Center for Agribusiness & Economic Development

Update on Resources

Sharon P. Kane,
Senior Public Service Associate/Economist
Our Mission

We are a center of the University of Georgia College of Agricultural and Environmental Sciences, combining the missions of research and Extension by providing feasibility and marketing services; agricultural and demographic data for private and public decision makers; and conducting analysis related to policy issues in Georgia agriculture and providing that information to relevant decision makers.
Faculty & Staff

Kent Wolfe - Center Director specializing in agribusiness development, agritourism, value added agriculture, and general feasibility analysis
Sharon P. Kane - Economist specializing in food business development, economic impact analysis, and economic & community development
Tommie Shepherd - Agricultural Economist specializing in agribusiness development, value added agriculture, rural economic development, and agricultural cooperatives
Vanessa P. Shonkwiler - Economist specializing in small agribusiness economic development and marketing, and rural strategy analysis
Karen Stubbs - Research Professional II, Farm Gate Coordinator
Some of our work projects...

- Farm Gate Value Report - *published annually*
- Ag Snapshots publication - *published annually*
- Flavor of Georgia Food Product Contest - *since 2007*
- Ag Forecast Meetings and publications - *annual event*
- Georgia County Guide - *w/Carl Vinson Institute of Govt*
- County Demographic Profile Presentations/Quiz
- Economic Importance of Food & Fiber Presentations
- Customized Economic Studies & Feasibility Analysis
- Policy analysis - such as peanuts or rural issues
Farm Gate Value Report
GEORGIA FARM GATE VALUE REPORT

- Measures value of production annually at county level
- Information provided by Extension personnel
- Provides basis for Ag Snapshots
- Widely utilized
Flavor of Georgia Food Product Contest
Flavor of Georgia Food Product Contest

Where Are They Now?
Where Flavor of Georgia Products Are Sold

Percent of Flavor of Georgia finalists selling products in State:
- 100%
- 61-99%
- 51-60%
- 41-50%
- Up to 10%

Customized Applied Research Topics

Georgia Agricultural Tax Exemption - GATE

Percent Change in 1% Sales & Use Tax Distributions
Examining the Economic Contribution of Peanut Production in Georgia

by Kent Wolfe, Sharon P. Kane, Adam Rabinowitz, Rance Paxton
Other Applied Research Projects

Economic Impact & Contribution Studies

- MARTA
- Local Food
- Turfgrass
- Equine
- Cotton
- Wineries
Ag Forecast Annual Meetings & Publication

2017 Georgia Ag Forecast
SITUATION AND OUTLOOK REPORTS

College of Agricultural & Environmental Sciences
UNIVERSITY OF GEORGIA
County Profile

www.caed.uga.edu
Scroll down on right to County Project Request
Economic Importance of Food & Fiber

The Economic Importance of Food and Fiber
A Spotlight on Oconee County, Georgia

Prepared by:

Center for Agribusiness and Economic Development
College of Agricultural & Environmental Sciences
UNIVERSITY OF GEORGIA
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Tommie Shepherd

FEASIBILITY STUDIES

- Part of CAED team
- Responsible for financial analysis
- Collect financial data
- Revenue/expense projections
- Pro Forma financial statements

DAIRY POLICY

- Industry sanitation & outlook
- Farm Bill dairy title analysis
- Education
- Feasibility studies
CVIOG COLLABORATION

- Fiscal Notes
- Incorporation studies
- Economic impact studies
- Other topics
Vanessa Shonkwiler

BACKGROUND

▶ 12 years experience at the National Institute of Agricultural Research (INRA, Nantes, France)
▶ European, National and Regional projects
▶ Academic and non-academic

CAED Appointment

▶ Joined CAED 12/1/14
▶ Marketing training/services for family farms: e.g. pricing strategies, social media strategies to build consumer loyalty and retention, sustainable marketing
▶ Marketing studies: e.g. Georgia Grown State brand/ag products labeling strategies, Farmers market, Food Hub, Lavender grown in GA
▶ Teaches Food and Fiber Marketing Class for undergraduates - Fall semester