

JAIME E. MALAGA

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EDUCATION

Texas A&M University. Ph.D. (Agricultural Economics), 1997. Specialization Fields: Agricultural Marketing and Price Analysis, Agricultural International Trade. Texas A & M University. M.S. (Agricultural. Economics), 1991

WORK EXPERIENCE

August 2001-Present: Texas Tech University - Department of Agricultural and Applied Economics. Associate Professor. Teaching Agribusiness Marketing (undergraduate level), International Agricultural Trade (undergraduate and graduate levels) and Demand & Price Analysis (graduate level). Research on: domestic impacts of international trade agreements with emphasis on NAFTA, WTO, and FTA's; development of forecasting and trade simulation models on cotton-textile, feed-grains, and meat; estimation of consumer demand systems; and analysis of food distribution chains.

May 1997 August 2001: Texas Agricultural Market Research Center. Texas A&M University. Assistant Research Scientist & Project Coordinator. Research on agricultural marketing and trade. Use of consumer demand analysis methodologies, econometric, simulation and forecast trade models. Analysis of implications of free trade agreements. Produce retail distribution chain analysis.

1993 to May 1997: Texas A&M University. Texas Agricultural Market Research Center. Research Associate.

1990-1992: Texas A&M University. Department of Agricultural Economics. Teaching Assistant.

1983-1989 Agency for International Development (USAID/Peru/Bolivia).

TEACHING EXPERIENCE

Texas Tech University: Fall 2001 to Fall 2012

Undergraduate: Agribusiness Marketing (AAEC 3301) International Agricultural Trade (AAEC306)

Graduate: International Agricultural Trade (AEEC 5316) Master and Ph.D. level course. Demand and Price Analysis (AAEC 6310) Ph. D. level. Graduate courses were designed to provide advanced understanding of the economic theory and approaches to international economics/trade and demand analysis and to enhance appraisal of trade problems, models, and research techniques.

RESEARCH EXPERIENCE

Current Research Focus

International Agricultural Trade and Food Demand Analysis. Current research include a variety of activities related to: a) the competitiveness of West Texas exports to North American markets, b) the analysis of the impacts of the growing integration of US and Mexican agricultural industries on the regional economy with emphasis on cotton/textile, feed-grains, and meat/livestock industries, c) the use of demand systems analysis on meat, dairy and grain demand, and d) the impact analysis of Texas agribusiness marketing promotion programs. Previous experience includes econometric modeling of US-Mexico on fresh vegetables and rice, (Texas A&M-USDA); Analysis of the competitiveness of Mexican agriculture (World Bank), and NAFTA- induced changes on Mexican food retail systems (ERS-AMS-USDA). Currently involved in a project estimating and forecasting supply and demand of grains in Sub-Saharan Africa (USDA-FAS) with emphasis in Sudan, Ethiopia and Nigeria and the analysis of the BRIC countries' (Brazil, Russia, India and China) future role in global agricultural trade.

Research Funding

21 research grants for a total of \$1.3 million at Texas Tech. Seven research projects for \$ 2.9 million at Texas A&M University, including a World Bank project.

SERVICE

Professional Service

Member of the Western Agricultural Economics Association Outstanding Master's Thesis Award Committee (2009-2010)

Member of the Southern Agricultural Economics Association "Outstanding Teaching of a Course Committee." (2006-2008).

Member of the Western Agricultural Economics Association Council (2008-2010)

Co-Chair of the 2004 Selected Papers Committee Southern Agricultural Economics Association.

Selected Paper Reviewer for the Annual Meetings of the American Agricultural Economics Association AAEA (2004, 2005, 2007)

Selected Paper Reviewer for the Annual Meetings of the Western Agricultural Economics Association, (2005, 2006)

Selected Paper Reviewer for the Annual Meetings of the Southern Agricultural Economics Association (2003, 2005, 2006, 2008)

Member of the International Committee of the American Agricultural Economics Association 2003-2005.

Member of the S-287 Committee on Trade and Policy Impacts on Southern Agriculture 2002-2003

Member of the S-1016 Regional Research Committee on Trade and Domestic Policy. 2004-2007

Reviewer of manuscripts submitted for publication to:

Journal of Agricultural and Applied Economics

Review of Agricultural Economics

Journal of International Agricultural Trade and Development

Journal of Food Distribution Research

Spanish Journal of Agricultural Economics

Cahiers Agriculture (France)

Reviewer of Research Proposals for the Mexican Council of Research in Science and Technology (CONACYT).

Member of the Editorial Boards of the Journal of International Agricultural Trade and Development, Journal of Food Distribution Research, and PanEconomicus Journal (Europe).

Government

Member of Proposal Reviewing Panel: SBIR –CSREES – International Trade and Marketing, USDA, Washington DC (2003-2004). Advisor to the Texas Department of Agriculture on agribusiness marketing issues (2004-present)

Industry/Community Outreach

Member of the Texas AgForum Steering Committee (2006-Present). Invited speaker on topics of trade and marketing at meetings/conferences of: National Sorghum Producers (2009, 2011), Texas Biodiesel Conference (2007), Texas AgForum (2007) Amarillo Farm and Ranch Show (2005), Lubbock Chamber of Commerce (2004), Texas-Cuba Business Alliance (2004 and 2005), Texas Agricultural Cooperative Council (2005), US Wheat Associates (2001), Texas Farm Bureau (2001), US Rice Producers Association (2000)

CONSULTING WORK

Institutions: World Bank, US Agency for International Development, Inter American Development Bank, Winrock International, Ronco Consulting Corporation, AMS (USDA), ERS (USDA), Inter American Institute for Cooperation on Agriculture (IICA), US Wheat Associates, US Rice Producers Association, WorldMerc Inc. Dow Chemical. Countries: USA, Mexico, Bolivia, Peru, Colombia, Venezuela, Costa Rica, El Salvador, China, Ethiopia, Caribbean Islands.

AWARDS

2010 Outstanding Ph.D. Dissertation Award, Texas Tech University, to my student Jose Antonio Lopez
2010 Outstanding Master Thesis Award (SAAE) to my student Priscilla Arguello
2008-2009 Outstanding Faculty Award. Agricultural Economics Association Texas Tech University.
2008 Distinguished Professional Contribution Award –Southern Agricultural Economics Association
2006-2007 Professor of the Year. Agricultural Economics Association, Texas Tech University
2006 Outstanding Junior Faculty Award – College of Agriculture Sciences and Natural Resources, Texas Tech University.
2005 Third Place Award –Academic Quiz Bowl 2005 American Agricultural Economics Association, AAEE (Coach).
2005 Second Place Award – 2005 American Agricultural Economics Association, Undergraduate Chapter –TTU Ag Economics Association (Senior Advisor).
2005 Ponente Magistral- Centro de Investigacion en Alimentacion y Desarrollo – Universidad Chapingo – México
2004 Outstanding Master Thesis Award 2004, Western Agricultural Economics Association (To my student Jose Enrique Lopez)
2003-2004 Professor of the Year. Agricultural Economics Association, Texas Tech University
2003 Apple Polishing – Outstanding Faculty Award. Mortar Board Texas Tech University Chapter
2003 International Education Contribution Award - Office of International Programs - Texas Tech University.
2001 Vice-Chancellor's Award in Excellence – Research Support. Texas A&M University System.

PUBLICATIONS

Twenty five peer-review journal articles, 52 abstracts in conference proceedings, 6 book chapters.
- **Malaga, J.**, and P. Martinez-Mejia “The Growing Importance of Brazil, Russia, India, and China (BRIC) on Food Global Trade”. *The Global Studies Journal*. Forthcoming in 2012.
- Lopez, J., **Malaga**, Belasco, E. and B. Chidmi. “Understanding Mexican Meat Consumption and Import at Table Cut Level.” *Journal of International Agricultural Trade and Development*. 7 (2011) 145-168.
- **Malaga, J.**, B. Xu, and P. Martinez-Mejia “Marketing Promotion of Texas Agricultural Products: The Rural Dimension of the GO TEXAN Program” *Journal of Agricultural and Applied Economics*. 43(3):1:10, 2011.
- **Malaga, J.**, S. Pan and T. Duch-Carvalho. "Mexican Meat Demand Parameters Before and After NAFTA: Evidence from Household Surveys, 1992-2004" *Journal of Food Distribution Research* 41(3):75-83. November 2010.
- Pan, S., **Malaga, J.**, and X. He. “Market Liberalization and Crop Planting Decisions: A Case of China.” *China Agricultural Economic Review* 2 (3): 240-250, November 2010.
- Adhikari, S., **J. Malaga**, and E. Belasco. “Does Exchange Rate Volatility Impacts US Soybean Exports? Evidence from a Multi-Country Analysis Framework” *Journal of International Agricultural Trade and Development*. 7(1) 2010.
- Martinez-Mejia, P. and **J. Malaga**. “The Effect of Ethanol Production on Coarse Grains: New Price Relationships.” *Journal of Agribusiness*. 27 (1-2): 33-47, 2010.
- **Malaga, J.**, and G.W. Williams. “Mexican Agricultural and Food Export Competitiveness.” *Revista Mexicana de Agronegocios*. 14 (27): 295-309, 2010.
- **Malaga, J.**, S. Pan, and R. Kulkarni . “Precision Agriculture Adoption Policy: Evaluation of Potential Impacts on World Cotton Markets.” *Life Sciences International Journal*. ISSN 1992-1705, pp 180-189, 2009.
- **Malaga, J.**, S. Pan, and R. Kulkarni. “Politique d'Adoption de l'Agriculture de Précision: Evaluation des Impacts Potentiels sur le Marché Mondial du Coton.” *Cahiers Agriculture (France)* 19 (1): 48-53, 2009. -Pan, S. H. Jensen, and **J. Malaga**. “Factors Affecting Food Away from Home: Are Food-Secure and Food-Insecure Households Different?” *Journal of Food Distribution Research* 38(1):106-112, March 2007.
- Pan, S. C. Fang, and **J. Malaga**. “Liquor and Beverage Consumption in China: A Censored Demand System Approach.” *Applied Economics Letters*: 13 (975-979), 2006.
- Salazar, J.A, F. Cervantes, M. Gomez, S. Mohanty, and **J. Malaga**. “The Demand for Livestock Products in Mexico by Income Deciles: 2025 Vision” *Tecnica Pecuaria en Mexico*. : 44 (1):41-52, Feb. 2006.

- Hudson, D., C. P. Rosson, J. Robinson, and **J. Malaga**. "The WTO Cotton Case and US Domestic Policy." *Choices the Magazine of Food, Farm, and Resource Issues*. 20(2): 143-147, July 2005.
- Garcia J.A., G. Williams, and **J. Malaga**. "Effects of NAFTA on Mexican Tomato Exports to the United States." *Revista Fitotecnica Mexicana*. 28(4): 299-309, June 2005.
- Salazar, Alejandro, J. Mohanty, and **J. Malaga**. "2025 Vision for Mexican Chicken Consumption." *International Journal of Poultry Science*. 4(5): 292-295, May 2005.
- Lopez, E. and **J. Malaga**. "An Econometric and Simulation Model of the Mexican Cotton Industry" *Agricultural and Resource Economics*. 29 (3): 606, December 2004.
- Lopez, E. and **J. Malaga**. "The Uncertain Future of the Mexican Market for U.S. Cotton: Impact of the Elimination of Textile and Clothing Quotas." *Western Economics Forum*. 3 (2): 7-11, Fall 2004.
- Malaga, J** and S. Mohanty. "The Agreement on Textiles and Clothing: Is It a WTO Failure?" *Journal of International Law and Trade Policy*., 4(1) p. 100-110, June 2003.
- Mjelde, J., Park, J., S. Fuller, J. Malaga, and P. Rosson. "An Assessment of ENSO Events on Fresh Vegetable Supplies." *HortScience*, 37(2) p 287-291, April 2002.
- Malaga, J.**, G. Williams, and S. Fuller. "U.S. -Mexico Vegetable Trade: The Effects of Trade Liberalization and Economic Growth." *Agricultural Economics*, 26 (1) p 45-55, 2001.
- Tropp, D., **J. Malaga**, J. Link, and D. Skully. "The Changing Dynamics of Mexican Produce Distribution." *Journal of Food Distribution Research*, 31 (1), p. 82-87, 2000.
- Malaga, J.** and D. Tropp. "Los Supermercados y la Comercialización de Frutas y Hortalizas en los Estados Unidos." *Horticultura Mexicana*, 8 (1), p. 89-98, January 2000.
- Espinoza, J., S. Fuller, and **J. Malaga**. "Analysis of Forces Affecting Competitive Position of Mexico in Supplying U.S. Winter Melon Market" *The International Food and Agribusiness Management Review*, 1,(4),p. 495-507, 1999.