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A U.S.-E.U. Multilateral Exchange and Training Program Toward B.S. and M.S.
Degrees in Agribusiness and Agricultural Economics

Subcontract Final Report
Submitted to
Arizona State University

By
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May 7, 2003

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Economic Research Institute Study Paper

ERI #2003-04

**A U.S.-E.U. MULTILATERAL EXCHANGE AND TRAINING
PROGRAM TOWARD B.S. AND M.S. DEGREES IN
AGRIBUSINESS AND AGRICULTURAL ECONOMICS**

by

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**A U.S.-E.U. MULTILATERAL EXCHANGE AND TRAINING
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AGRIBUSINESS AND AGRICULTURAL ECONOMICS**

ABSTRACT

**U.S.-E.U. MULTILATERAL EXCHANGE AND TRAINING
PROGRAM TOWARD B.S. AND M.S. DEGREES IN
AGRIBUSINESS AND AGRICULTURAL ECONOMICS***

Introduction

The work performed by Utah State University under this subcontract resulted in student exchanges between the U. S. and the E. U. and in scholarly research being completed. It has also resulted in an ongoing exchange program for graduate students between Utah State University and the Royal Agricultural College in Cirencester, England. Dr. Eric Thor at Arizona State University provided leadership to this effort in developing the initial proposal, supervising the activities of the project, and in setting up exchange agreements between the American universities and the European universities involved in the project. Dr. DeeVon Bailey acted as the liaison for the project in the Department of Economics at Utah State University. Dr. Jonathan Turner, Dean of Business at the Royal Agricultural College acted as the lead European representative for the project.

The initial phases of the project included meetings between representatives from the European and American universities participating in the project. These meetings resulted in the development of a coordinated curriculum leading to an MBA in International Food and Agribusiness Management to be awarded by the Royal Agricultural College. The curriculum is a "lock-step" program requiring both American and European students pursuing the degree to begin the program with classes fall semester in the U.S. at either Arizona State University or Utah State University and then at the Royal Agricultural College during spring semester.

*Subcontract Final Report submitted to Arizona State University by DeeVon Bailey, Ph.D., Department of Economics, Utah State University, 3530 Old Main Hill, Logan, UT 84322-3530.

Students are then required to complete a team project for a real world agribusiness firm (usually in Europe) that takes 4-6 weeks to complete. Finally, students are required to complete a thesis project on an agribusiness issue. The universities collaborating on the project and the requirements and curriculum for the degree may be viewed at

http://royagcol.ac.uk/postgrad_courses/course_sheets/MbaInternational.htm.

The project must be considered a success in several respects. First, it has resulted in a program that has survived and continued to grow after initial funding was completed. Second, students completing the program have been employed in well-paid jobs in agribusiness firms. Third, the project has resulted in scholarly research that has been published in refereed journals. Finally, the research conducted by students in the project has also led to additional avenues of research that is extending the boundaries of knowledge, especially in the area of food quality and traceability.

Academic Success

Students that have participated, or will be participating, in the project at USU together with the semester they began the program are the following:

Fall 1999

David Cornuault	France
Sterling Liddell	USA
Joerg Wilfert	Germany

Fall 2000

William Houstoun	UK
Peter Koegler	Austria
Luigi Mercuriali	Italy/Peru
Giso Eben von Racknitz	Germany

Fall 2001

Bryan Christensen	USA
Raquel Asensio	Spain

Fall 2002

Casey Beck	USA
Augustin Michel	France
Michael North	USA
Nicolas Philippe	France
Keith Phillips	UK/Zimbabwe
Chad Pocock	USA
Dustin Rigby	USA

Accepted for Fall 2003 as of May 7, 2003 (others are applying but have not yet been accepted)

Tyler Olsen	USA
Nicolas Buttars	USA
Nadine Prigent	France
Arpan Nahar	India
Robert Jensen	Canada
Lucas Mumford	USA
Jeremy Slade	USA

The program has become a viable and ongoing program at USU. We have a growing number of American students wishing to get into the program. This has allowed us to become very selective regarding student credentials and the incoming class of 2003 will have the best academic records yet of those students that have been involved in the program. This does not mean that past students from USU have not been well qualified. Both Sterling Liddell and Bryan J. Christensen were selected by the RAC as the top students in their respective classes.

Success of USU Students Completing the Degree

Two American students from USU have fully completed the program and have received their degrees from the RAC. These students are Sterling Liddell and Bryan J. Christensen. Sterling Liddell is working as an analyst at Pioneer Hybrid, the world's largest corn seed company, in Des Moines, Iowa. Mr. Liddell's starting salary was \$70,000. Bryan Christensen is

also working as an analyst for Murray Investment Company in Zaneville, Ohio. His starting salary was \$72,000. Four other USU students are in the process of completing their degrees at this time.

Scholarly Research Completed at USU Under the Program

Research completed at USU related to the project includes theses, manuscripts, presentations, and journal articles. The citations for the research are the following:

Christensen, Bryan J. Consumer Preferences for Public and Private Sector Certifications of Beef Products in the United States and the United Kingdom. M.S. thesis, Utah State University, Logan, Utah. 2002.

Liddell, Sterling. Opportunities and Threats Posed to the U. S. Pork Industry by Traceability. M.S. thesis, Utah State University, Logan, Utah. 2001.

Bailey, DeeVon, Eluned C. Jones, and David L. Dickinson. Knowledge Management and Comparative International Strategies on Vertical Information Flow in the Global Food System. *American Journal of Agricultural Economics* 84(December 2002):1337-1344.

Dickinson, David L., and DeeVon Bailey. Meat Traceability: Are U.S. Consumers Willing to Pay for It? *Journal of Agricultural and Food Economics* 27(December 2002):348-364.

Liddell, Sterling, and DeeVon Bailey. Market Opportunities and Threats to the U.S. Pork Industry Posed by Traceability Systems. *International Food and Agribusiness Management Review* 4(2001):287-302.

Bailey, DeeVon. "Tracing Beef to the Ranch of Origin." Proceedings 22nd Annual Utah Beef Cattle Field Day, Provo, Utah, January 29, 2002.

Bailey, DeeVon, and Lynn Hunnicutt. "How Utah's Beef Producers Choose Among Alternative Marketing Methods." Proceedings 22nd Annual Utah Beef Cattle Field Day, Provo, Utah, January 29, 2002.

Dickinson, David L., and DeeVon Bailey. "A Comparison Between U.S. and European Consumer Attitudes and Willingness to Pay for Traceability, Transparency, and Assurance for Pork Products." In *Paradoxes in Food Chains and Networks*, J.H. Trienekens and S.W.F. Omta (eds.), Proceedings of Fifth International Conference on Chain and Network Management in Agribusiness and the Food Industry, Wageningen Academic Publishers, The Netherlands, June 6-8, 2002.

- Thor, Eric P., Jonathan Turner, DeeVon Bailey, Olga Panteleeva, and Tim Morazzi. "Using Food Management and Agribusiness Education to Understand the Barriers to Trade Between the Major Trading Blocks: The International Food and Agribusiness Master's Experience." Poster Paper Abstract in *Tomorrow's Agriculture: Incentives, Institutions, Infrastructure, and Innovations*. Proceedings of the Twenty-Fourth International Conference of Agricultural Economists, G.H. Peters and Prabhu Pingali (eds.), Ashgate Publishing Limited, Burlington, VT, 2001.
- Liddell, Sterling, and DeeVon Bailey. "Should the U.S. Red-Meat System Implement Traceability?" Proceedings of the Leadership for Attacking Global Food and Agribusiness Barriers Conference 2001. Published by Farm Foundation, Fairfax, VA, March 12-14, 2001.
- Bailey, DeeVon. Marketing, Trade, and Competitiveness Issues Facing U.S. Agriculture. *USDA Stakeholder Symposium Proceedings* Vol. 1, pp. 51-53. National Agricultural Research, Extension, Education, and Economics Advisory Board, U.S. Department of Agriculture, Washington, D.C., September 2000.
- Bailey, DeeVon, Eluned C. Jones, and David L. Dickinson. Knowledge Management and Comparative International Strategies on Vertical Information Flow in the Global Food System." Principal paper presented at the annual meetings of the American Agricultural Economics Association, Long Beach, CA, July 29, 2002.
- Dickinson, David L., and DeeVon Bailey. Meat Traceability: Are U.S. Consumers Willing to Pay for It? Selected paper presented at the annual meetings of the American Agricultural Economics Association, Long Beach, CA, July 29, 2002.
- Dickinson, David L., and DeeVon Bailey. A Comparison Between U.S. and European Consumer Attitudes and Willingness to Pay for Traceability, Transparency, and Assurance for Pork Products." Paper presented at 5th International Conference on Noordwijk, the Netherlands, June 7, 2002.
- Liddell, Sterling, and DeeVon Bailey. Market Opportunities and Threats to the U.S. Pork Industry Posed by Traceability. 2001 World Food and Agribusiness Symposium of the International Food and Agribusiness Management Association, Sydney, Australia, June 27, 2001.
- Thor, Eric P., Jonathan Turner, DeeVon Bailey, Olga Panteleeva, and Timothy Moruzzi. Using Food Management and Agribusinesses Education to Understand the Barriers to Trade Between the Major Trading Blocks: International Food and Agribusiness Master's Experience. Poster session, XXIV Conference of the International Association of Agricultural Economists, Berlin, Germany, August 14, 2000.
- Thor, Eric P., Jonathan Turner, DeeVon Bailey, and Timothy Moruzzi. Agribusiness and Food Management Students Using Trade Education Tools for the New Millennium: Linking EU-US University Experiences through the Phoenix Groups: Attacking Global Barriers Initiative. Selected paper. International Agribusiness and Food Management World Congress X, Chicago, IL, June 2000.

- Bailey, DeeVon, and Dermot Hayes. The Evolution of Identity Preservation in Red Meat Markets. In *Managing for Today's Cattle Market and Beyond*, Department of Agricultural Economics, University of Wyoming, Laramie, WY. Also available electronically at ag.arizona.edu/arec/wemc/TodaysCattlePub.html , March 2002.
- Bailey, DeeVon, David L. Dickinson, Sterling Liddell, and Von T. Mendenhall. Market Opportunities and Costs Associated with Red-Meat Traceability Systems. Contract completion report to the Utah Department of Agriculture and Food, Department of Economics, Utah State University, Logan, UT, May 15, 2002.
- Liddell, Sterling, and DeeVon Bailey. Traceability in Red Meat: Market Opportunity or Threat? ERI Study Paper #2001-07, Department of Economics, Utah State University, Logan, Utah, April 2001.
- Liddell, Sterling, and DeeVon Bailey. Market Opportunities and Threats to the U.S. Pork Industry Posed by Traceability Systems. ERI Study Paper #2001-06, Department of Economics, Utah State University, Logan, Utah, April 2001.
- Dickinson, David L., and DeeVon Bailey. "Willingness to Pay for Traceability, Transparency, and Assurance for Pork Products in the United States and the United Kingdom." Presentation at the University of Saskatchewan, Saskatoon, Saskatchewan, March 14, 2002.
- Bailey, DeeVon. "Identification and Traceability—How Does the U.S. Pork Industry Compare?" National Pork Industry Forum, Denver, CO, February 28, 2002.
- Bailey, DeeVon. "Economic Issues Relating to Assurance and Traceability in the U.S. Food System." AAEA, FAMP Conference. Washington, D.C., January 10, 2002.
- Bailey, DeeVon. "Traceability, Transparency, and Assurance (TTA) in Red-Meat Markets. Presentation to USDA, CSREES National Agricultural, Research, Education, Extension and Economic Advisory Board. Washington, D.C., October 31, 2001.

Additional Avenues Opened by the Program

Research activities completed by students in the program have resulted in new opportunities for both students and faculty researchers. The primary examples of this are research related to food traceability and quality assurance. To date, over \$400,000 in research monies have been obtained by faculty in the Department of Economics at USU to conduct research and extension activities in these areas. The Center for Food Quality, Certification, Transparency, and Traceability has also been established in the Department of Economics. It is

unlikely these activities would have occurred without the involvement of the Department in this program.

Conclusions

By almost any measure, the project at USU should be considered a success. It has resulted in increased educational and professional opportunities for students and faculty and has also developed new and important research and extension activities in the area of food traceability and quality assurance. The program continues to grow, especially at USU, and students completing the program have become employed in good jobs in important agribusiness firms. We hope to be able to continue to expand the program and also to offer expanding opportunities to students. One potential area for expansion might be in the area of food safety and bio-security. We appreciate the opportunity to work with Arizona State University on this project and hope that we can develop new projects that will continue to expand our efforts.