



Bradley Rickard is an associate professor in the School of Applied Economics and Management at Cornell University. Prior to joining the faculty at Cornell, he taught in the Agribusiness Department at Cal Poly, San Luis Obispo. Brad grew up on a 1200 acre family farm in Ontario Canada, was an undergraduate student at the University of Guelph, and earned his Ph.D. in Agricultural and Resource Economics at the University of California, Davis in 2003. His research and extension program focuses on horticultural markets, technology adoption, and food policy issues; he teaches an undergraduate course in Agricultural and Food Policy. He has published and has served as a reviewer for all three publications in the Association—the *American Journal of Agricultural Economics*, *Applied Economic Perspectives and Policy*, and *Choices*. In 2014, Brad served as the chair of the FAMPS section, in 2017 he chaired the selection committee for the Galbraith Forum, and in 2018 he will become the chair of the S-1067 multistate research project.

What are the biggest challenges and opportunities for AAEA?

I'm convinced that the AAEA community conducts research, provides extension materials, and teaches classes on some of the most interesting and important issues facing society. At the same time, we live in an era where more and more people are curious about the linkages between agricultural technologies, the environment and climate change, international trade and impacts in developing countries, sustainability measures, and the choices we face at the grocery store. There are clearly opportunities for us to address an increasing number of contemporary concerns and to provide answers that help inform various decision makers. Perhaps our greatest challenges include a continued focus on the recruitment of new members interested in solving these types of problems, and finding innovative ways to effectively communicate our findings to a wider and larger audience.

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

For many of us, the challenges and opportunities that we face as an association are similar to those we face as departments or colleges; we continue to strive for a balance between maintaining a unique identity and also developing a greater presence in the related fields of economics, public policy, and business. As an association, I feel we need to continue to actively promote the work that our members do and we should search for creative ways that will highlight the societal implications of our applied economic research. It is important to promote our findings as they appear in the Association's publications, but we can also spend more effort promoting work within our Sections that is presented at our annual meetings, and notably the work that graduate students and early career professionals are conducting on some of the most pressing societal issues. This initiative will allow us to disseminate findings from our efforts earlier for topics that are of paramount interest to our peers and to our stakeholders, and in addition, it will help foster additional interest in our Association among graduate students and other perspective members.

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

If elected to a three-year term as a Director of the AAEA, I would like to have been involved in initiatives that increased the total membership and the diversity of our Association, and in particular increased the share of new members that are either graduate students or early career professionals. I would like to help find ways to increase our engagement with scholars in closely related fields—including applied econometrics, labor economics, public health, horticulture, food science, applied industrial organization, and quantitative marketing—at our universities, at our meetings, and at other professional events. In addition, as part of my effort to increase membership and the visibility of the Association, I would like to be involved in initiatives that help to foster the development and coordination of special topic workshops, perhaps organized by AAEA Sections, that involve researchers, extension associates, policy makers, and practitioners.