

American-Canadian Ag Economists Examine Digital Revolution

AMES, Iowa — Every aspect of society has been affected by the digital revolution — especially agriculture. The changes created by new technology in the global agricultural system will be examined in-depth at this year's joint meeting of the

American Agricultural Economics Association (AAEA) and the Canadian Agricultural Economics Society at the Hilton Chicago Hotel, Aug. 5-8.

The principal paper session "E-Commerce and Agricultural Commodity Markets" will examine

which types of e-commerce applications are adopted by major players in the agricultural commodity markets and why.

Rolf A.E. Mueller, a professor at the University of Kiel (Germany) with more than 20 years

of study on electronic marketing, will survey the diversity in e-commerce agricultural exchanges and commodity markets.

Jeffrey Williams, from the University of California at Davis, will link e-commerce to

what we know about the history and economics of organized commodity markets through the year.

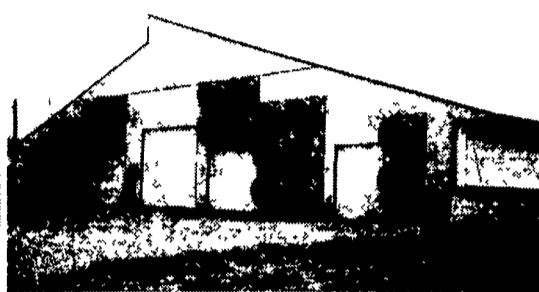
Bruce Babcock, director of the Center for Agriculture and Rural Development at Iowa State University, and Eugene Kunda, senior economist in

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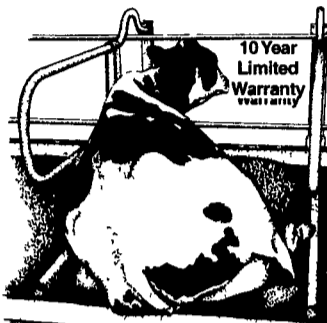
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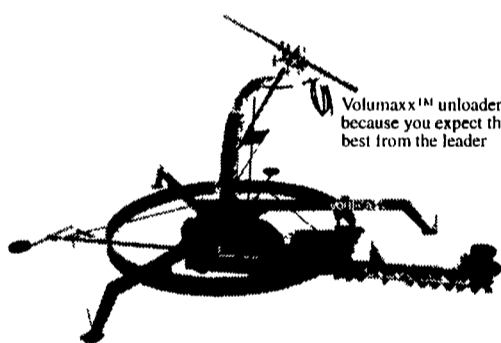


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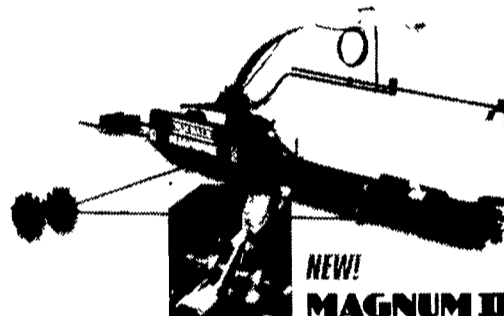
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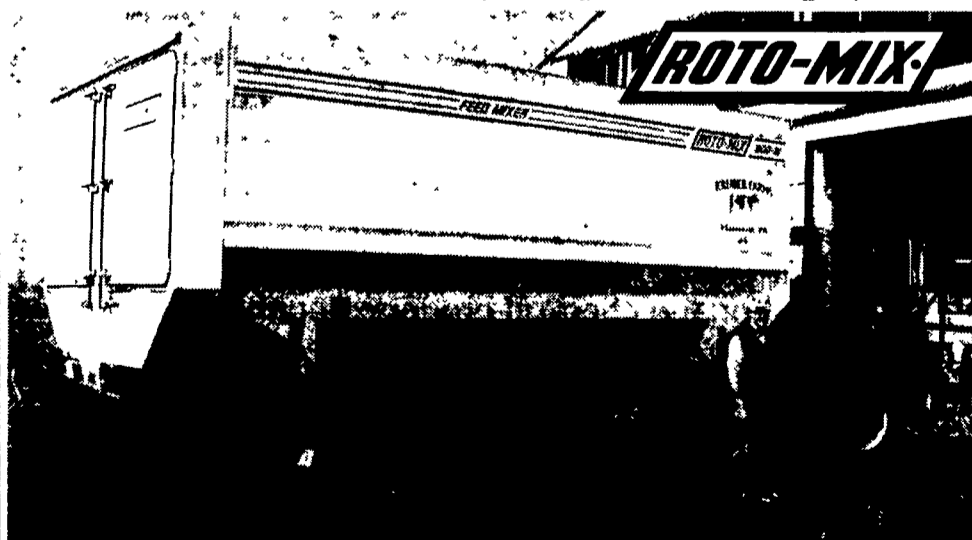


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-Phil Julian, Dairy Farm Manager, Kreider Farms, Manheim, PA

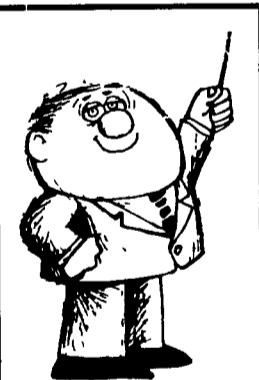


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