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C. Parr Rosson, III

Lifetime Achievement Award

Dr. Parr Rosson is an extension economist and professor in the Department of Agricultural Economics, Texas AgriLife Extension Service at Texas A&M University. He has served at Texas A&M since 1989. In 1997 he was appointed director of the Center for North American Studies, a congressional initiative designed to strengthen trade ties within North America. He has a joint appointment in extension, teaching, and research. He was in the Department of Agricultural Economics and Rural Sociology at Clemson University from 1982–1989. Dr. Rosson has received \$7.0 million in grants and contracts to support his extension, research, and teaching programs. Dr. Rosson received his Ph.D. and M.S. in Agricultural Economics and B.S. in Agronomy, all from Texas A&M University.

Dr. Rosson's extension programs have focused on international trade, trade policy, and international marketing. Dr. Rosson has conducted more than 300 extension and other related presentations during his career. His early work emphasized international marketing and resulted in the Distinguished Professional Contribution in Extension award from Southern Agricultural Economics Association in 1995. Dr. Rosson was a member of the Southern Extension International Trade Task Force that developed three leaflet series and programs for farm and agribusiness leadership. He also led several state, regional, and national extension efforts to develop and implement programs on the opportunities and challenges of implementing the North American Free Trade Agreement. Most recently, he has been involved with efforts to educate the public about export opportunities for U.S. agricultural products in Cuba and other emerging markets, and the economic impacts of immigrant labor and invasive species. Much of this recent work has been provided to U.S. congressional committees, state officials, commodity associations, and farm organization leadership. As a result of his expertise on the Cuban market



and policy environment, he has accompanied the Texas Farm Bureau and Texas Department of Agriculture on three trips to Cuba to investigate market potential and regulatory aspects of exporting. He has also accompanied several private firms on similar trips.

One of Dr. Rosson's major contributions to teaching has been to co-author the textbook, *An Introduction to Agricultural Economics*, published by Prentice Hall. The book is now in its fifth edition and has been adopted by 68 institutions in the United States and other countries. Dr. Rosson teaches two upper-level undergraduate courses, International Trade and Agriculture, and International Agribusiness Marketing. Since 1995, he has taught two masters level courses at Universidad del Valle de Guatemala in Applied Economics and Business Administration. He now co-directs the program in Guatemala. He has chaired 31 graduate student committees.

Dr. Rosson conducts applied research to support his extension programs. He has authored or co-authored more than 30 journal articles, 14

book chapters, 77 published abstracts, and 121 other extension and research publications. His most recent research projects focus on the potential impacts of improvements in cotton transportation infrastructure in Brazil and the expansion of the Panama Canal on trade flows and prices. Other current research analyzes the economic impacts of U.S. agricultural exports to Cuba, economic losses associated with declining immigrant labor in dairy, horticulture, and beef cattle, and the economic impacts of citrus greening, zebra chip, and *E. coli*.

Because of his trade expertise, Dr. Rosson was appointed to the Grains, Feed and Oilseeds Agricultural Trade Advisory Committee in 2001 by the U.S. Secretary of Agriculture and the U.S. Trade Representative. Dr. Rosson is also chair of the Southern Region Research Committee on the Economic Impacts of International Trade and Domestic Policies on Southern Agriculture.

He also serves as the education coordinator for the Texas-Cuba Trade Alliance and has co-chaired the Agribusiness Committee of the Border Trade Alliance. From 2005–2007, he conducted extension business development programs for agribusinesses and farmers at several locations in Iraq.

Dr. Rosson's awards include the Lifetime Achievement Award, 2010 Southern Agricultural Economics Association; Vice Chancellor's Award in Excellence, Team Research (2008, 1996, and 1992); Distinguished Professional Contribution-Extension Programs, Southern Agricultural Economics Association (1995); Distinguished Achievement Award-Extension, Association of Former Students, Texas A&M University (1997); Award for Superior Service, Texas Agricultural Extension Service (1993); and Provost Research Award, Clemson University (1986).