We hope you enjoy this 2019 issue of the Research Update, which highlights research for the Oklahoma cattle industry. The featured research project is using surveys of cow/calf producers in Oklahoma to examine the producers’ adoption of research-based recommended management practices and how adoption rates have changed. Another purpose of the survey is to determine what incentives or constraints are impacting practice adoption.

This research data can then be used by Extension personnel to provide relevant objective, science-based Extension programming for producers, and also programming reaching beginning and/or future producers. In this issue, we also list 43 peer-reviewed articles published by our faculty members over the past year. We provide a listing of graduate student dissertations and theses completed over the past year. Finally, we provide a listing of all active experiment station (Hatch) research projects developed by faculty members. These “Hatch” Research Projects provide the foundation for research efforts of faculty members with an experiment station appointment.

Our research program is an important component in the Department of Agricultural Economics. We aim to provide practical, empirical knowledge that will increase the efficiency and productivity of Oklahoma agriculture and rural communities and improve the well-being of all Oklahomans, including producers, ranchers, policymakers, emerging and existing businesses, and the public. Research projects are determined by our faculty members after reviewing current research efforts in our profession.
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MEETING THE NEEDS
To ensure that Extension programs are successful, they must provide relevant information that benefits those being served. To create beneficial programs, Extension personnel need to learn as much about their clientele and their needs as possible. For example, why do cow/calf producers in Oklahoma use certain herd and operation management practices? What influences producers to adopt certain management practices and not others? Are these producers willing to institute recommended practices, both in managing their herds and their operations, to determine whether they are more beneficial? If not, why not?

RESEARCHERS

These and other questions are the focus of an extensive research project by members of the agricultural economics department faculty: Kellie Raper, Professor and Livestock Economist; and Derrell Peel, Professor, Charles Breedlove Professor and Livestock Economist. Other faculty have contributed to these efforts as well, including Eric DeVuyst, Professor and Neustadt Chair in Agricultural Economics; and Damona Doye, Chair of Agricultural Finance, Regents Professor, and Director of the Oklahoma Cooperative Extension Service. Together, they are working to learn more about current producer practices and new practice adoption rates.

They are also working with Dave Lalman, Professor and Harrington Chair, and other members of the Division of Agriculture Department of Animal and Food Sciences, who are sharing data regarding some of the practices being used by producers and providing hands-on demonstrations of recommended practices.

PROJECT

This project is currently in the middle of a four-year grant with the United States Department of Agriculture (USDA) National Institute of Food and Agriculture (NIFA).

A survey was developed to solicit information regarding producer adoption of management and marketing practices, in addition to acquiring producers’ demographic information. A primary purpose is to survey cow/calf producers to get a better understanding of what specific management and marketing practices they are using and understand why they choose to use certain practices and not others.

The project also explores the relationship between cow/calf producers’ demographic characteristics and the number of value-added management practices implemented. An increased understanding of the impact of producer demographics on practice adoption can inform Extension personnel as to which producer populations would benefit from targeted educational programming regarding value-added management practices.

Previous research suggests recommended practices for producers to institute in their operations. The project survey has provided some statistics on whether those producers who adopt some of these practices perceive any benefits.

Practices included in the survey can be broken down into four categories: basic (castration, horn management, and deworming); preconditioning (bunk training, vaccination...
protocol, and 45-day weaning); marketing (age and source verification and non-antibiotic use); and calf management records (vaccination records, other medical records, calf birth dates, and individual calf identification).

An inaugural survey was conducted in 2009; followed by a second in 2018, addressing 2017 practices. A third survey is planned at the end of the grant in 2021/2022.

Survey sampling, mailing, and data collection are done through the United States Department of Agriculture’s (USDA) National Agricultural Statistics Service (NASS) Oklahoma City office to ensure a representative sample of Oklahoma’s cow-calf operations. The surveys are promoted pre- and post-mailing by Extension, in news releases, and at multiple state, regional, and county meetings.

OBJECTIVE

The overall goal of this project is to examine cow/calf producer adoption of research-based recommended management practices, to see how adoption rates have changed, and to determine what incentives or constraints are impacting practice adoption.

Ultimately, the goal is to increase adoption rates of basic, but critical, recommended practices. Crucial to that process is to establish a benchmarking system for assessing adoption rates of key production and management practices – now and in the future. Then new avenues must be implemented to reach producer audiences beyond the existing audiences.

Each survey provides a “snapshot in time” of which practices are being used and shows if positive changes have occurred for producers from instituting recommended practices. A long-term goal is to repeat the survey every five years after the grant work is done.

RESULTS

Results from the first two surveys of Oklahoma cow/calf producers on value-added practice adoption indicate that multiple demographic variables influence a producer’s likelihood of practice adoption. For non-adopters, two primary constraints impede adoption, including lack of technical education on the details of implementation and doubt regarding returns from the practice.

Results also suggest that educated, larger producers who continued training in management practices are more likely to adopt recommended management practices. Less educated, lower income, smaller producers, the audience that may benefit most from improved management practices, are shown in the survey results to be the least likely to implement these practices. Generally, the greater the percentage of household income derived from cattle, the higher the likelihood of adoption of basic recommended practices.

The similarity in Oklahoma cow/calf operator demographics among 2007 and 2017 Census of Agriculture respondents, previously published survey research, and the current survey respondents indicates that the data are representative of Oklahoma cow/calf producers.

Ongoing research has resulted in multiple academic journal articles, student research presentations at regional and national academic conferences, and dissertation and thesis research chapters. This research serves as the basis for objective, science-based Extension programming.

This survey has also provided data for use in Extension programs to target future industry leaders and progressive producers who participate in industry tours, including county organizations and out-of-state organizations.

Extension programming efforts also reached beginning and/or future producers through hands-on efforts for beginning or inexperienced producers and through field tours with Hispanic youth. Programs have also reached traditional Extension audiences through Extension meetings and television segments. Additionally, program efforts reached veterinarian students who may advise cattlemen in the future.

Examples of these efforts include the following workshops, one that has become a staple at Oklahoma State University’s Hispanic Youth Academy and the other at the 4-H Roundup as shown in the photographs.
Having verified the likely target audience, further research should identify additional constraints, specifically the perceived costs of investing in human capital, to the adoption of specific value-added practices and develop Extension programming designed to help producers to overcome impediments. This study provides the initial assessment from which to build future studies.

For Extension specialists, results can help in targeting likely adopters and developing methods to overcome barriers to adoption by producers less likely to adopt.

The ultimate impact of influencing best management practice adoption, is to increase the overall profitability of the cow/calf industry in Oklahoma.

PUBLICATIONS


Raper, K; Selk, G. “Why Have a Calving Season?” Master Cattleman Quarterly: vol 40.


SOURCES OF FUNDING

Funding for this project comes from a USDA–NIFA Hatch Grant and through an Agriculture and Food Research Initiative Competitive Grant from the NIFA.

Funding for the first two surveys came from the Oklahoma State University Agricultural Economics and Animal Science and Food Departments and the Oklahoma Cooperative Extension Service at Oklahoma State University.

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The Department of Agricultural Economics has a long tradition of being one of the best departments in the U.S. working on the most relevant and applied issues in agricultural and food industries. Students completing degrees have excelled throughout the world in teaching, research, extension, government service, and business. The department has an environment conducive to considerable interaction among students and faculty.
Publications

To access other publications and presentations by agricultural economics authors, go to http://agecon.okstate.edu/faculty/publications.
“LOOK AT ME, I’M BUYING ORGANIC”: THE EFFECTS OF SOCIAL PRESSURE ON ORGANIC FOOD PURCHASES
Authors: Seonwoong Kim, Jayson Lusk, Wade Brorsen
Source: Journal of Agricultural and Resource Economics
Subject: Marketing
Keywords: conspicuous consumption, consumer, social desirability, social status

A QUICK LOOK AT PRODUCER CATTLE HANDLING FACILITY ACCESS
Authors: Kellie Raper, Derrell Peel
Source: Master Cattleman Quarterly, Volume 41

2017 OQBN PREMIUMS BY WEIGHT CLASS AND GENDER
Authors: Kellie Raper
Source: Master Cattleman Quarterly, Volume 39

21ST CENTURY ECONOMIC DEVELOPMENT: TELEWORK AND ITS IMPACT ON LOCAL INCOME
Authors: Roberto Gallardo, Brian Whitacre
Source: Regional Science, Policy, and Practice, 10(2): 103-123
Subject: Community & Rural Development
Keywords: telework, work from home, economic development, Spatial Durbin Error Model

A LOCAL FOOD SYSTEM GLOSSARY: A ROSE BY ANY OTHER NAME
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Source: Choices, 33,3
Subject: Agribusiness

A PROFILE OF CATTLE FEEDING: BEYOND THE AVERAGES
Authors: Anna Stehle, Derrell Peel, John Michael Riley
Subject: Marketing

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Subject: Environment, Production Economics

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Authors: Dayton M. Lambert
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Subject: Production Economics
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Subject: Marketing, Quantitative Methods
Keywords: calendar spreads, corn, futures, panel unit root tests, options

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Keywords: consumer demand, GMO Rice, China

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Authors: Clinton Neill, Rodney Holcomb, Wade Brorsen
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Subject: Labor Economics, Marketing
Keywords: supply/demand, veterinary economics

DETERMINING A GEOGRAPHIC HIGH RESOLUTION SUPPLY CHAIN NETWORK FOR A LARGE SCALE BIOFUEL INDUSTRY
Authors: Dayton M. Lambert

DEVELOPMENT OF A DISTRIBUTED HYDROLOGIC MODEL FOR A REGION WITH FRAGIPAN SOILS TO STUDY IMPACTS OF CLIMATE ON SOIL MOISTURE: A CASE STUDY ON THE OBION RIVER WATERSHED IN WEST TENNESSEE
Authors: Dayton M. Lambert
Source: Geosciences, 8(364)
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DO FARMERS MARKETS BOOST MAIN STREET? DIRECT-TO-CONSUMER AGRICULTURAL PRODUCTION IMPACTS ON THE FOOD RETAIL SECTOR
Authors: Dave Shideler
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Subject: Community & Rural Development
Keywords: local food, retail, DTC, direct-to-consumer, Main Street

ECONOMETRIC ERROR NULLIFIES FINDING OF BROADBAND SPEED ON COUNTY-LEVEL EMPLOYMENT
Authors: Brian Whitacre, Rafayet Alam, Bento Lobo
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Subject: Community & Rural Development
Keywords: broadband, speed, employment
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Authors: Chanjin Chung, Tracy Boyer, Palma Marco, Monika Ghimire
Source: HortTechnology
Subject: Agribusiness, Horticulture

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Authors: John Ng’ombe, Wade Brorsen, W.R. Raun, Jhagman Dhillon
Source: Southern Agricultural Economics Association annual meeting, Jacksonville, Florida
Subject: Production Economics
Keywords: developing countries, maize

EFFECTS OF OPTICAL SENSING BASED VARIABLE RATE NITROGEN MANAGEMENT ON YIELDS, NITROGEN USE AND PROFITABILITY FOR COTTON
Authors: Dayton M. Lambert
Source: Precision Agriculture
Subject: Production Economics

ESTIMATING BILATERAL MARKET POWER OF PROCESSORS AND RETAILERS IN THE U.S. BEEF INDUSTRY
Authors: Chanjin Chung, Seongjin Park, Jungmin Lee
Source: Agribusiness: An International Journal
Subject: Agribusiness, Marketing

FEEDER CATTLE PRICE FUNDAMENTAL
Authors: Derrell Peel, John Michael Riley
Date: 2017
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Authors: Frederic Ouedraogo, Wade Brorsen
Source: Canadian Journal of Agricultural Economics, 66(1):87-102
Subject: Production Economics, Quantitative Methods
Keywords: greenseeker, nitrogen, precision agriculture

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Authors: Bailey Norwood
Source: Applied Economic Perspectives and Policy
Subject: Policy

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Authors: Dayton M. Lambert
Subject: Production Economics
INVESTIGATING THE GREENHOUSE GAS EMISSIONS OF GRASS-FED BEEF RELATIVE TO OTHER GREENHOUSE GAS ABATEMENT STRATEGIES
Authors: Bailey Norwood
Source: Rangeland Journal.
Subject: Policy

INVESTIGATION ANALYSIS OF COVER CROP AND NO-TILLAGE SYSTEMS ON TENNESSEE COTTON
Authors: Dayton M. Lambert
Source: Agronomy Journal, 110:331 – 338
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NITROGEN FERTILIZER RECOMMENDATIONS BASED ON PLANT SENSING AND BAYESIAN UPDATING
Authors: Brandon McFadden, Wade Brorsen
Source: Precision Agriculture
Subject: Production Economics
Keywords: Nitrogen, precision agriculture, wheat
Keywords: recruitment, undergraduate

NOT EVERYBODY PREFERENCES ORGANIC FOOD: UNOBSERVED HETEROGENEITY IN U.S. CONSUMERS’ PREFERENCES FOR ORGANIC APPLE AND MILK
Authors: Seonwoong Kim, Wade Brorsen, Jayson Lusk
Subject: Marketing
Keywords: organic food

OKLAHOMA QUALITY BEEF NETWORK SEES STRONG PREMIUMS IN 2017
Authors: Kellie Raper, Derrell Peel, Eric DeVuyst
Source: Master Cattleman Quarterly, Volume 37

OPTIMAL COMMODITY ADVERTISING IN BILATERAL OLIGOPOLY
Authors: Chanjin Chung
Source: Theoretical Economic Letters
Subject: Agribusiness, Marketing

OPTIMAL FORECAST EVALUATION: FERTILIZER PRICES
Authors: Seonwoong Kim, Wade Brorsen
Subject: Marketing, Quantitative Methods
Keywords: diammonium phosphate, fertilizer, forecasting, prices, urea

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Authors: Bailey Norwood
Source: PLOS ONE
Keywords: beef, finely textured beef, consumer preferences
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Source: Journal of Agricultural and Applied Economics, 50(1):64-80
Subject: Grades and Standards, Marketing
Keywords: cattle, hedonic prices

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Authors: Dave Shideler, Allie Bauman, Dawn Thilmany McFadden
Source: Choices, 33(3)
Subject: Community & Rural Development
Keywords: local food economic benefit workers farm communities

REDUCING CO2 FLUX BY DECREASING TILLAGE IN OHIO: OVERCOMING CONJECTURE WITH DATA
Authors: Dayton M. Lambert
Source: Journal of Agricultural Science, 10(3):1–15

SHORT COMMUNICATION: SIMILAR WHEAT VARIETIES CAN IMPART DIFFERENT FLAVORS
Authors: Bailey Norwood
Source: Journal of Cereal Science

THE ‘HURDLES’ TO GREATER ADOPTION OF ANAEROBIC DIGESTERS
Authors: Cortney Cowley, Wade Brorsen
Subject: Environment, Policy, Production Economics
Keywords: manure, technology adoption

THE ‘LIABILITY OF NEWNESS’ IN THE FOOD/AGRIBUSINESS SECTOR
Authors: A. Johnson, Clay Dibrell, Ruth Inman, Rodney Holcomb
Source: Journal of Agribusiness, 36,2:183-198
Subject: Agribusiness
Keywords: food business, legitimacy

VARIABLE-RATE APPLICATION ON FERTILIZER USE IN COTTON PRODUCTION
Authors: Dayton M. Lambert
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Subject: Production Economics

WHAT DO CONSUMERS KNOW ABOUT HORMONE USE IN LIVESTOCK PRODUCTION?
Authors: Kellie Raper, Ruoye Yang, Jayson Lusk
Source: Master Cattleman Quarterly, Volume 38

WHY AREN’T MORE CALF MANAGEMENT RECORDS KEPT BY BEEF PRODUCERS
Authors: Kellie Raper, Damona Doye, Derrell Peel
Source: Journal of the NACAA, Volume 11 pt 2

WHY HAVE A CALVING SEASON?
Authors: Kellie Raper, Glenn Selk
Source: Master Cattleman Quarterly, Volume 41
ECONOMIC ANALYSIS OF STRUCTURAL CHANGE IN FEEDLOT CATTLE DEATH LOSS  
Author: Mark Buda  
Advisor: Dr. Kellie Raper  
Graduation Date: Spring 2018  
Degree: Ph.D.

CREATIVE COMPONENT - HUMAN RESOURCE MANAGEMENT PRACTICES IN AGRICULTURAL COOPERATIVES  
Author: Zachary Crossan  
Advisor: Dr. Phil Kenkel  
Graduation Date: Spring 2018  
Degree: M.Ag.

PRECISION AGRICULTURE AND INFORMATION TECHNOLOGY: THE VALUE OF IMPLEMENTING A WHOLE-CHAIN TRACEABILITY SYSTEM TO TRANSFER INFORMATION IN THE BEEF INDUSTRY AND USING EYE-TRACKING TECHNOLOGY TO IMPROVE CONJOINT ANALYSIS  
Author: Candi Ge  
Advisor: Dr. Brian Adam  
Graduation Date: Spring 2018  
Degree: Ph.D.

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Author: Courtney Hurt  
Advisor: Dr. Derrell Peel  
Graduation Date: Spring 2018  
Degree: M.S.

THREE ESSAYS ON BROADBAND ADOPTION  
Author: Jacob Manlove  
Advisor: Dr. Brian Whitacre  
Graduation Date: Spring 2018  
Degree: Ph.D.

THE EFFECTS OF STATE PRIDE AND PROXIMITY TO STATE BORDERS ON CONSUMER DEMAND FOR STATE LABELED PRODUCTS  
Author: Meagan Osburn  
Advisor: Dr. Rodney Holcomb  
Graduation Date: Spring 2018  
Degree: M.S.

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Author: Joe Stefenoni  
Advisor: Dr. Rodney Jones  
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Degree: M.S.
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Author: Ruoye Yang
Advisor: Dr. Kellie Raper
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FERAL HOGS, THE RAINFALL INDEX ANNUAL FORAGE PROGRAM, AND PECAN IRRIGATION
Author: Abby Biedenbach
Advisor: Dr. Wade Brorsen
Graduation Date: Summer 2018
Degree: M.S.

ESTIMATING MARKET POWER OF AGRICULTURAL AND FOOD INDUSTRIES: AN ISSUE OF DATA AGGREGATION BIAS
Author: Jung Min Lee
Advisor: Dr. Chanjin Chung
Graduation Date: Summer 2018
Degree: Ph.D.

THREE ESSAYS IN ENERGY, ENVIRONMENTAL AND REGIONAL ECONOMICS
Author: Kangil Lee
Advisor: Dr. Brian Whitacre
Graduation Date: Summer 2018
Degree: Ph.D.

ECONOMICALLY OPTIMAL TIMING OF INSECT CONTROL IN FOOD PROCESSING FACILITIES: A REAL OPTION APPROACH
Author: Suling Duan
Advisor: Dr. Brian Adam
Graduation Date: Fall 2018
Degree: Ph.D.

FINANCIAL LITERACY REPRESENTATION OF OKLAHOMA STATE UNIVERSITY STUDENTS
Author: Hannah McReynolds
Advisor: Dr. Rodney Jones
Graduation Date: Fall 2018
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Sponsor: National Institute of Food and Agriculture
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