

Proposal for major in  
**Food Industry Marketing and Administration**

Department of Agricultural & Applied Economics  
University of Georgia  
301 Conner Hall

**LETTER OF INTENT  
NEW PROGRAM PROPOSAL**

Institution:           The University of Georgia           Date: March 23, 2007

School/College:           College of Agricultural & Environmental Sciences          

Department:           Agricultural & Applied Economics          

Name of Proposed Program:           Food Industry Marketing and Administration          

Degree: BSA Major: Food Industry Marketing and Administration CIP Code:

Starting Date:           Fall 2008          

Institutional Mission:

1. Does this program further the mission of the institution? Yes.
2. Will the proposed program require a significant alteration of the institutional mission?  
No.
3. Will the program require the addition of a new organizational unit to the institution?  
No.
4. Is it likely that a SACS visit for substantive change will be necessary? No
5. How does the proposed program help meet the priorities/goals of your strategic plan?  
The proposed program fits in with the department of agricultural and applied economics= strategic plan and recent visioning exercises to increase our focus on agribusiness. The program also fits in the College's strategic plan in two ways: by involving cooperation between departments and in increasing the focus on more urban issues. Finally, the program fits into UGA's strategic plan to build an undergraduate program at the Griffin campus.
6. Will this proposal require an addition or change in your institution's strategic plan?  
This proposal requires no changes in the strategic plan for UGA, CAES, or either department involved.
7. Will the program require an increase in state appropriation within the next five years?  
No.

8. If this is a baccalaureate program, will you be asking for an exception to the 120 hour expectation or to the core curriculum? No

9. Are there program delivery formats that will be new or different for your institution?  
No.

## Need

Food processors, wholesalers, and retailers make up close to 15% of the jobs in the state of Georgia, so demand for the program's graduates should be strong. We expect demand from students for this major due to the business focus with a real world emphasis, plus the fact that jobs in this sector are plentiful.

The major is anticipated to be offered at both the Athens and Griffin campuses, but was designed specifically to play to the strengths of the Griffin campus and the type of students likely to enroll there. The Griffin Campus has a large contingent of faculty in the Department of Food Science and Technology and the Center for Food Safety who can provide invaluable expertise and industry experience in making this major successful.

## Students

Approximately 25% of the first three years' graduates will likely be students from other existing programs. Of those students, most will change from the Agribusiness major, although there may be a small percentage change from the Food Science major. Once the program becomes more known to high school students, we expect that the majority of students will be entering UGA with this major.

## Budget

See the budget section in the formal proposal.

## Facilities

See the facilities section in the formal proposal.

## Curriculum and delivery

See the curriculum section in the formal proposal.

## Collaboration

The program will be delivered through traditional instruction methods with some possible reliance on distance education for a few classes. All classes in the major currently exist at UGA. What is new in this major is the combination of classes from the Departments of Agricultural & Applied Economics and Food Science and Technology. *Both departments have approved this new program by positive vote of their faculty.*

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### **Program Description and Objectives:**

This is a new major to be added to existing majors offered by the Department of Agricultural & Applied Economics. The major is anticipated to be offered at both the Athens and Griffin campuses, but was designed specifically to play to the strengths of the Griffin campus and the type of students likely to enroll there. The Griffin Campus has a large contingent of faculty in the Department of Food Science and Technology and the Center for Food Safety who can provide invaluable expertise and industry experience in making this major successful. The Department of Agricultural & Applied Economics is currently in the early stages of hiring an additional faculty for its Griffin faculty group that will focus on research and teaching related to the food industry.

The major differs from our current Agribusiness major by focusing on a sub-set of agribusiness: the food processing and retailing industry. The food processing and retailing business is a large employer in metro Atlanta and this focus on the more industrial and retail parts of the larger agribusiness sector should be of more interest to students from urban settings and those without a background or connection to production agriculture. This major will prepare students for marketing and managerial jobs in the growing food processing, wholesaling, and retailing sectors.

Food processors, wholesalers, and retailers make up close to 15% of the jobs in the state of Georgia, so demand for the program's graduates should be strong. We expect demand from students for this major due to the business focus with a real world emphasis, plus the fact that jobs in this sector are plentiful. Projected enrollment is 40 students (roughly fifteen graduates annually) within the first five years, although it could be considerably higher.

The program will be delivered through traditional instruction methods with some possible reliance on distance education for a few classes. All classes in the major currently exist at UGA. What is new in this major is the combination of classes from the

Departments of Agricultural & Applied Economics and Food Science and Technology. *Both departments have approved this new program by positive vote of their faculty.*

Costs for the program will be negligible as all courses in the proposed curriculum are existing courses. No new faculty positions are needed to begin teaching this program; if enrollment at Griffin becomes large enough, one additional faculty line may be needed there. All facilities are already in place, including the distance teaching capacity. The program could help the department and college in minority recruitment as this program will be more attractive in more urban areas of the state than the more traditional, production agriculture-centered programs.

This new major is important to the mission of the University and the College for two main reasons. First, the food processing and retailing sector is a large part of the state economy and UGA needs to provide training for a new generation of leaders, managers, and other employees in the sector. Second, expanding teaching at the Griffin Campus is an important part of UGA's strategic plan and this major is designed to build on the current strength of the campus so as to build enrollment at that location.

### **Justification and Need for the Program:**

#### *1. Societal Need*

Approximately 15% of the jobs in Georgia and nationally are in the broadly defined sector of food processing, wholesaling, and retailing. These jobs include those in food processing facilities, restaurants, grocery stores, and specialty food operations. Yet, the University System of Georgia currently has no program designed specifically to prepare people for jobs in the management of this sector. We have training and research programs for the food scientists, engineers, chemists, and toxicologists who are involved in food processing and development of new food products, but we do not specifically train people to be the economists, managers, marketers, and executives for these companies. While general economic and business training is directly applicable to these situations, what is missing from the training of most economists and business majors is the knowledge of the food industry and the processes and standard operations involved in the food processing, restaurant, and food retailing sectors. By combining courses in agricultural economics, agribusiness, and food science, graduates of this program will be uniquely qualified for managerial jobs in this large and growing sector of the economy.

#### *2. Student Demand*

Student demand for the proposed major is difficult to predict. The current agribusiness major in the department is home to over 60% of our students (120 in total). It seems likely that some of the types of students that now choose agribusiness will instead choose food industry marketing and administration when it is offered. In addition, we hope to draw new students who are interested in management and business, but not in

production agriculture. We anticipate that this major will be particularly attractive to students from urban backgrounds who are unfamiliar with production agriculture but are familiar with factories, grocery stores, and restaurants. That is one reason we feel this major will be particularly attractive on the Griffin campus.

There is no direct evidence for this demand by students. The existing similar programs nationally have small student enrollments. However, when the department of agricultural and applied economics started our agribusiness major, it quickly became the largest major in our department (out of three). Thus, there is precedent for students moving toward the newer offerings, particularly when they think it is more practical and will help them get a job upon graduation. We believe that this major will be perceived that way and can, therefore, be successful in attracting students.

### *3. Additional Reasons the Program is Desirable*

This program is especially well-suited to the College of Agricultural and Environmental Sciences because of the national and international reputation of the Department of Food Science and Technology and the Center for Food Safety. These units are considered among the finest in the country and have large numbers of faculty at both the Athens and Griffin campuses. Being able to use their expertise, knowledge, and industry connections will enhance this major considerably and should help attract students.

### *4. Similar Programs in the State*

Georgia Southern offers a B.B.A in marketing with an emphasis in retailing management. This is not focused on the food industry but would potentially be a source of managers for grocery stores.

Twenty-one colleges and universities in Georgia offer standard marketing degrees, but none appear to have a food business focus.

## **Procedures Used to Develop This Program:**

This program was motivated by the need for a major at the Griffin Campus that could attract students. The major was designed around a vision for the future of the Department of Agricultural & Applied Economics and the current strengths of the College of Agricultural and Environmental Sciences. With food science being one of the strongest disciplines in the College and a natural combination with Agricultural & Applied Economics, we headed in this direction. The fact that most jobs in the food and fiber sector are really in the food industry (that is, not in production of food and not in processing of non-food products), this new proposed major appears in keeping with our role to train students for jobs that will be needed by employers in the State of Georgia.

Having determined the direction of the new program, curricula were collected from two similar programs nationally. These programs are located at Purdue and Rutgers.

Purdue's program is a B.S. in Food Industry Marketing and Management. Rutgers has a major in Food Science and Management Economics. Both programs were used as guides in creating the new proposed major. The Department of Agricultural & Applied Economics also had discussions and meetings with faculty in the Department of Food Science and Technology to help choose the best food science courses to include in the program. Faculty committees in both departments worked on the curriculum before it was approved by the faculty in the Department of Agricultural & Applied Economics.

## **Curriculum**

### *1. Courses*

All courses in the program currently exist. No new courses are needed to implement this program. Courses that are currently taught in Athens will need to be taught in Griffin, either locally or through distance education methods. As for all Griffin campus majors, core curriculum courses need to be taken at two-year institutions prior to admission.

See Appendix A for course requirement.

### *2. Course descriptions*

See Appendix B for course descriptions.

### *3. Course prerequisites*

Course prerequisites are listed on each course in Appendix B.

### *5. Institutional Requirements for Courses*

All courses are existing courses, so all meet the institutional requirements.

### *6. Accreditation*

There are no national accrediting standards for agricultural economics or agribusiness degrees.

### *7. Internships*

Internships are not a required part of the proposal, although students can utilize an existing internship program in the Department of Agricultural & Applied Economics and receive credit for the internship as a major related elective.

### *8. Consistency with national standards*

There are no official national standards, but the program is similar to current programs at Purdue and Rutgers, so the proposed program appears consistent with those at what are approximately peer institutions.

#### *9. Student outcomes associated with the program*

Student outcomes expected with the proposed major are that graduates will have a strong grounding in economic theory and management techniques. In addition, the graduates will have a strong foundation in food sciences that will allow them to communicate effectively with scientists in this area and to understand the basic mechanisms involved in most food industry settings. This will provide key job skills that should give these graduates an advantage over regular business or marketing majors in competing for jobs in the management of Georgia's food industry.

#### **Inventory of Faculty Directly Involved**

See Appendix C for faculty information

#### **Outstanding Programs of this Nature**

The two similar programs nationally are those at Purdue and Rutgers. Contact details are

Purdue University  
B.S. in Food Industry Marketing and Management.  
Ms. Jennifer L. Williams  
765.494.0262, leewill@purdue.edu

Rutgers University  
B.S. in Food Science and Management Economics.  
Prof. Edmund M. Tavernier  
732.932-9171, Etavernier@aesop.rutgers.edu

These programs are both within respected agricultural economics departments at well regarded major universities. There are no rankings of such specialized and rare programs, so no empirical basis for selecting these programs other than they appear to be the two that most closely mirror what is being proposed for UGA.

#### **Inventory of Pertinent Library Resources**

UGA Library is the largest in the state with over 3.8 million volumes. On-line access to full text journals and serials is available both through a consortium of UGA, Emory, Georgia Tech, Georgia State and Medical College of Georgia, and directly to the

University of Georgia libraries. In addition, UGA is a leader nationally in offering electronic access to a wide range of electronic resources, including journal articles in full text. The statewide GALILEO system provides electronic access to hundreds of databases. Between physical and on-line collections, the UGA library is already equipped to support this new program.

The Department of Agricultural & Applied Economics also has a reference room with a very good collection to discipline-related publications available to students. The Department also has a full-time librarian to assist students and faculty as needed.

### **Facilities**

This major will use the same facilities that are currently being used to support the Agricultural & Applied Economics Department. Since there are no new courses needed, current resources are sufficient.

### **Administration**

Students will apply to the major in the same way that thousands of other students apply to the university annually. They will specify this major as their intended major and advising will be done by the Department of Agricultural & Applied Economics. The Undergraduate Coordinator will oversee any changes that may be needed to the major in the future.

### **Assessment**

The Department of Agricultural and Applied Economics uses three major tools to assess the undergraduate major: an alumni survey taken once every five years, student evaluations of courses, and exit interviews conducted by the department head.

### **Accreditation**

No separate accreditation is required for this major.

### **Affirmative Action impact**

The degree program will be open to all qualified persons and shall not discriminate on the basis of race, color, religion, national origin, sex, age, or physical disability.

### **Degree inscription**

BSA in Food Industry Marketing and Administration

### **Fiscal and enrollment impact, and estimated budget**

I. ENROLLMENT PROJECTIONS	<u>FY09</u>	<u>FY10</u>	<u>FY11</u>
A. Student majors	First Year	Second Year	Third Year
1. Shifted from other programs	2	6	10
2. New to institution	2	6	10
Total Majors	4	12	20
B. Course sections satisfying major requirements			
1. Previously existing	5 1	15	15
2. New		12	16
Total program course sections	23	27	31
C. Credit hours generated by those courses			
1. Existing enrollments	60	190	320
2. New enrollments	60	190	320
Total credit hours	120	380	640
D. Degrees awarded	1	3	6
	Yr 2	Yr 3	Yr 4

II. COSTS	<u>First Year</u>		<u>Second Year</u>		<u>Third Year</u>	
	<u>EFT</u>	<u>Dollars</u>	<u>EFT</u>	<u>Dollars</u>	<u>EFT</u>	<u>Dollars</u>
A. Personnel B reassigned or existing positions						
1. Faculty	0.30	\$30,000				
2. Part-time faculty	0.15	\$10,000	0.15	\$10,000	0.15	\$10,000
3. Graduate Assistant						
4. Administrators						
5. Support staff						
6. Fringe benefits						
7. Other personnel costs						
B. Personnel B new positions						
1. Faculty			1.00	\$80,000		
2. Part-time faculty						
3. Graduate Assistant						
4. Administrators						
5. Support staff						
6. Fringe benefits				\$25,000		
7. Other personnel costs						
Total New Personnel Costs				\$105,000		
C. Start-Up Costs (one-time expenses)						
1. Library/learning resources						
2. Equipment						
3. Other (_____)						
D. Physical facilities: construction or major renovation						
Total One-time Costs						

# **Appendix A**

## **Course Requirements**

## Major in Food Industry Marketing and Administration (BSA)

### **Area A (9 hrs)**

ENGL 1101  
ENGL 1102  
MATH 1113

### **Area B (4 hrs)**

choice

### **Area C (6 hrs)**

SPCM 1100  
humanities elective

### **Area D (12 hrs)**

CHEM 1211/1211L  
BIOL 1107-1107L  
MATH 2200

### **Area E (12 hrs)**

POLS 1101  
HIST 2111 or HIST 2112  
AAEC 2580 or ECON 2106  
Choice

### **Area F (19 hrs)**

ACCT 2101  
ACCT 2102  
MATH 2110 or MATH 2210/2210L  
STAT 2000  
Choice

### **Major Requirements (23 hrs)**

AAEC 3100 (3 hrs)  
AAEC 3580-3580L (4 hrs)  
AAEC 3690 (4 hrs)  
AAEC 4050/6050 (3 hrs)  
AAEC 4980/6980 (3 hrs)  
(FDST)PATH 2030 (2 hrs)  
FDST 3000 (3 hrs)  
FDST 4090/6090-4090L/6090L (2 hrs)

### **Major Electives (17-19 hrs)**

Select 5 Major Related Electives from the following that include at least two AAEC courses and two FDST courses:

AAEC 3040  
AAEC 4210/6210  
AAEC 4760  
AAEC(FINA) 4870/6870  
FDST 4010/6010-4010L/6010L (4 hrs)  
FDST 4040/6040-4040L/6040L  
FDST 4100/6100  
FDST 4110/6110-4110L/6110L  
FDST(EHSC)(MIBO) 4320/6320-4320L/6320L  
(FDST) POUL 4860/6860-4860L/6860L

**Select One Communications course from the following:**

AAEC 3200  
ALDR 3900  
MARK 4220  
MARK 4600  
SPCM 2300  
SPCM 3500

**General Electives (approx. 18-20 hrs) - Up to the required 120 hours**

# **Appendix B**

## **Course Descriptions**

## Course Descriptions

**ENGL 1101. English Composition I.** 3 hours. Expository themes on both general and literary topics developed by basic rhetorical methods. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**ENGL 1102. English Composition II.** 3 hours. Not open to students with credit in ENGL 1030 or ENGL 1050H or ENGL 1060H or ENGL 1102M. Prerequisite: ENGL 1101. Themes on fiction, poetry, and drama. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**MATH 1113. Precalculus.** 3 hours. Preparation for calculus, including an intensive study of algebraic, exponential, logarithmic, and trigonometric functions and their graphs. Applications include simple maximum/minimum problems, exponential growth and decay, and surveying problems. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**SPCM 1100. Introduction to Public Speaking.** 3 hours. The fundamental principles and practices of public speaking, including systematic library research, creative analysis and synthesis of topics, organization, language, delivery, audience adaptation, reasoning, arguments, and supporting materials.

**CHEM 1211. Freshman Chemistry I.** 3 hours. Prerequisite or corequisite: MATH 1113. Corequisite: CHEM 1211L. The chemical principles involved in stoichiometry, structure, bonding, and reactivity.

**CHEM 1211L. Freshman Chemistry Laboratory I.** 1 hour. 3 hours lab per week. Prerequisite or corequisite: MATH 1113. Corequisite: CHEM 1211. Students will perform experiments to illustrate the reactions, principles, and techniques presented in Freshman Chemistry I. Offered fall, spring, and summer semesters every year.

**BIOL 1107-1107L. Principles of Biology I.** 4 hours. 3 hours lecture and 2 hours lab per week. Prerequisite: (CHEM 1211 and CHEM 1211L) or (CHEM 1411 and CHEM 1411L) or (CHEM 1311H and CHEM 1311L). Biological chemistry, cell structure and function, bioenergetics, mitosis and meiosis, genetics, gene expression and regulation, gene technology, population genetics, evolution.

**MATH 2200. Analytic Geometry and Calculus.** 4 hours. Prerequisite: MATH 1113. Introductory differential calculus and its applications. Topics include limits, continuity, differentiability, derivatives of trigonometric, exponential and logarithmic functions, optimization, curve sketching, Newton's method, antiderivatives, differential equations, and applications. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**POLS 1101. American Government.** 3 hours. Government and politics in the United

States, including the philosophical and constitutional foundations, political institutions such as Congress and the presidency, political practices such as voting, and civil rights and liberties. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**HIST 2111. American History to 1865.** 3 hours. American society, politics, thought, institutions, and economic life from the first settlements to the end of the Civil War. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**HIST 2112. American History Since 1865.** 3 hours. Not open to students with credit in HIST 2112H. Development of the American nation from 1865 to the present. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**AAEC 2580. Applied Microeconomic Principles.** 3 hours. Microeconomic principles such as consumer demand, cost of production and management are utilized to analyze the relative prosperity of the population in Georgia outside of the major urban centers. The impact of international trade, capital availability in the rural economy, environmental policies, as well as the maintenance of a viable rural industry will be important topics in this course.

**ECON 2106. Principles of Microeconomics.** 3 hours. Laws governing the use of scarce resources by producers and consumers in market economies, with emphasis on the role played by prices. The consequences of government involvement in the economy are studied, with examples taken from current policy issues. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**ACCT 2101. Principles of Accounting I.** 3 hours. Not open to students with credit in ACCT 1120H or ACCT 2101H. Basic accounting systems, concepts, and principles. The primary goals of this course are to develop an understanding of the accounting process and to summarize and communicate information useful in making economic decisions. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**ACCT 2102. Principles of Accounting II.** 3 hours. Not open to students with credit in ACCT 1130H or ACCT 2102H. Prerequisite: ACCT 2101H or ACCT 2101. Basic managerial accounting systems, concepts, and principles. The analysis, interpretation, and reporting of cost data for management's decision making needs. Cost-volume-profit analysis, budgeting, and performance reporting are discussed as they relate to other business disciplines. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**MATH 2110. Calculus for Economics.** 3 hours. Prerequisite: MATH 2200 or MATH 2250. Topics specifically chosen to meet the needs of the student of economics: the

definite integral, functions of several variables, partial derivatives, Lagrange multipliers, and matrices.

**MATH 2210. Integral Calculus.** 3 hours. Prerequisite: MATH 2200 or MATH 2300H or MATH 2400H. Prerequisite or corequisite: MATH 2210L. Introductory integral calculus and its applications. Topics include Riemann sums, the Riemann integral, the Fundamental Theorem of calculus, techniques of integration, arc length, surface area, volumes, force, work, and an introduction to differential equations.

**MATH 2210L. Integral Calculus Laboratory.** 1 hour. 2 hours lab per week. Prerequisite or corequisite: MATH 2210 or MATH 2310H or MATH 2410H. Computer projects exploring topics related to the course content of Integral Calculus.

**STAT 2000. Introductory Statistics.** 4 hours. 3 hours lecture and 2 hours lab per week. Not open to students with credit in STAT 2100H or STAT 3000 or MSIT 3000. Introductory statistics including the collection of data, descriptive statistics, probability, and inference. Topics include sampling methods, experiments, numerical and graphical descriptive methods, correlation and regression, contingency tables, probability concepts and distributions, confidence intervals, and hypothesis testing for means and proportions.

**AAEC 3100. Food and Fiber Marketing.** 3 hours. Prerequisite: AAEC 2580 or ECON 2106. Basic concepts of marketing food and fiber and related services and for making essential marketing decisions; approaches food and fiber product marketing as being individual and organization activities aimed at facilitating and expediting exchanges within a set of dynamic environmental factors.

**AAEC 3580-3580L. Intermediate Economic Principles.** 4 hours. 3 hours lecture and 2 hours lab per week. Prerequisite: (AAEC 2580 or ECON 2106) and [MATH 2110 or (MATH 2210 and MATH 2210L)]. Competitive and imperfect markets in the allocation of consumer goods and input factors in the free enterprise economy.

**AAEC 3690. Agribusiness Finance.** 4 hours. Prerequisite: (AAEC 2580 or ECON 2106) and (AAEC 3300 or ACCT 2101) and STAT 2000. Financial concepts and analysis related to agribusiness firms, including analysis based on financial statements, business and financial risk, valuation, and capital budgeting.

**AAEC 4050/6050. Agribusiness and Natural Resource Law.** 3 hours. Undergraduate prerequisite: Third year standing and (POLS 1101 or HIST 2111 or HIST 2112). Students will survey legal principles applying to agribusiness firms and natural resources, legal basics, and learn how to access legal materials. Through an understanding of common law, case law, statutes and regulations, students will learn how to discern rights and obligations regarding contracts, torts, property, and natural resources. The materials should enable students to recognize and avoid legal problems and effectively use legal counsel.

**AAEC 4980/6980. Agribusiness Management.** 3 hours. Undergraduate prerequisite: (ACCT 2101 or AAEC 3300) and (AAEC 3690 or FINA 3000) and (AAEC 3040 or AAEC 3100). Apply and integrate skills into a workable approach to agribusiness management; provide a step-by-step approach to the application of practical management skills in marketing, demand analysis, forecasting, finance, operations, and personnel. Non-traditional format: Involves exams, assignments, case studies, simulation, role playing and development of an actual business plan.

**(FDST)PATH 2030. Marvelous and Malevolent Microbes.** 2 hours. Prerequisite: [(BIOL 1103 and BIOL 1103L) or (BIOL 1104 and BIOL 1104L)] or (BIOL 1107-1107L or BIOL 1108-1108L) or (CHEM 1110 and CHEM 1110L) or (CHEM 1211 and CHEM 1211L) or (CHEM 1212 and CHEM 1212L) or (P BIO 1210 and P BIO 1210L) or (P BIO 1220 and P BIO 1220L). Explores the diverse roles that microbes, primarily bacteria, play during production, processing, and consumption of plants and animals. Covers both beneficial and harmful situations relevant to plant, animal and human health. Includes current topics of public interest.

**FDST 3000. Introduction to Food Science and Technology.** 3 hours. The sources of raw materials; the processing, storage, and handling of processed foods; and the problems involved in the processing of these products.

**FDST 4090/6090-4090L/6090L. Food Quality Control.** 2 hours. 1 hour lecture and 2 hours lab per week. Undergraduate prerequisite: [FDST 2010 or FDST 3000] and STAT 2000. Designing and implementing food quality and process control programs. Monitoring and controlling process specifications and capabilities. Developing food attribute and variable control charts. Examining food sampling plans and verifying HACCP food safety plans.

**AAEC 3040. Agribusiness Marketing.** 3 hours. Prerequisite: AAEC 2580 or ECON 2106. Agribusiness marketing for farm products describing and analyzing agribusiness marketing functions to have a comprehensive understanding of the principles of agribusiness marketing.

**AAEC 4210/6210. Production Economics: Theory with Applications.** 3 hours. Undergraduate prerequisite: AAEC 3580-3580L. Fundamental economic principles in determining efficient adjustments in agricultural resource use consistent with economic growth, and changing technology and economic conditions.

**AAEC 4760. The Economics of Agricultural Processing and Marketing.** 3 hours. Prerequisite or corequisite: AAEC 3580-3580L. The economics of the agricultural processing and marketing sectors. Economics of assembly line production; efficient plant size, location, and operation; the economics of commodity storage; the economics of the marketing sector; spatial competition; and price and quantity competition among firms with market power.

**AAEC(FINA) 4870/6870. Futures and Option Markets.** 3 hours. Undergraduate

prerequisite: (AAEC 2580 or ECON 2106) and (AAEC 3690 or FINA 3000).

Development, functions, and importance of futures and option markets. Futures and option contracts; issues such as speculation, the roles of commission houses, commodity exchanges, and clearinghouses; and the use of future contracts as instruments for financing business activities. Technical and fundamental trading theories.

**FDST 4010/6010-4010L/6010L. Principles and Methods of Food Processing.** 4 hours. 2 hours lecture and 6 hours lab per week. Undergraduate prerequisite: CHEM 1212 and CHEM 1212L and (FDST 2010 or FDST 3000). Undergraduate prerequisite or corequisite: MIBO 3000-3000L or MIBO 3500. Principles of food preservation by chilling, freezing, dehydration, fermentation, and thermal processing. Processing methods to control microbial and enzymatic activity and to minimize chemical and physical deterioration of foods.

**FDST 4040/6040-4040L/6040L. Food Chemistry.** 3 hours. 2 hours lecture and 3 hours lab per week. Undergraduate prerequisite or corequisite: FDST 3000 or (CHEM 2211 and CHEM 2211L). Chemical, physical, and functional properties of food constituents and ingredients.

**FDST 4100/6100. Governmental Regulation of Food Safety and Quality.** 2 hours. Role of mandatory and optional food laws and regulations exercised by state, federal and international agencies on food quality, safety, wholesomeness, and nutrition.

**FDST 4110/6110-4110L/6110L. Food Packaging.** 2 hours. 1 hour lecture and 2 hours lab per week. Undergraduate prerequisite or corequisite: FDST 3000. Raw materials, processes, and machinery used in the transportation, storage, and marketing of packaged food products. The relationship between packaging materials, food processing operations, and product quality. Evaluation of chemical and physical properties of food package materials.

**FDST(EHSC)(MIBO) 4320/6320-4320L/6320L. Hazard Analysis Critical Control Point in the Food Industry.** 3 hours. 2 hours lecture and 3 hours lab per week. Undergraduate prerequisite: FDST 3000 or MIBO 3000-3000L or MIBO 3500. Emphasis on Hazard Analysis Critical Control Point (HACCP) and its prerequisite (e.g., GAP, GMP, SSOP) programs used to promote food safety in the food industry. Upon completion of the course and passing an examination, the students will receive HACCP certification.

**(FDST)POUL 4860/6860-4860L/6860L. Poultry Processing.** 3 hours. 2 hours lecture and 3 hours lab per week. Undergraduate prerequisite: FDST 3000 or POUL 3600 or permission of department. Basic principles and methods of processing poultry and eggs. Broiler harvesting, slaughter, evisceration, plant sanitation, microbiology, inspection, grading, regulations, water and waste water handling, quality control and HACCP plans, and further processing.

**AAEC 3200. Selling in Agribusiness.** 3 hours. Prerequisite: AAEC 2580 or ECON 2106. Sales and merchandising techniques appropriate for agricultural selling and marketing. The psychology of selling, the selling process, spatial marketing strategies, and communication skills are emphasized, as used in agribusiness.

**ALDR 3900. Leadership and Service.** 3 hours. Not open to students with credit in ALDR 2900. An interdisciplinary approach to current issues related to leadership in contemporary and changing society. Exploration of classic and emerging models, roles of leaders and followers, concepts of effective leadership, ethical issues, with special focus on leadership as service in teams, organizations, communities, and society.

**MARK 4220. Sales Force Strategy and Management.** 3 hours. Undergraduate prerequisite: MARK 3000 and MARK 4210. Managing the marketing-driven sales force, including customer relationship and interfacing strategies, cross-functional issues relevant to sales, sales force organization strategies and systems, and customer-focused teams. Human resource issues, such as compensation systems, salesperson development, sales team leadership, and sales training and coaching.

**MARK 4600. Advertising and Sales Promotion.** 3 hours. Prerequisite: MARK 3000. The study of marketing communications of business firms and organizations. Attention focuses on the process and the challenges involved in developing effective communication strategies. Key issues in effective advertising are illustrated using business cases.

**SPCM 2300. Business and Professional Communication.** 3 hours. 2 hours lecture and 1 hour lab per week. Not open to students with credit in MGMT(SPCM) 5960. The principles and skills for making effective business presentations. Students will learn to manage communication in a variety of professional and organizational contexts. Emphasis is on clarity and persuasiveness in communicating with clients, associates, and other decision-makers.

**SPCM 3500. Interpersonal Communication Theory.** 3 hours. Prerequisite: SPCM 1010 or SPCM 1100 or SPCM 1500. Major theories of human communication, with special emphasis upon interpersonal communication. The role, function, and assumptions of theoretical approaches will be discussed.

# **Appendix C**

## **Faculty Information**

1. TERENCE J. CENTNER

A. Rank: Professor

B. Academic Discipline: agricultural law

Education: LL.M., Agricultural Law, University of Arkansas, Fayetteville  
J.D., State University of New York at Buffalo  
B.S., Cornell University

D. Current teaching workload expected impact with the addition of proposed program:

AAEC 4050/6050, Taught spring even semesters.

Expected impact: increased student enrollment in course.

E. Publications for past five years:

Centner, T.J. 2006. "Clarifying NPDES Requirements for Concentrated Animal Feeding Operations." *Penn State Environmental Law Review* 14:361-395.

Centner, T.J. 2006. "Creating an 'Undeveloped Lands Protection Act' for Farmlands, Forests, and Natural Areas." *Duke Environmental Law and Policy Forum* 17(1):1-62.

Centner, T.J. 2006. "Governmental Oversight of Discharges from Concentrated Animal Feeding Operations." *Environmental Management* 37(6):745-752.

Centner, T.J. 2006. "Nuisances from Animal Feeding Operations: Reconciling Agricultural Production and Neighboring Property Rights." *Drake Journal of Agricultural Law* 11(5):2-23

Centner, T.J. and T.A. Feitshans. 2006. "Regulating Manure Application Discharges from Concentrated Animal Feeding Operations in the United States." *Environmental Pollution* 136:571-573.

Centner, T.J. 2005. "Examining Legal Rules to Protect Children from Injuries in Recreational and Sport Activities." *Journal of Safety Research* 36(1):1-7.

Centner, T.J. 2005. "Governmental and Unconstitutional Takings: When Do Right to Farm Laws Go Too Far." *Boston College Environmental Affairs Law Review* 33:87-148.

Centner, T.J. 2004. "Developing Institutions to Encourage the Use of Animal Wastes as Production Inputs." *Agriculture and Human Values* 21:367-375.

Centner, T.J. 2004. Enforcing Environmental Regulations: Concentrated Animal Feeding Operations. *Missouri Law Review* 69:697-730.

Centner, T.J. 2004. New Regulations to Minimize Water Impairment from Animals Rely on Management Practices. *Environment International* 30:539-545.

Centner, T.J. and J. Mullen. 2004. Regulatory Responses to Potential Pollutants from Animal Feeding Operations: Opting out of Costly Permitting Regulations. *Journal of Agricultural and Applied Economics* 36(2): 287-295.

Grossman, M.R., T.J. Centner and P.K. Hall. 2004. Agriculture, Environment and Food Production: The Role and Liability of the Farmer/Grower in the United States. *Agrarisch Recht* 5:275-291.

Mullen, J. and T.J. Centner. 2004. Impacts of Adjusting Environmental Regulations When Enforcement Authority Is Diffuse: Confined Animal Feeding Operations and Environmental Quality. *Review of Agricultural Economics* 25:209-219.

Centner, T. J. 2004. *Empty Pastures: Confined Animals and the Transformation of the Rural Landscape*. Urbana-Champaign, IL: University of Illinois Press.

Centner, T.J. 2003. Regulating Concentrated Animal Feeding Operations to Enhance the Environment. *Environmental Science and Policy* 6(5):433-440.

Centner, T.J. 2003. Regulating Animal Waste in the United States. IN: Kroniek *Agrarisch Recht* 2002. (Hoofddorp, The Netherlands: Koninklijke Vermande), pp. 240-244.

Centner, T.J. 2003. Agricultural Storm Water Discharges. *Agricultural Law Update* 20:1-2.

Centner, T.J. 2003. The Regulation of Concentrated Animal Feeding Operations. *Proceedings of the American Agricultural Law Association Symposium, San Antonio, TX, 2003*, pp. C-3-1 to C-3-9.

Centner, T.J., and J.D. Mullen. 2003. Increasing Regulatory Controls Over Animal Feeding Operations to Enhance Environmental Quality. 2003 Georgia Water Resources Conference, Athens, GA, pp. 1-4.

Centner, T.J. and J.D. Mullen. 2003. The Regulation of Animals and Environmental Quality. *Proceedings of the American Water Resources Association 2003 International Conference, New York, NY, 2003*, pp. 1-5.

Centner, T.J. 2002. Agricultural Nuisances: Qualifying Legislative 'Right-to-Farm' Protection Through Qualifying Management Practices. *Land Use Policy* 19(3): 259-267.

Centner, T.J. and J. Mullen. 2002. Enforce Existing Animal Feeding Operations Regulations to Reduce Pollutants. *Water Resources Management* 16(2):133-144.

#### F. Professional activities

##### *Papers given at meetings:*

Centner, T.J., "Protecting Manure Application from Nuisance Claims through Anti-Nuisance Legislation," American Agricultural Law Association Conference, Savannah, GA, October 2006.

Centner, T.J., M.E. Wetzstein, and J.D. Mullen, "Small Livestock Producers with Diffuse Water Pollutants: Adopting a Disincentive for Unacceptable Manure Application Practices," 10th International Specialized Conference on Diffuse Pollution and Sustainable Basin Management, Istanbul, Turkey, September 2006.

Centner, T.J., "Protecting Manure Application from Nuisance Claims through Anti-Nuisance Legislation," Interdisciplinary Environmental Association Conference, Kona, HI, June 2006.

##### *Papers given to professional groups:*

Centner, T.J., "Genetic Engineering and Economics and Law," presented at Yeditepe University, Istanbul, Turkey, September 2006.

Centner, T.J., "American Constitutional Law," presented at Yeditepe University, Istanbul, Turkey, September 2006.

Centner, T.J., "Empty Pastures: Confined Animals and the Transformation of the Rural Landscape," Department of Animal Science, University of Georgia, October 2006.

Centner, T.J., "Nuisances and Anti-nuisance Issues," Learning in Retirement Seminar, Athens, GA December 2006.

##### *Current regional committee membership:*

Regional Project S1000, Animal Manure and Waste Utilization, Treatment and Nuisance avoidance for a Sustainable Agriculture

##### *Other special assignments:*

Organizer and Moderator, Governmental Controls Affecting Land Use and Agricultural Production: Current Issues, American Agricultural Law Association, Savannah, GA - 2006

Organizer and Moderator, Agriculture and the Environment: Governmental Controls, I Interdisciplinary Environmental Association, Kona, Hawaii - 2006

Organizer, Agriculture and the Environment: Conflicts in the Use of Land, Interdisciplinary Environmental Association, Kona, Hawaii - 2006

Organizer, Agriculture and the Environment: Environment and Health, Interdisciplinary Environmental Association, Kona, Hawaii - 2006

G. Expected responsibilities in this program

Dr. Centner will serve as an undergraduate coordinator, instructor and advisor.

2. JAMES E. EPPERSON

A. Rank: Professor

B. Academic Discipline: Agricultural Economics

Education: Ph.D. Agricultural Economics , Mississippi State University  
M.S. Agricultural Economics, Auburn University  
BS Technical Arts, Auburn University

D. Current teaching workload expected impact with the addition of proposed program:

AAEC 3040, Taught every spring semester.

AAEC 4980/6980, Taught every spring semester.

Expected impact: increased student enrollment in both courses.

E. Publications for past five years:

Epperson, J.E. 2006. Characteristics of Successful Southeastern Agribusiness Exporters. J. Int.Food & Agribus. Mkting. 18(3/4):87-103.

- Epperson, J.E., P.D. McPherson, and F.E. Stegelin. 2006. National Produce Market Barrier Penetration: The Georgia Case. *HortScience* 41(3):671-673.
- Escalante, C.L., R. Brooks, J.E. Epperson, and F.E. Stegelin. 2006. Credit Risk Assessment and Racial Minority Lending at the Farm Service Agency. *J. Agr. & App. Econ.* 38(1):61-75.
- Hall, C., J. Brooker, D. Eastwood, J. Epperson, E. Estes, and T Woods. 2006. A Marketing Systems Approach to Removing Distribution Barriers Confronting Small-Volume Fruit and Vegetable Growers. *Choices* 21(4):259-264
- Romero Leon, K., J. Houston, and J.E. Epperson. 2006. Diversification in Low-Grade Coffee Growing Areas of Veracruz, Mexico: Market Possibilities. *J. Food Distr. Res.* 37(1):143-148.
- Vedenov, Dmitry V., James E. Epperson, and Barry J. Barnett. 2006. "Designing Catastrophe Bonds to Securitize Disaster Risks in Agriculture: The Case of Georgia Cotton." *Journal of Agricultural and Resource Economics* 31:318-338.
- Brooker, J., D. Eastwood, C. Hall, E. Estes, T. Woods, J. Epperson, and F. Stegelin. 2005. "State Department of Agriculture Participation in Fresh Produce Marketing in Georgia, Kentucky, North Carolina, and Tennessee." *J. Food Distr. Res.* 36(1):220.
- McPherson, P.D., J. E. Epperson, and F. E. Stegelin. 2005. "Overcoming Barriers to the National Produce Market: The Georgia Case." *J. Food Distr. Res.* 36(1):110-115.
- Sande, D.N., J. E. Houston, and J. E. Epperson. 2005. "The Relationship of Consuming Populations to Meat-Goat Production in the United States." *J. Food Distr. Res.* 36(1):156-160.
- Saravia, H., J.E. Houston, J.E. Epperson, and H.M. Nelson. 2005. "Economic Analysis of Recycling Chiller Water in Poultry-Processing Plants Using Ultrafiltration Membrane Systems." *J. Food Distr. Res.* 36(1):161-166.
- Acheampong, Y.J., J.E. Epperson, T.A. Park, and L.F. Gunter. 2004. Competition and Profitability Adjustments in International Food and Consumer Products Industries. *Journal of Food Distribution Research* 34(1): 172.
- Acheampong, Y.J., J.E. Epperson, T.A. Park, and L.F. Gunter. 2004. Profitability Adjustment Patterns in International Food and Consumer Products Industries. *Agribusiness: An International Journal* 20(10): 21-43.

Costa, E.F., K. Wolfe, and J.E. Epperson. 2004. The Consumers of Vidalia Onions. *Journal of Food Products Marketing* 10(4):59-72.

Costa, E.F., and J.E. Epperson. 2003. Impacts of Advertising and Promotion on the Demand for Scanned Purchases of Vidalia Onions. *Journal of International Food & Agribusiness Marketing* 14(3):79-95.

Costa, Eicio F., K. Wolfe, J.E. Epperson, C.L. Huang, and J.C. McKissick. 2003. Who Are the Consumers of Vidalia Onions? *Journal of Food Distribution Research* 34(1):123-133.

Huang, C.L., J.E. Epperson, B.J. Cude, and B.-J. Woo. 2002. "Wal-Mart Supercenter: The New Low-Price Food Retailer in Town" *CHOICES* (Summer):6-9 and 40-41.

Costa, E.F., J.E. Epperson, C.L. Huang, and J.C. McKissick. 2002. "Impacts of Advertising and Promotion on the Demand for Scanned Purchased Vidalia Onions." *Journal of Food Distribution Research* 33(1):52-61.

Costa, E.F., K. Wolf, J.E. Epperson, C.L. Huang, and J.C. McKissick. 2002. "Who Are the Consumers of Vidalia Onions?" *Journal of Food Distribution Research* 33(1):161.

Heboyan, V., G.C.W. Ames, and J.E. Epperson. 2002. U.S.-EU Banana War: Implications of Retaliatory Tariffs on Pecorino Cheese. *J. Euro-Mkting.* 11(2):53-69.

Jan, M.S., C.L. Huang, and J.E. Epperson. 2002. Estimating the Effects of Non-Price Promotion on Export Demands for U.S. Poultry Meat. *J. Int'l Food & Agribus. Mkting.* 13(1):61-82.

#### F. Professional activities

##### *Papers given at meetings:*

Zhang, F., J.E. Epperson, and J.E. Houston. 2006. Modeling Live Cattle Supply with Different Price Expectations. *Sou. Ag. Econ. Assoc.*, Orlando, FL, February 5-8.

Zhang, F., C.L. Huang, B.H. Lin, and J.E. Epperson. 2006. National Demand for Fresh Organic and Conventional Vegetables: Scanner Data Evidence. *Am. Ag. Econ. Assoc.*, Long Beach, CA,

Escalante, C., R. Brooks, J. Epperson, and F. Stegelin. 2006. FSA Minority Lending Trends in the Aftermath of the Black Farmers= Class Action Suit. Organized Symposium, ACan Credit Be an Effective Farm Policy Tool?, @ *Am. Ag. Econ. Assoc.*, Long Beach, CA, July 23-26.

Epperson, J.E. 2006. Is the Produce Industry Really Consolidating? Food Distr. Res. Soc., Quebec City, Canada, October 14-18.

*Committee membership:*

S-1019 Cooperative Regional Research Project B Fruit and Vegetable Marketing Innovations and Demand Assessment

*Honors, awards, special recognition:*

Certificate of Congratulations for greatly contributing to the career development of UGA students, Career Center, University of Georgia, 2006.

G. Expected responsibilities in this program

Dr. Epperson will serve as an instructor and advisor to students in this major.

3. JACK E. HOUSTON

A. Rank: Professor

B. Academic Discipline: Agricultural Economics

C. Education: Ph.D. Agricultural Economics, Washington State University  
B. A. Mathematics, University of Washington

D. Current teaching workload expected impact with the addition of proposed program:

AAEC 3580-3580L, Taught spring semesters.

Expected impact: increased enrollment in course.

E. Publications for past five years:

Adhikari, M., K.P. Paudel, J.E. Houston. 2006. "Water resource planning for broiler production: Econometric and time series analysis." *Journal of Environmental Systems* 30: 289-301.

Adhikari, M., L. Paudel, J.E. Houston, K.P. Paudel, and J. Bukenya. 2006. "Impacts of Cholesterol Information on Meat Demand: An Application of Updated Cholesterol Index." *Journal of Food Distribution Research* 37(2):60-69.

Allen, Albert, Jack E. Houston, and Saleem Shaik. 2006. "Response Procedures and Biosensor Technologies for Detecting Bio-terrorists' Threats in the Grain and Oilseed Industry." *Journal of Food Distribution Research* 37(1): 182.

Romero Leon, K., J. Houston, and J.E. Epperson. 2006. Diversification in Low-Grade Coffee Growing Areas of Veracruz, Mexico: Market Possibilities. *J. Food Distr. Res.* 37(1):143-148.

Sande, D.N., J. E. Houston, and J. E. Epperson. 2005. "The Relationship of Consuming Populations to Meat-Goat Production in the United States." *J. Food Distr. Res.* 36(1):156-160.

Saravia, H., J.E. Houston, J.E. Epperson, and H.M. Nelson. 2005. "Economic Analysis of Recycling Chiller Water in Poultry-Processing Plants Using Ultrafiltration Membrane Systems." *J. Food Distr. Res.* 36(1):161-166.

Costa, E.F., and J.E. Houston. 2005. "Interactive Profit Maximization Modeling for Poultry Production: A Decision Model Application to Soybean and Cottonseed Meal." *Revista Economia Aplicada* 9(2):1-19.

Ablayeva, B., G.C.W. Ames, L.F. Gunter, and J.E. Houston. 2004. U.S. Market Share for Poultry Meat in Russia: Trade and Policy Exchange Rate Effects. *Journal of East-West Business.* 10 (2): 29-43.

Costa, E.F. and J.E. Houston. 2004. Consumer-Driven Profit Maximization in Broiler Production and Processing. *Revista de Economia e Sociologia Rural* 42(1):55-72.

Li, Ho-Shui and J.E. Houston. 2004. Who Shops Where? Retail Food Market Choices in Taiwan. *Journal of Food Products Marketing* 10(1):47-66.

Paudel L., M. Adhikari, J.E. Houston, and H.W. Kinnucan. 2004. Assessing the Efficiency of Exchange Rate-Linked Subsidies for Non-price Export Promotion: The Case of Cotton. *Agribusiness: An International Journal* 20(4):481-493.

Ablayeva, B., G.C.W. Ames, L.F. Gunter, and J.E. Houston. 2003. The Impact of Exchange Rate Changes on US Poultry Exports: A Case of the Russian Market. *Proceedings of the 8th International Conference on Marketing and Development, New Visions of Marketing and Development: Globalization, Transformation and Quality of Life, Bangkok, Thailand, p.603-615.*

Elad, R.L., and J.E. Houston. 2003. The Implicit Valuation of Resources Within the African Agricultural Household. *SRDC Series #230, Issues in Wildlife Economics and the Ecology-Economics Interface: Proceedings of a Regional Workshop, SERA-IEG-30, 2002 Proceedings, 39 pp.*

Elad, R.L., and J.E. Houston. 2002. Seasonal Labor Constraints and Intra-Household Dynamics in the Female Farming Systems of Southern Cameroon. *Agricultural Economics* 27:23-32.

#### F. Professional activities

##### *Papers given at meetings:*

Horacio Saravia Diaz, Jack E. Houston, Jeffrey D. Mullen, and Forrest E. Stegelin. 2006. "A Non-Market Valuation of an Ultrafiltration System for Recycling Poultry Processing Chiller Water," USDA-CSREES National Water Conference, San Antonio, TX, February 5-9.

Zhang, F., J. Epperson, and J.E. Houston. 2006. "Modeling Live Cattle Supply with Different Price Expectations". Southern Agricultural Economics Association Meetings, Orlando, FL, February. (Selected paper)

Allen, Albert James, Jack Houston, and Saleem Shaik. 2006. "Potential Use of Biosensor Technologies for Preventing/Detecting Bio-terrorist Threats in the U.S. Grain Industry", Annual Southwestern Economic Association Conference, April 12-15. (Selected Paper).

Paudel, L., and J.E. Houston. 2006. "Low Carbohydrate Information, Consumer Health Preferences, and Market Demands of Fruits in the United States". Western Agricultural Economics Association Meetings, Anchorage, AL, June.a (Selected paper)

Calegario, C., and J.E. Houston. 2006. "Foreign Market Entry Strategies and Firm Performance in the US/EU Agricultural Trade Context". Western Agricultural Economics Association Meetings, Anchorage, AL, June.a (Selected paper)

Houston, J.E., F. Stegelin, and H. Saravia. 2006. "Economic Viability of an Ultra-Filtration System for Recycling Chiller Water in a Poultry Processing Facility". Western Agricultural Economics Association Meetings, Anchorage, AL, June. (Selected paper)

Costa, E.F., and J.E. Houston. 2006. "An Interactive Decision Model Integrating Broiler Production and Processing Responsiveness to Consumer and Producer Prices". International Association of Agricultural Economists Conference, Gold Coast, Australia, August 12-18.

Stegelin, Forrest, Katia Romero Leon, and Jack E. Houston. 2006. "Problems and Perspectives Pre- and Post-NAFTA: The Case of Coffee from the Mexican State of Veracruz", Food Distribution Research Society Annual Conference, Quebec City, Canada, October 14-18 (Selected update paper)

Stegelin, Forrest, and Jack E. Houston. 2006. "Factors Influencing the Initial Public Offering (IPO) Decision of Food Distribution Firms", Food Distribution Research Society Annual Conference, Quebec City, Canada, October 14-18 (Selected update paper)

Sande, Doris, and Jack E. Houston. 2006. "U.S. Import Demand for Goat Meat, Sheep and Lamb, and Other Lesser Meats", Food Distribution Research Society Annual Conference, Quebec City, Canada, October 14-18.a (Selected paper)

*Lectures given to professional groups or institutions:*

Houston, J.E. "A Proposed University of Georgia African Teaching, Research, and Outreach Center in Arusha, Tanzania", presentation to Ministry of Agriculture and business group, Dar-es-Salaam, Tanzania, June 9, 2006.

Houston, J.E. "Food Security and Agricultural Development in Africa". Presentation to Introduction to Africa Class, African Studies Institute, September 27, 2006.

Houston, J.E. "Low Carbohydrate Information, Consumer Health Preferences, and Consumption of Fruits and Vegetables in the United States". Invited seminar presentation to Housing and Consumer Economics faculty and graduate students, The University of Georgia, September 14, 2006.

*Committee membership:*

NC-1016 North Central Regional Research Committee on "Economic Assessment of Changes in Trade Arrangements, Bio-terrorism Threats and Renewable Fuels Requirements on the U.S. Grain and Oilseed Sector"

W-133 Western Region Research Committee on "Benefits and Costs of Natural Resource Policies Affecting Public and Private Lands"

G. Expected responsibilities in this program

Dr. Houston will serve as an instructor and advisor for students in this major.

4. TIMOTHY A. PARK

A. Rank: Professor

B. Academic Discipline: Agricultural Economics

Education: Ph.D. Agricultural Economics, University of California, Davis

B. A. International Economics, Georgetown University

D. Current teaching workload expected impact with the addition of proposed

program:

AAEC 3690, Taught both spring and fall semesters.

Expected impact: increased enrollment in course.

E. Publications for past five years:

E.E. Davis, M. Freedman, J. Lane, B. McCall, N. Nestoriak, T.A.Park. 2006. Supermarket Human Resource Practices and Competition from Mass Merchandisers. *American Journal of Agricultural Economics* 88:1289-1295.

Lohr, L. and T. A. Park. 2006. Technical efficiency of U.S. organic farmers: the complementary roles of soil management techniques and farm experience. *Agricultural and Resource Economics Review* 35:327-338.

Park, T.A. and L. Lohr. 2006. Choices of marketing outlets by organic producers: accounting for selectivity effects. *Journal of Agriculture and Food Industrial Organization* 4 (1): Article 4.

Escalante, C., T.A. Park, P.J. Barry, and E. Demir. 2005. "Determinants of Farm Credit Migration Rates." *Agricultural Finance Review* 65(2).

Lohr, L. and T.A. Park. 2005. "Organic pest management decisions: a systems approach to technology adoption." *Agricultural Economics* 33, 467-478.

Mishra, A. and T.A. Park. 2005. "Internet Usage by Farmers: Evidence from a National Survey." *Agriculture and Resource Economics Review* 34(2): 253-264.

Gubanova, T., T.A. Park, L. Lohr, C. Escalante. 2005. Forecasting organic food prices: emerging methods for testing and evaluating conditional predictive ability. NCR-134 Conference on Applied Commodity Price Analysis, Forecasting and Market Risk Management, St. Louis, MO.

Acheampong, Y.J., J.E. Epperson, T.A. Park, and L.F. Gunter. 2004. Competition and Profitability Adjustments in International Food and Consumer Products Industries. *Journal of Food Distribution Research* 34(1): 172.

Acheampong, Y.J., J.E. Epperson, T.A. Park, and L.F. Gunter. 2004. Profitability Adjustment Patterns in International Food and Consumer Products Industries. *Agribusiness: An International Journal* 20(10): 21-43.

Lohr, L. and T.A. Park. 2003. Improving Extension Effectiveness for Organic Clients: Current Status and Future Directions. *Journal of Agricultural and Resource Economics* 28:634-650.

Park, T. A. and W. J. Florkowski. 2003. Selection of Peach Varieties and the Role of Quality Attributes. *Journal of Agricultural and Resource Economics* 28(1):138-151.

Lohr, Luanne and Timothy A. Park. 2002. Promoting sustainable insect management strategies: learning from organic farmers. *Ecological Economics* 43:87-99.

Park, T.A., J.M. Bowker, and V.R. Leeworthy. 2002. Valuing Snorkeling Visits to the Florida Keys with Stated and Revealed Preference Models. *Journal of Environmental Management* 65: 310-12.

Park, T. A. and W. J. Florkowski. 2002. Effective Promotion Programs for Stimulating Pecan Purchases: The Role of Consumer Demand Models. *Applied Economics* 33(6):763-770.

Park, T.A. and J. Hartley. 2002. Factors Influencing the Occurrence and Severity of Farm Accidents: Comparing Work-Related and Nonwork-Related Events. *Journal of Agricultural Safety and Health* 8: 83-94.

#### F. Professional activities

##### *Papers given at meetings:*

J. Sauer, J. Graversen, and T.A. Park. Breathtaking or Stagnating? - Productivity, Technical Change and Structural Dynamics in Danish Organic Farming. Selected Paper, American Agricultural Economics Association Annual Meeting, Long Beach, CA, July 2006.

E.E. Davis, M. Freedman, J. Lane, B. McCall, N. Nestoriak, T.A.Park. Supermarket Human Resource Practices and Competition from Mass Merchandisers Principal Papers Session, American Agricultural Economics Association Annual Meeting, Long Beach, CA, July 2006.

T. Gubanova, T.A. Park, L. Lohr, C. Escalante. "Empirical Investigation of Wholesaler's Market Power with Organic Fresh Produce." Selected Paper, Food Distribution Research Society Annual Meeting, Quebec City, CA, October 2006.

##### *Committee Memberships:*

NC-1014 [NC-221]: Agricultural Finance Markets in Transition.

NCR-170: Recent Advances in Agricultural Statistics

#### G. Expected responsibilities in this program

Dr. Park will serve as an instructor and advisor for students in this major.

## 5. FORREST E. STEGELIN

A. Rank: Associate Professor

B. Academic Discipline: Agricultural Economics

C. Education: Ph.D. Oklahoma State University  
MBA, University of Oklahoma  
B.S. Kansas State University

D. Current teaching workload expected impact with the addition of proposed program:

AAEC 3100, Taught fall semester

AAEC 4980, Taught fall semester

Expected impact: increased enrollment in courses.

E. Publications for past five years

Epperson, J.E., P.D. McPherson, and F.E. Stegelin. 2006. National Produce Market Barrier Penetration: The Georgia Case. *HortScience* 41(3):671-673.

Escalante, C.L., R. Brooks, J.E. Epperson, and F.E. Stegelin. 2006. Credit Risk Assessment and Racial Minority Lending at the Farm Service Agency. *J. Agr. & App. Econ.* 38(1):61-75.

Stegelin, Forrest. 2006. "The Market for Edible Flowers in Atlanta, GA - A Case Study." *Journal of Food Distribution Research* 37(1):189.

Escalante, Cesar, Archie Flanders, Esendugue Greg Fonsah, Curt Lacy, John McKissick, George Shumaker, Don Shurley, Nathan Smith, Forrest Stegelin, Bill Thomas, and Fred White. 2006 Georgia Farm Outlook and Planning Guide. UGA/CAES/CES/AGECON-06-14.

Brooker, J., D. Eastwood, C. Hall, E. Estes, T. Woods, J. Epperson, and F. Stegelin. 2005. "State Department of Agriculture Participation in Fresh Produce Marketing in Georgia, Kentucky, North Carolina, and Tennessee." *J. Food Distr. Res.* 36(1):220.

McPherson, P.D., J. E. Epperson, and F. E. Stegelin. 2005. "Overcoming Barriers to the National Produce Market: The Georgia Case." *J. Food Distr. Res.* 36(1):110-115.

Escalante, C. L., A. Flanders, E. G. Fonsah, C. Lacy, J. McKissick, G. Shumaker, D. Shurley, F. Stegelin, N. Smith, and F. White. 2005. 2005 Georgia Farm Outlook and Planning Guide. Department of Agricultural & Applied Economics, University of Georgia, AGECON-05-091.

Thomas, Paul A., Rose Mary Seymour, Bodie V. Pennisi, and Forrest E. Stegelin. 2005. Risk Assessment of Delivery and Irrigation Systems. The University of Georgia's The Greenhouse\*A\*Syst Publication Series Bulletin #1275.

Thomas, Paul A., Rose Mary Seymour, Bodie V. Pennisi, and Forrest E. Stegelin. Risk Assessment of Water Quality. The University of Georgia's The Greenhouse\*A\*Syst Publication Series Bulletin #1277.

Thomas, Paul A., Rose Mary Seymour, Bodie V. Pennisi, and Forrest E. Stegelin. 2005. Risk Assessment of Water Recycling and Pollution Prevention. The University of Georgia's The Greenhouse\*A\*Syst Publication Series Bulletin #1278.

Thomas, Paul A., Rose Mary Seymour, Bodie V. Pennisi, and Forrest E. Stegelin. 2005. Risk Assessment of Water Source, Use, and Expansion Management. The University of Georgia's The Greenhouse\*A\*Syst Publication Series Bulletin #1274.

Thomas, Paul A., Rose Mary Seymour, Bodie V. Pennisi, and Forrest E. Stegelin. 2005. Risk Assessment of Water Use Management. The University of Georgia's The Greenhouse\*A\*Syst Publication Series Bulletin #1276.

Thomas, Paul A., Rose Mary Seymour, Bodie V. Pennisi, and Forrest E. Stegelin. 2005. Risk Assessment of Water Use Regulations, Legislative Awareness, and Establishing a Company Conservation Policy. The University of Georgia's The Greenhouse\*A\*Syst Publication Series Bulletin #1279.

Stegelin, Forrest. 2005. Costs of Establishing and Operating 20-Acre and 40-Acre Zone 7 Container Nurseries. *Georgia Green Industry Association Journal* 16(3): 40.

Stegelin, Forrest. 2005. Costs of Establishing and Operating 50-Acre and 200-Acre Field Production Nurseries, Zone 7. *Georgia Green Industry Association Journal* 16(3): 41.

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Stegelin, Forrest and Paul A. Thomas. 2003. "Automating Your Irrigation Systems is a Great Investment." *GMPRO* (Greenhouse Management and Production) 23(3):43-46.

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#### F. Professional activities

##### *Papers given at meetings:*

Mid-States Hort Expo, January 12 B 13, 2006, Louisville, KY, "Establishing Profit Centers."

Mid-Atlantic Nursery Trade Show, January 13 B 14, 2006, Baltimore, MD, "Why People Buy Plants." North Carolina Green and Growing Show, January 18 B 20, 2006, Greensboro, NC, "Growing Your Business."

Tropical Plant Industry Exposition, January 20 B 21, 2006, Fort Lauderdale, FL, "Foliage Today and Tomorrow."

South Carolina Horticultural Industries Conference, February 2 - 4, 2006, Myrtle Beach, SC, "Turns, Banks, Velocities? Not NASCAR, But Retail Management!"

Gulf States Hort Expo, February 2 B 4, 2006, Mobile, AL, "Conducting Employee Performance Evaluations."

ANLA Management Clinic, February 4 B 5, 2006, Louisville, KY, "Conducting Employee Performance Evaluations and Appropriate Motivations, Incentives, and Perquisites."

USDA/CSREES National Water Conference, February 5 B 9, 2006, San Antonio, TX, "A Non-Market Valuation of an Ultrafiltration System for Recycling Poultry Processing Chiller Water" and "Economic and Watershed Use Decisions in the Green Industry."

S-1021 Green Industry Research Consortium, February 19 B 22, San Jose, CA, "Georgia's Green Industry Situation and Update," and August 10 B 11, 2006, Atlanta, GA, "Past and Planned Applied Research Activities for Georgia's Green Industry."

Southeastern Decision Sciences Institute, February 23 B 24, 2006, Wilmington, NC, "A Practical Example of Evaluating Efficiency and Economic Performance: The Foliage Industry."

WERA-72 Western Coordinating Committee on Agribusiness, June 18 B 20, 2006, Las Vegas, NV, "Revisiting the Factors Determining Initial Public Offering Readiness of Agribusiness Firms."

Southeast Greenhouse Conference and Trade Show, June 22 B 24, 2006, Greenville, SC, "What Basic Greenhouse Records Should You Keep?" and "Cost Cutting Tools for Trimming Overhead."

Western Agricultural Economics Association, June 28 B 30, 2006, Anchorage, AK, "A Regional Analysis of School Dropout in Rural Communities: Implications for Economic and Educational Policy Decision-Making" and "Economic Viability of an Ultra-Filtration System for Recycling Chiller Water in a Poultry Processing Facility."

OFA, the Official Floriculture Association, July 8 B 10, 2006, Columbus, OH, "The Value Equation: Understanding What Drives Customers to a Garden Center" and "Contemporary Merchandising Strategies."

Southern Nursery Association, August 9 B 11, 2006, Atlanta, GA, "Market Valuation of Invasive Plants Widely Grown in Georgia Nurseries," and "Is Leyland Cypress the Southern Christmas Tree?"

*Other special assignments:*

Departmental Representative, CAES Faculty Council  
Board Member, Georgia Green Industry Association  
Board Member At-Large, Georgia Flower Growers Association  
Marketing Plan Advisor and Sales Presentation Advisor, Georgia FFA

*Invited presentations:*

Invited Agribusiness Lecture Series, United Kingdom, Seale-Hayne University (University of Plymouth), July 26 B 29, 2006, "The Economics of Providing Safe Food in a Post 9/11 Environment" and "The Evolution of Changing >Food Security= Issues."

G. Expected responsibilities in this program

Dr. Stegelin will serve as an instructor for students in this major.

6. MICHAEL E. WETZSTEIN

A. Rank: Professor

B. Academic Discipline: Agricultural Economics

C. Education: Ph.D. Agricultural Economics, University of California, Davis  
M.S., Agricultural Economics, University of California, Davis  
B.A., California State University, Sacramento

D. Current teaching workload expected impact with the addition of proposed program:

AAEC 3580-3580L, Taught Fall Semester

Expected impact: increased enrollment in course.

E. Publications for past five years

Byrd, M.M., C. L. Escalante, E.G. Fonsah, and M.E. Wetzstein. 2006. "Financial Efficiency of Methyl Bromide Alternatives for Georgia Bell Pepper Industries." *Journal of the ASFMRA* 69 (1): 31-39.

Vedenov, D.V., Duffield, J.A., and Wetzstein, M.E. 2006. "Entry of Alternative Fuels in a Volatile U.S. Gasoline Market." *Journal of Agricultural and Resource Economics* 31:1-13.

Fleming, R.A., E. Bazen, and M.E. Wetzstein. 2005. "Measuring the Impact of Externalities on College of Agriculture Teaching Evaluations." *Journal of Agricultural and Applied Economics*. 37(2005):635-645.

Price, T.J., M.C. Lamb, and M.E. Wetzstein. 2005. "Technology Choice Under Changing Peanut Policies." *Agricultural Economics* 33:11-19.

Wetzstein, Michael and Barry Barnett. 2005. *Energy Issues, Policy Options*. Georgia Economic Issues Newsletter, Department of Agricultural and Applied Economics, University of Georgia.

Wetzstein, M.E. 2004. *Microeconomic Theory: Concepts and Connections*. Mason: OH: South-Western Press.

Wetzstein, M.E. and M. Flannery. 2004. *Instructor's Manual with Test Bank: Microeconomic Theory: Concepts and Connections*. Mason, OH: South-Western Press.

#### F. Professional activities

*Papers given at meetings, and lectures given to professional groups or institutions:*

Wetzstein, M.E. "The Economic Future of the U.S. Renewable Fuels Industry." Invited seminar in the School of Forest Resources, University of Georgia, Athens, GA, 2006

Mullen, J., K. Douce, and M. Wetzstein, "Modeling the Determinants of Invasive Species Isolated Colonies: An Analysis of Their Formation and Control," presented paper at the SERA 30: Natural Resource Economics Meetings at Auburn University, May 18-19, 2006.

*Committee memberships:*

Chairperson of the American Agricultural Economic Association Quality of Research Discovery Award, 2005-06.

Member of the American Agricultural Economic Association Membership Committee, 2006

#### G. Expected responsibilities in this program

Dr. Wetzstein will serve as an instructor and advisor for students in this major.