



# econogram

## AREC Assists Tennesseans Amid COVID-19 Pandemic

Department of Agricultural and Resource Economics  
Spring 2021

### **Burt English Earns SAEA Lifetime Achievement Award**







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# Note From the Department Head

NUMBERS. NUMBERS TELL A STORY. THEY HELP US MAKE SENSE OF THE WORLD AROUND US. FOR FACULTY AND STUDENTS IN THE DEPARTMENT OF AGRICULTURAL AND RESOURCE ECONOMICS (AREC), OUR CHOICE OF DISCIPLINE AND PROFESSION IS, TO SOME EXTENT, A RESULT OF OUR AFFINITY FOR NUMBERS.

Tragically, many of the numbers for the past year have been grim. As of this writing, there have been more than **836,000** confirmed cases of COVID-19 in Tennessee and more than **12,000** deaths attributable to COVID-19. The widespread availability of vaccinations—to date, more than **one-third** of all Tennesseans have received one dose and more than **one-fifth** are fully vaccinated—are a light at the end of this dark tunnel. Unfortunately, virus mutations and the reluctance of many to be vaccinated threaten to cloud our path forward.

As land-grant university Volunteers, we decided the best way to shed light during turbulent times is by strategic education. We quickly transitioned to online courses and provided virtual experiential learning opportunities for our students, while delivering fluid COVID-related educational assistance to Tennessee families and producers through research and Extension education.

By the numbers:

- **513**—the number of days from when the University transitioned to online classes to August 18th, the first day of the fall semester when students will fully return to campus.
- **63 and 26**—the number of unique refereed journal articles and the number of peer-reviewed Extension publications authored by AREC faculty in 2020, which represents a **45 percent** and **111 percent** increase, respectively, over the averages for the previous three years and a testament to the dedication, perseverance, adaptability, and outstanding quality of our faculty and staff.
- **7,686**—the number of people who attended one or more of the **sixty-three** presentations by AREC faculty on either the effects of COVID-19 on Tennessee's households, agricultural producers and agribusinesses, agricultural exports and economy, or on how to participate in governmental relief programs most effectively.
- **\$6,075,500**—the total expected savings the **568** participants in the new [Tennessee Master Farm Manager](#) program expect to reap from the knowledge they gained.
- **15**—the number of individual and team awards and honors received by AREC faculty in 2020.
- **40**—the number of AREC courses transitioned from in-person to online during the spring and fall 2020 and spring 2021 semesters.
- **708**—the number of followers of the department's new LinkedIn page.
- **5**—the number of summer interns who will work with the department's Extension faculty and staff. We're incredibly excited to have undergraduates on campus this summer.

We know that numbers can never tell the whole story. And we would be remiss not to recognize all of the hard work and sacrifice made by AREC faculty, staff, students, and supporters over the past year. Finally, we want to conclude by saying that our hearts go out to all who have suffered during this difficult time and affirm our willingness to stand firm and do all we can to help.

*Chris Clark*



# BURTON C. ENGLISH EARNS SAEA LIFETIME ACHIEVEMENT AWARD

## Pioneering Bioenergy Researcher Burt English Recognized for Outstanding Contributions to Agricultural Economics

Burton C. English, professor at the University of Tennessee Institute of Agriculture (UTIA), has received the 2021 Lifetime Achievement Award from the Southern Agricultural Economics Association (SAEA).


The award is given in recognition of his significant and enduring contributions to the agricultural economics profession. English accepted the award in February at the 2021 SAEA annual meeting, which was held virtually this year due to the COVID-19 pandemic.

English is a pioneer in the field of bioenergy research and is recognized internationally as an expert in the field, garnering him numerous awards including a Certificate of Merit from the US Department of Energy. With four decades of bioenergy research under his belt, he is currently focused on a grant from the Federal Aviation Administration to research sustainable aviation fuel development in the Southeast, a potential game changer for rural farming communities. English and a team of researchers are currently analyzing three different supply chains including a supply chain with the objective of supplying 40 percent of renewable aviation fuel for the Nashville International Airport. This research has the potential not only to boost the state and region's economy, but it also has national and worldwide implications with regard to developing a sustainable agricultural solution that could ultimately reduce greenhouse gas emissions. He recently delivered a report to the US Department of Agriculture outlining



*"We take great pride in Dr. English's cutting-edge and mission-oriented research in the areas of bioenergy and sustainable agriculture. He has been a catalyst, a leader, and a servant in forming interdisciplinary teams to conduct translational research."*

*—Hongwei Xin  
Dean of AgResearch*



methods to incentivize the development of the bioenergy industry.

In addition to bioenergy research, English also analyzes and reports on the economic impacts of a wide range of agricultural and natural resource policies and programs. He is often invited to present these findings to congressional committees and state and federal government agencies.

“We take great pride in Dr. English’s cutting-edge and mission-oriented research in the areas of bioenergy and sustainable agriculture. He has been a catalyst, a leader, and a servant in forming interdisciplinary teams to conduct translational research,” said Hongwei Xin, dean of UT AgResearch. “He is also a caring mentor for junior faculty. This Lifetime Achievement Award is extremely fitting to recognize Burt’s outstanding accomplishments and impacts.”

English is also a founding member of both the Agri-Industry Modeling and Analysis Group (AIM-AG) and the Biobased Energy Analysis Group (BEAG). AIM-AG’s mission is to assess and project the impacts of agri-industry development on the Tennessee economy, while the mission of BEAG is to provide decision makers in government and industry with up-to-date economic and environmental analyses of the biobased industry at the firm, state, regional, and national levels.

In 2019, the UT Institute of Agriculture honored him with the designation of Institute Professor, the highest faculty honor bestowed. Other awards include the UT Chancellor’s Award for Research, the UT AgResearch Impact Award, the UTIA Research Team Award, and the Success in Multidisciplinary Research Award, to name a few.

His research has attracted more than \$32 million in external funding. He has contributed to 140 journal articles, twenty book chapters, seven books, 223 abstracts or proceedings, and 282 bulletins or reports.

English earned his PhD in agricultural economics from Iowa State University, a master’s in agricultural economics from New Mexico State University, and a bachelor’s in forestry from Iowa State University. He has been a faculty member in UTIA’s Department of Agricultural and Resource Economics for thirty-four years.





## Karen DeLong Receives SAEA Emerging Scholar Award

Karen DeLong, associate professor in the Department of Agricultural and Resource Economics, was recently presented with the Emerging Scholar Award by the Southern Agricultural Economics Association (SAEA). The award is presented to high-performing, early-career professionals with demonstrated research and resulting publication activity.

DeLong received the award in February at the annual SAEA meeting, which was held virtually this year due to the COVID-19 pandemic.

Her research focuses on livestock economics, agricultural policy, international trade, and experimental economics, which allows her to serve local, national, and international audiences. She has been highly successful at obtaining grant funding to support this research program, with awarded grants totaling nearly \$4.7 million. Her research program is often comprised of multidisciplinary, multi-institutional teams, providing additional fortification of research integrity and reach.

A recent example of her multi-institutional research is a joint project with Arizona State University where

they will examine consumer preferences for US beef and estimate beef import demand in select countries within Asia, Europe, and Latin America. Results from this research will provide insights regarding economic implications of changes in trade policies and provide information on how the US beef export market can be strengthened.

“Karen is a dynamic and productive researcher who is richly deserving of this recognition,” said Chris Clark, professor and head of the Department of Agricultural and Resource Economics. “Addressing complex real-world problems requires teamwork, and Karen’s expertise and attitude make her a valued team member and leader. She has an incredibly bright future, and we’re lucky to have her.”

In the classroom, DeLong is an award-winning, highly sought-after instructor. She also codirects UTIA’s Farm Credit Scholars program and is currently serving as president of the Agricultural and Applied Economics Association’s Experimental Economics Section.

Last year, the University of Tennessee Herbert College of Agriculture awarded DeLong with the

W.S. Overton Faculty Merit Award and the W.F. and Golda Moss Outstanding Teaching Award.

She has published thirty-eight peer-reviewed journal articles in a variety of economics, agricultural economics, and interdisciplinary journals, and her work has been cited 320 times.

She earned her PhD in business administration from the W.P. Carey School of Business at Arizona State University; a master’s in agriculture, food, and resource economics from Michigan State University; and a bachelor’s in general mathematics and economics from Western Michigan University.

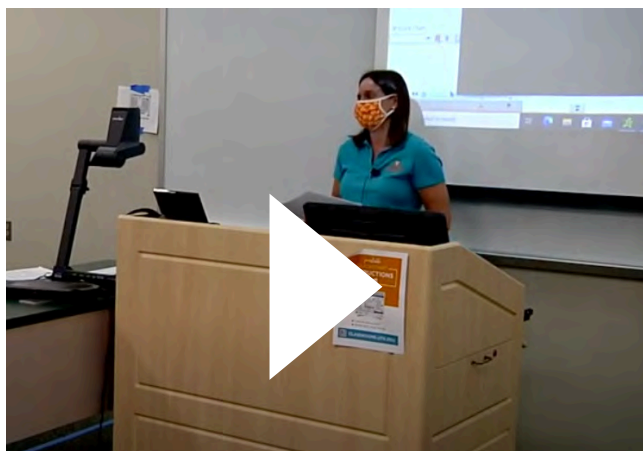
DeLong is the third faculty member from the Department of Agricultural and Resource Economics in the past seven years to receive this prestigious award.

*“Addressing complex real-world problems requires teamwork, and Karen’s expertise and attitude make her a valued team member and leader.”*

*—Chris Clark, Professor and AREC Department Head*

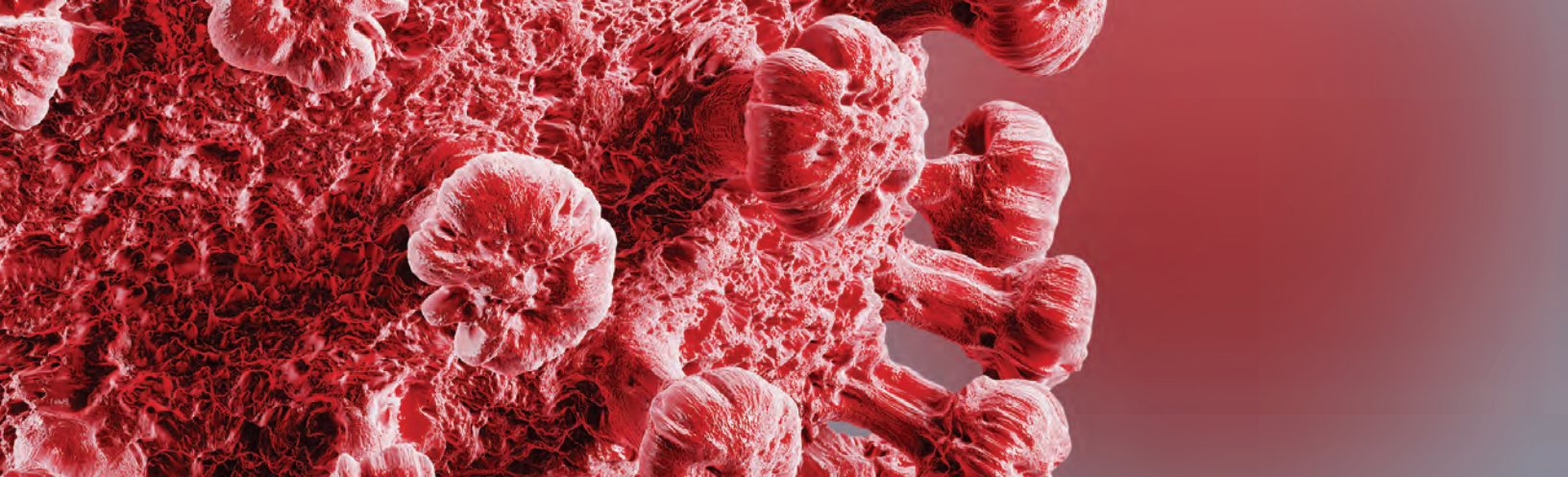


## DeLong Provides “COVID College” Video Interview



*Karen DeLong provided a video interview about campus life during the pandemic. For the courses that offered an in-person option, everyone followed COVID-19 safe practices.*





**W**hen the global COVID-19 pandemic abruptly entered the scene in the US and ushered in a unique brand of uncertainty in our lives, the Department of Agricultural and Resource Economics pulled together and began rapidly disseminating information to help producers, agricultural businesses, policy makers, and Tennessee families. The department worked tirelessly to generate information—twenty-four publications to date—explaining how to tap into programs designed to help small businesses keep employee paychecks coming during periods of mandatory closures; how to navigate H-2A requirements and keep employees safe; information on the pandemic's economic impacts on agriculture and forestry; and so much more. Be sure to check out the department's special [web page](#) where these COVID-19-related publications are featured.

Our researchers shared their COVID-19 impact findings with policy makers, providing them with information they could use to best assist Tennessee businesses and families. For example, Aaron Smith, AREC associate professor, served as a trusted resource and leader on the pandemic's effects on agriculture and presented at the Tennessee

Commissioner of Agriculture's COVID-19 Ag Partner Updates. He also presented information on COVID-19 effects to alumni, key university personnel and advisory councils, Tennessee Farm Bureau Federation, agricultural producers, and agri-industry professionals.

Professor Andrew Muhammad, Blasingame Chair of Excellence and agricultural trade expert, delivered findings of the particularly damaging effects of the trade war and COVID-19 on agricultural exports.

Meanwhile, professor Kim Jensen and assistant professor Jackie Yenerall fielded numerous media interviews where they shared sobering findings that one in ten Tennessee families were struggling with food insufficiency during the early weeks and months of the pandemic—ONE IN TEN. Approximately 30 percent of these struggling households were food sufficient prior to the onset of the pandemic.

Presenting unbiased information is the responsibility of the University and putting that information in the hands of policy makers provides them with the data they can use to assess the needs of Tennesseans.

11-19-20

## U.S. timber industry crippled by double whammy of trade war and COVID-19

Timber is used in furniture, flooring, and, increasingly, architecture. But the forestry sector has lost an estimated \$13 billion in 2020.



[Photo: Darrinburt/Stock]



BY ANDREW MUHAMMAD 4 MINUTE READ

## Tennessee agricultural sectors take hit from COVID-19

STAFF REPORTS Aug 27, 2020



As the Tennessee Department of Agriculture reports, the COVID-19 pandemic, which has hit sectors of agriculture, including production and distribution, leading to substantial price declines and reduced income for farmers. Soybeans, which are primarily grown in the region, are expected to be affected. PHOTO BY T. DARRINBURT/STOCK

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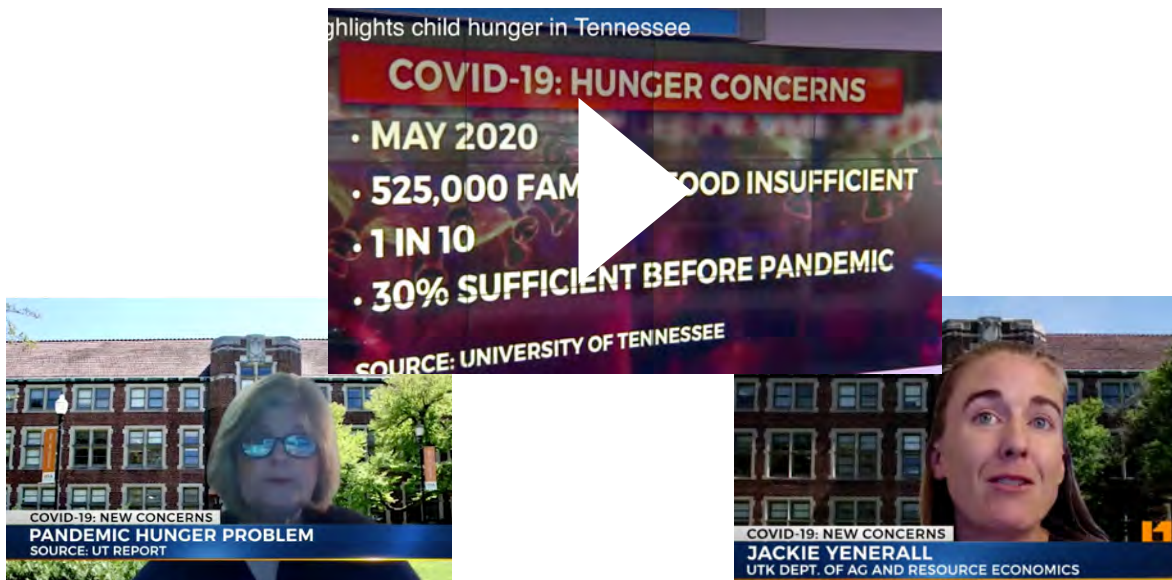
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# AREC Responds to COVID-19

## SMALL SAMPLING OF COVID-RELATED MEDIA COVERAGE

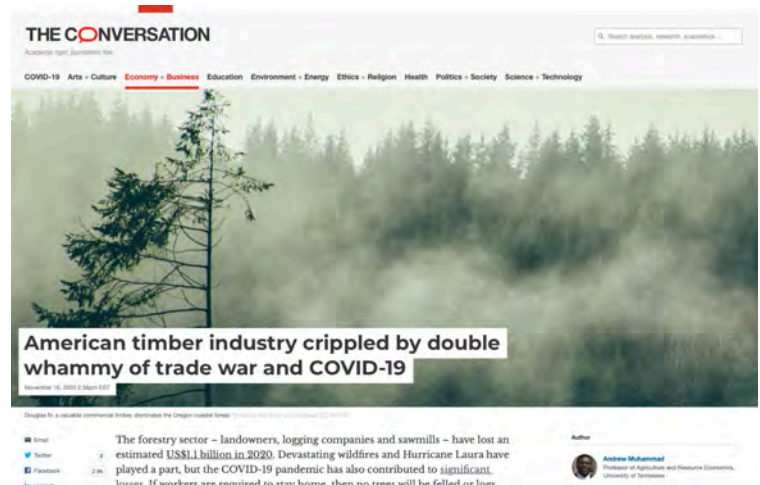


### Could rising farm payments cause trouble ahead?



A global pandemic on the heels of a trade war have increased the need for U.S. farm support payments over the past two years.

Is spike in farm support payments to American producers making U.S. vulnerable to legal challenges from other countries?





## One in Ten Tennessee Families Were Food Insufficient During Early Months of COVID-19

### *UTIA Research Shows Historic Pandemic Hurting Most-vulnerable Populations*

The latest research from the University of Tennessee Institute of Agriculture indicates that during late April and early May 2020, approximately 525,000 Tennessee households were food insufficient, meaning they sometimes or often did not have enough to eat—that's one in ten families. About 30 percent of these struggling households were food sufficient prior to the onset of the pandemic.

The data for the study of Tennessee households were drawn from a national survey, the Household Pulse Survey, from April 23 to May 26. This time period coincides with the end of Tennessee's statewide stay-at-home order. The survey's measurement of food insufficiency is similar to very low food security which the federal government measures annually. "Between 2016-2018, approximately 5.2 percent of Tennessee households experienced very low food security," said Jackie Yenerall, assistant professor in the Department of Agricultural and Resource Economics (ARE). "This makes the finding that 10 percent of Tennessee households were food insufficient in just the first few months of the pandemic all the more concerning."

Adding to concerns about the current food insufficiency status, nearly half of the food-insufficient households were not confident in their ability to afford food in the next four weeks. "Household characteristics across food sufficiency tell a story that is even more concerning," said ARE professor and lead researcher Kim Jensen. "Food-insufficient families were more likely to have children under the age of eighteen in the household and were less likely to be currently employed."

Among the weeks included in the study, the week of April 23 through May 5 was the peak of need, with approximately 83,000 Tennessee households seeking assistance for free food from schools or other programs aimed at children, followed by food banks, family, and friends.

The Household Pulse Survey is a collaboration between the US Census Bureau, USDA Economic Research Service, the Bureau of Labor Statistics, the National Center for Health Statistics, the National Center for Education Statistics, and the Department of Housing and Urban Development.

The research team is comprised of the following faculty from the Department of Agricultural and Resource Economics: Kimberly L. Jensen, R. Jamey Menard, Jackie Yenerall and David W. Hughes.





## Tennessee Agricultural Sectors Taking a Hit from COVID-19

### *UTIA Reports Show Pandemic Placing Downward Pressure on Commodity Prices*

**T**he latest research from the UT Institute of Agriculture indicates that the COVID-19 pandemic has affected all aspects of agricultural commodity production and distribution, leading to substantial price declines and reduced income for farmers.

Price declines for corn, cotton, and soybeans occurred in the first five months of 2020 and are projected to continue. Price reductions associated with the pandemic's market effects have in turn caused a negative impact on farm income and farm-associated expenditures throughout the state.

In anticipation of declining farm income due to price losses, the federal government passed the Coronavirus Food Assistance Program (CFAP). Without CFAP payments, Tennessee corn, soybean, cotton, and wheat producers are estimated to have declines in income of \$58.8 million, \$21.4 million, \$20.3 million, and \$1.2 million, respectively, for a total decline of \$101.7 million in producer income for crops in storage. This decline in income is reduced to \$43.7 million with CFAP payments. "However, the mitigating effects of CFAP payments do not account for priced inventory, entity payment restrictions, or 2019 production caps," said Aaron Smith, associate professor and crop marketing specialist in the Department of Agricultural and Resource Economics (AREC). "As such, the estimated \$58 million loss in producer income—\$101.7 million less \$43.7 million—mitigated by the CFAP payments should be considered a maximum, with the actual loss in producer income likely falling somewhere between \$43.7 and \$101.7 million."

With the temporary closures of restaurants and several beef slaughter and packing plants, the livestock sector has also experienced a large decline in cattle sales for the first four months of 2020, slowing the movement of cattle through the supply chain. Steer and heifer receipts in all weight classes through Tennessee-reported auctions declined by a total of 15,458 head or 24 percent.


Tennessee's forest product exports have also taken a hit from the COVID-19 outbreak, due to supply and demand disruptions in both the finished wood products markets and the interrelated market for raw materials and inputs. When comparing January-April 2020 to the same period in 2019, Tennessee forest product exports were down by 23 percent from \$62 million to \$48 million.

An analysis of the COVID-19 impact on smaller agricultural processing and marketing firms also indicated that most analyzed businesses have suffered marked reductions in sales; however, these reductions varied greatly across the different types of businesses analyzed. "Among those reporting a large negative impact include 71 percent of apparel manufacturers and 67.5 percent of beverage and tobacco product manufacturers," said David Hughes, AREC professor and Greever Chair in Agribusiness Development.



# **UTIA and ColPos Cordoba Receive Grant to Launch Pilot Academic Exchange Program**

*Tailored Experiential Learning and Research Collaborations to Follow*



A coffee plant nursery in the state of Veracruz, Mexico, is one of many experiential learning sites featured in a pilot academic exchange program at the University of Tennessee Institute of Agriculture and Colegio de Postgraduados Campus Cordoba. The partnership and subsequent program are made possible by a \$25,000 Innovation Fund grant from 100,000 Strong in the Americas.



Researchers at UT's Institute of Agriculture (UTIA) and Colegio de Postgraduados (ColPos) Campus Cordoba in Mexico have received a \$25,000 grant from the [\*100,000 Strong in the Americas Innovation Fund\*](#) to launch a pilot academic exchange program, the first of its kind in Mexico to be offered to UT students.

The Innovation Fund is the mechanism that supports the US Department of State's signature hemispheric-wide education initiative, *100,000 Strong in the Americas*, to increase partnerships between higher education institutions in the United States and the rest of the Western Hemisphere. Co-sponsored this year by the Mexican institutions Fundación Banorte and Fundación Gruma, the Innovation Fund provides students with access to new models of academic exchange and training programs.

"Exposing students to a different culture and travel experience should help them acquire valued skills to become successful professionals and improve their likelihood of employment," said UTIA assistant professor and project leader Carlos Trejo-Pech. "Thanks to the generosity of the sponsors, students participating in this program will receive a scholarship to partially defray their travel expenses."

The goal of this project is to create a platform for international collaboration between students and faculty from the partnering institutions. The project will create a faculty-led study-abroad course in Mexico, focusing on small- and medium-sized agricultural enterprises that will benefit UT undergraduate students from underrepresented majors in the current study-abroad program. UTIA faculty will accompany the undergraduate students to ColPos Cordoba and deliver the week-long study-abroad pilot course, tentatively scheduled for the summer or fall semester of 2021. Students will visit the State of Veracruz, engaging in experiential learning activities such as visits to preprocessing facilities of coffee cooperatives; plantations growing diverse crops such as coffee, citrus, and sugar cane; and ecotourism enterprises.

The exchange collaboration will also benefit graduate students from ColPos who need internationalization experience as part of their curricula. Graduate students and faculty visiting from Mexico will visit the University of Tennessee, Knoxville, where they will have the opportunity to conduct research with UTIA faculty.

Mexico is an important trade partner for the United States. The US purchases approximately 78 percent of Mexico's total agricultural exports, while the US supplies about 80 percent of Mexico's total imports of meat and cereal grains. "As such, this program proves to be timely, seeking to increase technical and intercultural competencies for Mexicans and Americans engaged in agriculture, which could ultimately increase human capital and improve the well-being of individuals in this sector of the economy," said Trejo-Pech. Faculty and staff collaborating in this project include Sara Mulville, Adam Willcox, Margarita Velandia, and Roselia Servin-Juarez.

[ColPos Cordoba](#) is a public research and teaching institution and is part of ColPos, a broader research center fully supported by the Mexican Department of Agriculture, with seven campuses across Mexico.

Students interested in this newly developed program can contact the [Smith Center for International Sustainable Agriculture](#) for more information.



**R**esearchers at the Department of Agricultural and Resource Economics (AREC) have been awarded a \$250,000 grant from the Federal Aviation Administration to evaluate regional alternative jet fuel supply chains with regard to their potential for domestic fuel production and rural economic development, a potential game changer for rural farming communities.

The agricultural biomass feedstock targeted for analysis, nationally and regionally, include oilseed cover crops—pennycress, soybean, canola, carinata, and camelina—and softwood logging residues. A supply chain that appears to be economically viable using a pennycress cover crop has been initially evaluated for west central Tennessee with the objective of supplying 40 percent of renewable aviation fuel for the Nashville International Airport. The analysis includes evaluation of feedstock availability and supply chain requirements to grow, move, crush feedstock, and transport fuel to the airport.

The airport regions to be examined are, tentatively, Nashville and Memphis for the oilseed pathway and Chattanooga, Birmingham, and Atlanta for the logging residues pathway.

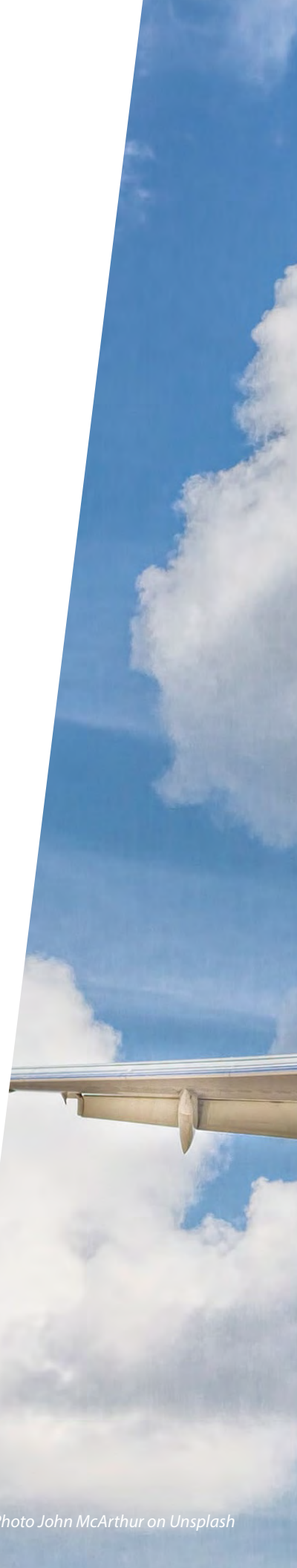
The use of biomass feedstock may reduce greenhouse gas emissions by as much as 80 percent compared to petroleum-based fuels. In order to achieve the aviation industry's goal of carbon-neutral growth by 2050, however, the pace of commercialization of sustainable aviation fuels must be accelerated, which requires the development of production systems that increase economic efficiency.

“This one-year grant project will accelerate the adoption of sustainable aviation fuels by generating strategic information and educating stakeholders on production pathways that can increase economic efficiency, enhance sustainability awareness, leverage economics of scope and scale, and reduce renewable fuel costs,” said AREC professor and lead researcher Burton C. English.

The researchers will analyze the economic viability and environmental impacts of using cover crops as a biomass feedstock, as well as feedstock availability and quality. Collaborating on components of the project are Washington State University, Massachusetts Institute of Technology, Purdue University, and Pennsylvania State University.

Finally, the AREC team will develop a plan for regional implementation of the sustainable aviation fuel supply chain in Tennessee and the Southeast, including projections of job creation, economic activity, labor income, farmer revenue, and state and local taxes generated from growth in the aviation biofuel industry itself, and through multiplier effects.

This research is part of the Aviation Sustainability Center (ASCENT) project—a cooperative aviation research organization co-led by Washington State University and the Massachusetts Institute of Technology. ASCENT is funded by the FAA, NASA, DOD, Transport Canada, and EPA. The research cooperative includes sixteen leading US research universities and more than sixty private-sector stakeholders. Additional resources include a partnership with international research programs, federal agencies, and national laboratories.





# **AREC Researchers Awarded FAA Grant to Research Sustainable Aviation Fuel Development in the Southeast**

*Growing Biomass for Jet Fuel May Become a Viable Option for Farmers*





## UTIA Receives Grant to Help Strengthen and Expand US Beef Export Markets

### *Multi-institutional Research Will Identify Impediments and Possibilities*

**R**esearchers from the University of Tennessee Institute of Agriculture and Arizona State University have received a grant for \$477,131 to examine consumer preferences for US beef and to estimate beef import demand in select countries within Asia, Europe, and Latin America. Results from this research will also provide insights regarding economic implications of changes in trade policies and provide information on how the US beef export market can be strengthened.

While the United States is one of the largest beef exporters in the world, recent years have been wrought with trade disputes that have impacted agricultural trade, such as the trade war with China; US withdrawal from the Trans-Pacific Partnership; a renegotiated US-Mexico-Canada Agreement; and ongoing trade negotiations with the European Union. Although China opened its market to US beef in 2017, beef exports to this region have remained negligible, further prompting research to help strengthen and expand the US beef export markets.

Beef is one of the largest US agricultural exports, making it a vital sector to analyze with respects to global trade. "Maintaining and expanding foreign markets for US beef is crucial to the economic viability of US agriculture," said co-project director Karen DeLong, associate professor in the Department of Agricultural and Resource Economics. "This project will provide beef producers and processors with information of potentially significant drivers of future beef demand and important

information regarding the potential for US beef in foreign markets."

The three-year grant project is funded by the USDA National Institute of Food and Agriculture and will target specific markets that are important to US exports and overall global beef trade. Japan and Mexico are the two largest markets for US beef and will be among the countries chosen for this study, along with three emerging markets: China, the U.K., and Germany. The three emerging markets were also chosen because they are representative of key regions around the world, allowing research results to be extrapolated for other countries.

"Ultimately, this project will provide insights regarding the economic implications of changes in the aforementioned trade policies and provide information on how the US beef export market can be strengthened," said co-project director Andrew Muhammad, Blasingame Chair of Excellence in Agricultural Policy. "The policy relevance lies in the analysis of different export markets outside the US and whether or not foreign consumers are likely to purchase US beef with different characteristics, and then using these results to assess the impact of pending and existing trade agreements on US beef exports."

Leading the effort is Carola Grebitus, an associate professor in the Morrison School of Agribusiness in the W.P. Carey School of Business at Arizona State University. UTIA co-project directors from the Department of Agricultural and Resource Economics are Karen DeLong and Andrew Muhammad.



## Jensen Serves as Institute Faculty Fellow

AREC professor Kimberly Jensen is serving this year as an Institute Faculty Fellow, assisting UTIA Senior Vice President Tim Cross and UT, Knoxville, Chancellor Donde Plowman as they work towards meeting recommendations made by the UTK-UTIA Reunification Working Groups. The working groups made recommendations in the areas of student services, research, communications, finance and administration, and shared governance to help the Institute and UT, Knoxville, work together more seamlessly to meet the needs of students, faculty, and staff, and our clientele base. Jensen has worked with Cross on actions taken in each of these areas.



*AREC faculty members were featured experts in an episode of US Farm Report's College Roadshow that aired on more than 150 television markets.*

Update  
your alumni  
information  
[HERE](#)

Feel free to [CONTACT US](#)  
with story ideas or career  
updates for consideration  
in future editions of the  
*Econogram*. We'd love to  
hear from you!

# NAMA Team Reaches Final Round

Congratulations to our 2021 National Agri-Marketing Association (NAMA) team for making it all the way to the final round, competing against NAMA chapters from across the country and Canada. The team made it through three rounds of competition and took fifth place out of thirty teams.

NAMA chapters prepared and presented a complete marketing plan from concept to execution and presented before panels of agribusiness

professionals. The images on the opposite page are from their presentation materials.

The UT NAMA chapter has a long history of success, and we're so proud of our team for their outstanding dedication and for representing the University in true Volunteer fashion! Congratulations, team!



*UT's 2021 NAMA team made it to the final round at the National Agri-Marketing Association Student Competition. Pictured on the front row, from left, are Savannah Jones, Sarah Cantrell, Shelby Mainord, and Kennedy Hill. On the back row, from left, are Joseph Chester, Samuel Gerloff, Hense Duncan, and Billie Ray.*



# at National Marketing Competition



## Strengths

- Utilizes locally grown ingredients
- Well-developed existing production infrastructure
- Fortified with vitamins and minerals
- Reduces food waste
- Affordable raw ingredients



### Becky The Bar Owner

- Mid-40's
- Owns and runs several restaurants
- All restaurants cater to brunch
- Seeks larger size bottled bloody mary mix to reduce waste

Bloody Mary Mix Brand	Price	Uses Real Juice	Offers Bulk Packaging	Increases Farmer's Income	Utilizes Local Products	Fortified with Vitamins & Minerals
Zing Zang	\$9.97 for (6) 8 oz cans					
Demetri's	\$27.64 for (4) 8 oz cans					
Farmer's Daughter	\$14.97 for (6) 8 oz cans					

# UTIA Reveals Sobering Statistics in Economic Report to the Governor

## *Pandemic Delivers a Hit to Tennessee's Agricultural Sectors*



In this year's economic report to the governor, researchers at UT's Institute of Agriculture detail the extent of COVID-19 impacts on Tennessee's agricultural sectors; examine the struggle of thousands of Tennesseans to feed their families during the pandemic; and summarize the impact of governmental assistance programs in mitigating the damage.

The agricultural sectors encompass the supply chain from farm and forest to consumers and is a vital part of the state's economy. Accounting for multiplier effects, the agricultural sectors add \$79.3 billion to Tennessee's economy and account for more than 339,000 jobs.

Total US agricultural and related exports fell 1 percent from fiscal years 2019 to 2020. The decrease can be attributed to depressed global demand for US exports tied to the COVID-19 pandemic and continued trade tensions with China and the European Union. According to the report,

Tennessee's agricultural sectors suffered relatively greater declines in exports than the nation as a whole. The state's agricultural and related exports were \$1.9 billion in 2020, down \$143 million or 7 percent from 2019. In fact, Tennessee experienced declines in all major categories in 2020. Exports of bulk agricultural commodities, which include cotton, tobacco, and soybeans, were down \$54 million or 7 percent. Related product exports, which include forest products and distilled spirits, were down \$50 million or 8 percent. Consumer-oriented exports, which include meat and dairy products as well as processed food products, were down \$27 million or 6 percent. Also, exports of intermediate products such as soybean meal and oil and other feeds were down \$12 million or 6 percent. Full [article](#) is available online.



## UT Extension Announces 2021 Tennessee Hemp Market Outlook Webinar

*Free Online Event Provides Regulation Updates,  
Production Tips and Market Outlook*



Tennessee Industrial hemp growers, processors and all other hemp enthusiasts are invited to participate in UT Extension's 2021 Tennessee Hemp Market Outlook webinar on May 6. In addition to the hemp market outlook, participants will also receive USDA/ Tennessee Department of Agriculture regulation updates and production tips.

The keynote speaker for this event will be Seth Boone, vice president of business development for PanXchange. Participants will also have the opportunity to engage and learn from speakers Eric Walker, director of science and innovation with Genamera, and Denise Woods, hemp program coordinator with the Tennessee Department of Agriculture.

This free online event will be held on May 6 from 9 a.m. until noon Central. Registered participants will be emailed a Zoom link and instructions to participate. Additional information and registration can be found online at [manage.tennessee.edu](https://manage.tennessee.edu) or contact Iris Cui at 931-648-5725 or [xcui10@utk.edu](mailto:xcui10@utk.edu).



# UTIA Receives Grant to Launch Innovative UT Agribusiness Academy

*Project Designed to Bolster Enrollment in Postsecondary Agribusiness Programs*



The University of Tennessee Institute of Agriculture has been awarded a \$300,000 grant to create instructional resources and develop a self-sustaining professional development program—the UT Agribusiness Academy—for current Tennessee secondary agriculture teachers.

The project team, comprised of faculty from the Department of Agricultural and Resource Economics and the Department of Agricultural Leadership, Education, and Communications, will develop e-learning content modules for the UT Agribusiness Academy, which follow course standards of the secondary Tennessee agribusiness program of study.

According to a recent study, growth in the agricultural job market is currently outpacing new graduates with agricultural-related degrees, and almost half of these jobs are in agribusiness. “These job market trends indicate a potential shortfall of graduates with agribusiness training,” said project director Chris Boyer. “Recognizing K-12 education as a pipeline to agricultural careers, such as agribusiness, is critical to address this shortage,” he added.

Boyer says the long-term goal for the UT Agribusiness Academy is to increase the number of Tennessee secondary students exposed to agribusiness content and career opportunities, resulting in increased enrollment in postsecondary agribusiness programs and an increased number of students equipped to enter the growing agribusiness workforce.

Each summer, for the next three years, sixty Tennessee secondary agriculture teachers will participate in the online modules, focusing on one of the courses in the Tennessee agribusiness program of study. The project funds opportunities for teachers to interact one-on-one with the project team to ensure content is relevant and communicated effectively. The project is funded by a grant from the US Department of Agriculture’s National Institute of Food and Agriculture and will include an innovative combination of professional development components designed to bolster curricular success. Upon project completion, the UT Agribusiness Academy will be made publicly available to every secondary teacher in Tennessee and beyond, free of charge.

Project team members include Chris Boyer, Karen DeLong, and Carlos Trejo-Pech from the Department of Agricultural and Resource Economics and Christopher Stripling and Carrie Stephens from the Department of Agricultural Leadership, Education, and Communications.



## Mobile Hotspot Lending Program and Rural Broadband

Broadband internet is still out of reach for many rural communities in Tennessee. Recent statistics indicate that rural residents have limited access to broadband internet (twenty-five download/ three upload megabits per second) in Tennessee. The state of Tennessee’s rural broadband initiative is a step in the right direction, but it will likely take years before infrastructure will be in place to provide reliable and affordable internet to rural residents. UT Extension is addressing the digital divide through the library mobile hotspot lending program across seven counties and the Digital Literacy Skills Training program. Click on latest video news, left.

# Welcome, New Faculty



*Ben Leard*

Join us in welcoming Benjamin Leard to the department! An environmental economist, his work focuses on natural resource and environmental economics. His position is the first in our department to include a partial appointment with the [Howard H. Baker Jr. Center for Public Policy](#), with a split of 55 percent research (AREC and Baker Center) and 45 percent teaching (Herbert College of Agriculture).

Prior to joining the department, he worked as an environmental economist and fellow at Resources for the Future in Washington, D.C. His work focused on transportation policy, climate change, and discrete choice modeling.

Leard also analyzes environmental policies in the United States, including passenger vehicle fuel

economy and greenhouse gas emissions standards, zero-emissions vehicle programs, electric vehicle subsidies, and emissions trading programs.

Leard earned his PhD in applied economics and management from Cornell University and a bachelor's degree in mathematics and economics from James Madison University.

On the UTIA campus, students will find Leard teaching or coteaching courses such as Economic Perspectives on Natural Resource and Environmental Issues; Climate Change and Renewable Energy Economics; Policy Analysis for Environmental and Natural Resource Management; and Special Topics in Agricultural Economics.



# ulty!



*Alicia Rihn*

**A**licia Rihn is another excellent addition to our department and works in research and Extension in the area of nursery and greenhouse economics.

Her research focus is in specialty crops, consumer behavior and valuation studies, value-added and niche attributes, and producer barriers and willingness to adopt new practices and products.

Producers keep an eye out for her valuable Extension information on specialty crop marketing, consumer valuation, niche marks, and value-added products and attributes.

In the midst of the pandemic, she contributed to an Extension publication regarding the [Paycheck Protection Program loans in Tennessee's landscape services industry](#).

Rihn earned her PhD and master's in applied plant sciences-horticulture marketing from the University of Minnesota and a bachelor's degree in horticulture science from the University of Wisconsin.

Most recently, Rihn worked as a data management analyst in the Food and Resource Economics Department and Mid-Florida Research and Education Center at the University of Florida.

# Welcom



*Kevin Cavasos*

**M**eeet the newest lecturer in our department—Kevin Cavasos. Students will find him teaching AREC 201, Economics of the Global Food and Fiber System, and AREC 350, The Food and Agricultural Marketing System.

Cavasos earned his bachelor's degree in finance from the University of Florida and his master's degree in agricultural and resource economics from UT, Knoxville. He then returned to Florida where he earned a PhD in earth systems science from Florida International University in Miami.

While working on his PhD, he taught undergraduate courses in ecology, earth science, and environmental science in Florida International University's Department of Earth and Environment.

In his spare time, he enjoys running, hiking, camping, and spending time with his wife Amy and daughter Ava, who is a junior at West High School.



# e, New Staff!



The department is pleased to welcome Chris Narayanan as the newest member of our area farm management team, where he is responsible for the Western Region for the [MANAGE program](#).

His love for, and knowledge in, the agricultural industry began in his younger days, when he worked as a Texas ranch hand and commodity broker's assistant to help fund his education while attending Texas A&M University's College of Agriculture and Life Sciences for both his bachelor's (agricultural economics) and master's degrees (rangeland ecology and management). While there, he competed on the Texas A&M rodeo team.

He also served in the US Marine Corps and the Marine Corps Reserve. Following his service, he launched a private-sector career working for agricultural consultancies, brokerages, and storied agribusiness John Deere & Company. During this time, he continued his studies with the Working Professional MBA program at the University of Texas at Austin.

Prior to his MBA graduation, he turned to Wall Street, working and consulting for private equity and hedge funds, as well as investment banks and financial services firms.

His opinions are regularly sought by the media, and he is frequently asked to serve as an industry guest speaker.

Among his honors, he led Societe Generale to a #1 ranking in agricultural commodities research across all global investment banks, brokers, and dealers in 2016, up from #5 in 2014, according to the annual client-based commodities rankings survey conducted by *Risk & Energy Risk* magazine. In 2017, Chris was inducted into the Tyrus R. Timm Honor Registry, the highest award presented to former students of the Department of Agricultural Economics at Texas A&M University.

Narayanan is a life member of the Veterans of Foreign Wars, and a member of the College of Agriculture Development Council at the Texas A&M Foundation, and the Memphis Agricultural Club.

His office is located in the UT-TSU Extension, Shelby County office at Agricenter International. The counties he serves are Crockett, Dyer, Fayette, Lauderdale, Hardeman, Haywood, Shelby, and Tipton.

# Galloway to Serve as Income Tax Coordinator



In addition to his duties as an area farm management specialist, Alan Galloway is now taking the helm as the program coordinator for the Income Tax Program or “tax schools.”

As coordinator, he will coordinate the planning and delivery of the annual income tax seminars offered in conjunction with Tennessee Farm Bureau for certified public accountants and tax preparers across the state and conduct an income tax Extension education program.

Galloway hit the ground running, starting with a webinar session on farm income tax issues that was provided as part of the Master Farm Manager training, which received the highest session rating by participants.

He also launched the “[Tax Tips for Everyone](#)” newsletter in coordination with Ann Berry of UT

Extension Family and Consumer Sciences to provide income tax updates and changes applicable to all Extension personnel and clientele.

Galloway is a seasoned veteran of the statewide income tax seminars, serving as an instructor for the past fifteen years.

“I look forward to developing additional information related to income tax and other taxes which will help all of us and our clientele pay only what is required and ensure better understanding of all tax laws,” said Galloway.

Former program coordinator Clark Garland will continue to serve as a consultant with the program for the next year or two in order to assist with the transition. Garland led the successful program for twenty-six years.

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## Farmland Leasing Webinar Series

Farmland owners and anyone with an agriculture lease were invited to participate in a free “lunch and learn” mini webinar series offered in March. The series of short courses taught the basics of farmland leases and provided webinar attendees with useful tools and resources to construct farmland leases.

Webinar speakers included department head and professor Chris Clark and Iris Cui, area farm management specialist.

Survey responses from those attending the webinar were positive: 97 percent indicated an increased knowledge in farmland leasing, and 98 percent indicated they will implement what they have learned in building agricultural leases.





## UT Extension Federal Income Tax Seminars Continue to Thrive

Each year for the past sixty years, UT Extension, in cooperation with Tennessee Farm Bureau and the Internal Revenue Service, planned and conducted federal income tax seminars at various locations throughout Tennessee. Seminar instruction is directed toward tax professionals who prepare and file tax returns for farm and nonfarm businesses and individuals. The audience includes certified public accountants, enrolled agents, and other tax professionals.

The 2020 seminar was a highly successful sixtieth-year celebration of excellence in federal income tax education that included nine two-day in-person seminars with 443 physically distanced participants. Tennessee Farm Bureau hosted an extremely well-received two-day webinar for 199 individuals for a total attendance of 642 tax professionals. Many COVID-19 accommodations were made, from digital workbook distribution, physical distancing, to a virtual learning option, and so much more.

2021 plans are underway for in-person tax seminars at capacity, combined with a webinar for those who choose to participate virtually. “We highly value



our tax education partnership with Tennessee Farm Bureau and greatly appreciate their support and for again hosting the 2021 webinar,” said 2020 income tax coordinator Clark Garland. “No one knows for sure what the future holds for COVID-19. Therefore, we will remain flexible and mindful of changing conditions and respond accordingly. Our first priority is the health and safety of our seminar participants and team members.”

[Online registration](#) for the 2021 income tax seminars begins July 14.



## UT Extension Launches Tennessee Master Farm Manager Program

Area farm management specialists started the new year spearheading the new Tennessee Master Farm Manager educational program that was held on Thursday nights for eight weeks via Zoom. A total of 568 producers and sixty-six UT, state, and industry personnel attended.

Participants honed their farm financial management skills, learning about topics such as understanding financial statements, business structure, lending, equipment purchasing, trade issues, recordkeeping, tax planning, lease agreements, and farm transitioning. Ninety-nine percent of participants said they would recommend the program to others

and reported an economic impact of \$13,065 per respondent for a total impact of \$6,075,500 due to knowledge gained from the program.

The program is made available to any agricultural producer, regardless of location. Tennessee producers who have previously qualified for 50 percent Tennessee Agricultural Enhancement Program (TAEP) cost share may utilize the Tennessee Master Farm Manager training as a recertification.

Be sure to check back at [MasterFarmManager.tennessee.edu](https://www.masterfarmmanager.tennessee.edu) for future program offerings.

# James L. Herbert Executive Seminar Series Resonates With Students

*Agricultural Industry Leaders Provide Invaluable Perspective and Experience*

Momentum continues to build in the popular James L. Herbert Executive Seminar Series that brings top agricultural leaders into the classroom, providing students with an opportunity to learn from their experiences and perspectives and glimpse a range of professional possibilities.

Topics discussed in this course are driven by real-world matters and are taught by leaders at the forefront of agricultural issues, industries, and policies.

Despite a year of COVID-19 challenges, more than half of this year's speakers joined face-to-face, and the rest joined via Zoom. Students were given the same option, and those attending in person were able to do so safely with no instances of virus transmission.

Speakers for the 2020 seminar series included:

- **Tim Cross**, senior vice president and senior vice chancellor, UTIA
- **Valerie Bass**, executive director of the Tennessee Beef Industry Council
- **Wade Smith**, vice president of OSI Group
- **Robert Brown**, president and chief forecasting officer of Robert Brown, Inc.
- **Kent Kilpatrick**, owner of the Apple Barn and Cider Mill
- **James Herbert**, founder and former CEO of Neogen
- **Jeff Cole**, president of Tenkoz
- **Keith Barber**, vice chancellor of Institutional Advancement, UTIA
- **Alison Franklin**, Corteva Agriscience, national accounts leader, crop protection
- **Donnie Smith**, former CEO of Tyson Foods and UT Board of Trustees member
- **Peggy Smith** and **Sue Conley**, founders of Cowgirl Creamery
- **Bill Johnson**, president and CEO of Farm Credit Mid-America
- **Jerry Estes**, lawyer and former Tennessee district attorney general
- **Rhedona Rose**, Tennessee Farm Bureau executive vice president
- **Letti McKay**, Tennessee Farm Bureau regional field director



The course is offered by the Department of Agricultural and Resource Economics and cotaught by associate professors Chris Boyer and Karen DeLong. The seminar series recently benefitted from a generous

endowment by alumnus James L. Herbert that will be used to enhance one-on-one time with speakers and to help recruit speakers for the class. "I was aware that our students needed to be exposed to C-Suite executives, both to give them opportunities to learn about different agriculture-related professions, as well as to speak and interact directly with the executives. Hopefully, the series provides a learning environment that benefits all parties—guest and students," said Herbert, 1962 agriculture graduate and namesake of the Herbert College of Agriculture.

"It is rare for many students to interact with industry partners and leaders, but this class made that a weekly occurrence," said Herbert College of Agriculture student Shelby Mainord. "This class afforded us a front-row seat to the wisdom and advice of these individuals, as well as exposure to their companies or industry. The ability to share space in person or virtually with these types of leaders will give us an edge over other students in our field and afford us knowledge that cannot be gained from a textbook."

The AREC 395: James L. Herbert Executive Seminar Series will be offered again in fall 2021. 🌟



*"It is rare for many students to interact with industry partners and leaders, but this class made that a weekly occurrence."*

*—Herbert College of Agriculture student Shelby Mainord*





*Future scholar sighting?*

## UTIA Herbert Farm Credit Scholars Celebrate End of Fall Semester!



## Lilly Tench Presents at Seminar and Discusses Exciting Internship

Dual MS/MBA student Lilly Tench recently presented an AREC seminar titled “Innovation in Agriculture: Needs, Challenges, and Strategies,” where she shared details of her experience coordinating the five-week virtual AgLaunch Boot Camp during her professional internship in the summer of 2020. The boot camp was a partnership between the [Knoxville Entrepreneur Center](#) (Knoxville, TN), [AgLaunch](#) (Memphis, TN), [The Biz Foundry](#) (Cookeville, TN), and [Sync Space](#) (Kingsport, TN). The boot camp is an accelerator program that trains and supports entrepreneurs innovating within the food and agricultural sectors.

Tench believes in using innovation to address the world’s most pressing problems. She has supported innovators and entrepreneurs through her past roles as program manager at Columbia University Technology Ventures and as director of membership at Newlab, a technology innovation center in the Brooklyn Navy Yard. She is currently serving as codirector of the Tennessee AgTech Mentor Network.

She received a BA in peace and social justice with a concentration in environmental studies at Berea College. She is a second-year student in the dual [MBA/MS Agricultural and Resource Economics/Haslam College of Business](#) program and worked with AREC Greever Chair in Agribusiness David Hughes during her time with us.

Prior to entering our program, she was program manager with PowerBridgeNY, a Columbia University business accelerator designed to facilitate the commercialization of ecologically sustainable technologies.

## Harley and Juanita Clark Irwin Extension Service Award Winners



Aaron Smith

Aaron Smith, UT Extension crop marketing specialist, has received the Harley and Juanita Clark Irwin Award from the department for his outstanding service in the field of agricultural economics and agribusiness education.

Smith works collaboratively and has cultivated a nationally recognized statewide Extension education program. He has published forty-nine Extension articles, more than 260 popular press articles, and presented at 299 producer and agri-industry meetings with more than 17,000 participants. His ability to distill complex market data into information producers can use to manage risk and enhance profitability has made him a popular speaker among the state's Extension agents and crop producers.

In 2019 and 2020 alone, Smith authored or coauthored seven journal articles, twenty Extension reports, nine papers or abstracts in conference proceedings, and 65 popular press articles while making 106 presentations to 7,730 participants. Smith has supported his Extension program by obtaining twenty-six grants totaling \$15.22 million and by participating in applied research that has resulted in eighteen peer-reviewed journal articles. The [full article](#) is online.



David Bilderback, UT Extension area specialist in the eastern region of the state, has received the Harley and Juanita Clark Irwin Award for his outstanding service in the field of agricultural economics and agribusiness education.

In 2019 and 2020, he made 10,746 contacts, completed thirty-one whole farm plans and worked one-on-one with ninety-two farm families. His programming efforts in Dairy Gauge Benchmarking included intensive financial work with dairies, which helped them reduce expenses by 8 percent in 2019, with a total direct economic impact of \$2.32 million.

Bilderback also led the development of the [Master Farm Manager Program](#), a new statewide program focusing on farm financial management. In spring of 2020, a trial course was held in Madisonville, Tennessee, where participating farmers identified areas to reduce variable expenses for a total impact of \$108,500. The [full article](#) is available online.



David Bilderback



TAAA&S president Chris Cooper presented UT Extension area specialist Iris Cui with the 2021 Achievement Award.

## Cui Wins TAAA&S Achievement Award

Xiurui "Iris" Cui, UT Extension area specialist in the west and central region of the state, received the Achievement Award from the Tennessee Association of Agricultural Agents and Specialists at this year's annual meeting in Memphis.

The Achievement Award recognizes excellence among agents and specialists with less than ten years of service.

In a span of three years, Cui published six budgeting and decision-aid tools for Tennessee producers, taught sixty-three farm management courses and webinars, and led two grant proposals addressing farm safety issues. As a result of these programs, 678 participants increased their knowledge and skills in farm and financial planning, and 128 increased their potential farm income by \$822,757 by implementing a financial plan.



## AREC Alumna Receives National Master Gardener Award

AREC alumna (BS '15 and MS '17) Rachel Painter has been awarded the 2020 National Master Gardener Distinguished Early Career Award. Painter serves as the Master Gardener coordinator for UT-TSU Extension in Rutherford County.

A native of Lebanon, Tennessee, she has transformed the program in the three short years since she took the coordinator helm. Volunteer retention rates went from 30 percent in 2016 to 75 percent in 2019. She has assisted members with the use of technologies to benefit and grow the program and involved Master Gardeners in television and radio appearances to provide exposure to the program. The [full article](#) can be found online.



Rachel Painter

## Muhammad Receives USDA Economists Group's Bruce Gardner Award

Andrew Muhammad, AREC professor and Blasingame Chair of Excellence in Agricultural Policy, has received the Bruce Gardner Visiting Economist Award from USDA Economists Group. The award is given annually to a visiting economist who has provided outstanding analysis and service in improving programs and policy.

Muhammad assists the state and nation's agricultural decision makers in the evaluation of potential policies and programs dealing with agricultural commodities, food and international trade, as well as advocating for state and regional agricultural opportunities.

His current research focuses on agricultural trade and trade policy, effects of trade on developing countries, and global food demand.



Andrew Muhammad

## Velandia Contributes to Award-Winning COVID-19 Communication Publication

AREC professor Margarita Velandia contributed to the Extension publication [Operating a Garden Center During the COVID-19 Pandemic](#), which received the Blue Ribbon Extension Communication Award from the Southern Region of the American Society for Horticultural Science.

The project was led by Amy Fulcher from the Department of Plant Sciences. The following faculty also contributed to the effort: Annette Wszelaki, Department of Plant Sciences; Megan Leffew, Center for Profitable Agriculture; and Margarita Velandia, Department of Agricultural and Resource Economics.



Photo courtesy of David Bates

Tennessee garden centers used this publication in the early days of the pandemic to navigate ways to safely conduct business.

### Hellwinckel Receives William T. Miles Award For Community Service

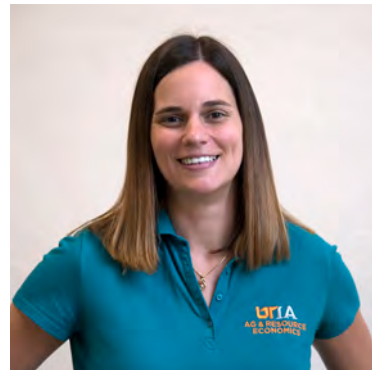
The UT Institute of Agriculture once again recognized outstanding faculty and staff service at its annual awards and promotions event. Research associate professor Chad Hellwinckel was presented with the William T. Miles Award for Community Service. Hellwinckel was recognized for his volunteer efforts to help ensure people in the Knoxville area have access to fresh fruits and vegetables. He was also instrumental in forming the Knoxville Permaculture Guild, designed to increase food grown in urban areas, and the Parkridge Community Gardens. He also serves on the Knoxville Food Policy Council. During the COVID-19 pandemic, he assisted with community composting to help our urban gardeners. The [full article](#) is available online.



## PROMOTIONS AND TENURE



*Edward Yu  
Promotion to Professor*



*Karen DeLong  
Promotion to Associate  
Professor with Tenure*



*Jonathan Walton  
Promotion to Senior Lecturer*



*Andrew Muhammad  
Granted Tenure*



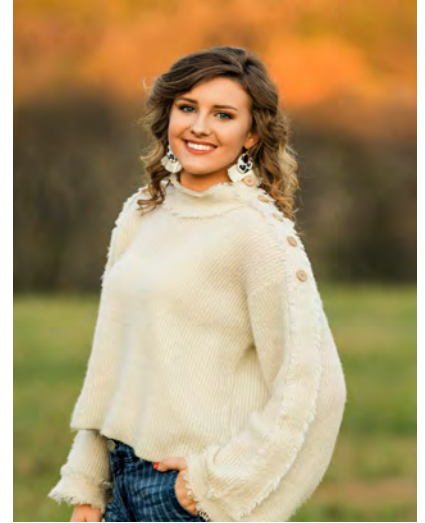
# 2021 Farm Credit Scholars



*Carragan Fields  
Major: Agricultural Leadership  
and Community Engagement*



*Travis Stewart  
Major: Food and Agricultural  
Business*



*Olivia Phillips  
Major: Agriculture  
Leadership, Education, and  
Communications*



*Kennedy Hill  
Major: Animal Science  
with a minor in Agriculture  
Communications*



*Savannah Jones  
Major: Food and Agricultural  
Business*



*Samantha Roberts  
Major: Animal Science with a  
minor in Food and Agricultural  
Business*

# 2021 HERBERT COLLEGE OF AGRICULTURE AWARDS

## AREC HONOREES

**Jada Thompson**



W.S. Overton Faculty Award of Merit  
**AND**  
Newton Entrepreneurial and Critical  
Thinking Award

**Carlos Trejo-Pech**



Newton Entrepreneurial and  
Critical Thinking Award

## 2021 Herbert College Student Awards

Armistead Award  
**AND**  
Outstanding Junior



**Weston Box**

Outstanding Junior



**Sarah Cantrell**



# 2021 Departmental Outstanding Student Awards

## Outstanding Senior



## Outstanding Junior



## Outstanding Sophomore



## Outstanding Freshman



# Graduate Degrees Awarded

## Master of Science in Agricultural & Resource Economics

### Summer 2020

Mackenzie Gill  
Young Lee  
Latif Patwary  
Hari Regmi

*Congratulations, graduates!*

# Agricultural & Resource Economics Undergraduate Degrees Awarded

## Bachelor of Science in Food and Agricultural Business

### Fall 2020

Michael Fisher Bunch  
Brandon Conley  
Mason D. Dillon  
Christina Dian Greer  
Madison Paige Kilbarger  
Ethan Andrew Loveday

George Mason McNabb  
Connor Reed Nichols  
Shauna Elizabeth Nowlin  
Bricen Chandler Pentecost  
Christian Jake Pewett  
Jonathan Lawrence Trew  
Alexis LeeAnn Walker



To learn how, check out our

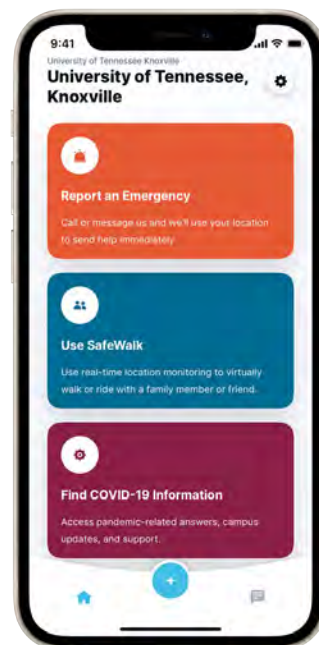
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Be sure to check out the [LiveSafe App](#) to tap a myriad of functions, from placing emergency calls, reporting suspicious activity, Coronavirus information, reporting an issue, finding resources, and more!

Please note that the LiveSafe app supplements—but does not replace—the [UT Alert system](#).



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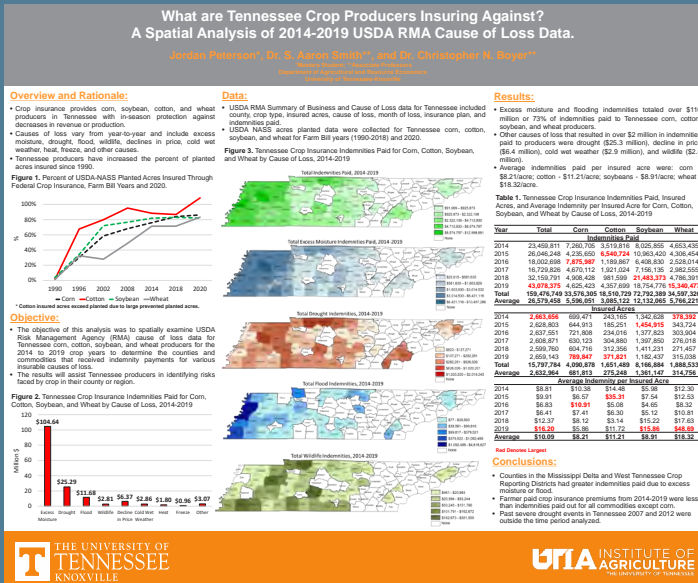
[WSJ.com/UTKnoxville](https://www.wsj.com/UTKnoxville)

*The University of Tennessee, Knoxville's Haslam College of Business is collaborating with The Wall Street Journal to provide FREE access to the outlet's full suite of digital products for all students, faculty, and staff. With the Haslam's new, school-sponsored site license program, you can activate your free WSJ account at [WSJ.com/UTKnoxville](https://www.wsj.com/UTKnoxville) and then personalize the content you receive. Through your account, explore student, faculty, and university resources at [WSJ Education](https://www.wsj.com/UTKnoxville).*

# AREC Participates Virtually at Southern Agricultural Economics Association's Annual Meeting

While the COVID-19 pandemic altered traditional attendance at this year's annual meeting of the Southern Agricultural Economics Association, AREC was once again well represented, with approximately twenty faculty members and seven graduate students in attendance. A couple of our faculty garnered significant awards, and numerous faculty and graduate students made presentations and presented posters, such as you see pictured, left.

Shelby Mainord, Billie Ray, Savannah Jones, and Hence Duncan also made the department proud, advancing through four rounds at the SAEA Quiz Bowl!



## Global Catalyst Grant Enables Study of Colombia Dairy Industry

Supported by a Global Catalyst Student International Grant, AREC graduate student Omar Aza conducted a survey of forty-two dairy cooperative leaders in Cumbal-Nariño, Colombia. Unable to travel to Colombia due to the pandemic, Aza was able to coordinate the survey remotely by working closely with an enumerator in Cumbal. The study identified economic, financial, membership, and management factors influencing the long-term sustainability of dairy associations measured by its capacity to ensure dairy farmer's profitability and financial sustainability in the long-term. The outcomes from this study will provide vital information to government agencies and planners in addressing the current and future challenges of the dairy industry in Colombia. AREC faculty members Sreedhar Upendram, Margarita Velandia, and Carlos Trejo-Pech serve on Aza's master's thesis committee and have provided guidance on survey design, data analysis, and publications.







## 2021 Mid-South Agricultural Trade Conference

The 2021 Mid-South Agricultural Trade Conference was also held virtually this year and brought in top speakers to deliver particularly timely topics, as agricultural and related exports have been directly affected by the COVID-19 pandemic and continued trade tensions with China and the European Union. The conference provided an opportunity for farmers, agribusinesses, and agriculture leaders in Tennessee and the Mid-South to learn more about the role, importance, and significance of international trade on local agricultural production, markets, and economies. Organized by the Center for Profitable Agriculture, the conference featured the following experts who generously shared their insights:

- **Andrew Muhammad**, AREC professor and Blasingame Chair of Excellence in Agricultural Policy, discussed Tennessee's agricultural and forestry trade outlook.
- **Mark Jekanowski**, chairman of USDA's World Agricultural Outlook Board, presented on USDA's global market outlook and the World Agricultural Supply and Demand Estimates.
- **Robert Maron**, member of the Distilled Spirits Council of the United States, talked about opportunities and challenges for US distilled spirits in the global marketplace.
- **Tripp Pryor**, international program manager of the American Hardwood Export Council, discussed the global impacts on American hardwoods.
- **Judge Stephen Alexander Vaden**, judge in the United States Court of International Trade, provided insight to the year ahead in trade.



## Jensen Assists with Market Research for Refreshed Pick TN Logo

Consumer interest in local foods continues to resonate with consumers. As such, the [Pick Tennessee Products](#) (PTP) program has refreshed the logo for this successful state marketing program, making these locally made products easily identifiable by consumers.

AREC professor Kim Jensen assisted the Tennessee Department of Agriculture with a PTP logo study of consumer perceptions about the logo and how it related products back to Tennessee's farm.

Tennessee-made products will carry the newly refreshed PTP logo and can be found at your local food businesses, farmers markets, and agritourism locations.



# Let's connect



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ECONOMICS

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