



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

338.1
A5488



Maintaining the Cutting Edge

Proceedings of the American Agricultural Economics
Association Extension Workshop

July 31, 1987 - August 1, 1987

East Lansing, Michigan

Editors: Cara L. Mitchell
Kim B. Anderson

Produced at Oklahoma State University

Additional funding provided by Agriculture-Agribusiness Program,
Oklahoma Cooperative Extension Service,

International Trade Considerations for Extension Education Programs

C. Parr Rosson III, organizer (Clemson University)

Earl Brown, moderator (University of Maryland)

Mechel Paggi (Texas A&M University)

Keith Searce (University of Georgia)

C. Parr Rosson III (Clemson University)

Kirby Moulton (University of California-Berkley)

The recent poor trade performance of the U.S. farm sector has caused much concern about the ability of American farmers to compete on a global scale. This symposium addressed this and other key issues regarding agricultural trade. Although the U.S. is not as competitive as in the late 1970's, a comparative advantage has been maintained in most traditional crops. Certain regions, such as the Southeast, appear to bear more of the burden of adjusting to changes in prices of wheat, corn, and soybeans. Recent empirical evidence provided support for the contention that developing countries can increase food production and imports simultaneously. Broad-based per capita income growth in agriculture is a key to successful market growth. U.S. agriculture has much to gain from the upcoming Uruguay Round of GATT, although most benefits will accrue over the long term. Finally, future growth in agricultural exports will be difficult to attain, requiring an extension-research interface that focuses on specific product systems. More regionalization of education activities will follow, resulting in a more diverse clientele base.

During the symposium, a series of workshops were held to discuss marketing development for various commodities, developed simulated marketing plans, and traded a small number of futures and options contracts. The majority of club members were full-time farmers/ranchers with little experience with advanced marketing techniques. About two-thirds of the club members were using what they learned and were developing their own marketing plans. About half were using advanced marketing techniques.

Henry Bain reported on an intensive week-long marketing education program limited to 50 farmers. The program's curriculum included market functions and farm marketing strategies. The program included participants, faculty, brokers, grain merchandisers, ag-lenders, and others. Participants rated the program very highly; the majority reported using what they learned in their own marketing activities.

Discussion focused on several issues. Lack of use of futures or options does not imply poor marketing practices. In many cases, these marketing alternatives are inappropriate given the market situation or a farmer's marketing objectives. However, the total absence of ever using advanced marketing techniques certainly would suggest inadequate attention to marketing. Extension may want to develop a program to teach farmers how to "manage commodity speculation" since that may more closely fit their utility functions. Several persons mentioned the need for more research on farmers' market risk preferences. Extension programs seem to give inadequate attention to integrating government programs into an analysis of marketing behavior or recommended marketing practices.

International Trade Considerations for Extension Education Programs

C. Parr Rosen III, organizer (Clemson University)
Earl Brown, moderator (University of Maryland)
Michael Page (Texas A&M University)
Keith Scrase (University of Georgia)
C. Parr Rosen III (Clemson University)
Kerry Moulton (University of California-Berkeley)

The recent poor trade performance of the U.S. farm sector has caused much concern about the ability of American farmers to compete on a global scale. This symposium addressed this and other key issues regarding agricultural trade. Although the U.S. is not as competitive as in the late 1970's, a comparative advantage has been maintained in most traditional crops. Certain regions, such as the Southeast, appear to bear more of the burden of adjusting to changes in prices of wheat, corn, and soybeans. Recent empirical evidence provided support for the contention that developing countries can increase food production and incomes simultaneously. Broad-based per capita income growth in agriculture is a key to successful market growth. U.S. agriculture has much to gain from the upcoming Uruguay Round of GATT, although most benefits will accrue over the long term. Finally, future growth in agricultural exports will be difficult to attain, requiring an extension-research interface that focuses on specific product systems. More regionalization of education activities will follow, resulting in a more diverse clientele base.