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The *Journal of Agricultural and Applied Economics (JAAE)* provides a forum for creative and scholarly work in agricultural economics and related areas. Contributions on methodology and applications in business, extension, research, and teaching phases of agricultural and applied economics are equally encouraged. Submitted manuscripts are subject to peer review for publication consideration. Submission of critiques or comments on *JAAE* articles are welcomed.

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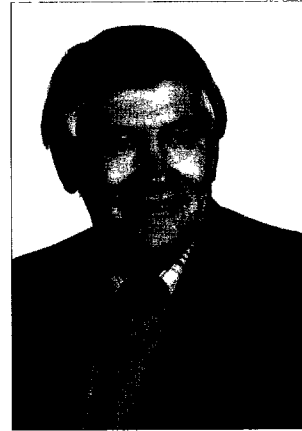
Harold M. Harris, Jr.

2000–2001 President

Hal Harris grew up on a dairy farm in Montgomery County, Alabama. He received his B.S. from Auburn University in 1961. After a two-year stint as an officer in the Armored Cavalry, he returned to Auburn, completing a M.S. in Agricultural Economics in 1965. Hal served on the Auburn faculty for a year as Instructor, then attended graduate school at Purdue University where he was granted the Ph.D. in Agricultural Economics in 1971.

Hal joined the Virginia Tech Agricultural Economics faculty in 1970. Five years later he moved to Clemson University as Associate Professor in the Agricultural and Applied Economics Department. He was promoted to Professor in 1978. Dr. Harris' extension and research areas have covered a broad array of topics in the public policy and marketing fields of the profession, including commodity policy, market structure, dairy marketing and policy, producer marketing strategy, grain marketing, wetlands and endangered species issues, animal waste policy, agribusiness management, and international trade and trade policy. He has authored over 300 research and extension reports, bulletins, book chapters, proceedings papers, and journal articles.

In 1992 and 1993 Hal spent 14 months in Washington, DC on sabbatical leave as National Program Leader, Public Policy with the Extension Service (now CSREES)-USDA. While in Washington, Hal strengthened USDA's communications links with public policy educators in the Land Grant University system. He played an important part in the creation of the Council on Food, Agricultural and Resource Economics. C-FARE now plays a pivotal role for the agricultural economics profession. Dr. Harris served on the C-FARE Board of Directors from 1993 through 1999 and as Vice-Chair for 1998 and 1999. He se-



cured ES funding for the creation of the Agricultural and Food Marketing Consortium, now a section of AAEA. With Kitty Smith, he sowed the seeds for the formal formation of the USDA Economists Group. He co-chaired a National Task Force that developed educational materials used widely in the debate over the 1996 Farm Bill.

Dr. Harris has been an active member in our professional organizations. A member of SAEA since 1970, he has participated in scores of sessions at the Association's annual meetings. He served as SAEA Vice President in 1978–1979, and was elected President-Elect in 1999. As President-Elect he chaired the awards committees. Hal served two three-year terms on the Extension Committee of AAEA. He also served on the Extension Awards Committee, the Nominations Committee, various ad hoc committees, and as a nominee for Director. As seen in his Presidential Address, which follows, he continues his career-long needling of the Association about the need for relevance in our research and in all our publications.

Hal has served as Chair of the National Public Policy Education Committee, two

terms as Chair of the Southern Extension Public Affairs Committee, and as Chair of the Southern Extension Marketing Committee. His honors include induction into a number of honorary societies, including Sigma Xi, Omicron Delta Epsilon, Phi Kappa Phi, Gamma Sigma Delta, Phi Tau Sigma, and Epsilon Sigma Phi. His awards include the 1983 Clemson University Cooperative Extension Superior

Performance Award, the 1988 Southern Legislative Conference Leadership Award for Agriculture and Rural Development, the 1995 Clemson University Alumni Association Distinguished Public Service Award, and a 1995 Clemson University Faculty Achievement Award. In 1999 he was named recipient of the R. J. Hildreth Award for national leadership in public policy education.