PRIMARY PURPOSE OF THE GROUP

The dynamics of economic growth and forces of change continue to bring about many problems in marketing that are regional or interregional in nature rather than being limited to any one state. The Southern Extension Marketing Committee (SEMC) strives to improve the effectiveness of Extension marketing work across the Southern region. To accomplish its purpose and address new challenges, the committee takes on several roles including: to jointly recognize and identify marketing problems in the Southern region; coordinate efforts on problems that are multi-state in scope; produce and share joint materials and publications; share experiences regarding effective educational methodologies; increase awareness of Extension colleagues in each representative’s home state about what is being done across the region; and provide assistance to Extension administration in addressing marketing problems.

SUMMARY OF ACCOMPLISHMENTS

Annual meetings are held to conduct business and address priority work identified by the Southern Extension Marketing Committee. The annual meeting is held in conjunction with the Southern Extension Public Affairs (SEPAC) and Farm Management (SEFMC) committees.

The committee co-sponsors the Southern Regional Extension Outlook Conference with SEPAC and SEFMC. The SEMC provides principal leadership for the market risk management content of the conference and situation and outlook for selected commodities.

CURRENT/RECENT MAJOR PROJECTS

Southern Extension Outlook Conference:

The 2006 Southern Extension Outlook Conference will be in Atlanta in September 25 -27, 2006. Paper and web format publication of the Outlook conference papers will be continued. Members from the SEMC scheduled to provide market situation and outlook reports include John VanSickle (FL), David Anderson (TX), Kurt Guidry (LA), Greg Fonsah (GA), and Steve Martin (MS). Representatives from the SEMC on the 2006 Outlook Conference planning committee are David Anderson (TX) and Greg Fonsah (GA). Other members on the planning committee are Todd Davis (SC), and Tim Hewitt (FL) representing the Farm Management committee and John Anderson (MS), and Nathan Smith (GA) from the Public Affairs committee.

Futures Market Education:

There continues to be a substantial effort in futures market education. A web based futures and options trading simulator (FACTSIM) developed and maintained by John VanSickle (FL) continues to be a major focus of this effort. The simulator provide hands on experience in utilizing futures and options markets as marketing tools by allowing participants to make real
time trades of both futures and options for agricultural commodities, along with energy and metals. FACTSIM has continued to gain interest across the Southern Region with many states utilizing it both in classroom and extension environments. In addition, FACTSIM continues its role as a component of the annual outlook conference offering an opportunity for a multi-state in-service professional development educational activity. For 2006, five person teams were asked to participate from each state with an entrance fee of $150 per team ($30 per individual). Participants could begin their use of the simulator anytime after the first of July and would have until the middle of September 2006. Awards for top performing teams and individuals will be presented at the annual outlook conference.

**Multi-State Basis Project:**

The importance of understanding historical basis levels in managing market risk associated with agricultural commodities is well known. Many states in the Southern region have and continue to develop and analyze basis information for the commodities important to their state. However, over the past several years, there has been somewhat of a new phenomenon in agricultural markets that may alter traditional basis relationships. There is evidence that index and other speculative funds have significantly increased their activity in commodity markets. Given that these funds are generally believed to view their investment in commodities as long term investments, agricultural producers have benefited from supported futures prices. However, does this new activity create significant changes in the typical basis relationships expected for many of the commodities important to the Southern region? Therefore, a multi-state basis project was initiated to examine basis relationships of several commodities throughout the Southern region. This would also be an extension of the basis project for the Southeast grain markets conducted by Nick Piggott (NC), George Shumaker (GA) and Charles Curtis (SC). This project would attempt to include the entire Southern region as well as include other commodities.

**Southern Extension Marketing Committee Website:**

During the 2005 meetings, it was agreed to establish a task force to explore the potential for establishing a website for the SEMC. The website would be used to post committee minutes, projects, publications, and other information originating from the committee. The joint task force, established at the 2005 meetings, worked with National Risk Management Library (NRML) to explore the potential of having NRML host the SEMC website as it has done for other regional committees. Walt Prevatt (AL) was the SEMC representative on that task force. After reviewing that website and after discussion with both the Farm Management and Public Affairs committees, it was decided that the SEMC would move forward in establishing a committee website hosted by NRML.

**STATES REPRESENTED**

Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia.
COMMITTEE LEADERSHIP 2005-06

Chair: David Anderson (TX) 979-845-1772  danderson@tamu.edu
Vice-chair: Greg Fonsah (GA) 229-386-3512  gfonsah@uga.edu
Secretary: Kurt Guidry (LA) 225-578-4567  kmguidry@agctr.lsu.edu
Past Chair: Charlie Hall (TN) 865-974-7410  crh@utk.edu
Admin. Advisor: Tim Cross (TN) 865-974-7112  tlcross@utk.edu

REPORT PREPARED BY

Kurt M. Guidry, LSU AgCenter
Minutes of the 2006 annual meeting are attached below.
Attendance:

David Anderson  Texas  
Mark Bailey  CSREES  
Tim Cross  Administrative Advisor  
Greg Fonsah  Georgia  
Kurt Guidry  Louisiana  
Charlie Hall  Tennessee  
Rob Hogan  Arkansas  
Steve Martin  Mississippi  
Walt Prevatt  Alabama  
Emmit Rawls  Tennessee  
John VanSickle  Florida  

Comments were made from Tim Cross, Administrative Advisor and Mark Bailey, CSREES representative.

State Reports:

Each state member present reported on the current situation and focus of Extension programming in their state. As in the past, the trend of retirements seemed to continue through many of the states present. While filling positions has been a major contention for most states over the past several years, there seems to be increased success in filling vacant positions and filling new positions in new areas of focus and importance. There also seems to be a common theme of changing emphasis and focus of many programs. Increased interest and demand was indicated for alternative fuel sources, value-added opportunities, risk management, and energy management. In addition, many of the states indicated an increased demand for conducting feasibility studies in many of these areas. (See state reports attached).

New Business:

In addition to reviewing the state reports, new issues were discussed by the SEMC. John VanSickle (FL) provided an update of the continuing evolution of FACTSIM. Discussion went on to highlight potential future developments regarding FACTSIM. There is a desire to bring in additional farm management and production components into FACTSIM. This would allow the user to make decisions more on a whole-farm basis and see the interaction between farm management decisions and marketing in impacting farm profitability.

Several topics were discussed as potential collaborative projects for members within SEMC as well as projects that would be conducted jointly with member from the Farm Management and Public Affairs committees. The topic that brought about the greatest discussion was a project to develop multi-state basis data and information. The rational for this project was the apparent
increased activity of index and other speculative funds into the commodity markets. While this new activity in commodity markets has been generally a positive for commodity prices, there are questions as to whether this new activity has altered historical basis relationships. Other than developing basis information for major agricultural commodities in the Southern region, other potential components of the project were outlined. The first component was to develop material that outlines and analyzes the increased activity of these index funds and what the possible implications might be. The basis data and information could then be analyzed to see if any changes have occurred and if these changes could be related by increased fund activity. Other components discussed were insurance implications of changing basis levels and price levels as a result of increased fund activity. Finally, a component on potential changes to policy and regulation of Commodity Exchanges such as changing price movement limits, initial margin levels, and regulations regarding the number of policies held. It was agreed that each participating member would develop basis data and information and would bring that information to the Outlook Conference. There, the joint task force would review the information and decide upon the next logical step to take. The possibility of arranging an organized symposium at the Southern Agricultural Economics Association Annual meetings in the winter was also discussed along with the potential for making a final report at the 2007 Southern Extension Meetings.

Other potential topics discussed were estimating disaster damages and energy. With the hurricanes that hit much of the South in 2005, there was a tremendous demand placed on developing the economic impact of those storms. However, for many asked to develop these estimates, this was their first experience in such an endeavor. There is little to no information available to guide someone in determining the estimates. As a result, a joint task force was developed that will focus on developing a “how to” guide for generating damage estimates. The material developed would include sources of data and information available for developing estimates along with a discussion of many of the issues and situations that can be experienced when developing these estimates. Kurt Guidry (LA), David Anderson (TX), and Rob Hogan (AR) agreed to be on this task force from the SEMC.

The other area targeted for a focus of a task force was energy. Two specific areas of focus relating to energy issues were discussed. The first is the increased interest and growth in biofuels. This aspect of the project would focus on the economics of biofuels. The second area is farm level price management of costs. With rising energy costs affecting fuel, fertilizer, and other farm inputs, the project will develop material that would assist producers in managing these costs. This would include using futures markets to hedge energy needs and costs along with other risk management strategies. David Anderson (TX) from SEMC agreed to serve on this task force.

Finally, there was some discussion regarding the 2007 annual meeting. San Antonio, Texas was mentioned as a potential host site for the 2007 meeting at the joint session. However, discussion in the SEMC suggested that Austin may be a more favorable and logical choice. David Anderson (TX) and Greg Fonsah (GA) are the SEMC representatives for the Outlook Conference and Annual Meeting planning committees.

The meeting was adjourned to move to joint session with the other committees.
STATE REPORTS
1. Staffing Changes

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<td>N</td>
<td>Michael Wilcox</td>
<td>March, 2006</td>
<td>Rural Economic Development</td>
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2. Program Changes

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<tr>
<td>Economics of Organics</td>
<td>I</td>
<td>Conducted successful agent training in organic fruit and vegetable production and marketing. Tennessee has a model state SARE program.</td>
<td>Clark Garland</td>
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<td>Switchgrass for Energy</td>
<td>I</td>
<td>Pilot switchgrass production for energy on 92 acres located on 5 farms.</td>
<td>Delton Gerloff</td>
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<tr>
<td>Risk Management</td>
<td>I</td>
<td>Grain marketing and soybean rust risk management educational programs have been emphasized as the grain sector evolves under the changing input and processing environment.</td>
<td>Delton Gerloff</td>
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</table>

(b) Refers to new (N), redirected (R), increased (I), deleted (D).

3. Successful Activities

Tax seminars for tax professionals were conducted in seven locations. The seminars are one day in length. An all time record attendance of 780 individuals participated in the 2005 seminars.

Soybean rust management seminars were and are continuing to be conducted in Tennessee. Farm management and production specialists cooperated to teach farmers educators and industry personnel of the farm level impacts of soybean rust.
4. Publications

## 1. Staffing Changes

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<td>Marco Palma</td>
<td>5/1/2006</td>
<td>Horticulture Marketing</td>
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<td>N</td>
<td>Luis Ribera</td>
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<td>Extension Economist-Weslaco</td>
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<td>Jeff Pate</td>
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<td>Risk Management Specialist-Lubbock</td>
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<td>Sarah McMahon</td>
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<td>C</td>
<td>Mark Waller</td>
<td>9/1/2005</td>
<td>Associate Department Head-Extension</td>
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<td>C</td>
<td>Carl Anderson</td>
<td>9/15/2005</td>
<td>Ag Economic Impact</td>
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<td>Ken Stokes</td>
<td>9/15/2995</td>
<td>Extension Economist, SRRME Director</td>
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<td>R,C</td>
<td>Wayne Hayenga</td>
<td>9/15/2005</td>
<td>Tax Management Center</td>
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<td>N</td>
<td>Michelle Neimeyer</td>
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<td>Melissa Jupe</td>
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<td>Dennis Fisher</td>
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<td>Emmy Williams</td>
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## 2. Program Changes

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(b) Refers to new (N), redirected (R), increased (I), deleted (D).
3. Successful Activities

<table>
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<tr>
<th>Tomorrows Top Ag Producers</th>
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<tr>
<td>Texas Center for Rural Entrepreneurship – Greg Clary</td>
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<td>The Executive Program for Agricultural Producers – Danny Klinefelter</td>
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<td>Texas Center for Cooperative Development – John Park</td>
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4. Publications


IRS Data Based Cow-Calf Cost Calculator, McGrann, Waggoner and Falconer, software.


1. **Staffing Changes**

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<td>N</td>
<td>Josh Detre</td>
<td>July 2006</td>
<td>Ag Finance (Teaching/Research)</td>
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<td><strong>D</strong></td>
<td>Deborah Tootle</td>
<td>July 2006</td>
<td>Rural and Community Development (Extension)</td>
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**Dr. Tootle is leaving for a position in Arkansas.**
(a) Refers to new (N), retirement (R), change in assignment (C) or terminated (T).

2. **Program Changes**

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<td>R</td>
<td>Livestock Economics</td>
<td>Livestock marketing and farm management. Temporarily handling responsibilities with the retirement of Ken Wegenhoft</td>
<td>Kurt Guidry</td>
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<td>R</td>
<td>FSA Borrower Training</td>
<td>Annual training in farm and financial management and marketing. Temporarily handling responsibilities with the retirement of Ken Wegenhoft</td>
<td>Gene Johnson</td>
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<tr>
<td>R</td>
<td>Value of Louisiana Agriculture</td>
<td>Annual publication looking at direct and indirect impact of agriculture to state’s economy. Assumed responsibility with retirement of Ken Wegenhoft</td>
<td>John Westra</td>
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(b) Refers to new (N), redirected (R), increased (I), deleted (D).
### 3. Successful Activities

1) **Louisiana Master Cattle Producer** – This is a multifaceted project which provides educational opportunities for cattle producers in a series of workshops in the areas of environmental stewardship, beef cattle management and economics. Kurt Guidry is the departmental contact for this project.

2) **Louisiana Master Farmer Program: Economics of Model Farms** - This project is a second phase of the Louisiana Master Farmer Program. In the first phase producers undergo training in environmental issues and best management practices. The second phase involves developing model farms and examining the economics associated with the best management practices. John Westra is the departmental contact for this project.

3) **FSA Borrower Training Program** – This is an ongoing project which consists of a series of workshops related to business and farm management and marketing. Gene Johnson is the departmental contact for this project.

4) **Estimation of Economic Impacts to Agriculture From Hurricanes Katrina and Rita.** This project was conducted in response to the tremendous damage caused by Hurricanes Katrina and Rita. Data on physical losses was collected from state production specialist and county agents and economic impacts were determined. Kurt Guidry is the departmental contact for this project.

5) **Trade Adjustment Assistance Program for Louisiana Shrimp Producers** – This project provided technical assistance in the areas of management and marketing to shrimp producers' eligible under the TAA program. Kurt Guidry is the departmental contact for this project.

6) **Louisiana Soybean Research Verification Program** – This is a multi-disciplinary project which works with selected soybean producers in implementing recommended production practices throughout the growing season. Detailed costs of production information is collected and analyzed as part of the program. Kurt Guidry is the departmental contact for this project.

7) **Louisiana Rice Research Verification Program** - This is a multi-disciplinary project which works with selected rice producers in implementing recommended production practices throughout the growing season. Detailed costs of production information is collected and analyzed as part of the program. Gene Johnson is the departmental contact for this project.

8) **Economics of Resource Based Alternative Enterprises** – This project examines the cost and returns expected from hunting and recreational enterprises either as additions to the farming enterprise or as stand alone businesses. John Westra is the departmental contact for this project.

9) **Risk Management Initiative** – This project, funded through the Southern Region Risk Management Education Center, is designed to develop new and to improve existing risk management curriculum and materials. John Westra and Kurt Guidry are the department contacts for this project.
3. Successful Activities (Continued)

10) Feasibility of a Soybean Extrusion Facility in Louisiana – This project, funded through the Louisiana Department of Economic Development and through USDA Value Added funds, examines the feasibility of establishing and operating a soybean extrusion facility in the state. Kurt Guidry is the departmental contact for this project.

11) Risk Management Education For Landowners – This project, funded through the Southern Region Risk Management Education Center, will survey landowners about their views regarding risk and will tailor educational materials to help increase the awareness by landowners of the risks faced by producers. Kurt Guidry and John Westra are the departmental contacts for this project.

12) Economics of Soybean Rust - This is a cooperative project with personnel from the Economic Research Service (ERS) to look at the economic impact of soybean rust on the US soybean industry under various treatment regimes. John Westra and Kurt Guidry are the departmental contacts for this project.

13) Ethanol Production From US Sugar – This is a funded project from the Economic Research Service that looks at the feasibility of using sugar and molasses as primary feedstuffs in ethanol production. The study compares the relative competitiveness of producing ethanol from traditional feedstock such as corn and grain sorghum to sugar and molasses. Mike Salassi is the departmental contact for this project.

4. Publications

“Soybean Situation and Outlook”, LSU AgCenter Cooperative Extension Service Newsletter, Monthly. Kurt Guidry

“Feed Grain Situation and Outlook”, LSU AgCenter Cooperative Extension Service Newsletter, Monthly. Kurt Guidry

“AgPolicy Update” LSU AgCenter Cooperative Extension Service Newsletter, 4 issues. Kurt Guidry

“Projected 2006 Rice Farm Cash Flow Model” LSU AgCenter, Department of Agricultural Economics and Agribusiness Staff Paper SP 2005-05, August 2005. Mike Salassi (Spreadsheet and Users Guide)

“The Development of 2006 Enterprise Budgets – A Spreadsheet Based Decision Tool” LSU AgCenter Cooperative Extension Service Newsletter, October 2005. Kurt Guidry (Spreadsheet and Users Guide)

“Rice Situation and Outlook”, LSU AgCenter Cooperative Extension Service Newsletter, Monthly. Gene Johnson
Louisiana State Report – 2006

4. Publications (Continued)


“Assessment of Damage to Louisiana Agriculture, Forestry and Fisheries by Hurricane Katrina” LSU AgCenter. Cooperative Extension Service Fact Sheet. October 2005. Kurt Guidry

“Assessment of Damage to Louisiana Agriculture, Forestry and Fisheries by Hurricane Rita” LSU AgCenter. Cooperative Extension Service Fact Sheet. October 2005. Kurt Guidry


“2006 Outlook for Louisiana’s Agriculture”, LSU AgCenter. Department of Agricultural Economics and Agribusiness Staff Paper SP 2006-03, March 2006.

“2005 Louisiana Summary, Agriculture and Natural Resources”. LSU AgCenter Cooperative Extension Service Publication, February 2006. John Westra
1. Staffing Changes

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<td>Ardian Harri</td>
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2. Program Changes

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<td>Community Resource</td>
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(b) Refers to new (N), redirected (R), increased (I), deleted (D).

3. Successful Activities

- Crop Marketing Workshops (Martin and Anderson)
- Agricultural Economic and Policy Perspectives (Ibendahl, Anderson, Herndon)
- Livestock & Dairy Marketing Workshops/Newsletters (Anderson and Herndon)

4. Publications


4. Publications (Continued)


SOUTHERN EXTENSION FARM MANAGEMENT, MARKETING, AND POLICY COMMITTEE

Alabama State Report - 2006

1. Staffing Changes

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<td>Walt Prevatt</td>
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<td>Livestock Packing</td>
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<td>Livestock Slaughter &amp; Processing</td>
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<td>Precision Agric.</td>
<td>Increased</td>
<td>Improved input usage</td>
<td>Bob Goodman</td>
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<td>Bio-fuels</td>
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<td>Ethanol and Bio-diesel</td>
<td>Bob Goodman</td>
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<tr>
<td>Energy Mgt.</td>
<td>Increased</td>
<td>Poultry House Cooling &amp; Heating</td>
<td>Gene Simpson</td>
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(b) Refers to new (N), redirected (R), increased (I), deleted (D).

3. Successful Activities

- **Alabama Grazing Clinics.** Four multi-county one-day grazing clinics were conducted to provide livestock producers with the latest information available on management intensive grazing practices. Grazing clinics included both lecture and demonstration presentations.

- **Master Cattlemen Programs.** Approximately 600 livestock producers participated in a six-week training course that focused on improving the quantity and quality of forages and cattle produced, managing feedstuffs, managing costs, marketing, and the final product.

- **Helping Cow-Calf Producers Manage Risk.** Approximately 172 livestock producers participated in a two and one-half hour video conference at 18 viewing sites that addressed managing cattle production and marketing risk.
3. Successful Activities (Continued)

<table>
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<tr>
<th>Topic</th>
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<tbody>
<tr>
<td>Farmer Managed Marketing of Livestock Products.</td>
<td>Topics discussed at the workshop included entrepreneurship, pre-harvest food safety and labeling, post-harvest food safety and handling, permits, licenses and regulations for pre-harvest and processing livestock products and retail distribution and merchandising of livestock products, business planning, business management, and information on community supported agriculture.</td>
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<tr>
<td>Global Competitiveness in Agriculture.</td>
<td>Conducted in-service training for agents and specialists concerning the challenges that American agriculture faces in the future. This training was followed up with a monthly series of seminars addressing various issues associated with global competitiveness.</td>
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<tr>
<td>Poultry Housing Short-Courses.</td>
<td>Co-hosted two industry-wide three-day programs on poultry and poultry house management issues.</td>
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<td>The Poultry Enterprise: Financial and Economic Issues.</td>
<td>Provided educational materials and training on addressing financial and economic issues facing the poultry industry.</td>
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<tr>
<td>Risk Management and Financial Analysis.</td>
<td>Conducted two workshops where producers were exposed to risk management alternatives and utilized computer-based tools for financial benchmark and business performance analysis.</td>
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<tr>
<td>Alabama Nursery and Greenhouse Industry.</td>
<td>Conducted workshops addressing costs and returns, pricing issues, market development, and market outlook.</td>
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4. Publications


4. Publications (Continued)


4. Publications (Continued)


4. Publications (Continued)


SOUTHERN EXTENSION FARM MANAGEMENT, MARKETING, AND POLICY COMMITTEE

Arkansas State Report - 2006

1. Staffing Changes

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<td>R</td>
<td>Non-poultry livestock farm and ranch management and marketing</td>
<td>Rob Hogan</td>
</tr>
</tbody>
</table>

(b) Refers to new (N), redirected (R), increased (I), deleted (D).

3. Successful Activities

Since January 1: 154 responses to clientele requests

Since January 1: 25 marketing or risk management related presentations

4. Publications

- Wheat harvest under way
  Jun 09, 2006, Delta Farm Press, By David Bennett Farm Press Editorial Staff
- Arkansas wheat harvest under way
  Jun 08, 2006, Delta Farm Press, By David Bennett
- Tomato market situation and outlook
  May 30, 2006, Delta Farm Press, By Kelly Bryant, Rob Hogan, Scott Stiles
- Markets indicate average price for Arkansas tomato crop
  May 26, 2006, Delta Farm Press, By Kelly Bryant, Rob Hogan, and Scott Stiles
- Growers can determine best conditions to replant corn crop
  Apr 21, 2006, Delta Farm Press, By Rob Hogan, Scott Stiles, and Kelly Bryant
- Historically, good time to price wheat
  Apr 03, 2006, Delta Farm Press, By Scott Stiles, Rob Hogan and Kelly Bryant
Arkansas State Report - 2006

4. Publications (Continued)

- **Based on history: Could be good time to price wheat**  
  Mar 31, 2006, Delta Farm Press, By Scott Stiles, Rob Hogan and Kelly Bryant
- **Farmers could face bleak future without help**  
  Mar 24, 2006, Delta Farm Press, From Arkansas Extension Service
- **Soybean carryover increasing**  
  Feb 10, 2006, Delta Farm Press, By David Bennett Farm Press Editorial Staff
- **2006: More soybeans**  
  Feb 09, 2006, Delta Farm Press, By David Bennett
- **Surviving tough times**  
  Feb 08, 2006, Delta Farm Press
- **Crop budgeting valuable tool in current farm environment**  
  Jan 27, 2006, Delta Farm Press, By Scott Stiles, Kelly Bryant and Rob Hogan
- **Reducing the cost of cotton**  
  Jan 04, 2006, Delta Farm Press, By Rob Hogan, Scott Stiles, and Kelly Bryant
- **Skillful marketing key to farm success, agri-economists say**  
  Mar 15, 2006, BY NANCY COLE ARKANSAS DEMOCRAT-GAZETTE
- **Counties confer on farm production**  
  Northeast Arkansas for Wednesday, February 1, 2006, Jonesboro Sun
- **Wheat crops in need of rain to kick off winter growth**  
  Northeast Arkansas for Wednesday, January 4, 2006, Jonesboro Sun

Arkansas Agriculture Newsletters
Cotton Newsletter

2006

- June 14, 2006
- June 7, 2006
- May 31, 2006
- May 24, 2006
- May 17, 2006
- May 10, 2006
- May 3, 2006
- April 27, 2006

Arkansas Agriculture Newsletters
Arkansas Wheat Newsletter

- June 2, 2006
1. Staffing Changes

<table>
<thead>
<tr>
<th>Type (a)</th>
<th>Name</th>
<th>Effective Date</th>
<th>Area of Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>Tommie Shepherd</td>
<td>Fall 2005</td>
<td>Center for Agribusiness &amp; Economic Development</td>
</tr>
<tr>
<td>C</td>
<td>Archie Flanders</td>
<td>Full time rehire</td>
<td>CAED</td>
</tr>
<tr>
<td>N</td>
<td>Audrey Luke</td>
<td>May 2006</td>
<td>CAED</td>
</tr>
</tbody>
</table>

(a) Refers to new (N), retirement (R), change in assignment (C), or terminated (T).

2. Program Changes

<table>
<thead>
<tr>
<th>Subject Matter Area</th>
<th>Emphasis (b)</th>
<th>Brief Description</th>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Feasibility Studies</td>
<td>I</td>
<td>New CAED position established in Tifton</td>
<td>Audrey Luke Morgan</td>
</tr>
<tr>
<td>Cost of Production &amp; Conservation Tillage</td>
<td>I</td>
<td>New MS level Extension Economist position advertised for Tifton to work in cotton, peanuts &amp; corn</td>
<td>Don Shurley, Nathan Smith</td>
</tr>
</tbody>
</table>

(a) Refers to new (N), redirected (R), increased (I), deleted (D).

3. Successful Activities

- Implementation of approved 2nd petition for Georgia shrimpers under the Trade Adjustment Assistance (TAA), Cesar Escalante
- Credit and Rural Lending Conference of the Community Bankers Association of Georgia, April 2006
- Expanding the Horizon for Georgia Farmers and Ranchers, FSA Borrower Training Workshop, February 2006
- Outstanding Master’s Thesis Award from Southern Agricultural Economics Association for Mark Byrd who has been supervised by Cesar L. Escalante (major adviser) and Esendugue G. Fonsah (thesis committee member)
- Certified Crop Advisers’ Agronomic Workshop, January 2006, Cesar Escalante, Nathan Smith
- Farm and Ranch Business Management Workshops (South and Northeast Georgia), January and February 2006 – Curt Lacy, Nathan Smith, Cesar Escalante, Keith Kightlinger, Auburn and Clemson University
- John McKissick awarded the Agricultural Marketing endowed professorship
- Cesar L. Escalante given the Outstanding Graduate Faculty Award by the department’s Graduate Student Association
3. Successful Activities (Continued)

Forrest Stegelin received the American Society of Horticultural Science Extension Materials Award

Greg Fonsah received 2006 President’s Volunteer Service Award for 2 week assignment in Indonesia

Southeast Beef Marketing School – Curt Lacy, Clemson University

Statewide Workshops on Conservation and Wildlife Programs – Curt Lacy, Wes Harris

Agent Training in Conservation Tillage Economics – Curt Lacy, Nathan Smith, Don Shurley

Agent Training in Peanut Marketing Basics – Nathan Smith

Federal Grant Workshop targeting Value-Added, Conservation and Energy grant opportunities – CAED

Hosted Southern Outlook Conference – Nathan Smith

Farmland Protection and Land Use Training/Workshops – Curt Lacy, Keith Kightlinger

4. Publications

AGECON 05-98: “2005 Georgia Farm Outlook and Planning Guide” Edited by Don Shurley
AGECON 05-99: “Cash Rents Paid for Georgia Farmland in 2004” by Cesar L. Escalante
AGECON 05-100: “One Year or Ten Years?” by Keith Kightlinger
AGECON 05-101: “Understanding the New Bankruptcy Law” by Cesar L. Escalante
AGECON 05-102: “Fall Beef Cattle Management and Marketing Strategies” by Curt Lacy
AGECON 05-103: “Custom Finishing Beef Cattle, Fall 2005” by Curt Lacy
AGECON 05-104: “Stockering Beef Cattle, Fall 2005” by Curt Lacy
AGECON 05-105: “Winter Grazing Economics” by Curt Lacy
AGECON 05-106: “Economic Analysis of Pepper Production, Marketing and Management in Georgia” by Esedugue G. Fonsah, Cesar L. Escalante, and Mark M. Byrd
AGECON 05-107: “Custom Farm Machinery Rates in Georgia in 2005” by Cesar L. Escalante
AGECON Excel Budget: “Georgia Shrimp Trawling Enterprise Budget” by Cesar L. Escalante
AGECON 06-110: “Beef Cattle Outlook for 2006” by C. Lacy and J. McKissick


CR-05-02: “Understanding and Using the Directory of Georgia Livestock Processing Facilities” by Michael Best, Kent Wolfe, and John McKissick

4. Publications (Continued)

FR-05-01: “A Feasibility Analysis for an On-Farm Bottling of Milk in North West Georgia” by Kent Wolfe and Michael Best
FR-05-02: “Financial Feasibility of a Mobile Poultry Processing Unit in Hancock County, Georgia” by Michael Best and Kent Wolfe
FR-05-08: “The Economic Feasibility of Operating an Ethanol Production Facility in Southeast Georgia” by Michael Best, George Shumaker, and John McKissick
FR-05-09: “The Economic Feasibility of Operating an Advanced Ethanol Production Facility in Georgia” by Michael Best, George Shumaker, and John McKissick
FR-05-10: “Goldenseal Liquid Extract Market” by Kent Wolfe, Michael Best, and John McKissick
FR-05-12: “A Feasibility Analysis of the Potential Market for Bottled Water in a 10 County Area in Southeastern Georgia and the Estimated Cost of Building a Plant to Meet that Demand” by Kent Wolfe, James Daniels, and James Jacobs

HT-05-01: “Niche Marketing” by Kent Wolfe and Michael Best
HT-05-03: “Small Scale Poultry Processing Regulations—Table” by Kent Wolfe
HT-05-04: “Importance of Business Signs” by Kent Wolfe

MA-05-01: “Pine Straw Market Analysis for Southwest Georgia” by Kent Wolfe, Michael Best, and Tucker Price
MA-05-02: “Poultry Litter Compost Marketing Analysis” by Kent Wolfe
MA-05-04: “Hancock County Fresh Produce Market” by Kent Wolfe, Michael Best, and Greg Glover
MA-05-05: “Horse Trail Riding Directory” by Kent Wolfe

PR-06-01: “Creative Marketing” by K. Wolfe
PR-05-05: “Georgia Conservative Agencies Partnership” by W. Harris
PR-05-04: “Conservation and Wildlife Programs” by W. Harris
PR-05-03: “Ag Statistics for 8 Digit Hydrological Unit Code Watersheds” by W. Harris
PR-05-02: “Agribusiness Entrepreneurship” by M. Best and K. Wolfe
PR-05-01: “Agri-Tourism and Economic Development: The Horse Trail Case” by M. Best and K. Swickard

SR-05-01: “2004 Georgia Farm Gate Value Report by Cooperative Extension Service District” by Susan R. Boatright and John McKissick
SR-05-02: “2004 Georgia Farm Gate Value Report by U.S. Congressional District” by Susan R. Boatright and John McKissick
SR-05-03: “2004 Georgia Farm Gate Vegetable Survey” by Susan R. Boatright and John McKissick
4. Publications (Continued)

SR-05-04: “2004 Georgia Farm Gate Fruits and Nuts Report” by Susan R. Boatright and John McKissick
SR-05-05: “Estimates of Mean Per Acre Sales Price of Agricultural Land in the State of Georgia, 1977-2004” by John Bergstrom, Ivery D. Clifton, and Mohammed Ibrahim

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Market News – Weekly Newsletter
Cotton Marketing News – Bi-Weekly Newsletter