



**AgEcon** SEARCH  
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

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

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

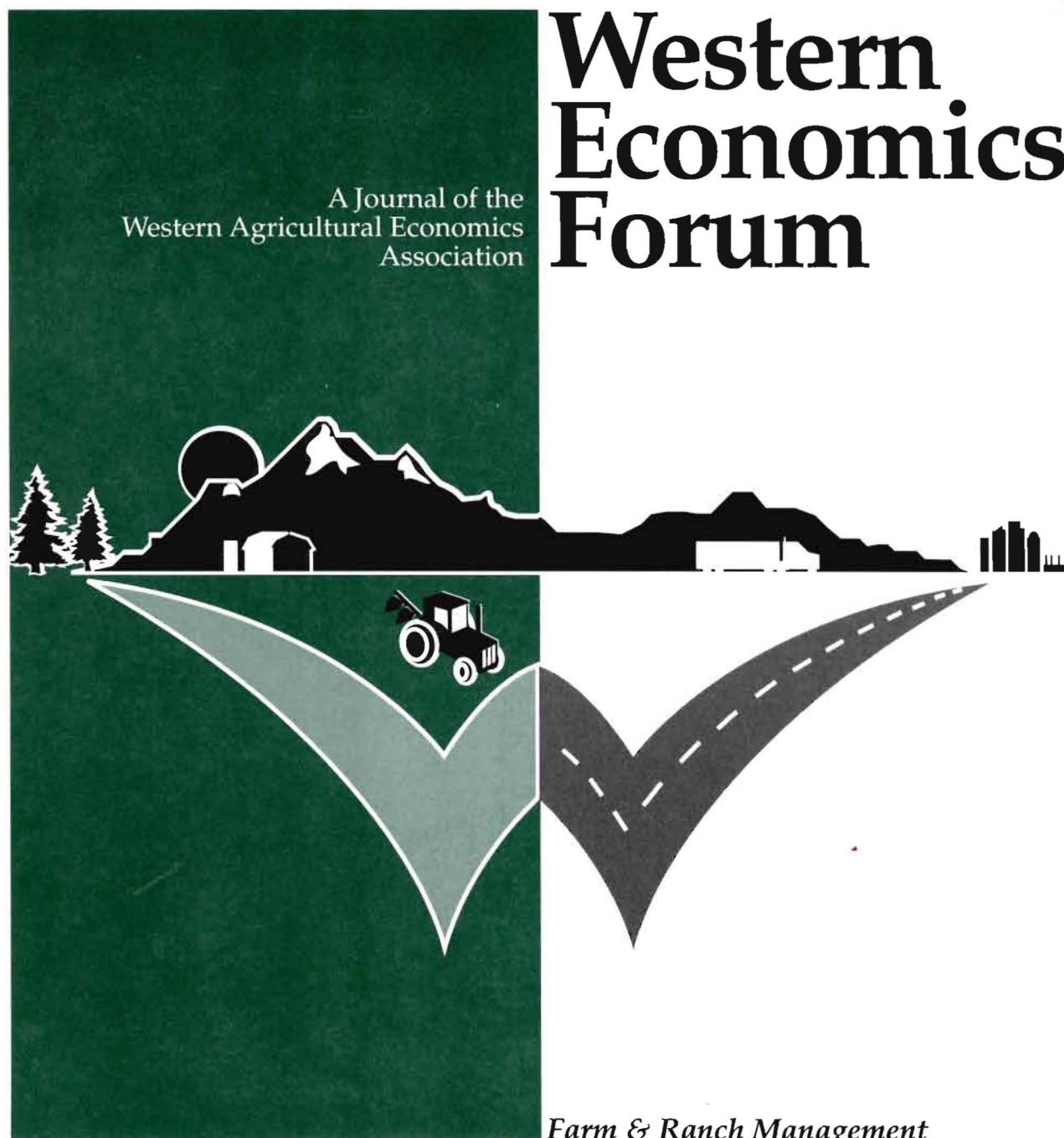
**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search  
<http://ageconsearch.umn.edu>  
[aesearch@umn.edu](mailto:aesearch@umn.edu)

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

Fall 2003: Volume 2, Number 2



Waite Library  
Dept. of Applied Economics  
University of Minnesota  
1994 Buford Ave - 232 ClaOff  
St. Paul, MN 55108-6040 USA

*Marketing & Agribusiness*

*Natural Resources & the Environment*

*Policy & Institutions*

*Regional & Community Development*

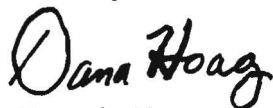
# Western Economics Forum

Volume II, Number 2

December, 2003

Last summer the executive committee voted to make the Western Economic Forum a permanent part of our Association. We were asked to present a proposal next summer about how the editorship will be handled in the future. Since the Forum is a new concept, we asked you in our last newsletter about your thoughts on the journal. We received input from 27 people. The input we received encouraged us to continue along our current path. All but one person thought the length was about right at 4-6 articles and that the technical level is appropriate. Fifteen thought the WEF is important, seven that it is somewhat important and two that it is not important. Two goals that people thought were the most important were being able to be timely on issues and to be diverse across topics. People were evenly split (uniform distribution) on the issue of diversity across western states, but felt somewhat strongly that the content should be about western topics. Most of the respondents had less strongly developed opinions on the issue of including non-academic authors.

We need authors for our March issue. As you write your meetings papers for this summer, please consider whether they would be suitable. You will find publication guidelines on the next page. We would need any papers that are to be considered for the April issue by the end of January 2004.



Dana L. Hoag  
Editor



Dawn Thilmany  
Co-Editor

## Table of Contents

Conner, J. Richard, Gary W. Williams, and Raymond A. Dietrich Cattle and the Environment: What's the Beef? .....	3
Tranel, Jeffrey E., John P. Hewlett, Howard R. Rosenberg, and Randy R. Wiegel Labor Management in Agriculture: A Critical Management Function .....	8
Tronstad, Russell, Larry Lev, and Wendy Umberger Surviving and Thriving Through Direct Farm Marketing.....	14
Le Roy, Danny G., and K. K. Klein Apocalypse Cow: The Effect of BSE on Canada's Beef Industry.....	20
Wandschneider, Philip K Lottery Economics: The Role of Luck, Skills and Endowments in Determining Who Gets The Toys.....	27

# **The Western Economics Forum**

A peer-reviewed publication from the Western Agricultural Economics Association

## Purpose

One of the consequences of regional associations nationalizing their journals is that professional agricultural economists in each region have lost one of their best forums for exchanging ideas unique to their area of the country. The purpose of this publication is to provide a forum for western issues.

## Audience

The target audience is professional agricultural economists with a Masters degree, Ph.D. or equivalent understanding of the field that are working on agricultural and resource economic, business or policy issues in the West.

## Subject

This publication is specifically targeted at informing professionals in the West about issues, methods, data, or other content addressing the following objectives:

- Summarize knowledge about issues of interest to Western professionals
- To convey ideas and analysis techniques to non-academic, professional economists working on agricultural or resource issues
- To demonstrate methods and applications that can be adapted across fields in economics (e.g. adapting conjoint analysis from marketing to environmental economics)
- To facilitate open debate on Western issues

## Structure and Distribution

This will be a peer reviewed publication. It will contain approximately 3 or 4 articles per issue, with approximately 2,000 words each (maximum 2,500), and as much diversity as possible across the following areas:

- Farm/ranch management and production
- Marketing and agribusiness
- Natural resources and the environment
- Institutions and policy
- Regional and community development

There will be two issues per year, which will be mailed out with the WAEA newsletter in the spring and fall.

## Editors

Dr. Dana Hoag (Editor)  
Dept. of Agricultural and Resource Economics  
Colorado State University  
Fort Collins, CO 80523-1172  
Phone (970)-491-5549  
Fax (970)-491-2067  
Email [dhoag@lamar.colostate.edu](mailto:dhoag@lamar.colostate.edu)

Dr. Dawn Thilmany (Co-editor)

970-491-7220

[Thilmany@lamar.colostate.edu](mailto:Thilmany@lamar.colostate.edu)