C-FARE March Newsletter Plaintext

Market Corner:

A 2020 UF study of Florida Department of Health and the U.S. Bureau of Labor Statistics data revealed that four of the ten Florida counties with the highest number of COVID-19 cases were also home to the highest numbers of domestic and/or H2A crop workers.

Faced with the onset of the COVID-19 human health pandemic in early 2020, the UF/IFAS Farm Labor Supervisor (FLS) team rapidly collated and conveyed information to farm labor supervisors about how best to ensure the safety and well-being of the 150,000+ migrant and seasonal farmworkers and their families who work on Florida farms and ranches. In 2019, the U.S. Department of Labor certified more than 33,000 H2A positions in Florida, ranking first among states in requests. According to the Florida Department of Agriculture and Consumer Services (FDACS), the seven counties with the highest number of these workers sold $3.179B of agricultural products in 2012.

The UF/IFAS FLS COVID-19 Farmworker Safety Training program was developed to protect farmworker health and livelihood while providing essential services to Florida's agribusinesses during ongoing global pandemic conditions. Based on the latest scientific research findings and best management practices, we aim to ensure that farm owners, managers, and supervisors are aware of, and take measures to adopt, Center for Disease Control (CDC) recommendations on COVID-19 monitoring and safety measures, including handwashing, protective face coverings, and social-distancing techniques for use both on and off-farm.

From August through October 2020, the FLS team hosted six, 90-minute Zoom meetings concurrently in English (n=600) and Spanish (n=200). Participants received a certificate of attendance and a list of references to help them source supporting materials and resources specific to protecting farmworkers from COVID-19 infection and limiting transmission through best management practices recommended by the CDC. Given the critical need to rapidly disseminate this information the webinars were provided at no cost. Live session participants each receive a certificate of attendance and references to help them source supporting materials and resources specific to protecting farmworkers from COVID-19 infection and limiting transmission through best management practices recommended by the Center for Disease Control (CDC).

Please feel free to reach out to me directly at, Dr. Kimberly Morgan, Extension Economist and UF/IFAS Farm Labor Supervisor program director, at kimorgan@ufl.edu for more information.

- Dr. Kimberly Morgan, New C-FARE Board Member

C-FARE's Annual Brandt Forum has gone fully online for 2021!

Topic: Impacts of a Digitally-Driven Global Economy: Opportunities and Challenges For U.S. Agriculture

When? **April 2nd, and April 5th, 10 am to 1:30 pm EST**

This year's Council on Food, Agricultural, and Resource Economics (C-FARE) Brandt Forum brings together scholars and business leaders to discuss the disruptions of digitalization to the agricultural sector. Because of the pandemic, the event **"Impacts of a Digitally-Driven Global Economy: Opportunities and Challenges For U.S. agriculture"** will be a two-day virtual event featuring six speakers. This event is **FREE** to make it as accessible as possible.

The Order of Speakers and their topics are available here:

Director Spotlight:

MICHAEL ADJEMIAN (michael.adjemian@uga.edu) is an Associate Professor in the Department of Agricultural and Applied Economics at the University of Georgia. He is also an Associate Editor at the *American Journal of Agricultural Economics*. Michael is also a new C-FARE Board Member.

INTERESTS Agricultural Markets and Policy, Commodity Derivatives, International Trade, Finance, and Forecasting

WHY UGA? I spent the first decade of my career in the federal government. When I decided to come back to academia, UGA stood out as both a great environment to work in and a department on the rise.

HOT STOCK I am working on several projects that examine government policy meant to remunerate producers for damages they suffered due to the trade war and the coronavirus pandemic. Beyond academic publications, our aim is to offer lessons and help guide decision-makers who face future shocks to the agricultural sector.

New Directions:

A Site-Portfolio Model for Multiple-Destination Recreation Trips: Valuing Trips to National Parks in the Southwestern United States. This University of Chicago study proposes a new method for analyzing multiple-destination recreation trips and applies it to visitation at national parks in the southwestern United States. This study used conventional random utility theory and treat groups of parks (portfolios) as choice alternatives. The trip cost includes time, travel, lodging, and food cost for visiting all sites in the portfolio. The Full Paper is Available Here:

A Content-Analysis Based Literature Review in Blockchain Adoption within Food Supply Chain. According to the World Health Organization (WHO), one out of 10 people gets sick from eating contaminated food. One of the most promising technologies is Blockchain, which has already been used successfully in financial aspects, such as bitcoin, and it is attracting interest from food supply chain organizations. As blockchain has characteristics, such as decentralization, security, immutability, smart contract, it is therefore expected to improve sustainable food supply chain management and food traceability. The Full Paper is Available Here:

Digitization and Platforms in Agriculture: Organizations, Power Asymmetry, and Collective Action Solutions. This University of California, Davis study focused on technologies such as digitally-equipped agricultural equipment, drones, image recognition, sensors, robots, and artificial intelligence that are being rapidly adopted throughout the agri-food system. As a result, actors in the system are generating and using ever more data. Sharing this data can be used to create value at other nodes in the system by increasing transparency, traceability, and productivity. The Full Study is Available Here: