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A Statement from the Editors and AAEA President

Welcome to the twelfth and final issue of our editorship of *Choices* (Q2 2007). As discussed in the AAEA President's statement just below, the Association intends to continue *Choices* and hopes to have it back online by the end of 2007. Watch for announcements from the AAEA later this year.

Our term as editors expires with this issue. We wish to thank those who have served on the editorial board as well as those who have served as reviewers during our editorial term. Special thanks are due to those individuals who served as guest editors for specific issues. *Choices* had a fantastic run the last 3 years as an outreach vehicle for the association. Thank you for your interest.

As our final offering, this issue contains a theme on water quality in the Cornbelt dealing with the problem origin, and issues regarding conservation programs, multiple service provisions and tradeoffs and water treatment options. This issue also contains articles on

- Organic Produce Consumer Characteristics
- Challenges in Water Quality Credit Trading in Agriculture
- Dairy Farm Growth, Consolidation, and Diversification
- Fruit and Vegetables in School Food

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Choices is the outreach vehicle of the American Agricultural Economics Association (AAEA) and is designed to provide current coverage regarding economic implications of food, farm, resource, or rural community issues directed toward a broad audience. *Choices* publishes thematic-oriented groupings of papers and individual papers. The broad themes we will repeatedly visit in *Choices* are agriculture and trade, resources and the environment, consumers and markets, and agribusiness and finance. Submitted manuscripts are subject to peer review for publication consideration.

Choices is published at the end of each quarter of the year by the American Agricultural Economics Association. Visit our web site at <http://www.choicesmagazine.org>.

Editorial Communications

Potential manuscripts, thematic proposals, and comments can be submitted through <http://www.choicesmagazine.org/submissions.htm> or directly emailed to the editors at Choices@ag.tamu.edu. Editorial communications can be sent to Choices@ag.tamu.edu.

Again thank you for your readership and participation.

Co-Editors: Oral Capps, Jr., Rodolfo Nayga, Jr., Bruce McCarl, Joe Outlaw, and John B. Penson, Jr., and Associate Editor, Linda Crenwelge

Department of Agricultural Economics, Texas A&M University.

A Message from AAEA President Steve Buccola

CHOICES has been the American Agricultural Economics Association's outreach arm for 23 years, our principal means of communicating with those interested in food, farm, natural resource, and rural community issues but who are not necessarily

professional economists. *CHOICES* brings economic research alive to a policy audience, and internet hits and downloads suggests it has been increasingly successful in doing so. Policy communication is essential to the AAEA's ethic because it is essential to the mission to which many of our members – and their employers – are committed.

CHOICES has always run at a substantial financial loss. AAEA members have, in constant 2006 dollars, contributed \$1,262,018 to this journal (\$21 per member per year) since 1990 alone. Annual losses were reduced when *CHOICES* went electronic but still have hovered around \$50,000 and, because our membership has declined, is still \$20 per member per year. The financial environment in which the AAEA oper-

ates requires that it further reduce these costs by providing *CHOICES* with a new publishing and editorial structure. Plans for doing so are well underway.

The AAEA is deeply grateful to the editorial team of Bruce McCarl (Coordinating Editor), Oral Capps, Jr., Rodolfo Nayga, Jr., Joe Outlaw, and John B. Penson, Jr. at Texas A&M University, to Associate Editor Linda Crenwelge, and to the 17-member Editorial Board for raising *CHOICES* to new standards of clarity, relevance, and accessibility. Their work provides a bridge to our next format. Stay tuned.

Steve Buccola

President, American Agricultural Economics Association