

Invited Symposia

SAEA 2015 Annual Meetings

TITLE: The 2014 Farm Bill and Southern Agriculture (Moderator: Nathan Smith, University of Georgia)

Organizers: Nathan Smith, University of Georgia; Keith Coble, Mississippi State University; Southern Extension Economists Committee; SERA39 Public Policy Issues and Education

Participants: Nathan Smith, University of Georgia; Keith Coble, Mississippi State University; Joe Outlaw, Texas A&M University; Bart Fischer, Texas A&M University; Jody Campiche, Oklahoma State University

The Agricultural Act of 2014 known as the “Farm Bill” brings significant changes to Title I commodity programs and to crop insurance provisions in Title XI. This session featured four presentations that highlight the provisions important to Southern agriculture, a shift in policy towards crop insurance as a safety net, and the development of decision aids and education for this farm bill. Expert participants also provided insights into the driving factors and the path to passing the new farm bill, key decisions for producers and landowners of covered commodities and the challenge of education with more choices and inter-relation of commodity programs and crop insurance.

TITLE: Eye Tracking and Neuromasurement Tools for Marketing Research (Moderator: Hayk Khachatryan, Washington State University)

Organizers: Marco Palma, Texas A&M University; Luis Ribera, Texas A&M University

Participants: Marco Palma, Texas A&M University; Brandon McFadden, University of Florida; Michael Katz, University of Connecticut

The use of eye tracking and neuromasurement tools in marketing research is fairly new, but it is gaining considerable attention. Neuroeconomics is a multidisciplinary field combining concepts from neuroscience, economics, and psychology. Field applications involve improving the design, estimation, modeling and theory of consumer behavior to complement current economic models.

TITLE: Mega-Regional Trade Agreements and U.S. Agriculture (Moderator: Mechel Paggi, California State University).

Organizer: Andrew Muhammad, Economic Research Service

Participants: Andrew Muhammad, Economic Research Service; Shawn Arita, Economic Research Service; Eric Wailes, University of Arkansas

Mega-regional trade agreements are deep integration partnerships between countries or regions with a major share of world trade. The two most significant mega-regionals currently under discussion are the Trans-Pacific Partnership (TPP) and the Transatlantic Trade and Investment Partnership (T-TIP). The goal of this session was to examine issues related the two mega-regionals

(TPP and T-TTIP), with a particular focus on U.S. agricultural exports, U.S. competitiveness in destination markets, and the impact of changing standards, regulations, and other non-tariff measures (NTMs) on U.S. agricultural trade.