

Southern Extension Marketing Committee Annual Report 2006

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.

**SEMC Meeting Minutes
Chattanooga, Tennessee
June 25 – 28, 2006**

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 rationale 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 to 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 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 a 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

SOUTHERN EXTENSION FARM MANAGEMENT, MARKETING, AND POLICY COMMITTEE

Tennessee State Report – 2006

| 1. Staffing Changes | | | |
|----------------------------|----------------|----------------|----------------------------|
| Type (a) | Name | Effective Date | Area of Responsibility |
| N | Michael Wilcox | March, 2006 | Rural Economic Development |

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

| 2. Program Changes | | | |
|---------------------------|--------------|---|----------------|
| Subject Matter Area | Emphasis (b) | Brief Description | Contact Person |
| Economics of Organics | I | Conducted Successful agent training in organic fruit and vegetable production and marketing. Tennessee has a model state SARE program. | Clark Garland |
| Switchgrass for Energy | I | Pilot switchgrass production for energy on 92 acres located on 5 farms. | Delton Gerloff |
| Risk Management | I | Grain marketing and soybean rust risk management educational programs have been emphasized as the grain sector evolves under the changing input and processing environment. | Delton Gerloff |

(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. |

Tennessee State Report – 2006

4. Publications

Garland, Clark, “Evaluation - 2005 Tax School”, AE 06-07, Oct, 2005.

Garland, Clark, “Characteristics - 2005 Tax School”, AE 06-08, Oct, 2005.

Gerloff, Delton C., “Grain Situation and Outlook”, AE 06-09, Nov, 2005.

Rawls, Emmit, “Basis Estimates for Feeder Cattle and Fed Cattle”, AE 06-10, Nov, 2005.

Smith, George F., “Evaluation: Racing to Success”, 2005 Southern Region Water Quality Conference, AE 06-11, Dec, 2005.

Gerloff, Delton C., “Field Crop Budgets for 2006”, AE 06-12, Dec, 2005.

Rawls, Emmit, “Tennessee Beef Evaluation”, AE 06-16, Jan, 2006.

Gerloff, Delton C., “Marketing Tools: Outlook and Alternatives”, AE 06-19, Feb, 2006.

Rawls, Emmit, “Beef Cattle Outlook”, AE 06-20, Feb, 2006.

Rawls, Emmit, “Adding Value to Cattle”, AE 06-22, Mar, 2006.

Smith, George F., “Racing to Success”, Follow up to Evaluation, AE 06-23, Mar, 2006.

McKinley, Tammy, “Questions and Answers on NAIS”, AE 06-24, Apr, 2006.

Gerloff, Delton C., “Farm Level Risk Management”, AE 06-25, Apr, 2006.

Rawls, Emmit, “Seasonal Prices for Tennessee Feeder Cattle and Cows”, AE 06-26, Jun, 2006.

SOUTHERN EXTENSION FARM MANAGEMENT, MARKETING, AND POLICY COMMITTEE

Texas State Report - 2006

| I. Staffing Changes | | | |
|----------------------------|----------------------|----------------|---|
| Type (a) | Name | Effective Date | Area of Responsibility |
| R | Bud Schwart | 9/1/2006 | Dairy Marketing |
| N | Marco Palma | 5/1/2006 | Horticulture Marketing |
| N | Luis Ribera | 1/1/2006 | Extension Economist-Weslaco |
| N | Jeff Pate | 5/1/2006 | Risk Management Specialist-Lubbock |
| T | Sarah McMahon | 1/15/2006 | Farm Assistance |
| C | Mark Waller | 9/1/2005 | Associate Department Head-Extension |
| C | Carl Anderson | 9/15/2005 | Ag Economic Impact |
| R,C | Ken Stokes | 9/15/2005 | Extension Economist, SRRME Director |
| R,C | Wayne Hayenga | 9/15/2005 | Tax Management Center |
| N | Michelle Neimeyer | 6/1/2006 | Farm Assistance |
| N | Melissa Jupe | 5/1/2006 | Risk Management Specialist-College Station |
| R | Dennis Fisher | 9/1/2005 | Community Development |
| N | Emmy Williams | 6/1/2006 | Extension Associate – COOP Project |

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

| 2. Program Changes | | | |
|---------------------------|--------------|-------------------|----------------|
| Subject Matter Area | Emphasis (b) | Brief Description | Contact Person |
| N/A | N/A | N/A | N/A |

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

Texas State Report - 2006

3. Successful Activities

Tomorrows Top Ag Producers

Texas Center for Rural Entrepreneurship – Greg Clary

The Executive Program for Agricultural Producers – Danny Klinefelter

Texas Center for Cooperative Development – John Park

4. Publications

Sij, Bevers, et al. “Yield and Economic Response to Phosphorous Fertilizer Applied to Dual Use-Wheat”, Agronomy Journal. In Press.

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

Falconer, Lawrence. “Economic Analysis and Impact of Sod Production in Texas”, in print.

Jones, DeDe and Dustin Gaskins. “Panhandle Model Farms – Case Studies of Texas High Plains Agriculture”. Poster abstract. JAAE, February 2006.

SOUTHERN EXTENSION FARM MANAGEMENT, MARKETING, AND POLICY COMMITTEE

Louisiana State Report – 2006

| <i>1. Staffing Changes</i> | | | |
|-----------------------------------|----------------|----------------|---|
| Type (a) | Name | Effective Date | Area of Responsibility |
| N | Josh Detre | July 2006 | Ag Finance (Teaching/Research) |
| ** | Deborah Tootle | July 2006 | Rural and Community Development (Extension) |

** Dr. Tootle is leaving for a position in Arkansas.

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

| <i>2. Program Changes</i> | | | |
|----------------------------------|--------------------------------|---|----------------|
| Subject Matter Area | Emphasis (b) | Brief Description | Contact Person |
| R | Livestock Economics | Livestock marketing and farm management. Temporarily handling responsibilities with the retirement of Ken Wegenhoft | Kurt Guidry |
| R | FSA Borrower Training | Annual training in farm and financial management and marketing. Temporarily handling responsibilities with the retirement of Ken Wegenhoft | Gene Johnson |
| R | Value of Louisiana Agriculture | Annual publication looking at direct and indirect impact of agriculture to state's economy. Assumed responsibility with retirement of Ken Wegenhoft | John Westra |

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

Louisiana State Report – 2006

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 mutli-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 mutli-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.

Louisiana State Report – 2006

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, exams 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)

“2005 Report on Field Demonstrations and the Louisiana Soybean Research Verification Program”. LSU AgCenter Cooperative Extension Service Publication, December 2005. David Lanclos, Donna Morgan, Rob Ferguson, and Kurt Guidry.

“The Economic Feasibility of a Soybean Extrusion Facility in Louisiana” Final Report to Agricultural Commodities Economic Development, Inc. and the Louisiana Department of Economic Development. LSU AgCenter Cooperative Extension Service. March 2006. Kurt Guidry.

“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

“Available Recovery Assistance to Farmers and Ranchers” LSU AgCenter. Cooperative Extension Service Fact Sheet. September 2005. Kurt Guidry

“Management Considerations for Agriculture Producers Dealing with Financial Difficulties” LSU AgCenter. Cooperative Extension Service Fact Sheet. September 2005. Kurt Guidry

“Wintering Options for Beef Cattle in Louisiana” LSU AgCenter. Cooperative Extension Service Fact Sheet. November 2005. Jason Rowntree and Kurt Guidry

“The Katrina Emergency Tax Relief Act of 2005 – Tax Assistance for Hurricane Victims” LSU AgCenter. Cooperative Extension Service Fact Sheet. November 2005. Kurt Guidry

“Tax Considerations for Livestock Producers Impacted by 2005 Hurricanes” ” LSU AgCenter. Cooperative Extension Service Fact Sheet. January 2006. Kurt Guidry

“Simulating the U.S. Impacts of Alternative Asian Soybean Rust Treatment Regimes”, Agricultural and Resource Economics Review, 35(11):52-63. Johansson, R. C., M.J. Livingston, J. Westra, and K. 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

SOUTHERN EXTENSION FARM MANAGEMENT, MARKETING, AND POLICY COMMITTEE

Mississippi State Report - 2006

| 1. Staffing Changes | | | |
|----------------------------|-----------------|----------------|------------------------------------|
| Type (a) | Name | Effective Date | Area of Responsibility |
| R | Charlie Forrest | 6-30-05 | Farm Management/Marketing |
| R | David Laughlin | 6-30-06 | Production Research/ MSBG |
| N | Dan Petroli | 8-2006 | Environmental Economics/Production |
| N | Ardian Harri | 2-2006 | Agribusiness |

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

| 2. Program Changes | | | |
|---------------------------|--------------|---|----------------|
| Subject Matter Area | Emphasis (b) | Brief Description | Contact Person |
| Community Resource | | Community Resource Development Faculty merged with Ag Econ department | |

(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

Herndon, Bill, John Anderson and Steve Martin. Impact of Hurricane Katrina on Mississippi Agriculture. Extension Publication. Mississippi State University Extension Service. Publication #MI 426. available at <http://msucares.com/pubs/misc/ml426.pdf>.

Blocker, A., G. Ibendahl, and J. Anderson. "Calculating Financial Ratios for Cotton Farmers." Produced for publication and distribution by Cotton Inc. 2006.

Mississippi State Report – 2006

4. Publications (Continued)

Anderson, J.D. “Stocker Cattle Marketing Options and Working with Feedlots.” Mississippi-Louisiana Stocker Cattle/Heifer Development Short Course Proceedings.” August 2005.

Blocker, A., G.A. Ibendahl, and J.D. Anderson. “Accrual Basis Income for Cotton Farmers.” Produced for publication and distribution by Cotton Inc. January 2005.

SOUTHERN EXTENSION FARM MANAGEMENT, MARKETING, AND POLICY COMMITTEE

Alabama State Report - 2006

| 1. Staffing Changes | | | |
|----------------------------|------|----------------|------------------------|
| Type (a) | Name | Effective Date | Area of Responsibility |
| N/A | N/A | N/A | N/A |

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

| 2. Program Changes | | | |
|---------------------------|--------------|----------------------------------|---------------------------|
| Subject Matter Area | Emphasis (b) | Brief Description | Contact Person |
| Goats & Rabbits | Increased | Production & Marketing Issues | Max Runge |
| Value-Added | Increased | Livestock Products | Walt Prevatt Max Runge |
| Livestock Packing | Decreased | Livestock Slaughter & Processing | Walt Prevatt |
| Precision Agric. | Increased | Improved input usage | Bob Goodman |
| Bio-fuels | Increased | Ethanol and Bio-diesel | Bob Goodman |
| Energy Mgt. | Increased | Poultry House Cooling & Heating | Gene Simpson |

(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. |

Alabama State Report – 2006

3. Successful Activities (Continued)

Farmer Managed Marketing of Livestock Products. 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.

Bio-Fuels. Conducted numerous meeting regarding bio-fuel production and distribution opportunities. Developed Extension materials describing bio-fuel possibilities and potential impacts.

Global Competitiveness in Agriculture. 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.

Poultry Housing Short-Courses. Co-hosted two industry-wide three-day programs on poultry and poultry house management issues.

The Poultry Enterprise: Financial and Economic Issues. Provided educational materials and training on addressing financial and economic issues facing the poultry industry.

Risk Management and Financial Analysis. Conducted two workshops where producers were exposed to risk management alternatives and utilized computer-based tools for financial benchmark and business performance analysis.

Alabama Nursery and Greenhouse Industry. Conducted workshops addressing costs and returns, pricing issues, market development, and market outlook.

4. Publications

Campbell, J.C., J.O. Donald, and **E.H. Simpson**, 2005. "Problem: Pressure-Treated Lumber," Alabama Poultry Monthly, Alabama Poultry and Egg Association, Montgomery, AL Vol. 5, No. 7.

Campbell, J.C., J.O. Donald, and **E.H. Simpson**. 2005. "Building? Get the Dirt Work Done Right!", Alabama Poultry Monthly, Alabama Poultry and Egg Association, Montgomery, AL Vol. 5, N.8

Donald, J.O., J.C. Campbell, and **E.H. Simpson**. 2005. "Preventing Catastrophic Electrical Problems", Alabama Poultry, Alabama Poultry and Egg Association, Montgomery, AL Vol.1, No.1.

Donald, J.O., M.K. Eckman, and **E.H. Simpson**. 2005. "Tunnel inlet Doors-A progress Report", Poultry Engineering, Economics, and Management Newsletter, No. 38.

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4. Publications (Continued)

Donald, J.O., M.K. Eckman, and **E.H. Simpson**. 2005. "Preventing Common Electrical Problems That Can Cause Catastrophic Losses", Poultry Engineering, Economics, and Management Newsletter, No.37.

Donald, J.O., E.H. Simpson, J.C. Campbell, J. Langston, and M. Czarick. 2005. "Poultry Housing Short Course Handbook".

Donald, J.O., M.K. Eckman, and **E.H. Simpson**. 2005. "Site & Pad Preparation: Critical in New House Construction for Long Service Life", Poultry Engineering, Economics, and Management Newsletter, Number 36.

Donald, J.O., M.K. Eckman, and **E.H. Simpson**. 2005 "New Treated Lumber Requires Special Fasteners to Avoid Risk of Early Structural Failure," Poultry Engineering, Economics, and Management Newsletter, No. 35.

Donald, J.O, **E.H. Simpson**, J.C. Campbell, J. Langston, and M. Czarick, 2005. "Poultry Housing Short Course Handbook."

Donald, J.O., M.K. Eckman, and **E.H. Simpson**. 2005. "Problems with Blown-In Insulation in Dropped-Ceiling Houses," Poultry Engineering, Economics, and Management Newsletter, No. 34.

Donald, J.O., **E.H. Simpson**, and J.C. Campbell, 2005. "Limiting Ammonia," Alabama Poultry Monthly, Alabama Poultry and Egg Association, Montgomery, AL Vol. 5, No.2

Donald, J.O., M.K. Eckman, and **E.H. Simpson**. 2005. "Oil-Fired Heating Shows Cost-Cutting Potential," Poultry Engineering, Economics, and Management Newsletter, No. 33.

Langcuster and **Novak**. 2005. "Not So Fast, Mr. Secretary." Extension Daily.

Langcuster and **Novak**. 2005. "Economist: Senate Vote Bears Close Watching." Extension Daily.

Langcuster and **Novak**. "2005. "House and Senate Envision Similar Agriculture Cuts." Extension Daily.

Langcuster and **Novak**. 2005. "Economist: Farm Supports Not Threatened Despite WTO Negotiations." Extension Daily.

Langcuster and **Novak**. 2005. "Crop Assistance is Available Following Katrina." Extension Daily.

Alabama State Report - 2006

4. Publications (Continued)

Langcuster and **Novak**. 2005. "Should Death be a Taxable Event?" Extension Daily.

Langcuster and **Novak**. 2005. "Bonner: No Big Farm Policy Changes." Extension Daily.
Quoted, "Bonner: No Interest in Revisiting Farm Bill. Mobile Register.

Paul Hollis and **Novak**. 2005. "Here's Hoping We Can Start to Focus on Policy issues of Real Importance." Southeast Farm Press. Extension Daily.

Langcuster and **Novak**. 2005. "Freeze or Cut." Extension Daily,

Novak, J. and L. Sanders. 2005. "Weighing in on the Budget Cuts." Extension Daily.

Novak, James and Larry Sanders. 2005. "What Do Budget Deficits Mean? SEPAC-MG listserv. Auburn University.

Novak. 2005. "Economist: Farm Supports not threatened, Despite WTO Negotiations." Southeast Farm Press.

Prevatt, Walt, Deacue Fields, and Chris Kerth. 2005. "A Directory of Alabama's Custom Livestock Slaughter and Meat Processing Facilities." Agricultural Economics "Departmental "Series No. 44.

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Prevatt, Walt, Deacue Fields, Chris Kerth, and Ed Whatley. 2005. "Merchandising A New Beef Product." Timely Information Report, DAERS 05-11. 3 pages. October 2005.

Prevatt, Walt. 2005. "Hay Barns Can Save Livestock Producers Millions." Cattle Today. Volume 19, Issue 1. Page 14. September 2, 2005.

Prevatt, Walt and **John Adrian**. 2005. "Index Numbers For Alabama Farm Real Estate Values." Timely Information Report, DAERS 05-4. 2 pages. April 2005.

Prevatt, Walt and **John Adrian**. 2005. "Index Numbers For Alabama Farm Real Estate Values." Timely Information Report, DAERS 05-9. 2 pages. September 2005.

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4. Publications (Continued)

Prevatt, Walt. 2005. "Setting Feeder Cattle Price Objectives." Timely Information Report, DAERS 05-8. 3 pages. August 2005.

Prevatt, Walt. 2005. "You're Going To Pay For A Hay Barn Whether You Build One Or Not." Alabama Cattleman. Montgomery, Alabama. Page 39. July 2005.

Prevatt, Walt. 2005. "The Cow-Calf Enterprise: What's The Value of Management?" Timely Information Report, DAERS 05-6. Alabama Cooperative Extension System. Auburn University. 3 pages. June 2005.

Prevatt, Walt, Don Ball, Mike Davis, Jessica Stanford. 2005. "2005/2006 Budgets For Fall/Winter Forage Crops and Wheat In Alabama. AEC BUD 1-3. Alabama Cooperative Extension System. Auburn University. 19 pages. August 2005.

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Prevatt, Walt. 2005. "If You Aren't Making A Profit At These High Feeder Calf Prices, You May Have Bought A Ticket To Be In The Cow-Calf Business." Timely Information Report, DAERS 05-7. 3 pages. June 2005.

Prevatt, Walt, Darrell Rankins, Mike Davis, Don Ball, and Jessica Stanford. 2005. " Fall Stocker Budgets, Alabama, 2005-2006." AEC BUD 1-4. Alabama Cooperative Extension System. Auburn University. 25 pages. August 2005.

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Prevatt, Walt. 2005. "U.S. Cattle Herd Expansion Has Begun." The Leading Edge Cattleman Newsletter. Volume 7 Issue 25. December 2005. Pages 1-3.

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SOUTHERN EXTENSION FARM MANAGEMENT, MARKETING, AND POLICY COMMITTEE

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| 1. Staffing Changes | | | |
|----------------------------|------|----------------|------------------------|
| Type (a) | Name | Effective Date | Area of Responsibility |
| N/A | N/A | N/A | N/A |

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

| 2. Program Changes | | | |
|---------------------------|--------------|---|----------------|
| Subject Matter Area | Emphasis (b) | Brief Description | Contact Person |
| Livestock economics | R | Non-poultry livestock farm and ranch management and marketing | Rob Hogan |

(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

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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](#)

SOUTHERN EXTENSION FARM MANAGEMENT, MARKETING, AND POLICY COMMITTEE

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| 1. Staffing Changes | | | |
|----------------------------|--------------------|------------------|--|
| Type (a) | Name | Effective Date | Area of Responsibility |
| N | Tommie Shepherd | Fall 2005 | Center for Agribusiness & Economic Development |
| C | Archie Flanders | Full time rehire | CAED |
| N | Audrey Luke Morgan | May 2006 | CAED |

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

| 2. Program Changes | | | |
|---|--------------|---|---------------------------|
| Subject Matter Area | Emphasis (b) | Brief Description | Contact Person |
| Economic Feasibility Studies | I | New CAED position established in Tifton | Audrey Luke Morgan |
| Cost of Production & Conservation Tillage | I | New MS level Extension Economist position advertised for Tifton to work in cotton, peanuts & corn | Don Shurley, Nathan Smith |

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

| 3. Successful Activities |
|--|
| Implementation of approved 2 nd 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 |

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| 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 Esendugue 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-05-108: "Estimated Costs and Economics for Rabbiteye Blueberries in Georgia" by Esendugue G. Fonsah, Gerard Krewer, and R. Danny Stanaland
- AGECON Excel Budget: "Georgia Shrimp Trawling Enterprise Budget" by Cesar L. Escalante
- AGECON 06-109: "Beef Cattle Cost and Profitability Outlook for 2006" by C. Lacy and J. McKissick
- AGECON 06-110: "Beef Cattle Outlook for 2006" by C. Lacy and J. McKissick
- AGECON 06-111: "Vegetable Economics: 2006 Planning Guide" by E. G. Fonsah
-
- BP-05-01: "A Peanut Flour and Oil Manufacturing Facility for GBP Peanuts, Inc. Business Plan" by Michael Best, Cesar L. Escalante, and Kent Wolfe
-
- CR-05-02: "Understanding and Using the Directory of Georgia Livestock Processing Facilities" by Michael Best, Kent Wolfe, and John McKissick
- CR-05-05: "Saturday Market on Broad Community: A Market Business Analysis" by K. Wolfe, A. Flanders, and C. Escalante

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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
- FR-06-01: "The Economic Feasibility of a Large Scale Pork Processing Plant in Cuthbert, Georgia Area." By John McKissick, Cesar Escalante, Archie Flanders, and Kent Wolfe.
- 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
- MA-05-06: "2005 Georgia Commercial Hunting 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

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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

The Georgia Economic Issues Newsletter – Released in January, August and December 2005;
February and March 2006

Market News – Weekly Newsletter

Cotton Marketing News – Bi-Weekly Newsletter