

Selected Posters

Chair: Philip Kenkel, Oklahoma State University

Consumer Assessment of the Importance of the Labeling of Irradiated Beef. *Senhui He and Stanley Fletcher, University of Georgia, and Arbindra Rimal, Southwest Missouri State University.*

This study analyzes consumer assessment of the importance of the labeling of irradiated beef. The results show that consumer desire for the labeling of irradiated beef is motivated by an intention to avoid unwitting consumption of the product rather than by an intention to seek it. An implication from this study is that efforts should be made in the design of a label of food irradiation to avoid misleading messages. Truthful statements, such as the reason to irradiate a food product and the wholesomeness and benefits of the irradiation, should be included in the label to dispel consumers' unfounded fears and concerns about food irradiation.

Nutrient Consideration, Perception of Nutritional Contents, and Consumption: The Case of In-Shell Peanuts Consumption. *Stanley Fletcher and Senhui He, University of Georgia, and Arbindra Rimal, Southwest Missouri State University.*

This study examines the effect of a seemingly correct, but actually wrong perception about a nutritional attribute of the consumption of in-shell peanuts. Results show consumers' perception that in-shell peanuts are rich in saturated fat discourages the consumption, likely because of consumer concerns about an excessive intake of saturated fat from consumption of the products. This implies consumption of in-shell peanuts can be increased by imparting correct nutritional information to

consumers, dispelling their concerns by telling them that the fat in peanuts is mostly beneficial unsaturated fat, but not saturated fat.

Giving Your Online Agribusiness Course A Voice. *Joey E. Mehlhorn and Timothy N. Burcham, University of Tennessee at Martin.*

Online education continues to grow in the United States as technology allows for more efficient course delivery. Most faculty are familiar with developing lecture material using presentation software for traditional and online courses. Unfortunately, presentation notes remain static when materials are placed on the Internet and simply downloaded by students. This method severely limits the transfer of knowledge from faculty to student. The use of audio/video capture technology allows faculty to develop educational materials that more faithfully capture the classroom experience. The ability to share anecdotal information with online courses extends the learning experience and provides a better conduit of knowledge transfer.

Using Precision Agriculture Technologies to Define Management Zones Within a Multi-Crop Production System. *Kenneth W. Paxton, Huizhen Niu, Roger Leonard, and Ralph Bagwell, Louisiana State University.*

This poster explains a procedure to define management zones within a field that encompass multiple crops. Data from yield monitors for various crops grown on the same field over time are used to determine whether certain areas of the field are consistently high- or low-yielding areas. If such areas can be defined across crops, variable rate technology can be

used to apply production inputs to the identified zones in an economically efficient manner. Yield monitor data were normalized to permit comparison of yields across crops on the same field. The normalized yield data were used to generate a normalized yield map for each crop. Maps for each crop were layered to determine areas of the field that were consistently above or below average for the field.

Willingness To Pay To Preserve Water Quality in the Lower Illinois River. *Jennie Popp and Felix Rondon, University of Arkansas.*

A contingent valuation survey was conducted on 1,025 river floaters along the Illinois River in Tahlequah, OK. In this study, the researchers 1) estimated floaters' willingness to pay (WTP) to preserve water quality in the lower Illinois River, 2) determined what factors have influence on floaters' WTP for preserving water quality, and 3) determined whether the floaters from Oklahoma and outside of Oklahoma feel differently about preserving the lower Illinois River.

A Decision Tool for Improved Beef Cattle Production, Management, and Marketing System Analysis. *Tammy L. McKinley and Emmet L. Rawls, University of Tennessee, and John C. McKissick, University of Georgia.*

Beef cattle producers need a way to accurately project the economic outcomes, resource requirements, and risks of their cattle enterprises prior to making production, management, and marketing decisions. The Beef Cattle Management and Marketing Systems software is designed to improve the decision-making ability of beef cattle producers by providing a user-friendly format to evaluate production, management, and marketing alternatives. The program allows producers to enter current production and financial information and then evaluate the effect of changes on profitability. This program was developed by a team of Specialists and Agents from the University of Tennessee and University of Georgia.

FactSim: A Futures and Options Market Simulator for Teaching and Extension. *John J. VanSickle and Amir Drusbosky Brian Gray, University of Florida.*

FactSim was developed to assist in teaching the concepts of trading futures and options contracts. FactSim uses real-time data from Commodity Exchanges and maintains accounts showing the amount of capital committed to margin requirements and the accumulated profits and losses on all open and closed positions. FactSim has an instructor account that allows the instructor to set the exchanges and contracts available for trading, commissions on trades, loan constraints, and interest rates on loans. The instructor also can monitor the trading activity of all users within the instructor's group. FactSim has been used in the classroom and with extension groups.

What Does it Take to Develop and Deliver Online Audio/Video Graduate Degree Programs in Agriculture? *Tim Burcham, Joey E. Mehlhorn, Thomas Greer, Barbara Darroch, and James N. Butler, University of Tennessee at Martin.*

The consumer need for online distance education is growing in the United States and leading some universities to develop and deliver entire programs online. The technology involved in delivering courses online has changed the paradigm of distance education and allowed for a more classroomlike experience for students. The use of streaming video packages can enhance online course materials. Appropriate online delivery methods are dependent on the type of course material, faculty computer literacy, ease of use, cost, and capabilities. Student and faculty surveys were used to determine the positive and negative consequences of delivering course work via the Internet.

Standardized Record Keeping—The Case of Cotton. *Jeanne Reeves, Cotton Incorporated, and Albert J. Allen, Mississippi State University.*

Management information costs, but it really pays! What's difficult is getting the necessary records to make more informed management decisions. Many growers keep records, and higher record-keeping levels lead to better informed decisions. Gathering management information costs time and money, but the investment more than offsets the cost. The four levels of information (whole farm, enterprise/crop level, field level, within-field level) each cost more to start, but the payoff is high—putting information right at your fingertips: where you have been, where you are, where you are going. End result—well-informed decisions improving profitability and sustainability of your farming operation.

Comparison of Profitability for Ultra-Narrow Row Cotton (UNRC) Versus Wide-Row Cotton. *Blake Brown, North Carolina State University, and Jeanne Reeves, Cotton Incorporated.*

Cotton producers continually look for ways to reduce production costs. UNRC is seen as a way to bring marginal land into production, while keeping equipment costs low. Currently, some studies show that the cost of UNRC is cheaper, whereas others show that UNRC is more expensive. If UNRC is more expensive, the benefit must come in increased yield over conventional cotton in order for UNRC to work as part of a grower's production scheme. This benefit might be in areas where conventional cotton yields are low and UNRC is a profitable alternative to soybeans or double-cropped wheat and soybeans.

Consumer Willingness to Pay for Irradiated Produce, Shell Fish, and Meat Products. *Kent Wolfe, Chung L. Huang, and John McKissick, The University of Georgia.*

According to the Centers for Disease Control and Prevention, food-borne illnesses are responsible for causing 76 million people to become sick, hospitalizing 300,000 people, and causing 5,000 deaths annually. The food industry is concerned that consumers might reject the idea of consuming irradiated food,

making food manufacturers hesitant to implement the irradiation process. This study gauges Georgians' acceptability and willingness to pay for irradiated food products. Over half of the respondents approved of irradiating food to reduce the bacteria levels, produce safer food products, and extend shelflife, and they are willing to pay 25% or more for irradiated food products.

Budgeting Monthly Cattle Feeding Performance: A Spreadsheet Approach. *Michel Popp, Stephanie King-Brister, and Tony Windham, University of Arkansas.*

A spreadsheet was developed to aid producers in making time-sensitive decisions about retained cattle ownership decisions. The program is flexible and allows producers to obtain break-even price and quantity information on a month-to-month basis for pasture-based and confined cattle feeding operations under producer-defined conditions. The program will be used for cooperative extension agent education and by producers. Feedback from one training session revealed that the program will be accepted by producers.

A Case Study Assessment of the Firms Assisted by the Oklahoma Food and Agricultural Products Research and Technology Center. *Ann Zimmerschied-Ulmer, University of Missouri; and Mike Woods, Chuck Wiloughby, Rodney Holcomb, and Daniel Tilley, Oklahoma State University.*

An economic impact study of the Oklahoma Food and Agricultural Products Research and Technology Center was conducted to analyze the effect of all of the firms the Center assisted and the effect of the services provided by the Center. The effect of the firms that the Center has assisted was calculated by the IMPLAN model. The effect of the services provided by the Center was completed with a case study analysis. The effects of the services were compared for the three categories of clients: information only, new start-up, and further research firms.

The Economics of Agricultural Processing and Marketing. *Jeffrey H. Dorfman, The University of Georgia.*

Two things are very important to a course's success: conveying information that the students perceive as useful and the professor's attitude. This senior-level course focuses on teaching real-world microeconomic theory applied to management decisions that occur commonly in the food industry. Students learn how to apply economic tools to optimal management of food processing facilities, optimal facility location, sizing decisions, distribution and shipping decisions, storage and inventory control decisions, and strategic competition among branded competitors. The professor works hard to involve students, individually and in groups, and to interact with the students on a collegial basis.

MAST (Management Analysis and Strategic Thinking). *Vincent Amanor-Boadu, G.A.*

(Art) Barnaby, Daniel Bernardo, Michael Bolland, Kevin Dhuyvetter, Sarah Fogleman, Rodney Jones, Terry Kastens, Michael Langemeier, James Mintert, and Clay Simons, Kansas State University.

MAST is an innovative, advanced farm management curriculum designed to help 21st century farm managers make sound business decisions, giving them the tools to succeed in an increasingly competitive environment. The program has a hybrid in-class–distance structure, in which participants spend 2 days on campus at the beginning and end of the program with instructors, and 4 months online completing seven distance modules. This allows managers to participate in an intense, continuing education program with minimum disruption to their businesses and personal lives. MAST is well received by producers, with 94% of participants recommending MAST to their peers.