New industry-supported chair boosts region’s agriculture
Texas Tech University announced Sept. 22 the establishment of an industry-supported endowed chair to increase the competitiveness of High Plains agriculture in an economy increasingly linked to international markets and guided by conservation-oriented policy.  
more »

Hungry cows may extend life of Ogallala: Texas Tech Study
Here’s a suggestion for South Plains producers looking to turn a profit while preserving Ogallala Aquifer water: Put the cattle out to pasture. After three growing seasons, researchers with the Texas Alliance for Water Conservation (TAWC) have found that for growers looking to curtail their irrigation, grazing cattle on forage land could be the most profitable use of acreage.  
more »

Akers named director of CASNR Student Services Center
Award-winning agricultural communications educator Cindy Akers has been selected to lead Texas Tech University’s College of Agricultural Sciences and Natural Resources Student Services Center, formerly known as the Agricultural Recruitment and Career Center. Her new appointment took effect Sept. 1.  
more »

Student Profile: 2008 Ag Council President Dee Jay Wilde
As Dee Jay Wilde entered the Texas Tech University’s Goddard Building as a freshman three years ago, the lanky West Texan literally saw one of his future goals written on the wall. In the building’s atrium was a glass-encased message board listing the College of Agricultural Sciences and Natural Resources’ Ag Council officers.  
more »

Ellen Peffley, longtime horticulture leader, retires from PSS
Ellen Peffley, the self-described city girl from Albuquerque who grew up to become one of the most outstanding professors in Texas Tech University’s College of Agricultural Sciences and Natural Resources and winner of the Chancellor’s Council Award for Distinguished Teaching, is retiring at the end of August.  
more »
Soil, environmental microbiologist comes to Texas Tech University

Jennifer Moore-Kucera has joined Texas Tech University’s Department of Plant and Soil Science as assistant professor of soil and environmental microbiology. She stepped into her post on Sept. 1.

Agricultural economist, former chair, retires in August

One of the founding leaders of Texas Tech University’s Cotton Economics Research Institute and a longtime professor and administrator in the Department of Agricultural and Applied Economics is retiring at the end of August.

Retail promotion students help COWamongus

Finding COWamongus! on campus is nearly as difficult as finding a needle in a haystack. COWamongus! is a creamery and meat company located inside the Animal and Food Sciences building. However, not many know it exists, due to campus regulations on signage and no advertising budget.

Staff Profile: AFS’ Sandy Gellner takes leadership seriously

After a decade on the job, Sandy Gellner has developed into one of those key “go-to" persons who assist those who need help navigating the sprawling activities and facilities of Texas Tech University’s Department of Animal and Food Sciences.

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