

## **Extension/UAES – Production, Marketing, Trade and International Economics**

### **Economics of Agricultural Production and Farm Management**

This work focuses on economic choices farmers and ranchers make to access and allocate resources for the production of commodities, services, and products. These resources help farmers and ranchers to minimize production risk and optimize farm income.

Areas of work include but are not limited to:

- Farm production economics
- Farm management
- Sustainable agriculture
- Farm and firm growth, including economies of size and scale
- Agricultural profitability.

Exclude:

- Production and management studies not related to
- Real estate, and land values and prices
- Farm financial management
- Economics of environmental risk and impacts
- Financial risk
- Regional production and markets

### **Business Management, Finance, and Taxation**

This work focuses on the management and administrative techniques applied to farming, agricultural business, and other businesses and enterprises to enhance planning, decision making, and resource use. These techniques help businesses make effective financial decisions, stay in the marketplace over the long term, and increase profitability. It includes the analysis of effects of taxation on profitability.

Areas of work include but are not limited to:

- Business administration
- Business skills for entrepreneurs
- Managerial economics
- Capital and investment markets
- Household assets as business capital
- Decision analysis, including expert systems
- Financial risk management
- Insurance
- Human resource management
- Business transfer and succession planning
- Economics of financial markets, financial management, and lending institutions
- Real estate values and prices
- Taxation.

Exclude:

- Estate planning
- Economics of production
- Production risk management
- Markets and marketing
- Policy
- Farm family financial management

- Personal and family finance

### **Market Economics**

This work focuses on activities that foster understanding of markets, productivity, agricultural competitiveness, and interregional trade, and give insight to the role and function of markets and their regulation primarily from the macroeconomic (industry) perspective.

Areas of work include but are not limited to:

- Market performance
- Productivity analysis
- Economics of processing, storage, and transportation
- Economics of regulation and protection of markets, including firm- and processor level impacts
- Local, regional, and national trade patterns
- Economics of marketing and pricing systems, and institutions
- Regulation of markets
- Economics of supply and demand
- Economics of grades and standards.

Exclude:

- International trade and development, including foreign market development
- Economics of food assistance, welfare, and poverty
- Economics of consumer level food and production regulation and protection
- Regional economics, except trade patterns
- Policy

### **Marketing and Distribution Practices**

This work concerns the distribution of products, goods, and services, the practices of buying and selling, and the development and improvement of markets primarily from the microeconomic (firm) perspective.

Areas of work include but are not limited to:

- Economic studies to determine and measure quality characteristics desired by processors
- Effectiveness of group action
- Institutional devices for bargaining and negotiation
- Effectiveness of marketing structures, including cooperatives
- Improvements in the marketing and distribution of products, goods, and services
- Marketing orders
- Futures and options markets, cash and forward contracts, and other marketing and pricing arrangements
- Development of domestic markets
- Direct marketing, alternative markets, and niche marketing
- Electronic commerce options for producers
- Local marketing of local produce.

Exclude:

- Economics of markets
- Economics of supply and demand
- Economics of pricing systems
- Commodity analysis and projections
- Foreign market development

- Policy

### **Natural Resource and Environmental Economics**

This work focuses on understanding economic relationships, decisions, and impacts relating to the management and use of public and private natural resources, and the environment. Work in this area also focuses on the economics of improving the efficiency of agricultural, forest, and rangeland use while minimizing negative impacts on the environment.

Areas of work include but are not limited to the economics of:

- Water resources
- Forestry
- Recreation, leisure, and tourism
- Land resources, use, and management
- Wildlife and fisheries
- Agrochemical management
- Waste management, including animal wastes
- Mineral resources and energy
- Environment
- Weather and climate change
- Market and non-market value of natural resources.

Exclude:

- Financial aspects of real estate
- Land use planning or zoning
- Policy
- Conflict resolution

### **International Trade and Development**

This work focuses on the economic components of international trade and development, trade performance of sectors of the U.S. economy and that of other countries, globalization, barriers to trade, and trade and development impacts, especially as it relates to policy decisions. There is a strong focus on the global market economy, specifically the interaction between domestic and international market economies.

Areas of work include but are not limited to:

- Economics of international trade and development programs
- Global and international commodity analysis and projections
- Country, regional, and sector analysis
- International economic growth and development
- Foreign market development.

Exclude:

- Domestic commodity analysis and projections
- U.S. economic growth and development, including community development
- Policy

### **Consumer Economics**

This work provides insight and understanding into the demands, preferences, behavioral responses, and needs of individuals and consumers. This work provides insight and understanding about how consumer choice drives market economies, and how consumer policy, advertising, and other market forces influence consumer demand.

Areas of work include but are not limited to:

- Consumer demand
- Consumer level food and production regulation and protection, and food safety
- Poverty, welfare, and assistance, including food assistance
- Consumer response to biotechnology, organic products, and labeling.

Exclude:

- Economics of production technologies
- Finance and estate planning
- Dietary and nutritional aspects of food choices and food assistance
- Physical fitness
- Human resource economics
- Economics of farm, firm, and processor level impacts of food and production regulation and protection
- Economics of product quality characteristics desired by consumers
- Policy
- Family economics
- Aspects of consumer economics related to nutrition and hunger
- Physical protection of food

### **Community Resource Planning and Development**

This work provides understanding about community needs and preferences by providing local leaders and organizations the information, skills, and decision-making tools to help understand problems, identify opportunities, and plan for renewal and growth.

Areas of work include but are not limited to:

- Economic planning, development, and industrialization
- Jobs and employment
- Regional economics and sector analysis
- Land use planning and zoning
- Entrepreneurship
- Public administration
- Small business and home-based business
- Community planning and development.

Exclude:

- Natural resource and environmental issues
- Poverty and welfare programs, including food assistance
- Consumer issues
- Policy
- Family issues
- Public services
- Sociological and technological change affecting communities
- Measuring the adequacy, quality, and cost of public services
- Community and civic engagement
- Conflict resolution

### **Economic Theory and Methods**

This work includes the development of economic theory and methodology to improve the knowledge base in a variety of topics.

Areas of work include but are not limited to:

- Property rights, including intellectual property rights

- Public choice
- Labor economics
- Welfare economics
- Location and decision theory
- Trade adjustment alternatives
- Econometrics and simulation
- Mathematics and statistics for economic research
- Data collection and research methodology for economic research
- Economic history and philosophy.

Exclude:

- Applied economics
- Migrant labor and related social issues in local communities

### **Foreign Policy and Programs**

This work focuses on U.S. foreign policy goals, assessing the effectiveness and impacts of implemented policies and the interactions between foreign and domestic policies, and global implications.

Areas of work include but are not limited to:

- Trade policy
- Effects of policy on foreign market development
- Foreign assistance policy, projects, and impacts
- Interactions between foreign and domestic policies and global implications.

Exclude:

- International trade and development

## **Primary Program Emphasis Areas – Areas of Work Defined**

### **2007 Addendum**

## **Production, marketing, Trade and International Economics**

### **Domestic Policy Analysis**

This work focuses on the economic and social impacts of domestic programs and policies, including the effect of government actions on the U.S. The work in this area analyzes the long term effects of government actions, which influences how the U.S. develops and implements policies.

Areas of work include but are not limited to:

- Agricultural production, price, and income policy, including commodity programs
- Natural resource, agri-environmental policy
- Antitrust and market policy
- Rural development policy
- Science, research, and education policy
- Consumer policy
- Public policy
- Impacts and implications of macroeconomic policies
- Public policy education, including methodology
- Evaluation of policy effectiveness, impacts, and outcomes.

Exclude:

- Risk management

- Taxation
- Conflict resolution
- Food security related to nutrition and hunger
- Family policy
- Youth policy