

## ***CURRICULUM VITAE***

**Russell Tronstad  
(March 2008)**

### **Education**

- Ph. D. Agricultural Economics, Univ. of Illinois, May 1989.  
Dissertation director: Dr. C. Robert Taylor  
Dissertation title: Optimal Dynamic Marketing Strategies for Grain Producers: A Case Study of Winter Wheat.  
Major Fields: Marketing and Production specialty course field exams were taken.
- M.S. Applied Economics, Montana State University, July 1985.  
Thesis director: Dr. John Marsh  
Thesis title: An Analysis of Monthly Wheat, Flour, and Bread Prices in a Structural and Time Series Framework
- B.S. Agricultural Business, Montana State University, June 1983.

### **Employment**

- 2004–present Professor and Specialist, Department of Agricultural and Resource Economics, The University of Arizona, Tucson, AZ.  
*Extension appointment includes improving Arizona producers' and county agents' marketing and management proficiency through lay audience publications, presentations, seminars, workshops, in-service training, electronic media, direct contacts, and other appropriate methods. Research activities focus on applied marketing and management issues for livestock and crop producers that will complement extension efforts.*
- 1995–2004 Associate Specialist, Department of Agricultural and Resource Economics, The University of Arizona, Tucson, AZ. *(see above)*
- 1997–1998 Visiting Scholar at the University of Alberta, Edmonton while on sabbatical leave from the University of Arizona, Tucson, AZ.  
*Sabbatical work focused on a value-based beef marketing project sponsored by The Canadian Beef Industry Development Fund.*
- 1989–1995 Assistant Specialist, Department of Agricultural and Resource Economics, The University of Arizona, Tucson, AZ. *(see above)*
- 1989  
(4 months) Research Associate, Department of Agricultural Economics and Rural Sociology, Auburn University, Auburn, AL.  
*Completed dissertation and started work on a cotton hedging/storage model.*

### **Honors and Awards**

University Distinguished Outreach Faculty award, University of Arizona, 2008.

Distinguished Extension/Outreach Program Group Award, member of "U.S. Livestock

Identification Systems: Risk Management and Market Opportunities,” American Agricultural Economics Association, 2007.

Distinguished Extension Project Award, project leader of “Innovations in Niche and Value-Added Marketing,” Western Agricultural Economics Association, 2006

Extension Faculty of the Year Award, University of Arizona, 2005

Distinguished Extension Project Award, member of “U.S. Livestock Identification Systems: Risk Management and Market Opportunities,” Western Agricultural Economics Association, 2005

Co-Editor, *Journal of Agricultural and Resource Economics*, 2000–03

Distinguished Extension Program Award, member of *Managing for Today’s Cattle Market and Beyond*, American Agricultural Extension Association, 1997.

Outstanding Extension Project Group Award, member of *Managing for Today’s Cattle Market and Beyond*, Western Agricultural Extension Association, 1997.

United States Department of Agriculture/Agricultural Research Service National Needs Fellowship in Agricultural Marketing, August 1985–August 1988.

### **Service/Outreach** (since 2001)

#### National/Regional Committees and Activities

- Vice President, Western Agricultural Economics Association, 2007-08.
- Co-Editor, *Journal of Agricultural and Resource Economics*, 2000–03.
- Journal reviewer for the *American Journal of Agricultural Economics*, *Journal of Agricultural and Resource Economics*, *Review of Agricultural Economics*, *Canadian Journal of Agricultural Economics*, *Journal of Agricultural and Applied Economics*, *Journal of Regulation and Governance*, *Journal of Crop Protection*, *Journal of Range Management*, *Journal of the American Veterinary Medical Association*, and *Agricultural and Food Science in Finland*.
- Organizer of AAEA Selected Paper Reviews for “Extension Methods/Issues” and “Food and Agricultural Marketing,” 2004–2005.
- Director of the American Agricultural Extension Association Extension Section for the West, 2002-2005.
- Reviewer of USDA/Small Business Innovative Research proposals, 2000, 2002.
- External Reviewer of Promotion & Tenure Packets; Associate Rank 1999, 2002, and 2005, and Full Rank in 2007.
- Reviewer of USDA/CSREES, National Research Initiative, Markets and Trade Division Grant Proposals, 1998–present.
- Director, Extension Section of the American Agricultural Economics Association, 2002–05.
- Steering Committee Member, Southwest Marketing Network (Initially funded by the W.K. Kellogg Foundation and currently funded by Risk Management Agency through Farm to

Table in Santa Fe and the National Center for Appropriate Technology). The Network works to increase market information and networking, and access to financial assistance to small-scale and minority producers, 2002–present.

- Director, Western Agricultural Economics Association, 1999–2001.
- Planning Committee for the 2001 North American Farmers Direct Marketing Association Conference in Mesa, Arizona.
- Listserve Manager/Updater for the Western Extension Marketing Committee, 1995–present.

#### Departmental Committees / Activities

- Co-Editor of *Arizona Review*, 2004–present.
- College of Agriculture, Promotion and Continuing Committee; Member 2004–06, Chair 2007.
- Department Merit Evaluation Committee; Member 2004, 2006.
- Departmental Promotion and Continuing Committee; Member, 2002-03.
- Search committee member for Assistant Professor, 2002.
- Host for short-term visiting faculty, 2001.

#### College Committees and Working Groups

- Mentor for Cooperative Extension Faculty, 2006–present.
- Promotion and Continuing Committee; Member 2004–2005, Chair 2006.
- Managing Editor for Univ. of Arizona Cotton Report, 2004–present.
- Range Livestock Nutrition Working Group Member, 2004–present.
- Cross-commodity Research and Outreach Program Team Member, 2001–present.
- Arizona Whitefly and Bt Resistance Management Working Groups, 2000–04.
- CALS Cotton Field Day Planning Committee Member, 1998–present.
- Managing Editor for Univ. of Arizona Rancher's Management Guide, 1996–present.
- Ranch and Rez to Rail / Integrated Resource Management Team Member, 1996–present.
- Direct Farm Marketing and Tourism Team Leader/Chair, 1995–present.
- Integrated Cotton Management Team Member, 1992–present.

#### Other Committees

- Arizona-Sonora Geotourism Council; National Geographic map of Geotourism for the Sonoran Desert Region, 2006–07.
- Governor's Drought Task Force; Commerce, Recreation and Tourism Working Group, 2003–05.
- RightRisk/Survivor Ag Education Team, Member 2002–present (collaboration of livestock risk management education between Colorado State & University of Wyoming, [www.rightrisk.org](http://www.rightrisk.org)).
- Arizona Council on Expanding Recreation and Tourism (ACERT), Member 2001–present.
- Western Extension Marketing Committee; Chairman 1999 and 2001, Member 1990–present.

## **Publications/Creative Activity (Published or Accepted)**

### Scholarly Books and Monographs

**Tronstad, Russell**, Larry Lev, Stuart Nakamoto, DeeVon Bailey, Chris Bastian, Kynda Curtis, Ramiro Lobo, Wendy Umberger, and Ruby Ward. Certification and Labeling Considerations for Western Agricultural Producers, University of Arizona, Publication AZ1372, September 2005, pp. 1-52.

*Western Profiles of Innovative Agricultural Marketing: Examples from Direct Farm Marketing and Agri-tourism Enterprises*, **Russell Tronstad** (ed.), University of Arizona Cooperative Extension, Publication AZ1325, December 2003, pp. 1-122.

**Tronstad, Russell**, Satheesh Aradhyula, and Pablo Wong-González. *Agribusiness: Strategic Economic Development Vision for the Arizona-Sonora Region*. November 1997: 1-180.

### Chapters in Scholarly Books and Monographs

Frisvold, George, **Russell Tronstad**, Robert L. Nichols, Mike Watson, and Eric Hequet. "Scope and Economic Impact of Sticky Cotton." In Sticky Cotton, Causes, Effects, and Prevention, R. L. Nichols, E. Hequet (eds.), USDA/ARS Technical Bulletin #1915, June 2007: 5-30.

Frisvold, George, **Russell Tronstad**, and Jeanne M. Reeves. "International Impacts of Bt Cotton Adoption." In International Trade and Policies for Genetically Modified Products, R.E. Evenson and V. Santaniello (eds.), International Trade and Policies for Genetically Modified Products. Oxfordshire, U.K.: CABI Publishing, 2006: 191-199.

Aradhyula, Satheesh, and **Russell Tronstad**. "Estimating Seasonality in the Mean and Variance." In Essays in Honor of Stanley R. Johnson, M. Holt, and J. P. Chavas (eds.), Berkeley Electronic Press. Article 20. (September 2006): 1-23, available at <http://www.bepress.com/sjohnson/art20>.

**Tronstad, Russell**, "Challenges of Animal Identification in the West." In U.S. Livestock Identification Systems: Risk Management and Market Opportunities, W. Umberger and D. Bailey (eds.), Western Extension Marketing Committee, FS#10-04, Fall 2004, 10:1-8.

Frisvold, George, and **Russell Tronstad**. "Economic Effects of Bt Cotton Adoption and the Impact of Government Programs." In Economic and Environmental Impacts of Agbiotech: A Global Perspective, N. Kalaitzandonakes (ed.), Dordrecht, The Netherlands: Kluwer Academic Press, 2003: 261-286.

**Tronstad, Russell**. "A Project that Quickly Mushroomed into a Large Direct Marketing Business: Sunfresh Farms." In Western Profiles of Innovative Agricultural Marketing, R. Tronstad (ed.), Pub. AZ1325, U of AZ Coop. Extension, 2003: 55-62.

**Tronstad, Russell**. "Southwest's Premier Family Entertainment Farm: Schnepf Farms." In Western Profiles of Innovative Agricultural Marketing, R. Tronstad (ed.), Pub. AZ1325, U of AZ Coop. Extension, 2003: pp. 67-74.

**Tronstad, Russell.** “Marketing the Farm Experience and Diverse Products: Mother Nature’s Farm.” In Western Profiles of Innovative Agricultural Marketing, R. Tronstad (ed.), Pub. AZ1325, U of AZ Coop. Extension, 2003: pp. 75-81.

Umberger, Wendy, Larry Lev, and **Russell Tronstad.** “Guiding Principles for Innovative Direct Marketing of Agricultural Products.” In Western Profiles of Innovative Agricultural Marketing, R. Tronstad (ed.), Pub. AZ1325, U of AZ Coop. Extension, 2003: pp. 119-122.

**Tronstad, Russell** and Jim Unterschultz. “Industry Opportunities and Issues for Value Based Marketing.” Managing for Today's Cattle Market and Beyond, Beef Industry’s Future Section, March 2002: 1-8.

**Tronstad, Russell**, Wilson Gray, and Lee Meyer. “Weather Related Sales of Livestock and Tax Implications.” Managing for Today's Cattle Market and Beyond, Integrated Management Section, March 2002: 1-5.

**Tronstad, Russell**, and Scott Davis, “Arizona and Its Traditional Economy.” In Moving all of Arizona into the 21<sup>st</sup> Century Economy, S.G. Davis, D.A. de Kok, and M.A. Worden (eds.), Prepared for the seventy-eighth Arizona Town Hall, Report prepared by the University of Arizona, May 2001: 11-30.

Ruyle, George, **Russell Tronstad**, Diana W. Hadley, Philip Heilman and David A King. “Commercial Livestock Operations in Arizona.” In Ecological, Cultural, and Socioeconomic Aspects of Livestock Management in the Southwest, R. Jemison, C. Raish and D. Finch (eds.), Elsevier Science Press, Amsterdam Netherlands, 2000: 379-417.

Leones, Julie, **Russell Tronstad**, and Jimmye S. Hillman. “The Dickey Business of Agricultural Trade Policy: Where Does NAFTA Take Us?” Invited Article for The University of Tulsa Law Journal, (28) Summer 1993: 559-585.

**Tronstad, Russell**, and Russell Gum. “A Profit Comparison of Range Culling Decisions in the Southwest.” In Applications of Dynamic Programming to Agricultural Decision Problems, C. Robert Taylor (ed.), Westview Press, 1993: 103-114.

Ayer Harry, and **Russell Tronstad.** “Impacts on Arizona’s Economy and the Role of Transportation: Agriculture,” In Free Trade: Arizona at the Crossroads, V.K. Pavlakovich and M.A. Worden (eds.), Prepared for sixty-first Arizona Town Hall, Arizona Public Service Company Press, November 1992: 99-114.

Ayer, Harry, and **Russell Tronstad.** “Perceptions: How a U.S. -Mexico Free Trade Agreement Might Affect Yuma County Agriculture.” In Yuma County in a Free Trade Environment, B.C. Catts (ed.), Arizona Public Service Company Press, April 1992: 44-55.

## Refereed Journal Articles

- Frisvold, George, Jeanne M. Reeves, and **Russell Tronstad**. "Bt Cotton Adoption in the United States and China: International Trade and Welfare Effects." *AgBioForum*, Vol. 9(2), 2006:69-78.
- Tronstad, Russell**, and James Unterschultz. "Looking Beyond Value-Based Pricing of Beef in North America." *Supply Chain Management: An International Journal*, Vol 10(3), 2005:214-222.
- Tronstad, Russell**, Trent Teegerstrom, and Daniel Osgood. "The Role of Electronic Technologies for Reaching Underserved Audiences." *American Journal of Agricultural Economics*, Vol. 86(3), August 2004:767-771.
- Tronstad, Russell**, and Trent Teegerstrom. "Economic Trade-Offs Between Sale Weight, Herd Size, Supplementation, and Seasonal Factors." *Journal of Range Management, Economics Section*, Vol. 56(4), September 2003: 425-431.
- Aradhyula, Satheesh, and **Russell Tronstad**. "Does Tourism Promote Cross-Border Trade?" (senior authorship not assigned) *American Journal of Agricultural Economics*, Vol. 85(3), August 2003: 569-579.
- Tronstad, Russell**, Larry Lev, and Wendy Umberger. "Surviving and Thriving through Direct Farm Marketing." *Western Economics Forum*, Vol. 2(2), Fall 2003: 14-20.
- Tronstad, Russell**, Jeff Silvertooth, and Steve Husman. "Irrigation Termination of Upland: An Economic Analysis of Yield, Quality, and Market Factors." *Journal of Cotton Science, Economics and Marketing Section*, Vol. 7(3), 2003: 86-94.
- Tronstad, Russell**, and Dillon Feutz. "Impacts of the 2002 Drought on Western Ranches and Public Land Policies." *Western Economics Forum*, Vol. 1(2), Dec. 2002:19-24.
- Tronstad, Russell**, and Pablo Wong-González. "Cross Border Trade and Perceptions: Friend or Foe?" *Review of Agricultural Economics*, Vol. 21(1), Spring/Summer 1999: 68-85.
- Gum, Russell and **Russell Tronstad**. "The World Wide Web: Applications in Agricultural Economics." *Choices*, First Quarter 1996: 34-36.
- Tronstad, Russell**. "Importance of Melon Type, Size, Grade, Container, and Season in Determining Melon Prices." *Journal of Agricultural and Resource Economics*, Vol. 20(1), July 1995: 32-48.
- Tronstad, Russell** and Russell Gum. "Cow Culling Decisions Adapted for Management with CART." *American Journal of Agricultural Economics*, Vol. 76(2), May 1994: 237-249.

**Tronstad, Russell.** “The Effects of Firm Size and Production Cost Levels on Dynamically Optimal After-Tax Cotton Storage and Hedging Decisions,” *Southern Journal of Agricultural Economics*, Vol. 23(1), July 1991: 165-179.

**Tronstad, Russell,** and C. Robert Taylor. “Dynamically Optimal After-Tax Grain Storage, Cash Grain Sale, and Hedging Strategies.” *American Journal of Agricultural Economics*, Vol. 73(1), February 1991: 75-88.

**Tronstad, Russell,** and Thomas J. McNeill. “Asymmetric Price Risk: An Econometric Analysis of Aggregate Sow Farrowings, 1973-86.” *American Journal of Agricultural Economics*, Vol. 71(3), August 1989: 630-637.

**Tronstad, Russell,** and C. Robert Taylor. “Effects of the 1986 Tax Reform Act on Grain Marketing Decisions: A Case Study of Winter Wheat Producers.” *North Central Journal of Agricultural Economics*, Vol. 11(2), July 1989: 309-320.

Research and Extension Reports (since 2001, not formally peer reviewed)

2007

**Tronstad, Russell,** K. Nolte, E. Norton, R. Norton, and E. Taylor. “Review of the 2006 Arizona Cotton Season.” *2007 Arizona Cotton Report*, Pub. No. AZ1437, 2007: 1-4.

Waters, Heather, and **Russell Tronstad.** “The Costs of Illegal Immigration to Arizona’s Border Ranches.” *Arizona Review*, 2007.

**Tronstad, Russell,** (with Eugene Sander) “An Interview with Provost Sander.” *Arizona Review*, 2007.

**Tronstad, Russell,** G. Frisvold, T. Teegerstrom, and T. Rahman “Farm Policy Preferences for Arizona.” *Arizona Review*, 2007.

Aradhyula, Satheesh, and **Russell Tronstad.** “Arizona’s Agricultural Situation.” *Arizona Review*, 2007.

2006

**Tronstad, Russell,** P. Clay, and E. Norton. “Review of the 2005 Arizona Cotton Season.” *2006 Arizona Cotton Report*, Pub. No. AZ1409, 2006: 1-4.

Jeff Silvertooth, Abraham Galadima, and **Russell Tronstad,** “Irrigation Termination Effects on Cotton Yield and Fiber Quality.” *2006 Arizona Cotton Report*, Pub. No. AZ1409, 2006: 253-278.

The 2007 Farm Bill: U.S. Producer Preferences for Agricultural, Food, and Public Policy, project collaborator for Arizona. Farm Foundation Publication 2006-01, Sept. 2006, pp. 1-64.

**Russell Tronstad**, and Trent Teegerstrom “Risk Management Activities.” *Arizona Review*, 2006: 6-8.

Aradhyula, Satheesh, and **Russell Tronstad**. “Arizona’s Agricultural Situation.” *Arizona Review*, 2006: 18-19.

## 2005

**Tronstad, Russell**, S. Husman, R. Norton, E. Norton, P. Clay, and M. Zerkoune. “Review of the 2004 Arizona Cotton Season.” *2005 Arizona Cotton Report*, Pub. No. AZ1366, 2005: 1-4.

Jeff Silvertooth, Abraham Galadima, and **Russell Tronstad**, “Evaluation of Irrigation Termination Effects on Yield and Fiber Quality of Upland Cotton, 2004.” *2005 Arizona Cotton Report*, Pub. No. AZ1366, 2005:31-46.

**Tronstad, Russell**, (with Harry Ayer) “An Interview with the Review’s Founding Editor.” *Arizona Review*, Spring 2005: 1, 21-23.

**Tronstad, Russell**, Jeff Silvertooth, and Abraham Galadima, “Marginal Value of Water for End-of-Season Cotton Production.” *Arizona Review*, Spring 2005: 6-8.

Aradhyula, Satheesh, and **Russell Tronstad**. “Arizona’s Agricultural Situation.” *Arizona Review*, Spring 2005: 20-21.

Frisvold, George, Jimmye Hillman, and **Russell Tronstad**, et al. “Bartley P. Cardon, 1913-2005” *Arizona Review*, Fall 2005: 1, 3-11.

Aradhyula, Satheesh, and **Russell Tronstad**. “Arizona’s Agricultural Situation.” *Arizona Review*, Fall 2005: 12-14.

## 2004

**Tronstad, Russell**. (with Dean Lueck) “An Interview with the New Bartley P. Cardon Professor.” *Arizona Review*, Spring 2004: 1, 16-17.

**Tronstad, Russell**, and Satheesh Aradhyula. “Tourism and Cross-Border Trade: A Tale of Synergism.” *Arizona Review*, Spring 2004: 6-7.

Aradhyula, Satheesh, and **Russell Tronstad**. “Arizona’s Agricultural Situation.” *Arizona Review*, Spring 2004: 18.

**Tronstad, Russell**, “Farming Your Net Price Received.” *Cotton Management Economic Note Series*, Feb. 13, 2004.

**Tronstad, Russell**, S. Husman, R. Norton, E. Norton, P. Clay, and M. Zerkoune. “Review of the 2003 Arizona Cotton Season.” In 2004 Arizona Cotton Report, R. Tronstad, S. Husman, and R. Norton (managing eds.), A College of Agriculture Report Series P-138,

Publ. No. AZ1335, University of Arizona, College of Agriculture and Life Sciences, Cooperative Extension, Tucson, Arizona, 2004: 1-4.

Aradhyula, Satheesh, and **Russell Tronstad**. "Arizona's Agricultural Situation." *Arizona Review*, Fall 2004:14-15.

**Tronstad, Russell**, and Le Adams, "Learn More About Direct Marketing." Southwest Marketing Network: Expanding Markets for Southwest, Small-Scale, Alternative, and, Minority Producers, September 2004: 5.

**Tronstad, Russell**, and Satheesh Aradhyula. "Influence of Quality and Season on Hay Market Decisions." In 2004 National Alfalfa Symposium Proceedings, December 2004, 21-32.

### **2003**

Silvertooth, J., A. Galadima, and **R. Tronstad**. "Evaluation of Crop Management Effects on Fiber Micronaire, 2000-2002." *2003 Arizona Cotton Report*, pp. 85-96.

**Tronstad, Russell** and Satheesh Aradhyula. "Methodology for Modeling Economic Costs of Bioterrorism Attacks on U.S. Meat Supplies." Confidential Report for SAIC and FSIS, September 2003, pp. 1-22.

**Tronstad, Russell** and Trent Teegerstrom. "Review of Fort McDowell Tribal Farm Crop Suitability Study Update and Additional Land Development." Confidential Report for Tribe and Stantec Consulting, October 2003, pp. 1-24.

### **2002**

**Tronstad, Russell**, "Arizona Farm Policy Preferences." *Cotton Management Economic Note Series*, Jan. 7, 2002.

**Tronstad, Russell**, "Use CRC as a Price Risk Tool for Grassley/Dorgan." *Cotton Management Economic Note Series*, Feb. 19, 2002.

Silvertooth, J., A. Galadima, and **R. Tronstad**. "Evaluation of Crop Management Effects on Fiber Micronaire, 2000-2001." *2002 Arizona Cotton Report*, Pub. No. AZ1283, pp. 42-51.

Jeffrey Silvertooth, Abraham Galadima, and **Russell Tronstad**. "Evaluation of Crop Management Factors, Variety, and Environmental Effects on Fiber Micronaire and Yield of Irrigated Cotton," *Proceedings of the 2002 Beltwide Cotton Conference*, Atlanta, GA.

Siedl, Andy, Larry Lev, Neil Meyer, and **Russell Tronstad**. "Western Producers' Preferences for Federal Agricultural Policy and the 2002 Farm Bill." Western Rural Development Center and Farm Foundation, Feb. 2002, pp. 1-44.

**Tronstad, Russell**, Dan Osgood, and Robert Young, "Transition of Agricultural Land Ownership and Use," presentation/selected paper for the WAEA annual meetings, Long Beach, CA, July 29-31, 2002.

## 2001

**Tronstad, Russell**, "New Legislation = Larger Crop Insurance Subsidies." *Cotton Management Economic Note Series*, Feb. 9, 2001.

Silvertooth, J.C., A. Galadima, E.R. Norton, and **R. Tronstad**. "Evaluation of Crop Management Effects on Fiber Micronaire, 2000," *2001 Arizona Cotton Report*: 25-33.

Frisvold, George and **Russell Tronstad**. "Overseas Adoption of Bt Cotton. Implications for U.S. Producers." Proceedings of the 2001 Beltwide Cotton Conference, Anaheim, CA, pp. 184-186.

Editing of 2001 and prior years *Arizona Ranchers' Management Guide* articles to obtain Cooperative Extension Publication No. AZ1279. pp. 1-450. Articles added for 2001 to the Ranch Business Management Section of the *Arizona Ranchers' Management Guide* include: **Tronstad, Russell**, Trent Teegerstrom, and Xing Gao. "Trade-Off Between Cow Numbers, Calf Size, and Sale Date Incorporating Seasonal Factors and Supplemental Feeding." pp. 181-187.

**Tronstad, Russell**, and Trent Teegerstrom. "Overview of Ranch Financial Analysis Spreadsheet." pp. 141-146.

Teegerstrom, Trent, **Russell Tronstad**, and Jim Sprinkle. "Modified Cash Projections." pp. 153-156.

**Tronstad, Russell**, Jim Sprinkle, and Trent Teegerstrom. "Evaluating Management Decisions." pp. 157-174.

**Tronstad, Russell**. "Drought Assistance Programs and Tax Implications of Drought Induced Livestock Sales." pp. 175-179.

**Tronstad, Russell**, "Agronomics vs. Markets: Irrigation Termination." *Cotton Management Economic Note Series*, August 14, 2001.

The 2002 Farm Bill: U.S. Producer Preferences for Agricultural, Food, and Public Policy, project collaborator for Arizona. Farm Foundation Publication 2001-02, Sept. 2001, pp. 1-56.

### Electronic and Other Delivery

*livestockrecords.arizona.edu* Website allows for ranchers to obtain individual accounts whereby they can then integrate livestock, financial, and range records. Commingling of animals is tracked through pasture movements and we have received a verbal commitment of funding from the Forest Service to develop screens to record range utilization and monitoring records. This site is being developed with programming assistance from Growing Business Solutions.

*www.farmdirectory.org* This dynamic web portal is designed to connect consumers with direct farm marketers and farmers markets. The site allows producers to place their growing calendars, ag events, and market meetings they participate at into a database that consumers can then search for products and events by putting in their zip code and the distance they

are willing to travel. This site is also being developed with programming assistance from Growing Business Solutions.

*Ranch Restocking Decision Aide Spreadsheet.* This template allows for differences in biological productivity of purchased versus raised replacements and allows a rancher to compare the long-term financial consequences associated with alternative restocking paths. Supplementation, including the use of controlled behavior grazing supplements like low moisture blocks, can be evaluated in this spreadsheet template.

*Nursery Cost Analyzer Spreadsheet.* This spreadsheet tool helps producers address space allocation decisions to different “crop mixes,” inventory management, set pricing points, quantify production cost differences for primary container sizes, and analyze nursery crop insurance. Financial risks associated with events like the “50-year” frost that occurred in January 2007 for much of the Southwest are made apparent through this spreadsheet template.

*Crop Solver.* This spreadsheet template optimizes a crop mix of up to 20 different crops subject to land, monthly labor, water, and capital, and alternative risk constraints. Costs and returns are entered in a format consistent with the U of AZ crop budgets. Risk is evaluated in both a diversification and dollar limit framework. A mixed integer routine is used to determine whether crop insurance should be purchased for a crop that it is available for.

*Livestock Monitor.* A market situation newsletter for livestock is emailed to around 350 extension agents and ranching individuals throughout Arizona every two weeks. A synopsis of the newsletter is also emailed since many don't find time to read the newsletter unless a topic is of particular interest to them.

*Livestock Records Workbooks.* Over 2,000 of these workbooks have been distributed, largely in tribal areas, to help them better record and manage their livestock. The Navajo Nation Department of Agriculture is in the process of requiring grazing permit holders on the tribe to complete the forms included in the workbook and regularly update these records in order to utilize their permit.

## **Scholarly Presentations** (since 2001)

### Seminars/Conferences

Thompson, Gary, Satheesh Aradhyula, **Russell Tronstad**, “North American Trade Suspension Agreement and Winter Tomato Supply Response.” 2007 Western Ag. Econ. Assoc. Annual Meeting, Portland, OR, July 2007.

**Tronstad, Russell**, “Effectively Communicating Research Results with a Poster: Opportunities and Challenges.” 2007 American Agricultural Economics Association Annual Meeting, Organized Symposium, Portland, OR, July 2007.

**Tronstad, Russell** and Heather Waters, “Modeling Federally Inspected Steer and Heifer Slaughter Marketings Using Lagged Feedlot Placement Data.” 2006 Western Ag. Econ. Assoc. Annual Meeting, Anchorage, AK, July 2006.

**Tronstad, Russell**, Jeffrey Silvertooth, and Abraham Galadima, “Early Irrigation Termination of Cotton as a Drought Mitigation Tool.” 2006 Western Ag. Econ. Assoc. Annual Meeting, Anchorage, AK, July 2006.

**Tronstad, Russell**, “From Farm to Fork: Profiles of Innovative Western Direct Marketers.” Organized symposium presented at the *American Agricultural Economics Association Annual Meetings*, Denver, CO, August 1-4, 2004.

**Tronstad, Russell**, John Marchello, “Price Efficiency of Grid versus Live Pricing,” Selected paper presented at the *Western Economics Association International / Western Agricultural Economics Association Annual Meetings*, Denver, CO, July 11-15, 2003.

Frisvold, George, and **Russell Tronstad**. “Global Impacts of BT Cotton,” Paper presented at the *2003 National Cotton Beltwide Conference*, Memphis, TN, January 9-13, 2003.

**Tronstad, Russell**, Daniel Osgood, and Robert Young, “Transition of Agricultural Land Ownership and Use,” Selected paper presented at the *Western Agricultural Economics Association Annual Meetings*, Long Beach, CA, July 29-31, 2002.

Aradhyula, Satheesh and **Russell Tronstad**. “Factors Influencing the Propensity for Cross-Border Trade.” Selected paper presented at the *Western Agricultural Economics Association Annual Meetings*, Logan, UT, July 8-11, 2001.

**Tronstad, Russell**. “Optimal Production Inputs with Varying Quality and Yield Components: Irrigation Termination of Upland.” Selected paper presented at the *Western Agricultural Economics Association Annual Meetings*, Logan, UT, July 8-11, 2001.

Teegerstrom, Trent and **Russell Tronstad**. “Managing Herd Composition of Range Cattle: Sale Weight and Seasonal Factors.” Selected paper presented at the *Western Agricultural Economics Association Annual Meetings*, Logan, UT, July 8-11, 2001.

**Tronstad, Russell**. “Harmonizing Infrastructure Between United States and Mexico.” Invited presentation for *Transportation Bottlenecks in the US-Mexico Food System* sponsored by SAGAR, USDA’s Emerging Markets Program, ERS, and FAS, Laredo, TX, January 24-25, 2001.

Frisvold, George, **Russell Tronstad**, “Overseas Adoption of Bt Cotton: Implications for U.S. Producers.” Paper presented at the *2001 National Cotton Beltwide Conference*, Anaheim, CA, January 9-13, 2001.

## **Community / Outreach Presentations**

### **2008**

- RME presentation to the Southwest Indian Agricultural Association Conference, “*Organic Agriculture: Certification and Marketing Considerations for Beef and Produce.*” Laughlin, NV, January 24, 2008.
- Presentations on “*Economics of Sale Weight/Sale Date, Fertility, and Calving Season,*” and computer game simulation of “*Evaluating Long-Term Supplementation Returns and Risks.*”

- + San Carlos, AZ, January 28, 2008
- + Peach Springs, AZ, February 29, 2008
- RME presentation to the Direct Farm Marketing and Sustainable Agriculture Conference, “*Assessing Direct Farm Marketing Opportunities.*” Gilbert, AZ, March 3, 2008.
- Presentation at the Southwest Agricultural Summit, “*Globalization of Produce: Opportunities and Risks.*” Yuma, AZ, March 13, 2008.

## 2007

- Presentation to Controlled Environmental Agricultural Conference participants, “*Farm Direct to Consumer.*” January 17, 2007.
- RME presentation to the Southwest Indian Agricultural Association Conference, “*Small Farm/Specialty Crop Marketing Strategies.*” Laughlin, NV, January 25, 2007.
- Computer workshop for Hopi Tribal Ranches, “*Diagnostic-Tree Analyses of Cow-Calf Production Costs,*” Phoenix, AZ, February 19 and March 19, 2007.
- Presentation to Utah’s Diverse Agricultural Conference, “*Collective Marketing Strategies and the Farm Directory Site.*” Lehi, UT, February 22, 2007.
- Presentation to SE Arizona Ranchers at the Livestock Nutrition Workshop, “*Economics of Supplementation.*” Morenci, AZ, March 9, 2007.
- Livestock Computer RME Workshop, “*Livestock Records and Certification Issues for Niche Beef Marketing.*”
  - + Hondah, AZ, March 8, 2007
  - + St. Michaels, AZ, March 9, 2007
- Rez to Rail workshop for Native American Livestock, “*Economic Cut-Out Value of Tribal Cattle from Weaning to Slaughter,*” Camp Verde and Tucson, AZ, March 12-14, 2007.
- Presentation to central Arizona producers on “*Arizona Farm Policy Preferences and Issues,*” Maricopa, AZ, March 15, 2007.
- Presentations at Southwest Marketing Network Conference, “*Trends and Tendencies for Organic Production*” and “*AGR-Lite for Small-Scale Crop and Livestock Operations.*” Flagstaff, AZ, March 27-28, 2007.
- Livestock Computer Risk Management Workshop, “*Livestock Records, AGR-Lite, and Estate Planning Considerations.*”
  - + Winkelman, AZ, April 2, 2007
  - + Benson, AZ, April 3, 2007
- Presentation to the National Extension Risk Management Conference, “*Livestock Records and Management Tools.*” Phoenix, AZ, April 17, 2007.
- Workshop to cattle ranchers entitled, “*Direct Marketing of Meat Products Workshop: Labeling, Added Value, and Packaging.*” Tucson, AZ, April 20, 2007.
- Presentation and computer workshop training (with Trent Teegerstrom), “*Tools and Considerations for Successful Direct Marketing*” and “*Using the Crop Solver to Grow a Crop Enterprise.*”
- Presentation and computer workshops to Yuma specialty crop producers (with Trent Teegerstrom), “*Organic Certification and Labeling Consideration*” and “*Optimizing a Crop Mix Amidst Market, Resource, Risk and Technology Constraints.*”
  - + Yuma, AZ, May 8, 2007
  - + Parker, AZ, May 9, 2007
- Presentation at Taste of Local Foods Workshops, “*Considerations and Tools for Successful Direct Farm Marketing.*”
  - + Sierra Vista, AZ, May 30, 2007
  - + Tucson, AZ, June 1, 2007

- Livestock Record Keeping workshop for Tribal Ranches (with Trent Teegerstrom), *“Certification and Labeling Considerations and Livestock Record Keeping Accounts.”*
  - + Tuba City, AZ, July 16, 2007
  - + Kayenta, AZ, July 16, 2007
  - + Tolani Lake, AZ, July 17, 2007
- Poster display at the V-V Explorers Day (with Trent Teegerstrom), *“Using [www.livestockrecords.arizona.edu](http://www.livestockrecords.arizona.edu) for Managing Your Cattle.”* Mahan Park, AZ, August 25, 2007.
- Presentation to Pinal and Gila County Supervisor Boards, *“Value of Agricultural Production in Pinal and Gila Counties.”* September 4, 2007.
- Computer workshop training, *“Direct Farm Marketing using [www.farmdirectory.org](http://www.farmdirectory.org) and On-Line Livestock Record Keeping Accounts.”*
  - + Window Rock, AZ, August 27, 2007
  - + Dilkon, AZ, August 28, 2007
- Presentation at Roundup for Rez to Rail, *“Managing Market Risks: LRP, AGR-Lite and Other Risk Management Tools.”* Peaks Ranch, AZ, September 22, 2007.
- Poster display at MAC Field Day (with Trent Teegerstrom), *“Tools for Managing Crop and Livestock Risks: LRP, AGR-Lite, and Crop Solver.”* Maricopa, AZ, October 3, 2007.
- Presentation to Farmers’ Market Managers and Extension Agents (with Trent Teegerstrom), *“Coordinating Farmers’ Markets and Direct Marketing with [www.farmdirectory.org](http://www.farmdirectory.org).”*
  - + Phoenix, AZ, October 9, 2007
  - + Tucson, AZ, October 24, 2007
  - + Willcox, AZ, November 20, 2007
- Co-Organizer of Arizona Agribusiness Forum, *“Labor, Energy, and Agriculture.”* Maricopa, AZ. November 15, 2007.
- Presentation to southern Arizona ranchers, *“Economics of Producing Grass Fed Beef.”* Benson, AZ, November 17, 2007.
- Presentation on *“Economics of Supplementation and When Should I Calve,”* and computer game simulation of *“Using RightRisk to Evaluate Supplementation Returns and Risks.”*
  - + Gallup, NM, November 26, 2007
  - + Camp Verde, AZ, November 27, 2007
  - + Benson, AZ, November 28, 2007

## **2006**

- Risk Management Education (RME) presentation, *“Certification and Labeling Considerations for Agricultural Producers & Cooperatives.”*
  - + Laughlin, NV (Southwest Indian Ag Assoc.), January 18, 2006
  - + Tucson, AZ (CEAC Annual Conf.), January 19, 2006
- Computer RME workshops and presentations targeting limited resource producers (with Trent Teegerstrom), *“Connecting Consumers to Agricultural Products and Agri-Tourism Adventures; Evaluating the Merits of Marketing a Branded Beef Product; and Livestock Records.”*
  - + Peach Springs, AZ, February 7, 2006
  - + Cedar City, UT, February 23, 2006
  - + Chinle, AZ, April 24, 2006 (with Tauhid Rahman)
  - + Kayenta, AZ, April 25, 2006 (with Tauhid Rahman)

- Presentation to direct farm marketers and master gardeners on “*Connecting Consumers to Agricultural Farms and Events using the Direct Farm Marketing and Tourism Portal.*” Safford, AZ, February 25, 2006
- Computer RME Workshops and Presentations, “*Cattle Pricing, Outlook, and Niche Marketing Issues; and livestockrecords.arizona.edu.*”
  - + Shiprock, NM, March 6, 2006
  - + Tolani Lake, AZ, March 8, 2006
  - + Tucson, AZ (Rez to Rail), March 14, 2006
  - + Crown Point, AZ, April 12, 2006
  - + San Carlos, AZ, April 18, 2006
  - + New Lands, AZ, April 24, 2006 (with Tauhid Rahman)
  - + Kykotsmovi, AZ, May 18, 2006 (with Trent Teegerstrom)
  - + Flagstaff (Peaks Ranch), AZ, August 19, 2006
- Presentations at Southwest Marketing Network Conference, “*Evaluating Third-Party Certification Options and Market Opportunities through Animal Identification.*” Grand Junction, CO, March 27-29, 2006.
- Presentation and Computer Workshop (with Trent Teegerstrom), “*Marketing, Record Keeping, and Estate Planning Considerations for Cattle Producers.*” Fredonia, AZ, May 2, 2006.
- Computer RME Workshops with Trent Teegerstrom, “*Livestock Record Keeping for Tribal Ranches.*”
  - + Tuba City, AZ, May 3, 2006
  - + Tolani Lake, AZ, May 3, 2006
  - + San Carlos, AZ, May 18, 2006
  - + Reno, NV, June 19, 2006
  - + St. Michaels, AZ, October 19, 2006
- Computer Workshop with Trent Teegerstrom, “*Right Risk Education for Cow-Calf Enterprises,*” Reno, NV, June 20, 2006.
- Presentation and working meeting with crop and livestock producers (with Trent Teegerstrom), “*Identifying Initial Crop Ratings for AGR-Lite Insurance.*”
  - + St. George, UT, July 20, 2006
  - + Maricopa, AZ, July 24, 2006
  - + Willcox, AZ, August 3, 2006
- Presentation to tribal grazing associations on, “*Rangeland Management with Drought, Livestock Records, and AGR-Lite Insurance.*” Ft. Defiance, AZ, September 15, 2006.
- Poster display and CDs distributed on “*Tools for Risk Management in Nursery Production and Planning for Profitability.*”
  - + Maricopa Agricultural Center Field Day, Maricopa AZ, October 4, 2006
  - + Farm Bureau Annual Convention, Phoenix, AZ, November 8-9, 2005
- Co-Organizer of Arizona Agribusiness Forum, “*Agriculture, Food, and the Environment.*” Maricopa, AZ. November 16, 2006.
- Co-Organizer of the Sustainable Agriculture and Direct Farm Marketing and Conference, “*Sustainable Agriculture, farmdirectory.org, AGR-Lite, and Organic Production and Marketing.*” Casa Grande, AZ, December 4, 2006.
- RME Presentations and spreadsheet templates provided at the Range Livestock Nutrition School, “*Economics of Supplementation: Making Critical Decisions Affecting Cow Production and Profitability.*”
  - + Snowflake, AZ, November 28, 2006

- + Camp Verde, AZ, November 29, 2006
- + Benson, AZ, December 11, 2006

## 2005

- Computer RME Workshops (with Trent Teegerstrom), “*Climate, Restocking, and Financial Risk Assessment Tools for Arizona Ranchers.*”
  - + Prescott, AZ, January 6, 2005
  - + Peach Springs, AZ, February 2, 2005
  - + Snowflake, AZ, February 19, 2005
  - + Safford, AZ, March 19, 2005
- Computer RME Workshops and Presentations (with Trent Teegerstrom), “*Agri-Tourism and Specialty Agri-Product Market Opportunities for Native Americans.*”
  - + Tuba City, AZ, January 19, 2005
  - + Shiprock, AZ, January 20, 2005
  - + Tohatchi, AZ, January 21, 2005
  - + Peach Springs, AZ, February 3, 2005
  - + Dilkon, AZ, February 16, 2005
  - + Chinle, AZ, February 17, 2005
  - + Crown Point, NM, February 18, 2005
  - + Moapa, NV, February 23, 2005.
- Presentation at Southwest Indian Agricultural Association, “*Agricultural Trends and Considerations for the 21<sup>st</sup> Century.*” Laughlin, NV. January 26, 2005.
- Presentation at Arizona Forage Producers Association Annual Meeting, “*Influence of Quality and Season on Hay Market Decisions.*” Maricopa, AZ. February 4, 2005.
- Co-Organizer of Arizona Agribusiness Forum, “*Urbanization and Agriculture.*” Mesa, AZ. February 22, 2005.
- Presentations at Southwest Marketing Network Conference, “*Agricultural Tourism, Building your Business; and Business Planning and Financing your Operation.*” Albuquerque, NM, March 13 & 14, 2005.
- RME Presentation to Southwest Native American Tribal Managers, “*Agricultural Trends for the 21<sup>st</sup> Century.*” Phoenix, AZ, March 31, 2005.
- RME Presentations on “*Agri-tourism Opportunities for Native Americans,*” and Computer Workshops (with Trent Teegerstrom) covering “*Planning for Profit, and Market Opportunities and Internet Resources for U.S. Animal Identification.*”
  - + Ft. McDowell, AZ, April 12, 2005
  - + San Carlos, AZ, April 30, 2005
  - + Keams Canyon, AZ, May 3, 2005
  - + Sanders, AZ, May 4, 2005
  - + Reno, NV, June 24, 2005
- Presentation at Subsurface Drip Irrigation Field Day, “*Economics of SDI for Watermelons and Broccoli.*” Maricopa, AZ, July 7, 2005.
- Organizer of the 10<sup>th</sup> Annual Arizona Direct Farmers’ Marketing Association Conference, “*Zoning Issues Amidst Urban Growth and Organic Certification Issues.*” Chino Valley, AZ, July 18, 2005.
- Computer workshop and spreadsheet template provided on, “*Economics of Forest Thinning: Cost and Return Calculator.*” San Carlos, AZ, July 26, 2005.
- Presentation at Roundup for Rez to Rail of “*Tapping Market Opportunities with Animal Identification.*”

- + Peaks Ranch. Flagstaff, AZ, September 17, 2005
- + New Lands, AZ, November 14, 2005
- Poster display at the V-V Explorers Day (with Trent Teegerstrom), *“Integrating Cost and Return Tracking with Animal Identification.”* Mahan Park, AZ, August 27, 2005.
- Presentation to Ft. Quechen Tribe (with Joe Hiller) on *“Economic Viability of a Vegetable Cooling Facility.”* Yuma, AZ, September 20, 2005.
- Poster display and CDs distributed on *“Crop Risk Management Using the Crop Solver, Arizona Alfalfa Markets, and Planning for Livestock Profitability.”*
  - + Maricopa Agricultural Center Field Day, Maricopa AZ, October 5, 2005.
  - + Farm Bureau Annual Convention, Phoenix, AZ, November 10-11, 2005.
- Presentation to Navajo Tribal Ranchers on *“Outlook for Marketing Beef Cattle,”* Crown Point, NM, November 3, 2005.
- Computer workshop on *“Arizona Forage, Crop Mix Selection, and Estate Planning.”*
  - + Avondale, AZ, October 27, 2005.
  - + Yuma, AZ, November 30, 2005.
  - + Parker, AZ, December 1, 2005.
- Computer workshop and presentations on *“Managing Livestock Production, Health, and Financial Records.”*
  - + Navajo Livestock Producers, Rama, NM, November 3, 2005.
  - + Intertribal Agricultural Council, Las Vegas, NV, December 6, 2005.
- Poster display at the Arizona Water Forum (with Abraham Galadima and Jeff Silvertooth) entitled, *“Early Irrigation Termination of Cotton as a Drought Mitigation Strategy,”* Tucson, AZ, November 9, 2005.

## **2004**

- Computer RME Crop Workshops (with Trent Teegerstrom): *“Crop Planning Decisions using the Solver Function in Excel.”*
  - + Maricopa, AZ, January 19, 2004.
  - + Parker, AZ, January 30, 2004.
- Computer RME Livestock and Crop Workshops at The Southwest Indian Ag. Association Meeting *“Hands-on Risk Management Computer Training Workshops.”* (with T. Teegerstrom), Laughlin NV, January 29, 2004.
- Computer RME Livestock Workshops (with Trent Teegerstrom): *“Ranching with Risk.”*
  - + Kingman, AZ, February 27, 2004
  - + Prescott, AZ, February 28, 2004
  - + Reno (Inter-Tribal Council of Nevada), NV, April 30, 2004
- Organization of 9<sup>th</sup> Annual Direct Farm Marketing and Tourism Conference, *“Farmers’ Markets and Recreation Enterprises.”* In conjunction with Southwest Marketing Network Conference, Flagstaff, AZ, March 15, 2004.
- Trade Adjustment Assistance Trainings, *Evaluating Alternative and Direct Marketing Options for Salmon and Shrimp.*
  - + Phoenix, AZ (Salmon TAA Training, with T. Teegerstrom). February 19, 2004
  - + Flagstaff, AZ (Salmon TAA Training, with T. Teegerstrom). March 20, 2004
  - + Hyder, AZ (Shrimp TAA Training, with T. Teegerstrom & K. Fitzsimmons). May 17, 2004
  - + Gila Bend, AZ (Shrimp TAA Training, with T. Teegerstrom & K. Fitzsimmons). May 17, 2004

- Direct Farm Marketing & Tourism RME Presentation: “*Western Profiles of Innovative Agricultural Marketers: Examples from Direct Farm Marketing and Agri-Tourism Enterprises.*”
  - + Ephraim, UT, February 26, 2004
  - + Maricopa, AZ, March 5, 2004
  - + Willcox, AZ, July 19, 2004
- Presentation to R100 Tribal Council, “*Evaluating the Economic Returns Associated with Superior Genetics.*” San Carlos, AZ. March 9, 2004.
- RME Computer Workshops (with T. Teegerstrom): “*Economics of Restocking: Options and Costs.*”
  - + St. George, UT, May 26, 2004
  - + Fredonia, AZ, May 27, 2004
  - + Window Rock, AZ, July 15, 2004
  - + San Carlos, AZ, July 17, 2004
  - + Arizona Cattleman’s Conference, Prescott, AZ, July 26, 2004
- Livestock Presentation at Arizona Beef Cattle: From Conception to Consumer Workshop, “*Profitability of Different Cattle Types.*” Tucson, AZ. March 17, 2004.
- Drought Workshop RME Presentations “*Economics of Restocking Rangeland: Options & Costs.*”
  - + Winslow, AZ, March 20, 2004
- Co-Organizer of Agribusiness Forum with Water Resources Research Center, “*The Future of Agricultural Water Use in Arizona.*” Casa Grande, AZ. April 28, 2004.
- RME Presentation for Specialty Crops: “*The Economics of Subsurface Drip Irrigation.*” Casa Grande, AZ. May 12, 2004.
- RME Presentation on Animal Identification: “*Country of Origin Labeling and the U.S. Animal Identification Plan.*” Peach Springs, AZ. August 11, 2004.
- Poster Display of RME Software and Financial Tools for Cow-Calf and/or Crop Mix Management Decisions.
  - + V-V Explorers Day, Mahan Park, AZ. August 28, 2004
  - + MAC Field Day, Maricopa, AZ. October 6, 2004
  - + Arizona Farm Bureau Annual Convention (with T. Teegerstrom), Mesa, AZ. November 11-12, 2004
- RME Presentation at the 15<sup>th</sup> Desert Crop Workshop, “*Risk and Crop Insurance Considerations for Vegetables.*” Yuma, AZ. December 8, 2004.
- Computer RME Workshop, “*Colorado River Crop Mix and Alfalfa Market Analysis.*” (with T. Teegerstrom) Parker, AZ. December 9, 2004.
- Plenary Presentation at National Alfalfa Symposium, “*Influence of Quality and Season on Hay Market Decisions.*” San Diego, CA. December 14, 2004.

## **2003**

- Computer RME Workshops at The Southwest Indian Ag. Association Meeting “*Hands-on Risk Management Computer Training Workshops.*” Laughlin NV, January 15, 2003
  - + Livestock Workshop
  - + Crop Planning Workshop
- Presentation at the Maricopa Agricultural Center, “*Economic Considerations for Crop Production and Protection Systems using Subsurface Drip Irrigation.*” Maricopa, AZ, January 29, 2003.

- Computer RME Workshops (with T. Teegerstrom): “*Ranching with Risk.*” (3 to 4 hours hands-on computer risk management educational curriculum)
  - + Logan, UT, January 24, 2003.
  - + Peach Springs, AZ, February 27, 2003.
  - + St. George, UT, March 3, 2003.
  - + Kanab, UT, March 4, 2003.
- Organization of 8<sup>th</sup> Annual Direct Farm Marketing and Tourism Conference, “*Farmers’ Markets and Recreation Enterprises.*” Dewey, AZ, February 24, 2003.
- Drought Workshop RME Presentations “*Economics of Restocking: Options and Costs.*”
  - + Peach Springs, AZ, March 21, 2003.
  - + Camp Verde, AZ, March 25, 2003.
  - + Sierra Vista, AZ, April 8, 2003.
  - + Safford, AZ, April 9, 2003.
  - + Hon Dah, AZ, May 7, 2003.
- Presentation at Conception to Consumer Workshop, “*Using Budgeting and Cash Flow Analysis for Ranch Risk Management.*” Tucson, AZ, March 20, 2003.
- Computer resource library training, “*Direct Marketing Resources.*” Southwest Marketing Network Conference, Durango, CO, March 31–April 2, 2003.
- Direct Farm Marketing and Tourism workshop organizer and presenter, “*Formation of an Arizona Farmers’ Direct Marketing Association.*” Queen Creek, AZ, May 5, 2003.
- Computer RME Workshops: “*Ranching with Drought.*” (3 to 5 hour hands-on computer risk management educational curriculum. Curriculum varies to fit geographic conditions and management expertise of participants.)
  - + Kingman, AZ, April 23, 2003 (with T. Teegerstrom).
  - + Supai, AZ, April 24, 2003 (with T. Teegerstrom).
  - + Tuba City, AZ, May 19, 2003 (with Dan Osgood).
  - + Fredonia, AZ, May 20, 2003 (with Dan Osgood).
  - + Payson, AZ, June 13, 2003 (with T. Teegerstrom).
  - + Window Rock, AZ, July 10, 2003.
  - + Benson, AZ, August 20, 2003 (with T. Teegerstrom).
  - + Phoenix, AZ, August 26, 2003 (with T. Teegerstrom).
- RME Presentation for Crops, “*Risk Management Issues: Farm Policy, Crop Insurance, and Cost of Production.*” (with T. Teegerstrom) Yuma, AZ, June 18, 2003.
- Computer RME Workshops (with T. Teegerstrom): “*Crop Planning Decisions using Solver.*” (3 to 4 hours hands-on computer risk management educational curriculum. Curriculum varies to fit crop mix, water resource constraints, and enterprise budgets for each geographic region.)
  - + Buckeye, AZ, June 12, 2003.
  - + Phoenix, AZ, August 26, 2003.
  - + Parker, AZ, August 27, 2003.
  - + Safford, AZ, September 19, 2003.
  - + Yuma, AZ, December 17, 2003.
- Poster display/presentation at Cotton Field Day, “*Selecting a Crop Mix with Limited Water, Capital, and Risk – SCID.*” Maricopa Ag. Center, October 15, 2003
- Presentation to San Carlos tribal members, “*Registered versus Commercial Restocking Considerations for the R100.*” San Carlos, AZ, November 3, 2003.

- Poster display/presentations at Annual Farm Bureau Conference as a part of RME grant, “*Selecting and Optimal Crop Mix With Limited Water Capital and Risk*” and “*Planning for Profitability, University of Arizona Ranch Management School.*” Mesa AZ, November 6-7.
- Presentation to Farm Service Agency staff, “*Trade Adjustment Assistance for Farmers.*” (with T. Teegerstrom) Peoria, AZ, November 19, 2003.
- Computer RME Workshops with Arizona Cattle Growers. “*Introduction to Ranch Finances – Part I,*” with (T. Teegerstrom).
  - + Kingman, AZ, November 21, 2003.
  - + Prescott, AZ, November 22, 2003.
- Presentation to San Carlos tribal members, “*Evaluating Alternative Restocking Paths for the R100, IDT, and Black Rock Ranches using BIA Grants.*” (with T. Teegerstrom) San Carlos, AZ, December 19, 2003.

## 2002

- Short Course Module (1 credit) of Agricultural Business Management and Policy at Maricopa Ag Center
  - + Supply Curve Derivation, Market Structures, Welfare Measures, Comparative Advantage, International and Regional Trade Negotiations – negotiating instruments, and Measuring Agricultural Policy Distortions, January 9, 2002
  - + Commodity Programs, Marketing Margins, Welfare Implications of Trade Distorting Policies, and Arizona Commodity Impacts, January 15, 2002.
  - + Crop Insurance Payouts for Arizona Commodities, Structure of Arizona’s Agriculture, Mixed Integer Programming, CropPlanner Optimization using Excel, January 30, 2002
- Presentation at Yuma County early cotton season meeting, “*Farm Policy and Crop Insurance Considerations for 2002,*” Tacna, AZ, January 24, 2002.
- Presentation to Annual Crop Protection meeting entitled, “*Arizona’s Shifting Agricultural Structure.*” Tucson, AZ, January 28, 2002.
- Presentation at Cochise County Ag. Days entitled, “*Using the Sale Calf Calculator for Targeting Calf Sale Weights,*” (with D. Osgood and T. Teegerstrom), Willcox, AZ, February 6, 2002.
- Presentation at Cochise County Ag. Days entitled, “*The Structure of Arizona’s Agriculture,*” (with T. Teegerstrom), Willcox, AZ, February 6, 2002.
- Presentation at Graham County Farmers Day entitled, “*Crop Insurance Considerations for SE AZ in 2002,*” Safford, AZ, February 12, 2002.
- Presentation at Maricopa Ag. Center entitled, “*Crop Insurance Considerations for Central AZ in 2002,*” Maricopa, AZ, February 13, 2002.
- Organization of 7<sup>th</sup> Annual Direct Farm Marketing and Tourism Conference, “*Community Supported Agriculture and Ag-Tourism Theme,*” Phoenix, AZ, February 20, 2002.
- Presentation at Vegetable Field Day entitled, “*Farm Policy Issues for Vegetables and the Changing Scenery of AZ’s Agriculture,*” Maricopa, AZ, February 27, 2002.
- Ranch to Rail Workshop, “*Slaughter through Grid Pricing of Beef,*” (with J. Marchello, R. Grumbles, D. Fish, and J. Sprinkle), March 20-21, 2002.
- Development, printing, and distribution of 3,000 Ranch to Rail Brochures that solicits ranchers to enter their cattle into the program, May 2002.
- Contributor to Arizona Whitefly & Bt Resistance Management Working Group Recommendations, Phoenix, AZ, June 3, 2002.
- Poster display/presentation at CALS Conference, “*Space Cowboys and Internet Agriculture,*” with D. Osgood and T. Teegerstrom, Tucson, AZ, Aug. 27-29, 2002.

- Presentation at Graham County Cotton Field Day, “*Farm Security and Rural Investment Act of 2002: Updating Base and Yield*,” October 3, 2002.
- Cotton Field Day, Maricopa Ag. Center, October 9, 2002
  - + Poster display/presentation at Central Arizona Cotton Field Day, “*Updating Base Acreage and Yield: Placing \$\$ to FSA #'s and Program Options.*”
  - + Program Planning Committee Member
- Field Tour Organizer and Host for agribusiness attendees of the “*West Africa 2002 Conference*,” central AZ, Oct. 14, 2002.
- Presentation at U.S. Africa 2002 Conference, “*Impact of U.S. Cotton Policy on the Export Market*,” Phoenix, AZ, Oct. 15, 2002.
- Presentation at the Annual Desert Crop Workshop, “*Decision Tools for Risk Management: Specialty Crops*,” with T. Teegerstrom, Yuma, AZ, Dec. 4, 2002.
- Computer workshops (two sessions of the same program) at the Western Alfalfa & Forage Conference, “*RightRisk: Learning to Manage Livestock Risks.*” with other CSU and UW faculty, Reno, NV, Dec. 11-12, 2002.

## **2001**

- Presentation at the Society for Range Management, the Soil and Water Conservation Society, and the Arizona Assoc. of Conservation Districts entitled, “*Sustainable Agriculture and Producer Collaboration -- Direct Marketing in Arizona*,” Phoenix, AZ, January 12, 2001.
- Member of planning committee for the North American Farmers’ Direct Marketing Association (NAFDMA) annual conference and pre and post conference tours. Arizona, January 15-22, 2001.
- Organizer/Moderator for the following educational tracts at NAFDMA: *Entertainment Ranching*, *Ten Commandments for Making Your Children Love the Farm*, and *Marketing Livestock to the City without Leaving the Farm*. Mesa, AZ, January 19-20, 2001.
- Presentation at the Transportation Bottlenecks in the US-Mexican Food System conference sponsored by USDA/ERS entitled “*Transportation Bottlenecks for Crops and Livestock: Harmonizing Infrastructure for Trade*”, Laredo, TX, January 23-25.
- Presentation to Executive Council on “*Demographics and Market Challenges Facing Arizona’s Agriculture.*” Tucson, AZ, February 20, 2001.
- Presentation at the “Ranch to Rail” workshop entitled, “*Conception to Consumption: Economics of Cattle Pricing.*” Tucson, AZ, March 7-8, 2001.
- Presentation at Policy Development and Commodity Committee Conference sponsored by Arizona Farm Bureau, “*Arizona’s Commodity Outlook and Changing Agricultural Structure*,” Phoenix, AZ, April 4, 2001.
- Presentation to Pima county cotton producers entitled, “*Market and Policy Outlook for 2001 Upland.*” Marana, AZ, April 5, 2001.
- Workshop on Marketing (*Market Analysis, Business Planning, Value-Added Agriculture, and Risk Management Considerations*) for the White Mountain Apache Tribe, Crofford Demonstration Farm, Whiteriver, AZ, April 20, 2001.
- Participant of Arizona Whitefly Resistance Working Group, *Economic Severity of Sticky Cotton and Economics of Bt cotton for Arizona* (with George Frisvold), Tucson, AZ, May 14-15, 2001.
- Poster presentation/booth on *Planning for Ranch Profitability*.
  - + AZ Cattle Growers Association, Hon Dah, AZ, July 24-25, 2001.
  - + V-V Explorers Day, Happy Jack, AZ, August 25, 2001.

- Computer Workshops on *Planning for Ranch Profitability, Supplementation, Fertility, and Selecting Sale Weights and Dates*
  - + Flagstaff, AZ, August 17, 2001
  - + Nogales, AZ, September 13, 2001
- Cotton Field Day, Maricopa Ag. Center, October 10, 2001
  - + Symposium Planning Committee, “Development of the 2002 Farm Bill”
  - + Poster Presentation, “*Arizona Cotton, Other Arizona Producer, and National Farm Policy Preference Survey Results*”
- Developed survey instrument administered to Arizona cow-calf producers on their genetics, pre-conditioning, feedlot performance, grid pricing performance, and other related issues, Sept. 2001.
- Presentation to County Extension Directors entitled, “*Arizona Farm Policy Preferences by County.*” Tucson, AZ, November 28, 2001.
- Presentations at the Desert Vegetable Crop Workshop entitled, “*Farm Policy Update and Preferences for Arizona*” and “*Arizona’s Shifting Agricultural Structure.*” Yuma, AZ, December 6,
- Presentation to ACERT on *Arizona’s Direct Farm Marketing and Tourism Activities*, Phoenix, AZ, December 10, 2001.
- Presentation of *Survey Results on Arizona’s Ranch to Rail Activities*, Casa Grande, AZ, December 13, 2001.

*Evaluation Scores and Feedback:* When workshop participants were solicited on the odds that they would incorporate information covered into future decisions that would favorably impact the financial position of their operation, 40% indicated there was an excellent chance this would occur and 57% gave a good chance of this occurring. Over 99% of our participants indicated that our RME trainings were worth their time to attend. When asked how participants rate the relevance of topics presented at our RME trainings for their operation, 45% said the topics were excellent and 51% said good. 4% said the topics were of “fair” in relevance to their operation and none gave a “poor” relevance ranking. 62% of the participants at our RME programs indicated that they had never attended a similar U of AZ risk management program before. Thus, we are continuing to attract a good mix of repeat and new participants. Each year around 350 individuals are reached through a computer workshop training while at least another 900 are reached through a presentation.

A few examples of comments received after workshops and from email are as follows:

- + “*risk assessment is extremely valuable and great to see different areas of evaluation*” -- workshop participant.
- + “*I intend to use this new tool as one more tool in my tool chest*” -- workshop participant.
- + “*your workshop helped me better realize the factors limiting profitability of my operation*” – workshop participant.
- + “*workshop will alter how I track changes on livestock records, financial assets and liabilities*” – workshop participant.
- + “*More effective way to evaluate alternative management decisions and see what is influencing the profitability of our ranch*” -- workshop participant.
- + Email referring to the publication of Certification and Labeling Considerations for Agricultural Producers, “*I am particularly impressed with the thorough coverage of third-party certification and labeling requirements. The WEMC publication on this topic is one of the most thorough I have seen. Recently I introduced the publications associated with this*

*project to our national leadership for Small and Minority Farms, Sustainable Agriculture, and Rural and Community Development Entrepreneurship to encourage national use of these materials. The responses have been favorable.” -- National Program Leader, Economic & Community Systems*

+ Email referring to Western Profiles of Innovative Agricultural Marketing: Examples from Direct Farm Marketing and Agri-Tourism Enterprises. *“This publication is a timely topic and one that has not received a great deal of research in recent years. I applaud the authors and the WEMC for taking a look at this issue.”*

The Internet search site of “Google” shows sites that have “high valued links” to other sites and are selected by individuals using key word searches. Google site rankings below show how many Marketing and Management sites hosted on AREC Extension are near the top or at the top of the Google rankings. CALS estimates that around 30% of all download requests are from “robots.”

<u>Key Word(s)</u>	<u>Web Site</u> ( <a href="http://cals.arizona.edu/arec/">cals.arizona.edu/arec/</a> )	<u>Google</u> <u>Site Ranking</u>	<u>Downloads/Page Views</u> <u>During 2006</u>
Cotton Marketing	<a href="http://ext.cotton.html">ext/cotton.html</a>	4	48,115
Cotton Management	<a href="http://ext.cotton.html">ext/cotton.html</a>	2	
Arizona Ranch Management	<a href="http://pubs/rmg/ranchers.html">/pubs/rmg/ranchers.html</a>	1	97,530
Ranch Profitability	<a href="http://cals.arizona.edu/impacts/">cals.arizona.edu/impacts/</a>	4	not accessible
Cow Culling	<a href="http://cull/culling.html">/cull/culling.html</a>	1	22,888
Direct Farm Marketing	<a href="http://pubs/dmkt/dmkt.html">/pubs/dmkt/dmkt.html</a>	1	88,317
Value Added Agriculture	<a href="http://va/va.html">/va/va.html</a>	10	7,513

### **Grants and Contracts** (since 2001)

- Livestock, Nursery, and Specialty Crop RME for the Southwest and Hawaii, \$100,000, awarded from USDA/RMA, with T. Teegerstrom and U. Schuch (2007/2008).
- Southwest Indian Country Rural Enhancement through Improved Recordkeeping, Agri-Tourism, AGR-Lite and other Programs, \$125,000, awarded from USDA/RMA, with T. Teegerstrom (PI), and T. Rahman (2007/2008).
- Use of grafted seedlings for methyl bromide transition in U.S. open-field fresh vegetable production, \$884,330 awarded from USDA Integrated Research, Education, and Extension Competitive Grants Program with Chieri Kubota (PI), M. McClure, N. Burelle, M. Bausher, E. Roskopf, and D. Chellemi (2007/2010).
- Developing and implementing field and landscape level reduced-risk management strategies for lygus in western cropping systems, \$407,000, USDA/NRI, with Peter Ellsworth (PI), P. Goodell, M. Parajulle, and S. Bundy (2007/2010).
- Livestock, Nursery, and Specialty Crop RME for the Southwest and Hawaii, \$150,000, awarded from USDA/RMA, with T. Teegerstrom and U. Schuch (2006/2007).
- Enhancing Quality of Life in the Rural Southwest: Roles of AGR-Lite, Agri-Tourism, and Specialty Agri-Products, \$100,000, awarded from USDA/RMA Outreach, with T. Teegerstrom (PI), and T. Rahman (2006/2007).

- Record Keeping Training for Native American Livestock Producers, \$32,844, awarded from Western Center for Risk Management Education and CSREES/USDA, with J. Hiller (PI) and T. Teegerstrom (2005/2007).
- Southwest RME for Livestock, Forage and Specialty Crop Producers, \$149,999, awarded from USDA/RMA, with T. Teegerstrom and U. Schuch (2005/2006).
- Southwest Indian Country Risk Management Education on Agri-Tourism and Specialty Agri-Product Market Opportunities, \$120,000, awarded from USDA/RMA Outreach, with T. Teegerstrom (PI), and T. Rahman (2005/2006).
- Subsurface Drip Irrigation for Sustainable Production of Specialty Vegetable Crops in Arizona, \$64,000, initial award received in 2002 from ADA Specialty Crop Funds with Tom Thompson (PI), Ed Martin, Kai Umeda, and Mary Olsen. A TRIF award for \$60,000 was received for 2005/07.
- North American Trade Suspension Agreements and Winter Tomato Supply Response, \$154,000 with Satheesh Aradhyula (PI) and Gary Thompson, NRI Markets and Trade Grant, 2005/07.
- Managing Production Costs and Market Risks for Southwest Vegetable and Nursery Producers, \$36,995, awarded from Western Center for Risk Management Education and CSREES/USDA, with T. Teegerstrom and U. Schuch (2005/2006).
- Trade Adjustment Assistance Education for Alaska Salmon Fisherman, \$14,400, awarded from Western Center for Risk Management Education and CSREES/USDA, with T. Teegerstrom (PI) (2004/2005).
- Early Irrigation Termination of Cotton as a Drought Mitigation Strategy, \$66,535 received for 2004/06 from a TRIF Water Sustainability Proposal, with Jeff Silvertooth.
- Trade Adjustment Assistance Education for Arizona Shrimp Producers, \$9,660, awarded from Western Center for Risk Management Education and CSREES/USDA, with T. Teegerstrom (PI) and K. Fitzsimmons (2004/2005).
- Southwestern Computer Risk Management Training for RMA Priority Commodities, \$146,540 awarded from USDA/RMA, with T. Teegerstrom and U. Schuch (2004/2005).
- Survival Strategies for Small and Limited Resource Farmers and Ranchers: An Outreach Regional Conference, \$15,000, awarded from Davis RMA Office, with T. Teegerstrom (2004/2005).
- Southwest Indian Country Risk Management Education on Agri-Tourism and Specialty Agri-Product Market Opportunities, \$100,000 awarded from USDA/RMA, with J. Hiller, and T. Teegerstrom (2004/2005).
- Record Keeping Training for Hualapai & Havasupai Livestock Producers, \$15,000 awarded from the Western Center for Risk Management Education, with L. Didier (PI) and T. Teegerstrom (2004/2005)
- Reducing Human Resources and Marketing Risks of Labor Intensive Agriculture Operations, \$35,000 awarded from the Western Center for Risk Management Education, with U. Schuch (PI) and T. Teegerstrom (2004/2005).
- Should I Certify? Helping Producers Assess the Opportunities and Risks, \$33,000 awarded from Western Center for Risk Management Education, (with other members of the Western Extension Marketing Committee) 2003/2005.
- Risk Management Education for “Certification and Labeling Considerations for Western Agricultural Producers,” (with other members of the Western Extension Marketing Committee), \$23,940, awarded from the Western Center for Risk Management Education, Washington Sate University (2002/2005).

- Arizona Risk Management Education for RMA Priority Commodities, \$79,800 awarded from USDA/RMA, with T. Teegerstrom (2003/2004).
- Direct Farm Marketing and Tourism Working Group Funds, \$4,000 (\$2,500 – 2005, \$1,000 - 2004, \$1000 - 2003), awarded from Coop. Extension Program funds.
- Review of Crop Suitability Study Update for Fort McDowell Yavapai Nation, \$3,000 gifted from Stantec Consulting, with T. Teegerstrom 2003.
- Localized Risk Management Decision Analysis using Computers, \$94,000 awarded from USDA/Risk Management Agency, with T. Teegerstrom (2002/2003).
- Risk Management Education for Crop and Livestock Producers, with D. Osgood (PI) and T. Teegerstrom, \$1,000, awarded from Coop. Extension program funds, (2002/2003).
- Risk Management Education for Unusual Agricultural Enterprises, (with other members of the Western Extension Marketing Committee), \$45,675, awarded in proposal to USDA for the Western Center for Risk Management Education, Washington State University (2001/2002).
- Risk Management Education for Arizona, \$12,500 total (\$8,000 2001, \$4,500 2000), cooperative agreement with USDA/ Risk Management Agency, with T. Teegerstrom and D. Osgood.

### **Teaching** (since 2001)

While my appointment does not include a formal teaching assignment, I have provided instruction through advising/mentoring students, guest-lecturing (Economics of Policy Analysis, AREC 464, Range Management, RAM 487/587, Vet Sciences 405,), and teaching a 1-credit short course through Extended University (16 lecture hours, AREC 497b).

### **Advising / Theses Activities**

Derong Liu (co-advisor with Tauhid Rahman), MS Thesis, Influences on Happiness for Rural Individuals, defend in April/May 2008.

Romilee Bool, (advisor), MS Thesis, Has Subsidized Crop Insurance Shifted Regional Cotton Production? defend in May 2008.

Yanfie Liu, (advisor), MS Thesis, Using Monthly Feedlot Placements to Predict Weekly Slaughter Numbers, defend in May/June 2008.

Jose Soto, MS Thesis Committee Member, in progress.

Heather Waters, (advisor), MS Thesis, The Costs of Illegal Immigration to Arizona's Border Ranches, 2007.

Scott, Albrechtsen, MS Thesis Committee Member, 2007.

Larry Gibbons, Independent Study, Economics of using Low Moisture Block as a Grazing Incentive, 2005-06.

Almuhanad Melhim, MS Thesis Committee Member, 2004.

Ryan Sohm, MS Thesis Committee Member, 2004.

Teena Hayden, Ph.D. in Arid Lands Resources Sciences (committee member), Dissertation entitled, "Production and Marketing of Traditional Herbs: A Plan for Developing Agricultural Opportunities in Indian Country," 2001.