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.
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 AgriLife Research and Extension and resides within the Department of Agricultural Economics at Texas A&M University.

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 professor of agricultural economics. He also leads AFCERC research and outreach projects relating to food industry performance, pricing, and consumer behavior.

Dr. Salin is chief financial officer of AFCERC and manages the budget, staffing, and day-to-day operations of the Center. She is an associate professor of agricultural economics and leads AFCERC research and outreach projects relating to food safety, traceability, and strategic management.

**AFCERC Associates**

Professional Researchers on the AFCERC team
- Dr. David Anderson, Livestock and Meat Industry
- Dr. David Bessler, Time Series Analysis and Forecasting
- Dr. Fred Boadu, Legal and Regulatory Issues
- Dr. Richard Dunn, Health Economics
- Dr. Steve Fuller, Transportation and Logistics Forecasting
- Dr. Ariun Ishdorj, Health and Nutrition
- Dr. Eluned Jones, Agribusiness Analysis
- Dr. David Leatham, Financial Analysis
- Dr. H. Alan Love, Industrial Organization
- Dr. John P. Nichols, Agricultural and Food Marketing
- Dr. Marco Palma, Horticulture Industry
- Dr. John Park, Cooperatives
- Dr. Gabriel Power, Futures and Options
- Dr. John Robinson, Cotton and Fiber Industry
- Dr. Parr Rosson, International Marketing
- Dr. Dmitry Vedenov, Risk Modeling and Analysis

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

**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**

US RICE PRODUCERS ASSOCIATION
AMERICAN LAMB BOARD
ALMOND BOARD OF CALIFORNIA
NATIONAL CORN GROWERS ASSOCIATION
KELLOGG COMPANY
THE WORLD BANK
FLORIDA DEPARTMENT OF CITRUS
TEXAS VALLEY CITRUS COMMITTEE
PROPAINE EDUCATION & RESEARCH COUNCIL
PORK BOARD
AMERICAN RIVERS
NATIONAL COTTON COUNCIL
U.S. RICE PRODUCERS ASSOCIATION
UNITED SOYBEAN BOARD
WORLD WILDLIFE FUND
USDA (ERS/GIPSA/FAS/FNS/AMS)
PRINCETON ECONOMICS GROUP
STATISTICAL ANALYSIS SYSTEM
TEXAS PECAN BOARD