

Deacue Fields III
Agricultural Economics and Rural Sociology
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EDUCATION

Institution	Dates	Degree	Major
Louisiana State University	1998 – 2002	Ph.D.	Agricultural Economics
University of Missouri	1993 – 1995	M.S.	Agricultural Economics
Southern University	1989 – 1993	B.S.	Agricultural Economics

ALLOCATION OF TIME AND EFFORT

12-Month Appointment
55% Administration, 20% Teaching, 25% Extension/Research

PROFESSIONAL EXPERIENCE

8/2013 – Present. **Professor and Chair.** Auburn University, Department of Agricultural Economics and Rural Sociology. Auburn, Alabama.

10/2010 – 8/2012. **Associate Professor and Coordinator.** Alabama Farm Analysis Program. Alabama Cooperative Extension System/Department of Agricultural Economics and Rural Sociology. Auburn University Auburn, Alabama.

7/2002 – 10/2007. **Assistant Professor/Extension Economist,** Auburn University, Department of Agricultural Economics and Rural Sociology, Auburn, Alabama. (25% Teaching, 75% Extension).

8/1998- 7/2002. **Graduate Research Fellow,** Louisiana State University, Department of Agricultural Economics and Agribusiness, Baton Rouge, Louisiana.

1/1996 - 8/1998. Assistant Professor/Director of Small Farm Outreach, Florida A&M University, Cooperative Extension and Outreach Program, Tallahassee, Florida

9/1995 - 12/1995. **Budget and Planning Analyst II,** State of Missouri, Office of Administration, Jefferson City, Missouri

8/1993 - 10/1995. **Graduate Research Assistant,** University of Missouri, Agricultural Economics Department, Columbia, Missouri

6/1992 - 8/1992. **Summer Research Assistant,** Cornell University, Ithaca, New York

5/1991 - 8/1991. **Summer Intern.** United States Department of Agriculture. National Agriculture Statistics Service, Baton Rouge, Louisiana

HONORS AND AWARDS

Outstanding Academic Alumnus Award, Louisiana State University – Presented by the Louisiana State University Department of Agricultural Economics and Agribusiness. 2014.

Achievement Award – To be presented by the National Association of County Agricultural Agents (NACAA). Pittsburgh, PA. September, 2013.

LEAD21 Class IX – Selected to participate in a nine-month national Agricultural Leadership Development for the 21st Century Program. January, 2013.

Director - Southern Agricultural Economics Association – Elected for a three year term starting February, 2013

Outstanding Extension Program Award – Presented by the Southern Agricultural Economics Association. SAEA Annual Meeting, Corpus Christi, Texas. February, 2011.

Superior Service Award – Presented by Auburn University Federal Credit Union. AUFUCU Annual Meeting for 5 years of continued service. February, 2011.

Distinguished Leadership Award – Presented by the Agricultural and Applied Economics Association (AAEA) Committee on the Status and Opportunities for Black Agricultural Economists (COSBAE). AAEA Annual Meeting. Denver, Colorado. July, 2010.

Outstanding Advisor Award – Presented by Auburn University College of Agriculture Agricultural Council. May, 2010.

Distinguished Service Award, for business plan and market development assistance. Hanover Homecoming Foundation, Business Forum, Hanover, Jamaica. August, 2008.

Top Ten Most Read Article of 2008. Bellenger, Moriah, **Deacue Fields**, Ken Tilt, and Diane Hite. "Producer Preferences for Migrant Labor and the Wage, Hours, and Gross Sales Effects in Alabama's Horticulture Industry." *HortTechnology Journal*. December, 2008.

Faculty Honoree, 2006 Auburn University Camp War Eagle. Selected as one of eight faculty members to represent Auburn University faculty for freshman orientation. Welcomed approximately 600 incoming freshman and their parent/guardians and discussed faculty expectations.

National Panel Manager for the CSREES/NRI Research Grants Panel 66.0 for Enhancing the Profitability of Small and Mid-Sized Farms for FY2006.

Outstanding Faculty Member Award. College of Agriculture - Presented by the Auburn University Student Government Association. April 12, 2005.

Intensive Entrepreneurship Trainee. Marion Ewing Kaufman Foundation Intensive Entrepreneurship Training Boot Camp in Chapel Hill, NC. Selected as one of 20 participants from a national pool of junior faculty. July, 2004.

Scientific Advisory Board Member for the Southeast United Dairy Industry Association . December, 2003 to present.

Doctoral Scholars Award. Southern Regional Education Board Doctoral Scholars Program. October, 2002.

Outstanding Service Award. Alpha Phi Alpha Fraternity, Beta Iota Lambda Chapter. August, 2002.

Huel D. Perkins Doctoral Fellowship Recipient. August, 1998.

DIVERSITY ACTIVITIES

- Minorities in Ag Natural Resources & Related Sciences (MANRRS), Advisory Council Member
- AAEA Committee on the Opportunities and Status of Black Agricultural Economist (COSBAE), President 2007-2009
- AAEA Early Career Development Committee, Founding Member and Mentor
- College of Agriculture Diversity Committee
- College of Agriculture – Ag Elite Minority Recruiting Program – Participant
- Served as a Speaker or Panelist for Several Office of Diversity and Multicultural Affairs Programs (SEE, PLUS, Summer Bridge)
- College of Agriculture Ag Elite Program Minority Recruiting Effort Participant
- Established Departmental International Potluck Seminar
- Mentor for about 20 Minority Students and Professionals

GRANTS RECEIVED

Grant Funding Summary

<i>Source</i>	<i>Dollars</i>
External Competitive	\$ 2,443,773.00
External Non-Competitive	\$ 144,200.00
Internal Competitive	\$ 859,741.00
TOTAL	\$ 3,447,714.00

TEACHING

Courses Taught

Semester	Course	Enrollment
Fall 2002 – 2014	AGEC 5100 – Agricultural Business Management	446
Fall 2004 - 2014	AGEC 6100 – Agricultural Business Management	36
Spring and Fall 2004 - 2014	AGEC 3920 – Agricultural Economics Internship	91

Graduate Student Supervision

- Served as Chair for 2 PhD and 6 M.S. Committees
- Served as Committee Member for 25 Graduate Student Committees

RESEARCH/CREATIVE WORK

Refereed Journal Articles (selected)

Fields, Deacue, Togo Traore, Floyd Woods, Amy Wright, Ken Tilt, Weidong Ke, and Yiman Liu
“A Case Study of Consumer Preference for Edible Lotus Rhizome" forthcoming.
HortTechnology.

Keneshia Reynolds-Allie and **Deacue Fields**, and Ronald Rainey. Risk Management Issues for
Small Farms within Local Food System. *Choices*. December 2013.

Wilson, Norbert, Thomas Hall, and **Deacue Fields**. “Is Local Enough: Keeping Customers Happy in
Farmer Co-op Stores”. *Rural Cooperatives Magazine*. Vol. 78 (6). November/December, 2011.

Wilson, Norbert, Thomas Hall¹, and **Deacue Fields**. "Measuring Retail Service Quality in Farm Supply
Cooperatives". *International Food and Agribusiness Management Review*. 14(1). 2011.

Fields, Deacue and Jeffrey Gillespie. “Beef Producer Preferences and Purchase Decisions for Livestock
Revenue Insurance Products in Various Market Conditions”. *Journal of Agricultural and
Applied Economics*. December, 2008. 40(3):789–803.

Lusk, Jayson, **Deacue Fields**, and Walter Prevatt. “An Incentive Compatible Conjoint Ranking
Mechanism”. *American Journal of Agricultural Economics*. May, 2008. 90(2):487-498.

Kao, Ming- Wei, Floyd Woods, William Dozier, Robert Ebel, Monte Nesbitt, Junabae Jee, and **Deacue
Fields**. “Phenolic Content and Antioxidant Capacities of Alabama Grown Thornless
Blackberries”. *International Journal of Fruit Science*. 7(4):33-46. 2008.

Bellenger, Moriah¹, **Deacue Fields**, Ken Tilt, and Diane Hite “Producer Preferences for Migrant Labor and the Wage, Hours, and Gross Sales Effects in Alabama's Horticulture Industry” *HortTechnology*. 18(2):301-307. 2008.

Fields, Deacue and Jeffrey Gillespie. “Preferences for Livestock Revenue Insurance Among Beef Producers”. *Journal of Agribusiness*. 25(1):93-105. 2007.

Bellenger, Moriah¹, **Deacue Fields**, and Kenneth Tilt. “Industry Characteristics and Economic Impact of Alabama's Green Industry”. *HortScience*. 42(6):1366-1371. 2007.

Harrison, R. Wes, Jeffrey Gillespie, **Deacue Fields**. “Analysis of Cardinal and Ordinal Assumptions of Conjoint Analysis”. *Agricultural and Resource Economics Review*. 34(2) pages 238-252, October, 2005.

Molnar, Joseph and **Deacue Fields**. “Using the Internet for Teaching, Research, and Extension in the College of Agriculture: Emerging Possibilities and Cautions”. *NACTA Journal*. 48(4) pages 12-19. December, 2004.

Book Chapters

Fields, Deacue. "Selecting and Managing Agricultural Labor". National Crop Insurance Services. *Green Industry Risk Management Guide*. pp 82-85. 2008.

Refereed Published Proceedings

Reynolds-Allie, Kenesha^{*} and **Deacue Fields** "A Comparative Analysis of Alabama Restaurants: Local vs Non-local Food Purchase" in *Journal of Food Distribution Research*. Vol. 10. March, 2012

Reynolds-Allie, Kenesha^{*} and **Deacue Fields**. "Alabama Restaurant Preferences and Willingness to Pay for Local Food: A Choice Based Conjoint Approach" *Journal of Agricultural and Applied Economics*. August, 2011.

Fields, Deacue, Ron Rainey, Kenneth Jefferson-Moore, and Jennifer Dennis. "2008 Farm Bill Implications for Specialty Crop Agriculture". Southern Agricultural Economics Association Annual Meeting. Atlanta, Georgia. August, 2009.

Fields, Deacue, Andrew Muhammad, Kenneth Jefferson-Moore, and Jennifer Dennis. "Causes and Economic Consequences of African American Land Loss in the Southern United States". *Journal of Agricultural and Applied Economics*. 40(2), pp 736. August, 2008.

Bellenger, Moriah^{*}, **Deacue Fields**, and Ken Tilt. “A Linear Estimation of Producer Preferences and the Wage, Hours, and Gross Sales Effects of Migrant Labor in Alabama’s Horticulture Industry”. Southern Agricultural Economics Association Annual Meeting, Little Rock, Arkansas. February 5-9, 2005. *Journal of Agricultural and Applied Economics*. 37(2): 502. 2005.

¹ Graduate Student Collaborator

Bryan, Callie* and **Deacue Fields**. "Consumer Preferences for Various Watermelon Product Attributes". Southern Agricultural Economics Association Annual Meeting, Little Rock, Arkansas. February 5-9, 2005. *Journal of Agricultural and Applied Economics*. 37(2): 505. 2005.

Fields, Deacue and Jeffrey Gillespie. "Beef Producer Preferences and Purchase Decisions for Livestock Revenue Insurance Products". Southern Agricultural Economics Association Annual Meeting, Mobile, Alabama, February 2-5, 2003. *Journal of Agricultural and Applied Economics* 35(2): 427. 2003.

Organized Symposia

Fields, Deacue and Ron Rainey. "The Role of Agricultural Economics in Food Safety Standard Development, Education, and Evaluation". Agricultural and Applied Economics Association Annual Meeting. Pittsburg, Pennsylvania. July, 2011.

Fields, Deacue and Ron Rainey. "Where Do Agricultural Economists Fit in the Local Food Movement?". Organized Symposium. Agricultural and Applied Economics Association Annual Meeting. Denver, Colorado. July, 2010.

Fields, Deacue, Ron Rainey, Kenrett Jefferson-Moore, and Jennifer Dennis. "2008 Farm Bill Implications for Specialty Crop Agriculture". Southern Agricultural Economics Association Annual Meeting. Atlanta, Georgia. August, 2009.

Deacue Fields, Duncan Chembezi, Blondel Brinkman. "Intersection of Agricultural Extension and Agricultural Innovations: The Case of Biofuels". Agricultural and Applied Economics Association Annual Meeting. Orlando, Florida. July 27-29, 2008.

Kenrett Jefferson-Moore, **Deacue Fields**, Andrew Muhammad, and Jennifer Dennis. "Showcasing Undergraduate and Graduate Student Research in Agricultural Economics Programs". Agricultural and Applied Economics Association Annual Meeting. Orlando, Florida. July 27-29, 2008.

Deacue Fields, Kenrett Jefferson-Moore, Andrew Muhammad, and Jennifer Dennis. "Causes and Economic Consequences of African American Land Loss in the Southern United States".

EXTENSION/OUTREACH

Refereed Extension Publications

Wilson, Norbert, Thomas Hall, and **Deacue Fields**. "Is Local Enough: Keeping Customers Happy in Farmer Co-op Stores". Rural Cooperatives Magazine. Vol. 78 (6). November/December, 2011.

Fields, Deacue and Jeffrey Gillespie. "Louisiana Beef Producer Preferences for Livestock Revenue Insurance". Refereed Extension Publication. LSU AgCenter Beef Cattle Report. Vol. 32. 2003.

Peer Reviewed Extension/Outreach Publications

- Fields, Deacue** and Zhimei Guo. "Economic Impact of Alabama's Agriculture, Forestry and Related Industries". February, 2013.
- Fields, Deacue**. "Economic Impact of the Green Industry". Alabama Agricultural Experiment Station Bulletin. October, 2009.
- Cumbie, Wes*, John Adrian, **Deacue Fields**. "Conversion of Rural Land to Recreational Sportfishing Use: An Economic Analysis". Alabama Agricultural Experiment Station. Special Report No. 5. 31 pgs. December, 2006.
- Fields, Deacue**, Moriah Bellenger, and Ken Tilt. "Characteristics and Economic Impact of the Nursery and Greenhouse Sector in Alabama". Alabama Agricultural Experiment Station Bulletin. October, 2006.
- Fields, Deacue**, Moriah Bellenger*, and Ken Tilt. "Characteristics and Economic Impact of the Turfgrass and Sod Sector in Alabama". Alabama Agricultural Experiment Station Bulletin. October, 2006.
- Fields, Deacue**, Moriah Bellenger*, and Ken Tilt. "Characteristics and Economic Impact of the Lawn and Landscape Sector". Alabama Agricultural Experiment Station Bulletin. October, 2006.
- Fields, Deacue**, Walter Prevatt, Jayson Lusk, Chris Kerth. "Forage Fed Beef Attributes: Consumer Preferences and Willingness-to-Pay". Alabama Agricultural Experiment Station. Bulletin No. 664. 16 pgs. July, 2006.
- Kemble, Joseph, Edward Sikora, **Deacue Fields**, M.G. Patterson, and Edgar Vinson. "Guide to Commercial Sweet Potato Production in Alabama". Alabama Cooperative Extension System Bulletin. ANR – 982. February, 2006.
- Prevatt, Walter, **Deacue Fields**, Chris Kerth. "A Directory of Alabama's Custom Livestock Slaughter and Meat Processing Facilities". Agricultural Economics Departmental Series No. 44. Alabama Agricultural Experiment Station. December, 2005.
- Prevatt, Walter, **Deacue Fields**, Chris Kerth. "A Study of Alabama's Slaughter and Meat Processing Businesses". Agricultural Economics Departmental Series No. 43. Alabama Agricultural Experiment Station. August, 2005.
- Fields, Deacue** and Jeffrey Gillespie "Livestock Revenue Insurance: An Emerging Tool for Beef Cattle Producers". *The Louisiana Cattleman*. October, 2003.
- Fields, Deacue** and Jeffrey Gillespie. "Louisiana Beef Producer Preferences for Livestock Revenue Insurance". Refereed Extension Publication. *LSU AgCenter Beef Cattle Report*. Vol. 32. 2003.

Published Manuals and Reports

· Graduate Student Collaborator

- Reynolds-Allie, Kenesha and **Deacue Fields**. "Strategies for Selecting the Appropriate Market Outlet Mix". ACES Timely Information Sheet. April, 2013.
- Fields, Deacue** and James McWhorter "Fruit and Vegetable Planning Budgets - Alabama, 2009". Alabama Cooperative Extension System. AEC - BUD 8-2. April, 2013.
- Fields, Deacue**. "Developing a Farm Business Plan to Mitigate Financial Risk". Southern Region Risk Management Education Center Publication. March, 2011.
- Brown, Steve, **Deacue Fields**, and Robert Page. "Is My Farm a Hobby or a Business". ACES Timely Information. December, 2010.
- Deacue Fields. "Fruit and Vegetable Situation and Outlook". ACES Timely Information Sheet. November, 2010.
- Fields, Deacue**. "Fruit and Vegetable Planning Budgets - Alabama, 2009". Alabama Cooperative Extension System. AEC - BUD 7-2. February, 2009.
- Fields, Deacue**. "Organic Fruit and Vegetable Budgets - Alabama, 2009". Alabama Cooperative Extension System. AEC - BUD 7-3. March, 2009
- Fields, Deacue**. "Fruit and Nut Enterprise Budgets - Alabama, 2009". Alabama Cooperative Extension System. AEC - BUD 7-4. March, 2009.
- Fields, Deacue**, and Joseph Kemble. "Fruit and Vegetable Planning Budgets – Alabama, 2008. Alabama Cooperative Extension System. AEC – BUD 5-2. February, 2008.
- Fields, Deacue**, and Joseph Kemble. "Fruit and Nut Enterprise Budgets – Alabama, 2008. Alabama Cooperative Extension System. AEC – BUD 6-2. February, 2008.
- Fields, Deacue**, and Joseph Kemble. "Organic Fruit and Vegetable Enterprise Budgets – Alabama, 2008. Alabama Cooperative Extension System. AEC – BUD 6-2. December, 2008.
- Fields, Deacue**. "2008 Fruit and Vegetable Situation and Outlook" - Fact Sheet
- Fields, Deacue** and Ken Tilt. "Costs and Returns of Lotus Production in Alabama". Timely Information Sheet. May, 2008
- Fields, Deacue**. "Economic Impact of the Drought on Horticultural Crops in Alabama. Alabama Cooperative Extension System. Timely Information. DAERS. October, 2007.
- Fields, Deacue**. "Economic Assessment of Freeze Damage on Fruit and Vegetable Crops in Alabama. Alabama Cooperative Extension System. Timely Information DAERS. May, 2007
- Fields, Deacue**, Moriah Bellenger, and Ken Tilt. "Characteristics and Economic Impact of the Turfgrass and Sod Sector in Alabama". Alabama Agricultural Experiment Station Bulletin. October, 2006
- Fields, Deacue**. "Economic Impact of Hurricane Katrina on the Alabama Green Industry". Alabama Cooperative Extension System. Timely Information. DARES. September, 2006.
- Prevatt, Walter, Chris Kerth, and **Deacue Fields**. "Marketing Alabama-Grown, Forage-Fed Beef". Alabama Agricultural Experiment Station. Special Report No. 4. July, 2006.

Fields, Deacue, Max Runge, Josh Diehl, Joseph Kemble, and Edward Sikora. “Vegetable Planning Budgets – Alabama, 2006. Alabama Cooperative Extension System. AEC – BUD 3-2. January, 2006.

Prevatt, Walter, Deacue Fields, Chris Kerth, and Ed. Whatley. “Merchandising a New Beef Product. Alabama Cooperative Extension System Timely Information. DAERS 05-11. October, 2005.

Fields, Deacue, Max Runge, Josh Diehl, Joseph Kemble, and Edward Sikora. “Vegetable Planning Budgets – Alabama, 2005. Alabama Cooperative Extension System. AEC – BUD 2-2. January, 2005.

Fields, Deacue, Max Runge, Jerry Crews, Joseph Kemble, and Edward Sikora. “Vegetable Planning Budgets – Alabama, 2004. Alabama Cooperative Extension System. AEC – BUD 1-1. January, 2004.

Kemble, Joe. Edward Sikora, Mike Patterson, Jerry Crews, **Deacue Fields**, and Max Runge. “2002 Enterprise Budgets for Vegetable Crops (EPA – Methyl Bromide) Alabama Cooperative Extension System. Auburn University. September, 2002.

Extension Proceedings

Sanders, Phillip, Joe Kemble, Wheeler Foshee and **Deacue Fields**. “Evaluation of a High Tunnel Production System as a Means of Enhancing Market Opportunities for Alabama Growers” American Society of Plastics. The 32nd National Agricultural Plastics Congress Proceedings. Charleston, South Carolina. March 5 – 8, 2005.

Bellenger, Moriah, **Deacue Fields**, and Valentina Hartarska. “Technical Efficiency in Alabama’s Lawn and Landscape Sector”. Southern Nursery Association Conference Proceedings. Atlanta, Georgia. Volume 50, pages 39-42. August, 2005.

Fields, Deacue, Moriah Bellenger, and Ken Tilt. “Economic Impacts of the Alabama Green Industry”. Southern Nursery Association Annual Research

Papers, Lectures, and Presentations

Selected and Invited Papers at Professional Meetings

Fields, Deacue. “Skills for Enhancing Rural/Limited Resource Enterprise Development”. Agricultural and Applied Economics Association Annual Meeting. Seattle, Washington. August, 2012.

Reynolds-Allie, Kenesha and **Deacue Fields**. "Alabama Restaurant Preferences and Willingness to Pay for Local Food: A Choice Based Conjoint Approach" Southern Agricultural Economics Association 43rd Annual Meeting, Southern Agricultural Economics Association, Corpus Christi, TX. February, 2011.

· Graduate Student Collaborator

Kenesha Reynolds-Allie*, **Deacue Fields**, and Valentina Hartarska. "A Comparison of Technical Efficiency in Alabama's Nursery and Greenhouse Sector from 2003 to 2008". Southern Agricultural Economics Association Annual Meeting. Orlando, Florida. 16 pages. February, 2010.

Deacue Fields and Ron Rainey. "The Local Food Movement: Is It Here to Stay?" Southern Agricultural Economics Association Annual Meeting. Orlando, Florida. February, 2010.

Reynolds-Allie, Kenesha* and **Deacue Fields**. Restaurant Chef Preferences and Willingness to Pay for Local Food Supplier Convenience Attributes. 2010 Northeastern Agricultural and Resource Economics Association Annual Meeting Workshop: "The Economics of Local Food Markets". June, 2010.

Deacue Fields and Kenesha Reynolds-Allie*. Economic Impact of the Alabama Green Industry 2003 to 2008: Grower Optimism in a Changing Economy. Selected Paper. Agricultural and Applied Economics Association Annual Meeting. Denver, Colorado. 22 pages. July, 2010.

Fields, Deacue. "An Overview of Risk Management Funding Opportunities for Extension Professionals". Professional Agriculture Worker's Conference. Tuskegee University. December, 2009.

Fields, Deacue. "Knowing Your Bottom Line". Alabama Turfgrass Association Annual Meeting. Auburn, Alabama. October, 2009.

Fields, Deacue. "The Economic Impact of the Alabama Green Industry". Alabama Nursery and Landscape Association Annual Meeting. August, 2009.

Fields, Deacue. "Risk Management Education through Multi-State Collaboration". National Risk Management Education Meeting. Reno, Nevada. April, 2009.

Fields, Deacue. "Marketing Value-Added Fruits and Vegetables". Tuskegee University Small Farmers Annual Conference. February, 2009.

Fields, Deacue. "Extension's Role for Educating Producers on Specialty Crop Agriculture". Southern Agricultural Economics Association annual meeting. Atlanta, Georgia. February, 2009.

Fields, Deacue. "The Alabama Nursery and Greenhouse Industry: Evidence of Industry Maturity". Gulf States Horticultural Expo and Educational Conference. Mobile, Alabama. January, 2009.

Gbenga Ojumu and **Deacue Fields**. "Economic Impacts of Recreational Fishing in Alabama and the Black Belt". Mid-Continent Regional Science Association 39th Annual IMPLAN National User's Conference. 7th Biennial Conference. Colorado Springs, CO. June 5-7, 2008.

Fields, Deacue. "Expanding Local Retail Marketing Opportunities for Fruit and Vegetable Crops". Deep South Fruit and Vegetable Growers Association Annual Conference. December 3-5, 2008. Mobile, Alabama.

Fields, Deacue. "2008 Fruit and Vegetable Situation and Outlook". Southern Extension Outlook Annual Conference. September, 2008. Atlanta, Georgia.

· Graduate Student Collaborator

- Fields, Deacue.** "The Role of Extension Economists in Addressing the African American Land Loss Trend". Organized Symposium Presentation. Southern Agricultural Economics Association Annual Meeting. February 2-5, 2008. Dallas, TX.
- Fields, Deacue.** "Human Resource Risk Management for Horticultural Businesses". Gulf States Horticultural Expo. Risk Management Seminar. January 17-19, 2008.
- Fields, Deacue.** "Basic Records Needed for Income Tax Preparation". Deep South Fruit and Vegetable Growers Conference. Mobile Alabama. December 5, 2007.
- Fields, Deacue.** "Developing and Utilizing a Business Plan". Deep South Fruit and Vegetable Growers Conference. Mobile Alabama. December 5, 2007.
- Fields, Deacue.** "CSREES NRI Grant Process: The Role of the Panel Manager" Professional Agricultural Workers Conference. Tuskegee, Al. December 3, 2007.
- Fields, Deacue** and Bob Lisec. "Taxes, Depreciation, and Recordkeeping: What a Grower Needs to Know". Deep South Fruit and Vegetable Grower's Conference. December 6, 2006.
- Fields, Deacue.** "The Changing Dynamics of Rural Communities: Partnering for Success". Southern Rural Sociological Association Annual Meeting. Orlando, Florida. February 4-8, 2006.
- Fields, Deacue.** "Green Industry and Specialty Crop 2005-2006 Situation and Outlook". Southern Region Agricultural Outlook Conference. Atlanta, Georgia. September, 2005.
- Fields, Deacue.** "Characteristics and Contributions of Horticultural Business Enterprises in Alabama". Guess Lecturer. 1 hour and 15 minute lecture for HORT 6230 - Nursery Management class. Professor, Jeff Sibley. August, 2005.
- Fields, Deacue.** "Minority Recruitment and Retention Challenges in Agricultural Economics and Agribusiness Programs". American Agricultural Economics Association Annual Meeting. Providence, Rhode Island. July 24-27, 2005.
- Fields, Deacue** and Kenrett Moore. "Prospective on the Adjustments from an Educational and Academic Career". Bridging the Gap Between 1890 and 1862 Institutions' Agricultural Economics Programs. Organized Symposia at the Southern Agricultural Economics Association Annual Meeting. Little Rock, Arkansas. February, 2005.
- Fields, Deacue** and Moriah Bellenger. "The Value of the Lawn and Landscapae Sector of the Green Industry to Alabama's Economy". Gulf States Horticultural Expo and Trade Show. January 19, 2005.
- Fields, Deacue** and Moriah Bellenger*. "The Value of the Lawn and Landscape Sector of the Green Industry to Alabama's Economy". Gulf States Horticultural Expo and Trade Show. January 19, 2005.
- Fields, Deacue.** "Migrant vs Local Labor and Optimal Labor Usage in the Horticulture Industry". Deep South Fruit and Vegetable Growers Conference and Trade Show. December 9, 2004.

Fields, Deacue, Moriah Bellenger*, and Ken Tilt. “Economic Impacts of the Alabama Green Industry”. Southern Nursery Association Annual Research Conference. Atlanta, Georgia. August, 2004.

Holt, John D. *, **Deacue Fields**, and Walter Prevatt. “Producer Valuation of Herd Bull Characteristic”. Selected Paper. American Agricultural Economics Association annual meeting. Denver, Colorado. August 4, 2004.

Fields, Deacue and Jeffrey Gillespie. “Identification of Beef Producer Segments Based on Preferences for Livestock Revenue Insurance”. Selected Paper - Economics and Management of Risk in Agriculture and Natural Resources Conference. Gulf Shores, Alabama. March 20-22, 2003.

Harrison, R. Wes, Jeffrey Gillespie, and **Deacue Fields**. “Theoretical and Empirical Considerations of Eliciting Preferences and Model Estimation in Conjoint Analysis”. Selected Paper at the annual meeting of the American Agricultural Economics Association, Chicago, IL. August 5-8, 2001.

Hughes, David and **Deacue Fields**. “Impact of Large, Small, and Hobby Farms on the Louisiana Economy”. Selected Paper at the annual meeting of the Southern Regional Science Association, Miami, FL. April 12-15, 2000.

Poster Presentations

Yi, Jing, Patricia Duffy, David Han, **Deacue Fields** and Elizabeth Guertal. “The Economics of Turfgrass-Sod Production as Compared to Row Crops in Alabama”. Poster Presentation. Southern Agricultural Economics Association annual meeting. Orlando, Florida. February, 2013.

Holt, John D. *, Patricia Duffy, **Deacue Fields**, and Lisa Kriese-Anderson. “The Economic Value Associated with Bulls of High Quality and Accuracies”. Poster Presentation. American Agricultural Economics Association annual meeting. Denver, Colorado. August, 2004.

Molnar, Joseph and **Deacue Fields**. “Using the Internet for Teaching, Research, and Extension in the College of Agriculture: Emerging Possibilities and Cautions”. National Association of Colleges and Teachers of Agriculture Annual Conference. San Luis Obispo, California. June 18-20, 2003.

Extension/Outreach Invited Presentations

“Utilizing Market Maker to Increase Farm Profitability”. Alabama A&M University Risk Management Conference. Mobile, AL. August, 2012.

"Cooperative Basics: Understanding Agricultural Cooperatives". Coop Youth Boot Camp, Alabama Coops Council, Columbiana, AL 4-H Center. July, 2012.

“MarketMaker: A Food Industry ‘Match Maker’”. Alabama A&M University Agricultural Risk Management and Business Development Training Workshop. Huntsville, AL. May 3, 2012.

Beginning Farmer Summit. Sylacauga, AL. March, 2012.

“MarketMaker: An Alternative Marketing Strategy for Organic Vegetables”. Houston County Organic Vegetable Production Meeting. Dothan, Alabama, March, 2012.

“How to Register and Get the Most out of MarketMaker”. Alabama Fruit and Vegetable Growers Conference. Auburn, Alabama. February, 2012.

"Business Strategies and Resources for Rebuilding After the Storm". Post-Tornado Poultry Webinar, Auburn University/Alabama Cooperative Extension System, Auburn University, Webcast to 16 locations. May, 2011.

"Strategies for Collaborating to Secure Grant Funds". Professional Ag Workers Conference, Tuskegee University, Tuskegee, AL. December, 2011.

"Cooperative Basics: Understanding Agricultural Cooperatives". Coop Youth Boot Camp, Alabama Coops Council, Columbiana, AL 4-H Center. July, 2011.

"Marketing Organic Products," Organic Agriculture Hands-on Training for Extension, Tuskegee University, Tuskegee, AL. May, 2011.

Chilton County Fruit and Vegetable Growers Meeting, "Market Maker - The Food Industry Match Maker," Alabama Cooperative Extension System, Clanton, AL. March, 2011.

"E Commerce: Utilizing the Internet to Market Your Business," ALFA Commodity Organization Meetings Alabama Farmers Federation, Birmingham, AL. February, 2011.

"Economics of the Green Industry in a Down Economy," ALFA Commodity Organization Meetings, ALFA Greenhouse, Nursery, and Sod Organization, Birmingham, AL. February, 2011.

"Equine Marketing - Outside the Box," ALFA Commodity Meetings, ALFA Equine Organization, Birmingham, AL. February, 2011.

"Developing a Farm Business Plan to Mitigate Financial Risk," Southern Risk Management Education Issues and Strategies, Southern Region Risk Management Education Center, Pensacola, Florida. January, 2011.

"Internet Marketing for Horticulture Producers" Tuskegee University Small Farmers Annual Conference. February, 2010.

"Regional Economic Impact of the Alabama Green Industry" Alabama Nursery and Landscape Association Annual Meeting August, 2010.

"Fruit and Vegetable Situation and Outlook". Southern Region Agricultural Outlook Conference. Atlanta, GA. September, 2010

- "Marketing Value-Added Fruits and Vegetables" Tuskegee University Small Farmers Annual Conference. February, 2009.
- "Economic Impact of the Alabama Green Industry" Alabama Nursery and Landscape Association Annual Meeting August, 2009.
- "An Overview of Agricultural Economics and Rural Sociology". Agricultural Ambassadors Training. Auburn University College of Agriculture. August, 2009.
- "Knowing Your Bottom Line". Alabama Turfgrass Association Annual Meeting. October, 2009.
- "Earning a Profit in a Flat Market". Gulf States Horticultural Expo Kenynote Address. December, 2009.
- "Cooperatives in Agribusiness". Presentation for Agricultural Scholars from Mauritania. Tuskegee University. March 24, 2008.
- "Santoy Jamaica Farmer's Cooperative Business and Marketing Plan". Hanover Jamaica Homecoming Business Forum. August, 2007.
- "Marketing Strategies for Commercial Blueberry Production". Escambia County Blueberry Growers Association. Brewton, Alabama. November 30, 2007.
- "Utilizing Enterprise Budgets to Make Business Decisions". Chilton County Producers Meeting. Clanton, Alabama. April 12, 2007
- "Budgeting, Planning, and Marketing: As Important as Production". Lee County Fruit and Vegetable Growers Meeting. Opelika, Alabama. March 20, 2007.
- "Consumer Preferences and Willingness to Pay for Forage-Fed Beef". Department of Agricultural Economics and Rural Sociology – Departmental Seminar. October 27, 2006.
- "Agricultural Economics: What We Do for Alabama". GOALS Tour Presentation. College of Agriculture Auburn University, Alabama. July, 2007.
- "Utilizing Financial Reports to Make Business Decisions for Nurseries". Mobile Area Nursery Meeting. Mobile, Alabama. June 22, 2006
- "Entrepreneurship: Challenges and Triumphs". Farmer Managed Marketing of Livestock Products Workshop. Auburn, Alabama. April 25, 2006
- "What's The Cattle Price Outlook for 2006". Alabama Cooperative Extension System Video Conference: Helping Cow-Calf Producers Manage Price Risk. Auburn, Alabama. April 11, 2006.
- "Economics of Turfgrass Production: It's About Supply and Demand". Alabama Turfgrass Association Economics and Marketing Seminar. January, 2005
- "Cost and Returns of Greenhouse Tomato Production in Alabama". Extension Greenhouse Tomato Workshop. December 14, 2005.

- “The Economic Impact of the Turfgrass and Sod Sector of the Green Industry”. Alabama Turfgrass Association Annual Conference and Trade Show. October, 2005.
- “Economic Situation and Outlook for the Green Industry”. Alabama Farmers Federation Horticultural Advisory Committee Meeting. Jemison, AL. June 29, 2005.
- “Regional Impacts of the Alabama Nursery and Greenhouse Sector”. Alabama Nursery and Landscape Association Board meeting. May 19, 2005.
- “Turfgrass and Sod Marketing”. Alabama Turfgrass Association – Business and Marketing for Sod Producers Seminar. Auburn, AL. February 16, 2005.
- “Migrant vs Local Labor and Optimal Labor Usage in the Horticulture Industry”. Deep South Fruit and Vegetable Growers Conference and Trade Show. December 9, 2004.
- “Keeping Your Nursery and Greenhouse Business in the Green”. Alabama Nursery Association Meeting. Auburn, AL. November, 2004.
- “Economic Impacts and Management Strategies for the Lawn and Landscape Sector” Second Annual Fall Landscape School. Auburn, Alabama November, 2004.
- “Conducting an Economic Impact Analysis”. Department of Agricultural Economics and Rural Sociology. Departmental Seminar. October, 2004.
- “Estimating Production Costs and Returns for Turfgrass and Sod Production in Alabama”. Alabama Turfgrass Association Annual Conference and Trade Show. Auburn, AL. October, 2004.
- “Estimated Regional Impacts of the Green Industry in Alabama”. Alabama Farmer’s Federation Green Industry Bus Tour. Chilton, Shelby, Jefferson, St. Clair, and Bibb Counties. September, 2004.
- “Tools for Capital Budgeting and Making Financial Decisions for Horticulture Producers”. Risk Management Education Seminar. Robert Trent Jones Grand National Golf Course, Opelika, AL. August, 2004.
- “Marketing and Production Costs Associated with Vegetable Production in Alabama”. Phase NAP Loss Adjuster Training. Auburn, Alabama. April, 2004.
- “Green Industry Economic Impact Analysis: An Update”. Alabama Farmer’s Federation Greenhouse, Nursery & Sod Organizational Meeting. Montgomery, AL. February, 2004.
- “Business Management and Marketing for Alabama Sod Producers” Alabama Turfgrass Association Seminar. Auburn, AL. January, 2004.
- “Keeping Your Nursery and Greenhouse Business in the Green”. Alabama Nursery Association Meeting. Auburn, AL. November, 2003.
- “Business Management Strategies for Turfgrass Producers”. Alabama Turfgrass Association Annual Conference. Auburn, AL. October, 2003.
- “Equine Business Management and Marketing”. Alabama Horse Fair – Educational Series. Montgomery, Alabama. January 25, 2003.

SERVICE

Departmental and University

- Alabama Cooperative Extension System
 - Associate Director of Extension Search Committee
 - Outstanding Program Awards Committee
 - Farm Analysis Program – Coordinator
- Auburn University Camp War Eagle – Faculty Honoree
- Auburn University Federal Credit Union
 - Board of Directors, Vice Chair
 - Nominating Committee, Chair
 - Investment Committee
 - Executive Committee
- Auburn University Contracts and Grants, “My Funding” AUAccess Development Team
- Auburn University Program Review Committee
- Auburn University Student Insurance Committee
- Auburn University Student Recruiters Selection Committee
- Auburn University African American Legacy Program Panelist.
- Auburn University Modeling Board - Judge
- Auburn University Provost – Departmental Update Presentation “The Agricultural Economics and Rural Sociology Department: What We Do for Alabama”. March 24, 2006.
- Ag. Ambassadors – Senior Faculty Advisor
- College of Agriculture
 - Horticulture Department Head Search Committee
 - Diversity Committee
 - Strategic Planning Committee
 - Ag Council Advisor
- Departmental of Agricultural Economics and Rural Sociology
 - Agricultural Economics Internship Coordinator
 - Curriculum Committee Member
 - CSREES Review – Undergraduate Teaching Presentation.
 - GOALS Tour Department Representative
 - Presentation for Hungarian Faculty Departmental Visit. May 16, 2006.
 - Natural Resource Economist Search Committee Search Committee
 - Aquaculture Economics Research Fellow I Search Committee, Chair
- Tuskegee University Extension Program State Advisory Council, Committee Member
- Auburn City Schools
 - Parent Advisory Council
 - Strategic Planning Committee
- Alpha Phi Alpha Fraternity

Peer Reviewer

- University of the West Indies - Trinidad/Tobago, Thesis and Dissertation Reviewer
- USDA NIFA 1890 Capacity Building Grant Extension Review Panel.
- Southern Region Risk Management Education Grants Panel Reviewer
- USDA NIFA Tribal Colleges Extension Services Grant Program.

- USDA NIFA Crops at Risk, Risk Avoidance and Mitigation, and Methyl Bromide Transitions Grants Panel Reviewer.
- Southern Sustainable Ag Research and Education Grants Review Panel.
- *Journal of Food Distribution Research* – manuscript reviewer
- *Journal of Agricultural and Applied Economics* – manuscript reviewer
- *Agricultural and Resource Economics Review* - manuscript reviewer
- FY2005 CSREES/NRI Small and Medium Sized Farms Panel – Grant Proposal Reviewer
- *HortScience Journal* – manuscript reviewer
- *HortTechnology Journal* - manuscript reviewer
- University of Georgia Extension Publications
- American Agricultural Economics Association – Poster Session Reviewer
- Southern Agricultural Economics Association – Selected Paper Reviewer

Memberships and Affiliations in Professional Associations

- Minorities In Agriculture Natural Resources and Related Sciences - Member
- National Farm and Ranch Business Management Education Association – Member
- National Food Industry MarketMaker – Policy Advisory Council
- National Value Added Agriculture Conference
 - Planning Committee
 - Section Chair
- Agricultural and Applied Economics Association
 - Committee on the Status of Blacks in Agricultural Economics (COSBAE) – Member, Chair
 - Extension Section
 - Outreach Committee
 - Membership Committee
 - Mentoring Task Force
 - Young and Emerging Professionals Committee – Founding Member
- Southern Agricultural Economics Association
 - Director
 - Distinguished Extension Award Committee
 - Selected Paper Committee, Section Chair
- Food Distribution Research Society
 - Vice President for Education
 - Proceedings Editor
 - Communications Committee
- American Society of Horticultural Science
- MALTA Regional Enterprise Budget Development Committee - Charter Member
- S-1021 Cooperative Regional Multi-State Research Committee Member
- Alabama Agribusiness Council – Board of Directors
- Alabama Council of Cooperatives – Board of Directors
- Alabama Cooperative Extension Service Employees Association – Member
- Deep South Fruit and Vegetable Growers Association – Planning Committee
- Southern Risk Management Education Center, Advisory Board
- Southern Outlook Conference – Planning Committee
- Southern Extension Committee
 - Secretary

- Marketing Committee Chair
- Alabama Fruit and Vegetable Growers Association