

Economics, Markets and Policy--research

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Economics, Markets and Policy--research

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management	0%	0%	22%	
602	Business Management, Finance, and Taxation	0%	0%	9%	
603	Market Economics	0%	0%	10%	
604	Marketing and Distribution Practices	0%	0%	10%	
605	Natural Resource and Environmental Economics	0%	0%	13%	
606	International Trade and Development	0%	0%	15%	
607	Consumer Economics	0%	0%	2%	
608	Community Resource Planning and Development	0%	0%	9%	
609	Economic Theory and Methods	0%	0%	9%	
610	Domestic Policy Analysis	0%	0%	1%	
	Total	0%	0%	100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2008	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	0.0	12.0	0.0
Actual	0.0	0.0	6.6	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	0	216118	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	216118	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	216118	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Conduct Research Experiments
- Partnering on an international level

2. Brief description of the target audience

international:

- Agribusiness
- producers
- policy makers (county, state, regional, national, international)

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	0	0	0	0
2008	0	0	0	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year Target

Plan: 1

2008: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan	0	50	
2008	0	24	24

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

{No Data Entered}

Not reporting on this Output in this Annual Report

Year	Target	Actual
2008	{No Data Entered}	{No Data Entered}

V(G). State Defined Outcomes

O No.	Outcome Name
1	Develop BMPs related to marketing and distribution practices Add to the growing field of theory related to agricultural economics and marketing Develop technology to improve economic analysis Increase theory and practice related to international economics and marketing

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought, weather extremes, etc.)

Economy

Appropriations changes

Public Policy changes

Government Regulations

Competing Programmatic Challenges

Brief Explanation

- Natural Disasters (drought, weather extremities, etc.)
 - Economy
 - Appropriation changes
 - Government regulations
 - Competing Public priorities
 - Competing Programatic Challenges

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

After Only (post program)

Retrospective (post program)

Before-After (before and after program)

During (during program)

Time series (multiple points before and after program)

Case Study

Comparisons between program participants (individuals, group, organizations) and non-participants

Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.

Comparison between locales where the program operates and sites without program intervention

Evaluation Results

The economic impacts of various economic activities are increasingly being considered in the public policy arena. In Florida, rapid development has occurred in many areas without due process to planning, and natural landscape amenities that are the basis of the large tourism sector may be compromised. The purpose of this project is to evaluate economic, environmental and fiscal impacts of agricultural, natural resource and related amenity-based industries in Florida, in order to support development for economically efficient outcomes.

Economic impact analysis is an important tool for assessment of the structure, role and contribution of industries, activities and events, and for evaluation of the benefits of economic development projects and policies. Much of my work in this area relies upon the use of input-output models constructed with the Implan Pro software and associated databases, which represent the structure of regional economies, and provide economic multipliers to estimate the secondary impacts of industry purchases and employee household consumer spending. Through the UF/FRED program in economic impact analysis, we have conducted research projects to evaluate a wide range of Florida's agricultural and natural resource-based activities, with in-depth sponsored projects conducted for major industries in Florida such as environmental horticulture, forestry, fisheries, citrus, healthcare, tourism, golf and mixed residential-commercial planned unit development. In addition, we have evaluated a variety of development projects, institutions and events in individual counties or regions of Florida and other states. Agriculture, food manufacturing and natural resources are major sectors of the Florida economy, with total output (revenue) impacts approaching \$100 billion annually. Many people, especially urban dwellers and recent immigrants, are not aware of its historic and ongoing importance, which sometimes leads to conflicts over resource use and enactment of public policies that may be harmful to the industry. The objective of this extension program is to provide information on the role and economic contribution of these basic industries and related activities and events, in order to achieve greater awareness and understanding by government regulators, policy-makers, and the public at large. Extension publications in this program area are made publicly available on a program website (<http://economicimpact.ifas.ufl.edu>). Many smaller studies and consultations have also been provided in support of local economic development efforts. I conducted training workshops on economic impact analysis for UF/IFAS county extension faculty. I have also been involved with the UF/IFAS Agriculture Awareness Initiative and county extension faculty to identify educational needs and develop region-specific information products to enhance public knowledge about agriculture. Since 2005, a total of \$160,000 in funding has been received for this program.

This work is extensively used by University of Florida administration, by industry associations, and allied professionals, to evaluate industry trends and market opportunities, to assess the impact of regulatory actions, and inform policy debates around proposed legislation and funding decisions. Economic impact studies conducted at the request of some of the major industries in Florida, such as citrus, forestry, environmental horticulture, golf and tourism, have demonstrated the economic contributions of these industries in terms of employment (jobs), value added (income) and output (sales revenues). Feedback by industry sponsors indicates that this information has been valuable for gaining public recognition and in obtaining fair consideration on issues such as labor, land use, water quality, pesticide regulation, and international trade.

Key Items of Evaluation

Domestic U.S. and foreign agricultural policies as well as those of international institutions affect the competitiveness of Southern agricultural commodities in world markets. The purpose of this project is to employ quantitative methods and international trade theories to examine how and to what extent domestic and foreign agricultural policies as well as international institutions and policies affect the competitiveness and performance of commodity markets in relation to Southern agriculture.

Much research is under the categories of international agricultural economics and applied econometrics. Within these categories, I have focused my research efforts in five related areas: international consumption patterns for foods and other consumption goods; international agricultural trade and development policy; import demand analyses, particularly for specialty crops important to Florida and the United States; and the effects of custom unions on small island economies; and convergence or divergence of cross-country income levels over time. International Consumption Patterns. Few studies exist on cross-country consumption patterns. The main reason is the difficulty of obtaining consistent consumption data over a large number of economically diverse nations. This research estimates the demand for consumption goods including food and food items among a large number of countries. In my most recent publications in this area, income and price elasticities of demand have been calculated and reported for nine broad categories of goods (including aggregate food) and eight subcategories of food (e.g., meats, dairy, grains). These research results are available online and are maintained by the Economic Research Service (ERS), USDA, and the international consumer demand estimates are currently being used by the ERS, USDA at website. Results from this study were used by the Interagency Agricultural Projections Committee for its publication, USDA Agricultural Baseline Projections to 2011. The most widely used Computable General Equilibrium model in the world, the GTAP-AGR model, keys on our own-price and income elasticities of demand for food and calibrates the parameters of the GTAP CDE demand system to the elasticities for our eight food aggregates and an additional non-food aggregate. International Agricultural Trade and Development Policy. The world sugar market and its effects on U.S. consumers and domestic sugar producers is a primary focus of my research in this area. Another issue of current policy relevance pertains to the so-called "Byrd Amendment" that returns collected tariff revenues to producers and processors who successfully litigate antidumping or countervailing duty cases. Nutrition is particularly important to low income countries and their people. One way to improve the nutrient intake of low income people is through the development and distribution of biofortified cereals and other food products. Import Demand Analyses for Agricultural Products. Import demand analyses are particularly useful in answering the question of allocation of import shares among supplying countries when the import market grows due to relaxation of quota restrictions or to income growth. Import demand for all specialty crops important to U.S. exporters in all major export markets was estimated and reported. Small Island Economies. The welfare of small island countries is dependent on international trade. The unions or agreements have both positive and negative welfare consequences. The Caricom countries of the Caribbean formed a custom union over two decades ago and it is important to document the cost and benefits of this arrangement.

Integrate UF/FAMU Consumer Friendly Goat Meat Products

Florida A&M University and the university of Florida have been collaborating in the area of goat meat products. Goats have long been a major research species for FAMU, which specialises in goat production, nutrition, and herd health. Uf has become involved in developing vaccum-packaged, value added goat meat products with consumer appeal. The products have been tested on a panel of volunteer taste testers at the University of Florida through the department of Food Science and Human Nutrition. As the products become more marketable this will lead to the need for an increase in goat production in the state and this is increasing the economic value for small farm that specialize in goat production.