Agribusiness, Food, & Consumer Economics Research Center

Partnering with industry to provide timely, unique, and professional research on a wide variety of issues relating to agriculture, food, and the Nation for 40 years.

“From the fields of producers... to the plates of consumers.”

AFCERC AREAS OF FOCUS

From the fields of producers...

- Agricultural input and commodity markets
- Pricing strategies & the price discovery process
- Supply chain management and analysis
- Strategic management and planning
- Concentration and industrialization in agribusiness, food, and fiber industries
- Mergers and acquisitions
- Food and fiber marketing and distribution
- Globalization, international trade & trade policy
- Food and fiber sector implications of environmental and resource issues
- Evaluation of generic and branded advertising and promotion programs
- Health and nutrition economics
- Food safety economics
- Consumer economics and behavior

… to the plates of consumers.

The AFCERC Team is ready to meet your research and strategic planning, needs. Our goal is to provide you with high-quality, objective, and timely research to support your decision-making process. We would be pleased to discuss your research and strategic planning needs with you and provide a more in-depth understanding of our capabilities.

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AFCERC provides analyses, strategic planning, and forecasts of the market conditions impacting domestic and global agricultural, agribusiness, and food industries. Our high-quality, objective, and timely research supports strategic decision-making at all levels of the supply chain from producers to processors, wholesalers, retailers, and consumers. An enhanced emphasis on consumer economics adds depth to our research on the behavioral and social aspects of health, nutrition, and food safety. Through our research endeavors, outreach programs, and industry collaboration, we have become a leading source of knowledge on how food reaches consumers efficiently and contributes to safe and healthy lives. AFCERC is a research and outreach service of Texas A&M AgriLife and resides within the Department of Agricultural Economics at Texas A&M University.

**Our Mission**

Three faculty members are primarily responsible for the day-to-day operations of AFCERC.

**The Principals:**
Dr. Gary W. Williams, Dr. Oral Capps, Jr., and Dr. Victoria S. Salin

Dr. Williams is Co-Director of AFCERC and chief operations officer responsible for managing the research program of the Center. He is a professor of agricultural economics and leads AFCERC research and outreach projects relating to commodity and agribusiness markets and policy and international trade and policy.

Dr. Capps is Co-Director of AFCERC and chief resource development officer. He is holder of the Southwest Dairy Marketing Endowed Chair and a Regents Professor of Agricultural Economics. He also leads AFCERC research and outreach projects relating to food industry performance, pricing, and consumer behavior.

Dr. Salin is Co-Director of AFCERC and chief financial officer responsible for managing the budget, staffing, and day-to-day operations of the Center. She is a Professor of Agricultural Economics and leads AFCERC research and outreach projects relating to food safety, traceability, logistics, and strategic management.

**Our Approach**

Our approach to analysis, strategic planning, and forecasting is data-driven, utilizes state-of-the-art techniques, and provides our clients with unique insights into the economics of the U.S. and global agribusiness, food and fiber systems.

**A Few of Our Clients**

- Alliance For Potato Research And Education
- Almond Board of California
- American Lamb Board
- APEAM, A.C.
- The Cotton Board
- Dairy Marketing, Inc. and MilkPEP
- Florida Department of Citrus
- Global Cold Chain Alliance
- Heifer International
- Kellogg Company
- National Corn Growers Association
- National Pork Board
- Statistical Analysis System
- Texas Pecan Board
- Texas Valley Citrus Committee
- USDA (ERS/GIPSA/FS/FNS/AMS)
- U.S. Rice Producers Association
- United Sorghum Board
- United Soybean Board
- Vidalia Onion Board
- World Wildlife Fund
- The World Bank

**Topics of Interest**

- Consumer Research
- Ethnic Consumers
- Commodity Checkoff Programs
- Branded and High-Value Foods
- Evaluation of Advertising and Promotion Programs

- Health and Nutrition
- Obesity Research
- Food Safety Research
- Tax on Non-Alcoholic Beverages
- Child Nutrition

- Agribusiness and Markets
- Logistics and Distribution
- Concentration and Industrialization
- Strategic Management and Planning
- Pricing Strategies

AFCERC publications are available online at http://afcerc.tamu.edu