
May 2017

JOHN D. LAWRENCE
INTERIM VICE PRESIDENT EXTENSION AND OUTREACH
IOWA STATE UNIVERSITY

Work Address

Interim Vice President, Extension and Outreach
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EDUCATION

Ph.D. Agricultural Economics, University of Missouri, Columbia, Missouri, 1989
M.S. Economics, Iowa State University, Ames, Iowa, 1986
B.S. Animal Science, Iowa State University, Ames, Iowa, 1984

WORK EXPERIENCE

Interim Vice President, Extension and Outreach, Iowa State University, May 2017 - Present
Associate Dean of Extension and Outreach, College of Agriculture and Life Sciences and Director, Agriculture and Natural Resources Extension, February 2010 - Present
Director, Iowa State University Beginning Farmer Center, July 2012-Present
Director, Iowa Nutrient Research Center at Iowa State University, July 2013-Present.
Assistant Director Iowa Agriculture and Home Economics Experiment Station, July 2004 – January 2010
Director, Iowa Beef Center, July 1998 - January 2010
Extension Livestock Economist and Professor, August 2004 - January 2010
Extension Livestock Economist and Associate Professor, June 1997 – August 2004
Extension Livestock Economist and Assistant Professor, July 1991 - June 1997
Department of Agricultural and Applied Economics, University of Minnesota, St. Paul, Minnesota, Extension Economist in Marketing and Assistant Professor, Jan. 1990 - June 1991
University of Missouri, Columbia, Missouri, Graduate Research Assistant, Department of Agricultural Economics, June 1986 - Dec. 1989; teaching assistant fall 1986 and winter 1987
Iowa State University, Ames, Iowa, Graduate Research Assistant, Department of Economics, Jan. 1985 - May 1986; Undergraduate Research Assistant, Department of Economics, June 1984 - Dec. 1984
Animal and Laboratory Assistant, Department of Animal Science, Jan. 1982 - May 1984
Herdsman for a 300-sow feeder pig operation in southwest Iowa, Nov. 1980 - Dec. 1981
Operated a 270-acre crop-livestock farm in southwest Iowa, July 1977 - Oct. 1980
Raised on crop-livestock farm in southwest Iowa.

EXTENSION AND OUTREACH ACTIVITIES

Primary activities:

The Iowa State University Vice President for Extension and Outreach provides leadership for the statewide unit of the university responsible for delivering on the land-grant mission of teaching, research, and service for the public good. The Vice President works across the university to provide programs that share information and technology to educate and innovate, and provides advice and counsel to the Provost and the President on ISU Extension and Outreach issues. The Vice President is the Director of Cooperative Extension for Iowa State University.

As Associate Dean and Director of the Agriculture and Natural Resources extension program for Iowa. Coordinate programming activities of approximately 100 campus and field specialists that provide education and research based information to farmers, agribusinesses, home gardeners and natural resource managers.

As Director of the Iowa Beef Center provided leadership of interdisciplinary extension program to Iowa's beef producers involving two colleges and six departments of campus and field staff. Work with other centers and Extension in program development and grant writing.

Economics of livestock marketing and management and economics of the livestock and meat industry. This information is delivered via:

- Professional Agriculture agribusiness meetings,
- In-service training for extension and agribusiness,
- Producer meetings,
- Extensive website,
- A monthly newsletter available on the internet,
- Monthly estimated livestock returns available on the internet,
- Dissemination of market and management information in a timely manner via the media,
- Market education programs including the Home Study Course in Hog Marketing and the Fed Cattle Market Simulator

Program development:

- Lead the development of the Iowa Nutrient Reduction Strategy Science Assessment involving over 20 researchers from multiple universities and agencies.
- Have written extensively for trade and professional journals and have given over 700 formal presentations in 24 states and 5 Canadian provinces, Mexico, Australia, Brazil and South Korea, and consulted directly with producers, policy makers, and industry leaders on livestock issues.
- Co-leader for 6 years of Four-State Regional Water Quality Project focusing on Animal Manure Management.
- Co-leader for 3 years of Ten-State Regional Manure Management Extension Education Project.
- Conduct applied research in livestock economics.
- Shared leadership of interdisciplinary teams that developed business management programs for livestock producers. These include: "Iowa Beef Center," "Horizons," "Livestock Producers Assistance Program (LPAP)," "TEAMPork," networking, and strategic alliances.
- Organized and facilitated the Livestock Allied Industries Conferences.
- Involved in regional Extension and industry coordinating committees on livestock production, marketing, and environmental economics.
- Played a leadership role on explaining and dealing with the changes in the United States pork industry. Focused on forces causing changes, the implications for producers and allied industries, and how decision-makers can respond.

TEACHING

- Economics 339, Agricultural Marketing, co-teach spring semester 2010 – 2011.
- Economics 235, Introduction to Agricultural Markets, on-campus and occasionally on line spring semester, 1998 – 2004, 2006, 2008.
- Economics 338B, Applied Livestock Marketing, spring semester, 2002 – 2006, 2008.
- Guest lecture to numerous marketing and production classes in Colleges of Agriculture and Veterinary Medicine on livestock economics, marketing, and risk management.
- Teach livestock marketing and risk management in Masters of Clinical Sciences at University of Minnesota College of Veterinary Medicine, 1992-1998.
- Agricultural and Applied Economics 3440, Livestock Marketing, spring quarter, 1991.
- International Teaching
 - Lecture graduate student workshop at Federal University at Vicosa, MG, Brazil May, 2008
 - Coordinator and instructor for USDA Cochran Fellowship Program, 2001.
 - Instructor on Agricultural Marketing at Nitra, Bruno, and Prague, Czechoslovakia, 1992.
 - Instructor on Agricultural Marketing at Cheske Budovice, 1993.
 - Presentations to numerous foreign visitors from government agencies and producer groups regarding U.S. market system and livestock industries. These include groups from Czech Republic, the Netherlands, France, Britain, Ukraine, Canada, Mexico, and Hungary.

RESEARCH ACTIVITIES

Lead the Iowa Nutrient Research Center, a Regent's center funded at \$1.3 million annually focused on research to improve the implementation and effectiveness of the Iowa Nutrient Reduction Strategy. Conducted applied research on issues affecting livestock producers and those that serve them. Primary emphasis is on marketing and risk management decisions, formula pricing, the economics of livestock production management decisions, state and regional competitiveness issues, the economic impact of livestock, and the changing structure of the pork industry.

Co-author of the USDA Grain Inspection Packers and Stockyards Administration on livestock and meat industry structure, conduct and performance. Specifically, the beef and downstream sections of the report.

Food Chain Economics of Beef and Pork industries, evaluating the potential cost and revenue benefit of improved information flow and product differentiation.

Evaluation and analysis of quality assurance systems in Europe, Australia, New Zealand, and Canada. Visited beef processing plants, branded beef programs, industry led QA and traceability programs, researchers and farms.

Supervise graduate research

Francinie Ide, Masters of Agriculture. "Obstacles Perceived By Beef Producers Impeding the Support of the National Animal Identification System For Cattle in the United States." Creative Component completed April, 2008.

Bryan Lindley, M.S. "Identifying the Cost and Value of a Traceability System in a Beef Packing Facility." Thesis completed May 2007.

Pekka Pihamo, M.S. "Decision Analysis for Optimal Slaughter Weight in Fed Cattle." Thesis completed March 2007.

Nicolas Avedeo Velez, M.S. "The Cattle Crush Strategy: Trading Opportunities for Cattle Producers in Iowa." Thesis completed August 2006.

Maro Ibarburu, M.S. "Value of Sorting Slaughter Cattle: Optimal Market Date & Method." Thesis completed in 2005.

Samir Grad, M.S. "The Food Chain of Sheep and Policy Implications on the Sheep Sector in Syria in Highlight of International Arrangements." Thesis completed in 2004.

Godfred Yeboah, M.S. "Evaluating Benefits and Costs of Source Verification for Beef Cow-calf Producers." Thesis completed August 1999.

- Kuo-Chang Ro, M.S. "Hog Industry and Hog Production Related Water Pollution Problem in Taiwan: An Application to Valuing the Willingness to Pay for Improving Water Quality." Thesis completed 1997.
- Seth Meyer, M.S. "Characteristics Affecting Technology Adoption and Purchasing Patterns of Iowa's Pork Producers." Creative component completed 1995.
- John Shaffer, M.S. "Critical Success Factors for Iowa Swine Producers." Creative Component completed 1995.
- Hiroiyuki Obayashi, "Economic Analysis of Segregated Early Wean Technologies." M.S. Creative Component completed, May 1994.
- Jennifer Schmidt, "Formula Pricing of Feeder Pigs." M.S. Creative Component completed May 1992.

Served on POS Committees.

- Jing Liang, Ph.D. Department of Economics Department, completed 2010
- Gunsu Altindag M.S. Ag & Biosystems Engineering Department, completed 2010
- Bradley Bond, M.S. Ag & Biosystems Engineering Department, completed 2010
- Tsengeg Purevjav, Ph.D. Department of Animal Science, expected 2010
- Kirk Schwarte, M.S. Department of Animal Science, completed 2010
- Adam Conover, M.S. Department of Animal Science, completed 2010
- Jess Wendall, M.S. Veterinary Diagnostic and Production Animal Medicine, completed 2010
- Peter Lambers, M.S. Animal Science, completed 2009.
- Mary Holz-Clause, Ph.D. Agricultural Education, completed 2009.
- Vicki Wray, M.S, Department of Agricultural Economics, Kansas State University, completed 2008
- Hafize Gunsu Gemesi M.S. Ag & Biosystems Engineering Department, completed 2008
- Ishadeep K. Khanijo, M.S. Ag & Biosystems Engineering Department, completed 2008
- Roxanne Knock, Ph.D. Department of Animal Science, completed 2008.
- Tsengeg Purevjav, M.S. Department of Animal Science, completed 2008
- Chad Laux, Ph.D. Ag & Biosystems Engineering Department, completed 2007
- Flavio Rivero, M.S. Department of Animal Science, completed 2006.
- J.R. Tait, Ph.D. Department of Animal Science, completed 2006.
- Roy Edler, M.S. Department of Animal Science, 2004.
- Chad Laux, Ph.D. Industrial Education and Technology, 2004.
- Brad Autrey, M.S. Department of Animal Science, 2002.
- Doug Ensley, M.S. Department of Veterinary Diagnostic and Production Animal Medicine, 2001.
- Zhi Wang, Ph.D. Department of Economics, 2000.
- Hayati Koknaroglu, Ph.D. Department of Animal Science, 1999.
- Matthew Hersom, M.S. Department of Animal Science, 1999.
- Joe Lally, M.S. Department of Agriculture, 1999.
- Chris Hiems, M.S. Department of Animal Science, 1998.
- Todd Delehant, Ph.D. Department of Animal Science, 1997.
- Mike Poray, M.S. Department of Economics, 1997.
- Hayati, Koknaroglu, M.S. Department of Animal Science, 1996.
- Chandraratne M. Dematawewa, Ph.D. Department of Animal Science, 1996.
- Garland Daulke, Ph.D. Department of Animal Science, 1995.
- Ron Hook, M.S. Department of Economics, 1995.
- John Hales, M.S. Department of Economics, 1994.
- Eric Smith, M.S. Department of Animal Science, 1994.
- Laura Wind-Norton, M.S. Department of Economics, 1993.
- Garland Dahlke, M.S. Animal Science, 1993.
- Dan O'Conner, M.S. Department of Animal Science, University of Minnesota, 1991.

GRANTS AND SCHOLARSHIPS

- Roads to Successful Farm Succession. USDA Beginning Farmer and Rancher Development Program, 2015-2018. Lawrence, Gunn, Schulz, Baker and Smith. ISU is the lead and the total is \$698,393
- Ten Upper Midwest States Extension Staff Teaming up for Water Quality of Small and Medium Livestock Farms. USDA-CSREES 406 Water Quality Program. With Michigan State University. Natalie Rector and John Lawrence. ISU Sub contract \$95,009 for three years 2008-2010.
- Cattle Risk Management in Iowa For Today's Producers. USDA Risk Management Agency with Kansas State University. J. Mintert, K Dhuyvetter and J. Lawrence. ISU Subcontract \$12,000, 10/2007-9/2008.
- A Comprehensive Risk Management Education Program for Midwest Dairy Beef Producers. USDA Risk Management Agency with University of Wisconsin. B. Boetel, J. Lehmkuhler and J. Lawrence. ISU subcontract \$12,883 10/2007-3/2009.
- Economic Importance of the Iowa Egg Industry. Iowa Egg Council, \$11,000. J. Lawrence and D. Otto, 7/2007-6/2008.
- Economic Importance of the Iowa Turkey Industry. Iowa Turkey Marketing Board, \$11,000. J. Lawrence and D. Otto, 7/2007-6/2008.
- Impacts of Livestock Industry of an Expanded Biobased Economy. \$65,871, Iowa Attorney General, J. Lawrence, R. Wisner, R. Ginder, and D. Jarboe. 1/1/2007 – 12/31/2008.
- Functional Quality Management Systems for Livestock Producers, \$60,000, Iowa State University Leopold Center, J. Lawrence, J. Mabry, M. Holz-Clause, 1/23/06 – 1/31/08.
- A Comprehensive Risk Management Education Program for Midwest Beef Grazing Herds, \$107,405, USDA Risk Management Agency, J. Lawrence, J. Sellers, R. Hook, B. Wells, 10/1/05 – 9/30/06.
- Economics of the Food Supply Chain, \$1,100,000, USDA CSREES, Charles Hurburg and John D. Lawrence, 10/1/03 – 9/30/08.
- Heartland Integrated Water Quality Coordination Initiative, \$227,603, CSREES, IREE-Water Quality, Gerald A. Miller and John Lawrence, 10/1/04 – 9/30/08.
- Use of Grazing Management to Limit Sediment and Phosphorus Pollution of Pasture Streams from Stream Bank Erosion and Manure Deposition, \$381,887, Iowa Department of Natural Resources, J.R. Russell, W.J. Powers, J. Kovar, D.R. Strohbahn, D.G. Morrical, J.D. Lawrence, 1/1/04 – 12/31/06.
- National Program to Develop and Deliver Livestock Disease Risk Management Tools for Cattle Farmers and Ranchers, \$552,505, USDA Risk Management Agency, J. A. Roth, J.D. Lawrence, 10/1/04 – 9/30/06.
- Organic, Natural and Grass-Fed Beef: Profitability and Constraints to Production in the Midwestern US \$31,850, Iowa State University Leopold Center, Margaret Smith and John Lawrence, 1/10/05 – 12/31/05.
- Optimal Enterprise Mix for Iowa Farms, \$15,000, Iowa State University Leopold Center, John Lawrence and Shane Ellis, 12/1/04 – 6/30/05.
- Expanding NPDES Permits for Open Feedlots: A State Implementation Model for Education, Adoption, and Regulation to Improve Water Quality, \$311,614, Iowa Dept of Natural Resources, John D. Lawrence, Jeff Lorimor, 10/1/02 – 9/30/04.
- Partnership in Livestock Environmental Management, \$97,230, University of Wisconsin, Subcontract USDA, CSREES, Gary W. Jackson, Richard K. Koelsch, 4/1/01 – 9/30/04.
- Practical Manure Management Solutions for Small Open Feedlots, \$20,000, USDA NRCS, John D. Lawrence, Jeff Lorimor, 10/1/01 – 9/30/02.
- Multiple use of Iowa pasture acres: grazing and wildlife habitat, \$35,000, Iowa State University Leopold Center, James Pease, John D. Lawrence, 3/1/02-6/30/04.
- Chariton Valley Beef Case Study, \$17,000, Iowa State University, Agricultural Marketing Resource Center, Brent Hueth, John Lawrence, 10/1/01-9/30/02.
- Developing Prototypes of Environmentally Sustainable Family-Owned Beef Feedlots in the Elk River Watershed, \$110,000, Iowa State University Leopold Center, Jeff Zacharakis-Jutz, 7/1/02-6/30/05.
- Ag Experiment Station Project, IOW06500.
- Improved Grazing Systems for Beef Cattle Production. Russell, J.R., Moore, K.J., Brummer, E.C., Morrical, D.G., Lawrence, J.D., Barnhart, S.K. Project dates, 10/1/99 – 9/30/04.

- 1998 Pork Industry Structure Study. \$10,000, National Pork Producers Council and \$22,500 private industry, 1998. PI: John D. Lawrence.
- Systematic Hog Price Management Program: Do-It-Yourself Window and Cost-Plus Contracts. \$18,000, Iowa Pork Producers Assn., 1997. PI: John D. Lawrence.
- A Survey of Former Iowa Hog Producers: Motivations for Exiting and Incentives to Return. \$15,000, Iowa Pork Producers Association, 1997. PI: John D. Lawrence and C. Phillip Baumel.
- A Survey of Iowa's Hog Production and Waste Management Practices. \$30,000, Iowa Pork Producers Association, 1997. PI: John D. Lawrence, Joseph A. Herriges, John Miranowski, and C. Phillip Baumel.
- Horizons: Business Planning for Beef and Sheep Producers. \$10,000. PI: John D. Lawrence, Daryl Strohbehm, Dan Loy, and Dan Morriscal.
- Production of Video Series Demonstrating Improved Grazing Practices to Promote Forage-Based Livestock Production in the Upper Midwest. North Central Region Sustainable Agriculture Research and Education Program, \$15,750, 1995. PI: James Russell, Daniel Morriscal, Daryl Strohbehm, Stephen Barnhart, Ken Moore, John D. Lawrence, Kenneth Holscher, Mark Honeyman, Tom Freelove, Ann Cowen, Mike Brasche, Robert Dayton, and Ralph Neil.
- Option II, Total Economic and Animal Management, and Option III, Strategic Alliances and Networking. \$450,000, 1994-96. Livestock Producer Assistance Program funds. PI: James McKean and John Lawrence.
- A Feasibility Study of a Community Based Pork Production and Marketing Network. \$23,250, Iowa Pork Producers Association, 1994. PI: John Lawrence and James McKean.
- Market Access for Iowa Pork Producers. \$3,250, Iowa Pork Producers Association, 1995.
- Global Competitiveness of U.S. Food and Agricultural Sector. Ag Experiment Station Project No. 3358, with Hayenga, Hayes, and Hallam.
- Economic Analysis of a Community Nursery Network. \$5,000, Iowa Pork Producers Association. PI: John Lawrence and James McKean, 1994.
- Impact of the Beef Industry on State and National Economies. \$20,500, National Cattlemen's Association, December 1994. PI: John Lawrence and Dan Otto.
- Importance and Value of Livestock Auction Market Reporting. \$30,750, Iowa Department of Agriculture and Land Stewardship. PI: John Lawrence and Marvin Hayenga, 1993.
- Impact of the Pork Industry on States and National Economies. \$18,000, National Pork Producers Council, 1994. PI: Dan Otto and John Lawrence.
- The Iowa Pork Industry: Facilities, Technologies, and Resources, \$3,000 Iowa Pork Producers Association, 1993. PI: John Lawrence and Dan Otto.
- Evaluation of Legume Forage Species to Reduce Nitrogen Fertilizer Requirements and Enhance Environmental Quality in Grazing Systems for Beef Cow-Calf Production. \$27,281, Leopold Center for Sustainable Agriculture, 1992. PI: James R. Russell, John Lawrence, Stephen Barnhart, Arne Hallam, Jerry Radke and E.C. Berry.
- Evaluation of Forage Management Systems to Optimize Profitability in Beef Cow-Calf Production by Minimizing Needs for Stored Feeds. \$22,719, Leopold Center for Sustainable Agriculture, 1992. PI: James R. Russell, John Lawrence, Stephen Barnhart, Jerry Radke, E.C. Berry, and Sally Logsdon.
- Grants-in-Aid of Research, Marketing Strategies and Decision Aids for Livestock Producers, December 13, 1990
- Minnesota Agricultural Experiment Station project Marketing Strategies for Minnesota Beef and Pork Producers, July 1, 1990-June 30, 1993
- Minnesota Extension Service Director's Innovative Program Grant for the "Going Global" pilot project, June 1990
- Grants-In-Aid of Research, "Risk Management in Livestock Production: Dynamic Decision Making," July 1, 1989

COMMITTEES AND SERVICE While in Economics Department

My office maintains a livestock database used by researchers in this department and others. It is also used to fill requests for data from departments and administrators throughout the University and various clientele.

At the request of the Iowa State University Controller Office, I developed a method of valuing the livestock inventory owned by the university and provided the necessary information to calculate its June 30 inventory each year.

Active member of ISU Extension Livestock Competitiveness and Environmental Quality Committee, 1995-96, that received \$25,000 of special in-house grant funds and developed materials on the topic.

Economics Department:

- Promotion and tenure, 2007-2009
- Staff Planning Committee, 2004-2009
- Recruiting committee 2008
- Curriculum Committee, 2002, 2005-2008.
- Extension Committee, 2001.
- Economics Council, 1998-99, 2006-07, Chair 1998-1999.
- Recruiting Committee, 1997-98.
- Outreach Communications Committee, 1996-97.
- Extension Programming Committee, 1996-97.
- Outreach and Departmental Communications Committee, 1995-96.
- Masters Thesis Award Committee, 1991-1994.
- Ph.D. Dissertation Award Committee, 1994.
- Departmental faculty secretary, January 1990 - June 1991.

Extension Committees

- Bioeconomy Committee, 2006-present
- Livestock Programs, 2006-present
- Search Committee Vice Provost for Extension, 2005
- Search Committee Veterinary Medicine Beef Specialist, 2005 and 2008
- Search Committee Program Director Agricultural and Natural Resources, 2003-04
- Futuring Committee Implementation, 2004
- Heartland Water Quality Institution, 2002 - present.
- Watershed Management Education and Information, 2002.
- Director, Iowa Beef Center, 1998 - present
- Decisions for Beef Producers Planning, 1996.
- Profitable Livestock Systems, 1996-1998.
- Iowa Beef Center Advisory Board, 1996.
- Livestock Competitiveness and Environmental Quality, 1995 - 1996.
- Farm Management Committee on Alternative Swine Production Systems, 1996 – 1997.

College of Agriculture Committees

- Livestock and Poultry in the Bioeconomy, 2007-2008
- Food Chain Summit coordinator, 2007-2009
- Budget Committee, 2005
- Farm Policy Committee, 2005
- Economic Development Task Force, 2005
- Smithfield Project, 2005
- Experiment Station Review, 2003

Multi-state Extension Committees

- Livestock and Poultry Environmental Learning Center, 2005-2010
- Heartland Water Quality Coordinating Committee, 2002- 2008
- Member of National Integrated Animal Product Systems Committee, 1997.
- North Central Region Extension Swine Task Force, 1992-1994; served as chair 1993-94.
- 5-State Consortium Advisory Committee for Agri-Trends
- Hosted Midwest Extension Outlook Conference, 1994, 2004.

Service to professional organizations

- AAEA Awards Committee, 2001- 2003.
- Co-Chair of AAEA Extension Outlook Organized Symposium for the 1999 summer meetings.
- American Agricultural Economics Association Extension Committee, 1997-1999.
- American Agricultural Economics Association Outlook Committee Chair, 1997 and 1999.
- American Agricultural Economics Association Employment Service Committee, 1991-1993.
- American Agricultural Economics Association Tellers Committee, 1993, 2004-05
- Reviewer for professional journals and agencies
 - American Journal of Agricultural Economics
 - Review of Agricultural Economics
 - Journal of Agriculture and Applied Economics
 - Journal of Agriculture and Resource Economics
 - Journal of Agribusiness
 - Journal of Animal Science
 - USDA Economic Research Service
 - Small Business Administration

Legislative and governmental service

- Member of USDA-NASS Advisory Committee on Agricultural Statistics
- Testimony to U.S. International Trade Commission regarding Dumping of Canadian Live Hogs, 2005.
- Testimony to the Democratic Senate Panel on the Crisis in the American Livestock Sector, Washington, D.C. January 5, 1999.
- Provided analysis to Iowa legislature re: cost of livestock producer assistance program, 1999.
- Member, Iowa Secretary of Agriculture Livestock Task Force, 1998-99.
- Testified to the Iowa legislature regarding a new Iowa beef packing plant, 1997.
- Testified to a special legislative committee on value added tax credits for livestock, 1996.
- Developmental work on Iowa legislative Value-added Tax Refund.
- Testified to an interim study committee of the Iowa legislature regarding hog packer concentrations and hog market contracts, November 1995.
- Testified to the special Iowa legislative committee examining the Iowa pork industry, 1994.
- Member of Iowa Secretary of Agriculture's Agricultural Assistance Task Force, 1993.
- Testified to the special Iowa legislative committee assessing damage from the 1993 flooding.
- Testified to an interim study committee of the Iowa legislature regarding removing the exemption for cooperative packer ownership of hogs, 1992.

Other public service

- Edited Farm Foundation report *Future of Animal Agriculture in North America*, 2006
- USDA Agricultural Contract Database Committee, 2004.
- North Central IRM Committee, 2000 – present.
- National Hog Farmer - Business Strategies, Advisory Board, 1996-1999.
- Fund for Rural America Review Panel for Livestock and Aquaculture Projects 1997.
- Integrated Animal Product System focus team for CSREES, 1997.
- Land O' Lakes: Member of Swine Enterprise Advisory Committee.

- Chicago Mercantile Exchange: Feeder Pig Committee.
- Iowa Cattlemen's Association: Marketing Committee member, planning committee and speaker for Iowa Connection Tour.

Professional Improvement

- Livestock Market Information Center Study tour of Argentina's Beef Sector, 2007
- What's Under the CAFO Radar Screen? – Exploring Water Quality Concerns Related to Small and Mid-Size Animal Operations in the US, Conference, Baltimore, Maryland, 2005.
- Economics of Quality Assurance and Traceability in U.S. Food Systems, Conference, 2002.
- Industry-Led Solutions II: Livestock and the Environment Workshop, Washington, DC, 2001, 2004.
- TriAnnual Farm Management Workshop, 1997, 2000.
- Price Discovery in Concentrated Livestock Markets, 1997.
- Economics of the pork industry focus group, National Pork Producers Council, 1994, 1995.
- National Agricultural Statistical Service Users Conference, Egan, MN, 1992.
- Livestock Marketing Specialists Annual Conference, Mercantile Exchange, Chicago, Ill., 1992.
- Pricing and Coordination in Consolidated Livestock Markets: Captive Supplies, Market Power, IRS Hedging Policy, Chicago, Illinois, 1992.
- Extension Preconference, "Challenges for Extension Economists in the 1990s," held in conjunction with the AAEA annual meeting, Vancouver, B.C., 1990.
- Livestock Marketing Specialists Annual Conference, Mercantile Exchange, Chicago, Ill., 1990.
- Structural Change In Livestock: Causes, Implications, Alternatives, Dallas, TX., 1990.
- American Agricultural Economics Association Annual Meetings:
 - Denver, CO, 2010
 - Milwaukee, WI, 2009
 - Orlando, FL, 2008
 - Portland, OR, 2007
 - Denver, Colorado, 2004
 - Montreal, 2003
 - East Lansing, Michigan, 2001
 - Nashville, Tennessee, 1999
 - San Antonio, Texas, 1996
 - Indianapolis, Indiana, 1995
 - Manhattan, Kansas, 1991
 - Vancouver, British Columbia, 1990
 - Knoxville, Tennessee, 1988
 - East Lansing, Michigan, 1987
 - Ames, Iowa, 1985
- Midwest Outlook Conference:
 - Columbus, OH 2009
 - Kansas City, MO 2008
 - Indianapolis, IN, 2007
 - Kansas City, MO, 2006
 - Cincinnati, Ohio, 2005
 - Ames, Iowa, 2004 (host)
 - Indianapolis, Indiana, 2003
 - Omaha, Nebraska, 2002
 - St. Louis, Missouri, 2001
 - Columbus, Ohio, 2000
 - Kansas City, Missouri, 1998
 - St. Paul, Minnesota, 1997
 - Lansing, Michigan, 1996
 - Lexington, Kentucky, 1995
 - Ames, Iowa, 1994 (host)
 - West Lafayette, Indiana, 1993
 - Urbana, Illinois, 1992
 - Madison, Wisconsin, 1991
 - Brookings, South Dakota, 1990
 - Columbus, Ohio, 1989
 - Columbia, Missouri, 1988

ACADEMIC HONORS AND AWARDS

As a Faculty Member:

- AAEA Distinguished Extension Program Individual: Ten or More Years Experience, 2010
- Named by *Iowa Farmer Today* as one of 25 most influential people in Iowa agriculture over the 25 years 1984-2009.
- 2009 Iowa State University Extension Meritorious Service Award

- 2009 Iowa State University Extension Award for Achievement by an Organizational Team
- 2004 ISU Foundation Outstanding Extension or Professional Practice
- 2004 Dean's Citation for Extraordinary Contributions to the College of Agriculture.
- 1998 ISU College of Agriculture Team Award - TEAMPork.
- 1998 Farm Foundation Outstanding Achievement in Public Issues Education Team member.
- 1998 Iowa State University Extension Achievement Award.
- 1998 Honorary Master Pork Producer.
- 1996 American Agricultural Economics Association Extension Outlook Premiere Forecaster Award for Dairy Production and Prices.
- 1995 American Agricultural Economics Association Extension Outlook Premiere Forecaster Award for Livestock Production and Prices.
- Early Achievement in Extension/Professional Practice for 1995, Iowa State University Foundation.
- New Professional, Iowa State University Extension, 1994.
- Blue Ribbon Award in American Society of Ag Engineers Educational Aids Competition for the TEAMPork Community Nursery Handbook.

As a Student:

University of Missouri:

- Outstanding Dissertation for 1989, Agricultural Economics Dept., University of Missouri, Dec. 1989
- Graduate Studies Committee, Student Representative, 1988-1989
- Department Chair Search Committee, Graduate Student Representative, May 1988
- President, Agricultural Economics, Graduate Student Organization, 1987-1988
- 1986-1987 Graduate Student Teaching Award, Graduate College, May 1987
- Superior Graduate Achievement Award, Graduate Student Association, April 1987

Iowa State University:

- Graduation with Distinction, College of Agriculture, December 1984
- George Gund Scholarship, March 1984
- Vice President, Agricultural Student Council, 1983-1984
- Rathbone Craft Scholarship, December 1983
- Senior Agricultural Student Council, Representative for the Block and Bridle, 1982-1983

PUBLICATIONS AND PRESENTATIONS

Chapter in Books

- Muth, M.K., S.C. Cates, M. Coglaiti, M. Fahimi, J. Franklin, S. Karns, K. Kosa, Y. Li, Y. Liu, N. Paoli, R. Squires, J. Taylor, C. Viator, J. Del Roccili, M. Asher, E. Bradlow, F. Diebold, P. Kleindorfer, S.R. Koontz, J. Lawrence, J. Schroeter, T. Vukina, N. Piggott, C. Shin, M. Wohlgenant, X. Zheng, G. Brester, J. Atwood, J. Marsh, and K. McNew. GIPSA Livestock and Meat Marketing Study – Volume 1: Executive Summary – Final Report. Prepared for Grain Inspection, Packers, and Stockyards Administration, USDA Contract No. 53-32KW-4-028. RTI International, RTI Project Number 09230. January 2007.
- Muth, M.K., S.C. Cates, M. Coglaiti, M. Fahimi, J. Franklin, S. Karns, K. Kosa, Y. Li, N. Paoli, R. Squires, J. Taylor, C. Viator, J. Del Roccili, S.R. Koontz, and J. Lawrence. GIPSA Livestock and Meat Marketing Study – Volume 2: Data Collection Methods and Results – Final Report. Prepared for Grain Inspection, Packers, and Stockyards Administration, USDA Contract No. 53-32KW-4-028. RTI International, RTI Project Number 09230. January 2007.
- Muth, M.K., S.C. Cates, M. Coglaiti, S. Karns, Y. Liu, J. Taylor, C. Viator, J. Del Roccili, M. Asher, S.R. Koontz, J. Lawrence, J. Schroeter, G. Brester, J. Atwood, J. Marsh, and B. Martin. GIPSA

- Livestock and Meat Marketing Study – Volume 3: Fed Cattle and Beef Industry – Final Report. Prepared for Grain Inspection, Packers, and Stockyards Administration, USDA Contract No. 53-32KW-4-028. RTI International, RTI Project Number 09230. January 2007.
- Muth, M.K., S.C. Cates, M. Coglaiti, S. Karns, J. Taylor, C. Viator, J. Del Roccili, S.R. Koontz, and J. Lawrence. GIPSA Livestock and Meat Marketing Study– Volume 6: Meat Distribution and Sales – Final Report. Prepared for Grain Inspection, Packers, and Stockyards Administration, USDA Contract No. 53-32KW-4-028. RTI International, RTI Project Number 09230. January 2007.
- Lawrence, John and Ronald L. Plain. “Swine Production,” in *The Veterinary Clinics of North America: Food Animal Practice*, Stephen R. Koontz, ed., W. B. Saunders Company, Volume 19, 2(July 2003): 319-337.

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Videos and Video Conferences

- Determined direction, content, and was moderator of "Case Family – Introduction." and "External Forces Affecting Beef Producers." Iowa State University Horizons Business Management Program, June, 1993.
- Appeared in videos about the pork industry for: Farmland Industries, Iowa Pork Alliance.

Television

Iowa Public Television.

Participated in the development of direction and content and appeared in:

"The Changing Pork Market Place." Four-part series, 1996.

"The Changing Iowa Swine Industry." Four-part series, 1995.

Was interviewed as part of a 30-minute program by a Sioux City, Iowa television station on the changes in the pork industry.

Guest analyst three times on Agri-Trends, a monthly television program on the food and fiber industry, carried on public television stations nationwide.

Satellite Downlink.

- "BSE." Iowa Beef Center, January 2004.
- "Market Outlook and Strategies for Pork Producers." Land O'Lakes and Iowa State University, March 1996.
- "Financial Management for Pork Producers." February 1996.
- "Networking for Pork Producers." National Pork Producers, February 1995.

Iowa Communications Network Presentations

- Master Matrix Hearings, 17 Sites, 1:00-4:00 pm, December 5, 2002.
- Numerous fiber optic programs throughout the year, 1996 to present.
- Organized and implemented ProAg on ICN, 1998-99.

Significant Radio Broadcasts

Was guest analyst for the Chicago Mercantile Exchange USDA Round-Table following the Hogs and Pigs Reports at numerous times since 1998. The conference call was picked up by 428 radio stations, four wire services, and print media representing 1.8 million circulations.

Was interviewed by a reporter from Minnesota Public Radio for a tape that aired on National Public Radio on the topic of beef exports to Japan.

Recorded over 150 interviews for the Iowa State University Extension tape service broadcast on 50 radio stations in Iowa and neighboring states.