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THE COUNCIL ON FOOD,  
AGRICULTURAL AND  
RESOURCE ECONOMICS  
2015 ANNUAL REPORT

Catalyzing Informed Decisions through Applied Economics





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## About the Council on Food, Agricultural and Resource Economics

C-FARE is a non-profit organization which promotes the work of applied economists and serves as a catalyst for incorporating economic thinking into the analysis of food, agricultural and resource decisions. We serve as a conduit between the academic research community and Washington, D.C. policy-makers and agency personnel, matching expertise to public needs. Incorporated in 1993, C-FARE is based in Washington, D.C. and is governed by a board of applied economists representing a wide range of public and private sector interests. C-FARE is a tax-exempt organization under Section 501(c)(3) of the IRS code.

### C-FARE's Mission

The mission of the Council on Food, Agricultural and Resource Economics (C-FARE) is to enhance the effectiveness of the food, agricultural, resource, and related economic sectors through a stronger national presence of the agricultural and applied economics profession and its policy-relevant research.

### C-FARE's Goals

C-FARE's Board has adopted a set of goals to serve the needs of the profession. These goals guide C-FARE's daily actions and activities to achieve its Mission.

**GOAL 1:** Advance the role of agricultural and applied economists in identifying and informing research and policy issues.

**GOAL 2:** Significantly increase the understanding that public, policy-making, and federal program audiences have of the value of food, agricultural, resource, and applied economics information and analysis.

**GOAL 3:** Maintain and increase resources and opportunities that support agricultural and applied economics research, outreach, and education

**GOAL 4:** Foster opportunities that build human capital for a vibrant national workforce equipped with skills necessary for informing private and public economic decisions.

### Core Values

**Collaboration:** C-FARE advances the applied economics profession through its continuous development of effective communication pathways that connect the profession to users of food, agricultural, natural resource, and applied economics information and analysis.

**Excellence:** C-FARE distills authoritative economic analysis from the agricultural and applied economics profession into information that effectively communicates to its critical audiences.

**Integrity:** C-FARE is guided by the highest level of objectivity.

**Innovation:** C-FARE identifies and facilitates innovative analyses and engagement.

**Relevance:** C-FARE actions are timely, proactive, and responsive to critical issues in the economic and policy environment, leading to impactful public policy outcomes.

## C-FARE Performs Many Functions to Serve and Support the Applied Economics Profession



### **Facilitates Webinars, Seminars and Briefings on Timely Topics**

C-FARE develops webinars, seminars, and briefings. These activities are designed to inform and/or train stakeholders in the application of economics relevant to current policy issues or legislative initiatives. C-FARE's activities highlight the strengths of economic analysis in multi-disciplinary research and education.



### **Monitors Federal Policy-making Activities**

C-FARE monitors and reports on budgets, bills, legislation, rule-making, and initiatives under discussion in the federal policy-making arena. C-FARE also develops public comments that encourage federal policy-makers and program managers to include and incorporate applied economic analyses in program development, policy implementation, and research requests.



### **Engages Federal Stakeholders and Decision-Makers**

C-FARE volunteer experts regularly meet with decision-makers to provide information on the importance of economic research, extension, and education, and the value of many federal data series.



### **Nominates Members of the Profession for Policy Advisory Board/Panel Positions**

Advisory boards and panels offer opportunities for the profession to broaden its influence. C-FARE seeks to enhance the presence of food, agricultural and resource economists on key federal advisory boards.



### **Provides Information to Students and Young Professionals**

C-FARE's intern briefings and informational updates help support the professional growth of the next generation of applied economists. At the briefings, speakers talk about their background, skills, and academic experience. Experts elaborate on experiences and skills they've found necessary to build a career in the private, public, or non-profit sectors in Washington, D.C.

## Specific Activities and Actions Taken in 2015 to Achieve C-FARE's Goals

**Goal 1:** Advance the role of agricultural and applied economists in identifying and informing research and policy issues.

### Accomplished Action Item

- ✓ Foster presentations by members of the profession directly to public and private decision-makers and stakeholders.
- ✓ Broadly communicate the contributions of economic analysis to public and private sector decision making

### Trends in Farms, Food and Markets: USDA's Economic Research Service Research Findings

#### Lunch~n~Learn



ERS Administrator, Mary Bohman provided an overview of the drivers that are changing the United States' food and agricultural system. She also described the insights that the Agency's statistics and research provides to policymakers and those in the sector. Finally, Dr. Bohman provided insights as to how the public can access the wealth of research and information that USDA Research, Education, and Economics Mission Area provides.

### C-FARE at the AAEA Annual Meeting

#### AAEA Annual Meeting Funding and Proposal Writing Session

"Keys to Responding Successfully to Funding Opportunities for Economics: Look, Read, Respond"

- Sam Funk
- Robbin Shoemaker (USDA NIFA)
- Nancy Lutz (NSF SBE)

#### AAEA Annual Meeting Government Relations Breakfast

The breakfast included a presentation from Robin Schoen, the Director of the National Academies of Sciences' Board on Agriculture and Natural Resources.

The group discussed the Agricultural and Applied Economics "Priorities and Solutions" Project which C-FARE is facilitating in 2016.

#### Blue Ribbon Development Panel

"Making agricultural research matter to women farmers"

Co-sponsored with the Committee on Women in Agricultural Economics (CWAE) & the International Section



# Jon Brandt Public Policy Forum 2015



From left to right: Mike Adams, Mary McBride, Sarah Low, Representative Lucas (R-OK), Ranking Member Peterson (D-MN), Brian Whitacre, Chairman Conaway (R-TX), Alison Davis, Kerry Kelton, and Greg Wagner

## “Strategies for Investing in Rural America”

Rural America has many competitive economic advantages derived from its unique land, location, resource, and knowledge assets. The Forum speakers explored choices that boost the kind of growth in rural America that support U.S. economic vitality and competitiveness.

Master of Ceremony - **Mary Ahearn, C-FARE Vice Chairwoman**  
 Keynote Speaker: **Mary McBride, President of CoBank**  
 Agricultural Economist: **Dr. Sarah Low, ERS**

Speaker Panel: Successful Strategies for Rural Development Outcomes

Moderated by **Mike Adams of AgriTalk**

- **Kerry Kelton**, CEO, Mid-South Synergy and NRECA Board Member, TX
- **Greg Wagner**, Economic Development Planner, West Central MN
- **Brian Whitacre**, Associate Professor, Oklahoma State University, OK
- **Alison Davis**, Professor, University of Kentucky, KY

Co-sponsors included the AAEA Trust, C-FARE, USDA-Economic Research Service, National Rural Electric Cooperative Association, Regional Rural Development Centers, and CoBANK.



## Washington, D.C. Symposia

### Agricultural and Rural Energy Economics Symposium Series

*Sponsored by the Office of Energy Policy and New Uses, USDA and the Council on Food, Agricultural and Resource Economics (C-FARE)*

[Symposium 1: Powering Prosperity: Bioeconomy Policy to Stimulate Growth](#)

[Symposium 2: Energizing the U.S. Economy: Rural America at the Epicenter of America's Energy Future](#)



### Washington, D.C. Workshops

[Economic Valuation of Conservation-Based Ecosystem Services](#)  
[Workshop](#)

[Tuesday, July 21, 2015](#)

The purpose of the workshop was to assess the economic value of ecosystem services resulting from conservation expenditures and investments. It focused on developing an approach for how valuation information from a variety of sources can be used to address specific challenges within the public policy process. Four ecosystem services areas were discussed, including:

- ❖ Water Quality
- ❖ Biodiversity and Habitat
- ❖ Soil Health
- ❖ Greenhouse gases

The workshop agenda included several presentations by experts in the area of ecosystem services. The Masters of Ceremony were Roger Coupal and Steven Kraft.

U.S. Government Agency Perspective – Ecosystem Service Valuation in Practice  
Moderator, Chris Adamo of the White House Council on Environmental Quality

Expert Perspective – Framing the Valuation of Resources  
Provisioning Ecosystem Services



## Goal 2: Significantly increase the understanding that public, policy-making, and federal program audiences have of the value of food, agricultural, resource, and applied economics information and analysis.

### Accomplished Action Item

- ✓ Represent the profession in working with the Congress, USDA, DOE, DOT, EPA and other federal government agencies involved with agricultural, resources and applied economics research, outreach and education programs.
- ✓ Identify and foster networks with other stakeholder groups to advance priorities.
- ✓ Maintain open communication within informal networks, including industry, professional associations, and foundations which share common goals.
- ✓ Foster the creation of scientific partnerships between public and private sector groups, and other multidisciplinary coalitions to accomplish common goals. Identify and recommend economists for involvement in national advisory committees, task forces, and review panels
- ✓ Develop a stronger C-FARE web and social media presence that highlights and promotes the work of the profession.

### AAEA • C-FARE • NC-FAR Hill Briefings



### The Role of U.S. Agriculture in Chinese Markets

Factors affecting Chinese Food and Agricultural Trade

**Holly Wang, Professor at the Department of Agricultural Economics, Purdue University**  
**Joe Glauber, Senior Research Fellow at the International Food Policy Research Institute**

China is the largest food and agricultural export market for the United States, receiving about \$30 billion, or 20% of total agricultural export value, in 2014 (including Hong Kong). As the Chinese population, income, and urbanization continue to grow against its natural resource constraints, the demand in agricultural products from the global market is also expected to increase. However, this market is rather complicated and includes non-tariff trade barriers, strong domestic production support, consumer food safety fears, and the public concerns about biotechnology. Amid these complexities, speakers addressed the Chinese food market with an emphasis from the U.S. trade perspective. Information, knowledge, and outlook for stakeholders to envision the roles each can play in the world market were discussed. Over 100 congressional staff, media, and DC stakeholders attended the briefing.

## Choices: Increasing Nutrition Among Low Income and Food Insecure Individuals



**Dr. David R. Just Professor Charles H. Dyson School of Applied Economics and Management  
Director of the Cornell Center for Behavioral Economics in Child Nutrition Programs**

Stronger measures are being suggested, and in some cases taken, in an effort to curb the costs of childhood and adult obesity. Economic research has shown that these measures can sometimes have counterintuitive impacts on populations that are food insecure. Recent evidence suggests that low-income populations are subject to greater stress and distraction, potentially leading to poor nutritional decisions. However, cognitive stress can also cause individuals to be more receptive to indirect suggestions about nutritionally beneficial food choices. Research from food insecure populations served at food pantries shows evidence of healthy eating behaviors in the presence of interventions including positive reinforcement of nutritional food choices. These results show promise for implementation of the framework behind the 'Smarter Lunchrooms' research in a variety of food decision contexts. Over 100 congressional staff, media, and DC stakeholders attended the briefing.

### **Nominations**

The National Agricultural Research Extension, Education and Economics Advisory Board (NAREEEA)

- ✓ Dawn Thilmany, Professor, College of Agricultural Sciences, Colorado State University

The Foundation for Food and Agriculture Research Board (FFAR)

- ✓ Jeffrey Peterson, Professor, Water Resources Center, University of Minnesota

National Science Foundation Social, Behavioral & Economic Sciences (SBE) Awards

National Agricultural Statistics Service

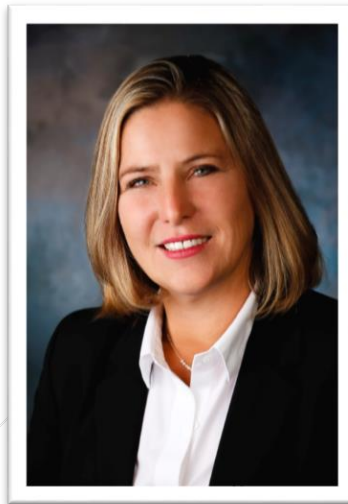
The Daniel Patrick Moynihan Prize

## Goal 3: Maintain and increase resources and opportunities that support agricultural and applied economics research, outreach, and education

### Accomplished Action Item

- ✓ Increase public/private understanding of the value of investing in research and outreach in food, agricultural and resource economics.
- ✓ Monitor the budget and appropriations cycle for opportunities that might exist related to the public's perception of the value of economic analysis and related data and statistical resources.
- ✓ Meet with key agencies who use or support research, education, and outreach about agricultural and applied economics to discuss the role of the profession in advancing knowledge on specific issues.
- ✓ Submit public comment related to requests for proposals (RFP) to agencies that provide the opportunity to do so (e.g. USDA NIFA).
- ✓ Develop a standard update to provide to the profession about funding opportunities, activities/events, and opportunities to engage in a timely manner.

### Raising the Profile of Agriculture



Jill McCluskey, President of Agricultural & Applied Economics Association,  
Washington State University, School of Economic Sciences`

AAEA President, Jill McCluskey and C-FARE Executive Director, Caron Gala were invited to a meeting at the White House hosted by the Office of Science and Technology Policy. Agricultural and food researchers, educators, students, and other experts gathered to discuss how to prepare the next generation of student for the spectrum of skills needed to supply the workforce with robust industry leaders, managers, financial analysts, agricultural economists, and interdisciplinary scientists. Jill put together a [summary document](#) that concluded that the profession and the sector must aim to accomplish the following three things:

- ❖ We must integrate opportunities for real-life problem-solving into our educational approaches
- ❖ We must engage in multidisciplinary problem-solving and research that is informed at the early stages by the science of applied economics
- ❖ We must strategically partner within economics to attract top students and provide training in the STEM pipeline

## Importance of Engagement

### Inaugural Agricultural and Applied Economics Congressional Visits Day 2015



- ❖ One-and-a-half-day event brings agricultural and applied economists to Washington, DC.
- ❖ Raises awareness about the importance of economic analysis, research, and related statistical resources.
- ❖ Connects the policymaker to on-the-ground economic research.
- ❖ Highlights the important role that economic research programs have in serving the nation.

Participants engaged with the following Congressional Members:

Congressman Harper R-MS3  
Congressman Bishop R-MI8  
Congressman Bost R-IL12  
Congressman Rogers R-AL3  
Congressman McKinley R-WV1  
Congressman Sarbanes D-MD3  
Congresswoman Lummis R – WY0  
Congressman Lucas R-OK3  
Congressman Salmon R-AZ5  
Congresswoman Noem R-SD0



Senator Thune R-SD  
Senator Roberts R-KS  
Senator Moran R-KS  
Senator Cochran R-MS  
Senator Sessions R-AL  
Senator Capito R-WV  
Senator Barrasso R-WY  
Senator Lankford R-OK  
Senator Stabenow D-MI  
Senator Durbin D-IL  
Senator Flake R-AZ

## Friend of Agricultural Economics Award



The Friend of Agricultural Economics Award is presented to one or more Members of Congress for their support of economics research, extension, education, and reasoning. This year, Chairman Roberts (R-KS) received the award in his DC office. In the past, the award has honored the following:

- ❖ Representative Greg Walden (2013) (right),
- ❖ Senators Debbie Stabenow and Roy Blunt (2011),
- ❖ Representative Chet Edwards (2009),
- ❖ Representative Frank Lucas (2007),
- ❖ Representatives Adam Putnam and Rosa DeLauro (2005), and
- ❖ Senator Thad Cochran (2003)



## Goal 4: Foster opportunities that build human capital for a vibrant national work force equipped with skills necessary for informing private and public economic decisions

### Accomplished Action Item

- ✓ Inform and educate the agricultural and applied economics profession about the policy making process.
- ✓ Facilitate continuing education technical training and policy background webinars.
- ✓ Create a list of university training courses targeted to industry or government to meet agricultural and continuing education needs.
- ✓ Provide educational sessions for university interns serving in Washington



### Webinars w/USDA Economists & Blue Ribbon Panels

[C-FARE YouTube Channel](#)

We reached over 400 viewers in 2015.

### [Economics of Food Waste in Contemporary Marketplace](#)

### [Adapting Agriculture to a New Climate Reality](#)

### [Pollinator Economics](#)

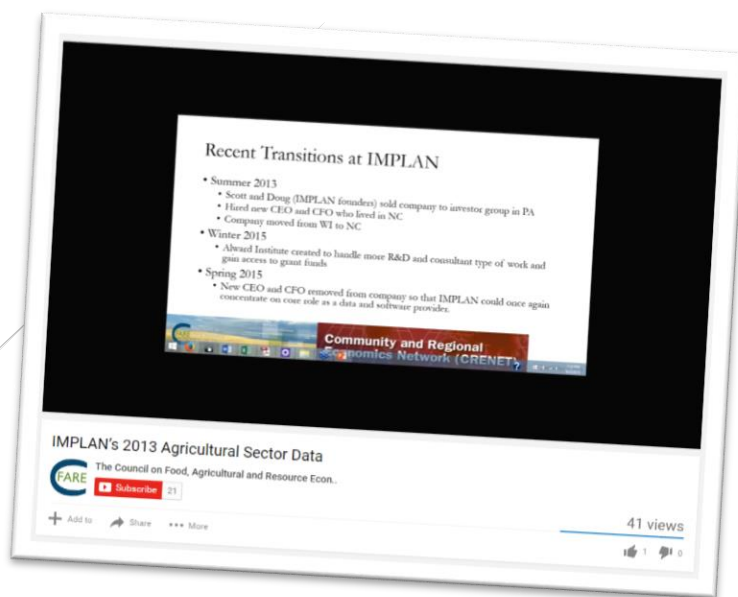
### [IMPLAN's 2013 Agricultural Sector Data](#)

### Health Insurance in the Agricultural Sector

### DC Summer Intern Breakfast Briefings

C-FARE invited agricultural and applied economics students who are interning in Washington, DC to participate in our 2015 Summer Intern Breakfast Briefings. The briefing series focuses on how to navigate careers on Capitol Hill or at agencies and non-governmental organizations. The briefings are designed to allow students to hear from professionals, who have received a degree in agricultural and applied economics, about their career paths, what classes to take, and how to succeed in Washington, DC. We reached over 150 interns in 2015.

- The Economic Experience on the Hill
- Career Insights from USDA Economists
- Field Highlights from Experts in Industry
- Opportunities in Natural Resource and Environmental Economics





## Public Comment

### [Foundation for Food and Agricultural Research](#)

The Council on Food, Agricultural and Resource Economics (C-FARE) and the Agricultural & Applied Economics Association (AAEA) commented on the initial efforts of the Foundation for Food and Agricultural Research (FFAR) in identifying priorities for research. The work of the Foundation, which is focused on catalyzing innovation to solve pressing challenges in food and agriculture, is critical in realizing the public and private advancements needed to overcome societal challenges as well as the interdisciplinary synergies that enhance basic and applied research.

### [National Agricultural Statistics Service](#)

The Council in coordination with AAEA Economic Statistics and Information Resources Committee provided comments at the 2015 meeting of the Advisory Committee on Agricultural Statistics for the National Agricultural Statistics Service (NASS). Furthermore, the Council highlighted additional areas where the profession believes it can be of service to NASS as it makes decisions to allocate its scarce resources.

### [National Institutes of Health](#)

The Council, on behalf of the agricultural and applied economics profession, submitted brief suggestions for optimizing the role of agricultural and applied economists in undertaking and implementing the DRAFT National Nutrition Research Roadmap. These considerations represent steps that can be taken to harness the profession's research capacity in interdisciplinary teams driven to solve nutrition challenges.

### [National Agricultural Research, Extension, Education, and Economics Advisory Board](#)

The Council wished to alert NAREEEAB of its upcoming projects for the year 2016 which are focusing on the role of agricultural economics in informing solutions for grand challenges, interdisciplinary and transdisciplinary science, the value of data and statistics, big ag data and training of the next generation of the ag food and resource workforce. The Council also took the time to commend NAREEEAB on successfully highlighting the profession and interacting with the broader community.

## 2015 C-FARE Board of Directors

C-FARE's governing board includes applied economists representing a wide range of public and private sector interests. We appreciate their time and expertise. We appreciate their leadership and support on behalf of the profession.

### 2015 Board Members

Roger Coupal  
Chair  
[University of Wyoming](#)

Mary Ahearn  
Vice-Chair  
[ERS](#) emeritus

Steven Kraft  
Secretary-Treasurer  
[Southern Illinois University](#)

Damona Doye  
Past Chair  
[Oklahoma](#) State University

John Anderson  
[American Farm Bureau Federation](#)

Walter Armbruster  
Retired - [Farm Foundation](#)

Duncan Chembezi  
[Alabama A&M University](#)

Jerry Fletcher  
[West Virginia University](#)

Stephan Goetz  
[Penn](#) State

Paul Gottlieb  
[Rutgers](#)

Roman Keeney  
[Purdue](#)

Daniel Lass  
[U](#) of Massachusetts - Amherst

Ashok Mishra  
[Louisiana](#) State

Gene Nelson  
[Texas](#) A&M

JB Penn  
[Deere and Co.](#)

Parr Rosson  
[Texas A&M University](#)

Steve Turner  
[Mississippi State University](#)

## C-FARE's 2015 Sponsors

We would like to thank our sponsors for supporting C-FARE's operations and programs.



The Agricultural & Applied Economics Association (AAEA) Trust is the non-profit fundraising arm of AAEA. The Trust supports the work of agricultural and applied economists by funding programs and initiatives designed to advance the profession. <http://www.aaea.org/trust>



CHS Foundation is the major giving entity of CHS, an energy, grains and foods company. [www.chsfoundation.org](http://www.chsfoundation.org)



The Economic Research Service is a primary source of economic information and research in the U.S. Department of Agriculture. ERS conducts a research program to inform public and private decision-making on economic and policy issues involving food, farming, natural resources, and rural development. <http://www.ers.usda.gov>



The USDA National Agricultural Statistics Service provides timely, accurate, and useful statistics and information in service to U.S. agriculture.



The purposes and objectives of the Southern Agricultural Economics Association shall be to foster the study and understanding of agricultural economics and its applications to problems in the Southern United States; to promote unity and effectiveness of effort among all concerned with those problems; to promote improvement in the professional competence and standards of members; to cooperate with other organizations and institutions engaged in similar or related activities; and to increase the contribution of agricultural economics to human welfare. [www.saea.org](http://www.saea.org)

## Agricultural and Applied Economics Departments

Colorado State University  
Iowa State University  
Kansas State University  
Michigan State University  
Mississippi State University  
New Mexico State University  
North Carolina State University  
Oklahoma State University  
Purdue University  
South Dakota State University  
Southern Illinois University  
Stephen F. Austin University  
Tarleton State University  
Texas A&M University  
Texas Tech University  
The Ohio State University  
University of Arizona  
University of Arkansas  
University of Connecticut  
University of Florida  
University of Georgia  
University of Idaho  
University of Illinois  
University of Kentucky  
University of Maine  
University of Massachusetts  
University of Minnesota  
University of Missouri  
University of Nebraska-Lincoln  
Utah State University  
Virginia Tech



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