

# Organized Symposia

**TITLE: Media Content Studies of Food-Related Technologies: Implications for Economic and Communications Research** (Moderator: Eric J. Wailes, University of Arkansas).

**Organizer:** Eric J. Wailes, University of Arkansas.

**Participants:** Jeff Miller, University of Arkansas; Mamane Annou, University of Arkansas; Jacqui Haygood and Cindy Akers, Texas Tech University; and Toby Ten Eyck, Michigan State University.

Mass media are believed to play an important role in the debates about biotechnology. The news media represent the primary source of information for the public and, as such, influence how the public perceives the costs, risks, and benefits of agricultural biotechnology and their implications on public policy. The objective of this symposium is to present current research issues and methods of content analysis. The focus of the symposium will be on news coverage of food-related technologies (milk pasteurization, food irradiation, and biotechnology) with implications for economics and food-related research.

**TITLE: Risk Management Education: Challenges for Extension and Applied Research** (Moderator: Oscar Vergara, Mississippi State University).

**Organizers:** Oscar Vergara and Keith Coble, Mississippi State University.

**Participants:** John Anderson and Steve Martin, Mississippi State University; Barry Barnett, University of Georgia; and Ken Stokes, Texas A&M University.

The purpose of this symposium is to iden-

tify critical problems and opportunities related to risk management education for researchers, extension educators, and their clients, such as: 1) the changing perceptions of extension educators and producers with respect to risk management that are not always shared and supported by researchers; 2) communication problems between farmers and extension personnel with respect to risk management issues; 3) how extension educators can keep current with the latest research on risk management; 4) the role of researchers when dealing with risk management problems faced by producers, and whether or not producer needs are being met; and 5) how extension perceives the risk management training received from the public and private sector.

**TITLE: Bio-based Products: Importance in the U.S. and Global Economy and Need for Collecting, Disseminating Biobased Product Information** (Moderator: Enefiok Ekanem, Tennessee State University).

**Organizer:** Surendra P. Singh, Tennessee State University.

**Participants:** Donald Marshall, South Dakota State University; Robert Harris, Public Power Institute, TVA; and Peter Nelson, AgroTech Communications, Inc.

This symposium explored important issues related to biobased products focusing on production, growing importance of biobased products, and creation and maintenance of information resources for their growth. Donald Marshall discussed biobased products in the context of "the new agriculture." He also pointed out the growing importance and growth areas for different bioproducts. Robert Harris discussed various sources of bioenergy and how it can be used for rural development.

Peter Nelson described different sources through which information is available for bioproducts and bioenergy, including the "Internet Based Communication System." Discussion centered around different sources of bioproducts and bioenergy, their uses, and the need for developing, disseminating information in a timely manner to producers, researchers, and the general public.

**TITLE: Undergraduate Curricula in Ag. Economics: Why Do We Do What We Do?** (Moderator: Randall Little, Mississippi State University).

**Organizers:** Randall Little and Darren Hudson, Mississippi State University.

**Participants:** Gail Cramer, Louisiana State University; Lynn Reinschmiedt, Mississippi State University; Joe Broder, University of Georgia; and Marc Johnson, Kansas State University.

Why do we select the courses we do for our undergraduate programs? What drives decisions about course content? How do the courses selected relate to each other? How is course content interrelated? Do our expectations adapt over time? Do we do our students a disservice by teaching at the level of non-majors, in an effort to recruit new students? The purpose of this symposium was to provide an opportunity to explore why we build our undergraduate curricula as we do. The speakers discussed topics that were based on experiences at their respective institutions as well as selected topics related to curriculum and program development.

**TITLE: Emerging Issues, Trends, and Viability of Small Farm Operations.** (Moderator: Albert Allen, Mississippi State University).

**Organizers:** Safdar Muhammad and Fisseha Tegegne, Tennessee State University.

**Participants:** Duncan Chembezi, Alabama A&M University; Dovi Alipoe, Alcorn State

University; and Fisseha Tegegne, Safdar Muhammad, Enefiok Ekanem, and Surendra Singh, Tennessee State University.

Small farmers have been facing a number of problems over the years in areas ranging from access to credit to marketing their products. Given increasing globalization, technological changes involving both information and biotechnology, and World trade negotiations, the viability of small farm operations will depend on their ability to be competitive under these conditions. Research shows that small farmers lag far behind large farmers both in knowledge and use of the above technologies. The goal of this symposium was to explore strategies that could enhance the performance of small farmers and identify innovative approaches to make them economically more successful under changing domestic and international conditions.

**TITLE: Macro Effects of the 2002 Farm Bill** (Moderator: Jim Novak, Auburn University).

**Organizer:** Gregory Ibendahl, University of Kentucky.

**Participants:** Gregory Ibendahl, University of Kentucky; John Anderson, Mississippi State University; and Robert Cropp, University of Wisconsin.

Missing from current farm bill analysis is a macro-level perspective that focuses on some of the major groups involved with farming. The symposium proposed here will examine how the farm bill affects agricultural lenders, agricultural cooperatives, and farmers in the southern United States. One of the unique dimensions offered by this proposal is the opportunity to examine farmers, lenders, and cooperatives together. Because the three groups are so interwoven, effects are likely to have a chain reaction. Discussion with the audience should help illustrate some of the important interactions among the groups.

**TITLE: The Impacts of Country-of-Origin**

**Labeling on Southern Fruits, Vegetables, and Peanuts** (Moderator: P. Lynn Kennedy, Louisiana State University).

**Organizers:** Flynn J. Adcock and C. Parr Rosson, III, Texas A&M University.

**Participants:** Flynn J. Adcock, Texas A&M University; John VanSickle, University of Florida; Jaime Malaga, Texas Tech University; and Stanley Fletcher, University of Georgia.

The purpose of this symposium was to examine the impacts and implications of the country-of-origin labeling provisions of the Farm Security and Rural Investment Act of 2002. An overview of COOL provisions, their potential impacts on fruit and vegetable imports from North, Central, and South America, and the impacts of COOL provisions on the peanut sector were presented. Competition, marketing opportunities, and the impacts on southern produced fruits, vegetables, and peanuts were considered. Mixed impacts and unintended consequences of the provisions were discussed.

**TITLE: Freer Trade and Southern Agri-**

**culture: Adjustment Issues in Sugar Cane and Beets** (Moderator: Jaime Malaga, Texas Tech University).

**Organizers:** C. Parr Rosson, III, and Flynn J. Adcock, Texas A&M University.

**Participants:** P. Lynn Kennedy, Louisiana State University; John Robinson, Texas A&M University; Parr Rosson, III, Texas A&M University; and David Orden, Virginia Tech University.

The purpose of this symposium was to examine interregional adjustment issues in sugar cane and beet production as a result of freer trade under NAFTA, the WTO, and Free Trade of the Americas. The symposium addressed the current state of the sugar cane industry in Louisiana and Florida, the Texas sugar beet and cane industries and how they may adjust to farm bill changes and trade, the impacts of the U.S./Mexico water treaty, and recent results of an analysis of new farm and trade policy options for U.S. sugar. Implications, adjustment, and trade issues for the South were emphasized.