

An orange outline map of the Southern United States, showing the borders of Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Florida, and South Carolina. The text is overlaid on the map.

**SOUTHERN EXTENSION
ECONOMICS COMMITTEE**

Southern Extension Economics Committee

- Made up of Extension Agricultural Economists in the 13-state southern region.
- Southern Extension Directors appoint the administrative advisor to the committee. Traditionally appointed through the SRPLN ANR Committee.
- The administrative advisor is to provide liaison between the committee and the ANR program leaders group and the Southern Directors.
- Administrative advisor will interpret policy from the advisory groups and provide counsel regarding priority areas seen by these advisory groups.



Regional Extension Committees

- Northeast
- North Central
- Southern
- Western

MEMBER HANDBOOK



Southern Extension Marketing Committee



Southern Extension Committees

- Established by the Southern Extension Directors in the fall of 1962

Southern Extension Farm Management Committee (SEFMC)

Southern Extension Marketing Committee (SEMC)

Southern Extension Public Affairs Committee (SEPAC)

- First meeting of SEMC in January 1963
- States used to designate a member to each committee from their state through notification to the administrative advisor.
 - When National Program Leaders had block grant funds.



Original Advisory Support

- Southern Extension Directors and ANR State Program Leaders
- The Farm Foundation
- Extension Service – USDA (CSREES)
- Southern Rural Development Center (Mississippi State)



Purposes

The purposes of SEMC as outlined in the first meeting (1963) are:

- Recognition of problems and sharing of experiences.
- Jointly identify problems.
- Share thinking and philosophy of marketing work.
- Sharing the “how-to-do” or methodology.
- Coordinating efforts on problems that are larger than one state in scope.
- Someone to take back to states what is being done in the region.
- Sharing of materials and joint publications.
- Become of greater assistance to Extension Administration in addressing marketing problems.



Annual Activities

- Annual Summer Meeting – June
- State Annual Report
- Annual Southern Outlook Conference – September
- Crops and Livestock Outlook Organized Symposiums at the Southern Agricultural Economics Association Annual Meeting – February



Objectives

Based on these stated purposes, the objectives of SEMC were outlined in the 1963 meeting to be the following:

1. Identify and define marketing problems of inter-state and inter-regional nature, establish priorities and help establish the framework of working toward the solution of those problems.
2. Establish and maintain liaison with regional research, encourage needed regional research, and help establish avenues of adopting the regional research.
3. Provide leadership and mechanics of new programs, methods, activities, or publications to improve effectiveness of marketing work in region.
4. Explore and provide recommendations for in-service training and professional improvement in marketing for other Extension workers.
5. Encourage the interchange of ideas, experiences, methods, and materials among the Extension marketing personnel in the Southern region.



Reorganization of Committees

- Attendance decline due to retirements & downsizing of departments and Extension. Some states didn't have three people working in the three areas anymore or the Extension specialist was not participating due department expectations.
- Dropping below 30 in attendance in late 2000's
- Farm Foundation changed leadership and thus priorities. SEPAC travel funding ended.



Southern Extension Economics Committee

Surviving the Farm Economy Downturn

This collection of papers is the result of efforts by a group of Extension economist across the South--Southern Extension Committee. The genesis for these educational programs began where all good extension education programs begin: the needs of farmers and ranchers in the region.

Surviving the Farm Economy Downturn

Southern Outlook Conference

The Southern Extension Economics Committee annually convenes an outlook conference updating the status of the agricultural sector across the southern region. The three-day conference is held in Atlanta, Georgia each year. The conference provides an industry situation and outlook analysis for each agricultural commodity as well as addressing emerging issues. To view presentations from previous conferences, visit the conference link below.

Southern Outlook Conference Webpage

<https://srmec.uada.edu/Links/committee.aspx>



2022 ASRED & SRPLN Conf. – Aug. 23-25

- Provided state reports and agendas from Summer meeting and 2021 Southern Outlook Conference.
- Adam Rabinowitz made a presentation on topic of Surviving Volatile Economic Times Through Impactful Programs
- Joe Outlaw presented Southern Ag Today to ANR Leaders and requested monetary support from each state in the region for operating expenses until sponsorship is built.



Advisor Thoughts

- Encourage collaboration on issues and problems identified in the region
 - Southern Ag Today
 - Joint task force teams on issues
 - Grant projects
- Professional development workshop?
- Rotation of Southern Outlook commodity speakers
- Website, Listserv, Directory

