

WINTER 2008-2009

Department of
Agricultural Economics
and Agricultural
Business
and
Extension Economics

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AgEcon "BEcon"



Dear Alumni, Students, Faculty and Staff:

Spring is stirring at NMSU. I know you may say winter isn't officially over until March 20th, but on the main campus not only are the blooms on plants and trees popping with several weeks of warm temperatures, but our faculty and staff are into the spring fling as new projects are started, graduate students scramble to finish before that all important April 3rd deadline, and students prepare for spring break whether traveling home or to El Salvador on the Agribusiness Field Study trip.

The department was honored at the spring convocation when Dr. Jay Lillywhite received the Donald C. Roush Excellence in Teaching Award. The annual award recognizes NMSU faculty for teaching excellence.

Connie Falk serves as a faculty advisor to the OASIS student sustainability club. As co-advisor, she helped the club prepare a Powerpoint presentation to President Waded Cruzado-Salas on the Talloires Declaration on sustainability. Dr. Cruzado signed the Talloires Declaration, funded the World Cafe event, and declared 2009 the Year of Sustainability at NMSU.

Regarding students: NMSU/NAMA Club is busy preparing for its annual golf tournament and competition at the National Agri-Marketing Association national marketing competition. The competition will be held in Atlanta in mid-April.

NMSU honored eleven AEAB students on the Rodeo Team with each receiving a scholarship.

NMSU's Afghanistan Water, Agriculture, and Technology Transfer project for USAID received approval for the next period's work plan. Dr. Roger Beck spent over three weeks in Afghanistan working with our in-country staff, USAID, and Afghan ministry personnel.

As spring approaches in your neck of the woods, stop to take time to smell the flowers.

Sincerely,

Terry

Terry L. Crawford, Ph.D.
College Professor and Interim
Head
Department of Agricultural
Economics and
Agricultural Business



Faculty Spotlight:

JAY LILLYWHITE -
RESEARCH ACTIVITIES

When it comes to the research, I am working in a variety of areas - usually at the request of industry leadership or a fellow research colleague. Bottom line - I haven't learned how to say no!



Iraq Extension Outreach

I am the PI on the Iraq Agricultural Extension Revitalization project, which is in its second year (I wasn't on the first year project). We are working with USDA to help agricultural extension leaders build subject matter capacity and expertise. This year we will have 12 Iraqi Extension specialists come to New Mexico where they will participate in a six week training course. The course will include instruction from some of our faculty as well as visits to local and regional agribusinesses.

Precision Agriculture

I helped Joe Ellington (EPPWS) develop an interactive crop budget that cotton farmers can use to evaluate the profitability of different cropping methods (for example, precision fertilizer and herbicide application or organic production).

Cattle and beef

I am working with Kassi Laney (grad student) and several faculty members in Animal Science to examine opportunities to produce and market value-added beef products from New Mexico. We are exploring opportunities to develop a New Mexico natural beef product (products) that will be marketed regionally. Other projects targeting different aspects of the cattle business that I am working on: With Jenni Simonsen (former MBA graduate student) we looked at marketing purebred bulls through performance auctions. Specifically we looked at why some breeders choose to enter their bulls into performance bull tests but then pull their bulls from the associated test sale. This research was recently published in the Southern Agricultural Economics Association journal (JAAE). We are now looking at why some breeders enter their bulls into the performance test and into the associated sale, but then pull their bulls prior to actually selling.

FACULTY SPOTLIGHT *contd.*

New Mexico Chile

My work with the New Mexico Chile Association concerns new ways New Mexico farmers and processors can market (brand) their chile products. We examined certification programs that have been used in other industries (e.g., onions, beef, potatoes, coffee). Additionally, I have worked for the New Mexico Rural Economic Response Council on market opportunities for food products made with New Mexico vegetable products (specifically chile). This research was done with Terry Crawford, Jim Libbin, and Jenni Simonsen (MBA graduate student.)

Southern New Mexico State Fair

Ben Wilson (MS graduate student) and I are researching fair attendance at the Southern New Mexico State fair. Specifically we are trying to better understand what fair participants want to see in terms of fair attractions. We are also interested in understanding why some community members choose to forgo the fair altogether (specifically individuals that have traditionally attended the fair, but are now not attending).

Pecans

Previously I studied the economic impact that pecan production has on the state (with Terry Crawford and Jim Libbin). My most recent work with the pecan industry has been with Yihong Chavez (MS graduate student). Yihong is examining historical data to better understand consumer demand for pecans. I am also working with Ram Acharya and Ryan Scott (MS graduate student) on methods of estimating potential increased pecan production in Mexico (pecan production that may not show up on official Mexican government statistics).

Other Information

I will be traveling to Washington DC this month to participate in an evaluation seminar presented by USDA in conjunction with the IAER project. We will investigate tools that can be implemented to better evaluate and monitor success in training programs that will be taking place in Iraq. Then in June I will travel to Budapest, Hungary to participate in the IFAMA annual symposium and conference. I am the symposium chair elect for the IFAMA organization and will be helping organize the symposium for next year's conference in Boston.

PRESENTATIONS

Ram Acharya gave an invited lecture on "Demand Forecasting" to a Supply Chain Management class at Arizona State University in December. Acharya was part of research that was presented at the 39th Annual Meeting of the Decision Science Institute held in Baltimore at the end of November. The presentations were: "Web Usability and Consumer Selection of Community Banks," and "Internal Control Evaluation and Fraud Recognition within Small Business Firms."

Connie Falk served as a panelist on the "What's Hot in Organic Veggie Production" panel at the New Mexico Organic Farming Conference in February. Her talk provided an overview of two research projects: winter and summer cover crops in chile production and season extension using row covers in lettuce and spinach production.

Falk also gave two talks to youth ages 12-24 from Vado and Chaparral who are participants in the Colonias Development Council Youth Conservation Corps project on building community gardens and greenhouses. These talks focused on organic agriculture and learning to use seed catalogues effectively.

Brian Hurd presented ongoing research on the valuation and management of groundwater resources in New Mexico to the American Geo-

physical Union (AGU) in December. This work "Valuing Groundwater Resources in Arid Watersheds under Climate Change: A Framework and Estimates for the upper Rio Grande," featured Dr. Hurd's graduate student, Prasenjit Ghosh, who has assisted in further development of a hydro-economic model of the Rio Grande.

A featured presenter in Tucson at the highly publicized January conference on "Adaptation to Climate Change in the Desert Southwest: Impacts and Opportunities," Dr. Hurd highlighted the vulnerability of New Mexico water systems and their capacity to cope with climatic changes. This was soon followed in February by Dr. Hurd's fourth invitation to conduct a short-course at the Mediterranean Agronomic Institute on the "Economics of Water Resources" in Zaragoza, Spain. This year students came from a wide range of countries including Lebanon, Italy, Mexico, Venezuela, Tunisia, Algeria, Egypt, Spain, and Portugal.

Frank Ward presented "Water Development, Allocation, and Institutions: A Role for Integrated Tools," at the American Geophysical Union meeting in December. In February, Ward presented "Policy Insights from River Basin Optimization Models" at World Bank Water Week held at World Bank Headquarters in Washington, D.C.



It's that time again, folks!
Please consider donating to the
"Feed a NAMA Member"
campaign this month.



They look hungry! The NAMA marketing students and Dr. Gorman gather for class.



Brian Hurd (far left) and the Natural Resource Class in Zaragoza, Spain (Feb. 2009)

DEPARTMENTAL TRAVEL

Roger Beck gets the travel award for winter, logging on the most miles by traveling to Jordan, Syria, Dubai, and Afghanistan while taking care of AWATT business.

Terry Crawford attended the RITF Advisory Committee Meeting in Albuquerque in December; then he went north to Santa Fe, Alcalde, and Farmington to take care of program performance reviews, planning with the Northern District, and to attend the Santa Fe Acequia Project meeting. In February, Crawford took part in an AWATT planning meeting held in Dallas, TX.

Joel Diemer traveled to Socorro, Albuquerque, and Santa Fe during the each of the winter months for work on a NSF proposal and continued work on the South Valley Initiative, Agrability, and the WIRE Project.

Bill Gorman participated in a reception with New Mexico legislators on the wine industry in Santa Fe in January. At the end of February, he traveled to Albuquerque with the NAMA marketing team for their presentation at the Wine and Vine Society Conference.

Bob Grassberger came down to Las Cruces from his base camp in Albuquerque in January for a meeting with a USGS representative about the AWATT project.

Jerry Hawkes attended the NM Cattle Growers and a RITF meeting in Albuquerque in December. During that month he also participated in extension meetings and producers meetings in Clovis and paid a visit to Melrose High School, one of the schools that receives NMSU classes via Interactive Television.

Brian Hurd traveled to San Francisco for the American Geophysical Union (AGU) meetings in December. (see presentations, pg. 2) A key sidebar for this trip was the workshop at UC Davis on hydro-economic modeling, "the chance to connect with colleagues on the evolving state-of-the-art in watershed modeling was simply marvelous!"

Hurd was in Tucson in January for a conference on "Adaptation to Climate Change in the Desert Southwest: Impacts and Opportunities." February found him traveling to Zaragoza, Spain, and later

in the month, to Washington, D.C. for a Board of Directors meeting for the Universities Council on Water Resources (UCOWR).

Jim Libbin traveled to Amman, Jordan at the end of December and the beginning of January. The purpose of this trip was continued work on the Jordan Project. In January, Libbin attended the Cotton Conference in Ruidoso.

Jay Lillywhite and Ram Acharya took a group of students to the Bright Star Dairy for a class field trip in February.

Specialists Tanya McDonald and Jacob Ulibarri traveled to Philadelphia, PA at the end of January in order to attend a training seminar on the Sharepoint system that is being used by the AWATT project.

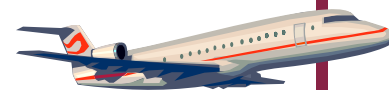
J. Michael Patrick took part in the Eastern District annual planning session in Clovis, the Northern District planning session in Alcalde, and in Santa Fe, he met with officials at the NM Farmers' Marketing Association in December. In February, Patrick was in Zuni for a project planning meeting for the Rising Zuni Ag Program and for a Youth Entrepreneurship planning meeting.

Anil Rupasingha traveled to Alcalde for the Northern District planning session in December.

Patrick Sullivan conducted mediations around the state on a variety of agricultural issues.

Allen Torell attended the W192: Rural Communities and Public Lands in the West: Impacts and Alternatives regional project meeting and the Society of Range Management's Wildfires and Invasive Plants in American Deserts symposium and workshop held in Reno, NV in December. In January, Torell traveled to Caldwell, ID and Boise, ID for collaborative work on a Bureau of Land Management Social Science paper and then to Albuquerque for the 62nd Annual Meeting of the Society for Range Management.

Frank Ward traveled to Austin, TX in January for consulting work and then to San Francisco and Davis, CA for the AGU meetings. In February, Ward attended World Bank Water Week in Washington, D.C. (see presentations, pg .2)



Connie Falk (kneeling far left) and OASIS club members at the World Café event.



NMSU Interim President Waded Cruzado-Salas signs the Talloires Declaration at the World Café event in January.



Your Support Is Needed – Now More Than Ever!

The College is currently entering its third consecutive year of record-breaking undergraduate enrollment. In the current financial climate, your support will make a clear difference in the life of a hardworking student, graduate researcher, or faculty member.

Join your fellow alumni and friends by making a gift today. Contact the College Development Officer, Mark Gladden via email – cahegiving@nmsu.edu – online: aces.nmsu.edu/giving – or by phone at (575) 680-5247.

GRADUATE SEMINARS

Alexia Leyvas (MAG) "Cooperative Markets in New Mexico. (Major professor: Jerry Hawkes)

Friday Noon Seminars: Every other Friday graduate students meet in GT 375 to present their current research. Ben Wilson: "Southern New

Mexico State Fair Report," Kassi Laney: Branch Ranch Market Research Study," and Ryan Scott: "Estimating Mexico's Pecan Output Through the Use of Remote Sensing."



Ryan Scott begins his talk at the Friday Noon Seminar in late February.

FACULTY RECOGNITIONS

Jay Lillywhite received the Donald C. Roush Excellence in Teaching Award at the NMSU Spring Convocation held January 13. This award was named for a former New Mexico State University executive vice president in recognition of his 35 years of teaching improvement in New Mexico. The annual Roush awards recognize NMSU faculty for teaching excellence.

Connie Falk serves as a faculty advisor to the OASIS student sustainability club. As co-advisor, she helped the club prepare a Powerpoint presentation to President Waded Cruzado-Salas on the Talloires Declaration on sustainability, a presentation which recommended that among other things, NMSU hire a sustainability director and hold a World Café event on sustainability. Based on the student presentations, Dr. Cruzado signed the Talloires Declaration, funded the World

Cafe event, which 94 people from the university and the local community attended in January, and declared 2009 the Year of Sustainability at NMSU. Dr. Cruzado has also come out in favor of hiring a sustainability director and has formed a sustainability council on campus, focusing on curriculum, campus operations, outreach, and communications. Falk took students to San Antonio in December to meet a World Café facilitator, so that the students would be better prepared to host such a large event.

Dr. Paul O'Connell took part in the Workshop in Sustainable Agriculture Integrated Pest Management (IPM) for New Mexico, December 9, 2008 in Las Cruces.



Convocation award recipients. Jay Lillywhite is third from the right.

STUDENT ORGANIZATIONS and NEWS

The NMSU/NAMA marketing team presented "Wines of New Mexico" to the New Mexico Wine and Vine Society Conference in Albuquerque in February. This is the first formal presentation of NAMA's entry for the National Agri-Marketing Association national marketing competition. The competition will be held in Atlanta in mid-April as part of the NAMA annual conference.

NMSU/NAMA is finalizing plans for the 10th Annual Scholarship Golf Tournament. Tied to this event will be an Alumni Reunion the night before the tournament. All events will be held at the NMSU Golf Course.

These NMSU rodeo team members majoring in Agricultural Economics and Agricultural Business received rodeo scholarships: Wyatt Althoff, of Gilbert, AZ, received the L.J. "Curley" McCarey Memorial Scholarship. Althoff is a senior who competes in tie-down roping, team roping and steer wrestling. He also was the men's all-around champion at the 2008 College National Rodeo Finals (CNFR) in June. Belen, NM native, Dean Daly was awarded the G.B. Oliver Jr. Memorial Scholarship. Daly is a junior and com-

petes in saddle bronc, bareback riding and bull riding. Sophomore Johnny Salvo of Horse Springs, NM received the H.W. "Bud" Eppers Memorial Scholarship. Salvo competes in tie-down roping and team roping, and won the tie-down roping at the CNFR. He also placed second in the men's rookie standings. Senior Kelsi Elkins of Aztec, NM received the New Mexico Federal Lands Council Scholarship. Elkins competes in barrel racing, breakaway roping and goat tying. Staci Stanbrough of Capitan, NM was awarded the Charlie Lee Memorial Scholarship. Stanbrough is a junior and competes in barrel racing, breakaway roping and goat tying. JoDan Mirabal of Grants, NM received the Williams Family Ranches Scholarship. Mirabal is a junior and competes in tie-down roping and team roping. New rodeo team recruits that received scholarships and are majoring in Ag business were Jordan Bassett of Dewey, AZ; Trey Bissett of Bay City, TX; Coy Burreal of Tucson, AZ; Steve Hacker of Battle Mountain, NV; and Bryce Runyan of Silver City, NM.

- this fragment was taken from Margaret Kovar's Dec. 23, 2008, NMSU News Release



Frank DuBois, front, former secretary/director of the New Mexico Department of Agriculture and founder of the Dubois Rodeo Scholarship, with, back row from left, Megan Corey-Albrecht (AEAB 08), of Bremerton, Wash., former New Mexico State University rodeo team member, current assistant coach and 2008 national goat tying champion; Wyatt Althoff, of Gilbert, Ariz., scholarship recipient and 2008 national all-around cowboy; and Johnny Salvo, of Horse Springs, N.M., scholarship recipient and 2008 national tie-down champion. (Courtesy photo by Shawna Brown)



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BIRTHDAYS celebrated during the winter.

Van Bullock
Michael Patrick
Hamdy Oushy



UPCOMING EVENTS:

NAMA Alumni Reunion: Friday, March 13th, 7:30 p.m. at the NMSU Golf Course Clubhouse. Please RSVP by calling the NAMA office: 575-646-3004

10th annual NMSU/NAMA Scholarship Golf Tournament: Saturday March 14th, NMSU Golf Course. For more information, please call: 575-646-3004

WELCOME INCOMING GRADUATE STUDENTS:

Patricia Salas (MAG-AG)
Jessica Smith (MAG-AG)
Brette Hadley (MS-AEEC)
Brent Dixon (MAG-AG)
Tyler Holmes (MS-AEEC)
Jeffrey Pfeifer (MBA)

FALL 2008 GRADUATES

BS Agriculture,
Agricultural Economics and Agricultural Business

Annette Alvarez
Callie Dycus
Brette Hadley
Chance Means
Kelsi Mounyo
Victor Perez
Tyson Runyon
William Shafer
James Sloan
Aaron Stockton
John Swarengin
Wacey Walraven
Ty Winterton

Master of Science-Agricultural Economics and Economics

Amanda Dunlap
Abd-Elaziz Hussein Abdallah
Ryan McConnaughey
Xian Pang
Master of Agriculture-Agribusiness
Chelsea Bader
Wade Berry
Alexia Leyvas

PUBLICATIONS

Acharya, R. N., A. Kagan, and S. R. Lingam. (2008) "Online Banking Applications and Community Bank Performance." *International Journal of Bank Marketing* 26(6): 436-454.

Acharya, R. N., A. Kagan, and M. R. Manfredro. (2009) "Impact of Rising Fuel Cost on Perishable Product Procurement." Forthcoming in *Journal of Business Logistics* Spring.

Mori, Hiroshi, Dennis Clason, Kimiko Ishibashi, William D. Gorman, and John Dyck. (2009) "Declining Orange Consumption in Japan: Generational Changes or Something Else?" Economic Research Report No. (ERR-71) 29 pp.
<http://www.ers.usda.gov/Publications/ERR71/>

Genc, I.H. and A. Rupasingha, "Time-series Tests of Stochastic Earnings Convergence across US Nonmetropolitan Counties, 1969-2004," Forthcoming in *Applied Econometrics and International Development*, Vol. 9(2), 2009.

Alumni, faculty, staff, graduate and undergraduate students are invited to submit articles and photos for the newsletter. Please send your information to: sbeuhler@nmsu.edu.