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"International Agribusiness Marketing Education: Does Extension Have a Role?"

(Moderator: *Doss Brodnax, Southern Rural Development Center*).

Organizers: *Flynn J. Adcock, E. Berry Summerour, and C. Parr Rosson, III, Texas A&M University*.

Presenters: *C. Parr Rosson, III, Texas A & M University, James Preston, University of Missouri, Michael Reed, University of Kentucky, Larry Sanders, Oklahoma State University, Gary Fairchild, University of Florida*.

The globalization of agriculture has escalated the need for U.S. agribusiness to operate beyond national boundaries. Not only are exports to Mexico, Canada, Asia, and parts of Europe and Latin America now viable market alternatives, competition for traditional domestic markets has intensified. Prospects for a North American Free Trade Agreement have caused additional concern about the ability of many small to mid-size agribusinesses to compete on a global scale. International marketing, which includes export/import operations, joint venture, investment, and foreign production, provides opportunities for many firms. Recent efforts by agricultural economists in the South to educate constituents about the importance of international marketing as an alternative and the need to understand the processes involved has resulted in the development of educational materials designed to improve the

ability of Extension to meet the emerging needs in international marketing. The goals of this symposium are to inform others about the content of these materials, discuss alternative approaches to Extension program development, and determine program priorities.

"Tenure and Promotion of Agricultural Economists in the South: Status, Hoops, and Hurdles" (Moderator: *Greg Traxler, Auburn University*).

Organizers: *John Adrian and Patricia Duffy, Auburn University*.

Presenters: *John Van Sickle, University of Florida, Steven C. Turner, University of Georgia, Dan Padberg, Texas A & M University, Tom Klindt, University of Tennessee*.

Success in the discipline is often measured in terms of the rapidity of advancement through career milestones: tenure and promotion to higher academic rank (T&P). With the recent shortfalls in funding at many of our institutions and the tight job market, many faculty perceive P&T requirements and processes have become more stringent. This session draws upon experiences and perceptions of faculty, a department head, and a dean to provide a basis for discussion of the P&T issues. Also, results derived from a survey of recently tenured and promoted faculty at southern land grant universities will be discussed.

POSTERS PRESENTED

Annual Meeting, SAEA, Nashville, Tennessee, February, 1994

"Integrated Evaluation of Alternative Farming Systems in Missouri MSEA." *Feng Xu, Tony Prato, and Jian C, Ma*.

This study evaluates six farming systems in terms of farm income, soil erosion, and nitrate available for leaching. Farming systems being evaluated in the Missouri MSEA Project involve different crop rotations, tillage methods, and agricultural chemicals. Results indicate that net

returns, soil erosion, and nitrate leaching potential vary by farming systems. A corn-soybean rotation with high agricultural chemical use and no tillage are inferior to other systems in terms of economic profitability, soil erosion and potential nitrate leaching. The remaining four farming systems involve tradeoffs among three criteria.

Key words: *farming systems, net returns, and soil erosion*

"Identifying Locations in the Southeast for Educational Programs in Sustainable Agriculture." *David L. Debertin.*

The overall objective of this project is to identify the locations in the Southeastern U.S. in which sustainable agriculture projects might have the greatest positive impact in reducing soil erosion and runoff and in ameliorating additional problems attributed to crop production. A "sustainability benefits index" based on a weighted average of the identified factors is calculated for each county in 13 states in the Southeastern U.S. Detailed indices consisting of components of the aggregate index as well as the aggregate index were calculated. Components include pesticide use, nitrogen leaching, and educational levels. A series of computer-generated maps identify for each state those counties where the payoff to sustainable agriculture educational projects would be the greatest.

Key words: educational programs, sustainable agriculture, sustainability-benefits-index

"Impact of Conservation Practices on Airborne Dust in the Southern High Plains of Texas."

R. Terry Ervin and J. A. Lee.

The influence of various land conservation practices on the amount of blowing dust on the Southern High Plains of Texas was studied. Results indicate that reduced tillage practices and long-term land retirement programs such as the Soil Bank program of 1956 to 1976, and the Conservation Reserve Program of 1985 to the present, have been instrumental in reducing airborne dust recorded in Lubbock, Texas.

Key words: airborne dust, conservation practices, Southern Texas High Plains

"Use of Marketing Alternatives by Feeder cattle Producers: A Comparison of Alabama and Tennessee." *Rebecca J. Travnichek, Robert W. Holland, Jr., Daniel L. McLemore, Neil R. Martin, and J. W. Prevatt.*

Beef cattle are an important source of farm income in Alabama and Tennessee. This study uses

data from a mail survey on beef producer attitudes about typical versus nontypical marketing alternatives to investigate differences in how the beef marketing responsibility is viewed in these two states. Most producers in both states used weekly auctions followed by the direct-to-buyer marketing alternative. The choice of market alternative in Alabama depended most on the weight of cattle marketed. In Tennessee the choice depended on the number of cattle marketed and the importance of the cattle enterprise on the farm.

Key words: Alabama, feeder cattle, marketing alternatives, Tennessee

"Whole, Lowfat, and Skim Milk Expenditures: Impacts of Demographic and Socioeconomic Factors." *Dr. Kimberly Jensen and Kevin Lambert.*

The objective of this study is to ascertain the demographic and socioeconomic factors influencing at-home expenditures on whole, lowfat and skim milk. Data from the 1987-88 National Food Consumption Survey are used within a tobit framework. Effects of income, food manager characteristics, household size and age/sex composition, urbanization, geographic location, and use of nutritional information are examined.

Key Words: demographics, milk demand, socioeconomics

"Food Safety Regulations and Public Confidence." *Sukant K. Misra and Stanley M. Fletcher.*

The study analyzes public food safety concern and confidence in the U.S. food safety regulatory process based on survey data collected in 1992. The results indicate that consumers perceive that safety regulations are neither adequate nor enforced effectively and believe that additional regulations are necessary for ensuring the safety of the food supply. Consumers feel that chemicals should not be allowed in food even if their benefits outweigh public health and environmental risks, and labels should convey information about chemicals used in production and processing. Further,

nongovernment agencies should also be responsible for monitor food safety regulations.

Key words: food safety information, public confidence, regulation

"Extension Programming in International Agribusiness Marketing." *C. Parr Rosson, III, Flynn J. Adcock, and E. Berry Summerour, II.*

The ability of rural America to compete for global markets in a rapidly changing world economy is of importance to both farm and nonfarm firms. Global competition is of key importance to Extension, as reflected by the recognition of international agribusiness marketing as a priority area. As a result, there have been several efforts by Extension to improve the international agricultural marketing assistance offered. One such effort is the Global Entrepreneurship Management Support (GEMS) project. The intent of this poster is to share the results of the GEMS effort. The poster displays the educational materials developed through this project.

Key words: extension, international agribusiness support

"The State of Human Capital in the U.S. South: 1980-90." *Stephan J. Goetz and David Debertin.*

States and individual counties in the South have traditionally lagged behind other regions of the U.S. by virtually any measure of human capital development. Education is generally thought to be an important factor contributing to economic growth, along with growth in labor and capital stocks. Despite the importance of education, little if

any systematic knowledge exists about how human capital stocks changed in southern counties between 1980 and 1990, and how that change relates to income growth. Regional and state maps have been created for over 15 separate indicators of human capital development.

Key words: education, human capital development

"Agriculture as a Stimulus to Kentucky's Economy." *Konstadinos Mattas and Angelos Pagoulatos.*

Traditional crop agriculture, food processing, and tobacco production proved to be extremely important to the economy of Kentucky in terms of generating direct and indirect impacts. These activities also stimulated the demand for nonagricultural inputs such as chemicals, machinery, and banking services.

Key words: agricultural activities, input/output analysis, Kentucky's economy

"A Pocket Guide to Net Income Multipliers." *Charles Dodson, Robert Dubman, and Robert McElroy.*

Forecasters, policymakers, and other analysts often need to know the effects of production and price changes on the nation's farm income. This presentation applies a large mathematical model to determine these effects. Impacts from both inputs and commodities produced are examined for their short-run effects.

Key words: net income multipliers, farm production and price changes