

AAEC Professor Wins 2020 D.W. Brooks Teaching Award

With multiple departmental Outstanding Faculty Awards, regular near-perfect teaching evaluations and the 2018 CAES Early Career Teaching Award under his belt, Dr. Greg Colson is proven as an excellent teacher. He has demonstrated dedication to his students and regularly uses innovative approaches in the classroom as he teaches economic theory to help his students relate to the material. His teaching philosophy is to teach in a way that will stick with his students not only throughout the semester and their college careers, but in their professional careers as well, and this philosophy has earned him the 2020 D.W. Brooks Excellence in Teaching Award.

“When I prepare course materials and deliver lectures, I imagine that I am teaching four diverse people: (1) me when I was 18, (2) the opposite of me when I was 18 (aka, Bizarro Greg), (3) my college roommate who loved economics and excelled, and (4) my friend who hated economics and floundered,” Colson said. “I imagine that I am going to not only test them at the end of the semester, but again in 10 years.”

“Further, the test will not just cover the course material, but it will include one more question: why is this material important to you, your family and friends, your country, and the world?”

By taking this approach, Colson forces himself to think of how he can deliver course material in a way that is interesting– and that will stick– to different types of students. To achieve these goals and turn abstract economic concepts into something tangible, he uses experiments, such as having his students bid on doughnuts, coffee and candy bars to demonstrate price elasticity, that provide vivid examples of how the concepts in question work. He also creates detailed slides, handouts, and practice problem sets to aid those students who prefer this method of learning.

Colson takes what could be a dry subject and makes it fun for his students. He uses approachable articles and research in a typically textbook-based course to diversify the learning approach, and his experiments show his passion for the subject and keep his students engaged, making for a memorable experience for any student taking his courses.



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DEPARTMENT INFO

The Agricultural and Applied Economics Department is proud of our alumni! To contribute a story for the newsletter, email Emily Clance at eclance@uga.edu



Letter from the Department Head

Dear friends:

I hope this newsletter finds you well. Conner Hall has remained on the quiet side, but our students and faculty have been as busy as ever. After Thanksgiving break, classes will be moving entirely online, but we are proud of our students, faculty and staff for taking precautions and helping enable us to continue with in-person on campus instruction until then. While we have missed seeing everyone in person as often as before, we still have much to share and many accomplishments to congratulate.

Firstly, Dr. Greg Colson received the D.W. Brooks Excellence in Teaching Award for his accomplishments as an instructor and student mentor. In the ten years since he joined our department, he has won numerous awards for teaching, and he is more than deserving to be recognized with the highly prestigious D.W. Brooks award for his innovative approach to teaching economics to our undergraduate and graduate students. As well, Dr. Greg Fonsah received the Award of Excellence for Senior Scientist in Extension from the UGA Tifton campus for his years of hard work in Georgia's fruits and vegetable industry. You can read more about both of them in this newsletter and join me in congratulating Dr. Colson and Dr. Fonsah for these honors!

Once again, I would like to encourage all of our alumni to keep in touch with us. Please consider sharing updates about changes in your life or career so we can include them in this newsletter. You may contact us by emailing Emily Clance at eclance@uga.edu, or by following our LinkedIn page at <https://www.linkedin.com/company/uga-ag-applied-economics>.

As well, if it is within your means, I hope that you will consider donating to one of the departmental scholarship funds listed at the end of this newsletter. Scholarships are more important than ever, given the rising cost of a college education and the reduced availability of part-time jobs for our students. All the donations to these funds are tax-deductible and are used to provide scholarships to deserving students.

Sincerely,



Octavio Ramirez



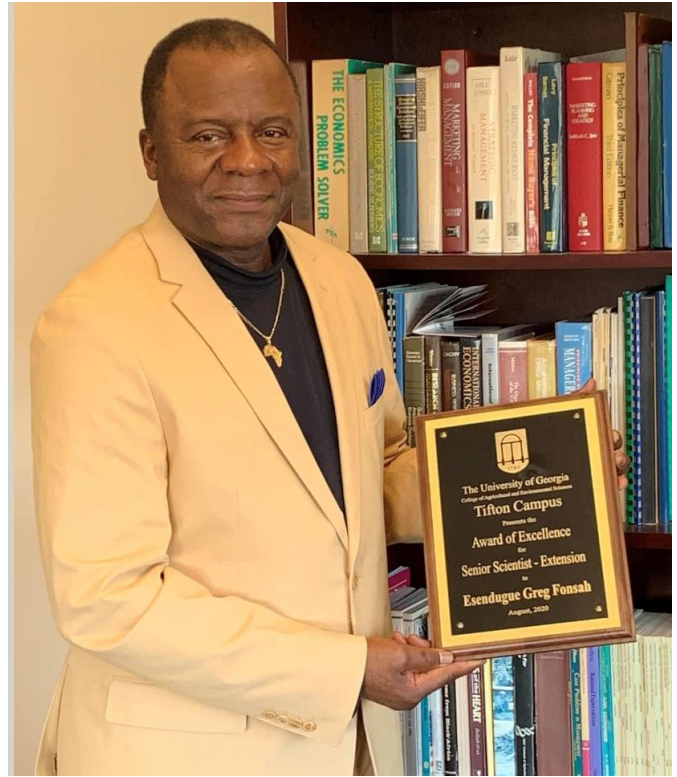
Faculty Spotlight

Greg Fonsah

The past 19 years in UGA Extension have certainly kept Greg Fonsah busy. Since coming to UGA in 2001, he has led the way in developing and implementing a local, state-wide, regional, national and internationally-recognized extension and applied research program for the fresh food industry, provided critical economic, agribusiness, farm management, marketing, trade and policy information to the Georgia Fruits and Vegetable industry through UGA research and Extension, and dealt with crises affecting the state's fresh food industry, from Hurricane Michael in 2018 to the ongoing COVID-19 pandemic.

A few months after the World Health Organization declared the COVID-19 pandemic, Fonsah and Dr. Laurel L. Dunn of UGA's Food Science and Technology department began gathering information on the impact of the pandemic and how it would affect future production cycles. They developed a survey and distributed it to growers through the Georgia Fruit and Vegetable Growers Association and county extension agents. The survey's objective is to help identify new production practices that would impact cost analysis going into the Fall 2020 and Spring 2021 crop season, as well as being aimed at investigating how growers would reallocate their resources to compensate for COVID-19-related losses.

Each year, Fonsah helps create crop budgets for the upcoming fiscal year, and his current challenge is to forecast prices of over four dozen specialty crops produced in Georgia, to be used for the 2021 enterprise budget, another project affected by the pandemic.



Greg Fonsah

On top of his extension work, Fonsah also has a teaching appointment, added on to this year by the departure of a fellow faculty member and taking on teaching his class in addition to Fonsah's own. He has also been tasked with addressing students, stakeholders, growers and extension agents simultaneously. This busy schedule is all part of the job for Fonsah, and his hard work and numerous accomplishments are what earned him the Award of Excellence for Senior Scientist in Extension from the UGA Tifton campus.



Flavor of Georgia Winner Announced

In a socially-distanced final round, Atlanta-based couple Warren and Jen Simmons won the grand prize in the University of Georgia's 2020 Flavor of Georgia Food Product Contest. The Simmons' company, Charleston and Church, submitted its savory Cheddar Rounds snacks, developed from a handwritten recipe by Warren's grandmother and topped with Georgia pecans to complete the "deliciously Southern" treat.

"Although very different than years past, we felt fortunate to be able to hold the competition in a virtual setting," said Assistant Dean for Extension Mark McCann. "The visibility and notoriety of being a finalist or winner means a great deal to these food entrepreneurs and their businesses."

The Simmons were one of 30 finalists to present virtually from their businesses and home kitchens to a panel of judges who sampled the submitted products in Athens on Oct. 27 after being postponed from the original planned date of April 7.

"The phrase 'culinary delights' takes on a whole new depth this year," said contest coordinator Sharon P. Kane, an agricultural economist for the college. "Many people turned to food and drink for nourishment and comfort this year, and it's more important than ever that we support these local businesses."

Entries are judged on technical aspects such as flavor, texture and ingredient profile, as well as consumer appeal, innovation and how well the product represents the state of Georgia.

This year's winners, by category, are:

- **Barbecue Sauces:** Strawberry Balsamic and Rosemary Barbecue Sauce, Aubs Company, Decatur
- **Beverages:** Georgia Grey Black Tea, Thistle & Sprig Tea Company, Atlanta



Warren and Jen Simmons

- **Condiments and Salsas:** Georgia Peach Balsamic Vinegar, A&A Alta Cucina Italia, Johns Creek
- **Confections:** Georgia Fried Peanut Cluster – Vanilla, Georgia Fried Peanut Company, Edison
- **Honey and Related Products:** Wildflower Honey, White Oak Pastures, Bluffton
- **Jams and Jellies:** Apple Fig Pepper Jelly, Wisham Jellies, Tifton
- **Meats and Seafood:** 920 Pork Sausage, 920 Cattle & Co., Millen
- **Miscellaneous:** Lemon Cream Cheese, Bootleg Farm, Springfield
- **Sauces and Seasonings:** You Saucy Thing Soy Ginger Vidalia, Chinese Southern Belle, Smyrna
- **Snack Foods:** Cheddar Rounds, Charleston and Church, Atlanta



Department Publications

- Liu, Y.**, X. Chen, A. Rabinowitz, and **B. Campbell**. 2020. "Demand, Challenge and Marketing Strategies in the Retail Promotion of Local Brand Milk." *Agricultural Economics* 51(5):655-668.
- Berning, J., **B. Campbell**, and J. Buttshaw. 2020. "Assessing Consumer Demand for Georgia Lavender-Based Products." *Journal of Agricultural and Applied Economics*. 52(3):461-479.
- Pena-Levano, L., S. Burney, G. Melo, and C.L. Escalante. "COVID-19: Effects on U.S. Labor, Supply Chains and Consumption Imagery Article." *Choices*. 35,3 (2020).
- Escalante, C.L.**, T. Luo, and C.E. Taylor. "The Availability of H-2A Guest Farm Workers during the COVID-19 Pandemic." *Choices*. 35,3 (2020).
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- M. Zheng, **C.L. Escalante**, and C.E. Taylor. "Did Aggressive Business Growth Strategies Lead to Bank Failures? Lessons from the Late 2000s Great Recession." *Journal of Applied Finance and Banking*. 10,6 (2020): 135-151.
- Nelson, D., B. Bledsoe, **S. Ferreira** and N. Nibbelink (2020) "Challenges to Realizing the Potential of Nature-Based Solutions" *Current Opinion in Environmental Sustainability* 45: 49-55
<https://doi.org/10.1016/j.cosust.2020.09.001>
- Reeves, T., B. Mei, J. Siry, P. Bettinger and **S. Ferreira** (2020) "Effect of working forest conservation easements on surrounding property values" *Forest Policy and Economics* 118, 102241
<https://doi.org/10.1016/j.forpol.2020.102241>
- Ahmadiani, M., F. Brereton, **S. Ferreira** and M. Moro (2020) "Spatial Variation in Life Satisfaction: A Happiness Puzzle" In *Handbook on Wellbeing, Happiness and the Environment*. D. Maddison, K. Rehdanz and H. Welsch eds. Edward Elgar Publishing, Cheltenham, UK.
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- Widmar, N. O., Bir, C., Wolf, C., Lai, J., and **Liu, Y.** (2020). #Eggs: Social media derived perceptions of egg laying hen housing. *Poultry Science*.
<https://doi.org/10.1016/j.psj.2020.07.011>.
- Magnan, N.**, Love, AM, Mishili, FJ, Sheremenko, G. Husbands' and wives' risk preferences and improved maize adoption in Tanzania. *Agricultural Economics*. 2020; 51: 743– 757.
<https://doi.org/10.1111/agec.12589>
- Janzen, S., **Magnan, N.**, Mullally, C., Shin, S., Palmer, I.B., Oduol, J. and Hughes, K. (2020), Can Experiential Games and Improved Risk Coverage Raise Demand for Index Insurance? Evidence from Kenya. *Amer. J. Agr. Econ.* doi:10.1111/ajae.12124
- Ricciardi, V., A. Wane, B.S. Sidhu, C. Goode, D. Solomon, **E.B. McCullough**, F. Diekmann, J., Porciello, M. Jain, N. Randall, Z. Mehrabi. 2020. A scoping review of research funding for small-scale farmers in water scarce regions. *Nature Sustainability* 3: 836-844.
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- Valizadeh, P., **T.A. Smith**, and M. Ver Ploeg (forthcoming) "Do SNAP Households Pay Different Prices throughout the Benefit Month?" *Applied Economic Perspectives and Policy*.
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Agricultural Economics Association of Georgia

As fellow graduates from the Agricultural and Applied Economics Department of the University of Georgia, we invite you to join the Agricultural Economics Association of Georgia. The

investment is nominal, but the rewards and mission are great. It is our hope that most of you will want to support the organization that promotes our industry and field of education.

The Agricultural Economics Association of Georgia (AEAG) was established in 1976. The goals of the Association are:

- To provide opportunities for the professional improvement of people interested in the field of agricultural economics
- To provide a forum for the discussion of economic problems and issues of mutual interest to people working in agriculture, agribusiness, and related fields
- To recommend solutions to economic problems facing Georgia's agriculture

Agricultural economics is involved in all sectors of our economy. The opportunities are greater now than ever before. We must recruit more students and better support agricultural economists if we are to meet the challenges for further application of agricultural economics to farm, resource, environmental, and agribusiness problems.

The AEAG board has new goals to support students in agricultural and applied economics as well as high school students who have yet to make decisions about college. We need your support to be able to carry out those goals to assist the future leaders in our field.

AEAG membership offers benefits through the following:

- *Journal of Agribusiness*
- AEAG newsletter
- J.W. Fanning lecture
- Recognition for career accomplishments
- Enhanced educational opportunities for students in agricultural economics

In addition, AEAG enjoys an active relationship with the Department of Agricultural and Applied Economics at the University of Georgia. The activities of the association provide occasions for interaction among AEAG members, faculty and students. This interaction provides students and professionals important opportunities to network for the purpose of future career

connections and the sharing of information and knowledge.

On the following page you will find an application for membership. Lifetime memberships are also available. If you would like to know more about AEAG, visit the AEAG website at <http://aeag.uga.edu>.



For More Information:

Yes, I would like to join the Agricultural Economics Association of Georgia!

Name: _____
Employer: _____
Title: _____
Address: _____
City/State/ZIP: _____
Phone: _____
Email Address: _____

Please check one:

- Student Member (\$10)
- Individual Member (\$25)
- Library/Institutional Member (\$35)
- Corporate Member (\$150)
- Individual Lifetime Member (\$250)
- Corporate Lifetime Member (\$1000)

Please send your membership application and dues to the following address:

Agricultural Economics Association of Georgia
315 Conner Hall
University of Georgia
Athens, GA 30602-7509

For more information, call 706-542-0763 or visit <http://aeag.uga.edu>.

