

Reflecting on our past,
looking toward the future

Agricultural Economics at Purdue University
— the first 100 years

Purdue University
**Agricultural
Economics**



PURDUE
UNIVERSITY

College of Agriculture

100
Keeping Track

Celebrating 100 years of progress, preparing to embrace future challenges

I'm honored and privileged to serve as Head of the Department of Agricultural Economics at Purdue as we celebrate our 100th birthday. This special Centennial issue of our annual newsletter, "Keeping Track," celebrates the achievements from the past 100 years and anticipates those in the next century.



Since 1902, the Purdue Soils and Crops Department (later Agronomy) had been teaching a course in farm management, and the Animal Husbandry department had been teaching a course in marketing. On July 1, 1920, these courses were brought together, and the Department of Farm

Management was established at Purdue. We literally grew out of a seed that Agronomy planted. Later, in 1942, the Department name changed to Agricultural Economics, and we've operated under that name ever since.

While it is important to celebrate our past, we probably shouldn't grow too nostalgic. Writing in *Travels with Charley*, published in 1962, John Steinbeck remarked, "Even while I protest the assembly-line production of our food, our songs, our language, and eventually our souls, I know that it was a rare home that baked good bread in the old days." The progress in food and agriculture over the past century has been astounding. Since the department's founding, corn yields in Indiana have increased more than 300%, the number of calories and protein available for food consumption have increased more than 25%, and life expectancy has increased more than 20 years. These changes have occurred alongside a decline in the number of farms, increased farm sizes, and increased population and urbanization. The department has become more diversified, adding focuses in agribusiness, trade, and the environment, and welcoming more women, minorities, and international students and faculty.

Nationwide, state funding for higher education has remained flat or is falling in inflation- and student number-adjusted terms. To continue to have high

impact, there will be a need to offer revenue-generating programs and diversity funding sources. We are fortunate to have outstanding alumni and generous donors. Last year, thanks to generous gifts, we were able to hire two new endowed chair professors. In August, Mindy Mallory started as the Clearing Corporation Charitable Foundation Endowed Chair, and Todd Kuethe joined us as the Schrader Family Chair in Farmland Economics. We are working to complete an almost \$1 million renovation of the 5th floor of Krannert to create a student advising center and collaborative workspace, thanks to donations from Farm Credit, CoBank, and Co-Alliance. Thank you to all who have contributed to the new Centennial Student Support fund we created to help support student growth and development. The fund is described in more detail on page 63, and I hope you will consider supporting the department in this way.

I do not have a crystal ball, but the next century will likely hold at least as many changes as we've witnessed over the past 100 years. Increased sophistication and scale of farms and agribusinesses will increase the need for our students to develop technical expertise and analytical skills. As incomes grow, the food system will likely continue to become more consumer- and sustainability-focused, and we will need to be prepared to provide leadership in these domains as they relate back to agricultural production. Student education and outreach is increasingly moving online, and there will be increased pressure to deliver timely, high-quality, trustworthy material that can compete in a world that is awash in information. Whatever changes come, we are committed to being engaged and working toward finding beneficial solutions for our students and stakeholders.

A handwritten signature in black ink that reads "Jayson Lusk". The signature is fluid and cursive.

Jayson Lusk

*Department Head and Distinguished Professor
of Agricultural Economics*

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From the cover: The first farm account books were distributed in 1916. During the 1920s and 1930s, using two bulletins prepared by the Department, instruction in accounting was given to 7th- and 8th-grade pupils in many rural schools as part of the arithmetic class. By 1939-40, more than 12,000 books were in use in Indiana public schools.

Reflecting on our past, looking toward the future

Keeping Track

Letter from the editor

› Kami Goodwin

*Communications and Marketing Specialist for Purdue's
Department of Agricultural Economics*



Asking anyone to recall people or events from 20, 30, or 40-plus years ago is asking a lot. As I began compiling this special edition of "Keeping Track," that point was sternly made by both faculty and staff. I quickly learned that they had a valid point.

But celebrating the Department of Agricultural Economics' centennial is worth considerable effort, and we are grateful for the time-consuming contributions – and contemporaneous books – that made this newsletter possible. The research, projects, and endeavors undertaken by the department over the past 100 years involved more people than we could possibly mention and were much more in-depth than could possibly be described here. As time passes, memories fade, and some of those with intimate knowledge have left us. We know that errors will exist, but we tried our best to accurately reflect the times.

Thank you to everyone who shared their memories from the past 100 years of department history. I truly enjoyed listening and appreciated that you trusted me enough to share them. I hope that you enjoy reading them.

*Celebrating 100 years of progress,
preparing to embrace
future challenges*



Mathematical procedure in research was extremely simple. Two calculators of the automatic type and two or three of the plunger type were the only calculating machines in the Department of Agricultural Economics for several years after it was established. Records from research samples were tabulated by hand..

Back then, they called it Farm Management

*In 1920, the 'new' department had 3 typewriters,
2 plunger calculators, 1 slide rule*

Foundations: 1910s and 1920s

The Agricultural Economics field we know today was relatively unheard of and raised questions of fiscal returns when it was introduced to production farmers in the early 1900s. At the time, farmers in America were more focused on what would increase the quantity of their production than the economic and management aspects of their farms. Seeing this as a larger issue, in 1908, President Theodore Roosevelt's Country Life Commission was tasked with improving the living conditions of rural areas and began pushing for farmers to incorporate management practices into their farm business. Much of this work was conducted under the umbrella of Extension and, in 1914, a three-man team began farm management Extension studies at Purdue in cooperation with the USDA Office of Farm Management. During this time, Extension, teaching, and research were also conducted in this area, under various departmental labels, until July 1, 1920, when Purdue University officially designated Farm Management as a field of study.

By Laura Olivia Barrett, Agricultural Communications and Agricultural Economics, Class of 2022, and Kami Goodwin, Marketing and Communications Specialist for the Agricultural Economics Department

Portions adapted from "History of Agricultural Economics at Purdue University" by Lynn S. Robertson, Purdue professor of agricultural economics. Without his book, much of this story would have been lost.

The new department, led by Department Head O.G. Lloyd, was housed in the Agriculture Experimental Station Annex. The team had three typewriters, two plunger calculators, and one slide rule. The first courses focused on farm organization, farm tenancy and credit, marketing, and advanced farm management. Formal research was conducted on beef production costs, farm power and farm organization. The first two master's degrees were awarded in 1922 to Clarence Gramelspacher (Jasper, Indiana) and R.E. Johnson (Princeton, Indiana). Research bulletins were released in 1923, short courses began in 1924, and the first large-scale Farm Outlook report was published in 1929.

Agricultural Bldg., Purdue University, Lafayette, Ind.



Image taken from a postcard dating back to 1914 of the Agricultural Building, also known as Agricultural Hall. The postcard had a personal message on it. We removed the address but it is postmarked June 4, 1914 and says: "Dear sister, Well we are through and located at last. Arrived here about 12 o'clock. We get board for 20 cents a meal. Am going to try to get along with a breakfast in our room. Our room is a dollar a piece a week. Have a north room with two big windows. It is sprinkling rain here now. Looks as dry here as it did down home before the rain. We think we will like it here. ... will write more later." (Images courtesy of Dr. Larry DeBoer)



Purdue University's Agricultural Hall, 1930s
(Image courtesy of the Beck Family).

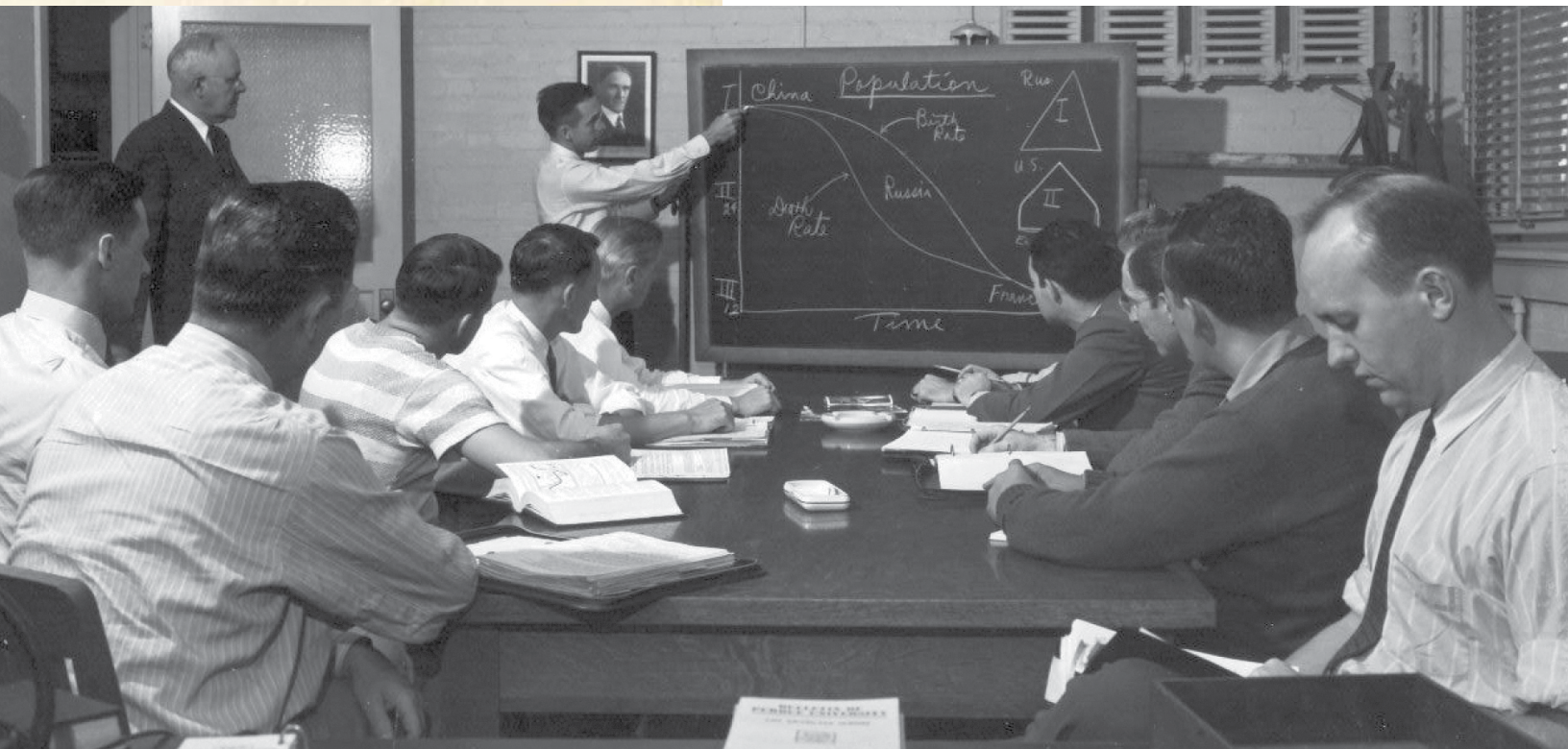
Growing and expanding: 1930s, '40s, and '50s

The department continued to grow in numbers, and over the years the major focus began to shift. Farmers wanted to learn more about the cost of production, marketing their product, and good business practices to keep their operations afloat. To meet this demand the department, in 1942, changed its name from Farm Management to Agricultural Economics to cover a wider field of contribution and responsibility. By the decade's end, the department had embraced the computer age and was tabulating research using punch-card machines. The department also outgrew its space during this time and throughout the 1940s and into the early 1950s, faculty and staff slowly moved into the remodeled Agricultural Hall.

During the 1950s, the department expanded Extension activities to include public policy. J.C. Bottum was coordinator of this area with early assistance from J.O. Dunbar and J.B. "Heavy" Kohlmeyer. Together the three incorporated the same decision-making processes used for Extension work to public policy. Their approach set forth that the role of the educator or faculty member was to help define the problem, help flesh out multiple alternatives, provide information through assessing the consequences of these alternatives, and then stand aside and let citizens or policy makers decide which alternative was best. The method was developed at



The first Ph.D. was awarded to Earl L. "Rusty" Butz, in 1937. His dissertation was titled "A Study of National Farm Loan Associations in the Fourth Federal Land Bank District." Dr. Butz went on to serve as Ag Econ department head, Purdue Ag Dean, Purdue Education Dean, vice president of the university's research foundation, and the 18th U.S. Secretary of Agriculture.



Purdue and became known as the alternatives and consequences model.

Dr. Bottum would apply this model to national policy and agricultural policy becoming involved in public policy education issues, such as whether farmers should come under Social Security. Kohlmeyer would utilize the model on state issues, especially those relating to taxes and schools. Kohlmeyer would go on to provide analysis for the consolidation of the state's schools and be the primary expert on state taxation, assisting the legislature on assessments of tax policy.



1954 faculty photo in front of Agricultural Administration, Department Head Lowell Hardin.

E.C. "Doc" Young, an early intellectual leader of agricultural economics on campus, leads a 1946 seminar. Four of the many individuals mentored by Young went on to distinguish the profession: J. Carroll Bottum, Earl Butz, Lowell Hardin, and Don Paarlberg.



New building, new technologies: 1960s and 1970s

By 1965, the department had outgrown its home in Agricultural Hall and was moved to the just-built Krannert Building. This was seen as the first attempt to bridge the gap between the College of Agriculture and the business school at the university. That partnership continues to benefit both the School of Management and the Department to this day. By 1969, the Agricultural Economics department had occupied 150 rooms in Krannert, with 29 typewriters, 36 automatic calculators, and utilized IBM equipment. Computers were used to maintain farm records, run business and farm management simulation models, and build comprehensive outlook reports.

Public policy work continued during this time period. From the 1960s into the 1980s, the major driving force for land-grant public policy participation, analysis and education was the National Public Policy Education Committee. Meetings were held for five days every fall. The Committee would identify important policy issues of the day, invite experts to speak and facilitate discussion about the issues and their alternatives and consequences. Professors Kohlmeyer and Bottum were critical participants in these meetings. The discussions served as a template for educational programs around the country and were carried out by the hundred-plus,



The Agricultural Economics department was moved to the newly-built Krannert Building in 1965.

mostly agricultural, economists who came from across the nation. During these committee meetings much of a state's public policy education program design and materials could be crafted. Topics ranged from dispersed vs. concentrated agriculture, ethics of public policy, productivity, rural transportation, energy policy issues, and educational approaches to policy issues. A key consideration during these meetings was identifying issues that were coming into importance so that education would inform and assist before minds were made up and sides were drawn.

In the 1970s, the farm-oriented Department of Agricultural Economics had a trust with Consumer Affairs (though the two sides were not always compatible). Ventures included a Purdue TV consumer affairs program called "Consumer Spotlight," a brainchild of Joe Uhl and Henry Courtenay; a Department of Education Consumer Education Study, led by Uhl, Courtenay, Janet Armstrong and others outside the department; as well as a Consumer Behavior course led by Uhl.

The Top Farmer Conference, which debuted in 1968, was an effort to meet the needs of some of the most progressive commercial farmers who had largely outgrown the traditional forms of Extension work. The conference includes mini-workshops designed to hone in on specialized topics relevant to farmers in addition to the primary conference agenda.



Extension television program "Consumer Spotlight," an Extension television program, with Henry Courtenay, left, and Joseph Uhl.



Throughout the 1960s and 1970s, the Department continued to embrace computer technology. Looking on is an up-and-coming graduate student, Michael Boehlje.



Professor Bill Uhrig presenting his July 1971 crop price outlook at a Top Farmer Conference.



Paul L. Farris teaching a graduate level course in the "new" Krannert building. (1965-1970)

The 1960s also marked an increase in international participation by faculty and staff members. By 1969, nearly a third of the full-time professors had visited foreign countries. International coursework was added to the undergraduate curriculum in 1970, and the department saw an influx of international students.

In February 1975, the department held its first memorial lecture series. It was named for James C. Snyder, who died the previous year, as a tribute to his dedication to the department and forward-thinking ideas. Snyder was in his prime and well known for his application of quantitative decision models to agribusiness and dedication to his students.



Dr. James Snyder during a conference in Tokyo.

Building on our strengths: 1980s, '90s, and 2000s

Nationwide the number of farms shrunk during this period, yet Indiana continued to rank high in production of many agricultural products. The Hoosier State had 77,000 farms in 1986, 65,000 in 1991, and 62,000 in 1997. However, in 1997, Indiana ranked fourth and fifth among states in soybean and corn production, fifth in spearmint, fourth in peppermint, third in processing tomatoes, third in egg production, first in ducks, fifth in hogs and seventh in turkeys. Thus, agriculture remained an important sector throughout the period with about \$5.5 billion in sales in 1997.

The Agricultural Economics department budget grew from \$5.8 million in 1992 to \$7.4 million in 1998. A large share of the increase in funds was to create Extension-type centers within the department to concentrate, simulate, and better coordinate work in specific areas. Today seven centers are housed in the department: Center for Commercial Agriculture (established 2012), Center for Food & Agricultural Business (1986), Center for Global Trade and Analysis (1992), Center for Regional Development (2005), Indiana Council for Economic Education (1954), Purdue Institute for Family Business

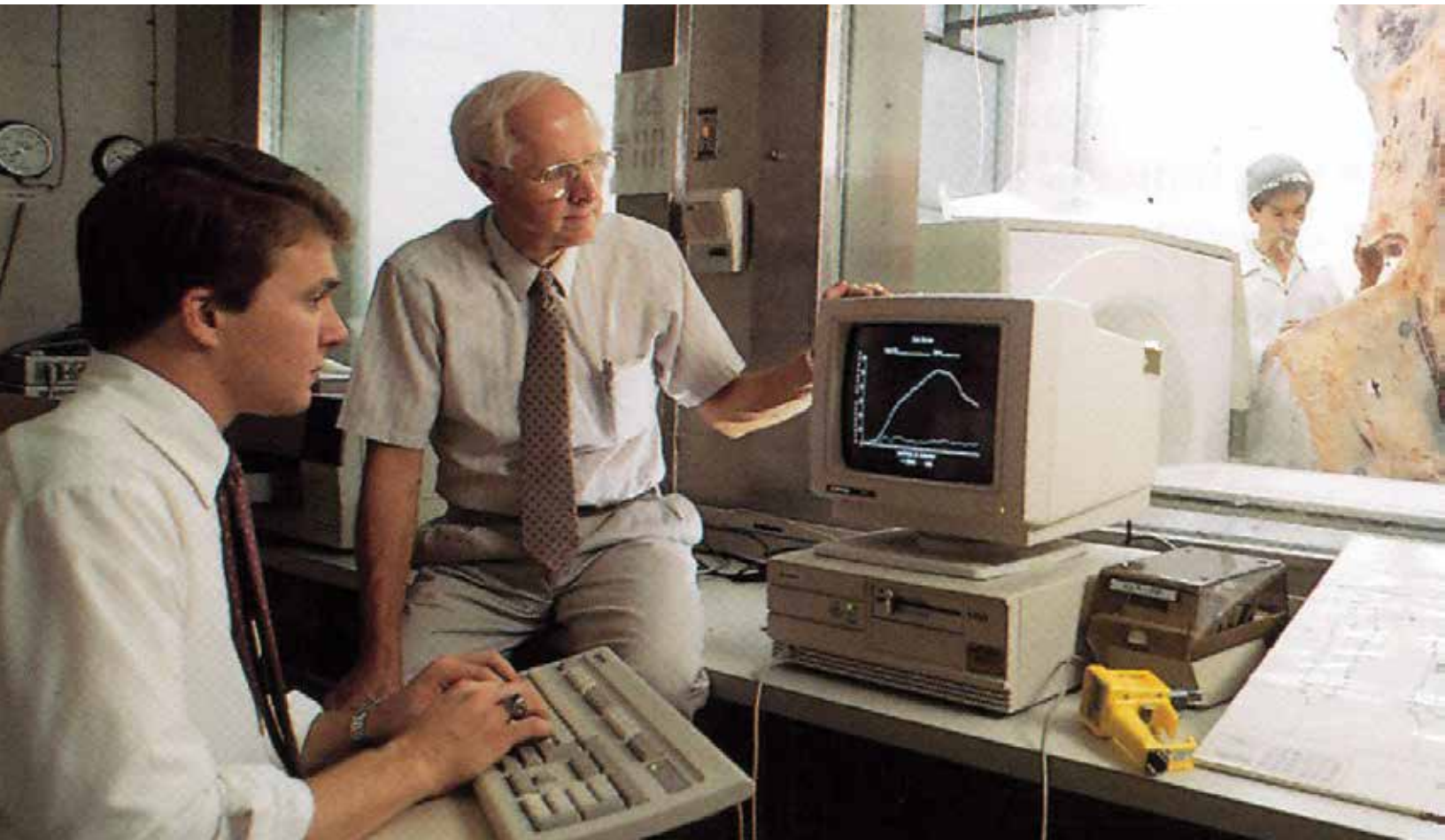
(2016), and State Utility Forecasting Group (1985). These centers focus on a multitude of agricultural topics, from custom programs for agricultural businesses, small business succession planning, K-12 economic education, to understanding the impact of global trade policy. Each center hones in on a specific aspect of the agricultural economy.

The Executive MS/MBA program was also launched during this period and continues today. The dual degree program is in collaboration with the Kelley School of Business at Indiana University and allows students to receive an MS in Agricultural Economics from Purdue and an MBA from Indiana University.

In the Extension area, most faculty were involved in two important projects: Indiana Agriculture 2000 and Food System 21.

Indiana Agriculture 2000, written in 1992, was designed to assist public and private decision makers in Indiana's agricultural and food sector. It demonstrated the department's capability to engage a large number of faculty in a highly coordinated effort. Agriculture

Future Purdue Agriculture dean/provost Jay Akridge on a computer in the 1990s.



2000 is a product no faculty member or small group of faculty could have produced alone. The 259-page report analyzed issues, industries, and trends that would affect Indiana's food and agricultural sectors through the year 2000.

Perhaps motivated by that success, the department undertook the Food System 21 project in 1997, and published its findings in 1998. There were several products – an executive summary, a 432-page complete report, and a video. Faculty gave scores (perhaps hundreds) of presentations from the study material across the state and country. The key objective was to define the main drivers affecting the food system of the 21st century. The project won the AAEA group Extension award in 1998.

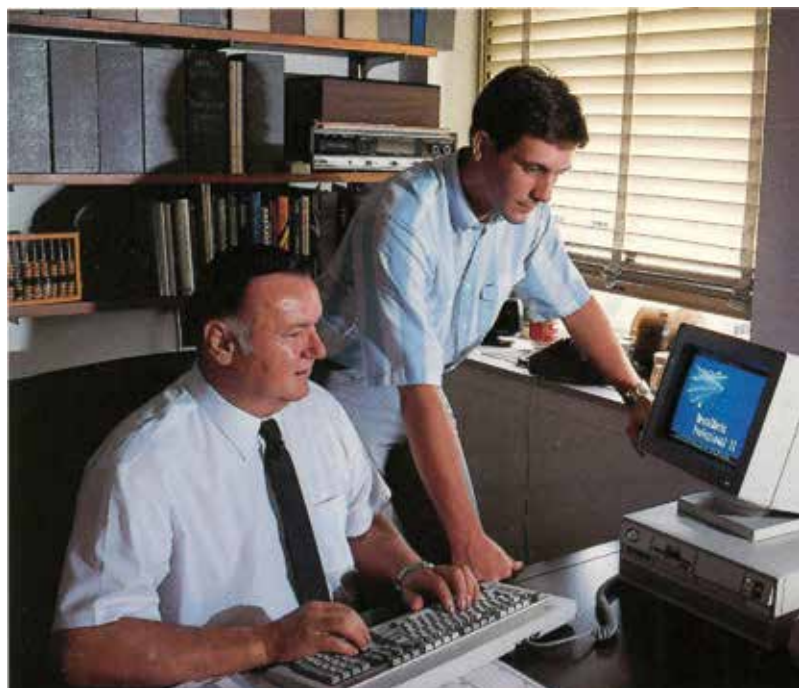
The 1980-2000 period was marked by technological innovations, specifically the advent of the personal computer. When Department Head Paul Farris bought the first departmental central word processor, he suggested it would be all the department would ever need. At the time, papers were submitted to one clerical person, who would word-process it for the entire faculty. A few years later, a word processor computer was placed on every faculty member's desk.

Strengthening Our Core: 2010s

Leading up to the department's 100th birthday, faculty and staff members took stock of what led to past successes and began looking forward to ensure that impact would continue. That process led to the articulation of a set of core values that show not only who the department is but also what is most important to its members.

The Department of Agricultural Economics consists of faculty and staff whose core values are:

- Engaged – helping solve real-world problems and having real-world impact; being present and working with stakeholders, our colleagues, and students.
- Collegial – being respectful of talents, opinions, and backgrounds; appreciative of people's comparative advantages; contributors to the common good.
- Entrepreneurial – creative in seeking new opportunities and new ways of conducting research, teaching, and knowledge dissemination.



Dr. Bill Uhrig, seated, in the early 1990s.



Mitch Daniels and members of the Beck family at the September 2016 dedication of the new Beck's Floor for Agricultural Economics.

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- Of high integrity – honest brokers who are transparent, cognizant of tradeoffs, fairly presenting alternatives and consequences, and offering new solutions.
- Dedicated to long-term value of scholarship – using and developing analytical and quantitative tools, methods, and theories to produce cutting-edge knowledge to the benefit of future generations.
- Enthusiastic about students and impacting the lives of future leaders.
- Rooted in the economics of agriculture and natural resources.

In 2017, the agricultural economics program was ranked 4th in the world by the Center for World University Rankings. In 2018, the department again graduated more undergraduate students than any other in the

College of Agriculture. Those students enjoyed a 99% job placement rate and an average starting salary of \$47,685. In 2019, due in large part to the generosity of our alumni, the department was able to award more than \$121,000 in scholarship funds to current students.

Endowed gifts have allowed the department to recruit top talent and experts in the agricultural economics field. Funding from these gifts supports the professor's research, teaching and Extension programs. Over the past 10 years, five chairs have been established.

In 2016, after receiving an anonymous gift of \$10 million, the College of Agriculture challenged department supporters to create 10 new endowed chairs. For each new chair, the college would donate funds up to \$1 million. Since that time, the Agricultural Economics department has established three endowed chairs in addition to the two that were already in place.

2009 – Wally Tyner: James and Lois Ackerman Professor of Agricultural Economics

2013 – Allan Gray: Land O'Lakes Chair for Food and Agricultural Business

2019 – Mindy Mallory: Clearing Corporation Chair of Food and Agricultural Marketing

2019 – Todd Kuethe: Schrader Endowed Chair in Farmland Economics

Deferred: Halderman Family Endowed Chair in Farm Management



2019 Department of Agricultural Economics scholarship winners.



R.D. Schrader (left), Rex Schrader, Judy Geyer and Fred Geyer in 2018, receiving the President's Council Pinnacle Award. One of the university's highest honors, it recognizes donors who have given more than \$1 million. The Schrader family and friends' donation was used to establish the Schrader Endowed Chair in Farmland Economics. (Photo by Tom Campbell/Purdue Agriculture)



In 2018, the Halderman family was celebrated for their deferred gift, which established the Halderman Family Endowed Chair in Farm Management. The Halderman family has a long history with Purdue and the department. Family alumni include Howard Halderman (BS '88, agricultural economics), (BS '58), Janet (BA '60), Richard (BS '91), and it appears a few more might join us in the near future. (Photo by Kayla Bacon)

Overcoming barriers and opening doors

The success of women in Agricultural Economics

Women have played a vital role in the success of the Purdue University Department of Agricultural Economics, but the road to where they stand today was not free from barriers to overcome.

A classroom 100 years ago would have been taught by a male faculty member and few, if any, seats would have been occupied by women. A woman's place in agriculture was solely as a wife and mother.

However, 100 years later, classrooms today are filled with a diverse group of students from around the globe, including many successful, intelligent women. Female faculty members in the Department of Agricultural Economics are renowned for their contributions to the department, its discipline and mission, and the university as a whole. The vital contribution women bring to agricultural economics is now the rule, not the exception. The vast array of opportunities currently available in agriculture provide endless possibilities for women in this field.

In the department's early years, women served as clerical workers supporting faculty and students. As agricultural economics grew and changed over time, women became increasingly involved and influential to its success. Perhaps one of the department's largest advances in gender diversity came with hiring the first female faculty member, Janet Armstrong, in the 1950s. This time period represented some of women's greatest advancements in Purdue Agricultural Economics. Starley Margaret Hunter, the department's first female Ph.D. student, graduated in 1949. Mary Beth Minden did so in 1957. Numerous exceptional women followed them. Deborah Brown and Janet Ayres joined the faculty. The establishment of department centers increased opportunities for successful, influential women to join the staff. Additionally, Sally Thompson made history when she was named the first female department head in 2002.

By Torrie Ward, Center for Food and Agricultural Business Communication and Marketing Specialist, and Caroline Edmondson, Agribusiness and Food Science, Class of 2022

Special research assistance for this story was provided by Linda Klotz, Administrative Assistant in the Department of Agricultural Economics.



Each of these accomplishments and the establishment of new roles filled by women have influenced the achievements and success of the department in its entirety.

"While I have certainly experienced sexism," Dr. Sally Thompson says, "Ag Econ has been a relatively supportive profession for women since I have been involved over the past 40 years. One of the reasons I think it has been so supportive is that, unlike other disciplines, Ag Econ values a diversity of contributions in teaching, research, and Extension/engagement."

Dr. Maria Marshall, Professor of Agricultural Economics, appreciates the community of women she has encountered in the department. "I am grateful for the endless supportive culture of women here at Purdue," she says. "It is fortunate that I am in a place where I am respected in both my Extension and research projects."

The future for women in agricultural economics is bright, and the support that Purdue provides to foster growth is a crucial aspect of the department's ongoing success. With women representing 62 percent of the Purdue University College of Agriculture's incoming class of 2023, women are truly making a vast impact and increasingly representing the future of agriculture. Women have tackled tremendous trials and tribulations. Their contributions to agricultural economics began as support and clerical staff, to student participation, to holding professional staff and prestigious faculty and department head positions. While there is still room for growth and improvement

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for women in the industry, women have bypassed gender norms and stereotypes to prove their vital role through passion and skill.

“While these landmark steps are of significant importance, we must not downplay the incremental, small contributions that women have also devoted, which have proven to be a vital part of the department’s success,” says Dr. Joan Fulton, Associate Department Head and Professor of Agricultural Economics. In other words, each “small step” that has been made by women in agricultural economics has led to “giant leaps” for the department and Purdue University. Women represent some of Purdue Agricultural Economics’ best and brightest and consistently represent the university in their achievements inside the classroom, on campus, in their careers and around the world.

Through 100 years of change, barriers and setbacks, women in agricultural economics have achieved successes and laid the foundation for future success of women in the field. These women exemplify the determination, passion and grit that epitomize the spirit of a Boilermaker and continually forge the way to achieving new heights in agricultural economics. An outstanding future lies ahead.

“As the future of our industry evolves,” current Agricultural Economics student Grace Hasler says, “some of the brightest and most passionate individuals leading the charge will be us – the new generation of women in agriculture.”

Spotlight on ...



Janet Armstrong: Dr. Armstrong was a professor in the School of Consumer and Family Sciences with a joint appointment in the Department of Agricultural Economics until 1980. She received the Junior and Senior Extension Specialist Awards for outstanding service and the Frederick L. Hovde Award of

Excellence in Educational Service. Her contributions to consumer economics were nationally acclaimed and adopted in numerous education programs.



Deborah Brown: Dr. Brown joined the department in 1983 and was a key instrument in the success of many students. She served as a vital link in hundreds of graduate student projects. In addition, she taught multiple courses, including the undergraduate econometrics course that she designed. She was also responsible for the Honors Program in Agricultural Economics.



Janet Ayres: Dr. Ayres served as a professor and Extension specialist after joining the department in 1977. She worked on building capacity of leaders and professionals to address change. She developed nearly 30 leadership development programs and initiatives totaling more than 100,000 participants. She received the John Niederman Rural Development Leadership Award, Purdue Agriculture Dean’s Team Award and the USDA Rural Business Cooperative Services Award of Appreciation.

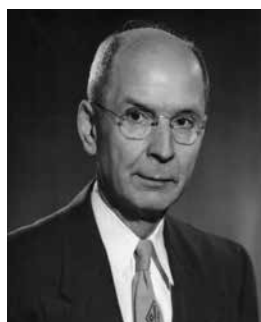


Sally Thompson: Dr. Sarahelen (Sally) Thompson was the first woman head of the Department of Agricultural Economics from 2002 to 2008. During her time at Purdue, she won the Violet B. Haas award for her efforts in facilitating the advancement of women in hiring. She also encouraged the inclusion of more female voices and participation on the department’s Farm Management Tour. Sally went on to serve as the Director of the USDA’s Market and Trade Economics Division and was most recently the Deputy Director of the Bureau of Economic Analysis.

10 in 100 – A century of visionary leaders

The primary role for the department head is to be the academic and visionary leader for the unit while upholding the tradition of excellence in teaching, research, Extension, and service in accordance with the land-grant mission. Since its beginning in 1920, the Agricultural Economics department has had 10 leaders, and each brought strengths, weaknesses, areas of expertise, and vision for the department's future.

By *Laura Olivia Barrett, Agricultural Communications and Agricultural Economics, Class of 2022*



Orson G. Lloyd (B.S.A., Utah Agricultural College, 1910; M.S., Wisconsin, 1912) was the first department head for what was then the Farm Management Department. Under his leadership the department transferred over to the title "agricultural economics." With an increase of

personnel to nearly 24, the department expanded to offer farm management, rural economics, marketing, and agricultural policy. Professor Lloyd was active as a teacher, researcher and Extension agent. He was department head from 1920 to 1946, then carried on as a researcher until his retirement in 1954.

for family farms to switch to commodity crops. He resigned in 1976, under pressure after offensive comments he made came to light. He came back to Purdue to be Dean Emeritus of the School of Agriculture. After his official retirement, Butz donated \$1 million to the Agricultural Economics department with no strings attached.



Lowell S. Hardin is known for his dedication to agriculture on an international level. Nicknamed the "international farmer," he was department head from 1954 to 1966, a professor in farm management, and an advocate for the advancement of Extension education. In

1965 he was offered the position of a lifetime with the Ford Foundation as senior agriculturalist. Hardin resigned as department head and spent the next 16 years traveling around the world with agriculture research centers, working with production agriculture to combat food insecurity in Third World countries. "I had no language skills, but I could talk to a farmer," Hardin said. "You'd get out your jackknife, you'd dig into the soil, and you'd look at the plants. You were communicating!" He, his wife, Mary, and their three children returned to West Lafayette in 1981. He became Assistant Director of International Programs in Agriculture at Purdue, serving his passion for global agriculture, and an emeritus professor of agricultural economics, continuing to be a mentor to students and colleagues alike.



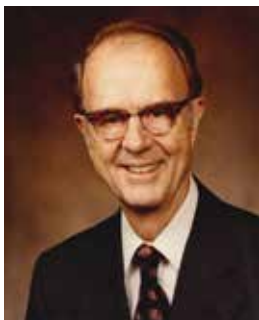
It seems fitting that the first Ph.D. graduate from Purdue Ag Econ came back as a department head. **Earl L. Butz** led the department for eight years (1946-1954). Upon stepping into office, self-analysis was the first item on his agenda. He focused on Ag Econ's early flaws: weak

representation in written works, such as journals or our own textbooks; little international recognition; no professional or theoretical research; and a graduate program that focused on practical studies rather than math and theory. Butz went on to be the Secretary of Agriculture for the Nixon and Ford administrations during the 1970s. He re-engineered ag policy and the New Deal, with a mindset of "get big or get out"



Charles E. French was our first non-Indiana resident department head. A Missouri farm boy, French finished his bachelor's and master's degrees at Missouri University after serving in the Army Air Corps as a fighter pilot and captain. He came to Purdue for his doctorate and was head

of the Ag Econ department from 1966 to 1973. At the close of his term, French moved on to the U.S. Agency for International Development and the National Academy of Science. During the Carter administration he served as study director for food and nutrition in the Executive Office of the President. He returned to university teaching and administration as director of the Institute of Agribusiness in the Leavey School of Business and Administration at Santa Clara University. His impact on agricultural economics was lived through mentoring students, developing courses, writing for scholarly journals, and encouraging development against world hunger.



Paul L. Farris was an Indiana farm boy who came to Purdue for his undergraduate degree after serving in the military during World War II. He continued his education at the University of Illinois and then Harvard for his master's. Farris came back to Purdue after graduation

to work with graduate students in agricultural economics, marketing, prices and policy. He also served on the USDA Economic Research Service and National Commission on Food Marketing. From 1973 to 1982, Dr. Farris served as department head. After his term, Farris went back to USDA, working with the cooperative state research service. He was an early member of the AAEA Foundation Governing Board, was Board President in 1987-88, and was elected as an AAEA Fellow in 1988.



William D. Dobson highlights his six-year tenure (1982-1988) as continuing strong programs while developing new ones. "My tenure as Department Head coincided with a farm recession in Indiana. Under the leadership of Professor Freddie Barnard and others we created, and distributed to farmers,

farm finance information that helped them weather the difficult financial times." One of his biggest projects was establishing the Center for Agricultural Business (later renamed Center for Food and Agricultural Business) which offered innovative instructional and research programs and became a model for centers established in more recent years in the department. Dobson hired many notable Ag Econ staff, such as Jay Akridge, Thomas Hertel, and Wallace Tyner.



Who says professors don't have a sense of humor? A gathering in the early 2000s brought together former Ag Econ department heads and professors that who had moved on to administrative roles across the university. (Top L-R: Lowell Hardin, Don Paarlberg, John W. Hicks III, Dick Kohls, Earl Butz; Bottom row: J. Carroll Bottum, Paul Farris)



During **Wallace E. Tyner's** 13-year term as head (1989-2002), the Ag Econ department grew in stature nationally and internationally. Faculty members took on two major award-winning Extension projects, Indiana Agriculture 2000 and Food System 21. The department grew internally

with the launch of the Global Trade Analysis Project and the Executive MBA program. In total, Tyner spent 42 years at Purdue building an outstanding global reputation for his research in energy, agriculture, climate, and natural resource analysis, and applying it to current issues. He had more than 325 professional papers in these areas, including three books and 115-plus journal papers, published abstracts, and book chapters that have been cited more than 7,000 times. He was regularly interviewed by major media outlets and earned the trust of leaders around the world. He died unexpectedly in 2019. "Wally was a wise and trusted advisor to policymakers, businesses leaders, generations of students and, of course, his friends and colleagues," current Department Head Jayson Lusk said. "Our department would not be where it is today without his foresight, passion and servant leadership."



Sarahelen "Sally" Thompson was the Ag Econ department's first female head (2002-2008) and an advocate for women in agriculture. Dr. Thompson was a driving force for the increasing population of women in the department and received Purdue's Violet Haas Award for those efforts. During

her term, she also worked with Tom Hertel to hire some of the first research faculty in the department's GTAP center, worked alongside Joan Fulton to develop AICC INventures (a basis for the Purdue Institute for Family Business) and helped Jay Akridge establish a solid financial footing for the MS-MBA program.



Kenneth A. Foster placed an emphasis on increasing the quality and quantity of research output and its visibility during his time as department head (2008-2017). That played a large part in the department's fourth-place global ranking in the area of Agricultural Economics

and Policy by the Center for World University Rankings during his final year of tenure. Another outstanding benchmark was reached in this time period: Along with a doubled budget, the undergraduate program grew from roughly 375 to 600, and an increased percentage were female. This was during a time when ag econ programs around the country were consolidating and financial university support was shrinking. He played vital roles in launching the Center for Commercial Agriculture, Institute for Family Firms, Beck's Floor in Agricultural Economics, new Ph.D. curriculum, and the Director of Communications position. Foster remains at Purdue as professor of courses such as Ag Price Analysis and Applied Time Series.



Nearing his third year as department head, **Jayson Lusk** (2017-current) has continued the department's high level of success. In the past few years, the department graduated more undergraduate *and* graduate students than any other department in the College of

Agriculture. The department has been fortunate to partner with generous department donors such as Schrader, Clearing Corporation, the Halderman family, and many others to support student scholarships as well as fund a major renovation to the fifth floor of Krannert to create a new undergraduate advising center. Looking toward the future, Lusk is focusing on student enrollment and curriculum, renovating the department's common areas and facilities, a consolidated home for GTAP, grad student funding solutions, stakeholder relations, and the celebration of 100 years of Ag Econ.

Purdue-Viçosa project provides a launching point for international development endeavors

In 1958, Purdue would devote substantial manpower to implementing a U.S. Agency for International Development (USAID) contract to establish a land-grant institution at the agricultural school of Viçosa in Minas Gerais, Brazil. From 1958 to 1973, more than 54 Purdue faculty members, many recruited by Ag Econ Department Head Lowell Hardin, would travel to Viçosa on two-year terms to provide advanced degree training to those living in the area. As a result of the program, the Viçosa area saw a remarkable transition and during that time, more than 90 Brazilians earned graduate degrees and over 300 more earned advanced degrees. The institution, now the Federal University of Viçosa, is still considered one of the best universities in South America.

Many notable Ag Econ professors who participated in the partnership said their time in Viçosa made a significant impact on their careers. The following is a look at the careers of four researchers who spent time in the Viçosa area and how the project influenced their future endeavors in international development.

By Kami Goodwin, Marketing and Communications Specialist for the Agricultural Economics Department, with input from Professor Emeritus Jess Lowenberg-DeBoer and Professor John Sanders

For Department Head Lowell Hardin, the experience was influential in his decision to make international development a full-time career. He eventually left Purdue to work with the Ford Foundation and later helped bring about the Consultative Group for International Agricultural Research (CGIAR), which now includes 15 international agricultural research centers in developing countries. Agricultural economists, including many trained at Purdue, helped these centers recognize the need to understand the economic and social context of agricultural innovation. Hardin returned to Purdue as an emeritus professor and served as an advisor to International Programs in Agriculture (IPIA) and mentor for young faculty and graduate students interested in international development.



Department Head Lowell Hardin recruited many faculty members for the Viçosa project.



Examining corn on a farm in Minas Gerais, Brazil



Dr. **Ed Schuh** maintained strong ties with Brazil throughout his career. He would return to the country to train researchers and help develop the Empresa Brasileira de Pesquisa Agropecuária (EMBRAPA), a national agricultural research system whose mission is to

provide technology for the sustainable development of Brazilian agribusiness. For his efforts, he received Brazil's highest scientific award, the National Order of Scientific Merit, equivalent to the U.S. Presidential Medal of Freedom. A student of Dr. Schuh, Eliseu Alves, ran EMBRAPA and was responsible for sending a generation of EMRAPA and Brazilian University economists to the U.S. for graduate training, primarily at Purdue.



Professor **D. Woods Thomas** became the first director of Purdue's International Programs in Agriculture in 1962, largely to manage the Purdue-Viçosa project but also to institutionalize international activities among Purdue agriculture faculty.

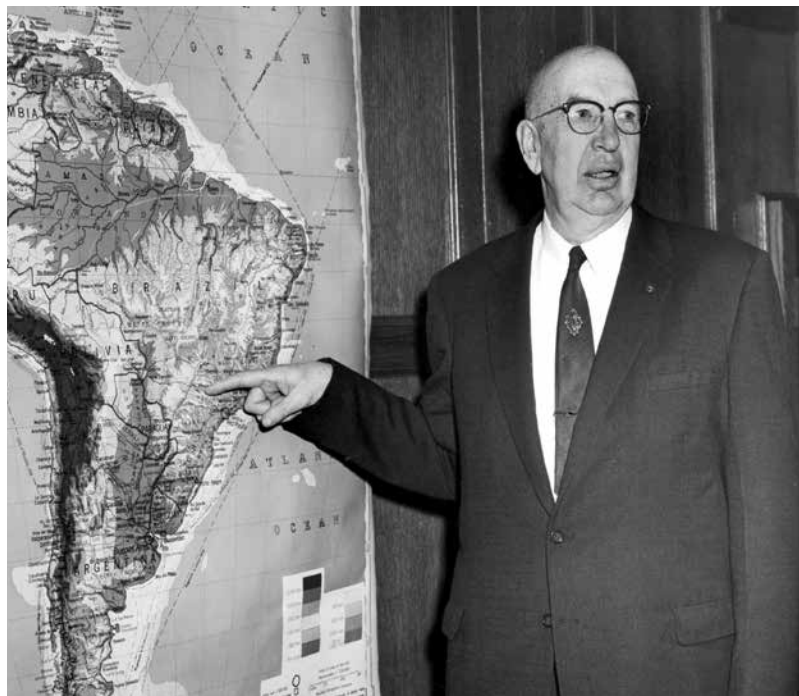
The program itself became

a role model for international engagement for the whole university. Thomas brought in millions of dollars in grant funding, making it possible for Purdue agriculture faculty to build careers that included international research and capacity building. In particular, he played a key role in the development of the Collaborative Research Support Programs (CRSPs), which were the main mechanism for a USAID partnership linking land-grant universities and national agricultural research centers in developing countries from the late 1970s until the present time. The CRSP idea continues to the present day as USAID-funded innovation labs.



Robert (Bob) Thompson (M.S. 1969 and Ph.D. 1974) was a graduate student as well as a visiting professor at Viçosa while collecting data for his Ph.D. dissertation. After graduation, Bob spent the next 19 years as an Ag Econ faculty member, serving his final six years as Purdue's

Dean of Agriculture. He reorganized the curriculum and encouraged faculty, staff, and students to engage in international activities, resulting in a 10 percent increase in international experiences by students. After Purdue, he became CEO of Winrock International Institute for Agricultural Development, leading efforts to refocus the mission on increasing agricultural productivity and rural employment, while protecting the environment. He was also a senior staff economist for the President's Council of Economic Advisors, the USDA Assistant Secretary for Economics, and World Bank Senior Advisor for Strategy and Policy.



Lyn Robertson, 1st Chief of the Party for the Purdue/Brasil/USAID project, was the first agricultural economics faculty member to take a long-term assignment to the Viçosa area.

Snapshot of international development work at Purdue

Based on efforts of Hardin, Thomas, Schuh, Thompson and many, many others, international development work continued in the department and across the college. Here is a snapshot:



Professor Emeritus **Jess Lowenberg-DeBoer** led the supply chain development of triple layer hermetic bags, originally developed by Larry Murdock of the Entomology Department of Purdue, to control the devastating effects of storage insects on cowpeas in West and Central Africa.

Murdock's research and Lowenberg-DeBoer's push to get this technology into the hands of farmers led the way for how the department and the profession focused on research and funding in the economics of post-harvest technology. His later work helped build a foundation for the Purdue Improved Crop Storage Project (PICS) that continues to be studied today.



A known leader in the economics of post-harvest innovations using randomized controlled trials and other cutting-edge methodologies, Dr. **Jacob Ricker-Gilbert** has conducted research estimating the economic returns to subsidies for inputs (inorganic fertilizer and hybrid seeds)

for small-scale farmers in Malawi. His outreach and research led the World Bank and other donors to make recommendations to the Malawian government to make the subsidy programs more effective and financially sustainable by targeting subsidized fertilizer and seed to farmers who will use the inputs rather than re-sell them.



Dr. **John Sanders** worked his entire Purdue career with the INTSORMIL CRSP on sorghum and millet research. He has collaborated with West African, Sudanese, Ethiopian, and Central American researchers and trained African and Latin America graduate students. He received

awards for collaborative research from Purdue and from the Malian agricultural research center for his contributions to Malian agriculture. With his graduate students, Sanders produced a widely cited book on introducing new agricultural technologies to semi-and sub-Saharan African agriculture.



Dr. **Gerald (Jerry) Shively** is a professor of agricultural economics and the Associate Dean and Director of International Programs in Agriculture (IPIA) for the college. He has conducted research on a wide range of topics related to poverty, food security, nutrition, economic

development and the environment in developing regions of the world. A majority of his research focuses on household land and labor allocation in marginally productive agricultural areas. He is a Faculty Fellow for Global Affairs in Purdue's Office of Corporate and Global Partnerships, a member of the executive committee of the Purdue Center for Global Food Security, and an affiliate of the Purdue Center for the Environment and the Purdue Climate Change Research Center.

Honoring the life and legacy of James C. Snyder



For 45 years, the James C. Snyder Memorial Lecture has been the signature event for the Department of Agricultural Economics at Purdue University. The lecture takes place each spring and draws experts in agricultural economics, agribusiness, and related fields. It allows staff, students, and the public to interact and hear from top professionals in the

industry. The event, named for the late Dr. James (Jim) Snyder, honors his work ethic, breakthroughs in ag technology, and impact on the department, College of Agriculture, Purdue University, and beyond.

Dr. Snyder was born and raised on a dairy farm in Ontario, Canada, and a passion for agriculture was instilled at an early age. In 1953, after completing undergraduate work at Ontario Agricultural College, now University of Guelph, Snyder enrolled at Purdue to study agricultural economics, earning a master's degree (1956) and Ph.D. (1962). Dr. Snyder was hired as an instructor in the department and quickly gained prominence for his work with students and, most notably, his breakthroughs: applying modern quantitative decision procedures and computer modeling to the problems of agricultural businesses. Jim was able to successfully develop a compacted matrix approach to solving large and complex computer problems. However, in 1974, Jim's life was cut short. As a tribute, in 1975, department staff created the James C. Snyder Memorial Lecture to encourage the same progressive ideology and innovative spirit they saw in Jim.

By Laura Olivia Barrett, Agricultural Communications and Agricultural Economics, Class of 2022

Yet, the legacy of James C. Snyder goes beyond Ag Econ and can be seen across Purdue's campus. East of campus, along the Wabash River, one of the bays in the Purdue Crew Boathouse is named for James C. Snyder. Though not a crew member himself, Jim's research had such an impact on the career of row team member James Rieth that when the time came, Rieth insisted that the bay be named for Dr. Snyder.

In April 2015, when a new supercomputer was installed on campus for use by the College of Agriculture, then Dean, now Provost, Jay Akridge recommended that the computer be named Snyder Purdue Community Computer Cluster, honoring Snyder's ingenuity in creating computer solutions to complex agribusiness issues.



Any success story has an amazing support system behind it. James C. Snyder's wife, Dr. Mary Ruth Snyder, grew up in rural Indiana. With a long Purdue family tradition, Mary Ruth earned her B.S., M.S., and

Ph.D. from Purdue. Mary Ruth had personal, family, and professional responsibilities, including 12 years with the Purdue Alumni Association and co-chair of the Class of 1953 Gift Campaign for the new reflecting pool. Yet she made time to support Jim with his research by typing papers, taking photographs, building presentations, and prepping him for his

speeches and trips abroad. She continued to attend the Snyder lectures until her death in 2018. Mary Ruth's father, Professor Noah Hadley, was an Ag Econ faculty member and partnered with Jim on several projects, including ambassador trips to foreign countries. While Hadley shared working solutions to farming problems, Snyder shared predictive outcomes on crops and livestock.

Dr. Jim Snyder's ideas were ahead of the time. The principles of bringing technology and big data into the agribusiness world continue to impact how the industry operates today. The lecture series hosts esteemed guests and speakers who inspire and encourage excellence.



Most recent Snyder Lecturers

- Jayson Lusk, 2019
- Keith Coble, 2018
- Daniel A. Sumner, 2017
- Robert L. Thompson, 2016
- Helen Jensen, 2015
- J.B. Penn, 2014
- Robert B. Zoellich, 2013
- Rob Paarlberg, 2012
- Thomas Hoenig, 2011
- Ian Sheldon, 2010
- Brian Wright, 2009
- Scott Irwin, 2008
- Jason Shogren, 2007
- Zoltan Acs, 2006
- David Downey, 2005
- Douglas Hedley, 2004
- Susan Offutt, 2003
- Victor Davis Hanson, 2002



Couldn't do it without them

Reflecting on staff who keep the department afloat

For 100 years, the staff of the Purdue Department of Agricultural Economics have been critical to the success and impact the department has had throughout Indiana, the nation and the world. Our staff are, and always have been, dedicated professionals who devote their career to Purdue Ag Econ. Their roles have ranged from clerical to computer support to advising and student services, to business services to program development and management. Outstanding professional service is the common theme.

Purdue Ag Econ staff have a reputation for longevity of service to the department. Some have spent their entire career working for the department. These individuals adapted over time, acquiring new skills and experience to serve the department in new and expanded roles. They grew to work with new computer and information technology, new economic modelling approaches, changing demographics, and new subject matter areas while always meeting their customers' needs. Many of our staff are employed as part of one of our centers and are highlighted in those stories. For this story, we highlight individuals for their service to the collective of the entire department. While only a few could fit within the constraints of these pages, scores of staff members over the past 100 years have provided outstanding service to the department.



Carol Wood was the Computer Services Manager for 27 years. "In her tenure, Carol was responsible for the computing network, hardware, and software for the entire AgEcon department, which saw numerous technological transitions and advances throughout

the years. Carol supported the department prior to the transition to AgIT governance, and while she was steadfast in her ways (to the chagrin of some users), she always ensured that everything was in

By Joan Fulton, Associate
Department Head and Professor
of Agricultural Economics



working order, responding promptly to issues. In the ever-evolving landscape of IT, where centralization has become mainstream, I and others who were used to Carol's immediate and direct attention and action quickly learned how spoiled we were to have a full-time employee in the department to address issues immediately. I worked closely with Carol for 12 years, learned much from her in that time, and hope I imparted a tidbit of knowledge to her as well. If nothing else, she picked up a few pointers in Photoshop." – Ginger Batta



Brenda Pearl had a 25-year career at Purdue, mostly as the office manager and department head secretary. "Brenda was the ideal person to greet visitors, as her happy disposition was very welcoming. She was also an outstanding support person for the department head. In

that position, a lot of confidential information and correspondence had to be handled. Brenda was completely trustworthy, extremely competent, very thorough and careful in her work, and really was one of those people who made the department a better place to work." – Wally Tyner



"Lou Ann Baugh was the graduate coordinator guru and mother of dragons for graduate students for decades (37 years to be exact)." – Larry DeBoer. "She was in AGECEC for 37 years, and helped 1,000+ students survive (I was one of them)." – Alla Golub. "Lou Ann – she was an institution." –

Wally Tyner. "LouAnn took on an adoptive parent role, helping many international students adjust to living in the U.S." – Linda Klotz



Kim Cook was the academic advisor to our undergrad students and retired in 2018 with 40 years of service. "Students referred to him as Uncle Kim. He provided a lot of helpful advice to freshmen and returning undergrad students. He was also our Mr. Fix-It who had a drawer of miscellaneous

hardware tools to fix almost anything broken." – Linda Klotz. "Kim was the kindest neighbor and also took great headshots (the reason behind our sane LinkedIn pictures)." – Kayenat Kabir



Jill Hufford is our business office lead and helps students, staff and faculty members with a multitude of tasks related to travel, billing, and reconciliations, just to name a few. "I don't know what I (or the grad students who travel a lot) would do without Jill," graduate student Kayenat

Kabir says. "She is patient and taught me how not to mess up funding, tracking expenses, and every other thing."



Kim Mullen has been the business office manager for the department since 1999. She received the Eleanor O. Kaplan Award for Exceptional Customer Service in Business Administration in 2004, and the College of Agriculture Business Office Service Award in 2012 and 2019. "Kim is a

TEAM Player," says Jill Hufford. "She has always been supportive and gracious in sharing her knowledge even when she is extremely busy! She treats the department financials like they are her own, showing how much she really cares. It truly has been a privilege to work and learn from her."



Marsha Pritchard is secretary to several faculty members and an assistant to one of our centers. "Marsha is the Radar of our department. She always anticipates what is required next and has it completed long before asked. Marsha is an unsung coworker who always goes beyond the norm

to truly help the department. Never whines and puts the department and coworkers' interest above her own. She brings joy and sunlight to our department and someone we will always lovingly remember." – anonymous faculty contributor



Judy Conner was a clerical support staff member for Tom Hertel, Phil Abbott and Chris Hurt when the GTAP center began. "It started with very limited resources, but big ambitions. Judy organized all the logistics for the first Annual Short Course as well as the first GTAP Board meeting, along

with supporting the graduate students working on this project. She did so without giving up any of her clerical tasks. Judy was my cheerleader and encouraged me through some of the challenging early days when we were trying to get things off the ground. Once the GTAP Consortium got under way, we were able to hire Judy as the Program Manager – a job which she embraced and pursued for more than a decade. She became the heart and soul of GTAP. Everyone knew Judy, and she was the glue that kept many people engaged and committed to the project. Her personal touches – be it running a visitor to the doctor's office, taking them to the mall, or helping them prepare a presentation – resulted in lifelong friendships." – Tom Hertel

7 centers

Over the years, Extension-type centers have been housed in the Department of Agricultural Economics.

Each center focuses on a specific aspect of the agricultural economy.

Their accomplishments are considerable.

Indiana Council for Economic Education (1954)

State Utility Forecasting Group (1985)

Center for Food and Agricultural Business (1986)

Center for Global Trade and Analysis Project (1992)

Center for Regional Development (2005)

Center for Commercial Agriculture (2012)

Purdue Institute for Family Business (2016)



ICEE works to increase economic, personal finance education

The Indiana Council for Economic Education, housed in the Agricultural Economics department at Purdue and celebrating 65 years of success, has grown to be a nationally recognized academic outreach program that aims to fill the need for economic education and financial literacy in Indiana's K-12 schools.

ICEE's mission, since its inception in 1954, is to prepare students to become active citizens and productive members of our economy by providing them with the ability to make sound economic decisions.

By Laura Olivia Barrett, Agricultural Communications and Agricultural Economics, Class of 2022, and Kami Goodwin, Marketing and Communications Specialist for the Agricultural Economics Department

As an outreach and engagement unit, most of ICEE's efforts and programming take place off-campus. Your children may have learned from an approach that a teacher discovered in an ICEE-sponsored workshop. For example, maybe your child participated in a classroom mini-economy, where students assume roles similar to those in a real-world economy. They have the opportunity to earn income through a classroom job and make financial decisions, such as how much to save for a goal and when to spend it. Students practice making decisions (where failure is a possibility) in a safe, supportive environment. Or maybe when you were in school, you worked on a team to manage a hypothetical portfolio of investments in a stock market simulation. Not only did you observe and participate in financial markets but you made savings and financial investment decisions. Those are just two of the evidence-based learning opportunities that ICEE promotes to K-12. Not only is the instruction interesting, the participants are better prepared for college, career, and civic decisions.



Financial and economic literacy changes the way people see the world and their roles in it. Students will be required throughout their lives to make economic decisions important for their own success, and to understand and make decisions about public policy issues. ... It is important to educate young people about an economy they will work in, benefit from, and ultimately inherit.

– Council for Economic Education, 2019

Then and now

- Olin W. Davis was ICEE's first director. Fred Hovde, John Hicks, Earl Butz, and George Davis – well-known Purdue administrators and professors – served on the first advisory board. Board members conducted summer workshops at Camp Limberlost in LaGrange County in northern Indiana and began to offer in-service programs for teachers and school administrators across Indiana. They also worked to provide materials, develop curriculum, and evaluate results for students and educators.

Early efforts influenced ICEE's approach of providing exemplary professional development for teachers that provides a better understanding of economic and personal finance concepts and application and demonstrates effective teaching methods. Today, teachers participate in ongoing events, such as Econ Camp; Energy, Economics and the Environment Workshop; and the \$mart Indiana Economic Education & Financial Literacy Conference.

- In spring 1971, Peter Harrington, ICEE's second director, was recruited to join the advisory board to help improve the program and build relationships with other universities. Harrington broadened the network of partners. ICEE now has a presence at 11 Indiana universities: Purdue, Ball State, Indiana State, IU East, IU Kokomo, IU Northwest, IU South Bend, IU Southeast, Purdue Fort Wayne, IUPUI and the University of Southern Indiana.
- Harlan Day was the third director, from 1997 to 2011. A former classroom teacher, he brought ingenuity to curriculum development. Harlan developed interesting and engaging ways of teaching economic concepts, especially those in elementary grades. Today, students across the country get hands-on

experiences learning through lessons he developed such as Playful Economics, the Classroom Mini-Economy, and Herschel's World of Economics.

- The ICEE team, under the leadership of Executive Director Jeff Sanson, continues the mission of enriching the economic education experience of Indiana students. Recent programs include: The High School Economics Challenge, The High School Personal Finance Challenge, The Stock Market Program, Classroom Business Enterprise Project, and The Econ Poster Contest. There are also plans to launch new programs, such as Family Financial Fun Nights and Invest in Girls.

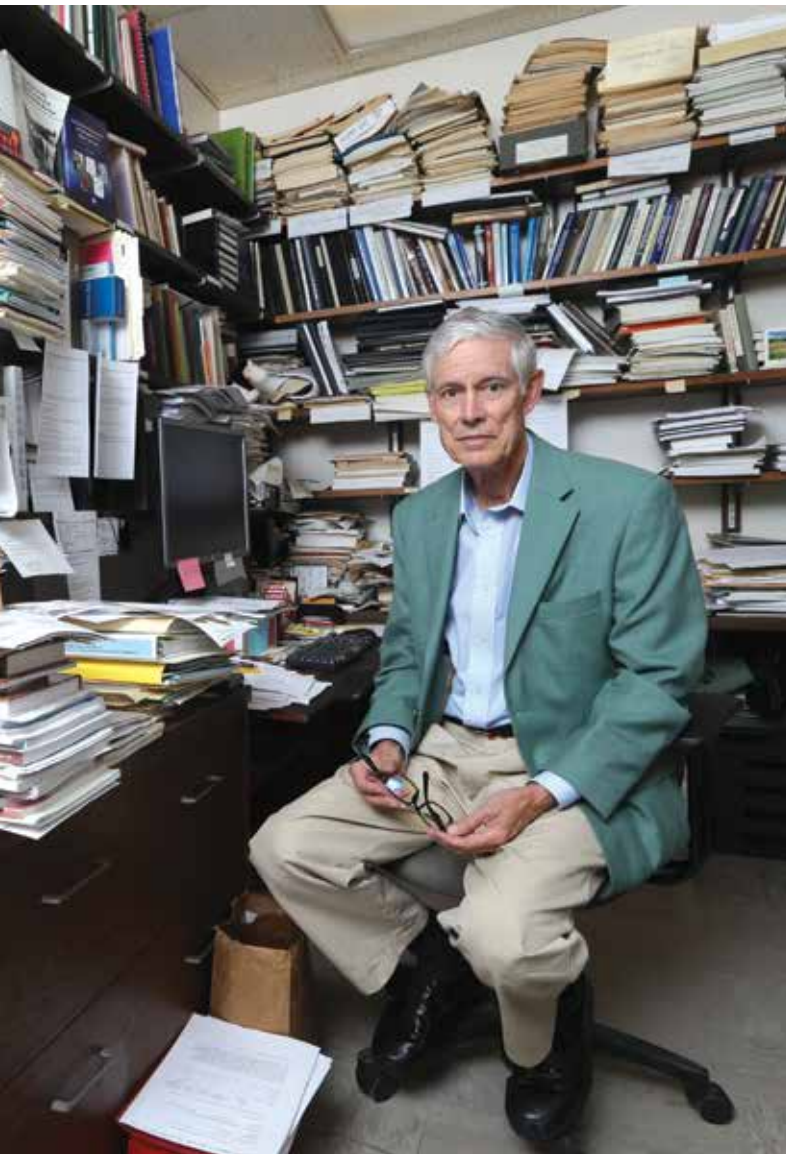


Indiana Gov. Robert D. Orr (1981-89) and Peter Harrington, ICEE's second director.

Professors pull fuse on electricity overcapacity in Indiana

In the early 1980s, a disaster was brewing. The electric utility industry faced an excess of generating capacity due to an oil embargo that disrupted energy prices and substantially decreased the growth in electricity demand. At the time, two nuclear plants, Bailly, near the Indiana Dunes National Lakeshore, and Marble Hill, near Hanover, Indiana, were seeing cost increases, insufficient funds, and a decreased need for energy generating power, leading to the eventual abandonment of both plants. In fact, the Marble Hill project bankrupted a part owner, Wabash Valley Power Association, leaving shareholders and Public Service of Indiana to absorb a large portion of the \$2.5 billion already spent.

By Otto Doering and Paul Preckel, Professors of Agricultural Economics, and Kami Goodwin, Marketing and Communications Specialist for the Department of Agricultural Economics



To prevent this from happening in the future, then-Gov. Robert Orr appointed a committee tasked with finding a working solution to Indiana's overcapacity problem. Agricultural Economist John Huie was the governor's point person, and Otto Doering and Wally Tyner joined him on the panel. One of the conclusions was that the state needed to improve its ability to forecast future electricity needs. The state had been largely dependent on the forecasts provided by public utilities. A group of legislators led by Sen. Mike Gery from Lafayette asked Doering if Purdue would be willing to take on the task of providing independent utility forecasting for the state. It was felt that Purdue's involvement would provide for a nonpartisan, non-biased analysis of the problem and, at the time, Purdue was the one place where the technical capacity to do the forecast could be assembled.

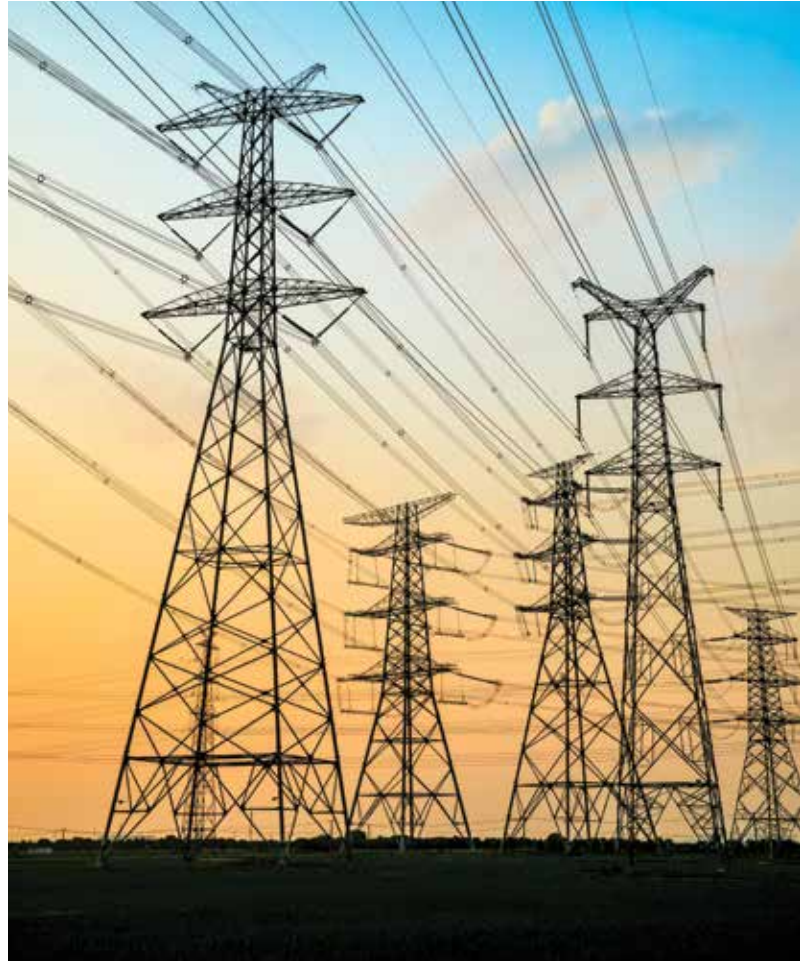
Doering's initial response was that there was no way the university would be willing to take on the responsibility for forecasts. He worried that it would result in certificates of need that might end up like Marble Hill. However, the next day, he received a call from Purdue President Steven Beering, congratulating him on accepting the task of creating a forecasting group for Indiana's electricity needs.

When asked why Doering was chosen, Tyner, who worked with him from the early stages in the project, said, "Otto has an amazing ability to help these types of groups make progress, and he has the skill to help them find common ground, even when it appears there was none. It was a real education watching him get those with diverse interests focused on determining what the state of Indiana needed to do in the future."

The newly created Purdue group, called the State Utility Forecasting Group (SUFG), was thus charged with developing a methodology for forecasting the probable growth of electricity usage in Indiana and a plan to meet those future requirements. While other states across the U.S. continued to be plagued by excess generating capacity and questions about who should pay the bill, the Indiana legislation was crafted to avoid some of those flashpoints. For example, the SUFG developed the methodology used in forecasting and solicited input from consumers and producers of electricity before making recommendations. By taking this path, stakeholders were able to voice their concerns and catch omissions or mistakes before the official recommendation was released.

The SUFG's first forecast was delivered to the Public Service Commission on schedule in 1987. Not surprisingly, it showed that the economic demand for electricity had really slowed down (as was true across much of the country) and that Indiana was going to face a period of years when it would have excess capacity, even without Marble Hill. This was in contrast to previous engineering-based forecasts that had indicated steady growth in demand based on the history of the past.

Since then, the State Utility Forecasting Group has done regular biannual forecasts as well as annual renewable resource studies. The group also did a number of additional EPA regulatory impact studies, analyses of electricity deregulation when the state was considering that alternative, and natural gas modeling as that fuel became critical to a greater proportion of the state's generating capacity. More recently, the group's attention has focused on the structure and function of electricity markets and the role of speculators in particular. The group's activities have expanded its coverage, providing forecasting services to the Midcontinent Independent System Operator, a region encompassing 15 states in the



Midwest and South and one province in Canada. The State Utility Forecasting Group has funded and helped provide supervision for more than two dozen master's students and two dozen Ph.D. students in engineering and applied economics. These students have gone on to hold positions across the spectrum of the utility industry, its regulators and national laboratories.

The group has remained at Purdue since its founding but has shifted over the years from its home in Agricultural Economics, under Otto Doering until 1990, to Tom Sparrow and eventually Ronald Rardin in Industrial Engineering. In 2007, the group shifted to the Energy Center in Discovery Park with Paul Preckel of the Department of Agricultural Economics as director.

Disrupting the Disruptions

Disruption has long been a part of the food and agribusiness industry, and it will inevitably continue to extend its touch throughout time. Digital agriculture, increasing consumer demands, lab-grown meat and Blockchain are simply a few of the changes making their way down the pike. The true challenge comes in preparing ourselves for what the future is to bring. How does one overcome what disruption throws their way? That's where the Center for Food and Agricultural Business comes in to serve as a disruptor to the disruptions.

The Center for Food and Agricultural Business entered into the disruption game in 1986 when Dr. Dave Downey recognized a gap in educational opportunities targeted for agribusiness professionals. With disruption facing the industry, there was a need for an international resource for the food and agribusiness industries—something not previously done. Thirty-three years ago, the Center was born with a mission to provide innovative and relevant solutions and strategies to food and agribusiness professionals, helping them navigate the complex dynamic of the agri-food system.

Dr. Downey began the Center with one dream and a part-time assistant. Downey believed that the most important aspect of this new venture was to help people. With an emphasis on listening to the customer, Downey allowed them to define the value they wanted to receive, and he used that information to create programs that exceeded their value expectations. In its early days, the Center provided a handful of open enrollment professional development programs and custom programs tailored to meet company-specific needs.

While it was uncommon at the time for a university to require a fee to attend professional development courses, this challenge, along with the traditional approach of limiting programming to specific geographical areas, were ones Downey was prepared to face. Soon, the innovative structure of the Center was noticed. Other universities tried their hand at agribusiness programs of similar design, but ultimately failed to launch or stay afloat.

*By Torrie Ward, Communication and Marketing Specialist,
Purdue University's Center for Food and Agricultural
Business*



Dr. Michael Boehlje leads a discussion.



Listening to the customer was a paramount concern for Dr. Dave Downey.

In no respect was the creation of the Center an easy task, and many small battles had to be waged along the way. These small battles were critical in generating big impacts, and they were what set the Center apart from all others. Recognizing that the Center could learn as much from the industry as the industry could from it, the Center set the standard for delivering highly professional, first-class programming.

As years progressed, demands increased and the industry changed, the Center gradually continued to make its presence known by adopting additional resources to keep food and agribusiness professionals on the cutting edge. An example was the Executive Master of Business Administration (EMBA) in Agribusiness, launched in 1999. This program has since evolved into the MS-MBA in Food and Agribusiness Management Program (MS-MBA), which is offered in partnership with Indiana University's Kelley School of Business. With each new disruption in the market came the design and development of innovative solutions from the Center. State-of-the-art professional development content in marketing, finance, strategy, sales and talent now fill each program and opportunity offered.

In 1993, Downey and his staff unveiled what is now the widely recognized Large Commercial Producer (LCP) survey that explores how the fundamental attitudes of commercial producers impact their buying decisions. The LCP survey presents sought-after, revolutionary findings on what implications these behaviors have on the way agribusinesses market and sell to commercial producers.

For more than three decades, the Center for Food and Agricultural Business has played an integral role in the food and agribusiness industry on a national and international scale, including providing professional development courses to the U.S. Secretary of Agriculture. Driven by results and powered by passionate faculty and staff, the Center has served as a disruptor in the way professional development opportunities are viewed at a public institution.

Four trailblazing faculty members have held the title of director in addition to Downey: Dr. Jay Akridge, Dr. Allan Gray, Dr. Michael Gunderson, and Dr. Scott Downey. A full-time, skilled staff of 12 now aid in developing innovative open enrollment and custom programs, degree offerings and research. In

keeping with the trend of disruption, recently the hierarchical organization of the Center was flattened and encouraged a team approach to each project and initiative.

This year, staff roles shifted, strategic plans were reevaluated, new programs and strategies were put into place, new faculty have been incorporated into programs, and additions were made to the Center team. Executive Director of the Center and Director of the MS-MBA program, Dr. Allan Gray, has spent months in Brazil on research assignment, studying the mechanisms used to align participants in more sustainable food and agriculture supply chains.

The Center is proud to offer more than 120 days of seminar and workshop opportunities throughout the year to professionals around the globe. More than 16,000 food and agribusiness professionals have taken part in Center offerings and have gone on to make Giant Leaps in the industry. Strong leadership, a dedicated staff and an unwavering focus have led the Center to where it stands today—recognized as the world's leading continuing education program for agribusiness professionals—and paved the path for an even brighter future. Moving forward, it is certain the world will continue to rapidly change, and advances in groundbreaking technology will continue to happen. And it is certain that the Center will continue to remain one step ahead.



Associate director Betty Jones-Bliss joined the Center in 1989.

Leadership Team



Dr. **Scott Downey** is a professor in the Department of Agricultural Economics and Director of the Center for Food and Agricultural Business. Scott teaches in many Center programs and serves as a frequent speaker and consultant for agribusiness industry sales teams. Scott

received his bachelor's degree and Ph.D. at Purdue University and his MBA from Cal Poly in San Luis Obispo, California.

"I am proud to serve as the director of a team that has had a long history of serving agribusinesses in the U.S. and around the world. I am humbled by the support we have received from industry for more than 30 years. As I look toward the future of the Center for Food and Agricultural Business, it seems clear that bringing world-class education and insights to food and agribusiness professionals in the coming years is more important than ever. As the Department of Agricultural Economics moves into its next 100 years and beyond, it is exciting to think about the new tools we will have available to serve both producers and those who serve them. I am confident that our team is ready to take on these challenges." – Dr. Scott Downey, Director and Professor



Aissa Good is an associate director for the Center for Food and Agricultural Business. She has been with the Center since 2002. Aissa joined the leadership team in 2018 and works to cultivate client relationships and curriculum development in collaboration with client management and

program faculty. Aissa holds a bachelor's degree in agricultural business from Middle Tennessee State University, a master's degree in agricultural economics from Purdue University and an MBA from the Indiana University Kelley School of Business.



Betty-Jones Bliss is an associate director at the Center for Food and Agricultural Business. She joined the Center shortly after it was founded in 1989. Betty directs the development, design and delivery of custom educational solutions that meet the needs of corporate clients. Betty

earned a bachelor's degree in consumer affairs and a master's in higher education administration, both from Purdue University.

Faculty Thought Leaders



Dr. **Mike Boehlje** is a distinguished professor in Agricultural Economics and the Center for Food and Agricultural Business. He has established a widely recognized name teaching in the MS-MBA program, with the fundamental focus of his work being to integrate

concepts of economics, finance and strategy to solve problems of farm and agribusiness managers. His work has attempted to extend and apply modern management concepts of systems analysis, process control, transactions cost, strategic positioning, real options and supply/value chain management to the food production, processing and distribution system.



Dr. **Brady Brewer** is an assistant professor in the Department of Agricultural Economics and the associate director for scholarship and engagement in the Center for Food and Agricultural Business. Brady's teaching responsibilities include the undergraduate agribusiness

management course and teaching in Center programs. His research agenda includes the broader topics of agribusiness and profitability, agricultural finance, and production/supply chain issues. His Extension program includes educating farmers on credit concerns and

lending, and working with agricultural banks. Brady received a B.S. from Oklahoma State University and an M.S. and Ph.D. in agricultural economics from Kansas State University.



Dr. **Dave Downey** founded and serves as the executive director emeritus for the Center for Food and Agricultural Business. He is responsible for the development of executive and management education programs for a wide array of companies, trade associations and public programs. Dave

is also a professor emeritus of agricultural marketing. He has been deeply involved in the Large Commercial Producer survey and helped develop Purdue's major in agri-sales and marketing, the first program of its kind in the country. He has received four major teaching awards from Purdue and two awards from the American Agricultural Economics Association, published three widely accepted books, and recently co-authored a new book.



Dr. **Allan Gray** serves as executive director of the Center for Food and Agricultural Business and director of the MS-MBA in Food and Agribusiness Management program. Allan was a previous director of the Center and joined the Agricultural Economics faculty in 1998. As

executive center director, Allan develops executive and management education open-enrollment and custom programs. For the MS-MBA program, he provides strategic direction and oversees the online dual-degree program. Allan is a key researcher on the Large Commercial Producer survey.

Mission

The Center for Food and Agricultural Business supports Purdue University's mission by helping people in the food and agribusiness industries improve their management competencies to take on the challenges and opportunities of a dynamic and complex agri-food system. We provide innovative and relevant professional development experiences, advanced degree programs and applied research to the industry. We ensure utmost relevance through deep linkages with industry, a world-class faculty, and a professional staff with unmatched research, design, development and delivery capabilities.

CAB Timeline of Directors

- Dr. Dave Downey: 1986 – 2000
- Dr. Jay Akridge: 2000 – 2007
- Betty Jones-Bliss (Interim Director): 2007 – 2009
- Dr. Allan Gray: 2009 – 2018
- Dr. Michael Gunderson: 2018 – 2019
- Aissa Good (Interim Director): 2019
- Dr. Scott Downey: 2020 – Present

Open Enrollment Program Timeline

- ASTA Management Academy: 1986
- Agribusiness Marketing: Strategic Agri-Marketing: 1989
- National Conference: 1992
- Market Planning for Field Marketers: 1993
- Sales Management and Leadership: 2006
- Precision Selling: 2006
- ARA Management Academy: 2007
- Purdue Food and Agribusiness Executive Summit: 2008
- Agribusiness Finance for Non-Financial Managers: 2010
- Managing Talent to Win: 2016
- Agribusiness Marketing: Building the Foundations of Agri-Marketing: 2017

MS-MBA Program in Food and Agricultural Business

In 1999, the Executive Master of Business Administration (EMBA) became the first executive MBA in Agribusiness offered in the United States. The program was established in response to ongoing professional development needs of food and agribusiness professionals. Prior to the EMBA, professionals in the industry lacked, without disrupting their careers, a top-tier graduate degree option that offered a food system focus with a global perspective.

The rapidly growing need for highly trained professionals who had strong management capabilities and were well-grounded in the economics of agriculture continued to be abundantly clear. In 2005, a new partnership with Indiana University's Kelley School of Business was formed under the leadership of Dr. Jay Akridge, then Center for Food and Agricultural Business Director and current Provost and Executive Vice President for Academic Affairs and Diversity. This partnership created what we know today as the MS-MBA Program in Food and Agricultural Business (MS-MBA), a dual-degree program featuring an M.S. from Purdue and an MBA from IU.

The MS-MBA program has played an integral part in preparing graduates for industry leadership in the complex food and agribusiness marketplace. Many graduates have gone on to make a vast impact in both the food and agribusiness industry and the world.

Alumni Spotlight



Chris Novak is the president and chief executive officer of CropLife America (CLA). Established in 1933, CLA represents developers, manufacturers, formulators and distributors of plant science solutions for agriculture and pest management. Novak earned

a bachelor's degree from Iowa State University, a law degree from the University of Iowa and a master's in business administration from Purdue University.

"I had already been back to school for an advanced degree in law, but when Vic Lechtenberg—Purdue's Dean of Agriculture at the time—described the Executive MBA Program (now MS-MBA), I knew it would be a perfect fit for what I wanted to do within my career. Fifteen years later, I am still grateful for that chance encounter with Dean Lechtenberg. From Dr. Mike Boehlje's passion for helping students understand the economic implications of farm and trade policy to Dr. Allan Gray's help in understanding statistics and Dr. Jay Akridge's guidance on developing clear strategies and setting BHAGs, the learnings from the program continue to be a part of my daily work life. I continue to look to the Purdue community for guidance and leadership on critical issues facing agriculture and the crop protection industry." – Chris Novak, 2003 alumnus



Patricia Stroup is the global vice president and head of commodities procurement for Nestlé, the world's largest food and beverage company. Stroup directs physical material purchasing, market research and price risk management. Her team supports iconic brands such as Gerber, Purina

Petcare, Häagen-Dazs, Starbucks, and KitKat. Stroup focuses on bringing consumer insights to farmers and suppliers so that they are prepared to engage in rapidly changing consumer preferences.

"My experience in the MBA—now MS-MBA—program was really a turning point in my career. It enabled me to turn my science and communications education and experience into a true end-to-end business mindset. The international aspect of the program also piqued my interest in food production and supply chains outside of the United States and their implications for U.S. agriculture. I truly believe that I would not have the career I have today if it were not for this program. Thank you, Purdue family, and Boiler Up!" – Patricia Stroup, 2005 alumna

Founders – Center for Food and Agricultural Business & the MS-MBA Program



Dr. Dave Downey, Executive Director Emeritus and Professor Emeritus

After finding a gap in professional development programs and opportunities for agribusiness professionals, Dr. Dave Downey founded the Center for Food and Agricultural Business. Food

and agribusiness professionals from around the globe attend Center programs for cutting-edge, quality professional development. Dr. Downey's efforts and teachings have vastly impacted the food and agribusiness industry, and he is widely known around the world as an agribusiness consultant. He now serves as the executive director emeritus for the Center and is responsible for the development of executive and management education programs for an array of individual companies, trade associations and public programs.

"The land-grant university system has contributed to building a strong nation and provided invaluable assistance to farmers as complexities and technology rapidly emerged over time. Years ago, it was critical to establish the Center for Food and Agricultural Business to create a space for agribusinesses to gather management tools to stay ahead of the demands of their farmer customers, and with a dedicated faculty and staff, we have been successful. Our world will most certainly continue to change rapidly. I fully anticipate that the years ahead will continue to bring growth and innovation to the Center in all capacities. The Center approaches the world with openness to teach and be taught, which gives us a platform to succeed in the demanding future."

– Dr. Dave Downey, Executive Director Emeritus and Professor Emeritus



Dr. Jay Akridge, Provost and Executive Vice President for Academic Affairs and Diversity

From 2000 to 2007, Dr. Jay Akridge served as the director for the Center for Food and Agricultural Business and led the development of the Executive Master of Business Administration (EMBA)

program. During his tenure, Dr. Akridge witnessed an increasing need for graduate education from working professionals. Under Dr. Akridge's leadership, the EMBA in Food and Agricultural Business was launched in 1999 in partnership with the Krannert School of Management. In 2005, the EMBA program was transitioned to the MS-MBA in Food and Agricultural Business (MS-MBA). The MS-MBA is a dual-degree partnership with the Indiana University Kelley School of Business; participants can obtain an MS in Agricultural Economics from Purdue and an MBA from IU. The program allows students, in only 27 months, to continue uninterrupted work in their careers through courses that are 85 percent online. The program has been a tremendous success and assisted in establishing a multitude of top leaders in the food and agribusiness marketplace.

"My time with the Center for Food and Agricultural Business is a true highlight of my professional experience. Serving for many years as Associate Director when Dr. Dave Downey was Director, then as Director of the Center, I had the opportunity to work with some amazing faculty and an equally amazing team of staff members to bring Purdue University to the food and agricultural input industries. The Center's MS-MBA program is an integral part of its mission to be the partner of choice for professional development experiences, advanced degree programs and applied research to help prepare food and agribusiness managers for leadership roles. An industry-specific focus on agriculture paired with an MBA provides program participants around the globe an innovative, unmatched educational experience."

– Dr. Jay Akridge, Provost and Executive Vice President for Academic Affairs and Diversity

Born of frustration, GTAP still adding to its global reputation

Searching for a common language for global economic analysis, Tom Hertel, Distinguished Professor of Agricultural Economics and founder of the Global Trade Analysis Project (GTAP), set the standard for how economists harness, collect, and analyze data from around the world.

“The GTAP project was born out of frustration,” Hertel admits. “Before GTAP was created, researchers had to reinvent the wheel each time they wanted to obtain and reconcile global economic data. Needless to say, this proved very time-consuming and limited the effectiveness of most policy-oriented projects in the global computable general equilibrium (CGE) arena.

“By the end of the one to two years it typically took to come up with a credibly parameterized model, sympathetic managers and decision makers had generally moved on to other interests, and even other positions.”

Inspired by a project in Australia, Hertel collaborated with other economists to bring an open source format to the field of CGE modeling. He created a small team, based at Purdue, to develop the GTAP Data Base. With that database, analysts are all using the same data and advanced tools to conduct research.

“By providing a common, widely accepted, analytical data base for global economic analysis, GTAP allows economists to respond quickly to emerging issues,

By Laura Olivia Barrett, Agricultural Communications and Agricultural Economics, Class of 2022, and Kami Goodwin, Marketing and Communications Specialist for the Department of Agricultural Economics

focusing their scarce resources on what really matters,” said Hertel. GTAP is a testament to Purdue’s dedication to making a global impact. It has harnessed a universal communication barrier, allowing its founders to create a credible source of information. This system made it easier for people worldwide to understand the reality of the economy on a global scale.

GTAP has expanded into a globally respected agriculture sector and commodity data set, revolutionizing the way trade is analyzed today. Currently more than 19,000 researchers across 176 countries collaborate on the project.

GTAP’s impact on economic analysis and trade practices has provided for monumental strides in economic analysis and trade practices in countries across the globe. “GTAP has helped to not only structure but also liven intergovernmental discussions among African countries on matters of regional integration and trade agreements at bilateral, regional and global level,” said Dr. Stephen Karingi, United Nations Economics Commissioner for Africa. “African countries have therefore been able to have a common voice, given the prioritization of issues that analysis using GTAP has been able to deliver.”

The network that GTAP created has opened doors and made economists capable of so much more. “By making this data and research widely available, it has facilitated different avenues of analysis and model development,” said Dr. John Reilly, Co-Director, MIT Joint Program on the Science and Policy of Global Change. “Advances in computing power have been phenomenal over the past decades. However, those advances would be useless without advances in data and analytical approaches to using it. GTAP is the major (only) data resource for economy-wide modeling.”

Dr. Tom Hertel, founder of GTAP, presenting at 19th Annual Conference on Global Economic Analysis, June 2016.



Who and what

- Distinguished Professor of Agricultural Economics Thomas Hertel joined Purdue in 1983. His outstanding work on a global level as well as the classroom earned him a place as a distinguished fellow, former AAEA president, the Purdue University Research and Scholarship Distinction award, the AAEA Quality of Communication award, the Distinguished Policy Contribution award, and the Outstanding Journal Article award. Hertel's most recent research project is focused on food/environmental sustainability around his program Global to Local Analysis of Systems Sustainability (GLASS).
- In 2014, Dominique van der Mensbrugghe became the director of GTAP. "There is hardly a trade minister in the world who has not heard of GTAP. No trade agreement is made without some quantitative assessment using a GTAP-based model. It's exciting to be a part of a project with global implications." Before coming to the center, Dr. van der Mensbrugghe held positions at the FAO for United Nations, World Bank, and Organization for Economic Cooperation and Development (OECD).
- In 2017, GTAP held a landmark meeting at Purdue University celebrating the 20th anniversary of the Annual Conference on Global Economic Analysis. Leaders from around the globe gathered for a panel discussion on trade and international policy issues.



Dominique van der Mensbrugghe, director of GTAP, presenting at 19th Annual Conference on Global Economic Analysis, June 2016.

- In 2016, the center started the Journal of Global Economic Analysis (JGEA), focusing on CGE modeling and leading research advances in the industry. The journal is ranked in the top 3% of all economics journals, measured by simple impact factor.
- GTAP was one of the first to offer online instruction (1998) on Purdue's campus. It continues to be a key vehicle for delivering instruction as a part of the "GTAP-U" educational offerings. More than 50 courses are offered, from introductory to specialized levels with a mix of online, residential, and hybrid delivery methods.
- Ginger Batta, Senior Program Manager for GTAP, joined the group as an IT manager, revamping the website and making it a tool for management of the project. Showing considerable talent for organization and management, she transitioned into a Senior Program Manager position. She organizes short courses and the highly successful GTAP 101, a fully online course. Ginger has organized annual conferences on six continents, with an average of 250 participants from more than 40 countries. "It is hard to imagine the present project running without Ginger's steady hand and rigorous scheduling," Hertel says.



Senior Program Manager Ginger Batta

PCRD provides information, strategies for rural Indiana

Founded in 2005 by Vic Lechtenberg, the Purdue Center for Regional Development's mission is to pioneer new ideas and strategies that contribute to regional collaboration, innovation and prosperity. Its initial goal was to be more responsive to regional issues in rural Indiana. Now, with a team of about 20 people, its public, private, nonprofit and philanthropic partnerships include many of the departments on Purdue's campus.

The center's main focus is to help rural communities and regions become more viable and economically vibrant over the long term. Through partnerships, data formulation and strategic planning, PCRD is the entity that communities and counties in rural Indiana can depend on when it comes to building capacity to tackle difficult issues. Offering information through websites – such as Rural Indiana Stats and Measuring Communities <https://pcrd.purdue.edu/ruralindianastats/> – PCRD can help community leaders and organizations make informed decisions based on their area's strengths and challenges.

The center takes it a step further by connecting communities to the partners and resources they need. After targeting the issues weighing on the community's economy, together they can make strides to help address economic resilience issues. The

By Laura Olivia Barrett, Agricultural Communications and Agricultural Economics, Class of 2022

center provides data and the tools for developing the process and building a sound plan. Once a solid plan is developed, PCRD will help identify state, federal and philanthropic resources that can be tapped to support such plans.

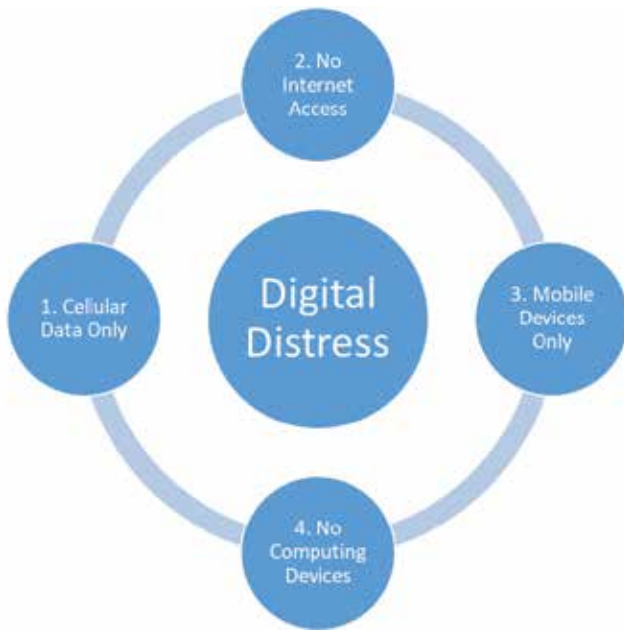
Local/regional needs that PCRD (in collaboration with Purdue Extension) continues to pursue include broadband, building veteran supportive communities (in partnership with the Purdue Military Families Research Institute), transportation, and workforce/talent development. Under the leadership of Roberto Gallardo, the biggest current project for PCRD and Purdue Extension Community Development is digital distress.

More than 8 percent of the upper Midwest experiences digital distress. As of 2017, 4.3 million people were living in areas with conditions unsuitable for affordable broadband internet access. High-speed internet may seem like a luxury, not a necessity, but PCRD's data prove otherwise. Rural Indiana counties have a higher level of digital distress, or percentage of homes without internet access. Not only does this take a toll on local businesses, but also families who are falling behind with digitally dependent advances in education, healthcare and career options. In this digital economy it is evident that the internet is no longer just a helpful tool. It touches almost every aspect of life.

Dr. Bo Beaulieu is the director of PCRD and has served in that role since 2013. Though he was a sociology doctoral major during his time as a student at Purdue, Beaulieu says the Ag Econ department played a vital role in his career after college. "I had interest in the rural side of things. I believe I was the first person at Purdue to be offered an assistantship in Ag Econ while pursuing a degree in Sociology. So, I was the first graduate student invited to bridge the rural sociology work with that of ag econ. By becoming embedded into the ag econ world, I was provided a better understanding of the interconnection



Bo Beaulieu has been PCRD Director since 2013.



between agriculture and community well-being." After graduating from Purdue with a Ph.D., he went on to be a professor at the University of Florida, focusing on community and regional development. Since coming back to Purdue, his focus has taken a more holistic approach to studying the rural issues that are impacting the overall economic vitality of rural communities (such as human capital development, housing, and community amenities). A recent case in point has to do with rural broadband.

"We invited the late Agricultural Economics Professor Wally Tyner to do a report on the cost benefit of broadband after receiving funding for such a study," Beaulieu recalled. "Wally garnered a good bit of attention as a result of the phenomenal report that Larry DeBoer, Alison Grant and he prepared. The report was instrumental in helping Gov. (Eric) Holcomb decide to invest \$100 million on broadband expansion in unserved areas of Indiana.

"The report by Wally and his colleagues noted over a 3 to 1 return on in broadband; namely, for every dollar invested, the return to society is about \$3 to \$4. In essence, the study made a compelling case for the continued investment in broadband expansion

and adoption by Indiana. Let's face it, it is going to be pretty difficult retaining or attracting young people to rural Indiana to work or start their businesses, or to retain and attract companies to rural Indiana, if they are unable to export their products and services to national and global markets.

"So that is why PCRCD, in partnership with Purdue Extension Community Development, is working so hard to pursue the twin issues of regional economic development and broadband expansion, since both are critical ingredients to the vitality of rural areas of the state."

PCRCD and Purdue Extension are helping small communities work together on regional approaches to economic development. In so doing, they are helping these places become stronger and more competitive, and that leads to long-term sustainability.

"We are trying to inform and educate local leaders about the value and importance of agriculture and the other key drivers of their regional economy," Beaulieu says.

"As for agriculture, it is not unusual for local economic development leaders to overlook the key contribution that agriculture is providing to local and regional economies. Working with the Indiana State Department of Agriculture and other key state agencies and organizations, we are helping counties and regions build and implement solid plans that are designed to expand agricultural opportunities through the attraction and expansion of companies that add value to the existing agricultural assets of these areas.

"We are excited about the positive reception we are receiving in different areas and the renewed interest that local and regional leaders are having in agriculture and forest-related opportunities."



Center for Commercial Agriculture reaffirms Purdue's longtime commitment

Today the Purdue Center for Commercial Agriculture is the nation's leading provider of farm management education and applied research.

In 2010, Purdue faculty, along with leading members of the agribusiness and farming community, decided the time was ripe to form a Center for Commercial Agriculture (CCA). It would focus on serving the educational and research needs of America's commercial-scale farmers striving to generate the majority of their family's income from production agriculture. With the support of five leading agribusinesses (AGCO, Dow AgroSciences, Farm Credit Mid-America, GROWMARK and Syngenta) that agreed to become founding members of our Industry Council and 10 outstanding farmers who agreed to serve on the initial Farmer Advisory Council, the Purdue Center for Commercial Agriculture was launched.

Professor Brent Gloy served as the founding director. He was soon joined by Professor Michael Langemeier, who became the associate director in 2012, after a long and distinguished career at Kansas State University. When Brent Gloy decided to leave Purdue and return to his family's Nebraska farming operation in 2014, Professor James Mintert formally joined the Center as director, having served as Purdue's assistant director of Extension and, before coming to Purdue, as a professor and livestock economist at Kansas State.

*By Jim Mintert, Professor
of Agricultural Economics and
Director of Purdue's Center for
Commercial Agriculture*



The Industry Council and Farmer Advisory Council helped establish several priorities. In particular, they encouraged the Center to focus efforts on helping producers improve their managerial skills with an emphasis on managing risk and making better use of data generated by today's farm businesses. In the intervening years, the Center has developed and offered a wide variety of programs focused on various aspects of farm management as well as supported applied research on topics of interest to commercial farmers.

Today the Purdue Center for Commercial Agriculture is the nation's leading provider of farm management education and applied research. Those endeavors include the Top Farmer Conference, Indiana Farm Management Tour, Ag Economy Barometer, as well as the Purdue Farm Business Internship, the Crop Basis Tool, and free webinars and videos to help farmers make the best decisions for their operation.

Farm Management Tour

The Purdue Farm Management Tour is an annual tour of innovative Indiana farms. Since 1932, tours have been organized by the Department of Agricultural Economics. They are now managed by the Center for Commercial Agriculture. Host farmers share their keys to successful farm management and explain how the management of their operations is changing in response to the ever-evolving agricultural economy. They also share reasons behind recent innovations in production practices and adoption of new technology. Participants ask questions and learn from the experiences of Indiana's best farm business managers.



Spectators learn about variable rate nozzles from Kevin Bowman of Bowman Farms at the 2019 Purdue Farm Management Tour.

Ag Economy Barometer

The Purdue University/CME Group Ag Economy Barometer is a nationwide measure of the health of the U.S. agricultural economy. On the first Tuesday of each month, the Ag Economy Barometer provides a sense of the agricultural economy's health. It does so with an index value that is based on a survey of 400 agricultural producers on economic sentiment. Leading up to its creation in 2015, there were a number of sentiment measures for the broader U.S. economy, but none specifically for the agricultural sector. The center, in partnership with CME Group, had an opportunity to fill this information gap and provide farmers with a way to voice their opinion about economic conditions on their farms and the health of the U.S. farm economy. Each month, the report covers producers' sentiment toward topical issues such as trade, large farm investments, as well as, but not limited to, current and future economic conditions. Just as CME Group's roots are in agriculture, Purdue University's Center for Commercial Agriculture has a long history of producing cutting-edge agricultural research. The partnership is designed to create a new and important tool for producers, economists, traders, finance industry professionals and journalists who are interested in understanding the agriculture industry and the broader global economy.



Wally Tyner speaking at the 2019 Top Farmer Conference

Top Farmer Conference

Beginning in 1967, five agricultural departments at Purdue, along with Professors Paul R. Robbins, Bill Morris, Will Candler, N.S. Hadley, Edward Carson, John Kadlec, Howard Doster, Charles E. French and others, began what they designated as the Top Farmer program. It was an effort to meet the needs of progressive commercial farmers who had largely outgrown the traditional forms of Extension work. The venture proved highly successful and introduced many farmers to computers, allowing for advanced decision-making discussions and analysis. Now in its 52nd year, the Top Farmer Conference continues to be one of the most successful and longest-running management programs geared specifically for farmers.



PIFB provides holistic approach to family business ownership and management



Director Maria Marshall and management specialist Renee Wiatt

By Renee Wiatt, Family Business Management Specialist

Family businesses are the bedrock of agriculture and rural communities. However, until a few years ago support and resources on how to effectively manage family businesses was hard to find. With this in mind, the Purdue Institute for Family Business (PIFB) was launched in November 2016. The center's director, Maria Marshall, wanted to help families not only be more profitable, but also strengthen family bonds by providing resources to keep their businesses sustainable and resilient.

The center has a multifaceted, holistic way of looking at family businesses. It seeks to prepare family business owners, managers and stakeholders to be effective stewards of their enterprises. The team is comprised of Director Maria Marshall, Family Business Management Specialist Renee Wiatt, and affiliates from a number of Purdue University departments.

"I envision the center growing into a premier family business institute, where family business owners come to get the information they need to make strategic decisions about their business," Marshall says. "I want us to be the resource center for family business owners."

The Purdue Institute for Family Business reaches clientele through three main avenues: research, Extension, and teaching. Marshall teaches a family business course in the Department of Agricultural Economics that prepares students from family businesses to become worthy partners of their family's enterprise. Quarterly newsletters and Questions of the Month allow PIFB to reach its subscribers, Extension educators, Chambers of Commerce, and USDA/FSA/SWCD employees. Topics range from succession, copreneurs (spouses working in a business together), family business functionality, work/family balance, management and ownership transfer, contingency planning, to natural disaster recovery in households and businesses.

Advising team shares common goal for helping students succeed

By Laura Olivia Barrett, Agricultural Communications and Agricultural Economics, Class of 2022



The Agricultural Economics Department Advisor Team: Andy Oppy, left, Scott Downey, Malissa Allen, Ryan Musselman, Jo Thomas and LeeAnn Williams. (Photo by Tom Campbell/Purdue Agriculture)

Driven. Passionate. Engaged. Just a few of the words our advising staff use when describing students in the Agricultural Economics department. The same words describe the advisors and the impact they have made on the department.

Much of the long history of student success within the department can be credited to the advisors who mentor our students as they journey through their life at Purdue. The counseling center is home to four academic advisors: LeeAnn Williams, Ryan Musselman, Andy Oppy, and Jo Thomas; office assistant Malissa Allen; and undergraduate teaching coordinator Dr. Scott Downey.

An academic advisor is often the first person a student meets when making a decision to join a program, and that relationship continues from the first class until graduation. Along the way, advisors work to ensure that a student's career is enriched with experiences that will prepare them for their career. Some students keep in contact with their advisors well after graduation, recruiting current students for internships and job opportunities at their companies, and eventually sending their own children back to Purdue to begin that familiar journey.

"Student success is what we strive for every day," says Williams, the director for undergraduate advising. "It drives our conversations with students, parents, and other stakeholders; how our resources are spent; and is the foundation of every decision. It's important to understand that student success is not the same for each student. We are not a 'cookie cutter' program. Each student creates personal, professional, and academic development plans tailored for them."

Quite possibly the largest push for success is upholding the longstanding tradition of hard work, innovation and change on a global scale set by our past alumni and fellow Boilermakers over the 100 years of the AGECE department's existence. "Although we are constantly innovating and thinking about how to best prepare students for success today," Downey says, "we want our students to graduate with a sense that they are part of something bigger, that has been great for a long time. We want our students to reflect well on the people who came before them."

Meet the advisory team

Jo Thomas joined Ag Econ in spring 2019 after working at the Purdue Extension offices in 4-H and Ag/Natural resources. Her own college advisors "became confidants, references and resources throughout my entire time as a student, and without them I wouldn't have been so successful." She wants to help students "make the choices that are the best for them and be there as a resource during their entire college career and afterward."

Scott Downey joined the advising staff in fall 2018 but has been a professor in the department since 2007 and is no stranger to advising students. "Our Ag Econ students have a high work ethic, are interested in serving others and participating in activities, and are very professional. This combination creates all kinds of opportunities for them after graduation, and it makes them really fun to work with. They respond well to challenges and express appreciation when faculty and staff engage with them. ... We want our students to graduate with a sense that they are part of something bigger, that has been great for a long time."

Ryan Musselman earned bachelor's and master's degrees from the department. While he originally planned to return to the family farm, along the way he found a different calling. "The thing that got me interested in advising students in our department was the energy, enthusiasm and passion that has been a trademark of Purdue students, but especially students in Ag Econ. I had always dreamed that I'd be tied to agriculture by feeding the world through my family farm. Instead I help develop talent that will go to all areas of agriculture to clothe, fuel and feed the world – an impact that can be so much larger than I realized initially."

Andy Oppy has been an academic advisor since 2008. Originally working in agricultural lending, he was approached by LeeAnn about becoming an advisor while the two were visiting a 4-H fair. Andy grew up on his family's swine and grain farm in New Richmond, Indiana. "I was very active in 4-H and FFA, which led me to pursue my degree in Sales and Marketing (B.S. 2003) here at Purdue. When I learned that my home department was expanding their student services area, I knew it would be a great opportunity to continue helping customers/stakeholders find success, while remaining engaged in agriculture."

Malissa Allen has been in the College of Agriculture for more than 18 years and spent the past five as the advising office coordinator. "I have always had positions working with the public. So getting to know our students one-on-one and having a chance to talk to them as they come into our office has been a privilege. We have some pretty amazing students in Ag Econ."

Other advisors seek her advice. She's that good.

By Laura Olivia Barrett, Agricultural Communications and Agricultural Economics, Class of 2022

LeeAnn Williams has been an advisor for 24 years but has been at Purdue since 1990. She earned her master's degree in Agricultural Economics and bachelor's degree in Sales and Marketing. Her first year advising was in 1996.

"This is not at all what I thought I would be doing with my life," says Williams, who was the first hire by then head undergraduate counselor Dr. Larry Bohl. "I didn't know I would fall in love with advising and student services. I love getting a new batch of students each fall and then mentoring them for the next four years. There is nothing as enjoyable as watching them find their passion and developing their paths to success."

She recommends that students "build their network. They will be amazed how small industry, Indiana, the United States and, in all honesty, how small the global world is. Build your network by being involved in a variety of things. Talk to someone from another country. Attend an event. Go to a leadership conference. Take advantage of the opportunities you're presented with."

We asked the advising team to share their thoughts on working with LeeAnn.

Ryan: "LeeAnn is compassionate and kindhearted to all whom she interacts with. As a colleague, I cannot imagine someone who is more efficient and effective with her time. She accomplishes so much and can identify problems before students are even aware that a problem exists. She looks out for the best interest of others and is very supportive."

Andy: "She is not only a great ideas person, but a go-to person to get results. She created the Ag Econ Envoy program as well as the Women in Ag Learning Community, to name a few. She has been awarded basically every student services/advising award available to anyone in our college, university and state."

Jo: "I feel so incredibly fortunate to be learning from one of the absolute best advisors at the university. LeeAnn has a wealth of knowledge and experience and her passion for working with students is contagious."



LeeAnn Williams, Agricultural Economics Director of Advising and Student Services. (By Tom Campbell/Purdue Agriculture)

Scott: "LeeAnn is just, wow. She is, first of all, fun to work with. She has a contagious laugh, tells great stories, and is just fun to be around. She upholds and extends the tradition of engaging with students and is probably the person that alumni remember most from their time with us. What most people don't know (but wouldn't be surprised to learn) is that she is a leader among advisors on the Purdue campus and beyond. She is the person everyone around campus goes to with questions about advising. She has a million ideas and puts her energy behind making them happen."

Malissa: "LeeAnn goes above and beyond to inform our students with academic deadlines, congratulating them for grades, or talking to them on any issues along the way and making sure their time here at Purdue is a success."

‘You get in on some very hard things’

Letting Larry Bohl be in charge of undergraduate counseling was such a wise move

Legendary? Probably.

Revered? Undoubtedly.

Larry Bohl wasn't the first person to advise agricultural economics students at Purdue. For years, if you taught a class, you were assigned 10 students to oversee. It didn't take long for students, faculty and staff to notice who did that particularly well. Bohl transformed that task. His considerable skills directly benefited countless Ag Econ students. Now the department has four full-time academic advisors who, 18 years after his retirement, are well aware of his influence.

“Sometimes we go to advising conferences,” says LeeAnn Williams, director of undergraduate advising/student services and Bohl's first hire, “and we're like, ‘Dr. Bohl was doing that back in 1996!’ That's really fun for us.”



Larry Bohl was in his 11th year as a high school vocational agriculture teacher in Montana. A brochure, bearing news that Purdue's Ag Econ department needed three teaching assistants, crossed his desk in Missoula. That city was a step up after three years in Joliet, 60 miles from Yellowstone, “rural, rural, rural,” with 97 students in K-12. In both places he did a bit of everything, including driving a school bus. (Your Class C license needed for a summer construction job during

By Charles Wineland, Communication Specialist, Department of Agricultural Communication



college isn't expired? Take the keys. A student will sit behind you and say when to stop and turn.)

The jobs were hands-on. Interactions with students and parents were meaningful and rewarding. But sometimes 16-year-olds are determined to drop out. Bohl was “maybe 30 percent successful” at persuading them to stay in school. “That kind of bothered me.” (Given what we know, it might have inspired him, too.)

So Purdue was hiring, and advanced degrees were available. Worth a stamp to find out. The phone rang one Sunday morning. “I've got a desk waiting for you,” Department Head Lowell Hardin said. It was 1964. Bohl told his mother and in-laws that he, Dorothy and three children would be back in three years. They weren't.

After graduation the department wanted him to teach, full-time. The new guy decided to learn each student by name. “I had G-16 in this building (Krannert) – 169 seats at that time. Full to the brim. Two periods, 7:30 and 8:30. By the fourth week I pretty well knew them all. But I cheated: I took pictures.” (Harsh. OK, A-minus.)

Bohl had as many credits in teaching as he had in agriculture, and though psychology courses weren't his favorite, that knowledge “gave me a comparative advantage working with students and their parents.”

Gradually, his career direction shifted, partly because the university switched to a nine-month calendar for faculty. There was a trickle-down effect: Faculty were spending more time on grant preparation, Bohl says.

“I'm probably the only guy who survived Purdue without ever having to get a grant. Wally Tyner would look at me the last few years and say, ‘You don't produce any grants!’



"I can see the reason that our young staff had to buckle down to get a grant to survive. For them, counseling wasn't the second order. It was the fifth or ninth or whatever. So counseling kind of forced itself. Students are smarter than we think. They go to where they get the attention. Other counselors would say, 'I don't know how to handle this. Will you take care of it?' So they named me head undergraduate counselor."

Students learned that he was at work by 6 a.m. Ate lunch at his desk. The door stayed open.

"You get to know some of the burdens the students have," he says. Family strife ruined a junior's trip home for Thanksgiving. She wanted to drop out. Finish the semester, he pleaded. She did. "You saved my life," the future Eli Lilly employee told him. "I didn't," he says now. "I saved part of her life. I put the facts on the table. She had to make the decision. That was a big plus for me – to know that she listened enough to me to stay."

"You get in on some very hard things."

Honors, recognition and respect were earned and appreciated. "I worked hard at it," says Bohl, who retired in 2002 and is on the early side of his 10th decade. "I worked hard for Purdue. Purdue was very good to me, and I think I was very good to Purdue."

Even a "dumb" choice to do something only he was willing to do – twice! – included a silver lining. For

back-to-back fall semesters he taught 7:30 and 8:30 a.m. classes at Purdue, drove a Ford Falcon 150 miles to Vincennes, taught two classes at the junior college, stayed overnight, taught two morning classes, then drove home. He knows why he's the only professor who took on that task, and he knows why he didn't do it a third time. On the other hand ...

"A horrible semester. Now, what happened? I got to know a lot of the students who transferred up here. They were in Animal Science and Agronomy and everywhere. One of the young men got his Ph.D. and taught in the Animal Sciences department and we remain good friends.

"You know, you get some rewards indirectly."

For Larry Bohl, opportunities to advise were "a gift, a bonus. It would make me feel good if I could help them. It was kind of natural, and it came through my high school work."

Of course, as is usually the case, his efforts weren't uniformly appreciated. "Dr. Bohl," a student once told him, "if there was a more difficult way of explaining that, you would've found it!"

Can't please them all.

Recognition for Dr. Bohl

- 1975 Distinguished Undergraduate Teaching Award (less than 10 years' experience), Agricultural and Applied Economics Association
- 1978 Richard L. Kohls Outstanding Undergraduate Teacher Award, Purdue University, College of Agriculture
- 1984 David C. Pfindler Outstanding Counselor Award, Purdue University, College of Agriculture
- 1987 Distinguished Undergraduate Teaching Award (more than 10 years' experience), Agricultural and Applied Economics Association
- 1992 Best of the Best Teacher Award, Purdue Chapter of the Society of Professional Journalists
- 1996 Hovde Award of Excellence in Educational Service to the Rural People of Indiana
- 1997 Founding Member, Purdue Teaching Academy
- 1998 Distinguished Alumni Award, Purdue University/Purdue Alumni Association
- 1998 The Special Boilermaker Award
- 1999 Certificate of Distinction, Purdue Agricultural Alumni
- 2004 Purdue University Book of Great Teachers
- 2005 Teaching Academy Fellow, Purdue University

Student organizations create unforgettable experiences and provide skills for the future

Joining clubs and organizations allows students to take advantage of networking experiences while developing leadership skills and expanding their professional network. Talking with students on campus, you will discover that many of their fondest memories come from experiences made possible through involvement with clubs on campus. The Department of Agricultural Economics houses three student organizations: the National Agri-Marketing Association (NAMA), Agribusiness Club, and Ag Econ Envoys.

NAMA

The National Agri-Marketing (NAMA) team's long history on Purdue's campus dates back more than 50 years. The professional agricultural marketing club brings together students looking to get hands-on experience in developing a marketing plan and networking with other marketing and sales students. Each year, the team creates a brand-new product and designs a marketing plan that is then presented to industry judges at NAMA's annual student competition. The team vies for the top prize against 30 other chapters from across the country.

By Dayna Kyler, Agricultural Marketing, Class of 2021



Noah Radde, a senior in Ag Econ, joined NAMA as a freshman. "NAMA has by far had the greatest impact on my college career," Radde said. "I was able to improve my time management skills, communication skills, and talent management skills as well as my ability to delegate and apply classroom learning experiences to the real world." The Purdue NAMA team has had a lot of success at the national competition: 2nd in 2011 and 3rd in 2009 in addition to several semifinal appearances. In 2005, the team took 1st place with their product, Edgewood Pig Pad, a heating pad designed to keep piglets warm. Over the years, the team has presented products such as Indiana-grown Christmas trees, ag chemicals, and Glycier Max, a cooler made of soybean bioplastics.

Agribusiness Club

Networking is one of the most beneficial activities students can participate in during their college careers. It allows them to build reliable connections that could open up career opportunities. The Agribusiness Club, developed with networking in mind, creates a convenient medium for students to interact with business professionals in the agriculture industry. Throughout the year, the club invites industry professionals and alumni to speak at their club meetings. The professionals present information on their companies, internships, and share their knowledge of the agriculture industry. To gain a variety of perspectives on the industry, Agribusiness Club members also occasionally travel off campus to tour businesses and meet with professionals.



Members of the 2019 NAMA team cheering at a taping of the U.S. Farm Report at Purdue. (Photo by Tom Campbell/Purdue Agriculture)



Agribusiness Club members preparing a free breakfast on Memorial Mall during the 2019 AgWeek festivities.

Kayla Fogg, a junior in Agricultural Economics, joined the Envoy team as a freshman and believes it has opened many doors. “The connections and experience Envoys gain through helping new students transition to Purdue and networking with industry leaders has helped me become a well-rounded, young professional,” Kayla says. Her favorite Ag Envoy event is the department’s welcome back cookout, but she really enjoys having dinner with transfer students. “Witnessing the new relationships and growth that students experience at our events is the most impactful and rewarding part of being an Envoy,” she says. “If someone was interested in the Envoy team, I would say do it! It is really a rewarding experience where you gain closer connections with the faculty in the department and other students you may not get to see in class.”

The club’s overall goal is to expose their members to agricultural companies that are searching for potential summer interns or full-time candidates and encourage continuous learning of the agriculture industry. The Agribusiness Club is an option club, meaning any student in the College of Agriculture has the opportunity to join. “As a student looking for opportunities to lead, connect, and learn, this club fits the bill,” says Zebediah Davis, president of the Agribusiness Club. “Students should join this club simply because it offers a broad level of exposure. When looking back on my college experience, I would firmly say the Agribusiness Club has acted as a catalyst for my professional growth.”

Ag Econ Envoys

Created in 2002, the Ag Econ Envoys are the face of the agricultural economics undergraduate department. The team of students, led by Ag Econ advisors LeeAnn Williams and Andy Oppy, represent Ag Econ at department events, communicate with prospective and admitted students, and interact with industry professionals and other guests who visit the department.



Ag Econ Envoys volunteer at local Food Finders Food Bank (2018).

Former top student says helping students thrive is part of the culture

The G.A. Ross and Flora Roberts awards are two of the most prestigious given at Purdue University. They are also known as Purdue's Outstanding Senior Man and Outstanding Senior Woman awards. Each is based on scholarship, leadership, character, and contributions to Purdue. Recipients receive \$500, a medallion, and his or her name inscribed on the award marker located on Purdue Mall. Fourteen Agricultural Economics students have earned the coveted honors.



The department's most recent winner, Cameron Mann (2017), is the Director of Development for the College of Agriculture at Purdue Research Foundation. We asked her to reflect on her time in Agricultural Economics, to explain how the program sets up students for success, and whether she has any advice for current students.

"The Ag Econ department has a strong showing when it comes to the outstanding senior awards," she says, "and I certainly think that is not a coincidence. The department really does try to create leaders from the get-go.

"As soon as you enter the department, everyone encourages you to remember that you're here to be a student and excel in the classroom. But they teach you about transformational experiences, where you can get involved in clubs and be a leader. Leadership is an important aspect of the outstanding senior award and so I think it's the culture of the department that

*By Kami Goodwin, Marketing and Communication Specialist for the Agricultural Economics Department.
Source: Cameron Mann.*

helps students thrive and succeed and maybe have an advantage in being selected for those awards."

"My biggest piece of advice for students looking to find success at Purdue AgEcon is to just be yourself. I think that the department is so wonderful because there are so many areas of interest. I would encourage any student to just lean into the area of interest that means the most to them and to know that they'll be supported. Whether their interest is in marketing or finance or nonprofits, the Ag Econ program is going to have people to support them in pursuing those interests. I would encourage students to find what they are passionate about and make that known, and then people will support them along the way."

Eleven Ag Econ students have won the G.A. Ross Award, presented to the top senior man:

Nels John Ackerson, 1967
Kenneth Lynn Schwab, 1969
Jay Hardin Townsend, 1976
Michael Allen Jackson, 1979
Ted Andrew McKinney, 1981
Wayne Carlyle Turner, 1982
Steven Duane Bishop, 1986
F. Howard Halderman, 1988
Andy Miller, 1992
David Hefty, 1999
Eric Barnard, 2009

Three Ag Econ students have won the Flora Roberts Award, presented to the top senior woman:

Tanya Hadley, 2006
Laura Donaldson, 2013
Cameron Mann, 2017

Graduate students find work-life balance through student-led organization

“My Ph.D. demanded complete focus on academics and research – a stark contrast to the entirety of my academic life up to this point,” Travis Atkinson says as he reflects on his first two years as a doctoral student. Now in his final year, the former officer in the Purdue Agricultural Economics Graduate Student Organization (GSO) says his time in the group helped balance everything out. “[I got to] work with the most epic team on a range of nonacademic activities, and of course, meeting students outside of the department is sure to be an added bonus.”

It was the same for graduate student Alison Grant. She is one of the GSO’s intramural chairs and helps organize the group’s sporting activities. Each semester, the chairs make a list of all the intramural sports offered by the university, and members pick which sports they prefer. Alison says being involved with these teams brings the benefits of athletic activity in a social setting. Additionally, it gives her a much-needed break from work and studying. “What I get out of this role is life balance,” she says, “not only through playing on these teams, but through organizing and bringing a team together.”

The purpose of the Graduate Student Organization is to bring the Ag Econ student body together, to promote academic and social communication among all Ag Econ students, to provide a forum in which Ag Econ students can voice their concerns and expectations, and to act as a liaison between the student body, administration, and faculty members.

After talking with GSO officers, it’s clear that the group provides something that busy graduate students tend to forget about: A social life.

GSO hosts an array of activities designed to bring together students, administrators, and faculty members. Each semester starts off with a BBQ social for new and returning students. On a weekly basis, the group hosts an informal coffee hour for students, faculty and staff members. Final Fridays, on the last Friday of the month, takes place in at a local restaurant or bar. In 2018, the GSO added “guest” seminar speakers to some of their weekly coffee hours. Professors, staffers, and graduate students provide insights into the job market, conducting research,

By Kami Goodwin, Marketing and Communications Specialist for the Agricultural Economics Department

and research tools of the trade. Students were also encouraged to present during these seminars. Some use the time to discuss their current research or test their interview skills.

“I think the GSO and the events that they plan help encourage a balance between work life and social events,” said Natalie Loduca, who joined the GSO after her first year and is now an intramural chair. “They provide opportunities to mingle with other students in the department, such as Ph.D. students I might not have otherwise met. The events present opportunities to get to know professors and other faculty members in a more relaxed setting, so it’s more natural, less forced. I also enjoy meeting people’s significant others and family members who attend the events. Lastly, I enjoy intramural sports, and as a chair I look forward to encouraging others to blow off steam, have fun being active, and get to know other students.”



On the last Friday of every month, graduate students gather with Ag Econ colleagues at a local restaurant to unwind.

So very far off the rails, yet so on-target

"Derailed" was a print-only, anonymous graduate student publication. The one freed from captivity to be praised here bears the date of April 1, 1989 — "Like All AGECE Papers, Just a Little Late." There were others, we're told. (Hmm. Probably a 1970s, 1980s thing. Those of you who think that was a long time ago are not wrong.) The authors apparently felt the need to, shall we say, augment the more administrative-level "Keeping Track" newsletter.

Few in the department have seen or heard of "Derailed." Even fewer know, with confidence, who was responsible. However, rest assured, the statute of limitations has expired. Each and every long-overdue confession will be very much appreciated. Be the first to spill the beans — or, ahem, claim the credit!

"Derailed" took on the bigger issues, such as:

Addressing budgetary constraints

Associate Head Lee Schrader has announced a new plan to reduce the Department's overhead costs. Each desk will be fitted with a bicycle crankset and electrical generator. Faculty, staff, and graduate students will arrive at 8 a.m. and begin cranking, continuing until 5 p.m. Secretaries and graduate students will be paid according to the number of kilowatt-hours they generate. With a little co-operation, we should be able to keep the lights on. Note: personnel at the Associate Head and higher levels will be exempt from this program.

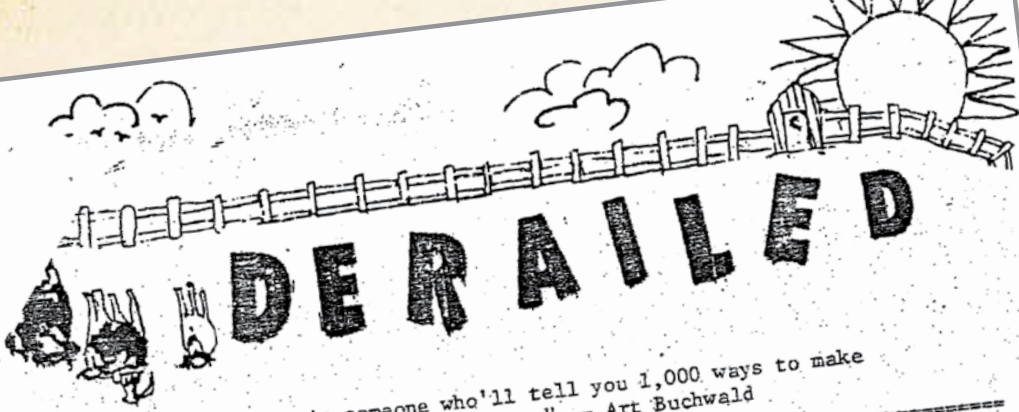
Focusing on the importance of objectivity in scientific inquiry

How to be an Objective Economic Scientist in Three Easy Steps

1. **Hold strong personal views about the way the world works.**
2. **Develop models which support these views.**
3. **Pretend models were developed prior to views.**

Highlighting research that matters to Ag Econ students

Tired of waiting for an elevator? Never sure whether to keep waiting or take the stairs? Congratulations to Paul Preckel, who has just received a grant from the Purdue Research Foundation to study this problem. Paul will be setting up a dynamic optimization program to determine optimal strategies for elevator use. He'll be taking into account the fact that as soon as the would-be user enters the stairwell, an elevator will arrive (the so-called Murphy effect). He'll also consider the distinct possibility that for persons wishing to travel from main to the sixth floor, it may be faster to step outside and wait for the building to subside six stories into the surrounding rock formations. Since it may not be possible to collect more than one "elevator arrival" data point during any given researcher's lifetime, funding for this project is expected to be renewed for several centuries.



"An economist is someone who'll tell you 1,000 ways to make love--but doesn't know any women." -- Art Buchwald

August 20, 1984
+ 2 years

No.: Countably Infinite

Agricultural Economics, Undue Perversity
Joy Of S..., Editor

****COMING EVENTS****

- August 22 Graduate student incarcerated
- August 27 3:00 p.m., Clerical Staff
- 4:00 p.m., Threatened walk
- 5:00 p.m., Clerical Staff
- the Greater Lafayette at
- 8:00 a.m., Clerical Staff
- September 14 Last day to withdraw from foolish.
- September 22 President's Eulogy for Ougadougou, Upper Volt
- October 10 country music sounds and small farm data
- October 12 Last day to withdraw
- October 13 12:00 noon, Martin Wabash River on his
- November 31 Last day to submit Ringling Brothers, watch as Walt Gar shackled to a th
- December 3 Walt's assistant

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****DEPARTMENT SEMINARS****

- August 24; Friday, 3:30 p.m. Firm: An Empirical Ap
- August 31, Friday, 3:30 p. the Detrimental Impac in Central Indiana."

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Where are they now?

Checking in with 6 former graduate students as they navigate their careers

Hundreds of Purdue Agricultural Economics graduate students from around the world have been part of the tradition of the land-grant college philosophy: knowledge for the improvement of the human condition. Their contributions over the past 100 years have been invaluable to the field. Here we highlight six graduates in various stages of their careers to provide a snapshot of our graduate program and its remarkable students.



"I am strange in that I came to economics late," said Dr. **Michael Wilcox Jr.** (Ph.D., 2006), who earned a B.S. in Biological Sciences and M.S. in Fisheries & Allied Aquacultures. "However, as an applied economics degree, Ag Econ is unique in that it attracts people with no econ in their background and affords them the opportunity to cross

train and apply economic concepts in a way that is informed by their original discipline."

Dr. Wilcox is Purdue Extension's Assistant Director, Program Leader for Community Development and a Community and Regional Economics Specialist in the department. Michael furthers Extension's mission by fostering innovative, high-impact programs, providing motivation, strategy, vision and coordination for the development and delivery of Community Development programs to address diverse needs in Indiana communities and beyond. Michael's Extension and research work integrates the economic, environmental and social dimensions of sustainability into addressing community and regional economic issues, with a focus on entrepreneurship, placemaking and community capacity building. Michael has been involved in research and Extension projects centered on the marketing of tropical tree crops in western Africa and Latin America and conservation agriculture in southern Africa.

By Kami Goodwin, Marketing and Communications Specialist for the Department of Agricultural Economics



Dr. **Akinwumi (Akin) Ayodeji Adesina** (M.S., 1985, Ph.D., 1988) is President of the African Development Bank Group and a World Food Prize laureate (2017). From 2011 to 2015, he was Nigeria's minister of agriculture and rural development, a position that put him at the forefront of galvanizing

political will to transform African agriculture through initiatives to expand agricultural production, thwart corruption in the Nigerian fertilizer industry, and exponentially increase the availability of credit for smallholder farmers across the African continent. Other positions he has held include: principal economist for the West Africa Rice Development Association; associate director of food security at the Rockefeller Foundation; and vice president of the Alliance for a Green Revolution in Africa. In 2010, United Nations Secretary-General Ban Ki-moon appointed him as one of the leaders to spearhead the Millennium Development Goals and, in 2013 and 2019, he was named African Person of the Year by Forbes Magazine.



Recent graduates **Francis Addeah Darko** (M.S., 2011 and Ph.D., 2016) and **Hira Channa** (Ph.D., 2019) were both selected for the 2019 World Bank's Young Professionals Program. The highly competitive, five-year program accepts young professionals who demonstrate a commitment to international development and leadership potential. Darko's work at Purdue focused on three aspects of Malawian agriculture: the micro-level welfare impacts of the sector, profitability of fertilizer use in farming, and the targeting of fertilizer subsidies. His first year



of work will center on South Asian countries, especially India. Hira, whose doctoral research focused on post-harvest loss in a specific region, believes her time with the World Bank will afford her in-depth knowledge of pressing development issues and allow her to gain regionally-specific knowledge. Her first year of work will center on Latin America. Both say it's too early to know what to expect from the program, but they are enjoying the energy and concentration of expertise at headquarters.



Leah Moore Duzy (M.S., 2002) is a principal consultant and agricultural economist with Compliance Services International (CSI), a regulatory consulting firm providing solutions for organizations faced with regulatory and environmental challenges. Her work focuses on economic

impact analysis related to pesticides, problem formation and analysis supporting FIFRA registration and review, benefits assessments, and collaborative conservation. She is currently working to identify solutions to balance the needs of endangered species with the needs of growers. In April 2019, Dr. Duzy was invited to present on incorporating benefits into pesticide registration review at the SELAMT Workshop on pesticide residue and environmental safety in Hefei City, Anhui Province, China. Prior to CSI, she was an agricultural economist for USDA for more than 15 years, both with Natural Resources

Conservation Service in St. Paul, Minnesota, and the Agricultural Research Service in Auburn, Alabama, at the National Soil Dynamics Laboratory. At Purdue, her research investigated the Conservation Security Program, as defined in the 2002 Farm Bill, and the potential impact on growers. This research carried over into her work with NRCS, where, along with providing economic support to NRCS employees and growers in Minnesota, she prepared cost-benefit analyses for federal conservation programs as part of the rulemaking process. At ARS, her primary research focused on conservation production systems, cover crops, and herbicide-resistant weed management. Dr. Duzy received her Ph.D. in agricultural economics from Auburn University in 2014.



Alejandro Reca (M.S., 1991, Ph.D., 1996) is the financial director and shareholder at Establecimientos San Ignacio SA "San Ignacio," a company known around the world for dulce de leche, one of Argentina's most emblematic products. He is also a member of the academic council of the IAE business school agribusiness program and a board member at two Argentine agribusiness companies: Grupo Lucci and Fiplasto SA. In October 2019, San Ignacio was featured in Forbes Argentina magazine as a "Small Giant" for its senior management team's (which includes Alejandro) success in positioning the company as a reliable worldwide supplier of dulce de leche and blue cheese, creating an innovative financial structure to insure the company's long-term success, and revamping the company's culture with a team-focused "can do" spirit. Alejandro said his time in Ag Econ helped him gain specific knowledge into the "ins-and-outs" of agricultural economics and agribusiness from both a theoretical and practical aspect. It also gave him the tools for developing resilience, implementing a long-term focus, how to question himself as to "why not" to do something and, mostly, to never give up while maintaining high values and moral standards.

Why we give back

Students benefit from generous alumni

Throughout our 100 years, many alumni have been gracious enough to donate funds supporting department scholarships, student awards, and departmental efforts. We wanted to know what drives a person to contribute, so we asked a few of our alumni: "Why give back?"

Driven by a desire to reward hardworking students, **Stacy** and **David Hefty**, B.S. Agricultural Economics 1999 graduates, have funded the David and Stacy Hefty Outstanding Senior in Agricultural Economics Award for the past six years. "We are both so grateful for what we gained from our experience as Ag Econ majors," they said. "We believe this department has and continues to mold well-rounded professionals. However, as a public university it is important to realize that to maintain this level of excellence, it depends on the generosity of its alumni. We wanted to be part of rewarding students who had worked hard in college, both in academics and experiences."

By Kami Goodwin, Marketing and Communications
Specialist for the Department of Agricultural Economics

Scholarships help alleviate the financial burden so our students can focus on educating themselves and maturing into strong leaders. Many faculty members are devoted to a lifetime of learning and discovery, and scholarships enable students to take part in those projects.



Jim Hicks (B.S. Agricultural Economics, 1961) chose to give back based on his own successes at Purdue. In total, he and his wife, Neta, have donated more than \$3.3 million to the College of Agriculture, which includes the John Wooden statue that graces the north end of Mackey Arena. At the department level, the two have created three scholarship endowments: two for undergraduate studies and one for graduate student support. Their donations have funded 151 students with more than \$560,000 in scholarships. "Supporting student scholarships is a way to give something that will continue giving and build future leaders," Jim says.



Jim and Neta Hicks in front of the John Wooden statue on the north side of Mackey Arena. (Photo by Tom Campbell/Purdue Agriculture)

The **Beck family's** strong ties to Purdue date to 1937, when Lawrence Beck and his son, Francis, each planted three acres of hybrid parent seed corn offered by Purdue's Botany Department. The crop became the first of Beck's Superior Hybrids. In 2014, the Beck family provided a \$1.4 million gift used to remodel the seventh floor of Krannert, providing for a student learning space, a distance education studio, and faculty and staff offices for the Agricultural Economics department.



The Beck Family, fall 2015 (Front row, from left) Hannah Beck, Tracey Beck, Elsie Beck, Hallie Beck, Laura Beck, Glendia Beck, Sonny Beck, Jadyn Beck, Emily Marschand, and Kiley Marschand. (Back row) Jordyn Beck, Faith Beck, Jason Beck, Tony Beck, Chris Beck, Scott Beck, Shantel Beck, Corey Beck, Kim Marschand, Todd Marschand, Holly Marschand, and Ryan Marschand. Photo courtesy of the Beck family.



Evelyn Ott created a memorial scholarship in memory of her late husband, Edward Ott (Ph.D., Agricultural Economics, 1959). Her gift, matched by the Presidential and Trustees Scholarship Challenge, resulted in a \$1 million endowment and has been used to support more than 115

students pursuing degrees in agricultural economics. Evelyn says the wonderful experience she and her husband had during their years at Purdue is the reason she made such a generous gift to Purdue Agriculture.

"We see the passion of Purdue's faculty to bring an even higher level of education, communication and connection to people involved in agriculture," says Scott Beck of the Atlanta, Indiana-based Beck's Hybrids, the nation's largest family-owned retail seed company. "We're passionate about providing the College of Agriculture faculty and students with improved facilities that will enhance their education. Because for us, it's not just a donation. It's an investment in the future of agriculture."

The entire Agricultural Economics department is thankful to the many alumni who choose to give back. Their funding makes it possible for faculty, staff, and students to engage in research and outreach activities that make it possible for people all over the world to continue acquiring knowledge in the areas of food, agricultural, and natural resources.

Current Agricultural Economics faculty

How they looked when they joined the department



Tim Baker



Joseph Balagtas



Uris Baldos



Bo Beaulieu



Brady Brewer



Larry DeBoer



Nathan DeLay



Michael Delgado



Craig Dobbins



W. Scott Downey



Jim Eales



Ken Foster



Joan Fulton



Allan Gray



Tom Hertel



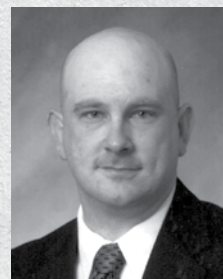
Russell Hillberry



Chris Hurt



Bhagyashree Katare



Roman Keeney



Sung Kim



Todd Kuethe



Michael Langemeier



John Lee



Jayson Lusk



Meilin Ma



Mindy Mallory



Maria Marshall



James Mintert



Paul Preckel



Kwamena Quagraine



Carson Reeling



Jacob Ricker-Gilbert



John Sanders



Juan Sesmero



Jerry Shively



Farzad Taheripour



Nathan Thompson



Ariana Torres



Dominique van der
Mensbrugge



Brigitte Waldorf



Holly Wang



Nicole Olynk Widmar



Steven Wu

Faculty Honors

Agricultural & Applied Economics Association Fellows

Wally Tyner, 2019
Jayson Lusk, 2015
John Connor, 2009
Matt Holt, 2009
Thomas Hertel, 2004
Michael Boehlje, 2002
Robert Thompson, 1993
Paul Farris, 1988
Emerson Babb, 1987
G. Edward Schuh, 1984
Ben French, 1981
Lowell S. Hardin, 1977
Don Paarlberg, 1971
J. Carroll Bottum, 1966
Ernest Charles Young, 1961

Agricultural & Applied Economics Association Presidents

Jayson Lusk, 2016-2017
Thomas Hertel, 2010-2011
Otto Doering III, 2007-2008
Ernest C. Young, 1937-1938
G. Edward Schuh, 1981-1982
Lowell S. Hardin, 1963-1964

Alexander von Humboldt Foundation Fellows

Kevin McNamara, 2001
Philip Paarlberg, 1991

American Association for the Advancement of Sciences Fellows

Thomas Hertel, 2017
Wallace Tyner, 2016
Robert Thompson, 1991
Charles French, 1963

Book of Great Teachers from Agricultural Economics

Jay T. Akridge
Freddie Barnard
Lawrence P. Bohl
Earl Butz
Larry DeBoer

Frank Dooley
W. David Downey
Steven P. Erickson
Kenneth A. Foster
Lowell Hardin
John W. Hicks
John E. Kadlec
J.B. Kohlmeyer
Richard L. Kohls
Marshall Martin
Don Paarlberg
Paul V. Preckel
Gerald E. Shively
Robert W. Taylor
Wallace E. Tyner

Charles B. Murphy Outstanding Undergraduate Teaching Award

Larry DeBoer, 2014-15
Frank Dooley, 2008-09
Christine A. Wilson, 2007-08
Jay T. Akridge, 1995-96
Steven P. Erickson, 1994-95
Robert W. Taylor, 1979-80
W. David Downey, 1978-79
Lawrence P. Bohl, 1977-78
Don Paarlberg, 1968-69
Richard L. Kohls, 1966-67

Class of 1922 Outstanding Innovation in Helping Students Learn Award

Allan Gray, 2002
W. David Downey, 1985

Corinne Alexander Spirit of the Land-Grant Mission Award

Maria Marshall, 2017

David C. Pfendler Outstanding Counselor Awards, College of Agriculture

Craig L. Dobbins, 2012
Frank J. Dooley, 2004
Joseph Uhl, 1995
Steven P. Erickson, 1993
Robert W. Taylor, 1985
Lawrence P. Bohl, 1984

Distinguished Purdue University Professors – active

Thomas Hertel, Distinguished Professor of Agricultural Economics
Jayson Lusk, Distinguished Professor of Agricultural Economics

Endowed Professors

Mindy Mallory, Clearing Corporation Chair of Food and Agricultural Marketing, 2019
Todd Kuethe, Schrader Endowed Chair in Farmland Economics, 2019
Allan Gray, Land O'Lakes Chair for Food and Agricultural Business, 2013
Wally Tyner, James and Lois Ackerman Professor of Agricultural Economics, 2009
Jay Akridge, James and Lois Ackerman Professor of Agricultural Economics, 2004-2009

Fulbright Scholars (since 2008)

Kwamena Quagrainie, 2019
Rhonda Phillips, 2015
Joseph Balagtas, 2011

Frederick L. Hovde Award of Excellence

Freddie L. Barnard, 2015
Michael D. Boehlje, 2011
Larry DeBoer, 2009
Marshall A. Martin, 2006
Christopher A. Hurt, 1999
Janet S. Ayres, 1998
Robert W. Taylor, 1991
David C. Petritz, 1987
David H. Bache, 1985
Richard L. Kohls, 1984
Janet Armstrong, 1979

Morrill Award

Michael Boehlje, 2017
Wallace Tyner, 2015

Nobel Peace Prize

Otto Doering, lead author, Intergovernmental Panel on Climate Change, 2007

Outstanding Graduate Mentor/Teacher, College of Agriculture

Thomas Hertel, 2019
Paul Preckel, 2018
Gerald E. Shively, 2012
Wally Tyner, 2009
Kenneth Foster, 2007

Outstanding Service to Students, College of Agriculture

Andy Oppy, 2014
LeeAnn Williams, 2006

Order of the Griffin, Purdue University

Don Paarlberg, 2002

Research and Scholarly Distinction Award, Purdue University

Thomas Hertel, inaugural recipient, 2013

Richard L. Kohls Outstanding Undergraduate Teacher Awards, College of Agriculture

Nicole Olynk Widmar, 2020
Michael Gunderson, 2018
Larry DeBoer, 2015
W. Scott Downey, 2012
Frank Dooley, 2009
Jay T. Akridge, 1996
Joseph N. Uhl, 1986
W. David Downey, 1984
Steven P. Erickson, 1983
John E. Kadlec, 1981
Lawrence P. Bohl, 1978
Robert W. Taylor, 1976
Eric C. Oesterle, 1973
Don Paarlberg, 1969
Richard L. Kohls, 1967

Teaching Academy Fellows, Purdue University

Michael Gunderson, 2019
W. Scott Downey, 2012
Larry Bohl, 2005
Bob Taylor, 2004
Dave Downey, 2004
Frank Dooley, 2002
Jay Akridge, 2002

Violet B. Haas Award

Sarahelen "Sally" Thompson, 2006

Fellows

Wally Tyner, Senior Fellow, US Association of Energy Economists, 2019
Gerald Shively, Fellow, International Association of Agricultural Economists, 2019
Ken Foster, President's Fellow for Purdue-Columbia Initiatives, Office of the Executive Vice President for Research and Partnerships, 2018
Jayson Lusk, Fellow of the Western Agricultural Economics Association, 2017
Joan Fulton, Purdue University Provost Fellow for Diversity and Inclusion, 2016
Allan Gray, Fellow, International Food and Agribusiness Management Association, 2016
Michael Boehlje, Fellow, International Food and Agribusiness Management Association, 2014

Distinguished Ag Alumni

The Distinguished Agriculture Alumni Award was created in 1992 to recognize midcareer alumni of Purdue's College of Agriculture. Honorees must have a demonstrated record of outstanding accomplishments, have made significant contributions to his/her profession or society in general, and exhibit high potential for future professional growth. Selections are made by a committee comprised of the Dean of Agriculture, associate deans, assistant dean, department heads and unit directors. Typically, 10 or fewer alumni are selected to receive the award each year.

1992: Lawrence "Sonny" Beck, John D. Hardin Jr., Terry L. Tucker

1993: Terry Yu-Hsien Yu

1994: Gene L. Swackhamer, Donald B. Villwock

1995: Richard A. Brock, Gustavo A. Nores

1996: Kamphol Adulavidhaya, Michael A. Jackson

1997: Antonio Lima Bandeira, Russell Clark, Joseph D. Coffey, James N. Rieth

1998: Charles F. Conner, Julio A. Penna

1999: Walter J. Armbruster, William T. Boehm, David L. Miers

2000: D. William Biddle, Mark W. Bitz, Barbara Chattin, J.B. Penn, Kenneth L. Schwab

2001: Eric A. Brown, Mamou K. Ehui, Simeon K. Ehui

2002: Nels Akerson, Ted A. McKinney

2003: Kenneth B. Rulon

2004: Thomas A. Davis, G. William Hoagland

2005: Gerald Powell, W. Wayne Townsend

2006: Steve Bishop

2007: Bruce A. Scherr

2008: Akinwumi Adesina, Roger W. Hadley II, David Howell

2009: Elizabeth A. Bechdol, Richard R. Halderman

2010: David D. Anderson, Gregory W. Deason

2011: Paavo Maknenn

2012: F. Howard Halderman, Del Unger

2013: Zarrell T.G. Gray, Lisa Koester

2014: John Becherer, Anetra L. Harbor, S. Richard Tolman

2015: Vicki McCracken, Craig Newman, Christopher Novak

2016: Tahirou Abdoulaye, Thomas McKinney

2017: Scot Ortman

2018: David Hefty, Stacy Hefty

2019: Anthony Klemm

2020: Trey Hill, Warren Preston

APEX winners

This award is presented by the Department of Agricultural Economics in recognition of individuals with a strong connection to the department who have made outstanding contributions in their fields.

2020

Amy Mrozinski
John Dillard
Jason Brown

2019

Whitney Peake
Natasha Cox
Joshua Merrill
Dayton Lambert
Barbara Fecso
Brian Tabor

2018

Jason Grant
Scott Irwin
Katrina Hall
Brian Briggeman

2017

Darren Carter
Karen Grabow
John Nidlinger

2016

Denny Bell
Doug Eckrote
Shelley Stanford

2015

Augustine Sangson Langyintuo
James Straeter
Robert Tse
Sarah Vacek

2014

John Cranfield
Robert Mann
Mark Petry
Jane Ade Stevens

2013

Tahirou Abdoulaye
Sam Faggetti
Joe Kelsay

2012

Jim Hicks
Felix Spinelli
Nadine McGowan
Kip Tom

2011

David Hefty
Stacy Hefty
Ken McCorkle
Scott N. Mitchell

2010

Kim Emshwiller
Jason Henderson
Evelyn Ott
Warren Preston

2009

Michael Boland
John Demerly
Gerald and Joan Gentry
Patricia Stroup

2008

David Anderson
Elizabeth A. Bechdol
Elena I. Ianchovichina
Mark Thornburg

2007

Gregory Beck
George Green
Jeffrey L. Hale
Kimseyinga Savadogo

2006

Levi & Norma Huffman
Philip Kimmel
Vicki A. McCracken
Filipe de Almeida Ravara

2005

Dale & Lisa Koester
Kurt Klein
Rick Ward

2004

Steve Bishop
Tom Funk
Noralyn Marshall
Ted Merrell

Help us tackle the challenges of the next century

Please give to the Agricultural Economics Department's Centennial Student Support Fund



Purdue's Dean of Agriculture, Karen Plaut, right, introduces Land O'Lakes President and CEO Beth Ford and Dr. Jayson Lusk, Agricultural Economics Department Head, at an event hosted by the department (Photo by Tom Campbell/Purdue Agriculture)

In recent decades, the department has experienced strong enrollment growth and now has approximately 500 undergraduate and 130 graduate students. Students have many opportunities to enrich their education through transformational experiences – but not always the means to do so.

The Centennial Student Support Fund will support such transformational experiences for students in the Department of Agricultural Economics at Purdue University.

We want to partner with you to provide opportunities that can change student's lives and propel them to success. The Centennial Student Support Fund will enable students to expand their education both inside and outside the classroom. These transformational experiences include study abroad, participating in case studies, quiz bowls, and research competitions at professional and industry meetings, enabling departmental student organization and club activities, connecting students with farm and agribusiness stakeholders, enabling student-led research and Extension projects, and creating opportunities for innovative teaching and learning experiences.

We hope you'll join us in the efforts by donating at <https://purdue.ag/agec100giving>. Thank you as always for your continued support of our wonderful department!



Land O'Lakes CEO Beth Ford, left, greeting attendees at an event hosted by the Agricultural Economics Department (Photo by Tom Campbell/Purdue Agriculture)



College of Agriculture

ag.purdue.edu/agecon

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APRIL 2020

