



UNIVERSITY OF
ARKANSAS

DALE BUMPERS COLLEGE
OF AGRICULTURAL, FOOD
& LIFE SCIENCES

News&Insights@AEAB

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The AEAB Newsletter (*News & Insights @ AEAB*) is a publication of the University of Arkansas, Department of Agricultural Economics and Agribusiness. Contributions from faculty, staff, students and alumni are most welcomed and should be submitted to Melinda Dunlap (AGRI 217).
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DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Notes from the Department Head

The fall semester is well underway. Our recent enrollment trend continues. The Fayetteville campus set a record with total enrollment of over 26,000 students. AEAB has 234 undergraduate majors, an additional 15 double majors, 85 minors and 34 students enrolled in our M.S. program. The undergraduate numbers are new records. Our student semester contact hours are up 20 percent over fall 2013. During the 2014 academic year (ending after summer session I 2014), our department granted 70 degrees, including 20 M.S. degrees.

We will celebrate the accomplishments of two distinguished alumni, Mark Waldrup and Allison Thomas on October 24. Mr. Waldrup, B.S.A. 1977, is the owner/operator of a large family farm business and Armor Seed. He also serves on the University of Arkansas, Board of Trustees. Ms. Thomas, M.S. 1999, is Chief of Staff of USDA's Foreign Agricultural Service. During her career, she has served overseas in the U.S. embassies in Kenya and Afghanistan. The award presentations will be at 4:00 p.m. in the AFLS Hembree Auditorium with a reception to follow on the Hawkins Family Terrace. Please join us for this celebration!

Last January our Instructor, Fendley Ragland, left us for the private sector. Fendley taught Micro Principles, Introduction to Agribusiness and Farm Business Management for four years, and managed our undergraduate advising program. We wish Fendley the best as he masters the farm management world.

Nathan Kemper joined our family as an Instructor, assuming many of Fendley's duties. Nathan earned an M.S. degree from our department and worked as a research and Extension Program Associate for a few years. He moved over to the academic side of the department in January with 250 students in two classes. He survived his academic baptism by fire and is currently assessing the feasibility of putting more of our undergraduate courses on-line. Nathan is a Public Policy Ph.D. candidate.

We are searching for a second Instructor to help us serve our growing enrollment. We should be interviewing candidates in mid-October. This second Instructor will allow us to offer more sections of several of our popular courses and reduce class size. Recently, we approved some minor changes to our undergraduate program to give students a little more flexibility for course selection. The combination of the curriculum changes and more sections of popular courses will make it easier for students to finish their course of study in a timely fashion and increase our graduation rate.

Steve Halbrook

Graduate Student News



The Department welcomed 23 new students to the M.S. in Agricultural Economics program on the 21st of August. The students came from as far away as Madagascar, Indonesia, Bangladesh, Saudi Arabia, Albania, Italy, Germany and Brazil and as near as Fayetteville! After completing orientation, meeting their advisors and registering for classes, the new students were joined by continuing M.S. students, faculty, staff and alumni of the program for a reception. Forty-eight students are in the M.S. program at the beginning of the fall semester. Welcome all!



Marshall Scholar

Mike Norton, a 2013 honors graduate from the University of Arkansas, has been named one of 34 Marshall Scholars for 2014 by the Marshall Aid Commemoration Commission. Norton, from Lincoln, Ark., majored in both poultry science and agricultural business in the Dale Bumpers College of Agricultural, Food and Life Sciences, and was a member of the Honors College. Follow this link for more information: <http://agribus.uark.edu/7950.php>

Agricultural Business Club News

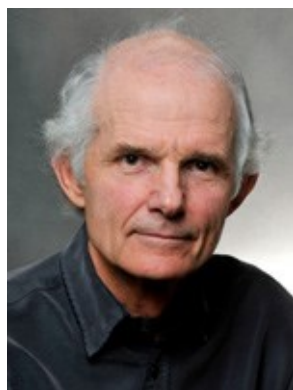
The Agricultural Business Club (ABC) has begun a new year with a new set of officers. This year's officers are Bailey Moon-President; Paige Acklie-Vice President, Cole Vanaman-Secretary, Jenna Diehl-Treasurer, Luke Lane-Public Relations, and Sam Goll-Student Relations. On October 14 the club hosted a cook-out in the courtyard behind the Agricultural Building. The Club grilled hamburgers and hotdogs and called the event "*Meat* with your Advisor." Several undergraduate students, faculty, and staff in programs in the AGRI building and the HESC programs attended the event. The new Bumpers College Advisors Mr. Lucas Simmons and Mrs. Christina Woods who will be working with new and transfer students in the AGRI and HESC undergraduate program areas attended the event as well.

The Annual Honey and Pecan sale has begun and will last until November 7th. Order forms can be found at http://agribus.uark.edu/ABC_Honey-Pecan_orderform_2014.pdf or by contacting Melinda Dunlap at mdunlap@uark.edu or 479-575-2256.

Congratulations



Jeff Luckstead was selected to receive the Outstanding Doctoral Dissertation Award for Essays in Policy Analysis: Strategic Trade Theory and the Elimination of Agricultural Subsidies. He received the award at the AAEA Awards & Fellows Recognition Ceremony July 28 at the 2014 AAEA Annual Meeting in Minneapolis, MN.



Bruce Dixon received a service award for his 30 years of service to the University of Arkansas September 18 at the Agricultural, Food and Life Sciences' Faculty Recognition Reception.

Travel



In June, Bruce Ahrendsen met with Atlantis alumni Jan-Peter Wettlaufer and Monika Bumbalova at the Slovak University of Agriculture (SUA) in Nitra, Slovakia. Jan-Peter is working in Berlin, Germany, but was visiting Monika in Slovakia where she earned her Ph.D. and is a lecturer at SUA. Bruce Ahrendsen was at SUA to explore extending educational and research collaborations between SUA and the UA Bumpers College and Division of Agriculture, and he participated in a commencement ceremony of the Faculty of European Studies and Regional Development. He was invited by SUA to lead the International MBA in Agribusiness joint study week which had 25 students from MBA programs in Poland, Ukraine and Slovakia. He also participated in the annual board meeting of the International MBA in Agribusiness.

Focus on Faculty



Nathan Kemper is the AEAB's newest faculty member and began teaching for the department in January 2014. He teaches undergraduate courses in microeconomics, agribusiness management and marketing. Nathan also serves as the Student Relations and Recruiting Coordinator for the department. Nathan is a native of Missouri where he grew up on his family's dairy and beef cattle farm, a Missouri Century Farm established in 1889. He attended Missouri State University earning a B.S. in Finance in 2001. While attending Missouri State, he worked for American Express Financial Advisors in Springfield, MO and upon graduating in 2001 he took a position with Deutsche Bank. In 2005, Nathan earned his M.S. in Agricultural Economics at the University of Arkansas. He then worked for the UA Division of Agriculture since finishing his degree from 2005-2013. Nathan worked for the Agricultural Experiment Station focusing on economic impact analysis, poultry/livestock economics, water quality, agricultural sustainability, recreation/tourism and regional development. He served as the Trade Adjustment Assistance (TAA) Coordinator for the Southern Risk Management Education Center (SRMEC) from 2010-2013 and coordinated the educational and business planning training program for the Southern Region. Nathan also works on a number of research and outreach projects supported by the Arkansas Soybean Promotion Board including estimating the economic contributions of the soybean industry in Arkansas and assessing the demand for conventional and specialty, food and feed grade soybeans intended for export and domestic niche markets. In addition to teaching, Nathan is also currently finishing his PhD in Public Policy specializing in Food Marketing Policy. His dissertation research is focused on marketing specialty soybean products and the implications of food labeling policies. Nathan is married to Mauria Jackson Kemper, an attorney practicing in NWA, and they have one daughter Grace Ellen Kemper.

Welcome



Lucas Simmons recently joined the staff as academic adviser in Dale Bumpers College of Agricultural, Food and Life Sciences. He will be advising undergraduates that have fewer than 60 hours in Agricultural Economics and Agribusiness. He is also advising undergraduate students in agricultural education, communication, and technology; horticulture; and crop science. He is located in AGRI 219. Welcome onboard, Lucas!



Publications and Presentations

- **Alviola, P., R. M. Nayga, Jr., M. Thomsen,** and Z. Wang. 2013. "Determinants of Food Deserts." *American Journal of Agricultural Economics*, 95:1259-1265.
- **Alviola, P., R. M. Nayga, Jr., M. Thomsen, D. Danforth,** and **J. Smartt.** 2014. "The Effect of Fast Food Restaurants on Childhood Obesity: A School Level Analysis." *Economics and Human Biology*, 12:110-119.
- **Brown, D., J. Popp** and J. Miller. 2014. "How Cultural Farm Practices Contribute to Local Food Systems." Selected Poster at the Southern Sustainable Agriculture Working Group Annual Meeting, January 16-18, Mobile, AL.
- Caputo, V., **R.M. Nayga, Jr.,** and R. Scarpa. 2013. "Food Miles or Carbon Emissions? Exploring Labeling Preference for Food Transport Footprint with a Stated Choice Study" *Australian Journal of Agricultural and Resource Economics*, 57: 465-482.
- **Dunn, K. C.** and **A. Flanders.** 2013. 2012 Geographical Distribution of Arkansas Soybean Acreage. October.
- De Magistris, T., A. Gracia, and **R. M. Nayga, Jr.** 2013. "On the Use of Honesty Priming Task to Mitigate Hypothetical Bias in Choice Experiments." *American Journal of Agricultural Economics*, 95:1136-1154.
- Drichoutis, A. and **R.M. Nayga, Jr.** 2013. "Eliciting Risk and Time Preferences Under Induced Mood States", *Journal of Socio-Economics*, 45: 18-27.
- Elbakidze, L., **R. M. Nayga, Jr.** and H. Li. 2013. "Willingness to Pay for Multiple Quantities of Animal Welfare Dairy Products: Results from Random Nth, Second Price, and Incremental Second Price Auctions." *Canadian Journal of Agricultural Economics*, 61:417-438.
- **Flanders, A.** 2013. Input Cost Trends for Arkansas Field Crops, 2007-2013. October.
- **Flanders, A.** and F. Bourland. 2013. Cotton Comments- Cotton Yield, Quality and Revenue: 2012 Arkansas Cotton Variety Test. October.
- **Kovacs, K.,** R. Haight, S. Jung, D. Locke, J. O'Neil-Dunne. 2013. "Marginal Cost of Carbon Abatement from Planting Street Trees in New York City." *Ecological Economics*, 95: 1-10.
- **Kovacs, K.,** S. Polasky, E. Nelson, B. Keeler, D. Pennington, A. Plantinga, S. Taff. 2013. "Evaluating the Return in Ecosystem Services from Investment in Public Land Acquisitions." *PLoS ONE*, 8(6): e62202.
- **Kovacs, K.,** R. Haight, R. Mercader, D. McCullough. 2014. "A Bioeconomic Analysis of an Emerald Ash Borer Invasion of an Urban Forest with Multiple Jurisdictions." *Resource and Energy Economics*, 36(1):270-289.
- **Kovacs, Kent.** 2014. "Management of Groundwater and Surface Water Quality with On-Farm Reservoirs." Selected paper presented *Southern Agricultural Economics Association Annual Meeting*, Dallas, TX, Feb. 1-5.
- Kyureghian, G. and **R. M. Nayga, Jr.** 2013. "Food Store Access, Availability, and Choice When Purchasing Fruits and Vegetables." *American Journal of Agricultural Economics*, 95:1280-1286
- **Norton, M., L.L. Nalley, B. Dixon** and **J. Popp.** 2014. "Cost-Benefit Analysis of Farmer Training Schools: The Case of Ghanaian Cocoa." *Journal of International Agricultural Trade and Development* 9,1:1-23.
- **Popp, J., G. Rodriguez, N. Kemper, R. Rainey** and Harrison Pittman. 2014. "CARS Resources for Risk Management in Direct Marketing Venues." Poster presented at Practical Tools and Solutions for Sustaining Family Farms Conference and Trade Show Southern SAWG's 23rd Annual in Mobile, Alabama. January 17-18.
- **Popp, J., L. English,** and **W. Miller.** 2014. "Agriculture's Importance to the Arkansas Economy." Selected Poster at the Southern Sustainable Agriculture Working Group Annual Meeting, January 16-18, Mobile, AL.

Publications and Presentations cont'd

- **Popp, J., L. English, and W. Miller.** 2014. "The Contribution of Agriculture to the Arkansas Economy in 2011." Selected Poster at the Southern Agricultural Economics Association Annual Meetings, Feb. 1-4, Dallas, TX.
- **Popp, J. J.** Yancey, B. Kegley, S. Watkins, C. Owens Hanning, W. Pettz, J. Hornsby and J. Schaben. 2014. "Connecting Women with Agriculture – the 2012 & 2014 Moms on the Farm Tours." Selected Poster at the Southern Sustainable Agriculture Working Group Annual Meeting, January 16-18, Mobile, AL.
- **Rodriguez, Hector German, Jennie Popp,** Curt Rom, Heather Friedrich, and Jason McAfee. 2014. "Organic Apple Production Economic Assessment Tool." Poster presented at Practical Tools and Solutions for Sustaining Family Farms Conference and Trade Show Southern SAWG's 23rd Annual in Mobile, Alabama. January 17-18.
- **Rodriguez, Hector German, Jennie Popp,** Rick Ulrich, Greg Thoma, Charlie Maxwell, and Tsung Cheng Tsai. 2014. "Integrating a Life Cycle Costing Model Into a GHG Emissions Model for Swine Production." Poster presented at Practical Tools and Solutions for Sustaining Family Farms Conference and Trade Show Southern SAWG's 23rd Annual in Mobile, Alabama. January 17-18.
- **Rodriguez, Hector German, Jennie Popp,** Curt Rom, Heather Friedrich, and Luke Freeman. 2014. "A Software Tool for Estimating the Economic Viability of High Tunnels in Blackberry Production." Poster presented at Practical Tools and Solutions for Sustaining Family Farms Conference and Trade Show Southern SAWG's 23rd Annual in Mobile, Alabama. January 17-18.
- Rom, C., H. Friedrich, L. Freeman, **R. Rainey, J. Popp** and M. Matlock. 2014. "The National Strawberry Sustainability Initiative." Selected Poster at the Southern Sustainable Agriculture Working Group Annual Meeting, January 16-18, Mobile, AL.
- Sobekova, K., **M.R. Thomsen** and **B.L. Ahrendsen.** 2013. "Market Trends and Consumer Demand for Fresh Berries." Applied Studies in Agribusiness and Commerce Vol. 07, No. 2-3: 11-14. Available at: purl.umn.edu/164771
- Sok, S., **J. Popp,** and **H.G. Rodriguez.** 2014. "Facilitating Highbush Blueberry Production Management By Employing a User Friendly Interactive Decision Support Tool." Selected Poster for the Southern Agricultural Economics Association Annual Meeting, Feb. 1-4, Dallas, TX.
- Thoma, G., M. Matlock, C. Maxwell, **J. Popp,** T. Costello –K. VanDevender, S. Sadaka, M. Hanigan, M. Ponder, C. Li, W. Salas, J.S. Radcliffe, B. Richert, R. Stowell and J. Heemstra. 2014. "Integrated Resource Management Tool to Mitigate the Carbon Footprint of Swine Produced in the U.S." Poster presented at the NIFA Climate Change Project Directors Meeting, January 6-9, Gainesville, FL.
- Thoma, G., R. Ulrich, C. Maxwell, **J. Popp,** P. Bandekar, **H. Rodriguez,** J. Burek, D. Kim, T. Tsai, H. Kim, M. Hanigan, C. Li and W. Salas. 2014. "Compiling a Database of Carbon and Water Footprint and Nutrient Content of Animal Feed." Poster presented at the NIFA Climate Change Project Directors Meeting, January 6-9, Gainesville, FL.
- Tsai, T.C., **J. Popp,** G. Thoma, R. Ulrich, C. V. Maxwell, M. Hanigan, B. Richert, and S. Radcliffe. 2014. "Effects of Amino Acid Supplementation with Reduced Dietary Crude Protein." Poster presented at the NIFA Climate Change Project Directors Meeting, January 6-9, Gainesville, FL.
- Ulrich, R., **J. Popp,** G. Thoma and **H.G. Rodriguez.** 2014. "Integrating a Life Cycle Costing Model into a Ghg Emissions Model for Swine Production." Poster presented at the NIFA Climate Change Project Directors Meeting, January 6-9, Gainesville, FL.
- **Wailes, Eric, Eddie Chavez, K. Bradley Watkins** and **Bobby Coats.** 2014. "Commodity Program Options in the 2014 Farm Bill" available at http://www.aragriculture.org/agfoodpolicy/AgriculturalActof2014_CommodityTitleBrief.pdf

Graduate Student Spotlight



Sokha Sok

Where are you from? Town, state, country, ag connection? Give some details about that area. I come from Phnom Penh, Cambodia, a small unique city in South East Asia, with a population of about 1.5 million people over a land area of around 262 square miles.

Family—parents, siblings, spouse, children? I have a younger brother. I lived with my parents and my brother before I came to UofA.

Some background information—where BS obtained, when, etc. I received my bachelor's in business administration with a major in accounting back in 2000.

How/Why did you choose UA for a Master's degree? I saw the opportunity listed in the newspaper and decided to apply for the USAID funded Fintrac-Harvest scholarship program (Help Address the Rural Vulnerability and Ecosystem Stability) in Cambodia. I eventually won the award to pursue the master's program in agricultural economics in the University of Arkansas, one among five universities in America selected by Fintrac-Harvest Training Program.

Are you thesis/nonthesis? Year in program? I am a thesis student, and I started in Fall 2012 (Expected to graduate by Fall 2014).

What do you wish to do with your degree? I plan to become a value chain analyst or researcher in the Agricultural Economics field and spend some time contributing to the academic work, such as a part-time educator back in Cambodia.

Describe your time at UA/dept. Besides taking classes, I spend most of my time working on the assignments and homework as well as reading the textbooks in the libraries. I sometimes attend International Students and Scholars' events and meet students from other countries around the world. I also attend the seminar or events of my interest; especially personal development, business/center for excellence of the Walton college, economics club, and economic series.

What areas of your MS program interest you the most? I am very impressed in the agribusiness and bio

-based economy in the US, as well as the food processing and farming technology and also the agricultural price analysis.

Thesis Title a sentence to describe objectives (if thesis)

My tentative thesis topic is about assessing risks and returns from blueberry production in the southern region of the United States. "The objective is to work on the productivity improvement from the economics perspective looking at the price risks and sensitivity analysis.

Internship (if any) for non-thesis, who, what, where?

I am seeking the available internship program for international students like myself at present.

What outside activities have you been involved in? I have attended the bible study group of the Chinese students who meet every Sunday evening from the first fall term. I also volunteered last year with the same group to help the elderly cleaning their house and the yard before the winter arrived. I also worked as the note taker for two courses during last spring term.

How do you spend your free time? I love to be involved in all kinds of outdoor activities if I have time. I especially love travelling, cooking, gardening and spending time talking with friends.

What do you miss from "back home?" My parents, Cambodian close friends, and Cambodian food.

What do you like best about the program, being a grad student? I especially like the way that professors have the open door policy and earnestly guide students on their homework and assignments or project work. I also like the seminar program that encourages students to compete on research, to work toward having the work published in journal articles to improve their research skills and develop professionalism. Profound thanks to the head of the department, Dr. Halbrook, for offering this competitive challenges/opportunities to thesis students to build a strong background on academic research as well as Professor Popp (Jennie Popp, my Academic Advisor who has provided priceless support and assistance to me in every way possible.

What do you like best about UA/Fayetteville? I love the way that Fayetteville residents are exceptionally friendly. I like the beautiful scenery and the four seasons of Fayetteville and those nice and sweet friends, great and generous classmates as well as friendly and extremely helpful administrative staff in the AEAB department.

Any work experience? Previous jobs? I had a resourceful experience in accounting, finance, administration, and procurement / logistics/ outsourcing before I came to study at the University of Arkansas.