

2025 WERA-72 Annual Meeting – AGENDA

June 4-5

Fresno, California

Meeting location: JARC 108 (Wonderful C/R), California State University, Fresno Campus
2703 E Barstow Ave, Fresno, CA 93740

Tuesday, June 3rd

6 pm Social Dinner @ Mad Duck, Campus Pointe, Fresno CA
Address: 3085 E Campus Pointe Dr, Fresno, CA 93710

Wednesday, June 4th

Parking: JARC parking lot – free parking codes will be provided

8:00 am **Registration**

Continental Breakfast, JARC flex area, Fresno State campus

8:15 am **Welcome & Introductions**

Serhat Asci, Chair, WERA-72

Rolston St. Hilaire, Dean of Jordan College of Agricultural Sciences of Technology
California State University, Fresno

8:30 am **Keynote Talk: Tree Nuts production and marketing**

Speaker: Zachary Fraser, CEO, *American Pistachio Growers*

9:45 am Break

10:00 am **Industry & Academic Panel**

Zachary Fraser, CEO, *American Pistachio Growers*

Andreas Westphal, Professor of Cooperative Extension, *UC Riverside*

Mallvinder Kahal, Grower, *Atlas Almonds*

Moderator: Srinivasa Konduru, Professor of Agribusiness, *California State University, Fresno*

11:30 am Lunch, provided by WERA-72

12:30 pm **Selected Paper Presentations**

Moderator: Tanner McCarty, *Utah State University*

Zoom Meeting: <https://fresnostate.zoom.us/j/81462674690?pwd=LBjQtepgNOT1PUQXzfcuotEa9bOUPo.1>

Meeting ID: 814 6267 4690 Passcode: 177350

Papers:

1. Attitudes of Wheat Elevator Managers toward AI Assisted Wheat Grading Decision Aids (Phil Kenkel)
2. Fostering Talent Cultivation through Industry-Education Integration in Agricultural Universities: Evidence from Qingdao Agricultural University, China (Wulantuoya, Bao)
3. Effects of Households' Health Status and Diet Concerns on Demand for Plant-Based Meat (Stamatina, Kotsakou)
4. Subscribe and Save: Evaluating the Effectiveness of Amazon's Subscription Program (Chinoso, Etumnu)
5. Understanding Farmers' Willingness to Accept PACE Programs: Theoretical and Experimental Approach (Abdelaziz, Lawani)

- 2:00 pm Extended Break & Poster Session
Posters:
1. Integrating Circular Economy Principles in Agritourism: Estimating Waste and Carbon Footprint Indicators for Sustainable Tourism (Hasan Gul)
 2. Risk Management in Dairy: Modeling Perspective and Practice by Dairy Producers (Aaron Johnson)
 3. TBA, (Hovannes Kulhandjian)
 4. The Price Discovery in California Almond Market: New Linkages to Almond Trading with China and India (Pei Xu, Todd Lone, Srinu Konduru)
- 3:00 pm **Focus Group Discussion, The Future of Agribusiness Teaching**
Moderator: Aaron Johnson, *Kansas State University*
- 6:00 pm Social Dinner @ Elbow Room, Fig Garden Village
Address: 731 W San Jose Ave, Fresno, CA 93704

Thursday, June 5th

- 8:00 am Continental Breakfast, Fresno State Campus
- 8:30 am Business Meetings (WERA-72 Executive Committee, all members are invited)
Zoom link: <https://fresnostate.zoom.us/j/81370422922?pwd=wzCyGZwFndmnyK6xjw1FRY33oMbBL.1>
Meeting ID: 813 7042 2922 Passcode: 224917
- 10:00 am Break
- 10:15 am **Invited Talk – Laura Ramos**, Director, *California Water Institute* and **Charles Hillyer**, Director, *Center for Irrigation Technology*
Topic: Water and climate issues in California
- 11:30 am Lunch, provided by WERA-72
- 12:30 pm **Agribusiness Tour**
- 1:00 pm **USDA – ARS Parlier – (Dr. Adalberto Perez de Leon, Director, Dr. Gary Banuelos)**
3:00 pm **Dave Wilson Nursery – (Dale McHailey)**
4:15 pm **Sun Valley Packing – Packing house – (Casey Jones)**
- 5:30 pm Adjourn

06/05/2025 WERA-72 Business meeting agenda – Fresno/California

- Call to order
- Roll call: In-person attendees, Zoom attendees
- Approval of 2024 minutes
- Any comments from Dr. Eric Belasco
- Officer reports
 - Chair report - Serhat
 - Activity reporting
 - Participation of WERA-72 through NIMSS
 - Annual report, 2025
 - Treasurer report – Dave
 - Communication report- Jennifer
- Old Businesses
 - Annual meeting modality and registration fee (online participation – opening some sessions to online participants, Teacher’s launch)
 - Friends of WERA – Jennifer
- New Businesses
 - Incentives to engage diverse graduate students and early careers (Dates – coinciding with IFAMA, NAREA and NACTA)
 - Summer and Pre-conference Webinars – What topics are interesting for the participants (especially young faculty and graduate students).
 - Elections – Chair-elect/ Secretary [look for candidates]
 - 2026 Annual Meeting – Tanner
 - Announcements
 - AETR – Jason/Tanner
 - the AAEE Teaching Academy (Na Zuo)
 - Others?
- Adjourn meeting

Minutes taken by Tanner McCarty

Meeting called to order 8:37 AM June 5th 2025

In Person Attendees: Serhat Asci (CSU Fresno), Chinoso Etumna (Kentucky State University), Jake Smith, (University of Nebraska Lincoln), Jason Liang (Fresno State), Phil Kenkel (Oklahoma State), Annette Levi (CSU Fresno), Todd Lone (CSU Fresno), Sayed Saghaian (University of Kentucky), Sprini Konduru (CSU Fresno), Abdelaziz Lawani (TSU), Andreas Westphil (UCR), Wulantuoya Bao (UGA), Desmond NG (Texas A and M), Malluinder (Kahal), Stamatina Kotsakou (CalPoly), Aaron Johnson (Kansas State) , Hovannes Kulhandjcous (Fresno State), David Ripplinger (NDSU), Tanner McCarty (USU)

5 zoom attendees: James Stearns (Oregon State), Na Zao (University of Arizona), Logan Britton (K state), Eric Belasco (Montana State University), Jennifer Clark (University of Florida),

Approve 2024 business meeting minutes (Tanner McCarty)

-Introduction of attendees

Eric Belasco : Discussion of WERA's work past year and annual reporting.

Serhat: Discusses annual report from last year, and discussion of upcoming leadership, conducted webinar with 100 attendees, 4 companies on panel to discuss student recruitment in industry. Meeting this year occurred in Fresno, meeting on tree nuts and upcoming meeting on water issues. Agribusiness tour later today. Still requesting participants in WERA to sign up through NIMMS. If you have any publications please share with me or Tanner to report them for the annual report.

-David: Treasury report. Expenses are cost of the meeting and marketing outreach (survey monkey). Meetings have been on campus because it keeps cost low, it primarily is cost of food that attendance fees pay for. Appreciate Fresno State for hosting. We should be in the black this year. Still some money at Purdue.

Desmond: What are trends for attendance?

David: High was Boise which had 32 total. Covid made things bumpy. Combined after covid had 20. Fresno has just above 20 combined. If we want to work to attract new members and young members, that is something we have discussed and should discuss. Vegas could be a good spot to attract people in California schools.

Desmond: Las Vegas is more convenient but minimum bookings and extra costs are challenging.

David: Flights and hotels may be worth looking at in Las Vegas for two years in future.

Aaron: Vegas may have benefits but isn't a silver bullet. Historically it started being practical. What value proposition are proposing?

Phil: Value comes from industry partners which is hard to do in Vegas. Bigger numbers could change the feel of WERA.

-Jennifer: Communication Report

Have had leadership meetings based on communication outreach and delivering emails through mailchimp. Discussed developing a website for outreach. Working towards what the best communication portal is.

David: have looked at other options for mailchimp but end up using mailchimp so multiple people can use it. Possibility of social media outreach but not sure who would manage it.

Jennifer: would offer to lead an outreach effort as communications coordinator.

Serhat: need some more outreach to reach new faculty.

Jennifer: Invite graduate students to participate would be good. Went back and looked at old meeting minutes to understand evolution of WERA better. Originally discussed white

papers, collaborations, and potential grant funding. Sharing some outreach on history of WERA would be good.

-Serhat: Moved meeting to in person for presentations but discussion was whether to add online as a possibility. Some things would not work online, but industry discussion could work. What is your thinking?

David: How can we make best use of paper in a limited time? Things that are tough to synthesize are networking. Virtual things can be other times of the year.

Phil: During covid, they presented 6 minute presentations designed to be tied to industry.

Desmond: Is this for attendance or revenue?

Abdel: Interactions in WERA are different than AAEA. Attracting students depends on what we are offering them. Other conferences have offered competitions for best presentation/paper/etc. This increases willingness of students to attend.

David: In another group we have a graduate student presentation the day before the conference. Its well received and works out pretty well. It benefits graduate students and faculty enjoy it as well. The question is, what does it replace?

Desmond: Students can increase numbers, but what is the draw for them? Could it be possible to link up these students with industry representatives. Maybe students could do a case competition with businesses attending conference.

Phil: Student numbers may not support NIMMs numbers

Abdel: engaging younger members may help membership longer term

James: Subject matter content used to be a driver for WERA-72. Topics in agribusiness didn't have another outlet than WERA-72. This has changed over time. Is there still a need for this unique outlet? If there is WERA-72 will perpetuate itself.

Serhat: Value proposition is something we are thinking about right now. Should we do what others have done successfully or something entirely different?

James: Competitions may not be necessary for WERA's attendance. Opportunity for graduate students to discuss may be enough incentive in itself. WERA-72 could be better at messaging about itself and how its different.

Desmond: WERA-72 is an incubator of ideas.

Aaron: Opportunities to spend more time on idea exchange rather than presentations. WERA is unique in a lot of ways, industry connection. Lots of competition from bigger conferences. If we could move this group into a regional committee it would be my hatch product.

Phil: Potential for SARE to partner with WERA-72. Right now thinking of partnering with farm credit group.

David: Would it be possible for a shared or split program?

Aaron: longer meeting with unique topics on the end and shared topic in middle.

Phil: Could be a little challenging for NIMMs

James: That may not be an issue due to different designations. Could team up with AAEA the years the conference is in the West. Need to be careful to not get lost in an event when you are not the main agenda. Maybe it could be good to actively seek ways to actively connect with other multi state projects.

Serhat: We are already talking about new business in this discussion. Being right before AAEA could work in the right year?

Eric: Only group I administer but participate in other groups. Groups under 50 per year usually find ways to collaborate with other groups. Need to figure out specifics but most likely would just need to figure out how costs would need to be shared between groups.

-Serhat: Summer and pre conference webinars. Pre-conference webinar was successful and want to continue that next year. Want to add summer webinars in as well. Want to bring in graduate students and early career professionals who want to present something. After email will collect some abstracts and see what we can have for online presentations.

Na: Summer may be better for call and fall better for presentations.

Serhat: Motion for summer webinars

Tanner: 2nd

Group: Motion passes

Tanner: Tina nominated for secretary, Abdel nominated for president elect

Aaron: says yes:

Tanner: seconds:

Group motion passes.

Tanner: Tentative plan for Logan next year

Serhat: We should plan around other meetings.

Na: Aaron and Tanner are guest editors on special issue. Another special issue for teaching is closed for submission. Want to know if there are any other ideas for special issues from this group. AETR can also accept 3-4 related articles together. Looking for 40-50 participants for AAEA teaching in Denver.

Phil: Published a textbook on co-ops so if you are teaching that look out for it.

Serhat: Meeting adjourned at 10:04