

TEACHING AND LEARNING PAPER SERIES

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Edited by

Charles M. Adams, Chris O. Andrew and Jessica L. Herman

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The goal of the Teaching and Learning Paper Series is to improve, enhance, and enrich the teaching and learning environment in the department, college, university, and profession through the publication of papers on teaching philosophies and techniques, curricular issues, and case studies. Papers are circulated without formal review by the Food and Resource Economics Department and thus the content is the sole responsibility of the faculty author or co-author.



UNIVERSITY OF
FLORIDA

Institute of Food and Agricultural Sciences
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2nd Annual FRE Graduate Research Symposium

Edited by:

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Chris O. Andrew
Jessica L. Herman

The primary purpose of the FRE Graduate Research Symposium is to provide a forum for graduate students to discuss ongoing or recently completed work, which may include dissertation/thesis research, coursework case studies, special projects, and internships. We expect the Symposium will enhance the productive and collegial environment within which FRE students spend their stay at UF.

The forum allows students to discuss their findings and experiences and leads to a better understanding among faculty and students regarding FRED objectives. The presentations at the Symposium are intended to be of high quality, but delivered in a relaxed atmosphere, where a high premium is placed on discussion and interaction.

Key Words: export diversification, bilateral trade, structure of exports, agricultural competitiveness, Caribbean, European union, methyl bromide, ecolabeling, ecosystem restoration, environmental impact, multispecies fisheries, sturgeon, scallops, aquaculture, economic growth, economic development, limited-resource farmers, communal land titles, labor productivity, sustainable development, family composition, technological change, U.S. vegetable industry, medicinal plants, sweet corn demand, ornamental plants, fresh cut flower demand, green peanut production, fluid milk pricing, dual-purpose cattle, dairy, risk balancing, Venezuela, Ecuador, Paraguay, Korea, teaching methods, dual-based models, conjoint analysis, Nash bargaining model, gravity model

Presented at the 2nd Annual FRE Graduate Research Symposium, November 22, 2002, Savannah Grande Reception and Conference Centre, Gainesville, Florida.

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“European Union Farm Policy for Specialty Crops and U.S. Trade”

Presenter Biographies (Alphabetical order)

Damian Adams is a native of Florida and a student in the Ph.D. program. He completed his Bachelor's degree in Business Administration, Master of Agribusiness degree and Law Degree at UF. Damian's committee chair is Dr. Mike Olexa and the title of his abstract is: *"European Union Farm Policy for Specialty Crops and U.S. Trade"*

Kevin Athearn is a native of New Jersey and a student in the Ph.D. program. He completed his Bachelor's Degree at Ursinus College in Pennsylvania and his Master's Degree in Latin American Studies at the University of Florida. Kevin's committee chair is Dr. Tom Spreen and the title of his abstract is: *"Modeling the Market Effects of Ecolabels"*

Eric Bonnett is a native of Florida and a student in the Ph.D. program. He completed his Bachelor's degree and Master of Agribusiness degree in Food and Resource Economics at UF. Eric's committee chair is Dr. Tim Taylor and the title of his abstract is: *"Export Specialization and Tobit Estimation of the Galtonian Regression"*

Norman Breuer is a native of Paraguay and a student in the Ph.D. program in Natural Resources and Environment. He completed his Master's degree in Latin American Studies at UF and his Bachelor's Degree at the National University de Asuncion in Paraguay. Norman's committee chair is Dr. Pete Hildebrand and the title of Norman's abstract is: *"Assessing the Impact of Medicinal Plant Cultivation for Improving Small Farm Livelihoods in Paraguay using Ethnographic Linear Programming"*

Amanda Briggs is a native of Florida and a student in the M.S. program. She completed her Bachelor's degree in Food and Resource Economics at UF. Amanda's committee chair is Dr. Robert Degner and the title of her abstract is: *"Probit Analysis of the Demand for Fresh Sweet Corn"*

Victor Cabrera is a native of Peru and a student in the Ph.D. program in the College of Natural Resources and Environment. He completed his Master's degree in Agricultural Education and Communication at UF and his Bachelor's degree at the Universidad Nacional Agraria. Victor's committee chair is Dr. Pete Hildebrand and the title of his abstract is: *"Family Dynamics and Household Welfare in Canete, Peru"*

Maria Jose Castillo is a native of Ecuador and a student in the M.S. program. She completed her Bachelor's degree at Escuela Super Politechnic. Maria's committee chair is Dr. Rich Beilock and the title of her abstract is: *"Assessment of the Costs and Benefits of Privatizing and Titling Communal Lands on the Peninsula of Santa Elena, Ecuador"*

Jong du Choi is a native of South Korea and a student in the Ph.D. program. He completed his Bachelor's and Master's degrees in Business Administration at Kangwon National University in South Korea. Jongdu's committee chair is Dr. Sherry Larkin and the title of his abstract is: *"Optimal Harvesting of Cham Scallops in Korea"*

Brian Francis is a native of the West Indies. He completed his Bachelor's Degree at the University of the West Indies and his Master's Degree at the University of London. His committee chair is Dr. Tim Taylor and the title of his abstract is: *"Agricultural Export Diversification in Latin America and the Caribbean"*

Napaporn Girapunthong is a native of Thailand and a student in the Ph.D. program. She completed her Bachelor's degree at Pranasamit University in Thailand and her Master's degree in Food and Resource Economics. Napaporn's committee chair is Dr. Ron Ward and the title of her abstract is: *"Demand Drivers for Fresh-Cut Flowers and Their Substitutes: An Application of Household Expenditure Allocation Models"*

Shannon Johnson is a student in the M.A.B. program. She completed her Bachelor's degree in Agricultural Education and Communication at UF with an emphasis in Agricultural Leadership. Shannon's committee chair is Dr. P.J. vanBlokland and the title of her abstract is: *"The Impact of the Comprehensive Everglades Restoration Plan on South Florida Agriculture"*

Sikavas NaLampang is a native of Thailand and a Ph.D. student. He completed his Bachelor's in Engineering at Chulalongkorn University in Thailand. His committee chair is Dr. John Van Sickle and the title of his abstract is: *"The Impact of the Phase Out of Methyl Bromide on the U.S. Vegetable Industry"*

Orachos Napsintuwong is a native of Thailand and a student in the Ph.D. program. She completed her Bachelor's degree in Biotechnology at the Mahidol University of Thailand and her MBA at Louisiana State University. Ora's committee chair is Dr. Bob Emerson and the title of her abstract is: *"Florida Farm Workers and Technological Change"*

Leo Ortega is a native of Venezuela and a student in the Ph.D. program. He completed his Bachelor's and Master's degrees at the University of Zulia in Venezuela. Leo's committee chair is Dr. Chris Andrew and the title of his abstract is: *"Technical Efficiency of Dual-Purpose Cattle System in Venezuela"*

Marco Palma is a native of Honduras and a student in the Ph.D. program. He studied at the Pan American School of Agriculture and Honduras and completed his Bachelor's and Master's degrees in Food and Resource Economics at UF. The title of Marco's abstract is: *"Market Preferences Toward Farm-Raised Sturgeon in the Southeastern United States: A Conjoint Analysis"*

Larry Perruso is a native of Florida and a student in the Ph.D. program. He completed his Bachelor's degree in Marketing at the University of South Florida. Larry's committee chair is Dr. Sherry Larkin and the title of his abstract is: *"Application of a Dual Cost Function to a Multispecies Fishery"*

Peerapon Prasertsri is a native of Thailand and a student in the Ph.D. program. He completed his Bachelor's degree at Chulalongkorn University in Thailand. Peerapon's committee chair is Dr. Richard Kilmer and the title of his abstract is: *"A Bargaining Framework to Evaluate the Over-Order Premium for Florida Dairy Marketing Cooperative"*

Mike Sandberg is a native of Sweden and a student in the Ph.D. program. He completed his Bachelor's and Master's degrees at the University of Central Florida. Mike's committee chair is Dr. Jim Seale and the title of his abstract is: *"CARICOM Bilateral Trade: A Gravity Model Analysis"*

Justin Teuton is a native of Florida and a student in the M.A.B. program. He completed his Bachelor's degree in Food and Resource Economics at UF with an emphasis in Agribusiness Management. Justin's committee chair is Dr. P.J. vanBlokland and the title of his abstract is: *"Investing in Green Peanut Production"*

Jonathan Wallace is a native of Florida and a student in the M.A.B. program. He completed his Bachelor's degree in Animal Science at UF with a minor in Agribusiness. Jon's committee chair is Dr. Al Wysocki and the title of his abstract is: *"Improving Course Content and Instructor Effectiveness in the College Classroom"*

Marisa Zansler is a native of Louisiana and a student in the Ph.D. program. She completed her Bachelor's and Master's degrees at Louisiana State University. Marisa's committee chair is Dr. Tom Spreen and the title of her abstract is: *"Trends in Florida's Ornamental Plant Industry in the 1990's: A Cross-Section and Time Series Estimation of Nursery Profitability"*

Mike Zylstra is a native of California and a student in the Ph.D. program. He completed his Bachelor's and Master's degrees at California Polytechnic. Mike's committee chair is Dr. Richard Kilmer and the title of his abstract is: *"Risk Balancing Strategies for Florida Dairy Producers"*

Title: Agricultural Export Diversification in Latin America and the Caribbean
Author(s): Brian Francis and Timothy G. Taylor
Contact: Brian Francis, briangrenada@hotmail.com
Committee Chair: Timothy G. Taylor

Abstract:

Agriculture in general, and agricultural exports in particular, has long been critical to economic growth and development in Latin America and the Caribbean (LAC). Despite the importance of agriculture to the region and the vast amount of resources devoted to the promotion of agricultural export diversification in LAC, there has been virtually no research undertaken to assess the degree to which the agricultural export structures in LAC countries have in fact diversified. Using disaggregate data on agricultural exports over the 1961 to 2000 period for 19 LAC countries, entropy-based measures of diversification are computed and analyzed. The empirical results show that the post-1985 period has witnessed some degree of agricultural export diversification in LAC. However the results are mixed particularly for the smaller OECS countries.

Title: Application of a Dual Cost Function to a Multispecies Fishery
Author: Larry Perruso
Contact: Larry Perruso, laperruso@mail.ifas.ufl.edu
Committee Chair: Sherry Larkin

Abstract:

The harvest technology of multispecies fisheries has been explored recently using dual-based models. These studies are useful when explaining rent dissipation, estimating input and output elasticities, as well as describing other aspects of fisherman behavior. Most of these analyses have assumed that inputs are fixed at the trip-level. Consequently, researchers have argued that firms participating in multiple fisheries behave as revenue-maximizers as opposed to unrestricted profit-maximizers. This paper describes an empirical model of a multispecies fishery that assumes decision-makers are cost-minimizers at the trip-level. A theoretical argument justifying this assumption is presented. Using duality theory, optimal input demands are estimated using data from one year that includes landings and economic information for the U.S. Atlantic pelagic longline fleet. These results are used to describe the technology of the industry. The tractability of the methodology is further illustrated by using dual results to perform comparative statics and incorporate spatial heterogeneity associated with the fleet's cost structure. This allows us to evaluate the effectiveness of time-area closures relative to alternative input controls regarding the preservation of stocks of juvenile swordfish in areas of the Atlantic and Gulf of Mexico. The results show that although standard input controls are inefficient, these policies have merit since they reduce producer costs relative to time-area closures, thus generating additional rents from the fishery. In light of the requirements of the Regulatory Flexibility Act, input controls should receive consideration as second-best programs in pelagic fisheries since they generate short-term industry rents, which contrasts the zero-rent situation characteristic of time-area closures.

Title: The Impact of the Phase Out of Methyl Bromide on the U.S. Vegetable Industry
Author(s): Sikavas NaLampang
Contact: Sikavas NaLampang, nalampan@ufl.edu
Committee Chair: John J. Van Sickle

Abstract:

Objective: To determine the optimum allocation of production of the crops in each area regarding the impact of the phase out of methyl bromide on the U.S. fruit and vegetable industry.

Methyl bromide is a critical soil fumigant used in the production of several fresh fruit and vegetables grown in U.S. The U.S. Clean Air Act of 1992, as amended in 1998, requires that methyl bromide be phased out of use by 2005. Larger impacts on the fruit and vegetable industry are expected as the additional 20% reduction in 2003 and the total elimination in 2005 are imposed. While significant progress has been made in developing alternatives to methyl bromide, no alternative has been identified which permits a seamless transition where comparative advantage is minimally impacted by the elimination of methyl bromide and the effected producers can continue to compete with other producers of those crops.

The VanSickle et al. model will be used to estimate the impact this phase out and to predict the impacts that the additional 20% reduction in 2003 would have on the industry and the complete phase out in 2005. The VanSickle model is a spatial equilibrium model that accounts for production of those fruit and vegetable crops that depend on methyl bromide as a pre-plant soil fumigant and those crops that are competitive with crops that use methyl bromide included tomatoes, bell peppers, cucumbers, squash, eggplant, watermelons, and strawberries. Producing areas included in the model for these crops included Florida, California, Mexico, Texas, South Carolina, Virginia, Maryland, Alabama and Tennessee. Florida was separated into four producing areas: Dade County, Palm Beach County, Southwest Florida and West Central Florida. Mexico was included with two separate production areas: the states of Sinaloa and Baja California. California was separated into two production areas: Southern California and Northern California.

The model estimated baseline acreage and production for each of the crops in each of the areas. The baseline solution for the model performed reasonably well in replicating the observed pattern of shipments and acres planted. The phase out will be replicated by restricting the number of acre units using methyl bromide to 30% of the baseline (scheduled 2003 reduction) and then the total banning of methyl bromide (scheduled 2005 reduction). The model will solve to determine the optimum allocation of production of the crops in each area given the resulting comparative advantages of producers in each of the regions for each of the crops. The model will give the results for acres planted, production and revenues between that produced using methyl bromide and that produced without the use of methyl bromide for each producing area.

Title: Improving Course Content and Instructor Effectiveness in the College Classroom

Author(s): Jonathan F. Wallace, Allen F. Wysocki, Karl W. Kepner, Michael T. Olexa

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Committee Chair: Allen F. Wysocki

Abstract:

Throughout the history of college instruction, various methods have been employed for assessment of teaching instructors and for course improvement. Oftentimes, these methods are used in decisions regarding tenure and promotion as well as payment schedules. In addition, these methods are often used by instructors to evaluate the effectiveness of their instruction and also to identify content that can be modified regarding their course structure. These methods include, but are not limited to student evaluations, peer evaluations, self-evaluations, interviews with current and former students, various research articles, and finally, attending various workshops dedicated to the improvement of teaching.

Throughout the course of this presentation, we will be outlining much of the course content of AEB 3341 Selling Strategically at the University of Florida and using various methods including student evaluations and various other vehicles in an attempt to improve what we feel to be an already effective course. The goal of this article is to provide the reader with an idea of methods for improving course content and instruction with AEB 3341 used as an example.

Title: Market Preferences Toward Farm-Raised Sturgeon in the Southeastern United States: A Conjoint Analysis

Author(s): Marco Palma, Ferdinand Wirth, Charles Adams, and Robert Degner

Contact: Marco Palma, Mpalma@mail.ifas.ufl.edu

Committee Chair: Ferdinand Wirth

Abstract:

The commercial seafood industry represents one of the most important industries in the U.S. The industry is facing many challenges, such as stronger competition from less expensive imports and increasing consumer concerns about the safety of seafood. Due to the concerns over the sustainability of wild fish resources and environmental concerns associated with wild harvest, aquaculture has emerged as a potential future source for an increasing demand of aquatic products. In recent years, many aquaculture farms have begun increasing production, reducing water use and associated pumping costs via re-circulation technology, and expanding into production of non-traditional higher value species in order to increase farm profits. One of those high-valued fish with a great potential for increasing small farm profits is sturgeon. However, these non-traditional species are often not familiar to consumers and buyers. Little is known regarding product preference and market acceptance. This thesis utilizes a mail survey instrument to generate market information on preferences toward farm-raised sturgeon in the southeastern United States.

The analysis characterizes current and potential market demand, pricing, competitive products, buyers and product quality, as well as appropriate packaging for fresh, frozen, and value added sturgeon meat products. A conjoint analysis experiment is used to define the optimal farm-raised sturgeon products for restaurants and retailers, so that maximum buyer acceptance and market penetration are ensured. Such information will assist potential growers of farm-raised sturgeon, as well as purveyors interested in purchasing farm-raised sturgeon products, make wise investment decisions.

Title: Risk Balancing Strategies for Florida Dairy Producers
Author: Michael Zylstra
Contact: Mike Zylstra, Mzylstra@mail.ifas.ufl.edu
Committee Chair: Richard L. Kilmer

Abstract:

The inflexible capital structure and closely held nature of firms in production agriculture are distinctly different from large corporate firms with thousands of shareholders. Continuous changes in government policy impact the producers business risk in the short run, however producers commit to a given level of financial risk in the long run when loans are amortized over long periods of time. The research presented will demonstrate different methods that producers can use to balance their total risk exposure using conditional value at risk as a risk measure.

Value at Risk (VaR) is a risk measure that has been recently widely adopted in the credit sector and is quickly becoming a standard for communicating risk in other industries. Value at Risk gives a probability that losses will not exceed a threshold level in a given period of time. The popularity of VaR stems from the ability of the model to clearly communicate the relative risk of an investment to investors. Conditional Value at Risk (cVaR), a modification of VaR, is a globally convex function of portfolio positions and can therefore can be optimized using linear programming algorithms. Furthermore cVaR is consistent with expected utility under more lenient conditions than VaR . In addition cVaR can accommodate the non-symmetric payoffs of options, this is not possible using a Markowitz mean-variance approach.

Title: Assessing the Impact of Medicinal Plant Cultivation for Improving Small Farm Livelihoods in Paraguay using Ethnographic Linear Programming

Author: Norman Breuer

Contact: Norman Breuer, nebreuer@ufl.edu

Committee Chair: Peter E. Hildebrand

Abstract:

Limited-resource farmers in Eastern Paraguay moved from traditional farming systems toward cotton solecropping during the 1970s and 1980s. Toward the end of this period, cotton prices crashed and farmers were left with few sources of income. Cultivation and marketing of medicinal plants may be a source of supplementary income for certain households. Markets exist, as medicinal plant consumption is widespread in the country. Surveys and interviews were conducted during fieldwork at two sites to understand livelihood systems and strategies. Ethnographic linear program models were constructed to describe and analyze the farming systems. The principal conclusion reached through testing several scenarios was that the recommendation domain for medicinal plant cultivation projects is households with abundant female labor located within an eight-hour roundtrip from the main market. The effect of distance to markets on potential adoption and types of crops grown is also shown.

Title: Optimal Harvesting of Cham Scallops in Korea
Author: Jong du Choi
Contact: Jong du Choi, jdchoi@ufl.edu
Committee Chair: Sherry Larkin

Abstract:

Aquaculture in Korea is increasingly considered a means of augmenting the supply of commercially important aquatic species. Scallop aquaculture and cham scallops (*Patinopecten Yessoensis*) in particular have experienced rapid growth in production and value since 1990 in Korea. The major producing regions are Chumunjin and Kojin. Each region has different market, biological, and economic characteristics that are important to successful production. In addition, two alternative culture styles can be used: lantern net and ear-suspended. Demand is strong year-round (which supports a continuous supply to the market), but seasonal, regional, and technological variations can complicate the determination of optimal harvesting plans. Such optimal plans are important to resource managers attempting to allocate licenses by culture method and geographic region, but are also important to individual investors or community coops.

The primary modeling objective of this study is to specify and estimate a bioeconomic model of the cham scallop industry in Korea that can be used to improve management decisions (both public and private). The methodology used is unique in the number of dimensions considered, namely, multiple geographic regions and culture styles.

The creation of a bioeconomic model relies on several distinct submodels. Economic and biological data were obtained from the Korea Maritime Institute and the Korean National Fisheries Research and Development Institute, respectively. On the economic side, a price-size relationship was estimated in order to account for the added benefit of allowing additional growth by delaying harvest. The best form was polynomial of second order. In terms of costs, total costs from an industry survey were used to estimate fixed and variable costs. The linear and polynomial functions were found to have the best fit. On the biological side, growth equations (i.e., cm per week) were fitted using several functional forms hypothesized in the literature, which included the use of water temperatures, salinity, and dissolved oxygen data. Standard goodness of fit tests revealed the log-reciprocal model performed the best. To account for stochastic growth, simulations were conducted using constructed probabilities. The probabilistic growth figures were then combined with mortality estimates and the size-dependent price equations to estimate expected net revenues. When compared to costs, the optimal harvesting times (i.e., weeks per year, season opening and closing dates) can be calculated to maximize profit.

Results of the submodels are very encouraging in that the hypothesized models were able to adequately explain the observed price, cost, and growth relationships of the late 1990's. The resulting bioeconomic model, with simulated probabilities, reveals gains from altering the current season timing and license allocations (i.e., regional dispersion and change in culture style).

Title: Assessment of the Costs and Benefits of Privatizing and Titling Communal Lands on the Peninsula of Santa Elena, Ecuador

Author: María José Castillo

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Committee Chair(s): Richard Beilock and Ramón Espinel

Abstract:

The Peninsula of Santa Elena (PSE), on the coast of Ecuador, is organized into rural communities known as *comunas*, which are characterized by communal land holding. The members of the *comunas* are known as *comuneros*.

In the late 80's the Ecuadorian Government secured a foreign loan for the construction of an expensive system of primary irrigation canals, which has impacted not only the *comuneros* but also individuals outside the *comunas*. Two groups can be identified in this situation, which differ in their degrees of access to land and credit markets and face different degrees of risk. One of the groups is the *comuneros* and the other will be referred to as commercial farmers or, more generally, *non-comuneros*. These *non-comuneros* are individuals interested in entering the PSE land market either to engage in agricultural production or for speculation in anticipation of rising demands for these lands by others wanting to produce agricultural products.

While the *comuneros* have little, essentially no access to credit due to the nature of their land property rights, and also have limited capital endowments, the *non-comuneros* do not face those problems as most in this group have considerable economic and political resources. Therefore, the *non-comuneros* were (and still are) basically the only ones able to take advantage of the irrigation infrastructure. For this reason they became interested in owning lands adjacent to the canals in spite of the fact that communal property rights are "protected" by the Ecuadorian Law. In addition, to recoup capital and operating costs of the irrigation project, the Ecuadorian Government itself favors ownership by those able to develop the lands.

The effects will be analyzed of the canals over each one of these groups and their actions on one another regarding risk, demand for land, price of the land, capital-land ratios, and output per unit of land. The analysis is based on a "Investment, production and land price determination" model developed by Gershon Feder and David Feeny. Of particular interest will be exploring the likely impacts of land titling and institutional changes necessary to ensure smallholder access to credit.

Title: Modeling the Market Effects of Ecolabels

Author: Kevin Athearn

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Committee Chair: Thomas H. Spreen

Abstract:

Ecolabeling programs are being promoted as part of a market-oriented approach to reducing the environmentally harmful impacts of forestry, fisheries, and agricultural production. The potential effectiveness of ecolabeling programs is uncertain however. Under what circumstances would an ecolabel be most effective? What factors might limit the effectiveness of ecolabels? A theoretical framework is developed to address these questions, and a two-product market equilibrium model with demand- and supply-side substitution effects is proposed. Comparative statics analysis is used to predict the effect of ecolabels. Results suggest that the outcome can vary considerably depending on initial production levels and own- and cross-price elasticities of demand and supply.

Title: Technical Efficiency of Dual-Purpose Cattle System in Venezuela
Author: Leonardo Ortega
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Committee Chair: Chris O. Andrew

Abstract:

The dual-purpose cattle system (DPCS) is the traditional cattle production system in the lowland tropics of Latin America where crossbred cattle are used for the production of milk and beef. This system is based on local and low cost inputs, but has been often considered to be inefficient due to its low partial productivity indices when compared with those used in developed countries. Few data exist about the efficiency of this system but the scant literature available is based on partial productivity indices. These indices provide useful information but do not take into account the effect of total inputs on total outputs as a measure of total efficiency. The objectives were to obtain standard measurements of the technical efficiency (TE) of this system based on the concept of total factor productivity, and to identify and quantify the main determinant of TE of the DPCS located in Zulia State, Venezuela.

A deterministic production frontier model and two stochastic production frontier models (half normal and exponential distribution for the error term) were estimated on a sample of 127 farms. The Cobb-Douglas functional form was used. Average TE values were 0.630, 0.819, and 0.922 for the deterministic, half-normal and exponential models. Higher values were obtained for the stochastic models because these models separate the effect of random noise from the effect of technical inefficiency. However, the ordinal ranking of the farms according to their TE values was similar. In a second stage, TE values were regressed against selected variables in order to explain the variation on efficiency. A logistic model was used since the dependent variable (TE) is bounded by zero and one. The parameters of this model were calculated using the OLS technique. The significant positive factors were farmer experience, farmer's presence on the farm, location, production system, cow productivity, and frequency of technical assistance. Farm size and labor productivity showed a quadratic effect and credit a negative impact. The simulation model suggests how policies and managerial decisions to address these variables could help improve efficiency of this system.

Title: Probit Analysis of the Demand for Fresh Sweet Corn
Author: Amanda Briggs
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Committee Chair: Robert Degner

Abstract:

The Southern Supersweet Corn Council, an organization of sweet corn growers and shippers from Florida, Georgia, and Alabama whose members collectively promote their product, is seeking information to better target resources to build consumer demand.

In 2001 the Council contracted the Florida Agricultural Market Research Center of the Institute of Food and Agricultural Sciences at the University of Florida to design a consumer survey. The survey sampled approximately 200 households in each of five cities. Trained, professional interviewers conducted telephone interviews of the primary food shopper in the household. Further analyses of the data collected in the survey will provide greater insight into consumer behavior.

Using cross-sectional household data from this survey, probit estimates will reveal important factors influencing the decision to consume fresh sweet corn. Additionally, an ordered probit model will be used to predict how several factors affect the probability of increasing consumption of fresh sweet corn.

This analysis will serve to further the understanding of forces driving consumer demand during the growers' time of production and will aid the Council in designing an effective marketing strategy to expand sales of Southern Supersweet corn.

Title: A Bargaining Framework to Evaluate the Over-Order Premium for Florida Dairy Marketing Cooperative

Author: Peerapon Prasertsri

Contact: Peerapon Prasertsri, peera@ufl.edu

Committee Chair: Richard L. Kilmer

Abstract:

The Florida Marketing Milk Cooperative (MMC) negotiates with processors for the price to pay farmers by the processors. The price of milk for fluid use in Florida has a price floor set by the Milk Marketing Order called the Class I price. Therefore, the MMC and the processors bargain over the dollar amount above the Class I price in any given month. Certainly, the MMC prefer to receive high over-order premiums. Conversely, the Florida processors would like to pay low premiums. In general, a cooperative of a given commodity usually negotiates with several processors (Iskow and Sexton, 1991). However, the MMC usually negotiates for an over-order premium with a leading processor and the arguments with other processors are equal or very close to the first determined premium. This structure indicates an approximate bilateral monopoly (i.e., a market that has only one buyer and seller). This structure allows us to use the bilateral bargaining model to analyze the bargaining process between the MMC and a group of processors.

The bargaining model helps the MMC and the Florida fluid milk processors to understand their historical bargaining power based on the historical over-order premium and other factors influencing the premium which are (1) the price per hundredweight the MMC would have received from selling milk to manufacturing plants if the bargaining process with the fluid milk processing plant had broken down (p_{bc}) (i.e., milk price minus transportation cost), (2) the price per hundredweight the fluid milk processing plant would have paid for fluid milk if the bargaining process with the MMC had broken down (p_{bp}) (i.e., milk price plus hauling cost), (3) the average cost of importing milk based on the total amount of milk sold to the Florida processors (ACI), and (4) both parties' level of risk aversion (θ_c and θ_p). In monthly price negotiations, if an over-order premium offered by the processor is much below the premium suggested by the bargaining model, then based on the bargaining model, the MMC will be able to acknowledge and ask for a higher over-order premium. The reverse is true for the processors if the premium established is too high.

The generalized axiomatic Nash bargaining model is used to investigate the price negotiation process. Given the historical information about (1) the over-order premium the MMC received from the processing plants through negotiation process, (2) p_{bc} , (3) p_{bp} , (4) ACI , and (5) both parties' level of risk aversion, the historical bargaining power for the MMC and the processor is calculated from October 1998 through June 2002.

Title: The Impact of the Comprehensive Everglades Restoration Plan on South Florida Agriculture

Author: Shannon Johnson

Contact: Shannon Johnson, shayjay35@hotmail.com

Committee Chair: P.J. van Blokland

Abstract:

The Comprehensive Everglades Restoration Plan is possibly the largest ecosystem restoration plan in the history of the United States. It is hoped that restoration will bring back flow to the system and provide sufficient amounts of water for agricultural and urban uses for the next 50 years. This eight billion dollar plan funded by federal and state government is expected to take about 30 years to implement. Over 80,000 acres of man-made wetlands will be required to treat urban and agricultural runoff and 180,000 acres will be used to retain approximately 1.7 billion gallons of fresh water per day that currently goes out to sea. This land that is being purchased and used for restoration mostly consists of agricultural land. Most of this land is currently growing sugar with a rice rotation and the remainder is in winter vegetables. These high value crops will be lost, with sugar alone accounting for perhaps \$250 million in revenue losses, along with several thousand farm jobs. The economic impacts of these losses will have severe effects on local communities like Belle Glade, Pahokee, South Bay and Clewiston.

Title: Family Dynamics and Household Welfare in Cañete, Peru.
Author: Victor E. Cabrera
Contact: Victor E. Cabrera, VECabrera@mail.ifas.ufl.edu
Committee Chair: Peter E. Hildebrand

Abstract:

Family composition is believed to be a major component in the capability of small farm households to achieve sustainable development. In order to understand and test the effect of household composition on overall farm household well being, a process simulation model was developed. The model accounts dynamically for the birth, age and death of the members and for the crops, livestock, and financial activities. Prices and yields were stochastic variables. Ten typical Cañete households were simulated. Results in 10, 20 and 40-year runs showed that the family composition has a great influence on economic stress. Smaller families were always better off than large families. Only the 20-year run is illustrated.

Title: CARICOM Bilateral Trade: A Gravity Model Analysis

Author(s): Mikael Sandberg with Timothy Taylor and James L. Seale, Jr.

Contact: Mike Sandberg, sandberg@ufl.edu

Committee Chair: James Seale Jr.

Abstract:

This paper investigates the determinants of intra-CARICOM bilateral trade and the CARICOM member's trade with the North American and European countries using the gravity model. The gravity model has been a true workhorse for empirical international economists over the past decades. The basic idea behind the gravity model is that bilateral trade volumes (taken as endogenous) can be explained by factors that: 1) capture the potential of a country to export goods and services; 2) capture the propensity of a country to import goods and services, and 3) other forces that either attract or inhibit bilateral trade. The gravity model has been used with great empirical success in analyzing bilateral trade flows in various contexts.

Our data set encompasses ten CARICOM member countries plus the United States, Canada, Mexico, and the European Union. Seventeen annual cross-sections are estimated for the period 1980 through 1996. Overall, the empirical results indicate that the gravity model has considerable potential to explain intra-CARICOM bilateral trade as well as trade between CARICOM members and non-members. The evidence suggests that both the importer's GDP per capita and the exporter's GDP per capita exert strong positive effects on CARICOM trade levels. These effects are found to be statistically the same. As such, it can be concluded that, for importers and exporters, the gravity model is symmetric with respect to GDP per capita. Further, sharing a common language, colonial ties, or membership in the CARICOM all significantly contribute to larger volumes of bilateral trade, while geographic distance has the opposite effect. Both the exporting and the importing countries' populations have a positive effect on trade levels, indicating that larger economies have a wider production base and thus would export more than would smaller economies.

Title: Export Specialization and Tobit Estimation of the Galtonian Regression
Author: Eric T. Bonnett and Timothy G. Taylor
Contact: Eric Bonnett, etbone@ufl.edu
Committee Chair: Timothy G. Taylor

Abstract:

Over the past twenty years the primary development paradigm pursued by Latin American and Caribbean countries has shifted from the concept of import-substitution-industrialization (ISI) to that of export-led growth and openness to international markets (Bruton). The Caribbean Basin Economic Recovery Act, the Caribbean Basin Trade Partnership Act and the North American Free Trade Agreement were all expected to encourage export expansion and diversification upon their approval. However, virtually no research has been undertaken to assess the degree to which the export structures of Latin American and Caribbean countries have in fact diversified.

The purpose of this paper is to examine the structure of exports to the U.S. from 19 selected Latin American and Caribbean countries in order to assess the degree to which export diversification has occurred. A variant of Balassa's Revealed Comparative Advantage index is used to measure the degree to which a country's exports are specialized in particular industries. Using Galtonian regression, the distribution of exports during the period from 1989 to 1991 is compared to that of the years from 1998 to 2000.

Three estimation methods are proposed for the Galtonian regression equation: OLS using censored data, OLS using uncensored data, and Tobit estimation using uncensored data. One major econometric issue must be addressed when estimating the Galtonian regression equation. The relative level to which the data has been disaggregated leads to a number of blanks in export data from many small island nations. The justification for using the Tobit model as an alternative lies in the fact that it explicitly accounts for the censoring of the data when there are many product categories in which there are no exports. The results from the three methods of estimation are presented and compared. The differing inferences drawn from OLS results and Tobit results are then discussed in detail. In conclusion, it is argued that using Tobit estimation is most appropriate when examining export structures from Latin American and Caribbean countries to the U.S.

* This paper began as a class project for Dr. Emerson's Econometrics I course. After developing the concept a bit more, and gaining contributions from Tim Taylor, it was decided to submit the paper for publication in the Journal of Trade & Economic Development (currently in review).

Title: Trends in Florida's Ornamental Plant Industry in the 1990s: A Cross-Section And Time-Series Estimation of Nursery Profitability

Author: Marisa Zansler

Contact: Marisa Zansler, mzansler@ufl.edu

Committee Chair: Thomas H. Spreen*

Abstract:

The ornamental plant industry is one of the fastest growing agricultural sectors in the United States. According to the USDA's Economic Research Service [ERS], 1998 grower cash receipts for U.S. floriculture and environmental horticulture crops were \$12.1 billion, and value produced has grown by an average \$440 million a year since 1991. In 2000, the wholesale value in the floriculture sector alone increased to \$4.57 billion from \$3.42 billion in 1996 and \$3.23 billion in 1994 (NASS, 2001).¹ Individual sectors within the floriculture industry boasted significant gains throughout the decade as well. Cash receipts for the bedding/garden plant sector, the largest sector accounting for approximately 50 percent of the reported wholesale floriculture value, rose nine percent to \$2.1 billion in 2000 from \$1.2 billion in 1991 (NASS, 2001). Cash receipts for indoor foliage assortments increased from \$1.4 billion in 1991 to \$1.7 billion in 1998 (ERS, 1999).

While the ornamental plant industry experienced significant increases in value produced throughout the 1990s, the number of ornamental plant nurseries declined and the average nursery size increased (NASS, 2001). The primary concentration of U.S. greenhouse and nursery production is in the west and the south where California and Florida are the two largest producers of ornamentals accounting for roughly 20 percent and 11 percent of U.S. cash receipts in 1998, respectively (ERS, 1999).

Trends similar to those of the national industry are seen among Florida's ornamental plant producers. Wholesale value in Florida's floriculture sector increased 19 percent between 1999 and 2000 to \$798 million (NASS, 2001). Wholesale value for Florida increased 22 percent from approximately \$1 billion in 1991 to \$1.28 billion in 1998. The value produced in Florida, as well as nationally, steadily increased in the early and late 1990s, with a considerable increase present in the mid-1990s.

The objective of this presentation is to evaluate profitability levels of ornamental plant nurseries in Florida and the impact of relative expenditures and firm size across production categories using a primary data set compiled by the University of Florida's *Nursery Business Analysis Program* throughout the 1990s. A descriptive analysis of the Florida ornamental plant industry based on the unique statewide data set is outlined, including profitability measures among the production technologies represented in the data set. Results of a cross-sectional time-series model utilized in examining the effects of nursery expenses and size on net nursery income is reported. Finally, conclusions and suggestions for further analysis of the industry will be offered.

*Dr. Suzanne Thornsby was my committee chair when I worked on this research.

¹ The floriculture sector includes crops that are classified as "non-edible horticulture." Included in this sector are flowers, plants, bulbs, and other crops grown mainly for ornamental or environmental use (ERS).

Title: Demand Drivers For Fresh-Cut Flowers And Their Substitutes: An Application Of Household Expenditure Allocation Models

Author: Napaporn Girapunthong

Contact: Napaporn Girapunthong, nous9@yahoo.com

Committee Chair: Ronald W. Ward

Abstract:

Per capita expenditures for fresh-cut flowers, potted flowering plants, and dry/artificial flowers have changed over the years with considerable year-to-year volatility. Several factors such as income, brand and generic advertising, purchasing occasions, and attitude of the buyers can influence consumer expenditures on different flower types within the group. Understanding the demand for flowers is useful to help the flower industry to be proactive in addressing demand issues. Actionable variables such as generic and brand advertising, and innovative selling methods are important factors to influence the future direction of the industry. Hence, it is important to have a complete definitive understanding of demand drivers for fresh-cut flowers and their substitutes including the relative importance of entry and transactions.

To measure factors influencing the demand for flowers such as prices, seasonality, and demographic variables, this research will specify an Almost Ideal Demand System (AIDS) to examine household behaviors in the U.S. flower industry. The model for all income groups will be estimated together, showing shifts across four income groups. Then, the household budget shares of three flower types can be expressed as a function of price, expenditures, and dummy variables representing household characteristics. Note that other non-flower items will not be included in the model since that variable dominated the estimation. Actual estimation will be completed using the maximum likelihood and seemingly unrelated regression (SUR) procedures while placing the appropriate symmetry, homogeneity, and adding-up constraints on the coefficients. After the empirical results from the AIDS model are obtained, the estimated demand elasticities and simulations will be presented and discussed in detail.

Fresh-cut shares are slightly higher through gift giving, while shares for potted flowers and dry/artificial flowers are considerably higher through self-uses. Monthly shares and expenditures on fresh-cut flowers and dry/artificial flowers at florists are higher than supermarkets, while shares and expenditures on potted flowering plants at supermarkets are higher than at florists. From the projections, the fresh-cut flower industry would benefit from an overall growth in consumer spending on flower products, while both the potted flower industry and the dry/artificial flower industry lose their shares as total incomes increase for the long-run period.

Title: Investing in Green Peanut Production
Author: Justin Teuton
Contact: Justin Teuton, JWTeuton@mail.ifas.ufl.edu
Committee Chair: P.J. van Blokland

Abstract:

This paper examines the profitability of growing green peanuts in the North Central Florida area. It considers a farmer and an investor who either owns or rents 100 or 200 acres of land over a seven-year period. All of the machinery is purchased new at the start of the seven-year period and is sold at the end of the seventh year for market value. Eighty percent of the investment was borrowed and the debt was serviced over the seven years. Information was gathered from local machinery dealers, banks, farmers, and processors. The Farm Service Agency supplied the county data and IRS depreciation schedules. Market prices, yields, and harvest costs were employed in a sensitivity analysis using farmers determined probabilities to produce weighted averages of all three indicators. Results shown that only the 200-acre operation was profitable, given the paper's restrictions.

Title: Florida Farm Workers and Technological Change
Author: Orachos Napasintuwong
Contact: Orachos Napasintuwong, Onapasi@ufl.edu
Committee Chair: Robert D. Emerson

Abstract:

Labor has been the relatively scarce factor of production throughout much of U.S. agricultural history. Induced innovation theory suggests that an increase in relative factor prices will induce technical development to save the factor that becomes relatively more expensive. Several studies have shown that U.S. technology is biased toward labor-saving, as induced innovation would suggest (Binswanger, Antle, and Shumway and Alexander). A more interesting question is whether the technological change is moving toward the same direction among states with different labor intensities. The one major factor that affects the incentive to adopt farm mechanization is the damage to products due to their characteristics. For instance, easily bruising and even ripening crops such as strawberries and cucumber tend to have less incentive to adopt mechanization than grains. This may suggest that some states, such as Florida, that produce perishable crops may have less incentive to adopt farm mechanization. In addition, abundant labor supply, particularly of foreign workers, will provide further impediment to farm mechanization.

The objective of this paper is to analyze technological change in Florida agriculture with the emphasis on the impact of Immigration Reform and Control Act of 1986 (IRCA). The production of perishable crops and citrus in Florida has been very labor intensive. If there were labor scarcity, induced innovation theory would suggest increased farm mechanization such as the elimination of hand harvesting of Florida sugar cane between 1990 and 1992. It is still unclear that Florida agriculture is moving toward machine using and labor saving due to remaining large supply foreign workers after IRCA. By utilizing a profit function method of the induced innovation theory, this study shows the effect of changes in agricultural technology in Florida from 1960 to 1999, comparing the changes before and after IRCA.

Title: European Union Farm Policy for Specialty Crops and U.S. Trade
Author(s): Damian Adams and Richard L. Kilmer
Contact: Damian Adams, Damian.Adams@mail.ifas.ufl.edu
Committee Chair: Michael T. Olexa

Abstract:

European Union (EU) consumers pay almost twice the competitive world price for many agricultural products. Agricultural subsidies accounted for almost half of the EU's total budget (US\$ 40 billion on agriculture in 2000) although agriculture represented 1.7 percent of the EU's GDP and employs 4.3% of the EU's population. Domestic policies for citrus and tomatoes include export refunds, product withdraws from the market, intervention thresholds, and direct producer aid. Domestic policies for dairy include export refunds, intervention thresholds, aid for private storage, disposal aid, and milk quotas. The EU's intentions are to enhance agricultural competitiveness by setting product intervention as "a real safety net measure, allowing EU producers to respond to market signals while protecting them from extreme price fluctuations," and promoting market oriented, sustainable agriculture by finishing the transition from product support to producer support, by introducing a "decoupled system of payments per farm" which are not connected to production. The EU wishes to allow flexibility in production, but also guarantee income stability to producers. Within the last 10 years, the EU has reduced price supports and increased direct payments to tomato, dairy, and citrus farmers to compensate them for the reductions.

Group I – James Sterns

Our first presenter is **Brian Francis**. Brian is a native of the West Indies. He completed his Bachelor's Degree at the University of the West Indies and his Master's Degree at the University of London. His committee chair is Dr. Tim Taylor and the title of his abstract is: ***“Agricultural Export Diversification in Latin America and the Caribbean”***

Larry Perruso is a native of Florida and a student in the Ph.D. program. He completed his Bachelor's degree in Marketing at the University of South Florida. Larry's committee chair is Dr. Sherry Larkin and the title of his abstract is: ***“Application of a Dual Cost Function to a Multispecies Fishery”***

Sikavas NaLampang is a native of Thailand and a Ph.D. student. He completed his Bachelor's in Engineering at Chulalongkorn University in Thailand. His committee chair is Dr. John Van Sickle and the title of his abstract is: ***“The Impact of the Phase Out of Methyl Bromide on the U.S. Vegetable Industry”***

Jonathan Wallace is a native of Florida and a student in the M.A.B. program. He completed his Bachelor's degree in Animal Science at UF with a minor in Agribusiness. Jon's committee chair is Dr. Al Wysocki and the title of his abstract is: ***“Improving Course Content and Instructor Effectiveness in the College Classroom”***

Marco Palma is a native of Honduras and a student in the Ph.D. program. He studied at the Pan American School of Agriculture and Honduras and completed his Bachelor's and Master's degrees in Food and Resource Economics at UF. The title of Marco's abstract is: ***“Market Preferences Toward Farm-Raised Sturgeon in the Southeastern United States: A Conjoint Analysis”***

Group II – Gilly Evans

Mike Zylstra is a native of California and a student in the Ph.D. program. He completed his Bachelor's and Master's degrees at California Polytechnic. Mike's committee chair is Dr. Richard Kilmer and the title of his abstract is: *"Risk Balancing Strategies for Florida Dairy Producers"*

Norman Breuer is a native of Paraguay and a student in the Ph.D. program in Natural Resources and Environment. He completed his Master's degree in Latin American Studies at UF and his Bachelor's Degree at the National University de Asuncion in Paraguay. Norman's committee chair is Dr. Pete Hildebrand and the title of Norman's abstract is: *"Assessing the Impact of Medicinal Plant Cultivation for Improving Small Farm Livelihoods in Paraguay using Ethnographic Linear Programming"*

Jong du Choi is a native of South Korea and a student in the Ph.D. program. He completed his Bachelor's and Master's degrees in Business Administration at Kangwon National University in South Korea. Jongdu's committee chair is Dr. Sherry Larkin and the title of his abstract is: *"Optimal Harvesting of Cham Scallops in Korea"*

Maria Jose Castillo is a native of Ecuador and a student in the M.S. program. She completed her Bachelor's degree at Escuela Super Politechnic. Maria's committee chair is Dr. Rich Beilock and the title of her abstract is: *"Assessment of the Costs and Benefits of Privatizing and Tilling Communal Lands on the Peninsula of Santa Elena, Ecuador"*

Kevin Athearn is a native of New Jersey and a student in the Ph.D. program. He completed his Bachelor's Degree at Ursinus College in Pennsylvania and his Master's Degree in Latin American Studies at the University of Florida. Kevin's committee chair is Dr. Tom Spreen and the title of his abstract is: *"Modeling the Market Effects of Ecolabels"*

Group III – Sherry Larkin

Leo Ortega is a native of Venezuela and a student in the Ph.D. program. He completed his Bachelor's and Master's degrees at the University of Zulia in Venezuela. Leo's committee chair is Dr. Chris Andrew and the title of his abstract is: *"Technical Efficiency of Dual-Purpose Cattle System in Venezuela"*

Amanda Briggs is a native of Florida and a student in the M.S. program. She completed her Bachelor's degree in Food and Resource Economics at UF. Amanda's committee chair is Dr. Robert Degner and the title of her abstract is: *"Probit Analysis of the Demand for Fresh Sweet Corn"*.

Peerapon Prasertsri is a native of Thailand and a student in the Ph.D. program. He completed his Bachelor's degree at Chulalongkorn University in Thailand. Peerapon's committee chair is Dr. Richard Kilmer and the title of his abstract is: *"A Bargaining Framework to Evaluate the Over-Order Premium for Florida Dairy Marketing Cooperative"*

Shannon Johnson is a student in the M.A.B. program. She completed her Bachelor's degree in Agricultural Education and Communication at UF with an emphasis in Agricultural Leadership. Shannon's committee chair is Dr. P.J. vanBlokland and the title of her abstract is: *"The Impact of the Comprehensive Everglades Restoration Plan on South Florida Agriculture"*

Victor Cabrera is a native of Peru and a student in the Ph.D. program in the College of Natural Resources and Environment. He completed his Master's degree in Agricultural Education and Communication at UF and his Bachelor's degree at the Universidad Nacional Agraria. Victor's committee chair is Dr. Pete Hildebrand and the title of his abstract is: *"Family Dynamics and Household Welfare in Canete, Peru"*

Mike Sandberg is a native of Sweden and a student in the Ph.D. program. He completed his Bachelor's and Master's degrees at the University of Central Florida. Mike's committee chair is Dr. Jim Seale and the title of his abstract is: *"CARICOM Bilateral Trade: A Gravity Model Analysis"*

Group IV – Lisa House

Eric Bonnett is a native of Florida and a student in the Ph.D. program. He completed his Bachelor's degree and Master of Agribusiness degree in Food and Resource Economics at UF. Eric's committee chair is Dr. Tim Taylor and the title of his abstract is: ***“Export Specialization and Tobit Estimation of the Galtonian Regression”***

Marisa Zansler is a native of Louisiana and a student in the Ph.D. program. She completed her Bachelor's and Master's degrees at Louisiana State University. Marisa's committee chair is Dr. Tom Spreen and the title of her abstract is: ***“Trends in Florida's Ornamental Plant Industry in the 1990's: A Cross-Section and Time Series Estimation of Nursery Profitability”***

Napaporn Girapunthong is a native of Thailand and a student in the Ph.D. program. She completed her Bachelor's degree at Pranasamit University in Thailand and her Master's degree in Food and Resource Economics. Napaporn's committee chair is Dr. Ron Ward and the title of her abstract is: ***“Demand Drivers for Fresh-Cut Flowers and Their Substitutes: An Application of Household Expenditure Allocation Models”***

Justin Teuton is a native of Florida and a student in the M.A.B. program. He completed his Bachelor's degree in Food and Resource Economics at UF with an emphasis in Agribusiness Management. Justin's committee chair is Dr. P.J. vanBlokland and the title of his abstract is: ***“Investing in Green Peanut Production”***

Orachos Napisintuwong is a native of Thailand and a student in the Ph.D. program. She completed her Bachelor's degree in Biotechnology at the Mahidol University of Thailand and her MBA at Louisiana State University. Ora's committee chair is Dr. Bob Emerson and the title of her abstract is: ***“Florida Farm Workers and Technological Change”***

Damian Adams is a native of Florida and a student in the Ph.D. program. He completed his Bachelor's degree in Business Administration, Master of Agribusiness degree and Law Degree at UF. Damian's committee chair is Dr. Mike Olexa and the title of his abstract is: ***“European Union Farm Policy for Specialty Crops and U.S. Trade”***

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