies”

Under the guidance of his advisor, he researched the different risk-return profiles of thirteen preharvest marketing strategies for Arkansas corn grain, compared to the Memphis cash bid at harvest. By integrating price, yield and production cost risk for the state of Arkansas during the 2001–2017 sample period, his thesis studies the inherent risk that has characterized grain markets in the last seventeen years. The results reveal significant non-normality in profit per acre and profit per bushel, which prompted the use of nonparametric statistical testing to complement parametric tests. This finding pointed to significant differences in certain preharvest marketing strategies when compared to selling at a benchmark harvest time postharvest.



FFA Tailgate: A Cold Day Of Fun, Food, Football & Fellowship With Potential Students

This article was written by Kenley Bramall, an agricultural business and agricultural communications student who is Bumpers College's lead ambassador this year.

HAVE YOU EVER BEEN to a tailgate full of high school FFA students? I had not, either, until the LSU football game [last] year. The Dale Bumpers College of Agricultural, Food and Life Sciences staff and ambassador team partnered with Alpha Gamma Rho (AGR) to host Arkansas FFA students and families for a tailgate.

FFA members traveled to campus alone, with parents and as chapter groups. The day started out calm and with fair weather, but as the hours passed, the temperature quickly dropped. It was a good thing the Hawkins Family Terrace had heaters! We also had hot chocolate provided by the Alumni FFA. We had a busload of FFA students from Crossett, a big group from Siloam Springs and a large turnout from Fayetteville, among our guests.

Sigma Alpha, a professional agricultural sorority, hosted a dessert contest, and the entries were oh-so-good. (Tim Stults won the contest with a delicious chocolate pecan pie. Can you say “yum”?)

And let's not forget the food provided by AGR! The men worked with Tyson Foods to get chicken donated, and they cooked us some delicious chicken wings and jambalaya, which was provided by Southern Food Company.

You can imagine the atmosphere, music blaring, food and games everywhere, giant blow-up Hogs and students of all ages. Dean Deacue Fields introduced himself to the crowd and made friends throughout the group.

“You can imagine the atmosphere, music blaring, food and games everywhere, giant blow-up Hogs and students of all ages.”

Each Bumpers College department was represented and had games and goodies for our guests. Some games included giant Jenga, animal science quiz bowl, HedBanz, Cornhole and more. The college also had a photo booth for students to enjoy and

provided a Snapchat filter for all those selfies! At kickoff, students were able to enjoy the game at a discounted price.

Bumpers College loves partnering with Arkansas FFA for events like this! Thanks to Chris Bacchus and Arkansas FFA for helping us get the word out and making this event possible. It's great to have those students on campus. Even when they are here for a social event, like this tailgate, they are learning more about us, our majors and potential careers. ■



2018 Agricultural Economics and Agribusiness Holiday Lunch

Each year, the AEAB Department holds a holiday lunch, which provides students with an opportunity to mingle with faculty and staff while building professional connections and camaraderie (and tasty food!). ■





Aaron Shew receives the Young Scientists Award at the International Rice Congress conference.

Alumnus Aaron Shew Wins Young Scientists Award

UNIVERSITY OF ARKANSAS ALUMNUS Aaron Shew was awarded the Young Scientists Award at the International Rice Congress conference held in Singapore. The conference is the biggest gathering of scientists, policymakers, agriculture experts and technology providers from the world of rice research.

Shew investigates consumer valuations of biotech rice interventions associated with insect resistance. His research contributes to understanding consumer preferences for

conventional and advanced biotechnology products.

Shew graduated from the University of Arkansas with a doctorate in environmental dynamics in spring 2018. He holds a master of science in agricultural economics and a master of arts in geography from the University of Arkansas.

Shew was recently named the R.E. Lee Wilson Chair in agricultural business at Arkansas State University and will begin in spring 2019. ■



Former AEAB Professor Ed Fryar Named to State Agriculture Hall of Fame

THE 2019 CLASS OF the Arkansas Agriculture Hall of Fame was announced by Arkansas Farm Bureau, and U of A's Dale Bumpers College of Agricultural, Food and Life Sciences was well represented.

The class includes Ed Fryar, the founder of Ozark Mountain Poultry and former Bumpers College professor of agricultural economics.

The new selections bring the number of honorees in the Arkansas Agriculture Hall of Fame to 169, encompassing 32 classes of inductees.

Fryar started Ozark Mountain Poultry (OMP) in 2000 after working 13 years as a professor of agricultural economics in the Department of Agricultural Economics and Agribusiness.

He grew the business to more than 1,800 employees and processed more than 1.2 million chickens per week. OMP focused on antibiotic-free and non-GMO chicken products, servicing the retail and foodservice channels with its Forester Farmers Market brand. In just over a decade, OMP experienced significant growth in both customer base and product offerings, with sales reaching more than \$280M.

Fryar also worked to establish direct buying channels with Arkansas grain producers. The company was also known for its RFID tracking of poultry during production and an incentive-based pay system that results in higher output and higher yields. Arkansas-based George's Inc. acquired OMP in 2018.

Fryar has served on the Council of Economic Advisors for Arkansas governors since 1983. He is also a member of the Agribusiness Council for the Federal Reserve Bank of St. Louis. Before starting OMP, Fryar was a tenured professor in Bumpers College, focusing his research on grain and poultry marketing and price risk management. He also worked for the United States Department of Agriculture. He holds undergraduate and graduate degrees from the U of A and a doctorate from the University of Minnesota. ■

AEAB Scholarship Donation

Donations from businesses and alumni are of tremendous benefit to the programs and facilities we provide. Donated funds go directly to the scholarships that we offer our students. All contributions, large and small, allow us to present an opportunity to scholars who have the intellectual but not the financial means. Please consider making a gift to our program today. ■



DONATE NOW



Ron Rainey, Arthur Neal and Bumpers College Dean Deacue Fields attending the 2018 National Direct Marketing Agricultural Summit.

Historic National Direct Marketing Agricultural Summit Co-Chaired by Ron Rainey

THE UNIVERSITY OF ARKANSAS provided leadership to host the National Direct Agricultural Marketing Summit, which represented the first national conference focused on providing technical assistance to direct marketing practitioners and stakeholders.

Ron Rainey, an economics professor and director of the U of A Division of Agriculture's Southern Regional Risk Management Education Center, served as co-chair of this historic event. The summit, which attracted 400 attendees from 43 states, was held Sept. 15-18 in Arlington, Virginia.

Rainey led the planning for the summit through a cooperative agreement with USDA's Agricultural Marketing Service. The summit conveners included USDA's Agricultural Marketing Service, Farm Credit, Farmers Market Coalition, National Value-Added Agriculture Conference and the Food Distribution Research Society.

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Marketing Summit

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According to Rainey, the summit provided a rare engagement opportunity for direct marketing farmers, managers of farmers markets and those who provide technical assistance to local food systems on the national level.

The innovative training tools and resources featured throughout the three-day summit offered cutting-edge resources and strategies to enhance direct marketing efforts across the country.

Also in attendance was Arthur Neal, an alumnus of the U of A Department of Agricultural Economics and Agribusiness master's program and the current deputy administrator for the transportation and marketing program of the USDA Agricultural Marketing Service.

Neal said, "The summit provided an invaluable opportunity for business networking, partnering, and peer-to-peer learning. Attendees addressed training gaps and identified ways that direct-to-consumer agricultural marketing enterprises can improve the effectiveness of their day-to-day operations."

To learn more about the resources and discussions shared at the summit, visit the summit's webpage, <http://localfoodeconomics.com/agsummit>. The website includes presentations, an archive of summit photos and a collection of direct marketing success stories from across the country. ■



Doug Karcher (left), from Dept. of Horticulture, passing the gavel to Mike Thomsen.

Mike Thomsen Named Bumpers College's Faculty Council Chair

DOUG KARCHER, PROFESSOR OF turf sciences in the Department of Horticulture, recently "passed the gavel" to Mike Thomsen, professor in the Department of Agricultural Economics and Agribusiness, as chair of Bumpers College's Faculty Council.

The chair serves one-year terms, with Karcher just completing his year.

The group meets every month with various administrative reports from the college and the Division of Agriculture, and the university-wide faculty senate and graduate council. ■



Nalley (front of bus) leading a group of students during a service learning project in Mozambique.

Lanier Nalley Named 2018 Hoyt H. Purvis Award Winner

THE HOYT H. PURVIS award recognizes a university faculty member, a university staff member and a Graduate School and International Education staff member for their outstanding service in international education.

Lanier Nalley, professor of agricultural economics and agribusiness, is the university faculty award recipient. Nalley co-leads the university's community development program in Mozambique. The program has been recognized for its quality and high impact.

Additionally, Nalley led the effort to establish the university's international development minor, which has received a groundswell of student support. His mentoring and dedication to students, many of whom have earned

prestigious awards and international success, contributed to his selection for the Purvis award.

Nalley has been recognized previously for his teaching with induction into the U of A Teaching Academy in 2015, the 2017 Outstanding Teaching of a Course award (for AGE 4163) by the Southern Agricultural Economics Association, the 2018 Jack G. Justus Award for Teaching Excellence and the U of A Agribusiness Club Excellence in Teaching award in 2009 and 2010.

This year's Hoyt H. Purvis award marks two consecutive AEAB faculty winners. Bruce Ahrendsen won the award in 2017 for his critical role in the development and operation of the university's Atlantis Program. ■

Multidisciplinary Project to Help Farmers Recycle Water, Recover Nutrients for Fertilizer

U of A chemical engineering faculty are leading efforts to develop systems to help farmers recycle water and recover nutrients that can be used as fertilizer. The multidisciplinary research is being funded with a new \$4.3 million grant from the U.S. Department of Agriculture's National Institute of Food and Agriculture.

To help farmers save water, Lauren Greenlee, assistant professor of chemical engineering, will work with other researchers and local farmers to design water recycling technology, as well as creating a decision-support tool farmers can use to choose the appropriate technology and system for their land.

Greenlee's team will work with regional farmers through organizations such as the Arkansas Farm Bureau in the development process. Greenlee is also collaborating with researchers at the University of Missouri, University of Nebraska-Lincoln, Colorado School of Mines and Case Western Reserve University.

Researchers among this team include Jennie Popp, professor of agricultural economics and agricultural business and associate dean of the Honors College, who will examine the economic impact of adopting these tools.

The award is part of a \$34 million USDA-sponsored initiative to address water scarcity. ■



Clockwise from top-left, Andrew McKenzie, Mike Thomsen, Lanier Nalley and Steve Halbrook.

AEAB Faculty Receive Bumpers College Service Awards

FACULTY MEMBERS IN THE U of A's Dale Bumpers College of Agricultural, Food and Life Sciences were recognized with service awards at a reception on Sept. 20 at Fayetteville's Hilton Garden Inn. Dean Deacue Fields presented these awards, recognizing the following AEAB faculty:

20-Year Award

- Andrew McKenzie, professor
- Mike Thomsen, professor

10-Year Award

- Steve Halbrook, professor
- Lanier Nalley, professor ■



From left to right, Luke Parsch, Alicia Minden and Bruce Dixon.

Minden Recognized for 35 Years of Service

ALICIA MINDEN WAS RECOGNIZED for her 35 years of service to the campus as a hardworking, devoted and conscientious secretary in the Department of Agricultural Economics and Agribusiness and secretary for the Graduate Programs Committee. For over 35 years, as demands for services and technology changed, Minden learned new skills and shared that knowledge with others in the department.

Her knowledge of the Graduate School regulations and requirements is encyclopedic. Minden has been quite diligent in keeping up with changes in Graduate School procedures and keeps the department ahead of the curve in these areas. When faculty members are confronted with a vexing question about how to handle various graduate student problems, they turn to Minden for advice.

Minden has served under a variety of chairs to the Graduate Programs Committee and has educated them in the nuances of conducting the affairs of the committee. She has also shepherded countless graduate students through the intricacies of getting the format of a thesis correct and following Graduate School procedures to complete their degrees.

She takes pride in the department and has given 35 years of much appreciated and professional service toward making the Department of Agricultural Economics and Agribusiness as good as it can be. ■



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