

VITA

A. LEE MEYER

Extension Professor
Department of Agricultural Economics
University of Kentucky

Educational Background:

St. Joseph College (Indiana), B.S., Economics, 1975.
Purdue University, M.S., Agricultural Economics, 1977.
Purdue University, Ph.D., Agricultural Economics, 1980.

Experience:

EXTENSION PROFESSOR AND EXTENSION SPECIALIST, University of Kentucky, Dept. of Agricultural Economics, 1990 to present.

PROJECT ECONOMIST - Polish American Extension Project, (Warsaw, Poland) 1991-1992.

ASSOCIATE EXTENSION PROFESSOR AND EXTENSION SPECIALIST, University of Kentucky, Dept. of Agricultural Economics, 1983 to 1990.

CHIEF AGRICULTURAL ECONOMIST with the Northeast Rainfed Agricultural Development Project (A USAID and Thai government joint agricultural development project) February, 1985 to June, 1986.

ASSISTANT EXTENSION PROFESSOR AND EXTENSION SPECIALIST, University of Kentucky, Dept. of Agricultural Economics, 1979 - 1983

RESEARCH ASSISTANT, Purdue University, 1975 - 1979.

Extension Program

The programs developed and implemented focus on topics including: sustainable agriculture, marketing strategies, market selection, market structure and institutions, alternative livestock and meat enterprises, price risk management and profitability analysis. These programs have been oriented toward innovation, collaboration and team efforts. Delivery methods used include electronic media (the Internet, video and computer programs), publications, workshops, county meetings, agent training and collaboration with colleagues. Outcomes include improved marketing skills among farmers, changes in institutions and successful launches of new enterprises and businesses. Clientele include agents and government agency staff as well as farmers, agribusiness managers and consumers.

Research efforts, funded by the USDA and Ky. Dept. of Ag., are showing that direct/local and value-adding meat marketing alternatives can be practical for Kentucky livestock producers. Participating farmers, processors and merchants collaboratively learn about marketing; costs and returns are measured. Implementation is done with publications, a monthly newsletter to project participants, workshops, field days and direct contact. The Safe Meat Marketing Alternatives through Research and Technology (SMMART) group, (which includes farmers, consumers, processors, the KDA, Kentucky Department of Health and USDA officials), assists in implementing, guiding and even advocating for the Project.

While a relatively small amount of time has been directed toward small ruminants, it has been effective because, during 1999 and 2000, Dr. Alioune Diaw, a post doc with both economics and veterinary medicine doctorates,

conducted a research and education program targeted toward sheep and goats. With his leadership, we have developed a goat budget and provided a large amount of assistance to agents. A survey was conducted to assess small ruminant populations and educational needs. It documents the frequency of requests for information.

The Five State Beef Initiative is a beef supply chain extension and research project, funded with a \$2.5 million USDA IFAFS grant, being implemented in collaboration with universities, cattlemen's associations, farm bureaus and state departments of agriculture in Indiana, Ohio, Michigan and Illinois. The economic components of this project include source verification and enhanced value through consumer-driven certification standards. As P.I., responsibilities have included project financial management, personnel hiring and supervision and building partnerships with other agencies in Kentucky.

Nearly all of the programs put into place utilize multi-disciplinary activities and approaches. The result has been the integration of economics into programs implemented jointly with animal scientists and other disciplines. Examples include: a major program in cattle backgrounding which includes agent training, as well as materials and educational programs for farmers; a research/extension program in lamb production which required the development of a computer model with production and economics components; a cattle-forage extension group (a predecessor to the Beef Integrated Resource Management) which included agents, animal scientists and an economist to assist farmers in incorporating computerized decision making tools into their farming operations.

A related component has been to develop and integrate computer applications into my programs and to assist other extension specialists and agents in doing likewise. As a result, market information and extension recommendations are being delivered electronically (Internet, web sites, e-mail lists, etc.) to farmers and agents and are being incorporated into production recommendations.

Research Program

As part of the USDA Sustainable Agriculture Research and Education program, an analysis of the 15 state/territory southern region extension agents attitudes, behaviors and knowledge about sustainable agriculture was conducted in 2007-08.

Demand for Local Meats - in collaboration with Leigh Maynard and Kenny Burdine, we have investigated the willingness of consumers to pay premiums for various product attributes. Two staff papers have been published and two journal articles are in review. This work was partially funded through a \$46,000 USDA FSMIP grant obtained in 2000 and which expired in June, 2002 and a \$5,000 in-kind grant from beef check off funds.

Economics of the Holstein Beef Production System - a thesis project which has emerged from a research study of on price relationships between Holstein and non-Holstein feeder cattle (accepted for presentation at the SAEA 2003 annual meeting). A funding proposal is being submitted to the Livestock Marketing Information Center.

Integration of Paddlefish Production, Processing and Marketing, (USDA Higher Education/CSREES), Oct. 99 through Sept. 2001, subcontract with Ky. State University of \$26,000 - survey conducted and analysis in progress.

Tobacco Farmers Transition Project - \$15 million project proposal (\$10 million for UK) to the National Cancer Institute, in partnership with the New England Research Institute. The development of the proposal included conducting extensive focus groups analyses of the impact of the changing tobacco environment. Co-PI with Professors Freshwater and Dillon. This proposal was not funded, but the preliminary research was presented in a hearing to the President's Commission on Tobacco in 2001.

Post-doctoral scholar advised: Dr. Alioune Diaw (with David Freshwater), developed a small ruminant program including a data management system, budgets, a market structure study, a survey of the small ruminant inventory and program needs. The budgets have been published as an extension publication, and two other publications are in draft form. Dr. Diaw also participated in many county level workshops and field days during the past two years and received excellent evaluations from farmers and agents.

Member of the Southern Regional Cooperative Project, S-167, Utilization of Forages for Production of Slaughter Cattle Throughout the Year, 1982-85.

U.S. Sheep industry research, in collaboration with Drs. Debertin, Jones and Davis. Results have been presented at the annual meeting of the Southern Agricultural Economics Association and at a national meeting of the American Farm Bureau Federation.

Collaborated on the Hatch project, Kentucky's Cattle-Grain Complex, with Drs. Reed and Davis. Results include a M.S. thesis, research and extension publications and a presentation at a professional meeting.

Have served on three doctoral committees, assisting with research into retail grocery store pricing behavior, foreign direct investment and risk management/contract production of feeder cattle.

Have conducted research with members of the Animal Sciences Department into slaughter cattle marketing costs. Results were published in the "1982 Beef Cattle Research Report" and used in extension programs.

Modeling of alternate lamb production systems, joint project with Animal Sciences, preliminary results published in Sheepprofit Day Proceedings, additional publications in process.

Study of feeder cattle buying and shipping, with Dr. Davis and David Pendlum (M.S. student)

Evaluation of farmer response to the new AGTEXT (line-21) communication technology

Project studying efficient use of tall fescue, utilizing field trials on the Eden Shale Farm, a multi-disciplinary Hatch project involving four disciplines

Grant-Funded Extension and Applied Research Activities

(Responsible for bringing over \$1.9 million to the UK College of Agriculture through grants as P.I., and collaborated on \$3 million of grant-funded activities)

USDA, CSREES, "A Common Field, A Whole Farm Management Project (aka: "KyFarmStart")" (Beginning Farmers and Rancher Grant), P.I., \$749,000, Oct. 1, 2009 – Sept. 31, 2012.

Southern USDA SARE program, through the U. of Georgia, "Agent Training for the Development of a Program in Farm Transitions" \$8,528 July 15, 2008 – June 30, 2010.

USDA Risk Management Education Program, through the Texas A&M Univ., "Transitioning to a Forage-Finished Beef Enterprise in the South, \$43,400, July 1, 2009 – January 15, 2011 (Co-PI).

USDA Risk Management Education Center, So. Region, Annie's Project (Management Training for Farm Women), \$40,000 July, 2009 – June, 2010.

Governor's Office of Ag. Policy, Value-Added, Targeted Marketing" P.I., (in collaboration with John T. Johns) beginning May 1, 2004, \$352,000 over four-years, extended through 2010.

USDA Risk Management Education Center, So. Region, Annie's Project (Management Training for Farm Women), \$50,000 July, 2007 – June, 2008.

Southern SARE Program (USDA), "Liaison between the So. SARE Program and Land Grant Universities in the Southern Region," P.I., beginning June 1, 2004, \$347,000 over five years, renewable (on going agreement).

Risk Management Agency, "Processing and Marketing Aquaculture Products on a Small Scale" Dasgupta, Sid (P.I) and Lee Meyer (collaborator), \$30,000, Feb. 2002.

Livestock Marketing Information Center, "Evaluating the Market for Holstein Cattle," \$7,400 (grant written and earned by Kenneth Burdine to support his graduate studies), July, 2003.

Risk Management Agency, "Processing and Marketing Aquaculture Products on a Small Scale" Dasgupta, Sid (P.I) and Lee Meyer (collaborator), \$30,000, Feb. 2002.

Meat Processing and Marketing for Local and Direct Markets" \$90,000 from the Ky. Dept. of Ag. and USDA Federal State Market Improvement Program, May, 2000 through June, 2001. P.I., (partnership with Benjy Mikel, Co-P.I.).

A Cooperative Partnership for Small to Medium-sized Beef Producers in the E. Corn Belt, (the Five State Initiative)" \$2.5 million for the total five state, 2000 - 2004 project, \$168,556 for UK (P.I. for the UK portion of the grant, and Chair, Economics Action Team for the entire project).

"Enhancing the beef/forage potential for small and mid-sized beef operation" funded under the IFAFS program (\$535,000 grant to UK) (collaborator).

Cattle Marketing Simulation Workshops, 1998, a \$5000 Program Enhancement Grant from the Ky. Cooperative Extension service for a series of marketing simulation workshops.

"KLAES - Kentucky Leadership for Agricultural and Environmental Sustainability," 1994-1998, a \$960,000, four-year project, funded by the W. K. Kellogg Foundation - a partnership project with the Community Farm Alliance.

Program Enhancement Grant (\$5,000) with Drs. Johns and Patterson for a project "Enhancing the Efficiency of the Beef Industry in Kentucky" (1990).

Grant of \$2,800 from the Chicago Mercantile Exchange to cover costs of conducting and evaluating satellite-based agent training program on the topic of price risk management (1990).

USAID-funded Northeast Thailand/Kentucky Linkages project, \$39,800 (1989-91).

Farm Foundation provided \$5,000 for a pilot program for a national, satellite-broadcast, Extension Marketing Education program produced by the N.C. Extension Marketing Committee. I was one of three p.i.s.

The Kentucky Beef Cattle Association has provided over \$10,000 for the analysis of its sponsored feeder cattle sales.

USDA Extension Service, CICHE, provided a \$2,000 grant for a training program in the area of the benefits of foreign assistance.

Tennessee Valley Authority grant for a \$12,000 for an extension program (including a research component) on cattle feeding.

Co-investigator on feeder cattle grading training project ("Development of Training Aids for Evaluation of Feeder Cattle by Frame Size and Thickness") led by Animal Sciences. The project was funded by a \$84,000 grant from the USDA and Kentucky Dept. of Agriculture.

Co-Principal Investigator (with Drs. Charles Dougherty, Agronomy and Roy Burris, Animal Sciences) of Tennessee Valley Authority grant for \$20,000 per year (3 years) for pilot project to organize cattle grazing association.

Teaching Activities

AEC 309, Global Food Needs and Trade in Agricultural Products – 2008 through present, explores hunger and population issues, food production and distribution and trade policies and theory.

AEC 300-003, International Issues in Agribusiness – 2010, co-instructed with Drs. Tim Woods and Michael Reed.

AEC 311, Livestock and Meat Marketing, 1979 through 2009

Sustainable Agriculture Undergraduate curriculum – program chair

Initiated a new course, AEC 480-2, Special Problems in Livestock Marketing, to address farm level marketing problems for students who expect to be directly involved in livestock marketing after graduation (1982-1984).

Guest lecturer in ASC 300, Live Animal and Carcass Evaluation, and ASC 383 – Introduction to Animal Production on livestock marketing and sustainable production systems

Direct students in Special Problems courses.

International Development Activities

Worked as the Project Economist for the Polish-American Extension Project in 1991-92. This was a USDA and Polish Ministry of Agriculture project to assist Poland in adapting its extension system to its market-directed economy. Duties included support of the 10 field staff, management of training programs and coordination of extension with the research establishment (universities and institutes).

Served as Chief Agricultural Economist on the NERAD (North East Rainfed Agricultural Development) Project from 1985-86 and as a marketing consultant during 1984. In addition to training and field activities, conducted research into Cooperative Buying Groups and Cropping Systems Trials.

Completed USDA-funded project to increase the awareness of extension specialists and agents of the benefits of foreign assistance programs.

Co-Principal Investigator and Project Manager of the Northeast Thailand/Kentucky Linkage Project - a two year project based on a \$39,800 USAID grant to support and strengthen professional interactions between the two institutions (1989-91).

Steering Committee on Sustainable Development Project - an international development project, funded by a \$50,000 USAID Matching Support grant to develop expertise and train faculty in the general area of sustainable development in LDC's.

Professional Leadership and Service Activities

Professional:

Livestock Marketing Information Center (a national consortium of 23 Extension services, USDA and associate members (NCBA, CME, NPPC, etc.), Chair (2000 - 2002).
Southern Extension Marketing Committee, 1992 - 2000; Vice Chair, Chair, 1995-97
Co-Chair - Midwest Outlook Conference, August 14-16, 1995
Chair - Southern Regional Outlook Conference, November 11-13, 1996
Journal and NRI grant reviewer (3-5 per year)
Coordinator - AAEA journal overseas distribution project (1993-1999)
North Central Extension Marketing Committee, 1986-9; Secretary, 1989-90, Chair, 1990-91.
So. Extension Marketing Committee, Task Force on Feeder Cattle Grades, 1979-81
American Agricultural Economics Assoc., Extension Committee 1983-85

University and College:

Sustainable Agriculture and Food Systems Work Group, (charged by Dean to recommend policies for the College) 2008-present (chair)
 Sustainable Agriculture Undergraduate Program – curriculum chair, 2008 - present
 College of Agriculture, Faculty Council, 2002-2004.
 Extension Area Review (Promotion) Committee, 2001 - 2004 (2002-03 chair), 2008-10 (2010 chair)
 Health Insurance Task Force - 2001-02
 University Senate - Vice Chair of Senate Council (two terms) 1998 - 2000; Senator 1996-2000, 2009 - present
 University Employee Benefits Committee (1998 to 2003)
 Dept. of Sociology - outside member of review team (2000 - 2001)
 College of Agriculture merit review appeals committee (1998)
 Regular reviewer for professional journals (2-4 per year) and the USDA Small Business Innovation Research program.
 So. Ag. Econ. Association - Extension Award review committee (1999, 2000)
 Center for Sustainable Systems - board member 2000 -
 Burley Tobacco Growers Cooperative - Contracting Advisory Committee
 Seminars in Agronomy and Animal Sciences on marketing in local and direct markets.
 College Promotion and Tenure Advisory Committee - 1995-96
 Association of Kentucky Extension Specialists, Director 1983-84, Treasurer 1987-89, various committee positions, including chair
 College Outlook Conference, Chair, 1988-91
 Ag. Communications Departmental Review Committee, 1989
 Sustainable Agriculture in Southeast Asia, Symposium Chair, 1989-90
 College of Agriculture AGTEXT Design Committee, 1982-83
 AGTEXT Market News Coordinator, 1983-85, 1986-
 College of Agriculture Extension Computer Committee, 1983- (Chair, 1986-87)
 Sustainable Agriculture Seminar/Symposium Committee, 1987-90
 UK Eden Shale Farm Utilization Committee, 1987-89
 United Way, College of Agriculture Co-chair., 1988
 Swine Commodity Task Force, 1979
 Sheep and Poultry Task Force, 1979

Department:

Ag. Economics Extension Coordinator, 2004- 2009
 Department Research Committee, 2001 -
 Department Support Committee (Chair), 1986-1988 and 1993-1998
 Department Executive Cabinet, 1995 - 1998)
 Coordinator of 1990 Economic Subject Matter training for agents
 Department Reference Facility Committee, 1990-
 Undergraduate Curriculum Committee, 1979-1981
 Graduate Preliminary Examination Committee, 1980, 1983
 Extension Review Committee, 1981-83, 1986-87
 Research Series Review Committee, 1986-88
 Ag Market Outlook, Editor, 1982-1985
 Extension Program Committee, 1986-
 Faculty Search Committees, many positions

Industry and State/Local Government:

Tobacco Master Settlement Agreement (Phase I) - work with cattle and forage industries to develop proposals and programs, 1998 -
 Integrated Food and Farming Systems, funded by Kellogg Foundation (Steering Committee) 1996-1999
 Southern Kentucky Agricultural Development Association, 1990 -
 Coordinated and Instructed Vocational Ag. Teachers course on Ag. Sales and Marketing, 1990.

John Morrell Company, Analysis of Cattle Finishing Opportunities in Kentucky, 1990
 Ky. Cabinet for Economic Development, assisted with recruiting of foreign meat processor, 1989
 American Sheep Producers Council, Sheep Producers Handbook Committee, 1983-86
 American Farm Bureau Federation, contribution to Sheep Industry Council, 1983
 American Feed Manufacturers Assoc., analysis of feed demands, 1983
 Chicago Mercantile Exchange, Contributor to Livestock Marketing Economists Exchange, 1980-
 Kentucky Beef Cattle Association, Advisor and Market Analyst, 1979-
 Ky. Dept. of Agric., Analysis of Impact of Proposed Swine Regulations, 1986-87
 Ky. Dept. of Agric., Development of Feeder Cattle Grading Training Aids, 1986-1988 (Grant supported by KDA and USDA)
 Crittenden County Govt., Market Feasibility of Cattle Slaughter Facility, 1987
 Ky. Agricultural Development Potential for Southcentral Kentucky (livestock potentials - research and presentation of results to Congressman Rogers), 1989.

Professional Memberships

American Agricultural Economics Association
 Southern Association of Agricultural Economists
 Kentucky Association of State Extension Professionals

Awards and Honors

Superior Service Award, Livestock Marketing Information Center, 2004
 Whitaker Award - Outstanding Kentucky Extension Specialist, Association of Kentucky Extension Specialists, April, 2001.
 Chair, (2000-2002), Livestock Marketing Information Center (a national consortium of 23 state Extension services, USDA and associate members).
 Distinguished Extension Program Award from the Southern Agricultural Economics, Association, 1999.
 University Senate - Vice Chair of Senate Council (two terms) 1998 - 2000, Senator 2000 - 2001
 American Agricultural Economics Association, Award for Professional Excellence - Distinguished Extension Program - Managing for Today=s Cattle Market and Beyond, 1997.
 Western Agricultural Economics Association, Outstanding Extension Program Award, Managing for Today=s Cattle Market and Beyond, 1997.
 TQM for Ky. Cattle Producers - AKES Outstanding Project Award - with the whole team of other specialists, 1995
 Award for Outstanding Extension Program - KET Risk Management Telecourse, Association of Kentucky Extension Specialists, 1991 (the first distance learning program by the UK College of Agriculture)
 Award for Outstanding Extension Program - AGTEXT, Association of Kentucky Extension Specialists, 1987
 Gamma Sigma Delta, Honorary Fraternity of Agriculture, selected 1982

Professional Presentations

Presentations to Professional Groups and Industry Organizations:

“Marketing Strategies for Local Beef Markets,” presentation at the annual meeting of the American Grassfed Association, Lexington, KY, January 5, 2010.

“Building Successful Beginning Farmer Programs, A National Perspective” presentation at the Southern Agricultural Economics Association annual meeting, Orlando, FL, Feb. 7, 2010.

“Economics of Grass Finishing Cattle” – presentation at the annual meeting of the American Grassfed Association, Lexington, KY, February 6, 2009.

“Challenges on the use of Electronic Identification (EID) for tracking cattle in a segmented production system,” Presented at the second international conference, Precision Livestock Farming '07, May, 2007, Skiathos, Greece.

"Grant Opportunities in Sustainable Agriculture," presentation at the annual meeting of the Rural Sociology Society, 13 September 2006, Louisville, KY.

“Understanding the SARE Program,” ANR program leaders meeting at the National Assoc. of County Agents for Agriculture, 25 July 2006 (Cincinnati, Ohio).

Livestock Marketing Information Center Annual conference – Livestock Marketing Initiatives in Response to the Decline of the Tobacco Enterprise, June, 2005, Idaho.

“Institutional Mechanisms for Dealing with Country of Origin Labeling Controversy,” a presentation as part of the symposium: “How to Maintain the Middle of the Road When Studying Controversial Issues,” American Agricultural Economics Association Annual meeting, August 3, 2004, Denver, CO.

“An Experimental Approach to Valuing New Differentiated Products.” presented by Maynard, L.J., (co-authored by J.G. Hartell, A.L. Meyer, and J. Hao) at the 25th International Conference of Agricultural Economists, Durban, South Africa, August 16-22, 2003. Proceedings published on CD-ROM.

“Market Factors Determining the Value of Holstein Cattle,” presentation at the American Agricultural Economics Association Annual meeting, August 3, 2004, Denver, CO.

“Evaluating the Market for Holstein Cattle – report of a research project,” presentation at the annual meeting of the Livestock Marketing Information Center, June 22, 2004, Denver, CO.

“An Experimental Approach to Valuing New Differentiated Products.” presented by Maynard, L.J., (co-authored by J.G. Hartell, A.L. Meyer, and J. Hao) at the 25th International Conference of Agricultural Economists, Durban, South Africa, August 16-22, 2003.

“An Experimental Approach to Valuing New Differentiated Products” Ag. Econ Departmental seminar, presented by Leigh Maynard, Jason Hartell and Lee Meyer, October 30, 2002.

“Livestock Market Innovations/ Specialty Markets for Livestock,” invited presentation at the Southern Regional Outlook Conference, Tunica, MS, September, 23, 2002.

“A New Stew of Skills for an Effective Land Grant - A Learning Communities Model,” Gamma Sigma Delta 2002 Distinguished Speaker Address, Lexington, Ky, February 15, 2002.

“Trends in the Livestock-Based Food Industry,” Key Marketing Strategies for a Profitable Beef Operation, Understanding the Economics of Cycles and Seasonal Price Patterns,” sessions at Cow-College, Lexington, Ky., August 8-9, 2002.

“Price Risk Management for Livestock,” a half-day seminar for the Kentucky Farm Bureau Federation Young Farmers= program, Louisville, KY, May 14, 2002.

“How the Five State Beef Initiative Helps Kentucky=s Beef Industry,” presentation at the Kentucky Farm Bureau Federation annual meeting, Louisville, KY., December 3, 2001.

“Using Issues Deliberation to Build Coalitions,” Kentucky Public Policy Institute, Union, Ky., November 9, 2001.

"Where Should Kentucky Be Headed on Cow Numbers?," Southern Beef Day, Somerset, Kentucky, October 5, 2001.

ADirect Meat Marketing Opportunities," session at the training for the mobile processing facility, Kentucky State University farm, Frankfort, Ky., May 29, 2001.

ABuilding a Business Plan," workshop for meat processors and entrepreneurs, Lexington, Ky., February, 20, 2001.

ADirect Marketing Opportunities" presented at Missouri, Tennessee, Illinois, Kentucky Rural business development conference, Sikeston, MO, December 6, 2000.

AInformation Needs of the Land Grant University," presentation at USDA/ERS workshop, Washington, D.C., July 19-20, 1999.

AStocker Cattle Marketing Seminar" in cooperation with the Chicago Mercantile Exchange, November 11, 1999.

AContract versus Commodity Markets in Kentucky=s Animal Agriculture Sector," paper presented at the Kentucky Economics Association Annual Conference, October 3, 1997.

AThe Outlook and Marketing Changes for the Beef Cattle Industry" - Pennsylvania Cattlemen=s Association, Pfizer Symposium, State College, Pennsylvania, March 27, 1997.

ACooperative Hog Marketing Proving Successful in Kentucky" - 1997 North Central Extension workshop, St. Louis, Mo., May 20, 1997.

ARetained Ownership Program for Feeder Cattle" - presented at the So. Ag. Economics annual meeting, Greensboro, N.C., February 6, 1996

AThe Role of Ag. Economists in Sustainability - a Rural Development Perspective" - presented at the AAEA Extension Economists= Preconference of the Annual Meetings, July 30, 1996.

"Everything Economists Need to Know About Working Behind the Old Iron Curtain," Annual Meeting of the American Agricultural Economics Assoc., San Diego, CA., August 8, 1994, symposium participant.

"A View from the Ranks - Agent Views on Information Delivery Technologies," (selected) National Extension Technology Conference, May 10, 1993, Miami, FL.

"Privatization and Entrepreneurship in the New Europe", (invited) Food Distribution Research Society, October 18, 1993, Ft. Mitchell, KY.

"Adapting Western Extension Systems to the Russian Environment," invited presentation to the Agrarian Institute, Moscow, Russia, (funded by VOCA), October 1 2, 1993.

"The Place of Extension in Privatization in Central Europe", symposium presentation at the annual meeting of the American Association of Agricultural Economists, Baltimore, MD, August, 1992.

"Issue Programming of Extension - Effective Response or More Bureaucracy," Organized symposium at annual meeting of the Southern Association of Agricultural Economists, Nashville, Tn., February 6, 1989.

"Extension Training Needs in Futures Markets, Hedging and Options," presentation Southeast Regional Advanced County Agent Training program, October 5, 1988, (sponsored by the Chicago Mercantile Exchange).

"Introducing Cropping System Trials into a Farm Planning Model in Tambon Nongkaew, Amphur Muang, Roi Et Province," Boontham Promanee and Lee Meyer, paper presented at the Third National Farming Systems Seminar, Chiang Mai University, Thailand, April 2-4, 1986.

"AGTEXT: An Extension Agricultural Text Service in Kentucky," Tom Priddy, Lee Meyer and Randy Weckman; presented at the Triennial Entomology/Plant Pathology Southern Regional Conference, October 1984.

"An Econometric Model of the U.S. Sheep Industry," presentation at the Sheep Industry Meeting, October 1983, Chicago, Illinois.

"Kentucky Slaughter Cattle Marketing Experiment", presentation to technical committee of the Southern Regional Cooperative Project, S-167, November 15, 1982, Shreveport, Louisiana.

"Evaluation of Regional Food Security Studies", presentation at the conference, Creating Regional Food Security, sponsored by the East Central Cornucopia Alliance, October 16, 1982, Cincinnati, Ohio.

"Marketing Farm Products", presentation made at State Workshop for Teachers of Vocational Agriculture in Kentucky, July 27, 28, 1982.

"Obstacles to Carcass-Based Livestock Marketing and Implications for Extension Programs", paper presented at the annual meeting of the Southern Agricultural Economics Association, February 8, 1982, Orlando, Florida.

"Kentucky's Extension Marketing Program", presentation at the Chicago Mercantile Exchange sponsored "Thought Exchange", September 10, 1981, Chicago, Illinois.

"Stump the Specialist", panel presentation at the annual meeting of the Kentucky Pork Producers Association, January 22, 1982.

"Marketing Alternatives--Grain and Livestock", presentations made to Farmers Home Administration personnel on April 27 and 28, 1982, at Lexington and Morehead, Kentucky.

"Alternate Marketing and Pricing Alternative", presentation and panel discussion, annual meeting of Kentucky Pork Producers Association, January 23, 1981, Owensboro, KY.

"New Marketing Methods for Kentucky Cattle", presentation at annual meeting of the Kentucky Beef Cattle Association, January 29, 1981, Louisville, KY.

"Electronic Marketing--Implications for Animal Sciences", seminar presented to the Department of Animal Sciences, University of Kentucky, September, 1980.

Selected County and State Presentations and Workshops (over 80 listed)

"Understanding the USDA SARE Grants Program" workshops conducted at 8 universities between 2007 and 2009.

"Marketing and Profitability", a total of 28 – three hour sessions conducted as part of the Master Cattleman Program, which is a 10 session series, conducted on a multi-county basis.

Meyer, Lee and Kenny Burdine, "The French Beef Production System" Ag. Econ. Departmental Seminar, February 26, 2004

"Cattle Economics and Outlook Following the BSE Episode," presentation at the annual meeting of the Kentucky Cattleman's Association, Bowling Green, Ky., January 9, 2004.

"Trends in the Livestock-Based Food Industry," "Key Marketing Strategies for a Profitable Beef Operation,"

"Understanding the Economics of Cycles and Seasonal Price Patterns," sessions at Cow-College, Lexington, Ky., August 8-9, 2002.

"Price Risk Management for Livestock," a half-day seminar for the Kentucky Farm Bureau Federation Young Farmers' program, Louisville, KY, May 14, 2002.

"A New Stew of Skills for an Effective Land Grant - A Learning Communities Model," Gamma Sigma Delta 2002 Distinguished Speaker Address, Lexington, Ky, February 15, 2002.

"How the Five State Beef Initiative Helps Kentucky's Beef Industry," presentation at the Kentucky Farm Bureau

Federation annual meeting, Louisville, KY., December 3, 2001.

"Using Issues Deliberation to Build Coalitions," Kentucky Public Policy Institute, Union, Ky., November 9, 2001.

"Where Should Kentucky Be Headed on Cow Numbers?," Southern Beef Day, Somerset, Kentucky, October 5, 2001.

"Direct Meat Marketing Opportunities," session at the training for the mobile processing facility, Kentucky State University farm, Frankfort, Ky., May 29, 2001.

"Building a Business Plan," workshop for meat processors and entrepreneurs, Lexington, Ky., February, 20, 2001.

"Strategies for Direct Marketing," part of the Farm to Table training program, (Lincoln Trail) August 29 and (Mammoth Cave) August 31, 2000.

"Marketing Strategies" and "Cooperation in Beef Marketing," part of the Mammoth Cave Area Master Cattlemen Training Program, Glasgow, August, 31, 2000.

"Adapting to a New Market Environment," Southern Beef Day, Somerset, October 6, 2000.

"Ag. Enterprises that have Some Potential for Income," Ft. Harrod area, March 3, 2000.

"Direct/Local Meat Marketing" (workshop for direct meat marketing project participants), Lexington, June 6, 2000.

"Cooperative Marketing of Cattle," Bowling Green, January 18, 2000.

"Dealing with Change - Opportunities in Beef Quality and Marketing," Bath and Montgomery Counties, March 16, 2000.

"Cow College Economics," McCreary/Scott Counties, Jan. 25, 2000.

"Direct Marketing of Livestock and Meat Products", at the 1999 Kentucky Farmers Marketing Conference, Frankfort, KY March 23-24, 1999.

"Future Directions for Livestock and Industry Implications," workshop conducted for Pfizer representatives, Bowling Green, July 27, 28, 1999.

"Challenges Facing the Livestock Based Food Industry" at the Louisville Agricultural Club, October 18, 1999.

"Livestock Markets Challenges" at the Kentucky Farm Bureau annual convention, Louisville, December 6, 1999.

"Land Use Planning and Zoning: Can We Balance Individual and Community Property Rights?" Univ. of Kentucky Public Policy Institute, Georgetown, Ky., Oct. 7, 1999.

"Opening Doors to Direct "and Local Meat Marketing," Sept. 18, 1999, Lexington.

"Meat Goat Market Development," Dairy and Meat Goat Symposium, Morehead, 1999.

"Taking Control of the Stocker Cattle Market," regional education meeting, Danville, February 25 and Lexington, February 26, 1999.

"Risk Management for Small and Limited Resource Farms," Princeton & Lex., Sept. 21-22, 1999.

"Master Cattlemen - Cow College (economics)" (an IRM program) Lexington, July 7-8, 1999.

"The Economics of Grazing and Marketing More Cattle" Bath Co. field day, July 20, 1999.

"Group Marketing for Added Income," Tri-County Farm Field Day, Owenton., July 22, 1999.

"Capturing Economic Opportunity in Kentucky's Cattle Market," Greensburg, Sept. 2, 1999.

"Price/Profit Situation in the Drought Market," Cynthiana, September 9, 1999.

"Beef Cattle Marketing Strategies for Small Operations," KSU Small Farm Field Day, Sept. 1999.

"Livestock Market Outlook," Phillip Morris Leadership Program, Lexington, March 18, 1999.

"Retaining Ownership, Hedging, Producer Alliances," Frankfort, February 11, 1999.

"Trends in the Livestock-Based Food Industry," presentation to the Philip Morris Ag. Leadership Development Program, September 1997.

"Cattle Marketing Alternatives," Louisville Area field day presentation, July 29, 1997

"Evaluating New Opportunities for Livestock Markets," presented at the Kentucky Farm Bureau Young Farmers= Conference, January 28, 1995

"Livestock Prices - Short and Long Run," Mammoth Cave area beef conference, February 27, 1995

"Hog Profit Margins with Expensive Corn," presented at the Swine Feed Industry Seminar, November 17, 1995

"Surviving the Price Cycle," presentation to the Louisville Area Agribusiness Club, December 19, 1995

"Where will the Cattle Cycle Go?" Louisville Area Beef Cattle Association, January 16, 1996

"Long Run Issues for Kentucky's Cattle Industry," presentation at the KLAES project annual workshop, February 3, 1996

"Sheep Profit Potential" Sheep Profit Day, Coldstream Farm, May 16, 1996

"Opportunities for Direct Marketing of Beef to Consumers," workshop , July 22, 1996

"The Economics of Spring vs. Fall Calving Seasons," October 7 (Somerset) and October 8 (Morehead) 1996.

"Role of Market News in Extension Agriculture" Presentation (with Steve Riggins) at annual meeting of the National Market News Association, October, 1990.

"Learning Effectiveness and Evaluation of Innovative Extension Education Delivery Methods," paper presented at annual meeting of Canadian and American Ag. Econ. Associations, Vancouver, British Columbia, August, 1990.

"Computers in Your Business" Presentation at annual meeting of Kentucky County Ham Producers Association, March, 1990.

"Sheep Production Systems" Presentation at the fifth annual Sheep Production Conference, Louisville, KY., January, 1990

"Value-Based Marketing of Hogs," presentation at annual meeting of Green River Pork Producers Association, Calhoun, Ky., November 17, 1989.

"Livestock Market Situation and Price Outlook for 1990," training conducted for county agents at four sites, October 17, 19, 23, 24, 1989 (a training program conducted annually).

"Cattle Values and Marketing Strategies," presentation at Hardin County Beef Shortcourse, February 20, 1989.

"Summer Stocker Feeding Options," presentation to Hopkins County Livestock Improvement Association, March 7, 1989.

"Should You Buy a Computer Program or Develop Your Own," presentation at the Top Farmer Workshop, Lexington, August 8, 1989.

"Sheep Production Systems," presentation at the Kentucky Sheep and Wool Producers Convention, Bardstown, December 10, 1988.

"Pros and Cons of Livestock Contracting," presentation at Kentucky Farm Bureau annual meeting, Louisville, December 8, 1988.

"Factors Challenging the Hog and Pork Market" presentation at the annual meeting of the Kentucky Pork Producers Association, January 14, 1988.

"Sheep Production Systems and Marketing Strategies," presentation at Sheep Production Conference, Louisville, Ky., January 7, 1989

"Analysis of Backgrounding Profits," presentations at Cattle Roundups, (Mt. Sterling, Glasgow and Princeton) January, 28, 29 and 30, 1987.

"Demonstration of College of Agriculture computer programs" Woodford County extension staff, July 22, 1986.

"Hog Price Outlook," presentation at awards banquet of Hardin Co. Hog Producers Association, July 28, 1986.

"Beef Cattle as an Alternate Enterprise," presentation at Kentucky Beef Cattle Association meeting, November 7, 1985.

"Economics of the Beef Business," presentation at Shelby Co. beef cattle short course, January 22, 1985.

"Evaluating Farm Economics of the Cow-Calf Enterprise," presentation at Jessamine Co. Cow-Calf Enterprise Workshop, January 21, 1985.

"The bottom Line: Analyzing the Economic Impact," presentation at agent training workshop - Conducting Livestock Demonstrations, December 13, 1984, Quicksand.

"Marketing Alternatives", presentation at Kentucky Lender's Beef Workshop, sponsored by the Kentucky Farm Managers and Rural Appraisers and the Kentucky Beef Cattle Association, August 25, 1982, Elizabethtown, KY.

"The Long Run Cattle Outlook", video tape presentation and teleconference for the Mason County Beef Short Course, February 11, 1982, Maysville, Kentucky.

"Innovative Marketing", presentation to the Nicholas County Cattle Association, June 9, 1982, Carlisle, Kentucky.

"Livestock Hedging Workshop", workshops developed and conducted in conjunction with the Chicago Mercantile Exchange, February 24, 25, and 26, 1982 at Lexington, Stanford, and Princeton, Kentucky.

"Pricing Strategies Workshop", (with Dr. Steve Riggins) two-day workshop designed to teach farmers about hedging and futures markets, December 22-23, 1980, Shelbyville, Kentucky.

"Western Kentucky Farm Management Workshop", participated in workshop designed to teach advanced decision-making to farmers, January 5-8, 1981, Lake Barkley, Kentucky.

"Lamb Marketing--What's Ahead in the 80's?" presentation at the Western Kentucky Sheep Profit Workshop, March 4, 1981, Princeton, KY.

"Farm Forums", organized and conducted three introductory hedging workshops (supported and funded by the Chicago Mercantile Exchange), March 11, 12, 13, 1980, Somerset, Elkton, and Morganfield, Kentucky.

In addition, I make 20 to 30 presentations at county level meetings each year on the topics such as price outlook, marketing alternatives, and hedging.

Training Programs - National and State

“Marketing Strategies for Pasture Based Beef Production” two day training workshops for agents and producers, conducted in three locations in Kentucky, February – May, 2010.

“Community Support Agriculture – Strategies for Success” – U. of Louisville, December 10, 2009

“Direct Marketing Opportunities” presented at Missouri, Tennessee, Illinois, Kentucky Rural business development conference, Sikeston, MO, December 6, 2000.

Advanced IRM Program Agent Training, AGroup Marketing, Alliances and Retained Ownership of Cattle,” Nov. 20, 1997.

“Community-Based Marketing Strategies,” October 2, 1997.

“Pricing & Negotiating Cattle Prices - Feeder Cattle, Feedlots and Packers,” October 9, 1997

Community Issues in Agriculture - Issues Deliberation learning tract - A program for extension and other professionals from seven states, funded by the Kettering Foundation and the SARE/ACE program, October 9-11, 1996, November 5-7, 1997;

Enumerator Training for the Agric. Statistics Service - program to show how the data are used in Extension programs, October 31, 1996

Kentucky Veterinarian Medical Association - in service training, led by Dr. Patty Scharko, on-going

Backgrounding Decision Making, September, 1995, (organized the training which included animal scientists and industry representatives and conducted the economics training)

Total Quality Management for Ky. Cattle Producers - a Atrain the trainer” program conducted with other specialists and agents, October, 1995

Basic Feasibility Analysis - a program attended by ag, home economics and youth agents conducted with Dr. Pagoulatos, three locations, November 8-11, 1995

Practical Economics for Extension Workers - marketing decisions, March 14-15, 1996

Is That Farm Sustainable? - co-leader with Dr. Absher and Ron Catchen, a training program with classroom and field components, May 21-23, 1996

Group Sales of Feeder Cattle - joint training/information session conducted with leading agents April 16, 1996;

Economic Subject Matter Training Meetings - covering price forecasting, futures markets and decision making (October 16-20, 1995 and October 21-25, 1996);

IRM - Advanced Agent Training in Marketing (November 25-27, 1996);

Gaining Insights in Sustainability - a five state program utilizing real-time satellite downlinks, funded by SARE/ACE for Extension, FSA, NRCS, environmental organizations, farm bureau personnel June 20-22, 1995

Several training seminars were conducted while working in Thailand. These included computer training seminars, training on data base management systems and various methods and approaches for economic analysis. Audiences included staff from various departments in the Ministry of Agriculture and Cooperatives and well as from Khon Kaen University. March 1985 - June 1986.

PUBLICATIONS:

Refereed/Reviewed and Invited Papers (26)

Meyer, A. L., K. Burdine, J.T. Johns, J. Hunter, "Challenges on the use of Electronic Identification (EID) for tracking cattle in a segmented production system," **Precision Livestock Farming '07**, (Proceedings of the 3rd European Conference on Precision Livestock Farming), Skiathos, Greece; Wageningen Academic Publishers, June, 2007.

Saghaian, Sayed, Lee Meyer and Kenny Burdine "Beef Safety Shocks and Dynamics of Vertical Price Adjustment: The Case of BSE Discovery in the U.S. Beef Sector" (ID # 1150), presented at the International Food and Agribusiness Management Association 16th Annual Forum and Symposium Buenos Aires, Argentina - June 10-13, 2006

Maynard, L.J., J.G. Hartell, A.L. Meyer, and J. Hao. "An Experimental Approach to Valuing New Differentiated Products." *Agricultural Economics*, 31(2004): 317- 325

Maynard, Leigh J., Kenneth H. Burdine and A. Lee Meyer, "Market Potential for Locally Produced Meat Products," *Journal of Food Distribution Research*, 34 (2), July '03, pp. 26-37.

Novak, James L. (Auburn U.), Larry Sanders (Oklahoma State University) and Lee Meyer "How to Maintain the Middle of the Road When Studying Controversial Issues, Part I", *Farm Foundation Issue Report*, fall, 2004.

Dasgupta, Sid, Forrest Wynne (both of Ky. State U.), Angela Caporelli (Ky. Dept. of Ag.) and Lee Meyer, *Processing and Marketing Aquaculture Products on a Small Scale*, (a 95 page workbook, developed under a USDA/RMA grant), Ky. State University, 2004.

Maynard, L. J., J.G. Hartell, A. L. Meyer and J. Hao, "An Experimental Approach to Valuing New Differentiated Products," ***Agricultural Economics***, 28 (2004)

Burdine, Kenneth H., Lee Meyer and Leigh Maynard, "The Smithfield/ Packerland Merger and the Holstein Feeder Steer Price Differential," selected paper, Southern Agricultural Economics Association, February 4, 2003, Mobile, Alabama.

Rawls, Emmitt, Lee Meyer, and Kenny Burdine, *A Niche Marketing of Cattle/Beef*," in **Managing for Today=s Cattle Market and Beyond**, March, 2002; a task force project published by the Livestock Marketing Information Center, Denver, CO.

Hughes, Harlan, Lee Meyer, Tim Cross and Dwight Aakre, *ATaking Your Beef Cow Herd Profitably Through the Cattle Cycle*," in **Managing for Today=s Cattle Market and Beyond**, March, 2002; a task force project published by the Livestock Marketing Information Center, Denver, CO.

Tronstad, Russell, C. Wilson Gray and Lee Meyer, *AWeather Related Sales of Livestock and Tax Implications*," in **Managing for Today=s Cattle Market and Beyond**, March, 2002; a task force project published by the Livestock Marketing Information Center, Denver, CO.

Diaw, Alioune and Lee Meyer, "Eastern Kentucky Meat Goat Budget Analysis," Ag. Econ. Extension NO. 2000-11, May 2000

Floyd, Laura Beth, A. Lee Meyer, Benjy Mikel, Betty King and Kenny Burdine, "Directory of Kentucky Livestock Processing Facilities," Ag. Economics - Extension 2000-09, March 2000.

Anderson, John, Rick Costin and A. Lee Meyer, "Beef Enterprise Survey: 1996 - 1998," Ag. Economics - Extension 2000-04, February 2000.

Meyer, Lee, Beth Floyd and Benjy Mikel, "Small Scale Meat Processing in Kentucky," in the Kentucky Agribusiness Review, vol. 2, no. 1, spring, 1999.

Hughes, Harlan, Tim Cross and Lee Meyer, "Assessing the Economic Status of Your Beef Cow Herd," in **Managing for Today's Cattle Market and Beyond**, August, 1996, a task force project published at the Univ. of Utah.

Meyer, Lee and John Hewlett, "Applying Assessment Tools to your Farm/Ranch," in **Managing for Today's Cattle Market and Beyond**, August, 1996, published at the Univ. of Wyoming.

Harrison, R.W., B.W. Bobst, F. J. Benson, and L. Meyer. "Analysis of the Risk Management Properties of Grazing Contracts Versus Futures and Option Contracts." **Journal of Agricultural and Applied Economics**, 28, 2 (December, 1996):247-262).

Meyer, Lee, "Agriculture and Rural Economic Development" in **The Economist's Role in the Ag. Sustainability Paradigm** - Proceedings of the AAEA Preconference on Sustainable Agriculture, San Antonio, July 27, 1996 and abstracted in **American Journal of Agricultural Economics**, December, 1996.

Meyer, A. Lee, "Lesser, W., Marketing Livestock and Meat," (book review) **American Journal of Agricultural Economics**, May 1994.

Meyer, A. Lee, "Towards Alternative Agriculture in Kentucky", **Kentucky Journal**, September, 1990.

Meyer, A. Lee, "Swine Prices in a Changing Environment", invited paper presented at the annual meeting of the American Agricultural Economics Association annual meeting, Knoxville, Tennessee, August, 1988.

Promanee, Boontam and Lee Meyer, "Introducing Cropping System Trials to Farm Planning in Tambon Nongkaew A. Muang, Roiet Province" (Thailand), invited paper presented at National Farming Systems Conference, Chiang Mai University (Thailand), April, 1986.

Weckman, R. D., K. T. Priddy and A. L. Meyer, "The Promise of New Communications Technologies - The Experience of a Line-21 System in Kentucky Called AGTEXT," presented at SAAS Meeting, Ag. Communications Section, Orlando, Florida, 1986.

Priddy, Thomas, Lee Meyer and Randy Weckman, "AGTEXT: An Extension Agricultural Text Service in Kentucky," (abstract), Proceedings of the Triennial entomology/Plant Pathology So. Regional Conference, October 1984.

Meyer, A. Lee and Mahlon G. Lang, "Carcass-Based Marketing of Cattle and Hogs", Purdue University Experiment Station, Bulletin No. 300, (refereed series) December, 1980, 51 pp.

Abstracts (15)

Burdine, K.H., A.L. Meyer, L.J. Maynard and B. Mikel, "Market Potential for Locally Produced Meat Products, " **Journal of Agricultural and Applied Economics** 32:2 (2002:362

Bullock, K. D., et. al., "Using Integrated Resource Management Approaches to Producer Workshops," **Journal of Animal Sciences** (abstract), 1996.

Florkowski, W., N. Cochrane, L. Hoffman, M. Kisiel, A. Bankowska E. Jones, S Daberkow, L. Meyer, "Impacts of the Transition to a Market Economy: New Needs and Opportunities in Poland", **American Journal of Agricultural Economics**, Vol. 74, No. 5, December, 1992.

Dobson, William, Edward Shonsey and A. Lee Meyer, "The Role of Agribusinesses in Privatization and Development", **American Journal of Agricultural Economics**, Vol. 74, No. 5, December, 1992.

Baldwin, Dean, Gerry Campbell and Lee Meyer, "Innovative Extension Education Delivery Methods - The Issues", **American Journal of Agricultural Economics**, Vol. 72, No. 5, December, 1990.

Meyer, A. Lee and Ronald Plain, "Issue Programming of Extension - Effective Response or More Bureaucracy," **Southern Journal of Agricultural Economics**, Vol. 21, Number 1, July 1989, (abstract).

Meyer, A. Lee, and Craig Infanger, "Cooperative Buying Groups in Thailand-Results of a Social Experiment," **Southern Journal of Agricultural Economics**, Vol. 19, Number 1, July, 1987, p 143 (abstract).

Absher, Curtis, et. al. "Use of a Dynamic Computer Model for Extension Agent In-Service Training in Grazing Management," (abstract) **Journal of the American Society of Animal Sciences**, Proceedings of Southern Section Annual Meeting, 1985.

Meyer, A. Lee and Mahlon G. Lang, "Obstacles to Carcass-Based Livestock Marketing and Implications for Extension Programs", **Southern Journal of Agricultural Economics**, Vol. 14, Number 1, July, 1982, p 165 (abstract).

"Economical Lamb Production in Kentucky," in **Sheepprofit Day Proceedings**, Progress Report 318, University of Kentucky College of Agriculture, May, 1989

"Economic Comparisons of Lambing Seasons", in **Sheepprofit Day Proceedings**, Progress Report 310, University of Kentucky College of Agriculture, June, 1988

Johns, John T. and Lee Meyer, "Special Sales for Special Calves," in proceedings of the 36th Annual **Beef Cattle Short Course**, Gainesville, Florida, May, 1987

Meyer, A. Lee and Steven K. Riggins, "Computers and Market Information" in **Proceedings of Computers on the Farm Workshop**, Special Report 4-85, University of Kentucky College of Agriculture, 1985.

Meyer, A. Lee, "Teaching Technology Workshop - Computers" (pp. 150-152) in **Realizing Your Potential as an Agricultural Economist in Extension** (Proceedings of the American Agricultural Economics Association Extension Workshop) August 3-4, 1984.

"Analyzing Profit Opportunities and Avoiding Risk in the Cattle Business" in **Proceedings of the 1983 West Virginia Cattlemen's Beef Cattle Short Course**, W. Virginia University, Morgantown, KY 1984.

"Feed Demand in Cattle Backgrounding Operations", in **Economic and Market Research Committee, 1983 Fall Proceedings**, American Feed Manufacturers Association, Arlington, Virginia

Book Chapter

Ward, Clement E., John O. Early, Ray A. Field, C. Kerry Gee and A. Lee Meyer, "Marketing", **Sheepman's Production Handbook**, Sheep Industry Development Program, Inc. Denver, Colorado, 1986.

Extension Publications and Staff Papers

Meyer, A. Lee and Jennifer Hunter, "Report and Analysis of the Southern Region Survey of Extension Agents/Educators for the So. SARE Professional Development Program," February 2008.

Saghaian, Sayed, Lee Meyer and Kenny Burdine, "The Dynamic Impacts of the Bovine Spongiform Encephalopathy (BSE) Discovery on the U.S. Beef Prices," Staff Paper 462, September, 2006.

Meyer, Lee, "Key Beef Cattle Marketing Concepts," Chapter 9 in The Kentucky Beef Book, University of Kentucky Cooperative Extension Service, ID-108, September, 2005.

Meyer, A. Lee, "Southern SARE Coordinator Survey - Findings and Recommendations," URL: <http://www.griffin.uga.edu/sare/documents/Coordsurvey.doc>; (Southern SARE website) August, 2005

Burdine, Kenneth H., Leigh J. Maynard, and A. Lee Meyer, Understanding the Market for Holstein Steers. AEC Staff Paper No. 447. August, 2004.

Maynard, Leigh J., Jason G. Hartell, A. Lee Meyer and Jianqiang Hao, An Experimental Approach to Valuing New Differentiated Products. Agricultural Economics; AEC Staff Paper No. 433. 28(2004):

Burdine, Kenneth H., A. Lee Meyer and Leigh J. Maynard. Market Potential for Locally-Produced Meat Products, AEC Staff Paper No. 424. 34 (July, 2003).

Burdine, Kenneth, Leigh Maynard and A. Lee Meyer, "The Smithfield/Packerland Merger and the Holstein Feeder Steer Price Differential," Univ. of Ky. Ag. Economics Dept. Staff Paper No. 429, July, 2002 (accepted for presentation of the SAEA annual meeting, Mobile, AL., February, 2003).

Meyer, Lee, "Livestock Market Update - and What to Do About It," in Agricultural Situation and Outlook - Fall 2001, Dept. of Ag. Econ., Univ. of Kentucky, ESM-28, October, 2002.

"Livestock and Meats Price Outlook", in The Kentucky Agricultural Economic Outlook for 2002 (Ag. Econ. Dept. publication, Laura Powers and Will Snell, eds.)

Burdine, Kenny, A. Lee Meyer and Leigh Maynard, "The Smithfield/Packerland Merger and the Holstein Feeder Steer Price Differential," in Agricultural Situation and Outlook - Fall 2001, Dept. of Ag. Econ., Univ. of Kentucky, ESM-28, October, 2002.

Meyer, Lee, "Livestock Implications of the New Farm Bill," published on the Ag. Economics Department web page, August, 2002.

Johns, J.T., D. Bullock, D. Ditsch, A. L. Meyer, G. Williams and W. Kirby, "Grazing Corn versus Commodity Feeding for Backgrounding Feeder Cattle," 2002 Beef Research Report, Kentucky Agricultural Experiment Station, UK Dept. of Animal Sciences, PR-463, September, 2002.

Burdine, Kenneth H., A. Lee Meyer and Leigh Maynard, "Market Potential for Locally-Produced Meat Products," UK Dept. of Ag. Economics Staff Paper 424, January 2002.

"Livestock and Meats Outlook," Kentucky Farm Bureau News, January, 2002.

Meyer, A. Lee, "A Livestock Market Situation and Price Forecasts," in Agricultural Situation and Outlook - Fall 2001, Dept. of Ag. Econ., Univ. of Kentucky, ESM-27, October, 2001.

Burdine, Kenny, Leigh Maynard and Lee Meyer, "A Consumer Willingness to Pay for Local Meat Products," in Agricultural Situation and Outlook - Fall 2001, Dept. of Ag. Econ., Univ. of Kentucky, ESM-27, October, 2001.

Meyer, Lee, "A Cattle Electronic ID Systems B Do we really need them?," Kentucky Beef Quarterly, The Farmer=s Pride, Columbia, Ky., May 2, 2001.

"A Livestock and Meats Price Outlook", in The Kentucky Agricultural Economic Outlook for 2001 (Ag. Econ. Dept. publication, Laura Powers and Will Snell, eds.)

Burdine, Kenneth, Matthew Ernst, Lee Meyer and Timothy Woods, "A Survey of Kentucky Beef Producer Perspectives on Food Safety," Univ. of Ky. Ag. Economics Dept. Staff Paper No. 422, November, 2001.

Burdine, Kenneth, A. Lee Meyer and Leigh J. Maynard, "A Market Potential for Locally-Produced Meat Products," Univ. of Ky. Ag. Economics Dept. Staff Paper No. 424, January, 2002. (Also, presented at the SAEA annual meeting, Tampa, FL, February 3, 2002).

Meyer, A. Lee, "A Livestock Market Situation," in Agricultural Situation and Outlook - Fall 2000, Dept. of Ag. Econ., Univ. of Kentucky, ESM-26, October, 2000.

Johns, John T., John D. Anderson and Lee Meyer, "A - www.uky.edu/Agriculture/RetOwn Beef Management Options for Dealing with Drought Conditions," unnumbered Extension publication, mailed to agents and available on the Adrought" web site.

Meyer, A. Lee, "A Livestock and Meat Outlook," in The Kentucky Agricultural Economic Outlook for 2000.

VanSickle, John, Lee Meyer, J. Walter Prevatt and John Helmuth, "A The U.S. Cattle Industry and the Potential Impacts of Unfairly Traded Live Cattle Imports for U.S. Beef Producers" (presentation of research conducted for the United States Trade Commission, Washington, D.C., October, 1999).

Reed, Mike and Lee Meyer, "A Big Beef Player in International Trade," Colorado Farmer Stockman, pp. 12 -18, October, 1999.

Anderson, John and Lee Meyer, "A Retained Ownership - 1988/99 Analysis and Recommendations," publication developed for Extension Agent Training, October, 1998.

Meyer, A. Lee, "A Livestock Price and Profit Outlook," in Agricultural Situation and Outlook - Fall 1999, Dept. of Ag. Econ., Univ. of Kentucky, ESM-25, October, 1999.

Meyer, Lee, "A Livestock Prices for 1999" Kentucky Farmer, January, 1999.

Trimble, Richard, Steve Isaacs, Fred Benson and Lee Meyer, "A Livestock Budget Estimates for Kentucky - 1996," Agricultural Economics Extension No. 63, June 1995.

Meyer, A. Lee, "A Kentucky Livestock and Poultry Market Situation - 1995-96" in Agricultural Situation and Outlook -- Fall 1995 ESM - 19, Oct. 1995.

Meyer, Lee, Emitt Rawls, John McKissick, Tim Cross, "A Feeder Calf Marketing Situation and Options - Southeast" published in the **Livestock Roundup - Special Feeder Cattle Edition**, November, 1995.

Meyer, A. Lee and Loys Mather, "Concentration in the Meat Packing Industry" in Economic Issues Facing Kentucky Agriculture, Fall, 1996, Dept. of Ag. Economics, ESM-21, October, 1996.

Meyer, A. Lee, "Livestock Situation Update - 1996/97" in Agricultural Situation and Outlook -- Fall 1996, Dept. of Ag. Economics, ESM-22, October 1996.

Meyer, A. Lee, "Marketing Beef Cattle" chapter 10 in the Kentucky Beef Book, ID-108, Cooperative Extension Service, University of Kentucky, 1996.

Johns, John T., A. Lee Meyer and Patricia Scharko, "Retained Ownership" chapter 8 in the Kentucky Beef Book, ID-108, Cooperative Extension Service, University of Kentucky, 1996.

"Economic Sustainability Checkup - What is the risk of this farm being unable to sustain itself because of economic problems?" (a self-test, used as part of training programs in Kentucky and Nebraska) 1996

"Livestock Roundup" - a monthly newsletter distributed to 350 livestock leaders and extension staff in Kentucky. This is a collaborative project with the Livestock Marketing Information Center. I write the "For Kentucky Managers" section each month.

Economic and Policy Update - a bi-monthly newsletter for Extension staff, in which I write a monthly article on the livestock situation (distributed electronically as well as in hard copy).

Johns, John T. et. al. "A Ky. FACTS - Feedlot and Carcass Test Study 1993-94 Report" March 1996.

Meyer, A. Lee, "Livestock Situation - Larger Supplies are Dominating," Agricultural Situation and Outlook, Dept. of Ag. Economics, UKy, ESM - 17, (October, 1994).

Meyer, A. Lee, "New Opportunities Presented for Local Sustainable Systems," Seed for Community, UKy Cooperative Extension Service, Rural and Economic Development Programs, Vol. 12, No. 3 (September, 1994).

Meyer, A. Lee and Harry H. Hall, "Economic Analysis of the Impact of Paratuberculosis on the Kentucky Cattle Industry," UKy Ag. Economics Staff Paper 343, August, 1994.

Infanger, Craig L. and A. Lee Meyer, "Giving Technology a Place to Go: Assisting Russia with Extension Services," UKy Ag. Economics Dept. Staff Paper 335, March, 1994.

Meyer, A. Lee, "Livestock Market Situation," Agribusiness News for Kentucky, UKy Ag. Econ. Dept., No. 83, Dec-Jan. 1993-94.

Meyer, A. Lee, "Livestock Price Situation - Focus on Kentucky," Agricultural Situation and Outlook, Dept. of Ag. Economics, UKy, ESM - 15, (October, 1993).

Meyer, A. Lee, "Making the Kentucky Feeder Cattle System More Efficient - What Should be Changed," and "Opportunities for Cooperative Marketing of Hogs," Economic Issues Facing Kentucky Agriculture, UKy Ag. Economics Dept., ESM-16, October, 1993.

Trimble, Richard L., Steve Isaacs, Fred J. Benson and A. Lee Meyer, "Livestock Budget Estimates for Kentucky - 1993," Ag. Econ. - Extension No. 63, January, 1993.

Meyer, A. Lee, "Livestock Markets - with a Kentucky Focus," Agribusiness News for Kentucky, UKy Ag. Econ. Dept., No. 82, Dec-Jan. 1992-93.

Tvedt, Douglas and A. Lee Meyer, A. Lee, "International Markets for Beef, Pork and Poultry", in ECONOMIC ISSUES FACING KENTUCKY AGRICULTURE: Fall, 1992, Dept. of Ag. Economics, University of Kentucky, ESM-14, October, 1992.

Meyer, A. Lee, "Livestock Markets - All Prices Down, but Cattle Still Profitable", in AGRICULTURAL SITUATION AND OUTLOOK--Fall, 1992, Dept. of Ag. Economics, University of Kentucky, ESM-13, October, 1992.

Meyer, A. Lee, "Agribusiness in Poland: Opportunities for Entrepreneurs", Agribusiness News for Kentucky, No. 81, October-November 1992, University of Kentucky Cooperative Extension Service.

Meyer, A. Lee, "Structural Change in the Pork Packing Industry - Policy Considerations for the Kentucky Swine Industry", in ECONOMIC ISSUES FACING KENTUCKY AGRICULTURE: Fall, 1990, Dept. of Ag. Economics, University of Kentucky, ESM-10, October, 1990.

Chappell, G.L.M. and A. L. Meyer, "Production Oriented Lamb Marketing", ID-102, University of Kentucky College of Agriculture, Cooperative Extension Service, 1990.

Meyer, A. Lee, "Economic Outlook for Livestock and Meat", in **Kentucky Agribusiness News**, Number 59, University of Kentucky, Cooperative Extension Service, January, 1989, (also published in US and KY AG OUTLOOK, Dept. of Agricultural Economics, January, 1990).

Shurley, Donald, Forrest Stegeline, William Snell and A. Lee Meyer, "Understanding LISA," in ECONOMIC ISSUES FACING KENTUCKY AGRICULTURE, Fall-1989, Dept. of Agricultural Economics, ESM-7, October, 1989.

Meyer, A. Lee, "Livestock and Meat Outlook", in AGRICULTURAL SITUATION AND OUTLOOK--Fall, 1989, Dept. of Ag. Economics, University of Kentucky, ESM-7, October, 1989.

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Debertin, David and A. Lee Meyer, "Changing Meat Consumption Patterns and the Kentucky Livestock Industry," **Kentucky Agribusiness News**, Number 62, University of Kentucky, Cooperative Extension Service, June-July, 1989.

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Meyer, Lee and John T. Johns, "Cattle Grazing Programs-1988," in **Beef Cattle Facts**, Dept. of Animal Sciences, Univ. of Kentucky, No. 1, 1988.

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John T. Johns and Lee Meyer, "Marketing Feeder Cattle", in Beef Cattle Facts, Dept. of Animal Sciences, Univ. of Kentucky, No. 3, 1987

Meyer, A. Lee and Joe T. Davis, "Feeder Cattle Futures and Options: Changes and Uses for the Kentucky Cattle Industry", in ECONOMIC ISSUES FOR KENTUCKY AGRICULTURE, FALL 1987; Dept. of Ag. Econ., no. ESM-3, October 1987.

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Meyer, A. Lee, "Situation and Price Forecasts for Livestock," in AGRICULTURAL SITUATION AND OUTLOOK: FALL 1986; Dept. of Ag. Econ., no. ESM-1, October, 1986.

Jones, Larry, Wilson Hourigan, Steven Riggins, Lee Meyer and Robert Beck, "Agricultural Outlook--1985," **Kentucky Agribusiness News**, Number 36, January 1985.

Meyer, A. Lee and Donald Shurley, "Records and Economic Analysis," chapter V. in LIVESTOCK DEMONSTRATIONS HANDBOOK, (prepared as part of a training program for extension agriculture agents), December, 1984.

Meyer, A. Lee, "Outlook Summary - Fall 1984: Livestock" Department of Ag. Econ., October 1984.

Johns, John and Lee Meyer, "Backgrounding Beef Cattle," Cooperative Extension Service, No. ID--62.

Meyer, A. Lee "Kentucky Graded and Grouped Feeder Cattle Sales - Summary Fall 1984," Ag. Econ. Dept., December 1984.

Johns, John, Ken Evans and Lee Meyer, "Producing Slaughter Beef with Grain on Pasture," Dept. of Animal Sciences, ASC-56 (1983).

Jones, Larry D., et. al. "Agricultural Outlook - 1983" KENTUCKY AGRIBUSINESS NEWS, No. 24, January 1983.

Pendlum, David W., Joe T. Davis, and A. Lee Meyer, "Procurement, Shipment and Movement of Kentucky Feeder Cattle" Agricultural Economics Extension No. 51, December 1983.

Meyer, A. Lee, "Kentucky Graded and Grouped Feeder Cattle Sales-- Summary, Spring 1982", Department of Agricultural Economics, May, 1982.

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Absher, Curtis W. and A. Lee Meyer, "Beef Cattle Facts", No. 3, 1982, University of Kentucky Cooperative Extension Service, (Department of Animal Sciences).

Meyer, A. Lee and Mahlon G. Lang, "Carcass-Based Marketing of Cattle and Hogs--Why More Producers Don't Use It", EC-539, Cooperative Extension Service, Purdue University, W. Lafayette, Indiana, September 1981.

Meyer, A. Lee, "Livestock Outlook", Ag Market Outlook, (a monthly newsletter distributed to approximately 600 farmers and County Extension Agents), Department of Agricultural Economics, University of Kentucky.

Meyer, A. Lee and John T. Johns, "Backgrounding - Marketing and Management Guidelines," KENTUCKY AGRIBUSINESS NEWS, no. 18, Department of Agricultural Economics, November 1981.

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Meyer, A. Lee, "Kentucky Graded and Grouped Feeder Cattle Sales-- Summary, Fall 1981", Department of Agricultural Economics, December, 1981.

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Miscellaneous Publications (10)

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Meyer, A. Lee "End of Tour Report", final report for 16 month technical assistance tour to the Northeast Rainfed Agricultural Development Project, June, 1986, Khon Kaen, Thailand.

Ragland, John, et. al Quarterly Report, Northeast Rainfed Agricultural Development Project, Reports #9 through #16, July 1984-June 1986, Khon Kaen, Thailand.

Ragland, John, et. al. NERAD Quarterly Report, #10 and #11, October 1984 to March 1985, University of Kentucky Technical Assistance Team, USAID Contract No. ASB-0308-C-00-2052-00, April, 1985.

Ragland, John, et. al. NERAD Quarterly Report, #12, April to June 1985, University of Kentucky Technical Assistance Team, USAID Contract No. ASB-0308-C-00-2052-00, July, 1985.

Ragland, John, et. al. NERAD Quarterly Report, #13 and #14, July to December 1985, University of Kentucky Technical Assistance Team, USAID Contract No. ASB-0308-C-00- 2052-00, January 1985.

Ragland, John, et. al. NERAD Quarterly Report, #15 and #16, January to June, 1986, University of Kentucky Technical Assistance Team, USAID Contract No. ASB-0308-C-00- 2052-00, April, 1985.

Meyer, A. Lee "Evaluation of Marketing Issues Facing the NERAD Project", final consultancy report to the USAID-funded NERAD Project in Thailand, April, 1984.

Selected Popular Press Articles

Meyer, Lee, "Livestock Implications of the New Farm Bill," published on the Ag. Economics Department web page, August, 2002.

"Livestock and Meats Outlook," Kentucky Farm Bureau News, January, 2002.

Meyer, Lee, "Cattle Electronic ID Systems – Do we really need them?," Kentucky Beef Quarterly, The Farmer's Pride, Columbia, Ky., May 2, 2001.

Reed, Mike and Lee Meyer, AA Big Beef Player in International Trade," Colorado Farmer Stockman, pp. 12 -18, October, 1999.

Meyer, Lee, ALivestock Prices for 1999" Kentucky Farmer, January, 1999.

AYes, We Can Manage Cattle Prices for FACTS Program Cattle," Cow Country News, September, 1997

AKentucky Beef and Forage Forum," monthly Q &A format article in Prairie Farmer, with other specialists, 1996 - present.

AIntegrated Swine Production," leadershipNEWS, vol 3, no. 4, Kentucky Farm Bureau Federation, August, 1997.

ABSE, By-Product Rendering and Small Scale Meat Processing," Farm Bureau News, May, 1997

Meyer, Lee and Curtis Absher, "Sustainable Agriculture - Issues and Discussion," Kentucky Farm Bureau Federation Policy Discussion series, July, 1994.

Meyer, Lee, "Cooperative Marketing of Hogs in Kentucky," Kentucky Pork Producers News, May/June 1993.

"Hog Industry of Future to Follow Lead of Poultry Industry", **Feedstuffs**, Vol. 63, No. 12, March 25, 1991.

"Backgrounding Beef Cattle More Profitable than Finishing," THE STOCKMAN GRASS FARMER, November, 1990.

"Hog Market to Remain Competitive Despite Loss of Slaughter Facilities," KENTUCY FARMER, September, 1990.

"Fewer Slaughter Firms Limit Market Opportunities for Livestock Growers," KENTUCY FARM BUREAU NEWS, August, 1990.

"Cattlemen are Tiptoeing Into This Herd Expansion," PROGRESSIVE FARMER, May, 1990.

"Saving Money on Meat," PRARIE FARMER, March 20, 1990.

"Options are Form of Insurance," THE FARMER'S PRIDE, January 8, 1990.

"Outlook '90 - Livestock and Meat," KENTUCKY FARMER, January, 1990.

"Understanding the LISA Controversy," KENTUCKY FARMER, October, 1989.

"Marketing-A Nuts and Bolts Approach," KENTUCKY PORK PRODUCERS NEWS, July/August 1989

"Cattle Cycles and the Long Run Outlook," COW COUNTRY NEWS, July, 1989

"Livestock Profit Update," MIDAMERICA FARMER GROWER, July 13, 1989

"Beef Trade: A World of Opportunity," COW COUNTRY NEWS, June 1989

" '89 Farm Outlook - Livestock," KENTUCKY FARMER, January 1989

"Hints to Increase Feeder Calf Profits," KENTUCKY FARMER, November 1988

"The Year Ahead-Livestock Outlook," KENTUCKY FARMER, January 1988

"Will Overwintering Culls Pay?" BEEF TODAY, October 1987

"The Cattle Cycle and Expansion Plans," COW COUNTRY NEWS, July 1987

"Market!!," COW COUNTRY NEWS, April 1987

"Outlook 1985 - The Year Ahead in Kentucky Agriculture: Livestock", KENTUCKY FARMER, January, 1985.

"MARKET", Kentucky Beef Cattle Association COW COUNTRY NEWS, October 1986.

"Impact of the New Tax Code on the Southeast Cattle Market," news release and AGTEXT item, October 1986.

"Pork Remains a Bargain Despite Drop in Supply," news release, December 1984.

"Turkeys Cost More, Supplies Adequate," news release, November 1984.

"Pork Prices Dip, Will Remain Level Into '87," REGIONAL FARMER, October 1, 1986, p.22.

"The Outlook for Sheep", COOPERATIVE FARMER, April 1982, Vol. 38, No. 3, Richmond, VA., p. 17.

"Hedging Reduces Market Risk for Livestock Producers", THE KENTUCKY FARMER, Vol. 118, No. 4, April 1982, Bowling Green, KY, p. 42.

"Results of the Fall Feeder Calf Sales", THE KENTUCKY BEEF PRODUCER, Vol. 2, No. 1, January-February, 1982, Bowling Green, KY, p. 12.

"The 1982 Kentucky Cattle Situation", THE KENTUCKY BEEF PRODUCER, Vol. 2, No. 1, January-February, 1982, Bowling Green, KY p.6.

"Beef Situation Reports", Beef Business Bulletin, Vol. 5, No. 21, National Cattlemen's Association, Jan. 29, 1982.

"Price Outlook for Beef Cattle, Hogs and Pigs, and Sheep and Lambs", KENTUCKY FARMER, Vol. 118, No. 1, January, 1982, Bowling Green, KY pp.32-34.

"Board Sale Meets Buyer/Seller Needs", THE AUCTIONEER, National Auctioneers Association, December, 1981, pp. 38-41.

"Hog Market Update", KENTUCKY PORK PRODUCERS NEWS, Vol. 4, Nos. 1-6, January, March, May, July, September, 1982.

"Feeders-Time to Buy or Sell?" THE KENTUCKY CATTLEMAN, April, 1981, Bowling Green.

"Cattle Cycle", THE KENTUCKY CATTLEMAN, April, 1981, Bowling Green, KY.

"Agricultural Marketing--the Market System Works, "KENTUCKY FARMER, February, 1981.

"Bright Outlook for Hog Prices Turns Dimmer", KENTUCKY PORK PRODUCERS NEWS, February, 1981.

"Should Producers Background Cattle?" SOUTHEAST FARM PRESS, November, 1980.

"Cattle Cycles--Can You Plan for Them?" THE KENTUCKY CATTLEMAN, April, 1980, Bowling Green, KY.

"The Hog Market", SUCCESSFUL FARMING, Vol. 78, No. 2, February, 1980, Des Moines, Iowa.

"The Feeder Cattle Price Outlook and its Implications for the Cow-Calf and Stocker Operator", SOUTHEAST FARM PRESS, December, 1980.

"Hog Selling Weight an Important Decision", KENTUCKY PORK PRODUCERS NEWS, September, 1980.

"1979 Feeder Results", THE KENTUCKY CATTLEMAN, January 1980.

"Background Calves for Sell This Fall?" FARM JOURNAL--BEEF EXTRA EDITION, November, 1980.

In addition, approximately 20 to 25 articles per year are distributed through the news services of the Ag. Communications Department. These are utilized by an unspecified number of agricultural publications.

Other Means of Communication:

Video Conferences/training programs:

A Livestock Situation and Outlook," at the Economic Subject Matter training for Extension agents, October, 2000.
Food Safety Workshop, Lexington, KY, A You Can Sell Your Product and Not Make Anyone Sick," May 25, 2000,

A Cattle Backgrounding and Retaining Ownership" agent training, Sept. 7, 1999 (Princeton) and Sept. 9, 1999 (Lexington).

Livestock Situation and Outlook at the Economic Subject Matter training for Extension agents, October, 1999.

A Management and the Economics of Fall and Spring-Calving Beef Cow Herds," Animal Scientists, Agronomists and Ag. Economists, part of a nation-wide program, March, 1997 (also released on video tape).

Gaining Insights in Sustainability - a five state program utilizing real-time satellite downlinks, funded by SARE/ACE for Extension, FSA, NRCS, environmental organizations, farm bureau personnel June 20-22, 1995

"Economics of Backgrounding Cattle," invited, live national satellite broadcast as part of the Cattlemen's Satellite Shortcourse, (downlinked at 178 locations), October 25, 1994.

Electronic Communication:

Web-Based Information:

www.uky.edu/ag/KyMeat - a web site of resources in support of direct and local meat marketing. The site includes publications, computer templates and budgets and links to other resources.

www.uky.edu/ag/fsbi-ky - a web site of resources describing and helping those who are participating in or interested in the Five State Beef Initiative.

Marketing information - developed an e-mail based system for the Extension swine group

Dealing with the Drought - developed a web site - www.uky.edu/Agriculture/drought
with others in the College to assist agents and farmers in dealing with the 1999

drought.
Retained Ownership Web Site - www.uky.edu/Agriculture/RetOwn
(developed and supported with John Anderson)
AUsing the Internet for Agricultural Information," hands-on workshops conducted as part of the Southern Beef Day, Center for Rural Development, Somerset, October 1, 1999.

Computer Programs:

"Kentucky Enterprise Budgets" - A set of 88 spreadsheet templates covering costs and returns of production of various commodities under Kentucky conditions.

"MARKETPLACE" - Assists producers in comparing net returns among market outlets for feeder cattle, slaughter cattle, slaughter hogs and feeder pigs and teaches the concept of adjusting nominal prices based on shrink and other marketing costs.

"Cattle Backgrounding" - A spreadsheet template to assist producers in evaluating the economics and risk of alternative winter backgrounding (stocker) programs, accounting for price and production differences among cattle weights and sex.

"Seasonal Lamb Production" - A spreadsheet model, currently being used to provide recommendations, which evaluates lamb production costs and returns, accounting for seasonality of breeding efficiency, forage production/feed costs and market prices.

"Cattle Grazing Systems" - A spreadsheet model used to evaluate costs and returns of summer grazing programs and indicate month-by-month changes in breakeven costs and net returns (developed for and used as the basis of agent training programs in conjunction with animal scientist extension specialists).

Information on timely topics is disseminated through various electronic outlets. These include the USDA COIN (Computerized Outlook Information Network) system, AGTEXT and HOTNEWS (U.K. electronic information systems).

RADIO--regular radio interviews are conducted with the College Public Information service and distributed throughout the state. In addition, interviews have been conducted with various independent radio stations and organizations such as the Kentucky Bureau Federation and the Kentucky Radio Network.

TELEVISION--information on farm level and consumer level price outlook is released periodically through the Public Information Department. In addition, television tapes are made eight to ten times a year for WSAZ-TV, Huntington, W. Virginia, and occasionally for Lexington television stations, "Farming with Jack Crowner", and "Tobacco Talk, Etc".

HOTLINE--a system was designed and implemented with the Public Information Department to release market information through a recording available by telephone. I coordinate the "hotline" service and place livestock information on the hotline every two to three weeks.

AG MARKET OUTLOOK--edited and coordinated both a monthly newsletter, co-written with Dr. Riggins, mailed to approximately 600 farmers, agri-business and extension personnel, and a semi-annual summary written by several members of the agricultural economics department.

Professional Consulting

AAAnalysis of Canadian Trade on U.S. Cattle Prices” analysis and testimony prepared for R-Calf in its trade dispute, presented to the U.S. International Trade Commission, June - October, 1999.

AEconomic Impact of Dawson Baker Beef Processing Facility” analysis conducted with Larry Jones for KDA and KARDA, November, 1999.

Kettering Foundation - trainer for annual Public Policy Workshop, 1997-98.

ACattle Marketing Update” - presentation/workshop for national meeting of Pro-Lix Feed Supplement dealers, Nashville, TN., July, 1997

INTEGRATING AGRICULTURE AND EMPLOYMENT IN RURAL NORTH AND NORTHEAST THAILAND- Consultant with Tennessee State Univ./USAID Project to develop methodology for studying relationships between agro-industries and farming systems, 1991.

NERAD PROJECT-Thailand Marketing consultant for three months, doing feasibility studies working with cooperatives and developing marketing alternatives, 1984.

Marketing Improvement Seminars for livestock producers, such as those sponsored by Cargill-Nutrina feeds, and the W. Virginia Cattlemens Association, 1983.

Market Feasibility Study of Water Hyacinth as a Cattle Feed for AMASEK, a Florida waste water-treatment research and development corporation, 1980.

PRO-FARMERS COMPUTER WORKSHOP, helped conduct two-day workshops teaching farmers about farm planning and use of computer models for their farms, Urbana, Illinois, July, 1977 and 1978.

Other Projects/Activities

Building Partnerships between Landgrants and Private Organizations, a leadership training program, sponsored by the Kellogg Foundation, covering stakeholder collaboration, conflict management, etc., Glynwood, N.Y., Oct. 30 - Nov. 2, 2000.

Cattle Crisis Task Force - led the Integrated Management group, which produced seven fact sheets as part of the overall project which produced 36 fact sheets as resouce materials for extension workers, AManaging for Today=s Cattle Market and Beyond.” These materials have been provided in camera-ready form to all states and are available on the WWW in .pdf format. (This project was conducted with USDA and Farm Foundation funds, led by Dee Von Bailey and Chris Bastian.

Kettering Foundation/Community Issues in Agriculture - This project has developed and adapted methods to assist extension and other community leaders to deal with difficult issues. A three day workshop was conducted in October, and similar conferences will be held in the next two years. The most important outcomes are the skills participants develop and use in their communities. But as an example of the usefulness, I have developed a program to help cattle producers make long run decisions about their industry. A group of farmers in Bath Co., following this deliberation, have organized a group marketing effort.

Livestock Data Base - an archive data base of the livestock price news collected by the Ky. and Federal market news reporters has been developed. This has been made available to agents and parts are available on the Ag. Econ. Department WWW site in numerical and graphical formats.

HomeGrown Beef - I have been working with this emerging firm as a potential market for Kentucky-produced finished cattle. We have worked on marketing and financing strategies, access to cattle, pricing of retail cuts and processing.

Support of the Kentucky Cattlemen's Association - I have provided a broad range of support to the KCA including working with the Kentucky Quality Assurance Partnership; providing articles to the "ACow Country News"; assisted in designing the "ACow Country News" marketing page and provide monthly graphs through the Livestock Marketing Information Center; and, providing marketing advice for the FACTS program cattle - including forward pricing.

Strategic Alliances for Carroll Co. Feeder Cattle - successful \$10,000 SARE/ACE Grant
(team member, initial collaborator)