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FP 92-2

FACULTY PAPER SERIES

FP 92-2

May 13, 1992

Rice Economics Research
and Extension Programs
at Texas A&M University

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and Kristy McCollough

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**RICE ECONOMICS RESEARCH
AND EXTENSION PROGRAMS**

at

Texas A&M University

FACULTY PAPER 92-2

Edited

by

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PREFACE

Research and extension programs on rice economics at Texas A&M University encompass many areas. Production, marketing, farm and resource policy, processing, and other related agribusinesses are among the segments of the Texas rice industry serviced by these state supported programs. U.S. and international dimensions of the industry also receive attention. This paper provides documentation of both past and current ongoing efforts at Texas A&M University related to rice economics. In doing so, it is intended to indicate the available knowledge base on several areas critical to the continued viability of the Texas and U.S. rice industry. Interested readers desiring additional information should contact one of the faculty identified in the paper at the following address:

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CURRENT RICE ECONOMICS RESEARCH AND EXTENSION PROGRAMS

The Texas and U.S. rice industry is struggling to survive in an environment dominated by relatively high production costs and major dependence on government support payments. International competition is challenging the capability of domestic rice farmers to produce rice at an economically competitive price. Emerging technologies and other research results must be evaluated in an economic context to facilitate producers' decision-making processes. Prudent marketing, both at the farm gate and beyond, is critical. Market development for specialty varieties and value added products is essential prior to encouraging production of such varieties and/or products. Diminishing government farm program support and increasing environmental policy concerns further substantiate the need for both firm level and industry wide research and extension programs across a broad spectrum of topics. Related ongoing rice economics research and extension efforts at Texas A&M University are focused in several areas:

Production

- variety development and selection
- economic input levels
- strategic and tactical decisionmaking processes

Marketing

- market information
- marketing alternatives

Processing

- specialty markets
- post-harvest handling

Policy

- government farm program
- resources

The Texas Agricultural Experiment Station and Texas Agricultural Extension Service are state funded agencies supporting faculty and staff involvement in these areas. Additional funding support for individual projects comes from several external sources, including the Texas Rice Research Foundation (Econo-Rice project). Brief discussions of the research projects in progress in each of the respective areas are found in pages 2-12.

Area: Production -- Variety Development and Selection

Title: RICEGROWER -- Evaluating Current and Potential Rice Varieties

Problem Description: The decision set of available varieties among which rice producers must select has increased substantially in recent years as breeders, capitalizing on increased funding support, have released several new varieties. Differences in yield potential (with respect to main and/or ratoon crop), milling quality, variable input requirements, and disease resistance, among other factors, contributes to a complex decision environment for the rice producer seeking to select one or more varieties that will meet his/her profit-maximizing and/or risk aversion objectives. Research and extension scientists, seeking to assist producers with this decision dilemma, are somewhat limited in their abilities to fully integrate all of the relevant factors in an economic context. Moreover, the plight of the rice breeder is complex in seeking to identify new varietal selections that will surpass current varieties in economic performance.

Objectives: Provide for a means of evaluating both currently available and potential new rice varieties in an economic context so as to provide a decision support system to rice producers, their crop management advisors, rice breeders, and other research and extension scientists.

Approach: A simulation model, RICEGROWER, has been developed for evaluating the relative economics of different varieties planted at different dates, with and without a ratoon crop. Weather variability is explicitly considered in the modeling process, with weather-induced differences in variable input (fertilizer, herbicides, insecticides, fungicides, and water) levels determined according to expert opinion of TAES and TAEX rice scientists. A preliminary application of the model on the West side of Houston for Lemont and Maybelle is currently being documented and reviewed by all participating investigators. Additional analyses encompassing Labelle, Dellmont, Rosemont, and Jasmine 85 are underway.

Anticipated Date of Completion: August 1994.

Anticipated Publications and Presentations:

- "A Bioeconomic Simulation Analysis of Varietal Selection, Alternative Emergence Dates, and the Ratoon Cropping Decisions for Texas Rice." To be submitted to the J. of Prod. Ag.
- "Gauging the Success of Potential New Rice Varieties at the Farm Level: An *Ex Ante* Approach." To be submitted to the Amer. J. Ag. Econ.
- "Economic Impact of Rice Technology Transfer on the U.S. Rice Industry." To be submitted to the Amer. J. Ag. Econ.
- "RICEGROWER: Users' Manual." To be submitted to the Texas Agricultural Experiment Station.
- "*Ex Ante* Technology Development Economic Analyses: The Case of Rice Varietal Breeding Programs in Texas." For presentation at the 1993 American Agricultural Economics Association annual meeting.
- "Economic Comparisons of Current and Potential New Rice Varieties for the 1994 Season." For presentation at the 1993 Summer Field Day or Annual Econo-Rice Research Review.

Collaborators: The principal investigators are M. Edward Rister and Troy Thompson [this is his Ph.D. dissertation topic]. In addition, J. W. Stansel, A. D. Klosterboer, C. N. Bollich, G. N. McCauley, M. O. Way, N. G. Whitney, F. T. Turner, T. A. Marchetti, and S. R. M. Pinson at Beaumont and W. D. Park and N. M. Ayres on campus are cooperating in this modeling effort.

Funding Sources: Texas Agricultural Experiment Station and Texas Rice Research Foundation.

Area: Production -- Economic Input Levels

Title: Evaluating Texas Rice Producers' Production Experiences in Comparison to Research and Extension Scientists' Expert Opinions -- 1987-89 Ratoon Crop Survey

Problem Description: In late 1986 and early 1987, several rice producers observed considerable variation in yields and quality, particularly in regards to the ratoon crop, both across their own individual fields and across neighbors' fields. They expressed interest in identifying what particular production inputs, if any, might be responsible for such observed variation. In addition, some producers expressed concern with the validity of research and extension recommendations, suggesting that not all such recommendations may be appropriate for their particular circumstances.

Objectives: (1) Ascertain which production inputs are statistically significant in explaining observed variability in producers' rice field yields and quality; and (2) investigate the validity of research and extension scientists' expert opinion as it relates to various Texas rice producers' production environments.

Approach: (1) Using a Delphi multi-disciplinary technique, a survey instrument focusing on the ratoon crop was developed in 1986. Major main crop inputs were also included in the survey. The survey was conducted for the 1987, 1988, and 1989 crops across all counties of the Texas Rice Belt; usable responses totaled over 400 fields. Prior to analyzing the data, the co-investigators formulated their hypotheses on the direction of effects for each of the variables on main and ratoon crop field yield, milling yield, head rice turnout, and grade. Each variable was classified as of either a predetermined, uncertain, or decision nature, with the latter category being a factor under a producer's control during the growing season. Response data was first analyzed using descriptive statistics to identify outliers and other questionable values. Following tests for multicollinearity and appropriate model reformulation, multiple regression analyses were conducted for each model.

The litmus test for research and extension recommendations lies in how well they correlate to producers' circumstances and experiences. The hypotheses being evaluated are of the nature:

- H_0 : dependent variable is not significantly correlated with independent variable;
- H_1 : dependent variable is significantly correlated with independent variable in hypothesized direction; and
- H_2 : dependent variable is significantly correlated with independent variable, but in opposite the hypothesized direction.

Because of the interaction effects hypothesized with respect to many of the variables, reduced sum F-tests were used to test the significance for each of the independent variables included in the models. The direction of effect associated with each independent variable was first evaluated at the survey data means and then at various combinations of the several variables considered to be interacting. The results are useful in an assortment of ways that include not only evaluating the accuracy of research and extension scientists' expertise on farm level impacts but also providing additional information for use in their research and extension programs. For producers, this information may be used to calibrate their own operations towards achieving maximum profits. A draft report on the study is in review by the collaborators.

Anticipated Date of Completion: August 1992.

Continuation of: Evaluating Texas Rice Producers' Production Experiences in Comparison to Research and Extension Scientists' Expert Opinions -- 1987-89 Ratoon Crop Survey

Anticipated Publications and Presentations:

- "Plot Research, Scientists' Recommendations, and Producers' Experiences -- How Strong is the Correlation?" To be submitted to the Texas Agricultural Experiment Station for publication as a Bulletin.
- "Rice Field Yield and Quality Production Functions." To be submitted to the J. of Prod. Ag.
- "Correlation or Lack Thereof of Scientists' Recommendations and Producers' Experiences." To be submitted to the AJAE and for presentation at the 1993 American Agricultural Association annual meeting.
- "Uncertainty and the Ranking of Texas Rice Production Inputs." To be submitted to the WJAE and for presentation at the 1993 Southern Agricultural Association annual meeting.
- "Variability in Producers' Main and Ratoon Crop Yields and Quality -- Can it be Explained?" Presentation at 1993 Econo-Rice Research Review.

Collaborators: The principal investigators are M. E. Rister and T. N. Thompson. In addition, W. R. Grant, G. N. McCauley, F. T. Turner, J. P. Krauz, M. O. Way, B. M. Drees, J. W. Stansel, A. D. Klosterboer, B. Webb, N. G. Whitney, T. A. Marchetti, S. R. M. Pinson, and C. N. Bollich are cooperating.

Funding Sources: Texas Agricultural Experiment Station and Texas Rice Research Foundation.

Area: Production -- Economic Input Levels

Title: Revision of Economic Treatment Thresholds for the Rice Water Weevil

Problem Description: Current economic treatment thresholds for the rice water weevil were developed in the early 1980's using Arkansas data for traditional varieties. The introduction of the semidwarf varieties and the associated different cultural practices in the mid-1980's and the subsequent widespread adoption thereof raises the question of whether or not the dated thresholds remain applicable. Further, today's different rice market environment and higher chemical and application costs also suggest the need for re-evaluating the thresholds. Finally, the current status of carbofuran (unavailable for use beginning with the 1995 crop) and ongoing efforts to appeal the decision create a need for contemporary economic analysis of this significant rice insect problem.

Objectives: To develop economically based management strategies for controlling the rice water weevil in Texas.

Approach: Experimental plot data collected by M. O. Way between 1983-85 and 1988-present at Beaumont, Bay City, and Eagle Lake will be evaluated. The decision framework will embody sampling and possible insecticide applications in either a preventive mode anytime prior to permanent flood, at one week post-flood based on leaf scar samples, or at three weeks post-flood based on larval count. Damage functions relating main and ratoon crop rice yields to rice water weevil populations will be developed. Subsequently, transitional relationships for rice water weevil populations and treatment efficacies for different timings of treatment will be integrated in an economic context to identify appropriate treatment thresholds at each decision node. The unique nature of Way's experimental data will also allow evaluation of the efficacy of alternative (less than labeled) rates of carbofuran applications.

Anticipated Date of Completion: August 1993.

Anticipated Publications and Presentations:

- "Damage Functions of the Rice Water Weevil." To be submitted to the J. of Econ. Ento.
- "Calibration of Flexible Economic Threshold Levels for the Rice Water Weevil." To be submitted to the AJAE.
- "Development of a Sliding Threshold Using a Range of Suppression Provided by Adjusting Furadan Application Rates." To be submitted to the J. of Econ. Ento.
- "Flexible Economic Threshold Levels for the Rice Water Weevil." To be presented at 1993 Summer Field Day or 1994 Econo-Rice Research Review.

Collaborators: Sandra Sundarapather is writing her Ph.D. dissertation on this topic. M. E. Rister, J. W. Mjelde, M. O. Way, B. M. Drees, and R. C. Griffin are cooperators.

Funding Sources: Texas Agricultural Experiment Station and Texas Rice Research Foundation.

Area: Production -- Strategic and Tactical Decision-Making Processes

Title: Microcomputer Software Decision-Making Aids

Problem Description: Many of the strategic and tactical decision situations confronting Texas rice producers are complex, involving multiple variables. Enhanced economic decision criteria exist for evaluating many of the decision situations but many are not available in an user friendly method for application. With the continuing evolution of more powerful and easier to use spreadsheet software for microcomputers, opportunities exist to develop sophisticated but user friendly applications which can be used by producers to evaluate decisions for their own particular set of circumstances.

Objectives: For selected decisions, to develop spreadsheet templates which can be used as decision aids by Texas rice producers.

Approach: The list of decisions for which spreadsheet software could be developed for the Texas rice producers is almost endless. Importance of the decision, frequency of the decision, and complexity of the decision are among the criteria employed in selecting which decisions to support through development of such software. At this time, two spreadsheets are being developed, one with respect to land tenure and the other with respect to choice of varieties.

Beta test copies of **FlexRent**, a Lotus 1-2-3 template, are available. This software is intended to facilitate landowner and tenant negotiations in land rental situations. Yield and price variability are recognized, with the effects of government farm programs, crop insurance, and other aspects of crop production integrated into the spreadsheet. Rental arrangements for other crops besides rice may be evaluated with FlexRent. Version 2.2 of Lotus is recommended, with a 386 caliber machine highly desirable.

A complementary phase of the aromatic rice research effort has been the development of a Lotus 1-2-3 template, **RiceVenture**, for use in comparing the relative economic performance of two rice varieties at the producer, miller, and retail merchant level. The microcomputer software package allows consideration of field yield and milling head rice variability. The 2.2 version of Lotus is recommended with a 386 caliber machine highly desirable; alpha test copies are available.

Anticipated Date of Completion: December 1993.

Anticipated Publications and Presentations:

- "FLEXRENT -- Users' Manual." Submitted to the Texas Agricultural Experiment Station.
- "RICEVENTURE -- Users' Manual." Submitted to the Texas Agricultural Experiment Station.
- "Evaluating Alternative Land Tenure Arrangements -- The Landowner's and Tenant's Perspective." To be submitted to the J. Farm Man. Rur. App.
- "Costs of Production, Processing, and Marketing Rice: A Case Comparison of Two Varieties." To be submitted to Agribus. J.

Collaborators: Ronald D. Kay and H. L. Goodwin.

Funding Sources: Texas Agricultural Experiment Station and Texas Rice Research Foundation.

Area: Marketing -- Market Information

Title: Rice Market Information

Problem Description: Information concerning supply/demand, crop conditions, and prices, not only in the U.S. but around the world, has a major impact on U.S. rice prices and producers' financial conditions. As federal farm programs continue to move toward a more market-oriented structure, producers are increasingly exposed to world market price volatility and are less protected by U.S. price and income supports. The need for and value of market information and applicable marketing alternatives continue to increase. Availability of timely, accurate market information is of vital importance to the long-run viability of Texas rice producers and other rice industry participants.

Objectives: Provide producers with timely market information such as the current world market price, Texas milled rice prices, current futures prices and volumes traded, and USDA's average monthly price estimates used for deficiency payment calculations.

Approach: The Texas Rice Research Foundation board sponsors an 800 call-in telephone number over which producers can receive weather information. A survey of rice producers, rice sales offices, and county agents in the Texas Rice Belt is currently under way to determine whether producers and other market participants would like to receive certain price information over the 800 system in addition to the weather information currently available. If the survey results indicate the price information is desired, it would be collected at College Station on a daily basis or as released and faxed to Beaumont daily for inclusion on the 800 tape message.

Previous survey results and analysis concerning a broader range of market information needs and desires led to the development of alternative frameworks for the collection and dissemination of rice market information. The most comprehensive of those alternatives have been considered cost prohibitive given the information desired and the frequency and accuracy required.

Anticipated Future Publications and Presentations:

- "Price Information Needs of Texas Rice Producers: An Analysis of Survey Results," to be published as a Department of Agricultural Economics Faculty Paper.
- Inclusion of daily price information on the 800 number sponsored by the Texas Rice Research Foundation.

Collaborators: The principal investigators are Mark L. Waller, M. Edward Rister, Earl L. Taylor, and Allen Sturdivant. In addition, Edward G. Smith, Thomas Sporleder, Doyle Koop, Chad Elms, Michelle Jamnik, and Terri Kubecka have cooperated in previous stages of this project.

Funding Sources: Current funding is being provided by the Texas Agricultural Extension Service, Texas Agricultural Experiment Station, and the Texas Rice Research Foundation. Past support has also been provided by USDA's Agricultural Marketing Service.

Area: Marketing -- Marketing Alternatives

Title: Basis Development and Price Analysis

Problem Description: If the Texas rice industry is to remain competitive in domestic and world markets, rice producers and other industry participants must have access to viable marketing alternatives and timely, accurate market information in order to reduce costs associated with price risk. While production costs continue to increase, price and income supports provided to producers by federal farm programs continue to decline. As a result, producers operating on much smaller profit margins and larger amounts of borrowed capital are less capable of handling potentially large losses due to market price volatility.

Objectives: To develop and provide information regarding cash and futures market rice prices and quality premiums and discounts necessary for making informed marketing decisions, given the economic environment and changing structure of the Texas rice industry. This will assist producers in evaluating both existing and new marketing alternatives and in reducing uncertainty to increase their long-term survivability and competitiveness. The data base will allow for identification of premiums and discounts associated with specific rice quality attributes. Also, this information will be useful in identifying the varieties and characteristics that consumers and processors prefer.

Approach: Cash price data and quality information has been, and continues to be, collected from rice sales market offices on both the east and west sides of the Texas Rice Belt. This data has been combined with world market prices and futures prices to develop a historic basis series for Texas rice producers covering a time period from 1987 to present. This basis information is important to rice producers if they have any desire to utilize the futures markets as a pricing tool. Many of the marketing alternatives available to producers of other grains are not available to rice producers as a result of millers and producers not utilizing futures and options markets. Analyses of the quality information is continuing in an attempt to better explain the market value of various rice quality characteristics and how those values have changed over time. Results generated from these analyses have been and will continue to be used in Extension rice marketing workshops.

Anticipated Future Publications and Presentations:

- "Implicit Pricing of Rough Rice in Texas Rough Rice Bid/Acceptance Markets," journal submission expected in Summer 1992.
- "Quality Adjusted Basis: An Application of Implicit Prices for Texas Rough Rice Markets," journal submission expected in Spring 1993.
- "Cointegration of Rice Prices Among Domestic and International Markets," journal submission expected in Spring 1993.
- "Mechanics of Texas Rough Rice Bid/Acceptance Markets," to be published as a Department of Agricultural Economics Faculty Paper, Fall 1992.

Collaborators: Principal investigators are Mark L. Waller, M. Edward Rister, Earl L. Taylor, and Allen Sturdivant. In addition, Edward G. Smith, Thomas Sporleder, Doyle Koop, Chad Elms, Michelle Jamnik, and Terri Kubecka have cooperated in previous stages of this project.

Funding Sources: Current funding is being provided by the Texas Agricultural Extension Service, Texas Agricultural Experiment Station, the Texas Rice Research Foundation, and the Barry Jeffrey Fellowship. Past support has been provided by USDA's Agricultural Marketing Service.

Area: Processing -- Specialty Markets and Post-Harvest Handling

Title: TATRP Aromatic Rice Project

Problem Description: Asian Americans tend to favor Thai imports (relative to U.S. grown varieties) because of the more pleasant aroma and whiteness of the milled rice grain (among other factors). Asian Americans find current domestic aromatic varieties unacceptable. This conclusion is based on previous observations and supported by the findings of the 1990-1991 Texas A&M aromatic rice study of over 250 Asian American households in Houston, Tx. Results from the Texas A&M study's interviews with Asian American consumers and discussions with those in the aromatic rice trade indicate aromatic type quality characteristics and Asian American consumers' preferences thereof are very complex. Diverse characteristics such as raw and cooked grain appearance, aroma intensity, taste, and texture all were cited as being important. External factors hypothesized to possibly influence the quality of aromatic rices include: climatic conditions where grown, rice growing practices, method of grain drying, milling techniques, and storage conditions. There is also an apparent preference for new rice (freshly harvested) as it seems to possess a more desirable texture and aroma when cooked. Asian American consumers also expressed some preference to store the rice at home to better maintain its quality. Throughout the course of the study and in subsequent discussions, there are many conflicting opinions concerning aromatic rice quality preferences and the factors influencing such characteristics.

Objectives: Provide information to the Texas A&M University Research and Extension Center and the USDA Rice Breeding Program at Beaumont to use in the development of an aromatic rice variety which is acceptable to the Asian American market and will compete economically with the Thai imports. Information as to how that variety should be managed, both culturally during growing and physically handling during post-harvest is also sought.

Approach: This followup research will investigate the aromatic characteristics of Jasmine 85 and other aromatic rices as influenced by production growing regions and cultural practices, post-harvest rough rice storage regime, milling processes, and white rice packaging and storage regime. Chemical assays and consumer taste panels will be used jointly to identify superior handling processes and desirable attributes.

Anticipated Date of Completion: December 1993.

Anticipated Publications and Presentations:

Specific individual papers and presentations have not yet been identified, but the intent is to present the study results at agricultural economics and other disciplinary professional meetings and at rice industry meetings as well as produce both journal article quality manuscripts and papers for lay audiences.

Collaborators: H. L. Goodwin, M. E. Rister, J. W. Stansel, and B. Webb are project co-investigators. Other cooperators include Bob Branson of College Station, Henry Marshall, Anna McClung, John Scott, and Gene Markwood at Beaumont, Steve Linscombe in Louisiana, Karen Moldenhauer in Arkansas, Dwight Kantner in Mississippi, and several in industry.

Funding Sources: Texas Agricultural Experiment Station, Texas Rice Research Foundation, and the State of Texas' Advanced Research Program (Advanced Technology Program). The USA Rice Council, Texas Department of Agriculture, Riviana Foods Inc., and Doguet-Dishman Milling Co. provided partial funding for the earlier mentioned study.

Area: Policy -- Government Farm Program

Collaborators: R.D. Knutson {Director, AFPC}, L. A. Lippke, J. Penson, J. W. Richardson, E.G. Smith, and P. Rosson.

The Agricultural and Food Policy Center (AFPC) at Texas A&M University has as its stated objectives:

The purpose of the Center is to conduct research and develop educational programs on federal and state policy proposals of economic significance to Texas Agriculture. ... It is not the purpose of the Center to advocate particular policy alternatives. Rather the Center is to be a focal point for the identification and analysis of economic problems and means by which public policy tools could be used to ameliorate their consequences. The Center was developed to conduct objective evaluations of farm program impacts. ... The basic format for the Center's activities is that of developing and defining policy alternatives and evaluating their consequences. The specific problems and policies analyzed depend heavily on current issues, although long-term research is continually being done to improve the tools for analyzing domestic and international policy. These tools consist largely of economic models which make it possible to develop "quick but reliable" answers to current policy issues.

Various aspects of the several aforementioned research efforts are annually integrated into AFPC activities for the purpose of investigating potential impacts of alternative agricultural policies on Texas rice producers. Among the more prominent outputs of the AFPC available to rice producers is the annual participation guide for the farm program.

The continued lowering of government support for rice, combined with the potential for freer trade, raises important questions for the Texas rice industry. The focal point for rice policy research at Texas A&M is in the Agricultural and Food Policy Center. AFPC's primary mission is to respond to congressional requests regarding the impacts of alternative farm policy proposals for all commodities, including rice. AFPC places its emphasis on the farm level impacts of rice policy. AFPC relies primarily on FAPRI (University of Missouri and Iowa State) for projections of national rice prices which are regionalized as input into our representative farms.

AFPC's primary accomplishment this past year has been the completion of representative rice farms in California (400 acres and 1,200 acres) and Arkansas (537 acres), in addition to our Texas rice farms located west of Houston (500 acres and 1,300 acres). All of the above acreages reflect rice production only even though the Arkansas farm additionally grows soybeans and wheat. We are currently completing two rice farms in Missouri which are complementary to our working relationship with FAPRI (MO). This year, our Texas rice farms will be updated since AFPC strives to update all farms every 2-3 years.

For the rice industry, our most significant contribution this past year was the analysis of proposals to drop the 50/92 option from the 1992 rice program. While AFPC is not in the business of advocating particular policy options, we feel that this work was useful in helping the industry resolve the 50/92 issue -- for this year.

Continuation of: Policy -- Government Farm Program

In the future, we are concerned about two major foreseeable rice policy issues:

- The impacts of continuing to diminish farm program benefits in rice.
- The potential impacts of trade liberalization.

Preliminary work has been done to assist several producers and agribusinesses in exploring the possibility of exporting Texas rice to Mexico.

Funding Request in Progress

In light of the increased importance of trade issues in rice, we are seeking funding support from the Congress for expanded work in international trade policy jointly with our friends at LSU. Consistent with this initiative, we are working to improve our analytical capability regarding the projection of rice prices considering the interactions with other crops and the general economy. We hope to be even better prepared to serve Texas rice interests in the very near future.

Area: Policy -- Resources

Title: Integration of Rice Production with Enhanced Waterfowl Habitat

Problem Description: The North American Waterfowl Plan seeks to enhance waterfowl habitat by educating private landowners regarding the economic benefits and tradeoffs of such habitat. This enterprise could supplement or compete with current agricultural production, particularly rice production with its associated irrigation water. Producers are concerned as to how production practices would have to be modified to allow for waterfowl, what the impact will be on rice yields, and what income might be generated from the waterfowl.

Objectives:

- Identify production practices which enhance waterfowl habitat
- Identify economic tradeoffs between waterfowl habitat and rice production
- Identify sources of income that might be generated from waterfowl.

Approach: Develop demonstrations of proposed practices

Anticipated Date of Completion: 1993

Anticipated Publications and Presentations:

Brazoria County Agricultural Field Day, 1993.

"The Economic Impact of Enhanced Waterfowl Habitat on Texas Rice Producers." To be published as an Extension Miscellaneous Publication.

"Integrating Waterfowl into Rice Production Practices." To be published as an Extension Fact Sheet.

Alleger, Max. "Agroecological Analysis of the Chocolate Bayou Demonstration Farm." M.Ag. Professional Paper, Department of Wildlife and Fisheries, Texas A&M University. (forthcoming August 1992)

Collaborators: The principal investigators are Lawrence A. Lippke, Max Alleger, Don Steinbach, and Arlen Klosterboer. Others involved in the study include L. H. Bennett (a Brazoria County rice producer), Waverly Jefferson, Jr. (the Brazoria County Extension Agent), Lee Wilson (retired Brazoria County Extension Agent), USFWS, and TPWD.

Funding Sources: Texas A&M University System, USFWS, TPWD, and Conoco land grant.

RICE ECONOMICS PUBLICATIONS

1982-present

Note: names in *italics* are either current or former students.

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Williams, G., and W. Grant. Food Security and the Multilateral Trade Negotiations: The Case of Japanese Rice. Texas Agricultural Market Research and Development Center, Department of Agricultural Economics, Texas A&M University, TAMRDC No. C-1-90R, May 1990.

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**Rice Economics Publications in Review and/or Revision
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Journal Articles

J. K. Harper, M. O. Way, B. M. Drees, M. E. Rister, and J. W. Mjelde. "Damage Function Analysis For The Rice Stink Bug (*Oebalus Pugnax* (F.)) Using Nested and Nonnested Tests of Hypotheses." Submitted to J. Econ. Ento, October 1991.

J. K. Harper, J. W. Mjelde, M. E. Rister, M. O. Way, and B. M. Drees. "Developing Flexible Economic Thresholds for Pest Management Using Dynamic Programming." Submitted to S. J. Ag. Econ, October 1991.

TAES/Dept Manuscripts

Gerlow, A. R., and J. Stansel. "Herbicide Research in Western Rice Areas: Economic Analysis of Research Data Developed by Ford Eastin." TAEX Mimeograph Publication. (forthcoming)

Goodwin, H. L., M. E. Rister, R. E. Branson, and J. W. Stansel. "Investigation of the Market Potential for Aromatic Rice Varieties in the U.S." In revision and review among collaborators; to be submitted to the Texas Agricultural Experiment Station as a Bulletin.

Grant, W. R., M. E. Rister, *T. N. Thompson*, and D. Borderlon. "Texas Ratoon Crop Rice Production: 1988 Survey Results." To be submitted to the Texas Agricultural Experiment Station as a Faculty Paper. (revisions in progress)

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Harper, J. K., W. R. Grant, M. E. Rister, J. W. Mjelde, M. O. Way, and B. M. Drees. "Results of the Texas Agricultural Experiment Station Rice Stink Bug Management Surveys." To be submitted to the Texas Agricultural Experiment Station as a Faculty Paper. (revisions in progress)

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Jarvis, A. M., M. E. Rister, W. R. Grant, and J. W. Mjelde. "Texas Rice Producers' Technology Adoption Levels -- Computers, Management, and Production Practices." Resubmitted to TAES, October 1991. (final revisions pending)

Schulze, E. W., M. E. Rister, R. C. Griffin, and *G. M. Perry*. "Economic Evaluation of Investments by Rice Producers in Underground Pipe Systems." Texas Agricultural Experiment Station Bulletin (revision in progress).

Schulze, E. W., R. C. Griffin, and M. E. Rister, "Economic Evaluation of Rice Producers' Laser Land Leveling Investments." Texas Agricultural Experiment Station Bulletin (revision in progress).

Smith, C. R., M. E. Rister, A. D. Klosterboer, E. F. Eastin, R. N. Coulson, R. J. Mayer, M. E. Sterle, B. M. Drees, and others. "Economic Management Considerations for Developing and/or Refining a Weed Management Expert System for Texas Rice Producers." Texas Agricultural Extension Service and Texas Agricultural Experiment Station publication (revision in progress).

Software and Documentation

J. D. Nunley, M. E. Rister, and C. A. Springfield, III. "Users' Manual For FLEXRENT -- A Spreadsheet Template for Evaluating Flexible Land Rental Arrangements." Submitted to Texas Agricultural Experiment Station. Department of Agricultural Economics, Texas A&M University, October 1991. (revision in progress)

**Rice Economic Presentations
1982-present**

Note: names in *italics* are either current or former students.

- Brorsen, B. W.*, J. P. Chavas, and W. R. Grant. "A Dynamic Analysis of Prices in the U.S. Rice Marketing Channel." Paper presented at the American Agricultural Economics Association summer meeting at Purdue University, August 1983.
- Brorsen, B. W.*, J. P. Chavas, and W. R. Grant. "A Time Series Approach to the Analysis of Factors Influencing Price Discovery." Selected paper, American Agricultural Economics Association, summer meetings, East Lansing, Michigan, August, 1987.
- Brorsen, B. W.*, and W. R. Grant. "Dynamics of Spatial Rice Price Adjustment Under Different Farm Policies and Economic Conditions." Paper presented at the 20th Rice Technical Working Group meeting, Lafayette, Louisiana, June 24-27, 1984.
- Chang, C. C., and C. R. Shumway. "Sensitivity of Supply Elasticities to Model Specification." Presented at the American Agricultural Economics Association meetings, Knoxville, TN, August 1988. Abstract: Amer. J. Ag. Econ. 70,5(Dec 1988):1190.
- Ellis, J. R.*, R. C. Griffin, and R. F. Ziemer. "A Supply-Demand Analysis of Water Pricing in Texas Rice Production." Paper presented at the 20th Rice Technical Working Group meeting, Lafayette, Louisiana. June 24-27, 1984.
- Ellis, J. R.*, R. C. Griffin, and R. F. Ziemer. "A Supply-Demand Analysis of Irrigation Water Use in the Texas Rice Belt." Paper presented at the 1984 Western Agricultural Economics Association meeting, San Diego, California, July 8-10, 1984.
- Grant, W. R. "Policy Change Impact on U.S. Rice Prices." Paper presented at Department of Agricultural Economics, Texas A&M University, College Station, Texas, December 1982.
- Grant, W. R. "Factors Affecting Demand for U.S. Rice." Paper presented at the 20th Rice Technical Working Group meeting, Lafayette, Louisiana, June 1984.
- Grant, W. R. "Rice Situation and Outlook, 1990." Colorado County Rice Growers meeting, Garwood, Texas, January 9, 1990.
- Grant, W. R. "Major Economic Issues Facing the Rice Industry." National Rice Outlook Conference, Jonesboro, Arkansas, December 11-12, 1990.
- Grant, W. R., and W. Lin. "Economic Factors Affecting Demand and Prices of U. S. Rice." Invited paper presented at Eastern Economic Association annual meeting, Pittsburg, Pennsylvania, March 1985.
- Grant, W. R., and J. A. Musick. "Regional Adjustments and Regional Competitive Advantages in the U.S. Rice Production." Paper presented at the 19th Rice Technical Working Group meeting, Hot Springs, Arkansas, February 1982.
- Grant, W. R., M. S. Paggi, and M. E. Rister, "Competitiveness of U. S. Rice." Invited paper presented at Rice Outlook Conference, Little Rock, Arkansas, February 25, 1987.

- Grant, W. R., and M. E. Rister. Second Crop Rice Production. Abstract, Proceedings 1988 Gulf Coast Water Management Conference, Texas Agricultural Experiment Station, June 13-14, 1988.
- Grant, W. R., M. E. Rister, and B. W. Brorsen. "Some Effects of Rice Quality on Rough Rice Prices." Paper presented at the 21st Rice Technical Working Group meeting, Houston, Texas, February, 23-26, 1986.
- Grant, W. R., M. E. Rister, A. Klosterboer, and J. W. Stansel. "What Is Important in Second Crop (Ratoon) Rice Production." Contributed Paper, Twenty-Second Rice Technical Working Group meeting, Davis, California, June 26-29, 1988.
- Grant, W. R., M. E. Rister, J. W. Mjelde, and D. Bordelon. "Economics of Ratoon Crop Production: 1988 Results." Rice Technical Working Group, Biloxi, Mississippi, February 25-28, 1990.
- Grant, W. R., M. E. Rister, M. Salassi, J. Johnson, and D. Glaze. "A Holistic Comparison of U. S. Regional/State Rice Production Costs." Contributed paper, Twenty-Second Rice Technical Working Group meeting, Davis, California, June 26-29, 1988.
- Griffin, R. C. "Water Resources: Urban vs. Agricultural Competition." Paper presented at the annual meeting of the American Society of Agronomy, Texas Chapter, Beaumont, Texas, February 21-22, 1985.
- Griffin, R. C., and G. M. Perry. "Surface Water Demand for Texas Rice Production." Paper presented at the 1983 American Water Resources Association meeting, San Antonio, Texas, October 1983.
- Harper, J. K., J. W. Mjelde, R. C. Griffin, and M. E. Rister, "Impact of Type of Ownership on Canal Systems in the Texas Rice Belt." Paper presented at the 1987 American Agricultural Economics Association meeting, East Lansing, Michigan, August 2-5, 1987.
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- Harper, J. K., J. W. Mjelde, M. E. Rister, M. O. Way, and B. M. Drees. "Use of Dynamic Programming to Develop Flexible Economic Thresholds for Insect Management." Proceedings 1989 Southeast Decision Sciences Institute meeting in Charleston, South Carolina. February 22-24, 1989.
- Harper, J. K., J. W. Mjelde, M. E. Rister, M. O. Way, and B. M. Drees. "Economic Management of Dynamic Pests in Rice Production." 23rd Rice Technical Working Group meeting in Biloxi, Mississippi. February 26-28, 1990. Abstract published in 23rd Rice Technical Working Group Proceedings Texas Agricultural Experiment Station p. 53.
- Harper, J. K., J. W. Mjelde, M. E. Rister, M. O. Way, B. M. Drees, and W. R. Grant. "Rice Stink Bug Damage Function Selection Using Nested and Non-Nested Tests of Hypotheses." Selected paper, Entomological Society of America, Southwestern Branch meeting, Dallas, February 8-10, 1988.
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- Harper, J. K., M. E. Rister, B. M. Drees, M. O. Way, W. R. Grant, and J. W. Mjelde.* "Adoption of Pest Management Technology - Use of Sweep Nets to Detect Rice Stink Bugs." Contributed Paper, Twenty-Second Rice Technical Working Group meeting, Davis, California, June 26-29, 1988.
- Harper, J. K., M. E. Rister, J. W. Mjelde, W. R. Grant, M. O. Way, and B. M. Drees.* "Factors Influencing the Adoption of Technology: The Case of Insect Sweep Nets in Texas Rice Production." Selected paper, Southern Agricultural Economics Association annual meeting, New Orleans, February, 1988.
- Harper, J. K., M. E. Rister, M. O. Way, J. W. Mjelde, B. M. Drees, and W. R. Grant.* "Economic Threshold Levels for the Rice Stink Bug for the Texas Rice Belt, 1988." Texas A&M University Beaumont and Eagle Lake Agricultural Research & Extension Centers Summer Field Programs, July 13 and 20, 1988.
- Harper, J. K., M. O. Way, B. M. Drees, and M. E. Rister.* "Observations of Texas Rice Producers' Sampling Techniques for the Rice Stink Bug [*Oebalus Pugnax* (Fabricius)]." Presented at 35th Annual Meeting of the Entomological Society of America, Southwest Branch, Austin, Texas, February 9-11, 1987.
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- Helms, G.L., J. W. Richardson, and M. E. Rister.* "CotFLEX: A Farm Level Expert Simulation System to Aid Farmers in Purchasing Multi-Peril Crop Insurance." 1988 Southern Agricultural Economic Association meetings, New Orleans, Louisiana. January 31 - February 3, 1988. Abstract published in S. J. Ag. Econ. 20,1(1988):206.
- Helms, G. L., J. W. Richardson, M. E. Rister, N. D. Stone, and D. K. Loh.* "COTFLEX: A Farm Level Expert System to Aid Farmers in Making Farm Policy Decisions." Paper presented at the 1987 American Agricultural Economics Association meeting, East Lansing, Michigan, August 2-5, 1987.
- Ito, S., and W. R. Grant,* "Rice in Asia: Is It Becoming an Inferior Good?" Paper presented at the 1987 American Agricultural Economics Association meeting, East Lansing, Michigan, August 2-5, 1987.
- Ito, S., W. R. Grant, and M. E. Rister.* "Technology Adoption and Its Impacts on the Rice Industry - The Case of Lemont." Paper presented at the 21st Rice Technical Working Group meeting, Houston, Texas, February 23-26, 1986.
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- Ito, S., E. W. F. Peterson, and W. R. Grant.* "Rice in Asia: An Inferior Good." Abstract, Amer. J. Ag. Econ. 69,5(1987):1083.

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- Jarvis, A. M.* "Computer Adoption Decisions -- Implications for Future Research and Extension Efforts: The Case of Texas Rice Producers." Presentation at Student Section Papers Competition, American Agricultural Economics Association, Vancouver, Canada, August 5-8, 1990. [Awarded First Place]
- Jegasothy, K., and C. R. Shumway.* "Multicrop Response by Sri Lankan Peasant Farmers." Presented at the International Association of Agricultural Economists meetings, Malaga, Spain, September 1985.
- Klinefelter, D. A.* "Financial Issues: Research Needs." Presented at the 21st Rice Technical Working Group meeting, Houston, Texas, February 23-26, 1986.
- Knutson, R. D.* "Policy Issues." Presented at the 21st Rice Technical Working Group meeting, Houston, Texas, February 23-26, 1986.
- Leatham, D. J., G. M. Perry, M. E. Rister, and J. W. Richardson.* "Evaluation of Equity Position, Credit Policy, and Capital Gains on Farm Survival and Performance." Paper presented at the 1986 Western Agricultural Economics Association meeting in Saskatoon, Saskatchewan, Canada, July 7-9, 1985.
- Livezey, J., and W. R. Grant.* "Short-Run Rice Price Estimation." Paper presented at the 21st Rice Technical Working Group meeting, Houston, Texas, February 23-26, 1986.
- McIntosh, C. S., and C. R. Shumway.* "Specification of Price Expectations in Modeling State-Level Multiproduct Agricultural Supply." Presented at the Southern Agricultural Economics Association meetings, New Orleans, LA, February 1988. Abstract: S. J. Ag. Econ. 20,1(July 1988):193.
- Miller, M. A.* "Enhancing Farm Managers' Evaluation of Government Farm Program Participation Alternatives." Paper presented at American Agricultural Economic Association meeting -- Undergraduate Student Section, East Lansing, Michigan, August 2-5, 1987. [Awarded third place]
- Mjelde, J. W., J. K. Harper, and R. C. Griffin.* "Implications of Public Ownership of Rice Irrigation Water Supplies." Paper presented at the 21st Rice Technical Working Group meeting, Houston, Texas, February 23-26, 1986.
- Montgomery, J. M., R. C. Griffin, and M. E. Rister.* "An Investigation of Economically Optimal Use of Nitrogen Fertilizer Applications on Rice." Paper presented at the 1984 Southern Agricultural Economics Association meeting in Nashville, Tennessee, February 1984.
- Paggi, M. S.* "The Foreign Sales Corporation Act of 1984: Implications for U.S. Rice Exports." Paper presented at the 20th Rice Technical Working Group meeting, Lafayette, Louisiana. June 24-27, 1985.
- Paggi, M. S.* "U. S. Monetary Policy and Rice Exports." Paper presented at the 21st Rice Technical Working Group meeting, Houston, Texas, February 23-26, 1986.

- Paggi, M. S. "Macropolicy Implications From Empirical Analysis: A Study of U. S. Rice Exports." Paper presented at the 1986 American Agricultural Economics Association meeting, Reno, Nevada, July 27-30, 1986.
- Paggi, M. S., and W. R. Grant. "Regional Acreage Adjustments Under the Rice Marketing Loan." Paper presented to Symposium on U. S. Competitiveness in World Wheat, Cotton, and Rice Markets at 1987 Southern Agricultural Economics Association meeting in Nashville, Tennessee, February 2, 1987.
- Paggi, M. S., and W. R. Grant. "The U. S. Rice Marketing Loan: Transitional Program or Permanent Feature." Invited paper presented at American Farm Bureau Federation Rice Advisory Committee meeting, February 19, 1987.
- Parker, M. R., M. E. Rister, and R. C. Griffin. "Economic Feasibility of Capital Investments in Sprinkler Irrigation Systems for Rice Production." Presented at the Texas Agricultural Experiment Station/Soil Conservation Service's 4th Annual Gulf Coast Water Management Tour, Angleton, Texas, June 11-12, 1985.
- Parker, M. R., M. E. Rister, and R. C. Griffin. "The Economic Prospects for Sprinkle Irrigating Rice in the South: A Texas Case Study." Paper presented at the 1986 Southern Agricultural Economics Association meeting, Orlando, Florida, February 2-5, 1986.
- Perry, G. M., and R. C. Griffin. "The Influence of Alternative Rate Structures on the Demand for Surface Water in Texas Rice Production." Paper presented at the 1983 American Agricultural Economics Association meeting in Lafayette, Indiana, July, 1983.
- Perry, G. M., B. A. McCarl, and M. E. Rister. "Modelling Farm Program -- Crop Mix Decisions Under Risk." Proceedings of Southern Regional Development Committee SRDC 87-13 (formerly S-180) annual meeting, Savannah Georgia. March 20-23, 1988.
- Perry, G. M., M. E. Rister, and J. W. Richardson. "Identifying Optimal Crop-Share and Tenure Arrangements for Tenants and Landowners: A Case Study in Texas." Paper presented at the 1984 Western Agricultural Economics Association meeting in San Diego, California. July 8-10, 1984.
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- Perry, G. M., M. E. Rister, J. W. Richardson, and D. J. Leatham. "An Evaluation of Several Financial Factors Affecting Farm Survival." Paper presented at the 1985 American Agricultural Economics Association meeting, Ames, Iowa, August 5-7, 1985.
- Perry, G. M., M. E. Rister, J. W. Richardson, and J. W. Sij. "Soybean/Rice Cropping Strategies in the Upper Gulf Coast of Texas." Paper presented at the World Soybean Research Conference - III, Ames, Iowa. August 12-17, 1984.
- Richardson, J. W., G. Helms, T. O. Knight, M. E. Rister. "CotFLEX: An Expert System to Provide Farm Management and Farm Policy Advice to Producers." Proceedings of 1987 Beltwide Cotton meetings, Dallas, Texas. January 7-8, 1987.
- Richardson, J. W., M. E. Rister, R. D. Knutson, and E. G. Smith. "Potential Effects of 1985 Farm Bill on Rice Producers." Paper presented at the 21st Rice Technical Working Group meeting, Houston, Texas, February 23-26, 1986.

- Rister, M. E. "Soybean and Rice Outlook." Presented at the Agricultural Finance Seminar, Beaumont, Texas, January 21, 1982.
- Rister, M. E. "Futures Marketing in Rice." Presented at Texas Agricultural Extension Service meeting, Edna, Texas, February 4, 1982.
- Rister, M. E. Software demonstrations at joint TAEX-TAES Microcomputer Workshop, Austin, TX, March 10-11, 1983.
- Rister, M. E. "Overview of the Economic and Production Issues in the Area" to Beaumont Chamber of Commerce Representatives, College Station, TX, September 9, 1983.
- Rister, M. E. "Economic Programs and Impact." At Fall Field Day, Beaumont Research and Extension Center, Beaumont, TX, September 14, 1983.
- Rister, M. E. "Economic Feasibility of Capital Investments in Underground Pipe Irrigation Delivery Systems in the Texas Rice Belt" and "Economic Feasibility of Capital Investments in Sprinkler Irrigation Systems for Rice Production." At Texas Agricultural Experiment Station/Soil Conservation Service's 4th Annual Gulf Coast Water Management Tour. Angleton, TX, June 11-12, 1985.
- Rister, M. E. "Innovative Farm Management." Presented at American Soybean Association's Soybean Expo '85 in San Antonio, Texas, August 14, 1985.
- Rister, M. E. "Rice Economics Research Programs." Pre-football game discussion with Texas rice producers in College Station, TX, November 16, 1985.
- Rister, M. E. "Maximum Economic Crop Yields: Concepts and Practices -- Coastal Plains." At Annual Staff Conference of the Texas Agricultural Experiment Station. College Station, Texas. January 6, 1986.
- Rister, M. E. "Modifying Budgets to Incorporate Rice Quality." Presented at TAEX Rice Farm Management Shortcourse for Jefferson County producers, Stiles Farm Foundation, Thrall, Texas, July 17, 1986.
- Rister, M. E. "RICEFLEX: A Farm Level Expert System for Rice Producers." Status report to the Texas Rice Research Foundation Board, Beaumont TAREC, September 24, 1986.
- Rister, M. E. "Risk, South Texas, and Expert Systems." Presented to State Soil Conservation Service officials in College Station, Texas, December 12, 1986.
- Rister, M. E. "RICEFLEX: An Expert Systems Planning Project." Presented at Annual Staff Conference of the Texas Agricultural Experiment Station, January 13, 1987.
- Rister, M. E. "Canal Maintenance - Economics." Presented at Brazoria County Rice Water Management and Conservation Workshop, Angleton, Texas, February 19, 1987.
- Rister, M. E. "Economics of Land Tenure Arrangements." Presented at U. S. Rice Producers PAC meeting in Dallas, Texas, April 15, 1987.

- Rister, M. E. "Rice Economics Research at Texas A&M University." To Texas Rice Producers Board, Texas Rice Research Foundation, and Research Committee of the Texas Rice Improvement Association. At Beaumont, TX, September 23, 1987.
- Rister, M. E. "Economics of Medium vs. Long Grain Rice." At TAES Fall Field Day, Beaumont, TX, September 23, 1987.
- Rister, M. E. "RICEFLEX -- Weed Control Advisor Demonstration." To National Rice Research Board and Rice Foundation, Houston, TX, March 15, 1988.
- Rister, M. E. "RICEFLEX -- Weed Control Advisor Demonstration." To Texas Rice Producers Board and Texas Rice Research Foundation Board. Houston, TX, March 17, 1988.
- Rister, M. E. "Weed Advisor Demonstration," with Rusty Smith, Arlen Klosterboer, and Ford Eastin. Seminar at Beaumont Agricultural Research and Extension Center. May 2, 1988.
- Rister, M. E. "RiceFLEX -- Weed Advisor." Program review for Dr. Arntzen at Beaumont Agricultural Research and Extension Center. August 19, 1988.
- Rister, M. E. "RiceFLEX." To Drs. Carpenter, Shult, Fehlis, and others for Texas Agricultural Extension Service Review of "Farm Level Expert System (FLEX)." College Station, October 18, 1988.
- Rister, M. E. "Economic Consequences of Alternative Management Strategies." At 1988 Econo-Rice Research Review. Houston, December 14, 1988.
- Rister, M. E. "Production Decisions and the Rice Market." At Ciba-Geigy Tilt Rice Disease Management Decisions Seminar. Galveston, January 17, 1989.
- Rister, M. E. "Production Risk Management." At Agricultural Industry Seminar on The Role of Crop Insurance in Risk Management for agricultural lenders. Victoria, TX, October 5, 1989.
- Rister, M. E. "Farm Management Decisions." At 1989 Econo-Rice Research Review. Beaumont, TX, December 6, 1989.
- Rister, M. E. "Texas Rice Producers' Management Practices." At Agricultural Finance Seminar on Rice Production Into the 90's for agricultural lenders and producers. Beaumont, TX, January 18, 1990.
- Rister, M. E. "Evaluation of 1990 Government Farm Program Options." For Steve Balas, Texas Rice PAC chairman, with other Colorado County rice producers. Eagle Lake, November 15, 1990.
- Rister, M. E. "RICEGROWER -- Identifying Economic Efficient Choices of Rice Varieties and Target Emergence Dates," with Troy Thompson. Seminar at Beaumont Agricultural Research and Extension Center. November 17, 1990.
- Rister, M. E. "U.S. Rice Production Cost Scenarios." At producer meeting, Beaumont, TX, January 22, 1991.
- Rister, M. E. "Rice Economics in the Early 1990's." At Economic Strategy Workshop for Texas rice industry. Houston, TX, February 12, 1991.

- Rister, M. E. "Rice Production Economics in the 1990's." National Rice Production Seminar sponsored by Valent Corporation, San Destin, FL, March 12-13, 1991.
- Rister, M. E. "Investigation of the Market Potential for Aromatic Rice Varieties in the U.S. Among Asian-Americans," with H. L. Goodwin and Robert Branson. To USA Rice Council Quality and Utilization sub-committee, Dallas, TX, May 23, 1991, Texas Department of Agriculture, Austin, TX, June 19, 1991; and Doguet-Dishman Milling Co., Beaumont, TX, July 10, 1991.
- Rister, M. E. "Land Tenure and Landowner/Tenant Negotiations." American Society of Farm Managers and Rural Appraisers annual meeting, Phoenix, AZ. November 9, 1991.
- Rister, M. E. "Access to Credit for Farm Families." Phillip Morris Leadership Program, University of Kentucky, Lexington, KY. November 13, 1991.
- Rister, M. E. "Negotiating Land Tenure Arrangements." Department of Agricultural Economics, University of Kentucky, Lexington, KY. November 13, 1991.
- Rister, M. E. "Future Viability of the U.S. Rice Industry." American Farm Bureau Federation annual meeting, Kansas City, MO. January 13, 1992.
- Rister, M. E. "Preliminary Evaluation of Scientists' Hypotheses *vis a vis* Producer Survey Analysis Results," with Troy Thompson. To Beaumont Research and Extension Center Scientists, January 17, 1992.
- Rister, M. E., M. Degeeter, R. Frisbie, and J. Jackman. "RiceFLEX and the Weed Control Advisor." Ciba-Geigy U.S. corporate management, Greensborough, North Carolina, August 10, 1989.
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- Rister, M. E., and W. R. Grant. "1987 Second Crop Rice Survey." 1988 Gulf Coast Water Management Conference, Angleton, June 13-14, 1988.
- Rister, M. E. and W. R. Grant. "1988 Ratoon Crop Rice Survey." Summer Field Tour & Program. Texas A&M University, Eagle Lake and Beaumont Agricultural Research & Extension Center, July 12 and 19, 1989.
- Rister, M. E. and R. C. Griffin. "Current and Future Research Needs in Rice Production Economics." Paper presented at 19th Rice Technical Working Group meeting, Hot Springs, Arkansas, February 23-25, 1982.
- Rister, M. E. and A. M. Jarvis "Texas Rice Producers' Management Practices," At Brazoria County producers meeting. Alvin, TX, February 9, 1990.
- Rister, M. E. and A. M. Jarvis. "Producers' Perceptions of Expert Systems." Presented at National Workshop on Rice Expert Systems in College Station. June 20-21, 1990.
- Rister, M. E., A. M. Jarvis, J. W. Mjelde, and J. R. Stokes. "Profiles of U.S. Agricultural Computer Users." National Agricultural Computing Association meeting, Kansas City, MO, August 11, 1991.

- Rister, M. E., and A. D. Klosterboer "RiceFLEX Weed Control Advisor," At Jackson County Rice Production Shortcourse. Edna, TX, February 13, 1989.
- Rister, M. E., T. O. Knight, G. M. Perry, and J. M. McGrann. "Moving Toward a Whole-Farm Decision-Support System." International Conference on Computers in Agricultural Extension Programs. Orlando, Florida. February 5-6, 1986. Abstract published in proceedings.
- Rister, M. E., L. Muras, T. O. Knight, J. W. Richardson, and E. G. Smith. "Integrating Decision Tree Software Into the Decision Process." Workshop on Computer Based Support Systems for Farm Level Decisions, University of Minnesota. December 12, 1985.
- Rister, M. E., L. Muras, T. O. Knight, J. W. Richardson, and E. G. Smith. "Possibilities for Computerized Applications of Decision Tree Analysis." Annual meeting of the Southern Agricultural Management Research Information Exchange Group, University of Arkansas. June 18-20, 1986.
- Rister, M. E. and G. M. Perry. "Whole-Farm Look at Crop Rotations with Soybeans in the Gulf Coast." Presented at Texas Agricultural Experiment Station Staff Conference, College Station, Texas, January 8, 1985.
- Rister, M. E., G. M. Perry, and J. W. Richardson. "Rice Crop Rotations and Tenure Arrangements." Paper presented at the 20th Rice Technical Working Group meeting, Lafayette, Louisiana, June 24-27, 1984.
- Rister, M. E., G. M. Perry, and J. W. Richardson. "An Analysis of Crop-Share Arrangements and Crop Rotations on Texas Upper Gulf Coast Rice Farms." Paper presented at the 1984 American Agricultural Economics Association meeting, Ithaca, New York, August 5-8, 1984.
- Rister, M. E., E. G. Smith, J. W. Richardson, R. D. Knutson, W. R. Grant, and T. N. Thompson. "Texas Rice Production Costs." USDA Economics Research Service, Washington, D.C., November 16-17, 1989.
- Rister, M. E., C. R. Smith, A. Klosterboer, and F. Eastin. "Weed Advisor Demonstration," Seminar at Beaumont Agricultural Research and Extension Center. May 2, 1988.
- Rister, M. E., C. R. Smith, A. Klosterboer, and F. Eastin. "RICEFLEX Weed Control Advisor -- Prototype Demonstration" To rice producers in Jefferson, Liberty, Colorado, Wharton, Matagorda, Jackson, and Brazoria counties. May 1988.
- Rister, M. E., C. R. Smith, and M. A. Miller. "RiceFLEX Demonstration," At 1988 Econo-Rice Research Review. Houston, December 14-15, 1988.
- Rister, M. E., C. R. Smith and R. Rajesh. "RICEFLEX -- Opportunities for Regional Cooperative Efforts in Expert System Development" At Rice Breeders' Conference, Stoneville Mississippi, February 24, 1988.
- Rister, M. E., T. Sporleder, E. Smith, M. L. Waller, C. Elms, and D. A. Koop. "Rice Marketing Information Sources," At West Side workshops with rice producers and sales market office managers. El Campo, TX, April 24, 1989.
- Rister, M. E. and T. N. Thompson. "Selecting Among Available Rice Varieties, Alternative Planting Dates, and to Ratoon Crop or Not,". At 1990 Econo-Rice Research Review. Houston, TX, December 6-7, 1990.

- Rister, M. E., *T. N. Thompson*, W. R. Grant, G. N. McCauley, F. T. Turner, J. P. Krausz, M. O. Way, B. Drees, J. W. Stansel, A. D. Klosterboer, B. D. Webb, N. G. Whitney, M. A. Marchetti, S. R. M. Pinson, and C. N. Bollich. "Examination of the Relationship Between Texas Rice Experimental Plot Research, Scientists' Recommendations, and Producers' Results." 24th Rice Technical Working Group meeting in Little Rock, Arkansas. February 23-26, 1992. Abstract forthcoming in 24th Rice Technical Working Group Proceedings Texas Agricultural Experiment Station.
- Rister, M. E., H. L. Goodwin, R. E. Branson, J. W. Stansel, and B. D. Webb. "The U.S. Aromatic Market -- Results of an Asian-American Household Test." 24th Rice Technical Working Group meeting in Little Rock, Arkansas. February 23-26, 1992. Abstract forthcoming in 24th Rice Technical Working Group Proceedings Texas Agricultural Experiment Station.
- Saez, R. R., and C. R. Shumway. "U.S. Agricultural Supply and Input Demand Relationships Derived from Regional Estimates." Presented at the American Agricultural Economics Association meetings, West Lafayette, IN, July 1983. Abstract: Amer. J. Ag. Econ. 65,5(Dec. 1983):1187.
- Schulze, E. W. "An Economic Analysis of Underground Pipeline Irrigation Delivery System Investments: A Case Study in the Texas Rice Belt." Paper presented at American Agricultural Economic Association meeting-- Undergraduate Student Section, Ames, Iowa, August 5-7, 1985. Awarded first place.
- Schulze, E. W., M. E. Rister, R. C. Griffin, and G. M. Perry. "Economic Feasibility of Capital Investments in Underground Pipe Irrigation Delivery Systems in the Texas Rice Belt." Presented at the Texas Agricultural Experiment Station/Soil Conservation Service's 4th Annual Gulf Coast Water Management Tour, Angleton, Texas, June 11-12, 1985.
- Schulze, E. W., M. E. Rister, R. C. Griffin, and G. M. Perry. "Economics of Replacing Surface Water Laterals With Underground Pipeline Systems." Paper presented at the 21st Rice Technical Working Group meeting, Houston, Texas, February 23-26, 1986.
- Shumway, C. R. "Production Interrelationships in Texas Crop Agriculture." Presented at the Southern Agricultural Economics Association meetings, Atlanta, GA, February 1983. Abstract: S. J. Ag. Econ. 15,1(July 1983):172.
- Smith, C.R., A. D. Klosterboer, E. F. Eastin, M. E. Rister, B. M. Drees, J. W. Stansel, R. N. Coulson, N. D. Stone, R. Mayer, and M. Sterle. "RiceFLEX -- An Expert System for Rice Producers." 22nd Rice Technical Working Group meeting in Davis, California. June 26 - 29, 1988. Abstract published in 22nd Rice Technical Working Group Proceedings Texas Agricultural Experiment Station p. 107.
- Smith, E. G. "CRCE Rough Rice Contract." Presented at Texas Agricultural Extension Service meeting, Brazoria County, Alvin, Texas, September 1, 1987.
- Smith, E. G., and M. E. Rister. "Futures Marketing in Rice." Presented at Texas Agricultural Extension Service meeting, Edna, Texas, February 8, 1984.
- Springfield, C. A., and M. E. Rister. "FlexRent -- Facilitating Risk Considerations in Landowner/Tenant Tenure Negotiations." 22nd Rice Technical Working Group meeting in Davis, California. June 26 - 29, 1988. Abstract published in 22nd Rice Technical Working Group Proceedings Texas Agricultural Experiment Station pp. 96-7.

- Talpaz, H., C. R. Shumway, and W. P. Alexander. "Estimation and Simulation of Product Supply and Input Demand Functions Subject to Convexity." Presented at the Computer Simulation Conference, Vancouver, BC, July 1983.
- Taylor, E. L., M. L. Waller, M. E. Rister, E. G. Smith, W. R. Grant, and D. A. Koop. "A Hedonic Model of Texas Rice Markets: A Study of the 1987 and 1988 Marketing Years." Paper presented at the Southern Agricultural Economics Association annual meeting, Little Rock, Arkansas, February 3-7, 1990.
- Taylor, E. L., M. L. Waller, M. E. Rister, E. G. Smith, W. R. Grant, and D. A. Koop. "Texas Rough Rice Prices: Determinants of Premiums and Discounts." Paper presented at the Twenty-Third Rice Technical Working group meeting, Biloxi, Mississippi, February 26-28, 1990.
- Thompson, T. N., M. E. Rister, D. P. Anderson, J. W. Richardson, E. G. Smith, and J. R. Stokes. "Economics of Texas Rice Production in the Early 1990's -- Possible Consequences of Alternative Water Cost and 'Shortage' Scenarios." Southwestern Economics Association Meeting, San Antonio, TX, March 28, 1991.
- Thompson, T. N., M. E. Rister, W. R. Grant, J. W. Stansel, G. Bollich, S. Pinson, and A. Klosterboer. "Evaluating Rice Varieties and the Potential Impacts of Biotechnology Breeding Programs." Rice Technical Working Group, Biloxi, Mississippi, February 25-28, 1990.
- Thompson, T. N., M. E. Rister, J. W. Stansel, A. D. Klosterboer, C. N. Bollich, G. N. McCauley, M. O. Way, N. G. Whitney, S. R. M. Pinson, F. T. Turner, B. M. Drees, and J. W. Richardson. "Consideration of Economic Criteria in the Selection of Rice Varieties." Poster presentations, 1991 American Agricultural Economics Association meeting, Manhattan, KS, August 4-7, 1991 and 3rd Annual Texas Plant Protection Conference, College Station, TX, December 2-4, 1991.
- Thompson, T. N., M. E. Rister, J. W. Stansel, A. D. Klosterboer, C. N. Bollich, G. N. McCauley, M. O. Way, N. G. Whitney, F. T. Turner, M. A. Marchetti, and S. R. M. Pinson. "Varietal Selection, Alternative Emergence Dates and the Ratoon Cropping Decisions of Texas Rice Producers: An Application Using RICEGROWER." 24th Rice Technical Working Group meeting in Little Rock, Arkansas. February 23-26, 1992. Abstract forthcoming in 24th Rice Technical Working Group Proceedings Texas Agricultural Experiment Station.
- Waller, M. L. "Rice Marketing Alternatives." Presented at Angleton, Texas, August 15, 1989.
- Waller, M. L. "Rice Market Alternatives." Presentation at in-depth rice marketing workshop. El Campo, Texas, November 16, 1989.
- Waller, M. L. "Rice Marketing Workshop." Presentation at in-depth rice marketing workshop. El Campo, Texas, November 16, 1989.
- Waller, M. L. "Rice Marketing, Jackson County Rice Production Shortcourse." Presented at Edna, Texas on February 13, 1990.
- Waller, M. L. "Rice Marketing Outlook." Presented at Victoria, Texas on February 19, 1990.
- Waller, M. L. "Rice Marketing: Information Needs and Availability." To rice producers at Eagle Lake, Texas, March 14, 1990.

- Waller, M. L. "U.S. and World Rice Situation and Outlook." Presentation at Fort Bend County Annual Rice Clinic. Rosenberg, Texas, January 9, 1990.
- Waller, M. L. "U.S. and World Rice Situation and Outlook." Presentation at Wharton County Annual Rice Clinic. El Campo, Texas, January 10, 1990.
- Waller, M. L. and C. G. Anderson. "In-depth Futures and Options Price Risk Management Workshop." Presented in Matagorda County. Bay City, Texas, January 17-18, 1990.
- Waller, M. L. "U.S. and World Rice Situation and Outlook." Presentation at Brazoria County Annual Rice Clinic. Angleton, Texas, January 24, 1990.
- Waller, M. L. "Soybean, Feed Grain, Rice Situation and Outlook." To Victoria/Calhoun County Marketing Club. DaCosta, Texas, March 18, 1991.
- Waller, M. L., C. Elms, M. E. Rister, E. G. Smith, T. Sporleder, and D. A. Koop. "Rice Market Information: Producers Perceptions, System Requirement, and Potential Costs." Proceedings of the Rice Technical Working Group Meetings, Biloxi, Mississippi, February 26-28, 1990.
- Waller, M. L., and M. E. Rister. "Texas Rice Market Prices and Inferred Premiums and Discounts," To Texas rough rice bid/acceptance market sales office managers. Beaumont, TX, December 5, 1989.
- Waller, M. L., and M. E. Rister. "Rice Marketing." Presented at Garwood, Texas on July 12, 1990.
- Waller, M. L., and M. E. Rister "Rice Marketing Alternatives." At Colorado County producers meeting. Garwood, TX, July 12, 1990.
- Waller, M. L., and M. E. Rister. "1989 Texas Rice Production/Marketing Situation," At 1989 Louisiana Rice Forum and Outlook Conference. Monroe, Louisiana, January 26, 1989.
- Waller, M. L., and M. E. Rister. "Rice Marketing Project Review." Presented at Brookshire, Texas on November 27, 1990, and El Campo, Texas on November 30, 1990.
- Waller, M. L., M. E. Rister, and E. Taylor. "Establishing and Forecasting Quality Adjusted Basis for Texas Rice Markets." Presented at NCR-134 Conference, Applied Commodity Price Analysis, Forecasting, and Market Risk Management, Chicago Mercantile Exchange, Chicago, Illinois, April 22-23, 1991, Conference Proceedings, pp. 125-39.
- Waller, M. L., E. L. Taylor, and M. E. Rister. "Using Statistical Procedures to Evaluate Alternative Theories of Pest Management." 24th Rice Technical Working Group meeting in Little Rock, Arkansas. February 23-26, 1992. Abstract forthcoming in 24th Rice Technical Working Group Proceedings Texas Agricultural Experiment Station.
- Waller, M. L., E. L. Taylor, and M. E. Rister. "A Comparison of Average and Quality Adjusted Basis for the Texas Rice Market." Faculty Staff Paper FP 92-1, Department of Agricultural Economics, Texas A&M University. April, 1992.
- Way, M. O., R. G. Wright, K. A. Arnold, and M. E. Rister. "Blackbird Damage to Ripening Rice of the Gulf Coast of Texas." 22nd Rice Technical Working Group meeting in Davis, California. June 26 - 29, 1988. Abstract published in 22nd Rice Technical Working Group Proceedings Texas Agricultural Experiment Station p. 75.

**GRADUATE AND UNDERGRADUATE STUDENTS
WORKING ON RICE ECONOMICS TOPICS
Degree Programs Completed**

Brorsen, Wade

Ph.D., May 1983. Co-chair: Jean-Paul Chavas and Warren R. Grant.

"A Study of the Efficiency and Dynamics of Rice Prices."

Currently a Professor of Agricultural Economics at Oklahoma State University, Stillwater, Oklahoma.

Elms, Chad

M.Ag., December 1989. Co-chair: Thomas L. Sporleder and M. Edward Rister.

"Marketing Information Needs of Texas Rice Producers."

Currently an Assistant Agricultural Economist and Marketing Agent with the Texas Department of Criminal Justice, Agriculture Division in Huntsville.

Harper, Jayson K.

Ph.D., August 1988. Co-chair: James W. Mjelde and M. Edward Rister.

"Developing Economic Thresholds for Rice Stink Bug Management in Texas Using Dynamic Programming."

Currently an Associate Professor of Agricultural Economics at The Pennsylvania State University, State College, Pennsylvania.

Ito, Shoichi

Ph.D., December 1988. Co-chair: Dean T. Chen and E. Wesley F. Peterson.

"Econometric Analyses of World Rice Markets and Trade."

Currently an Associate Professor at Tottori University in Tottori, Japan.

Jarvis-Pearson, Anne Marie

B.S., May 1990. AAEA Student Paper Competition; Co-advisors: James W. Mjelde and M. Edward Rister.

"Computer Adoption Decisions -- Implications for Future Research and Extension Efforts: The Case of Texas Rice Producers."

Currently a rancher, agribusiness manager, management consultant, and para-legal in Spearman.

Koop, Doyle A.

M. Ag. [LERE], December 1989. Chair: Ivan Schmedemann.

Currently a real estate appraiser for James Meads and Associates, College Station.

McCorkle, Dean A.

M.Ag., December 1991. Chair: Kerry K. Litzenberg.

"The Feasibility of Increased Processing of Rice in Texas."

Currently an Extension Economist with the Kansas State University Extension Service in Colby, Kansas.

Miller, Mark A.

B.S., May 1987. AAEA Student Paper Competition; Advisor: M. Edward Rister.

"Enhancing Farm Managers' Evaluation of Government Farm Program Participation Alternatives."

Currently an agricultural loan officer with the Coastal Plains Production Credit Association in Robstown.

Nunley, Jeff

M.S., August 1991. Chair: M. Edward Rister.

"Evaluating Alternative Land Tenure Arrangements."

Currently an agricultural loan officer with the Coastal Plains Production Credit Association in Pleasanton.

Parker, Michael R.

M.S., December 1985. Co-chair: Ronald C. Griffin and M. Edward Rister.

"An Economic Analysis of Sprinkler Irrigation Technology in the Texas Rice Belt."

Currently the proprietor owner of Southcoast Enterprises in Houston.

Perry, Gregory M.

Ph.D., August 1986. Chair: M. Edward Rister.

"Toward a Holistic Approach to the Cropping Mix Decision."

Currently an Associate Professor of Agricultural Economics at Oregon State University in Corvallis, Oregon.

Schulze, Edward W.

B.S., May 1985. AAEA Student Paper Competition; Co-advisors: Ronald C. Griffin and M. Edward Rister.

"An Economic Analysis of Underground Pipeline Irrigation Delivery System Investments: A Case Study in the Texas Rice Belt."

Currently an Assistant Vice President with Insignia Mortgage & Investment Company in Washington, D.C.

Smith, C. Rusty

M.Ag., December 1989. Chair: M. Edward Rister.

"Expert Systems for Rice Producers."

Currently an Environmental Manager with the Texas Department of Criminal Justice, Agriculture Division in Huntsville.

Springfield, H. Clark III

M.Ag., May 1988. Chair: M. Edward Rister.

"FLEXRENT: An Evaluation of Alternative Land Tenure Arrangements -- Tenant and Landowner Perspectives."

Currently a Merchandising Manager with Cargill, Inc. in Fort Worth, Texas.

**GRADUATE AND UNDERGRADUATE STUDENTS
WORKING ON RICE ECONOMICS TOPICS
Working Towards Degree**

Labac, Lori

B.B.A.'s, both Management and Marketing, May 1992.
Working on TATRP aromatic rice project.

Sturdivant, Allen W.

M.S., Agricultural Economics, August 1993. Chair: M. Edward Rister.
Working on TATRP aromatic rice project, Econo-Rice rice market information project, and TDCJ whole farm linear programming project.

Sundarapather, Sandra

Ph.D., Agricultural Economics, August 1993. Co-chairs: James W. Mjelde and M. Edward Rister.
Working on TAES rice water weevil threshold project.

Taylor, Earl

Ph.D., Agricultural Economics, August 1993. Co-chairs: Mark Waller and M. Edward Rister.
Working on Econo-Rice rice market information project.

Thompson, Troy N.

Ph.D., Agricultural Economics, August 1994. Chair: M. Edward Rister.
Working on TAES and Econo-Rice rice variety evaluation project and ratoon crop survey project.

**AG ECONOMICS EXTENSION AND RESEARCH FACULTY
with Rice Related Programs**

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Robert E. Branson

Dr. Branson received his B.S. degree from S.M.U. in 1941 and obtained M.A. and Ph.D. degrees from Harvard University, 1949 and 1954, respectively.

Dr. Branson has extensive experience in consumer market analysis as project director and analyst with ten years experience in the U.S. Department of Agriculture and over thirty years at the Texas Agricultural Experiment Station and Department of Agricultural Economics, Texas A&M University, College Station, Texas.



Dr. Branson is author of over 300 research reports involving product attitudes and opinion surveys, consumer laboratory sensory panels, household consumer panels, product retail rates tests, and marketing strategy development. Product development includes a broad range of agribusiness products (natural and processed foods, fibers and forestry products).

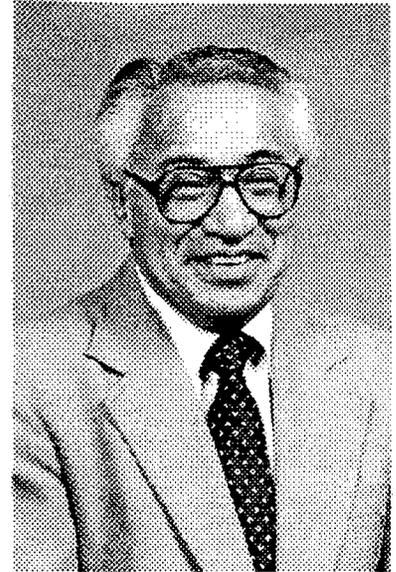
Dr. Branson has special expertise in basic research design, sample design for consumer taste (sensory) panels, household panels, retail marketing tests and questionnaire design for consumer attitude and preference surveys, and provision of focus interviews among either individuals and or group panels for product and marketing concept evaluations.

Professional positions experience include food consumer market research economist - U.S. food stamp program: War Food Administration; Program Appraisal Office, Office of Secretary of Agriculture, U.S.D.A.; Market Development Branch, AMS, U.S.D.A.; Associate Professor, Texas A&M; Professor, Texas A&M; Coordinating Director of Texas Agricultural Market Research Center; and Professor Emeritus, Department of Agricultural Economics, Texas A&M.

Professional listings: American Marketing Association, American Agriculture Economic Association, American Men of Science, Ten Thousand Men of Achievement (England International listing), Who's Who in South and Southwest, Texas Agricultural Experiment Station Award for Team Research (for national consumer test of beef grades), and Life membership Award from Southern Agricultural Economics Association in recognition of research performance.

Arthur R. Gerlow

Art Gerlow is Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. His extension and research programs emphasize production economic and technology transfer decisions important to farmers and ranchers. Art's educational objectives are accomplished through a detailed and careful analysis of large production databases of both research and farm field data. Major applied research and education efforts in recent years have focused on the economics of fertilization practices, herbicide applications, and rice irrigation.



Dr. Gerlow received his B.S. (1950), M.S. (1954), and Ph.D. (1970) degrees from Louisiana State University, all in agricultural economics. After a distinguished career in government and land-grant universities, Art joined the Texas Agricultural Extension Service in 1974 as an Extension Economist serving the Texas Upper Coast and the Texas Rice Belt. He has served continually in this capacity. Dr. Gerlow conducts numerous educational programs each year for farmers and ranchers along the upper Texas coast. He is in regular demand for program presentations.

Art is recognized nationally and in state for his work as a rice economist. His professional activities include annual participation in the National Rice Outlook Conference and annual experiment station research reviews. Several prestigious awards have been received, including the TAEX Superior Service Award, Honoree of the Texas Rice Festival, and a special commendation from the County Extension Agents of District 11.

H. L. Goodwin, Jr.

Dr. Goodwin is an Associate Professor in marketing in the Department of Agricultural Economics at Texas A&M University. His research program is concerned with marketing and market research of agricultural and related products and in food system organization. He is currently an Assistant Coordinator of the Texas Agricultural Market Research Center.

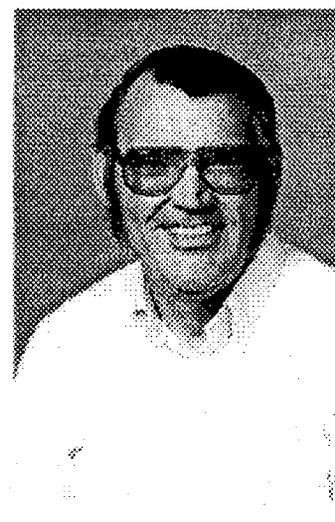


Dr. Goodwin received his B.S. (1975) in Agricultural Education and M.S. (1978) and Ph.D. (1982) in Agricultural Economics, all from Oklahoma State University. He began his appointment as an Assistant Professor in the Departments of Agricultural Economics and Rural Sociology at Texas A&M in September 1982 and was promoted to Associate Professor in 1988. His joint appointment in Rural Sociology ended in 1991.

Dr. Goodwin has both undergraduate and graduate teaching responsibilities in agricultural market analysis and marketing research. He has been active in curricular reform in the department and served as one of the six-member committees to formulate the new University B.S. Degree in Agribusiness. His research efforts at Texas A&M University have been related to agricultural labor, marketing of horticultural crops, consumer perceptions of various agricultural products, and market identification. Current focus of his research is on consumer acceptance of specialty rices and associated issues of varietal and market development and in seasonal adjustment of milk supplies to meet consumer demand alterations. He will complete an eleven-month sabbatic appointment as a Fulbright Scholar in Czechoslovakia in July, 1992. His efforts there have focused on economic analysis and marketing education, curriculum reform and development of the Czechoslovak food system. Two months will be spent in food system research and curriculum development in Germany, Great Britain, and the Netherlands as well.

Warren R. Grant

Dr. Grant is an Adjunct Professor in the Department of Agricultural Economics at Texas A&M University, holding that position since October 1986. He received his B.S. (1955), M.S. (1956), and Ph.D. (1969), all in agricultural economics, at Texas A&M University. Prior to his current position, Dr. Grant was an Agricultural Economist with the Economic Research Service, U.S. Department of Agriculture, stationed at Texas A&M University. The USDA transferred him from the University of California, Davis, to Texas A&M University, College Station in 1971.



While with USDA, Dr. Grant's research centered principally on the economics of agricultural production and adjustments in the United States grain producing areas, the cost of producing grain in the United States, the impact of alternative public policies and programs on the grain industry, grain consumer, general public, and government, and the factors affecting supply, demand, and prices for grains.

Dr. Grant's current research efforts are centered on assisting Dr. Ed Rister with various aspects of his rice economics farm management research program.

Ronald C. Griffin

Dr. Griffin is an Associate Professor of natural resources economics in the Department of Agricultural Economics at Texas A&M University. He specializes in the study of water resource issues: consumption alternatives for producers and consumers, management decisions confronting water suppliers and purveyors, and policy choices for the state. Dr. Griffin has also completed research relating to the production decisions of rice producers.

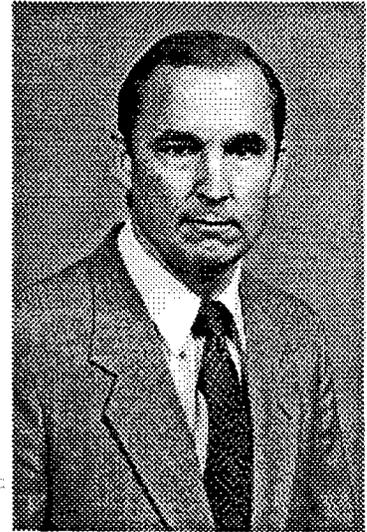


Dr. Griffin obtained a B.S. in Mathematics (1975) and an M.S. in Economics (1977) from Colorado State University and a Ph.D. in Agricultural Economics (1980) at the University of Wisconsin. He has been a faculty member at Texas A&M University since 1980.

Dr. Griffin's teaching responsibilities include undergraduate and graduate courses in natural resource economics. Ongoing and/or recently completed research activities pertain to Texas urban water demand, the use of water marketing in the lower Rio Grande Valley, the potential extension of water marketing to Texas groundwater, policy mechanisms for jointly managing diversionary and instream water demands, and the cost-benefit analysis of San Antonio's Applewhite reservoir.

Danny A. Klinefelter

Dr. Klinefelter is a Professor and Extension Economist with Texas A&M University, specializing in agricultural finance and management development. He is the Director of The Executive Program for Agricultural Producers and Co-director of the Texas A&M: Texas Tech Agricultural Lending School. He was Vice President and Coordinator of Field Operations for the Farm Credit Capital Corporation in the Fifth Farm Credit District prior to returning to Texas A&M in 1987. He had previously served as Director of Marketing and Financially Related Services and as Director of Training and Development for the Federal Intermediate Credit Bank of Jackson. Before his employment at the FICB in June 1982, he had been an Assistant Professor of Agricultural Economics at Texas A&M. He has been involved in graduate and



undergraduate teaching and research, and serves as coordinator of the Masters of Agricultural Banking program. In 1981, he was selected as the outstanding teacher in the Department of Agricultural Economics. Dr. Klinefelter currently serves on the national Farm Financial Standards Task Force and is on the faculties of the Ferguson Agri-Management Institute, the ABA's Graduate School of Agricultural Finance and Banking, and the Graduate School of Banking at Boulder, Colorado.

Dr. Klinefelter graduated summa cum laude from Southern Illinois University (1969) with a B.S. in Agricultural Economics. He received his M.S. (1971) and Ph.D. (1979) in Agricultural Economics from the University of Illinois, where he was a National Science Foundation Research Fellow.

Dr. Klinefelter received the Texas Agricultural Extension Service's 1988 Superior Service Award. In 1987, he received the American Agricultural Economics Association Quality of Published Communication Award. He is listed in Who's Who in American Colleges and Universities and Who's Who in the American South and Southwest. Prior to his graduate work, he spent five years in commercial lending, credit analysis, and farm management with the Marine Bank of Springfield, Illinois. He grew up on a grain and livestock operation in central Illinois and maintains an interest in the family corporation. In addition to his academic and banking experience, Danny has authored or co-authored numerous professional articles and publications, and is co-author of four books: Coordinated Financial Statements for Agriculture, Financial Decisions: A Survival Handbook for Farmers, Farm Investment and Financial Analysis, and Agricultural Financial Reporting Analysis.

Ronald D. Knutson

Dr. Knutson is a Professor and Extension Economist in Agricultural Policy and Marketing at Texas A&M University. In this capacity, he also serves as the Director of the Agricultural and Food Policy Center. The Center's purpose is to provide input to policymakers on the economic impacts of farm, food, and rural policy proposals. His research and extension program concentrates on the impact of alternative farm programs on agriculture, dairy marketing and policy, and rural development policy.



Dr. Knutson received his B.S. and Ph.D. from the University of Minnesota. He received his M.S. at Pennsylvania State University. He served for four years as a teacher and dairy marketing researcher at Purdue University. In 1971 he went to Washington to serve as Chief Economist in the Agricultural Marketing Service of USDA. In 1973 he was named Administrator of the Farmer Cooperative Service. In 1975 he went from that position to Texas A&M University.

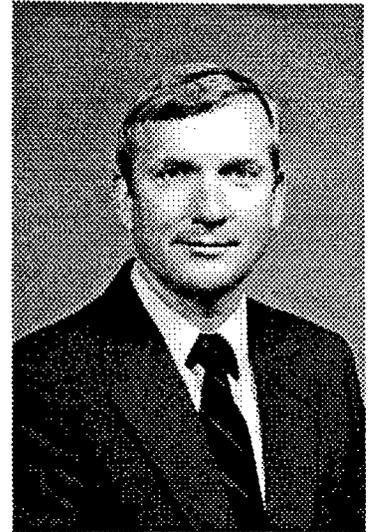
Dr. Knutson has served in leadership positions on several U.S. national commissions. He is the author of over 300 publications on agricultural policy and marketing. He is the author of a college textbook titled, *Agricultural and Food Policy*, 2nd edition. Knutson's recent work has involved the impacts of technological change, including policies designed to reduce chemical use on agriculture. His analysis of the factors influencing the decline of rural communities has received wide attention.

In 1984, Dr. Knutson received the Texas A&M Alumni Award for his outstanding performance in public policy education. In 1987 he received a Quality of Communication Award from the American Agricultural Economics Association. In 1987 he also received a Superior Service Award from the Texas Agricultural Extension Service.

Dr. Knutson is known for his candid analysis of problems and his frank evaluation of their implications for farmers, agribusinessmen, and policymakers.

Lawrence A. Lippke

Dr. Lippke is a Professor and Economist-Management in the Department of Agricultural Economics, Texas Agricultural Extension Service. His extension program focuses on the development and dissemination of educational materials to assist in evaluating and implementing farm programs, use of computers in agriculture, farm and ranch accounting systems, and crop production economics.



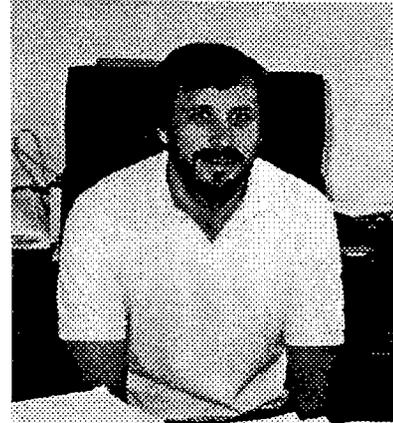
Dr. Lippke received his B.S. (1969), M.S. (1971), and Ph.D. (1986) from Texas A&M University, all in agricultural economics. After spending four years in the U.S. Army (1971-75) and two years with the Texas Water Development Board (1975-77), he began his appointment with the Texas Agricultural Extension Service as an Extension Economist-Management at the Texas A&M University Research and Extension Center in Corpus Christi. He transferred to a similar position in Bryan in 1981, and later to his current position in 1985.

Specific work applicable to the rice industry has included development of computerized decision aids to determine the economics of farm program participation alternatives, analysis of the value of the 50/92 program to Texas rice producers, analysis of the Conservation Reserve Program, and estimating equitable share lease arrangements. He also trains county Extension agents in the use of computerized tools, particularly the farm program decision aids.

James W. Mjelde

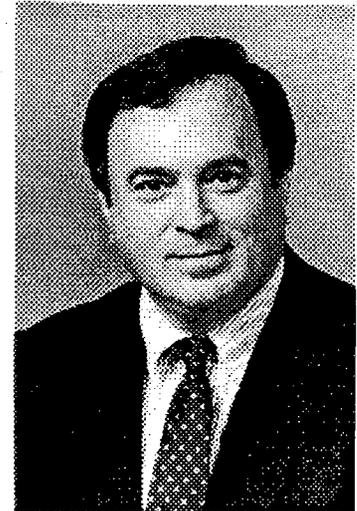
Dr. Mjelde is an Associate Professor in the Department of Agricultural Economics at Texas A&M University, having joined the faculty in 1985. Dr. Mjelde received a B.S. in Biology (1979) and a M.S. in Applied Economics (1982) from Montana State University and a Ph.D. in Agricultural Economics from the University of Illinois (1985).

Dr. Mjelde's current position involves both research and teaching. His research emphasis focuses on modeling farm level production processes and the economics of information in production agriculture, with particular expertise in mathematical modeling of dynamic processes. Dr. Mjelde is involved in the Econo-Rice research effort directed towards evaluating rice water weevil treatment threshold levels.



John B. Penson, Jr.

Dr. Penson is the Stiles Professor of Agricultural Finance in the Department of Agricultural Economics at Texas A&M University. He received his B.S. and M.S. degrees from Southern Illinois University, which has honored him as an outstanding alumnus. He worked in management for Del Monte Foods and later as an Agricultural Economist with the USDA in Washington, D.C. He received his Ph.D degree from the University of Illinois in 1973 after which he rejoined the USDA in Washington. He has been a member of the faculty at Texas A&M since 1975 except for the 1980-81 period when he served as a Visiting Scholar with the Federal Reserve System.



Dr. Penson conducts research in the areas of finance and the macroeconomics of agriculture. In the latter area, he has directed the development of a macroeconomic model of the U.S. economy which emphasizes agriculture's role in the economic. He has used this model to examine the impacts of monetary and fiscal policy on agriculture and the general economy and has worked in a team environment with others to examine the effects of farm program policies and other agricultural issues on agriculture and the general economy.

Dr. Penson is the author of eight books, including *Introduction to Agricultural Economics* which is going into a second edition. He has also authored numerous journal articles and other publications appearing in national and international publications. Dr. Penson has received numerous teaching and research awards, including the Texas A&M University Former Students Association's Distinguished Research Award in 1984, the Distinguished Teaching Award from the American Agricultural Economics Association in 1985. He was named the recipient of the Stiles Foundation Endowed Professorship in 1988.

Dr. Penson has served as a consultant to numerous state and federal government agencies, lending institutions, and trade associations, including the American Bankers Association, The U.S. Department of State, the Farm Credit System and the Federal Reserve System.

James W. Richardson

Dr. Richardson is a Professor in agricultural policy at Texas A&M University. His research program concentrates on the impact of alternative farm programs on agriculture.

Dr. Richardson received his B.S. from New Mexico State University and received his M.S. and Ph.D. at Oklahoma State University. In 1978, he came to Texas A&M University where he served as an Assistant Professor until August of 1982 when he was promoted to Associate Professor. He was promoted to Professor in 1986.



In addition to graduate and undergraduate teaching responsibilities in agricultural policy, Dr. Richardson has developed, documented, and utilized the Firm Level Income Tax and Farm Policy Simulation Model (FLIPSIM). The model has been used to evaluate the impacts of alternative agricultural policies and income tax policies on different size farms in Texas and on farms in different regions of the United States. The model is currently being used by economists in USDA as well as at numerous universities.

Richardson's most recent research has involved evaluating the probable impacts of the 1985 Farm Bill on Texas farmers. New research efforts are being directed to the area of expert systems using artificial intelligence technology.

Dr. Richardson is the author of numerous publications and has been active as a consultant to various companies and government agencies including the U.S. Congress Office of Technology, USDA Economic Research Service, NORWEST Banks, Inc., Merrill-Lynch Capital Investments, and the American Bankers Association.

M. Edward Rister

Dr. Rister is a Professor in production economics and farm management in the Department of Agricultural Economics at Texas A&M University. His research program is concerned with the economics of alternative crop management strategies along the Texas Gulf Coast. Emphasis is on rice, grain sorghum, and corn production, with additional attention accorded cotton and soybeans.



Dr. Rister received his B.S. (1974) and M.S. (1976) degrees from Texas A&M University and his Ph.D. (1981) from Michigan State University, all in agricultural economics. He began his appointment as an Assistant Professor at Texas A&M in June 1981, was promoted to Associate Professor in 1986, and was promoted to Professor in 1991.

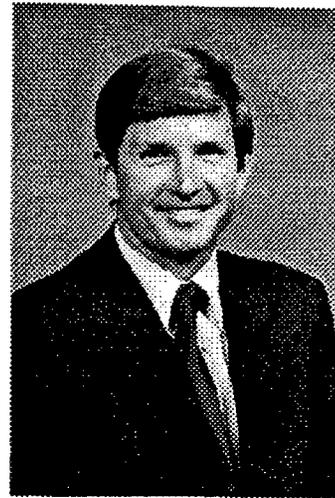
Dr. Rister has teaching responsibilities in undergraduate and graduate farm management and has recently initiated a new course concerned with the use of microcomputers in farm management. His research efforts at Texas A&M University have been concerned with the economics of alternative crop mixes, grain marketing strategies, optimal input (e.g., fertilizer, irrigation, water) levels, economics of rice quality, impacts of lender credit criteria on producer viability, and farm machinery replacement policies, among other areas.

The current focus of his rice research includes evaluation of economic treatment thresholds for the rice water weevil; evaluation of alternative varieties; effects of predetermined, uncertain, and decision variables on rice yield and quality (main and ratoon crops); effects of environment, cultural practices, and post-harvest handling on color, aroma, texture, and other attributes of aromatic rices targeted towards Asian-American markets; and assorted dimensions of rice market information, particularly as it relates to production variable input decisions.

Dr. Rister has received several awards for his research efforts, including the Deputy Chancellor's Award in Excellence for On-Campus Research, College of Agricultural and Life Sciences, Texas A&M University (1990); the Southern Agricultural Economics Association Distinguished Professional Contribution Award in Research (1989); USDA Superior Service Award -- Econo-Rice Research Group (1987); and National Rice Technical Working Group (RTWG) Distinguished Rice Research and Education Award -- Texas Rice Breeding and Production Team (1986).

C. Parr Rosson

Parr Rosson is an Associate Professor of Agricultural Economics and Extension Economist-International Trade at Texas A&M University. Major responsibilities include extension education and research in international marketing, trade, and trade policy. Current activities include extension and research efforts on U.S.-Mexico free trade, impacts of the General Agreements on Tariffs and Trade (GATT) on U.S. agriculture, international marketing education programs, and the use and implementation of electronic information systems by small firms.



Parr Rosson was reared in the rural community of Taft, Texas, where he worked in the family agribusiness until graduation from Texas A&M University with a B.S. in Agronomy in 1971. After five years in the U.S. Army, he returned to Texas A&M and received an M.S. in Agricultural Economics in 1978.

After receiving a Ph.D. in Agricultural Economics from Texas A&M University in 1982, Dr. Rosson spent seven years at Clemson University conducting extension, research, and teaching programs in international agricultural trade and marketing. He returned to Texas A&M in his current position in 1989. He is married to the former Helen Blackwell of Taft, Texas and has three sons.

Edward G. Smith

Dr. Smith is an Extension Economist - Marketing and Policy and Distinguished Roy B. Davis Professor of Agricultural Cooperation in the Department of Agricultural Economics at Texas A&M University. Dr. Smith received his B.S., M.S. and Ph.D. from Texas A&M University, all in agricultural economics. He began his appointment with the Texas Agricultural Extension Service in January 1975. Before accepting a position as Extension Economist - Grain Marketing and Policy in 1982, he served as a County Extension Agent in Gaines and Terry Counties. He has held his current position since January 1988.



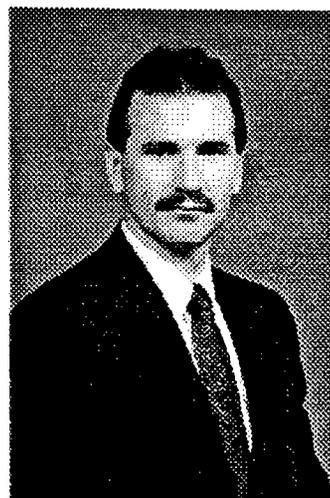
Currently, his responsibilities include the development of programs designed to assist cooperatives and other agribusiness clientele in operational and strategic planning. In addition, research and extension programs emphasize the analysis of farm policy and its impact on U.S. agriculture.

Dr. Smith is the author of numerous publications and has received many awards. In 1987 and 1989, he received the Superior Service Award, Texas Agricultural Extension Service. He received the Deputy Chancellor of Agriculture's Award in Excellence for Extension Education in 1990. In 1991, he received the prestigious Association of Former Students of Texas A&M University Faculty Distinguished Achievement Award.

Mark L. Waller

Dr. Mark L. Waller is an Extension Economist-Grain Marketing and Policy in the Department of Agricultural Economics at Texas A&M University. His extension and research program focuses on market outlook, the development of marketing plans and pricing strategies, and farm policy.

Dr. Waller received his B.S. (1979) Degree with a double major in Plant and Soil Science and Agricultural Education, and an M.S. (1980) Degree with a major in Agricultural Economics, both from Southern Illinois University-Carbondale. He received his Ph.D. (1988) Degree with a major in Agricultural Economics from the University of Illinois. He began his appointment as an Extension Economist with the Texas Agricultural Extension Service in January 1988.



Gary W. Williams

Dr. Gary W. Williams is Professor of Agricultural Economics and Coordinator of the Texas Agricultural Market Research Center in the Department of Agricultural Economics at Texas A&M University. His areas of teaching and research emphasis include international agricultural trade and development, agricultural policy, marketing and price analysis, and quantitative research methods.

Dr. Williams holds a Ph.D. and an M.S. degree in Agricultural Economics from Purdue University. He earned a B.S. in Economics from Brigham Young University in 1974.



Prior to joining the staff at Texas A&M University he gained experience as Assistant Coordinator of the Meat Export Research Center at Iowa State University, Senior Economist at Chase Econometrics, agricultural economist for U.S.D.A., and Special Assistant to the U.S. Deputy Under Secretary of Agriculture for International Affairs and Commodity Programs. Dr. Williams speaks fluent Spanish and has lived and worked in Latin America throughout his career.

DEPARTMENT OF AGRICULTURAL ECONOMICS' STRATEGIC PLAN

Mission, Role, and Scope

The mission of the Department of Agricultural Economics is to improve the economic rationality of decisions made within the agriculture, food, fiber, natural resource, and rural sectors of the economy. The Department's 66 faculty members work in the areas of agribusiness management, marketing, finance, agricultural policy, economic development, natural resource economics, and production economics. Increased emphasis is being given to the international dimensions of these programs.

The ongoing programs of these faculty include (1) educating undergraduate and graduate students in the use of economic concepts, (2) developing theory and methods for analyzing economic behavior and public policies, (3) enhancing the use of theory and methods in solving economic and management problems, (4) producing and delivering extension educational materials and programs on economic and management issues, and (5) working with scientists and educators in other disciplines to incorporate economic analysis.

Environmental Assessment

The arena in which agriculture operates and natural resources are managed continues to change dramatically. Farm and ranch sector net income has leveled out, but with a declining long-term trend and prospects for greater international competition. While farm productivity is increasing, the shrinking farm share of the food dollar indicates the growth of value-added activity in the agribusiness sector. Concentration in the agricultural industry is increasing and world markets are increasingly interdependent. Population growth is slowing thus providing only limited growth in food and fiber demand. Opportunities for increasing trade are growing, however, and for Texas the potential for closer agricultural ties with Mexico are of particular importance.

Public interest is increasingly directed toward food safety, ethics, nutrition, environmental quality, chemical use, and government payments. The demands of the growing population and economy are placing more pressure on the resource base and resource management. Rural communities continue to have economic difficulties.

Virtually all agricultural and resource problems have economic and management dimensions, and the Department's research and extension capabilities to analyze these problems are being recognized across the State and Nation. On campus, student enrollment in the Department is increasing. The Department's base support in research, teaching, and extension, however, is declining. In addition, the Department's faculty and staff are housed in three separate buildings.

Goals and Objectives

- Direct the Department's programs toward high priority issues facing agriculture, society, and the profession.
- Enhance the Department's national and international disciplinary prominence in research and graduate training.
- Increase the relevance and impact of the Department's applied research and extension programs.
- Modify and develop undergraduate and professional degree programs to meet students' needs for general and career education.

- Create a work environment and professional orientation conducive to the achievement of excellence in the Department's research, extension, and teaching programs.
- Upgrade and consolidate the Department's physical facilities into one building.
- Implement the new Agribusiness B.S. degree program and expand cooperative linkages with College of Business Administration/Graduate School of Business.
- Recruit highly qualified undergraduate and graduate students emphasizing under-represented minorities.
- Develop targeted extension programs with more efficient delivery using electronic technology.
- Expand the budgetary resources to support the Department's programs by increasing faculty participation in grants and contracts and soliciting scholarships and endowments.

Priority Programs and New Initiatives

The Department is currently initiating and developing programs in the following high priority areas:

- International trade and policy analysis with initial emphasis on U.S. and Mexico relationships.
- Natural resource and environmental quality issues, including water quality, water rights, and policy impacts.
- Agribusiness development through value-added processing and marketing.
- Economic impact assessment of technological change and adoption and related public policies.
- Systems analysis of production processes and new technology adoption in interdisciplinary framework.

February 26, 1992

**DEPARTMENT OF AGRICULTURAL ECONOMICS'
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A. Gene Nelson

A. Gene Nelson is Professor and Head of the Department of Agricultural Economics at Texas A&M University, having served in that position since the Fall of 1990. Prior to that, Dr. Nelson was employed at Oregon State University from 1969-90 where he was involved in extension, research and teaching in agricultural and resource economics. He served as Head of the Department from 1981-90. His graduate work was at Purdue University where he studied in the field of agricultural economics. He received his M.S. in 1967 and his Ph.D. degree in 1969.



Dr. Nelson's expertise is in the fields of agricultural management, finance, and production economics. His research and extension programs have emphasized risk analysis in farm decision making. In 1979 he received the USDA Superior Service Award for leadership in developing innovative risk management teaching materials. He has authored several publications including an undergraduate farm management textbook, Farm Business Management: The Decision-Making Process.

His professional activities include President of the Western Agricultural Economics Association; Member of the Technical Advisory Committee for the Western Computer Consortium; Member of several CSRS Review Panels; and Reviewer of proposals for the National Science Foundation Decision, Risk, and Management Science Program. Other professional affiliations include American Agricultural Economics Association and the American Society of Farm Managers and Rural Appraisers.

John P. Nichols

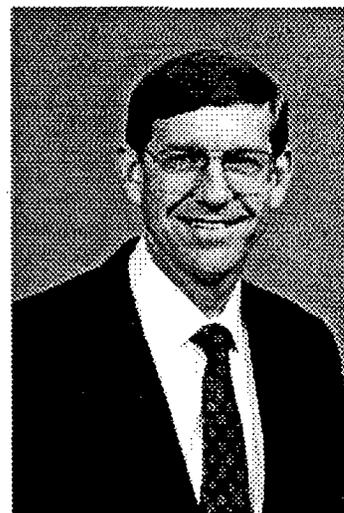
Dr. Nichols is Professor and Associate Head for Research in the Department of Agricultural Economics at Texas A&M University. His research and teaching program includes agricultural and food product marketing and policy. Recent research interests include analyses of market development strategies for agricultural commodities and food products and evaluation of generic promotion programs for food. Dr. Nichols regularly teaches undergraduate courses in marketing, market planning, and agriculture and food policy.



Dr. Nichols received his B.S. in 1963 from Cornell University and M.S. in 1965 from Michigan State University. He received his Ph.D. in 1968 from Cornell University in Agricultural Economics. He has been on the faculty at Texas A&M University since that time. Dr. Nichols has contributed substantially to projects of the Texas Agricultural Market Research Center since its inception in 1969. He has served in an administrative role as Associate Head for Research since 1981. In 1990, Dr. Nichols was Visiting Professor at the Institut de Gestion International Agro-Alimentaire, ESSEC, in Cergy Pontoise, France. Dr. Nichols is also a member of the Faculty of Food Science at Texas A&M.

Roland D. Smith

Roland Smith is Professor and Associate Head for Extension in the Department of Agricultural Economics at Texas A&M University. He also serves as State Extension Program Leader for marketing and management. Roland's subject matter interests are in the areas of agricultural marketing and agribusiness management.



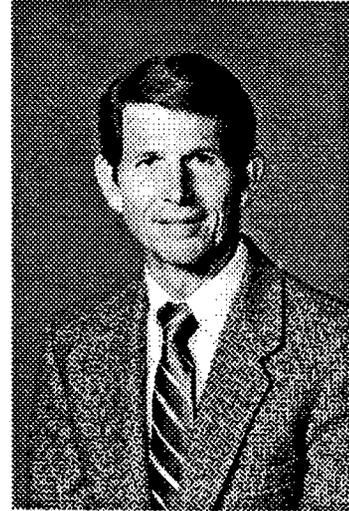
Dr. Smith received his B.S. degree in Plant & Soil Science at Texas A&M University. He earned the M.S. degree at Oklahoma State University and his Ph.D. from Purdue University, both in Agricultural Economics. Roland joined the Texas Agricultural Extension Service in 1972 as Extension Grain Marketing Economist in the Department of Agricultural Economics. In 1980, he was named Project Leader for marketing and policy, and later became Program Unit Leader for marketing and management in 1984. Extension faculty in Agricultural Economics have won numerous state and national awards over the past decade--indicative of the calibre of professionals addressing problems of Texas agriculture and the rice industry.

Roland's professional activities include service on the Extension Affairs and the Extension Awards committees of the American Agricultural Economics Association (AAEA). He has coordinated the review and selection of contributed papers in the extension education and teaching categories of the AAEA and the Southern Agricultural Economics Association (SAEA). Dr. Smith was elected chairman of the Southern Extension Marketing Committee in 1984 and has been a member of two CSRS Review Panels--Georgia and Arkansas. He also serves on the Board of Directors of the Texas Agricultural Cooperative Council.

C. Richard Shumway

Dr. Shumway is a Professor and Associate Head for Academic Programs in the Department of Agricultural Economics at Texas A&M University. His research program is concerned with the economics of agricultural production and response to changing agricultural and environmental policies.

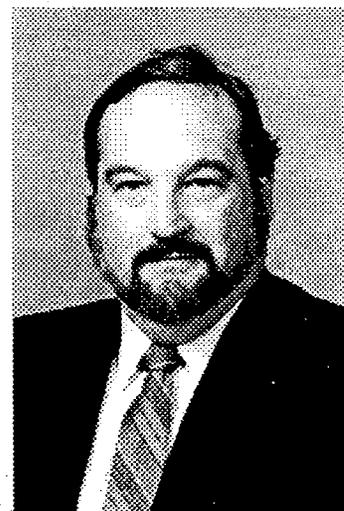
Dr. Shumway received his B.S. (1965), M.S. (1967), and Ph.D. (1969) degrees from the University of California, Davis, all in agricultural economics. He began his professional career as an Assistant Professor of economics at North Carolina State University in 1971 following two years in the army. He moved to Texas A&M as an Associate Professor of agricultural economics in 1974 and was promoted to Professor in 1980.



Dr. Shumway has taught both graduate and undergraduate courses, including production economics, research methodology, applied econometrics, microeconomic theory, and economics of agribusiness. His research efforts at Texas A&M University have been concerned with the economics of farm and research management and industry-level supply and demand response. His administrative responsibilities include graduate and undergraduate academic issues, with emphasis on graduate programs.

Kerry K. Litzenberg

Kerry Litzenberg is a Professor and Director of Undergraduate Programs in the Department of Agricultural Economics at Texas A&M University. He received his B.S. in Agricultural Education (1971), M.S. in Educational Counseling (1972) and Ph.D. in Agricultural Economics (1979) from Purdue University, West Lafayette, Indiana. Since joining the A&M faculty in January 1979, his primary activities have included teaching and research in: agribusiness management, food and agriculture sales and sales management, human resource planning and performance appraisal, and application of computers and quantitative techniques for decision making.



Dr. Litzenberg has been active at the national and international level in development of agribusiness curricula, serving as chair of the Resident Instruction Committee for the American Agricultural Economics Association in 1985 and as visiting professor at Curtin University in Western Australia in 1988. His April 1, 1987 presentation at the White House conference on Agribusiness Leadership completed the AGRI-MASS (Agribusiness Management Aptitude and Skill Survey) project which surveyed over 500 agribusiness chief executive officers on the requirements for employees' skills by agribusiness.

Recently Dr. Litzenberg was appointed Co-Director of the Agribusiness Program. This B.S. degree program is jointly sponsored by the College of Agriculture and Life Sciences and the College of Business at Texas A&M University. Students graduating from this program will be prepared for management decision making positions in the food and fiber industry.

Litzenberg has been awarded numerous teaching awards from various groups including: Texas A&M Former Students Association Distinguished Teaching award, Alpha Gamma Rho fraternity "Professor of the Year" award, TAMU Collegiate FFA outstanding professor and Saddle and Sirloin's Excellence in Teaching award. In 1985, Litzenberg was awarded the National Teaching Award by the American Agricultural Economics Association. His greatest love is working closely with a wide array of students in the development of their personal and professional lives.

Litzenberg's research area is agribusiness management including: strategic management, use of information systems, and analysis using computer technology and quantitative techniques for efficient agribusiness management. He has written several articles and continues research activities on development of agribusiness curriculum.

Faculty Papers are available for distribution without formal review by the Department of Agricultural Economics.

All programs and information of the Texas Agricultural Experiment Station are available without regard to race, ethnic origin, religion, sex and age.