



Rachael E. Goodhue is Professor and Chair, Department of Agricultural and Resource Economics, University of California, Davis. She has been on the UC Davis faculty since completing her Ph.D. at UC Berkeley. Her research interests include agricultural policy, agricultural marketing, and the economics of specialty crop production. Current projects include research on supermarket pricing, food safety, economic impacts of spatially defined pesticide use regulations, and optimal decision rules for managing germplasm collections. Goodhue has served on the AAEA Employment Services Committee (member and chair), Outstanding Dissertation Award subcommittee (member and chair), and Communications and Publications Committee (member), and as an Associate Editor for *AJAE*. Goodhue teaches intermediate microeconomic theory (undergraduate), California Agriculture and Natural Resources (graduate), and Agricultural Commodity Markets (graduate). Outside of academia, Goodhue is the Chair and Public Member of the California Walnut Board, the industry's federal marketing order.

What are the biggest challenges and opportunities for AAEA?

Communicating the quality and social relevance of our members' diverse research is a tremendous challenge. We must convey to stakeholders and policymakers that we are united by our focus on excellence in research and commitment to addressing questions with important consequences for society, and must translate their awareness into their use of our work.

We have the opportunity to address this challenge at the undergraduate level. The classic professional "pipeline" is from the undergraduate to graduate level to the profession. We have another, critically important pipeline from our undergraduates into the private and public sectors. Ensuring that our students have an understanding of the value of the work we do is an investment in our future audience.

The classic pipeline remains vitally important to the future of our profession. Identifying and supporting strategies for enhancing the success of our early career members is a fundamental activity for the AAEA.

What actions would you initiate to address the challenges and opportunities described in your response?

In order to evaluate which types of activities are most valuable in delivering information regarding AAEA members' research to stakeholders and building an AAEA brand, I would initiate the collection of more detailed metrics on the results of current communication efforts in order to direct future activities.

Applied Economics Teaching Resources is an extremely exciting step toward enriching our "audience" pipeline. I would champion the journal and advocate for ways to increase its visibility and use beyond our membership.

Promoting the success of our early career professionals requires the critical evaluation of the networking and mentoring activities the AAEA currently conducts. Apart from the benefits realized by participants, we must evaluate whether or not we are reaching all of the people we want to reach. I would initiate a process for continuous evaluation of activities and conscious regular experimentation with new approaches.

At the end of your three-year term, what changes/new initiatives would you have helped create?

The AAEA would have an impact-aware communications program targeting stakeholders based on the the research involved. The AAEA would partner routinely with a broad set of other professional organizations to promote the value of multi-disciplinary research teams for addressing critical social problems.

Applied Economics Teaching Resources would be established as a widely used source of instructional materials in economics and business programs as well as agricultural economics and agribusiness programs.

The AAEA would evaluate its mentoring and networking activities routinely and would experiment with new activities identified through member consultation and the review of best practices by other professional organizations. It would be open to activities ranging from ones that could become major investments, such as post-doctoral fellowships, to small ones such as special sessions with more time allocated per presenter for early career individuals to speak at the annual meeting and have their work discussed by senior researchers.