

Joe L. Parcell
Division of Applied Social Sciences
University of Missouri

VITA

Job Title

Director, Applied Social Sciences, University of Missouri, 12/15/17- to current.
Interim Director, Applied Social Sciences, University of Missouri, 1/17/17- 12/14/17.
Professor of Agricultural and Applied Economics, University of Missouri, 9-month appointment.

Responsibilities (current)

100% administration

Education and Degrees Awarded

PhD, Agricultural Economics, Kansas State University ('98).
MS, Agricultural Economics, Kansas State University ('96).
BA, Mathematics, University of Northern Iowa ('93).

Academic Appointments

- Professor, MU, '11 to current.
- Graduate Faculty, MU, '98 to current.
- Assistant Professor, MU, '98 to '04.
- Doctoral Faculty, MU, '00 to current.
- Associate Professor, MU '04 to '11.

Administrative Responsibilities

MFA Professor of Agribusiness, University of Missouri, 10/1/16 – 12/15/17.
Director of Undergraduate Studies and Advisor Chair, Department of Agricultural and Applied Economics, MU, 7/2014 to 12/2016.
Department Chair, Department of Agricultural and Applied Economics, MU, 7/2012 to 12/2016.
Director, Missouri Value Added Center, MU, '11 to '13.
Director of Graduate Studies, MU, 6/2003 to 7/2006.
Coordinator, Undergraduate Internship Program, MU, '04 and '05.

Other Employment

Extension Assistant, Department of Agricultural Economics, Kansas State University, 9/1996 to 7/1997.
Research Assistant, Department of Agricultural Economics, Kansas State University, 8/1993 to 7/1998.
Instructor, Department of Agricultural Economics, Kansas State University, 8/1997 to 12/1997.

RESIDENT INSTRUCTION

Undergraduate Advisor Chair and Undergraduate Program Chair

As undergraduate advisor chair, I had responsibilities for ensuring students, both majors and minors, meet graduation requirements. I provided authorization on curriculum expectations for student graduation. I co-facilitated summer welcome for between fifty and seventy students annually. I personally advised approximately sixty of the Department's 240 undergraduate majors in agricultural economics or agribusiness.

Teaching Awards

1. Golden Apple CAFNR, '17.
2. Department of Agricultural Economics Outstanding Faculty Member, '10.
3. Sigma Alpha Outstanding Graduate Advisor, '10.
4. Golden Pen CAFNR Student Council, '05.
5. Ag Econ Club "Outstanding Educator Award" '04, '02.
6. Student Athlete Advisory Council, "Most Inspiring Professor" '04.
7. Ronald E. McNair Post Baccalaureate Achievement Program "Certificate of Achievement" '03.
8. National Association of Colleges and Teachers in Agriculture Recipient, '98, Graduate Student Teaching Award of Merit, Kansas State University.

Teaching Responsibilities (F=Fall, W=Winter, S=Spring, SS=Summer)

1. Agr. Econ. 2183 The Agricultural Marketing System S'20, F'18, SS'18, S'17, F'16, S'16, F'15, S'15, F'14, F'13, F'12, F'11, W'10, W'09, F'07, W'07, F'06, W'06, W'05, W'04 and W'03.
Students to apply basic economic concepts in describing agricultural markets and institutions. Students in this course learn agricultural value chain mechanics and forces that drive decisions.
2. Agr. Econ 4251 (formerly 3251) Agricultural Prices F'16, F'15, F'14, F'13, F'12, F'11 and W'10.
Enhanced student knowledge of the relationship between price changes and quantity supplied and quantity demanded. Seasonal price patterns and the unique agricultural attribute biological lag.
3. Agr. Econ. 3294 Agricultural and Commodity Marketing F'17, F'11, W'10, W'09, F'07, F'06, W'05, W'04, W'03 and W'02.
Developed curriculum and integrated learning into a junior/senior level course on commodity marketing and procurement. Topics covered include cash and futures price determination, basis, contract terms, the impact of information on prices, and case study develop analysis.
4. Agr. Econ. 3295 (formerly 4301) Seminar in Commodity Futures/Options Trading S'16, S'15, F'14, SS'14, SS'13, S'12, W'11, W'09, W'08, W'07, W'06, W'05, W'03, W'02 and F'00.
Experiential learning course where students invest their own dollars into trading commodity derivatives. The course is offered on-line. The students of this course are required to work in groups of two or three to develop, write-up, and present trade recommendations.

Course Chronology and Student Evaluations (Since Fall 2013)

(F=Fall, W=Winter, S=Spring, SS=Summer)

Term	Course No.	N ¹		Dr. Parcell's Scores		
		N1	N2	Q1 ²	Q2 ³	Q3 ^{4**}
S20	2183 Ag Marketing System					
F18	2183 Ag Marketing System	51	21	4.21	4.20	4.29
F17	3294 Commodity Marketing	17	15	4.22	4.12	4.33
S17	2183 Ag Marketing System	51	29	4.27	4.49	4.34
F16	2183 Ag Marketing System	86	44	4.37	4.58	4.52
F16	4251 Agricultural Prices	31	18	4.29	4.36	4.06
S16	2183 Ag Marketing System	52	46	4.42	4.49	4.46
F15	2183 Ag Marketing System	69	26	4.42	4.50	4.54
F15	4251 Agricultural Prices	30	26	4.23	4.26	4.12
S15	2183 Ag Marketing System	30	24	4.50	4.42	4.46
F14	2183 Ag Marketing System	71	60	4.08	4.40	4.43
F14	3251 Agricultural Prices	38	38	4.13	4.18	4.45
F14	3295 Commodity Futures	8	6	4.30	4.17	3.70
F13	2183 Ag Marketing System	101	94	3.96	4.31	4.24
F13	3251 Agricultural Prices	29	23	4.04	4.22	4.48

1 N1 refers to number of students enrolled in course. N2 refers to number of students responding to the student evaluation questionnaire.

2 Q1 refers to the student evaluation average of four questions relating to the course content and structure based on a scale ranging from the highest rating of "5 = Strongly Agree" to the lowest rating of "1 = Strongly Disagree."

3 Q2 refers to the student evaluation average of seven questions relating to the teaching delivery of the course based on a scale ranging from the highest rating of "5 = Strongly Agree" to the lowest rating of "1 = Strongly Disagree"

4 Q3 refers to the student evaluation average of the response regarding the teaching effectiveness of the instructor on a scale ranging from the highest rating of "5 = Strongly Agree" to the lowest rating of "1 = Strongly Disagree."

Missouri Advisor Quality Survey Evaluations

Term	Program	Number of Assigned Advisees	Number of Advisee Responses	Knowledge (Q1 ¹)	Availability (Q2 ²)	Autonomy Support (Q3 ³)
S16	Dr. Parcell	66	32	4.25	4.46	4.49
	Department	242	125	3.98	4.33	4.34
	CAFNR	2725	1199	3.87	4.25	4.31
S15	Dr. Parcell	74	51	4.21	4.54	4.58
	Department	243	156	4.08	4.49	4.52
	CAFNR	2784	1652	3.85	4.31	4.35

¹ Q1 refers to the student evaluation average of five questions regarding the knowledge of the academic advisor(s) within the program based on a scale ranging from the highest rating of “5 = Strongly Agree to the lowest rating of 1 = Strongly Disagree.”

² Q2 refers to the student evaluation average of five questions regarding the availability of the academic advisor(s) within the program based on a scale ranging from the highest rating of “5 = Strongly Agree to the lowest rating of 1 = Strongly Disagree.”

³ Q3 refers to the student evaluation average of five questions regarding the autonomy support of the academic advisor(s) within the program based on a scale ranging from the highest rating of “5 = Strongly Agree to the lowest rating of 1 = Strongly Disagree.”

College of Agriculture, Food, and Natural Resources Undergraduate Research Scholars

Student	Topic
Crouch, J.	“Estimating Live-hog Demand and Supply Elasticities.” 17’
Evans, C.	“The Relationship between Corn and Anhydrous Prices,” 17’
Gatson, C.	“Estimating County-level Per Capita Demand.” 16’
Eisenbath, B.	“Direct Marketing Specialty Meat by Independent Meat Processors.” 11’
Anderson, T.	“Small Scale Soybean Processing.” 09’
Kueker, D.	“A Look at Safety Net Alternatives at County, Regional, and State Level.” 00’

Graduate Student Membership Assignment[^]

Justin Sharpless (PhD, TBD)⁷, Becky Mott (PhD, ’19)⁷, Andreas Tsakiridis (PhD, ’18)⁶, Agnieszka Dobrowolska (PhD, ’17), Byung Min Soon (PhD, ’17), Jong Yeol Yoon (PhD, ’17), Jacob Young (M.S., ’17)⁵, Amy Scott (M.S., ’16), Tyler Peckman (M.S., ’16)², Bruno Miranda (PhD, ’16), Armen Chazaryan (M.S., ’16), Jasper Grashius (PhD, ’16), Shi Shangyang (M.S., ’15), Peter Hofherr (PhD, ’14), Ken Zahringer (PhD, ’14), Kateryna Goychuk (PhD, ’13), Wojin Song (PhD, ’11), Alex Magnier (PhD, ’10), Suk Ho Han (PhD, ’09), Sirini Kondura (PhD, ’08), Leonardo Linares (PhD, ’08)², Angelea Guaiume (PhD, ’07)², Joe Scogin (EDLP, ’07)¹, Ryan Skipper (M.S., ’07), Andrea Woolverton (PhD, ’07), Sandra Alton (M.S., ’06)³, Tae-Hun Kim (PhD, ’08), Yong-Lyoul Kim (PhD, ’06), Kija Bunyechea (PhD, ’05), Jim Kimbrough (M.S., ’05)⁴, Serah Kambua Chema (M.S., ’04), Brandon Heath (M.S., ’04), In-Sek Kim (PhD, ’04), Pasu Suntornpithug (PhD, ’04), Van Ayers (EDLP, ’02)¹, Kevin Hanrahan (PhD, ’00)

[^] Unless otherwise noted represent Agricultural and Applied Economics graduate students.

Superscripts represent: 1, College of Education; 2, Animal Sciences; 3, Kansas State University Master of Agribusiness Program; 4, Personal Financial Planning; 5, Plant Sciences; 6, National University of Ireland; 7, Agricultural Education

Graduate Student Chair Assignments

Student	Degree	Year	Employment
Jonathon Baxley	M.S.	17'	Veterans United
	"Price Integration in Quality Differentiated Markets"		
David Shively	M.S.	N/A	Scoular Grain
	"Optimal Marketing Window of Missouri Corn and Soybeans"		
Jewelwayne Cain	PhD	15'	University of Tampa
	"Three Essays on the Soybean Value Chain"		
Lisa Rees	PhD	11'	South D. State University
	"Three Essays on Value Added Beef Strategies."		
Phoebe Wiles	M.S.	11'	Financial Analyst
	"A Mathematical Simulation of Asian Options on the Tokyo Grain Exchange."		
Brandon Kliethermes	M.S.	09'	IHS Global Insight
	"Grain Merchandiser Marketing Perceptions."		
Yiyong Yuan	PhD	09'	Southwestern U, China
	"Modeling Structural Change in the U.S. Meat Sector: Every-Day-Low-Prices."		
Sang Young Je	PhD	08'	Korean University
	"Time-Series Issues in Agricultural Marketing."		
Adam Brinker	M.S.	07'	Pioneer
	"Opportunities for Exporting IP Soybean Products to India."		
Chris Boessen	PhD	06'	University of Missouri
	"The Impact of Everyday Low Prices on the Meat Industry."		
Rusty Newman	M.S.	06'	Banking
	"An Economic Analysis of Feeding Feeder Cattle in a Confined Environment."		
Jessica Robertson	M.S.	06'	Banking
	"The Economics of Coordinating Value in Beef Cow Operations."		
David Strobel	M.S.	06'	Self-employed Farmer
	"An Economic Analysis of Feeding Feeder Cattle in a Missouri."		
In-Kyu Lee	PhD	n/a	South Korea government
	"Welfare Impacts of Investment into the South Korea Horticulture Industry."		
Mathieu Marsais**	M.S.	04'	France, sales
	"The Relationship between Income and the Demand for Processed Meats."		
Kurt Ahrens	M.S.	03'	Self-employed
	"An Analysis of the CBOT Corn Futures Response to Bioengineered Crop Bans."		
Maria Cox	M.S.	03'	Columbia Public Library
	"Preference for Heifer Quality Characteristics."		
Jason Franken	M.S.	03'	Western IL University
	"Spatial Competition in the Missouri Grain Elevator Industry."		
Errie Raasch	M.S.	03'	Self-employed Farmer
	"Calculating U.S. non-GMO Soybean Values: A Market Approach."		
Wesley Tucker	M.S.	01'	U. of Missouri Extension
	"Southern Missouri Retained Ownership Opportunities."		

**Completed degree from Ecole Superieure D'Agriculture, France

OUTREACH AND EXTENSION INSTRUCTION

Feasibility Studies Conducted for Outreach Constituents

1. Cotton Gin Trash Feasibility, '17.
2. McKaskle Farms, '13.
3. Southeast Missouri Biomass Study, '11.
4. Cass County Biomass Resource Recovery Park, '10.
5. Large Animal Ruminant Composting, '10.
6. Stoddard County Oilseed (Soybean) Crushing, '09.
7. Soy Protein Products into Singapore, '09.
8. Elderberry Processing, '09.
9. Wood Export Cooperative, '09.
10. Show-Me Replacement Heifers Market Expansion, '09.
11. Identity Preserved Soybeans into Vietnam, '08.
12. A New Value Chain for Marketing Natural Beef, '08.
13. Identity Preserved Soybeans into India, '07.

Science and Technology Guides and Fact Sheets (Subject to peer review)

1. Parcell, J. "Forward." For Missouri Ag Lenders Publication, November 2016.
2. Parcell, J. and J. Moreland. "Ag Opportunities Web App." For Missouri Ag Lenders Publication, November 2016.
3. Parcell, J. "Forward." For Missouri Ag Lenders Publication, November 2015.
4. Reed, K., and J. Parcell. "Cost-benefit Analysis of Marker-Assisted Selection." Undergraduate Soybean Industry Research Scholars. 2014/2015.
5. Searcy, M., and J. Parcell. "Optimal Market Timing of Missouri Corn, Soybean, and Wheat Crops." Undergraduate Soybean Industry Research Scholars. 2014/2015.
6. Zitelman, L., and J. Parcell. "U.S. Farmers Age and Life Expectancy." For Missouri Ag Lenders Publication, November 2014.
7. Moreland, J. and J. Parcell. "Local Food Market Report." For Missouri Ag Lenders Publication, November 2014.
8. Parcell, J. "Forward." For Missouri Ag Lenders Publication, November 2014.
9. Parcell, J.L., and D. Shively. "Spread Trading in Futures Contracts." Departmental Fact Sheet, April 2014:6p.
10. Parcell, J.L., and D. Shively. "Introduction to Hedging Soybeans with Futures." Departmental Fact Sheet, April 2014:4p.
11. Parcell, J.L., and D. Shively. "Forward Cash Contract Prices: Decisions in the Cash Market." Departmental Fact Sheet, April 2014:2p.
12. Parcell, J.L. "Artisan Cheeses in Missouri: Retail Grocers' Perceptions." MU Guide G3661, August 2013:2p.
13. Parcell, J.L. "Artisan Cheeses in Missouri: Consumer Buying Habits and Preferences." MU Guide G3662, August 2013:2p.
14. Parcell, J.L. "2013 New Crop Marketing Strategies." For Missouri Ag Lenders Publication, November 2012.
15. Tonsor, G.T., J. Franken, and J. Parcell. "Impact of Mandatory Price Reporting on Hog Market Integration." Kansas State University Agricultural Experiment Station and Cooperative Extension, MF-3019, July 2011:1p.

16. Parcell, J.L. “Negotiated Rule Making: Mandatory Wholesale Pork Price Reporting.” Livestock Marketing Information Center Factsheet. Published online at [www.lmic.info/tac/comments/commentsframe.html]. July 2011.
17. Parcell, J.L., V. Pierce, and J. Franken. “Using Commodity Futures as a Price Forecasting Tool.” MU Guide G611, 2011:2p.
18. Parcell, J.L., V. Pierce, and J. Franken. “Long Hedge Example with Options.” MU Guide G610, 2011:2p.
19. Parcell, J.L., V. Pierce, and J. Franken. “Short Hedge Example with Options.” MU Guide G609, 2011:2p.
20. Parcell, J.L., V. Pierce, and J. Franken. “Short Hedge Example with Futures.” MU Guide G608, 2011:2p.
21. Parcell, J.L., V. Pierce, and J. Franken. “Long Hedge Example with Futures.” MU Guide G607 2011:2p.
22. Parcell, J.L., V. Pierce, and J. Franken. “An Introduction to Basis.” MU Guide G606, 2011:4p.
23. Parcell, J.L., V. Pierce, and J. Franken. “Interpreting Commodity Futures and Options Price Quotes.” MU Guide G605, 2011:2p.
24. Parcell, J.L., V. Pierce, and J. Franken. “Commodity Futures Terminology.” MU Guide G604, 2011:2p.
25. Parcell, J.L., V. Pierce, and J. Franken. “An Introduction to Hedging Agricultural Commodities with Options.” MU Guide G603, 2011:2p.
26. Parcell, J.L., V. Pierce, and J. Franken. “An Introduction to Hedging Agricultural Commodities with Futures.” MU Guide G602, 2011:3p.
27. Parcell, J.L., V. Pierce, and J. Franken. “Agricultural Commodities Contract Specifications.” MU Guide G601, 2011:2p.
28. Fleischmann, J., M. Hendrickson, J. Parcell, and A. Roach. “Using Missouri Farmers Market Organizers’ Use of Traditional and Social Media.” MU6229, July 2010:5p.6p.
29. Fleischmann, J., M. Hendrickson, J. Parcell, and A. Roach. “Promotional Media Use by Missouri Farmers Market Organizers.” MU6228, July 2010:4p.
30. Fleischmann, J., M. Hendrickson, J. Parcell, and A. Roach. “Social Media Use and Purchase Patterns of Missouri Farmers Market Consumers.” MU6227, July 2010:5p.
31. Tonsor, G., T. Schroeder, and J. Parcell. “Wholesale Pork Price Reporting Analysis: A Study Summary.” Kansas State University Agricultural Experiment Station and Cooperative Extension, MF-2931, March 2010:4p.
32. McKelvey, B., M. Hendrickson, and J.L. Parcell. “Strategies for Selling Local Food Products.” MU G6222, December 2007:8p.
33. Pierce II, R., J.L. Parcell, C. Boessen, and C. Hicks. “Opportunities for Missouri Pond and Lake Owners.” MU G9470, August 2007:4p.
34. Franken, J., and J.L. Parcell. “Hedging Ethanol in the NYMEX Unleaded Gas Futures.” MU Guide G643, July 2003:2p.
35. Parcell, J.L., N. Giddens, and M. Brees. “Break-even Pricing, Revenue, and Units” MU Guide G648, September 2002:3p.
36. Parcell, J.L., M. Brees, and N. Giddens. “Establishing the Transfer Price: Balancing Businesses” MU Guide G642, September 2002:3p.
37. Brees, B., J.L. Parcell, and N. Giddens. “Capturing vs. Creating Value” MU Guide G641, August 2002:3p.

38. Giddens, N., J.L. Parcell, and M. Brees. "Selecting an Appropriate Pricing Strategy" MU Guide G649, August 2002:4p.
39. Giddens, N., M. Brees, and J.L. Parcell. "Building Your Brand" MU Guide G650, October 2002: 4p.
40. Parcell, J.L., M. Brees, and N. Giddens. "Adding Value" MU Guide G 640, June 2002: 2p.
41. Sobba, M., and J.L. Parcell. "Customary Flexible Cash Rental Agreements." MU Guide G 423, October 2001: 3p.
42. Parcell, J.L. and J.B. Wells. "Designing a Farm Newsletter." MU Guide G425, June 2001: 3p.
43. Parcell, J.L., and V. Pierce. "Using Commodity Futures as a Price Forecasting Tool." MU Guide G611, December 2000:2p.
44. Parcell, J.L., and V. Pierce. "Long Hedge Example with Options." MU Guide G610, December 2000:2p.
45. Parcell, J.L., and V. Pierce. "Short Hedge Example with Options." MU Guide G609, December 2000:2p.
46. Parcell, J.L., and V. Pierce. "Short Hedge Example with Futures." MU Guide G608, December 2000:2p.
47. Parcell, J.L., and V. Pierce. "Long Hedge Example with Futures." MU Guide G607 December 2000:2p.
48. Parcell, J.L., and V. Pierce. "An Introduction to Basis." MU Guide G606, December 2000:4p.
49. Parcell, J.L., and V. Pierce. "Interpreting Commodity Futures and Options Price Quotes." MU Guide G605, December 2000:2p.
50. Parcell, J.L., and V. Pierce. "Commodity Futures Terminology." MU Guide G604, December 2000:2p.
51. Parcell, J.L., and V. Pierce. "An Introduction to Hedging Agricultural Commodities with Options." MU Guide G603, December 2000:2p.
52. Parcell, J.L., and V. Pierce. "An Introduction to Hedging Agricultural Commodities with Futures." MU Guide G602, December 2000:3p.
53. Parcell, J.L., and V. Pierce. "Agricultural Commodities Contract Specifications." MU Guide G601, April 2000:2p.

Invited Outreach Speaking Engagements

1. Parcell, J.L., G. Tonsor., and T. Schroeder. "Baseline Study of Livestock and Meat Marketing Trends and Implications for Livestock Mandatory Reporting." Agricultural Marketing Service, Columbia, MO, November 16.
2. Parcell, J.L. "What Do We Know About the Interim (Final) Farmer Fair Practices Rule?- A Few Comments about Livestock Market Reporting National Committee." Missouri Farm Bureau. Jefferson City, Missouri, February 17.
3. Parcell, J.L., and J. Moreland. "Attribute Pricing of Vegetables at Missouri Farmers' Markets." Extension Summit, Columbia, MO, October 15.
4. Parcell, J.L., J. Moreland, and C. Barnett. "Alternative Crop Decision Support Tool." In-service Extension Program, Columbia, MO, September 15.
5. Parcell, J.L. "Basics of Futures and Options." Warsaw, MO, June 22, 15.
6. Parcell, J.L. "Missouri Beef Industry Summit." Columbia, MO, January 26, 15.

7. Parcell, J.L. "2014 Crop Marketing Strategies." Alma, MO, February 14.
8. Parcell, J.L. "New Paradigms of Agriculture." MOF2 Annual Meeting, Garden City, MO, December 13.
9. Parcell, J.L. "Missouri Soybean Merchandising Council Board Strategies Plan." Missouri Soybean Merchandising Council, August 12.
10. Parcell, J.L. "Southeast Missouri Biomass Survey." Missouri Biomass Conference, Sikeston, Mo, 11.
11. Parcell, J.L. "Globalization and U.S. Agriculture." AFA Conference, Kansas City, Mo, 11.
12. Parcell, J.L. "Industry Needs and How to Build a Business to Meet the Needs." Kansas State University, 10.
13. Parcell, J.L. "International Agriculture and Missouri." Presented to Pettis County Farm Bureau, 09.
14. Parcell, J.L. "The Importance of International in Agriculture." Missouri Farm Bureau Young Farmers Workshop, Osage Beach, Mo, 09.
15. Parcell, J.L. "The Importance of International in Agriculture." Agriculture Leaders of Tomorrow Class XIII, Columbia, MO, 09.
16. Parcell, J.L. "Buyer Wants." Agriculture Machine Conference, Cedar Rapids, IA, 08.
17. Parcell, J.L. "Managing for Adding Value." Distance Education Extension Training Course, MO, 08.
18. Parcell, J.L. "Value Creation of Known Sire Genetics." ABS Global, Inc. Regional Workshop, Columbia, MO, 07.
19. Parcell, J.L. "Value Added Agriculture Business Climate." Agriculture Leaders of Tomorrow Class XII, Columbia, MO, 07.
20. Parcell, J.L. "Marketing: Basic Concepts." Great America Insurance Regional Meeting, Branson, MO, 04.
21. Parcell, J.L. "The Missouri Show-Me-Select Heifer Program." Nationals Cattleman's Beef Association Annual Conference, Phoenix, AZ, 04.
22. Parcell, J.L. "How Much Value Can We Add?" Keynote speaker, Value Attitude Conference, Brookings, SD, 03.
23. Parcell, J.L. "Factors in Business Plan Development." Session Speaker, Conference on Value Added, Martin, TN, 02.

Programs Delivered to Visiting International Audiences

1. Parcell, J.L. "Information and Market Institutions." Presented to African Cochran Fellows, 9/16.
2. Parcell, J.L. "Grades and Standards Workshop." Presented to Algerian Cochran Fellows, 7/13.
3. Parcell, J.L. "Marketing Cooperative Discussion." Presented to Algerian Cochran Fellows, 7/13.
4. Parcell, J.L. "Agricultural Markets in the United States." Presented to South Africa Scholars, 8/03.
5. Parcell, J.L. "Value Added in the U.S." Presented to Central Asia Cooperative Members, 9/02.
6. Parcell, J.L., and M. Brees. "Value Added in the U.S." Presented to South Africa Scholars, 8/02.
7. Parcell, J.L. "U.S. Soybean Issues." Presented to Brazil farmers, 8/01.

8. Parcell, J.L. "Cooperatives Overview." Presented to Kyrgyzstan dignitaries, 8/01.
9. Parcell, J.L. "Value Added Programming in Missouri: An Overview." Presented to South Africa and Ghana dignitaries, 5/01.
10. Parcell, J.L. "The Structure of U.S. Agriculture and Why Producers Grow What They Do." Presented to Bulgaria dignitaries, 11/00.
11. Parcell, J.L. "Trends in U.S. Agriculture." Presented to Bosnia, Croatia, Czech Republic, and India dignitaries, 9/00.
12. Parcell, J.L. "Trends in U.S. Agriculture, and Using FINPACK in Farm Financial Planning." Presented to Korea dignitaries, 10/99.
13. Parcell, J.L. "Trends in U.S. Agriculture and How Extension Works." Presented to Croatia dignitaries, 9/99.
14. Parcell, J.L. "Trends in U.S. Agriculture." Presented to Moldova dignitaries, 6/99.

International Presentations/Proceedings/Visitations

1. Parcell, J.L. "Raising Soybeans in Costa Rica." Upala, Costa Rica, 8/13.
2. Parcell, J.L. "Market Opportunities for Missouri IP Soybeans." Hanoi, Vietnam, 6/12.
3. Parcell, J.L. "Market Opportunities for Missouri IP Soybeans." Bangkok, Thailand, 9/12.
4. Parcell, J.L. "Market Opportunities for Missouri IP Soybeans." Singapore, 6/10.
5. Parcell, J.L. "Market Opportunities for Missouri IP Soybeans." Seoul, Korea, 6/10.
6. Parcell, J.L. "Market Opportunities for Missouri IP Soybeans." Manila, Philippines, 4/10.
7. Parcell, J.L. "Market Opportunities for Missouri IP Soybeans." Jakarta, Indonesia, 4/10.
8. Parcell, J.L., C. Boessen, and A. Stemme, "Opportunities for Missouri Soybeans in Vietnam." Presented to participants at ASA Office, Hanoi, Vietnam, 2/08.
9. Parcell, J.L., and C. Boessen, "Opportunities for Missouri Paddlefish in Taiwan." Presented to local aquaculture producers, Taiwan, 2/08.
10. Parcell, J.L., C. Boessen, and A. Stemme. "Opportunities for Missouri Soybeans in India." Presented to participants at ASA Office, New Delhi, India, 2/07.
11. Parcell, J.L. "Economic Trends in the United States." Speaker at Summit on North Korea agriculture. Yanji, China, 7/05.
12. Parcell, J.L., S. Freyermuth, S. Cole, and P. Market. "Writing Across the Curriculum." Presented to EARTH University faculty, Costa Rica, 6/04.
13. Parcell, J.L., L. Marks, and M. Bredahl. "Genetic Modification and Measuring Consumer Acceptance." Reading University, Reading England, 1/03.
14. Parcell, J.L. "Economic Issues and Trends with Transgenic Crop Production." The Conference on Regional Agriculture, Chonbuk University, South Korea, 9/00.
15. Parcell, J.L. "Economic Issues and Trends with Transgenic Crop Production." Chonam University, South Korea, 9/00.
16. Parcell, J.L. "Economic Trends in the United States." Speaker at Summit on North Korea agriculture. Yanji, China, 7/05.

RESEARCH (* indicates graduate student, + indicates undergraduate student, underlined name indicates postdoctoral student, and indicates visiting scholar)

Visiting Scholars Hosted

1. Lijun Chen, Oct. 15'- Aug. 17'.
2. Yas Kojima, April 13'- July 14'.
3. Shun Tan, '11.

Book Authored

Rhodes, J.V., J. Dauve, and J.L. Parcell. The Agricultural Marketing System. 7th Edition. Mizzou Publishing (Columbia, Missouri), 2015.

Refereed Journal Publications

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74. Parcell, J.L., A.M. Featherstone, and D.G. Barton. "Determination of Optimal Capital Structure in Agricultural Cooperatives." *Journal of Agricultural and Applied Economics*. 30(1998):237-38.
75. Stiegert, K. and J.L. Parcell. "Spatial Competition for U.S. Hard Wheat Characteristics." *American Journal of Agricultural Economics*. 79(1997): 1721.
76. Parcell, J.L., T.C. Schroeder, and K.C. Dhuyvetter. "The Effect of Captive Supply on Live Cattle Basis." *Journal of Agricultural and Resource Economics*. 22(1997): 394.
77. Barton, D.G., J.L. Parcell, and A.M. Featherstone. "Optimal Capital Structure in Centralized Agricultural Cooperatives." *Journal of Agricultural and Resource Economics*. 22(1997): 390.
78. Dhuyvetter, K.C., T.C. Schroeder, and J.L. Parcell. "The Effect of USDA Cattle on Feed Reports on Feeder Cattle Futures Prices." *Journal of Agricultural and Resource Economics*. 22(1997): 396.
79. Parcell, J.L., T.C. Schroeder, and F. Hiner. "Determinants of Cow-Calf Prices." *Journal of Agricultural and Applied Economics*. 27(1995): 322-23.

Refereed Published Proceedings

1. Schroeder, T., K. Ajewole*, and J.L. Parcell. "Price Reporting in a Thin Market." To be presented at the 2016 NCCC-134 Conference on Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 18-19, 2016.
2. Franken, J., and J.L. Parcell. "Forecasting Quality Beef Premiums." To be presented at the 2016 NCCC-134 Conference on Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 18-19, 2016.
3. Cain*, J.S., and J.L. Parcell. "The Impact of Renewable Fuel Production on Soybean Oil Spatial Price Dynamics." To be presented at the 2014 NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 21-22, 2014.
4. Parcell, J. L. and J. Franken. "Economics of Coordinating Sire Genetics in a Synchronized AI Program." Proceedings, Applied Reproductive Strategies in Beef Cattle August 31 – September 1, 2011; Joplin, MO
5. Parcell, J. and J. Franken. "Evaluation of Market Thinness for Hogs and Pork." Presented at NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 18-19, 2011. Published online at [http://www.farmdoc.illinois.edu/nccc134/conf_2011/pdf/confp06-11.pdf].
6. Franken, J.R.V., J. Parcell, G. Tonsor, and T. Schroeder. "Impact of Mandatory Price Reporting on Hog Market Integration." Presented at NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, 2010.

7. Tonsor, G., T. Schroeder, and J. Parcell. "Demand for Wholesale Pork Primals: An Updated Evaluation of Structural Shifts." Presented at NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, 2010.
8. Franken, J.R.V., J. Parcell, D. Patterson, M. Smith, and S. Poock. "Cow-Calf Producer Interest in Retained Ownership" *Southern Agricultural Economics Association*. (February 2010). Published on-line at [<http://econpapers.repec.org/paper/agssaea10/56421.htm>]
9. Rees*, L, J. Parcell, D. Patterson, M. Smith, and S. Poock. "Beef Reproductive Technology Adoption- Impact of Production Risk and Capitals." *Southern Agricultural Economics Association*. (February 2010). Published on-line at [[http://ageconsearch.umn.edu/bitstream/56492/2/Rees_Parcell_Patterson_Smith_Poock_SAE A.pdf](http://ageconsearch.umn.edu/bitstream/56492/2/Rees_Parcell_Patterson_Smith_Poock_SAE_A.pdf)].
10. Kliethermes*, B., J.L.Parcell, and J. Franken. "Grain Merchandiser Survey." NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, eds. D. Sanders and M. Manfredo (2009). Published On-line at [<http://agecon.lib.umn.edu/cgi-bin/view.pl>].
11. Brinker*, A., J.L. Parcell, and C. Boessen. "An Assessment of the India Soy Protein Market." (February 2008). *Southern Agricultural Economics Association*. Published on-line at [<http://ageconsearch.umn.edu/bitstream/6796/2/sp08br07.pdf>] .
12. Parcell, J.L., C. Boessen, I. Altman, and D. Sanders. "Cross-Hedging Fishmeal: Exploring Corn and Soybean Meal Futures Contracts." (February 2008). *Southern Agricultural Economics Association*. Published on-line at [<http://ageconsearch.umn.edu/bitstream/6763/2/sp08pa10.pdf>].
13. Parcell, J.L., D. Schaefer. D. Patterson, M. John, and K. Haden. "Coordinated Genetics in a Commercial Beef Herd Timed/Synchronized AI Program." NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, eds. D. Sanders and M. Manfredo (2008). Published online at [<http://agecon.lib.umn.edu/cgi-bin/view.pl>].
14. Brinker*, A., J.L. Parcell, and K. Dhuyvetter. "The Value of Carcass Characteristic EPDs in Bred Heifer Price." Presented paper at NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. S. Koontz (2007) Published On-line at [<http://agecon.lib.umn.edu/cgi-bin/view.pl>].
15. Yuan*, Y., J.L. Parcell, and C. Boessen. "Retailer Pricing: A two-channel model of meat retailer as margin maker." Presented paper at NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. S. Koontz (2007) Published On-line at [<http://agecon.lib.umn.edu/cgi-bin/view.pl>].
16. Robertson*, J., J. Parcell, D. Patterson, and R. Randle. "Value Added to the Beef Cattle Chain through Genetic Management." *Southern Agricultural Economics Association Annual Meeting* (February 2006). Published on-line at [http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=19509&ftype=.pdf].
17. Gedikoglu*, H., J. Parcell, D. Patterson, R. Randle, and J. Kimbrough. "Long-Term Valuation of Value Added Products; A Product Life-Cycle Approach." Presented at the *Southern Agricultural Economics Association Annual Meeting* (February 2006). Published on-line at [http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=19470&ftype=.pdf].
18. Parcell, J.L., K. Dhuyvetter, D. Patterson, and R. Randle. "The Value of Carcass Characteristic EPDs in Bred Heifer Price." Presented paper at NCR-134 Conference on

- Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. S. Koontz (2005) Published On-line at [<http://agecon.lib.umn.edu/cgi-bin/view.pl>].
19. Boessen*, C., J.L. Parcell, J. Lawrence, and R. Plain. "Pork Producer Perceptions of the Impact of Marketing Contracts on Cash Prices." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. S. Koontz (2005) Published On-line at [<http://agecon.lib.umn.edu/cgi-bin/view.pl>].
 20. Chema*, S.K., L. Marks, and J.L. Parcell. "Marketing Biotech Functional Foods in the US." *American Agricultural Economics Association Annual meeting* (July 2004). Published on-line at [http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=14501&ftype=.pdf].
 21. Parcell, J.L., and T.C. Schroeder. "Determinants of Pork Brand Price Premiums." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. S. Koontz (2003) Published On-line at [<http://agecon.lib.umn.edu/cgi-bin/view.pl>].
 22. Franken*, J.R., and J.L. Parcell. "Grain Market Integration: Case Studies of Structural Change." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. S. Koontz (2003). Published On-line at [http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=10917&ftype=.pdf].
 23. Parcell, J.L. "Extending Alone." *American Agricultural Economics Association Annual Meeting* (August 2002). Published On-line at [http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=4502&ftype=.pdf].
 24. Parcell, J.L. "Emerging IP Markets: The Tokyo Grain Exchange Non-GMO Soybean Contract." NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. S. Koontz (2002). Published On-line at [http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=4800&ftype=.pdf].
 25. Dhuyvetter, K.C., M. Albright, and J.L. Parcell. "Forecasting and Hedging Crop Input Prices" Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. T.C. Schroeder (2001). Published On-line at [http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=2855&ftype=.pdf].
 26. Parcell, J.L., J. Mintert, and R. Plain. "An Empirical Examination of Live Hog Demand." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. T.C. Schroeder (2000). Published On-line at [http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=2049&ftype=.pdf].
 27. Parcell, J.L. "The Impact of the LDP on Corn and Soybean Basis in Missouri." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. T.C. Schroeder (2000). Published On-line at [http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=2048&ftype=.pdf].
 28. Parcell, J.L., T.L. Kastens, T.C. Schroeder, and K.C. Dhuyvetter. "Agricultural Economists' Effectiveness in Reporting and Conveying Research Procedures and Results." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. T.C. Schroeder, pp. 395-412. Dept. of Ag. Econ., Kansas State University, 1999.
 29. Pierce, V., J.L. Parcell, and R. Randle. "Determinants of Heifer Price Differentials." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. T.C. Schroeder, pp. 125-140. Dept. of Ag. Econ., Kansas State University, 1999.

30. Parcell, J.L., T.C. Schroeder, T.L. Kastens, and K.C. Dhuyvetter. "Perceptions of Marketing Efficiency and Strategies: Research vs. Extension Marketing Economists." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. T.C. Schroeder, pp. 395-418. Dept. of Ag. Econ., Kansas State University, 1998.
31. Parcell, J.L., T.C. Schroeder, T.L. Kastens, and K.C. Dhuyvetter. "Perceptions of Marketing Strategies: Producers vs. Extension Economists." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. B.W. Brorsen, pp. 181-96. Dept. of Ag. Econ., Oklahoma State University, 1997.
32. Parcell, J.L., and M.R. Langemeier. "Determination of Payments for Feeder-Pig Producers and Finishers." Presented paper at NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, ed. B.W. Brorsen, pp. 146-57. Dept. of Ag Econ., Oklahoma State University, 1996.
33. Stiegert, K., J.L. Parcell, and J.P. Blanc. "Market Responses to Wheat Quality." International Wheat Quality Conference. Eds. J.L. Steele and O.K. Chung. Grain Industry Alliance, Manhattan, KS (1996):339-362. Dept. of Ag. Econ. Oklahoma State University, 1996.

Organized Symposia Presentation (^o denotes organizer)

1. Agribusiness and Policy Symposium. One and one-half day conference with over ninety persons in attendance. Columbia, MO. 2016.
2. Parcell, J.L.^o, S. Turner, J. McCluskey, S. Halbrook, J. Findeis. "The Use of Academic Performance Metrics when Evaluating Faculty, Programs, and Departments." Agricultural and Applied Economics Association Annual Meeting. Boston, MA, July 2016.
3. Parcell, J.L. "Ag Policy in Teaching Agricultural Marketing." *Southern Agricultural Economics Association*, Orlando, FL, 2013.
4. Parcell, J.L. "Managing Quality Through Breeding and Coordinating Sires" *Agricultural and Applied Economics Association Annual Meeting*, Denver, CO, 2010.
5. Artz, G. and J.L. Parcell^o. "Integrating Writing into the Agriculture Classroom." *Agricultural and Applied Economics Association Annual Meeting*. Milwaukee, WI, 2009.
6. Parcell^o, J.L. "Distillers Dried Grains: Future Direction" *Agricultural Economics Association Annual Meeting*. Orlando, FL, 2008.
7. Parcell^o, J.L. "The Future of Agricultural Economics Graduate Programs" *Western Agricultural Economics Association Annual Meeting*. San Francisco, CA, 2005.
8. Parcell^o, J.L., and A. Johnson. "The Role of the University in Value Added Agriculture." *American Agricultural Economics Association Annual Meeting*. Long Beach, CA, 2002.
9. Parcell^o, J.L. "Agricultural Contracting Issues." *Southern Agricultural Economics Association Annual Meeting*, Orlando, FL, 2002.

Poster Presentation

1. Evans, C*, and J.L. Parcell. "The Relationship of Domestic and International Factors on Midwest Anhydrous Ammonia Prices." Presented at The 2017 University of Missouri Undergraduate Research Spring Forum. Columbia, Missouri, April 18, 2017.
2. Crouch, J*, and J.L. Parcell. "The Impact of Hog Industry Change on Price." Presented at The 2017 University of Missouri Undergraduate Research Spring Forum. Columbia, Missouri, April 18, 2017.

3. Parcell, J., R. Myers, C. Fulcher, H. Gedikoglu, A. Weber, A. Roach, J. Moreland, D. Kelly, P. Byers, and J. Quinn. "Agricultural Oportunities in Missouri Decision Tool." Poster (To Be) Presented at the 2016 Food Distribution Research Society Annual Meeting, New Orleans, LA, September 30th – October 4th, 2016.
4. Gatson, C*, and J.L. Parcell. "Forecasting Meat Protein Consumption Based on Demographic and Socioeconomic Factors." Presented at The 2016 University of Missouri Undergraduate Research Spring Forum. Columbia, Missouri, April 26, 2016.
5. Cain*, J.S., and J.L. Parcell. "Welfare Impacts of Introducing Drought-Tolerance Soybeans." To be presented at the 2014 Agricultural and Applied Economics Association Annual Meeting. Minneapolis, Minnesota, July 2014.
6. Cain*, J.S., and J.L. Parcell. "Marginal Implicit Prices of Soybean Quality Attributes." Presented at the 10th Annual Soybean Biotechnology Symposium, National Center for Soybean Biotechnology, Columbia, Missouri, April, 2014.
7. Kojima, Y., and J.L. Parcell. "Global Vegetable Oils Market Trends: Strategic Planning Initiatives." Presented at the 10th Annual Soybean Biotechnology Symposium, National Center for Soybean Biotechnology, Columbia, Missouri, April, 2014.
8. Parcell, J.L. "Inter-Institutional Interest of Developing an Online Commodity Merchandising Certificate Program." To be presented at the North American Colleges and Teachers of Agriculture Conference. Bozeman, Montana, 2014.
9. Parcell, J.L., R. Myers, P. Byers, R. Hoorman, B. Mayhan, S. Gu and H. Gedikoglu. "Enhancing Profitability of Small and Medium Sized Farms Through Interactive Decision Making Tools and Modules." AFRI Research Symposium, 2013.
10. Parcell, J.L., J. Moreland, H. Gedikoglu, and A. Henry. "Is Student Learning Motivated by Money?" *National Association of College Teachers of Agriculture* annual meeting. River Falls, WI, 2012.
11. Medsker, M. and J.L. Parcell. "Managing Price Risk for Value Added Co-products." College of Agriculture, Food and Natural Resource Undergraduate Research Internship, University of Missouri, April 2012.
12. Ayers, V.H., C. Boessen, H. Gedikoglu, J. Parcell, and A. Roach. "Southeast Missouri Biomass Study." To be presented at the 2012 National Association County Agricultural Agents annual meeting, Charleston SC.
13. Franken, J., and J.L. Parcell, D. Patterson, M. Smith, and S. Poock. "Producer Interest in Collectively Marketing Feeder Calves." *Agricultural and Applied Economics Association* Annual Meeting. Milwaukee, WI, 2009.
14. Hans, ⁺ J., and J.L. Parcell. "Soy Protein Demand in S. Korea." College of Agriculture, Food, and Natural Resources Undergraduate Research Internship, University of Missouri, April, 2008.
15. Anderson, ⁺ T., and J.L. Parcell. "Economics of Small-Scale Biodiesel Production in Missouri." College of Agriculture, Food, and Natural Resources Undergraduate Research Internship, University of Missouri, April, 2008.
16. Gerlt, ⁺ T., and J.L. Parcell. "Buyer Purchasing Decisions of Show-Me-Select Bred Heifers" College of Agriculture, Food, and Natural Resources Undergraduate Research Internship, University of Missouri, April, 2004.
17. Jacob, ⁺ A., and J.L. Parcell "It's Raining Cats and Dogs" *Undergraduate Legislative Day*, Jefferson City, MO, April 2004.

18. Hans, ⁺ C., and J.L. Parcell. "Basis Impacts from the Creation of NEMO Ethanol." *Undergraduate Legislative Day*, Jefferson City, MO, March 2003.
19. Sobba, M., B. Wells, and J.L. Parcell. "The Steps in Facilitating the Board of a Producer Owned Ethanol Plant." National Association of County Agents Annual Meeting, Green Bay, WI, July 2003.
20. Kueker, ⁺ D., and J.L. Parcell. "Localizing Agriculture Farm Programs." College of Agriculture Food and Natural Resources Ag Week, University of Missouri, 2001.
21. Parcell, J.L., and R. Massey. "Use and Perceptions of GPS Technologies by Professional Chemical Services." *Missouri Precision Agriculture Annual Conference*, Columbia, MO 2001.
22. Olson, KC, V.L. Pierce and J.L. Parcell. "Predictability of Feedlot Performance on Carcass Merit in the Farmland Supreme Beef Alliance." Selected Poster, *American Agricultural Economics Association Annual meetings*, Nashville, TN, 1999.

Publications Subject to Editorial Review

1. Hans, ⁺ C., and J.L. Parcell. "Basis Impact Study of Northeast Missouri Grain Processors Ethanol Plant." 2003 *MU McNair Scholars Journal*. University of Missouri (2003): 13-18.
2. Dailey, D., and J.L. Parcell. "The Margin of Success." *The Source*, pp. 16-17. College of Agricultural, Food and Natural Resources, Spring/Summer 2001.
3. Parcell, J.L, and J.B. Wells. "Developing a Farm Newsletter for Better Communications between Tenant and Landowner." *Journal of Extension*. 38(December 2000). Published On-line at [<http://www.joe.org/joe/2000december/tt4.html>].
4. Parcell, J.L. "Designing a Farm Resume." *Journal of Extension*. 37(April 1999) Published On-line at [<http://www.joe.org/joe/1999april/tt2.html>].
5. Parcell, J.L. "Involve Me and I'll Understand: Experiencing Commodity Trading in the Classroom." *Financial Exchange*. November/December 16(1997): 21,23.

Grant Funding

1. Kaufman, J.; A. Roach; J. Moreland; J. Parcell. "Marketing Opportunities for Missouri's Niche Meat and Poultry Producers." Missouri Department of Agriculture MASBDA, 2019, \$134,389.
2. Parcell, J.L. "The Show-Me-State Food and Beverage Manufacturing Initiative." United States Department of Agriculture Rural Development, 2018, \$50,000.
3. Parcell, J.L. and J. Moreland. "Cotton Gin Trash Composting." MDA Value Added Grant. '17, \$37,500.
4. Parcell, J.L. and J. Moreland. "Specialty Crop Education for Missouri Producers." Specialty Crop Block Grant Program. '16, \$24,669.
5. Parcell, J.L., J. Moreland and V. Ayers. "McKaskle Farms Organic Processing." USDA Value Added Producer Grant, '16, \$31,250.
6. Parcell, J.L. and J. Moreland. "Missouri Department of Agriculture Farmers Market Data Collection." Missouri Department of Agriculture, '16, \$10,500.
7. Parcell, J.L. and J. Moreland. "Specialty Crop Education for Missouri Producers." Missouri Department of Agriculture Specialty Crop Block Grant, '16. \$24,500.
8. Parcell, J.L. and J. Moreland. "Assessing Sampling, Price Reporting as Farmers Market Vendor Marketing Tools" USDA FSMIP, '14, \$66,261.

9. Parcell, J.L., H. Nguyen, M. Kerley, A. Scaboo. "CAFNR Undergraduate Soybean Industry Research Scholars." Missouri Soybean Merchandising Council, '14, \$16,000.
10. Parcell, J.L. "Market Intelligence for Missouri Crop Producers." Missouri Soybean Merchandising Council, '13, \$6,608.
11. H. Gedikoglu and Parcell, J.L. "Sustainable Market Development and Resource use for Specialty Crops." USDA, National Institute of Food and Agriculture (Capacity Building Grant Program), '12, \$332,690.
12. H. Gedikoglu and Parcell, J.L. "Socio-economic Factors and Adoption of Energy Crops." USDA, National Institute of Food and Agriculture, '12, \$94,258.
13. Parcell, J.L. and J. Moreland. "McKaskle Farms Organic Processing." USDA Value Added Producer Grant, '12, \$28,000.
14. Parcell, J.L. and J. Moreland. "Market Intelligence for Missouri Crop Producers." Missouri Soybean Association, '12, \$29,340.
15. Parcell, J.L., H. Gedikoglu, and A. Ball. "Student Understanding of Price Risk Management Through Experiential Learning via Distance Education Delivery." USDA NIFA, '11, \$261,280.
16. Parcell, J.L., R. Myers, P. Byers, R. Hoorman, B. Mayhan, S. Gu and H. Gedikoglu. "Enhancing Profitability of Small and Medium Sized Farms Through Interactive Decisions Making Tools and Modules." USDA NIFA, '11, \$498,434.
17. Parcell, J.L. and J. Moreland. "Market Opportunities for Missouri Artisan Cheese." USDA FSMIP, '11, \$61,026.
18. Parcell, J.L. and J. Moreland. "Value Added Agriculture Technical Assistance." College of Agriculture, Food and Natural Resources, '10, \$50,000.
19. Parcell, J.L., J. Franken, J. Horner, J. Moreland, and R. Milhollin. "Large Animal Composting Feasibility Study." Rural Development, USDA, '09-'10, \$56,000.
20. Parcell, J.L., M. Hendrickson, and J. Moreland. "Social Media use at Farmers Markets." Agricultural Marketing Service, USDA, '09-'10, \$26,000.
21. Parcell, J.L. and J. Moreland. "Value Added Agriculture Technical Assistance". "College of Agriculture, Food and Natural Resources, '09, \$75,000.
22. Parcell, J.L. and J. Moreland. "Value Added Agriculture Technical Assistance." College of Agriculture, Food and Natural Resources, '08, \$100,000.
23. Parcell, J.L. and C. Boessen. "Soy Protein Opportunities in Singapore." Soy of Missouri, '08, \$30,000.
24. Parcell, J.L. "White Board in the Classroom," MU Agriculture Alumni Association, '08. \$1,000.
25. Parcell, J.L. "Stoddard County Oilseed Crushing Feasibility." Stoddard County Planning Committee, '08, \$25,000.
26. Patterson, D., and J.L. Parcell, "Value Added Opportunities for Quality Bred Heifers." Show- Me Replacement Heifers, Inc. '07, \$82,500.
27. Parcell, J.L. "Value Added Soy Protein Opportunities in Vietnam." Soy '07, \$34,000.
28. Parcell, J.L. "Value Added Business Assistance." University of Missouri, College of Agriculture and Natural Resources, '07, \$75,000.
29. Patterson, D., J.L. Parcell, M. Smith, and S. Poock. "An Integrated Approach to Expand Marketing Opportunities for Small- and Medium-sized Beef Producers from Value-added Heifers and Steers." National Research Initiative, United States Department of Agriculture, '07, \$496,986.64.

30. Parcell, J.L., and C. Boessen. "Exporting Value Added Soy Products to India." Agricultural Marketing Service, USDA, '06, \$27,925.
31. Parcell, J.L. "Value Added Business Facilitation." University of Missouri College of Agriculture, Food and Natural Resources, '06, \$75,000.
32. Parcell, J.L. "Value Added Business Facilitation." University of Missouri College of Agriculture, Food and Natural Resources, '05, \$75,000.
33. Parcell, J.L. and J. Dauve. "Developing Technology Skills in Undergraduate Students." University of Missouri-Division of Social Sciences Educational grants, '05, \$4,000.
34. Kalaitzandonakes, N. J.L. Parcell, and J. Kaufman, "Novel Crop Biotechnologies and the US Ethanol Industry." Illinois-Missouri Biotechnology Alliance, 2004, \$50,000.
35. Ayers, V., J.L. Parcell, I. Gruen, and D. Lindhart, "Puerto Rico Rice Project." Agricultural Marketing Service, USDA, 2004, \$32,000.
36. Parcell, J.L. "Building New Models for Value Added Facilitation." University of Missouri Outreach & Extension, Outreach Development Fund, 2004, \$80,000.
37. Patterson, D.J., R. F. Randle, J. L. Parcell, M. S. Kerley, and K.C. Olson. "Developing Value Added Management Strategies for Replacement Beef Heifers: The Show-me-Select Replacement Heifer Program." University of Missouri Outreach & Extension, Outreach Development Fund, 2004, \$50,000.
38. Parcell, J.L. "Globalizing *The Agricultural Marketing System* course." Program for International Studies, University of Missouri, 2004, \$1,000.
39. Parcell, J.L, P. Westhoff, and B. Babcock. "Value Added University Research Grant." United States Department of Agriculture, Rural Development, 2003, \$299,902.
40. Parcell, J.L. "Development of a Distance Learning Agricultural Entrepreneurship Course." College of Agriculture, Food, and Natural Resources, 2003, \$5,000.
41. Parcell, J.L. and M. Brees. "Effective Facilitation and Education of Producer Value Added Business Endeavors." University of Missouri Outreach & Extension, Outreach Development Fund, 2003, \$155,000.
42. Patterson, D.J., R. F. Randle, J. L. Parcell, M. S. Kerley, and K.C. Olson. "Developing Value Added Management Strategies for Replacement Beef Heifers: The Show-me-Select Replacement Heifer Program." University of Missouri Outreach & Extension, Outreach Development Fund, 2003, \$151,125.
43. Bredahl, M., and J.L. Parcell. "Comparison of the Characteristics of Wine Produced Using United States Oak Products with that Using Oak from Other Sources." Emerging Markets Program, 2002, \$96,000.
44. Bredahl, M., and J.L. Parcell. "An International Comparison of Consumer Acceptance of Genetically Modified Foods." Illinois-Missouri Biotechnology Alliance, 2002, \$76,000.
45. Parcell, J.L. "Assessment of Agri-Entrepreneurship Education Need." Alumni Association Development Grant, University of Missouri, 2002, \$1,040.
46. Parcell, J.L. "Effective Facilitation and Education of Producer Value Added Business Endeavors." University of Missouri Outreach & Extension, Outreach Development Fund, 2002, \$208,000.
47. Patterson, D.J., R. F. Randle, J. L. Parcell, M. S. Kerley, and K.C. Olson. "Developing Value Added Management Strategies for Replacement Beef Heifers: The Show-me-Select Replacement Heifer Program." University of Missouri Outreach & Extension, Outreach Development Fund, 2002, \$153,267.

Gifts Received

1. Parcell, J.L. "Confidentiality in Price Reporting." Value Ag, LLC, 2017, \$20,000.
2. Parcell, J.L. "Validation of DFAST Modeling." Central Bancomany, 2017, \$7,200.
3. Parcell, J.L. "Economic Impacts on Missouri Corn Industry." From Missouri Corn Growers Association, 2014, \$5,000.
4. Boessen, C., and J.L. Parcell. "Feasibility Study of an Organic Soybean Processing Facility." From Specialty Protein Producers, Inc., 2006, \$18,000.
5. Bullock, B., J.L. Parcell, J.G. Gardner, and P. Klein. "Student Entrepreneurship Retreat." Gift given by Joe and Judy Roetheli to support the undergraduate entrepreneurship course, 2005, \$25,000.

SERVICE

Leadership/Editorial /Scientific Boards

1. North Central Region Center for Rural Development (NCRCRD), board member, 18' to present; chair, April 2019 to Present.
2. Missouri Institute of Cooperatives, board member, '17 to present.
3. University of Missouri System Leadership Development Program, '16-'17.
4. American Agricultural Economics Association, Extension/Outreach Award Subcommittee, '13-'16.
5. Missouri Food and Fiber, Board Member '11-'14.
6. NCCC-134 Executive Committee, Member, '02-'14.
7. Food and Agricultural Marketing Policy Section of the *Agricultural and Applied Economics Association*, Chair, '08-'09.
8. Food and Agricultural Marketing Policy of the *American Agricultural Economics Association*, Chair-elect, '07-'08.
9. *NCT-195 Conference on Economic Assessment of Changes in Trade Arrangements, Bio-terrorism Threats and Renewable Fuels Requirements on the U.S. Grain and Oilseed Sector*, Vice President, '04-'05.
10. *Review of Agricultural Economics* Editorial Board, Member, '02-'04.

Book Reviewer

1. Reviewer, *Risks in Agriculture*, Delmar Publishing, '03.

Journal Referee

Review of Agricultural Food Systems, Agriculture and Human Values, AgBioForum, Agricultural Economics, Agricultural Finance Review, American Journal of Agricultural Economics, Canadian Journal of Agricultural Economics, Canadian Journal of Forestry, European Journal of Agricultural Economics, Global Change Biology Bioenergy, International Food and Agribusiness Management Review, International Journal of Information Management, Journal of Agribusiness, Journal of Agricultural and Resource Economics, Journal of Agricultural and Applied Economics, Review of Agricultural Economics, Journal of Agricultural Science and Technology, Iran, Journal of Agronomy, Journal of Aquaculture Economics, Journal of Energy, Journal of Food Distribution and Research, Journal of Futures. Southern Aquaculture Center, The European Journal of Finance.

Professional Association Presentation Moderator

1. NCCC-134, St. Louis, MO, '12, '14.
2. *Agricultural Applied Economics Association*, Milwaukee, WI, '09.
3. *Western Agricultural Economics Association*, San Francisco, CA, '05.
4. *Western Agricultural Economics Association*, Denver, CO, '03.
5. *Southern Agricultural Economics Association*, Orlando, FL, '02.
6. *American Agricultural Economics Association*, Chicago, IL, '01.
7. *American Agricultural Economics Association*, Tampa, FL, '00.
8. *Western Agricultural Economics Association*, Vancouver, British Columbia, '00.
9. *American Agricultural Economics Association*, Nashville, TN, '99.
10. *Western Agricultural Economics Association*, Reno, NV, '97.

Miscellaneous Moderator Engagements

1. *Midwest Regional Value Added Conference*, Excelsior Springs, MO, '01.
2. *Mid-West Outlook Conference*, Kansas City, KS, '98.

Professional Association Paper/Poster Reviewer/Judge

1. *Western Agricultural Economics Association*, Outstanding Thesis, committee member, '11.
2. NCCC-134, selected abstract reviewer, '05 to '14.
3. *Agribusiness Economics and Management*, Agricultural and Applied Economics Association, Co-chair of selected paper proposals, '08 and '09.
4. *National Association of County Agriculture Agents*, selected abstract reviewer, '07.
5. *American Agricultural Economics Association*, selected paper reviewer, '04, '05, '06, '07, '10, '11, and '12.
6. *Western Agricultural Economics Association*, Outstanding Extension Program Evaluation, committee member, '03, and '06.
7. NCR-134 Conference Price Analysis and Risk Management, paper proposal reviewer, '03.
8. *International Food and Agribusiness Management Association*, selected paper reviewer, '02 to '03.
9. *American Agricultural Economics Association*, poster topic judge, '02.
10. *American Agricultural Economics Association*, poster topic chair – Extension, '02.
11. *Southern Agricultural Economics Association*, selected paper reviewer, '02.
12. *American Agricultural Economics Association*, Graduate Student Case Study Competition, judge, '01 to '02.
13. *Western Agricultural Economics Association*, selected paper review committee, '01.
14. *American Agricultural Economics Association*, poster topic reviewer, '00 to '01.

State Level Paper/Poster Reviewer/Judge

1. Foundation Grant Reviewer, Lincoln University, '11.
2. Missouri Producer Value Added Grant Scorer, Missouri Rural Development, '04.
3. Missouri Agricultural Exporter of the Year Award, case study creator, '02 to '03.
4. Missouri Student Council for Agricultural Science and Technology Essay Contest, judge, '02.
5. Missouri Agricultural Products for the 21st Century Contest, judge, '00.

Grant Reviewer

1. North Central Multi-State Project, *Reviewer*. '18.
2. Small Business Institutional Research Grants (Phase II), USDA, *Reviewer*. '12.
3. Small Business Institutional Research Grants (Phase I), USDA, *Panel Member*, '03, '14, and '15.
4. Sustainable Agriculture Research and Education, North Central SARE, *Reviewer*, '01, '06, '10.
5. Ontario Ministry of Agriculture, Food and Rural Affairs, '08 to '09.
6. Value Added Producer Grants, USDA, '02 to '04, '09.
7. Sun Grant, '07.
8. Small Business Institutional Research Grants (Phase I), USDA, *Reviewer*. '04 to '06, '11, '15.

9. National Research Initiative, USDA, '02, '06.
10. Alumni Association Research Grants, University of Missouri, '02.
11. Research Council Grants, University of Missouri, '01.

Regional Research/Multi-State Committees

1. North Central Region Center for Rural Development, Board Member, '18 to current.
2. NC213, Marketing and Delivery of Quality Grains and BioProcess Coproducts, '12 to '16.
3. W2177, Enhancing the Competitiveness and Value of U.S. Beef, '09 to '12.
4. NCCC-134, Committee on Applied Price Analysis and Commodity Marketing, '98 to '15.
5. NC506, Committee on Biofuels, '07.
6. NC Regional Farm Management Committee, '98 to '01.

MU Campus Committees

1. MU Campus Resource Allocation Model, Administrative and Student Services Committee, member, 2020 to present.
2. MU Campus COACHE Continuation Committee, 2020 to present, co-chair.
3. MU Campus COACHE Faculty Satisfaction, 2019, co-chair.
4. MU Campus Promotion and Tenure Advisory Group, 9/18 to 2/19.
5. MU Campus myVITA Governance Advisory Group, 1/17 to 12/18.
6. MU Campus Task Force on Academic Program Analysis, 7/17 to 3/18.
7. Faculty Grievance Oversight Committee, member, 8/15 to 7/16.
8. Faculty Grievance Resolution Panel, Chair Oversight Committee, 8/12 to 7/13.
9. Curriculum & Industry Engagement Committee, Chair, 8/12 to 8/13.
10. Diversity Enhancement Chair, MU Faculty Council Executive Committee, 1/12 to 7/12.
11. Vice Chair, MU Faculty Council Executive Committee, 8/11 to 7/12.
12. Campus Writing Board, 09 to 12.
13. MU Faculty Council, Fall 07 to 7/13.
14. Academic Affairs Chair, MU Faculty Council Executive Committee, 8/09 to 7/10.
15. Access to Success Committee, 10.
16. Military Credit Committee, 09.
17. Student Fee Capital Improvements Committee, Fall '06 to '07, Fall '16 to Spring '17.

College Committees

1. Show-Me State Food, Beverage, and Forest Products Manufacturing Initiative, coordinator, 12/17 to 3/19.
2. Advising, Learning, and Teaching Enhancement Committee, Chair, '15 to '16.
3. Faculty Judge for '15 CAFNR Week King & Queen.
4. Summer Welcome, '14 to current, Department Advisor Representation
5. Selected as mentor for Dr. Anna Ball (Department of Agricultural Education) for Lead21, '12.
6. Executive in Residence Selection Committee, '04 to '10.
7. Representative *For All We Call Mizzou* Fund Raising Campaign, '04 to '09.
8. Week Committee Advisor, '07 and '08.
9. Dickinson Scholars Program Coordinator, '06 to '08.
10. Undergraduate Recruitment Committee, '04 to '08.
11. John Brown Scholars Committee, '00 to '08.

12. Dickinson Scholars Committee, '00 to '08.
13. Faculty Judge for '05 CAFNR Week King.
14. Career Services Office Advisory Board, '04 to '05.
15. Outstanding Student and Club Committee, '04.
16. Place-based Agriculture Committee, '03.
17. Sustainable Ag Curriculum Development Committee, '03.

Outreach Committees

1. Professional Development Work Group, '02.
2. Extension Program Work Group - Risk/Business Management Strategies Committee, co-chair, '01.
3. Agricultural Focus Committee, co-chair, '01.
4. FARM FIRST Advisory Committee, '99 to '01.
5. Regional Farm Management Specialist Search Committee, '99(2), '00(1), '01(1).
6. Campus Extension Committee, '98 to '01.

Division of Applied Social Sciences

1. Office Business Manger Search Committee, member. Conducted national search for head of fiscal and business operations in the division, '16.
2. Instructor Search Committee, member. Conducted national search for instructor position, '10.
3. Tenure Track Faculty Search Committee, *member*. Conducted national search for two assistant/associate/full professor of Agricultural Education, '10.

Departmental Committees

1. Tenure Track Faculty Search Committee, *member*. Conducted national search for an assistant professor of the Economics of Biotechnology, '15.
2. Instructor Search Committee, *chair*. Led national search for teaching instructor, '14.
3. Teaching Assistant Professor Committee, *chair*. Led national search for teaching faculty member, '14.
4. Graduate Studies Committee, '98 to '99, '00 to '02, '10(Chair '10-'11) to '12.
5. Undergraduate Programs Committee, '09 to '11.
6. Social Capital Committee, '08 to '11.
7. Department AAEA Century Display Committee, *chair*, '10.
8. Project Director, Agricultural Entrepreneurship, *chair*. Led national search for project director, '07.
9. Department Promotion and Tenure Committee, '04 to '06.
10. Teaching Assistant Professor, *chair*. Led national search for teaching assistant professor in the area of finance, sales and marketing, '05.
11. Research Assistant Professor Search Committee. Conducted national search for research assistant professor in the area of Economics of Public Policy, '02, '04.
12. Tenure Track Faculty Search Committee, *member*. Conducted national search for assistant/associate professor for Agricultural Policy, '03.
13. Space Committee, '02 to '03.
14. Research Assistant Professor Search Committee, *member*. Conducted national search for research assistant professor in the area of Economics of Agro-biotechnology, '02.

15. Department of Agricultural Economics Seminar Committee, *chair*, '99 to '02.
16. Farm-Business Management Extension Associate Search Committee, *chair*, '01.
17. Agri-Product Business Management Extension Associate Search Committee, *chair*, '01.
18. Program Development Specialist Search Committee, *chair*, '01.
19. Social Science Unit Seminar Committee, *chair*, '99 to '01.
20. PhD Qualifying Examination Committee, '00.
21. Faculty Search Committee. Conducted national search for two Department of Agricultural Economics Extension associates, '00.
22. Social Science Unit Social Committee, *chair*, '99 to '00.