

## ARE Faculty Profile

**D**esmond Jolly is a Cooperative Extension Specialist in the Department of Agricultural and Resource Economics at UC Davis. Since 1995, he also has served as director of the UC Small Farm Program, which provides research-based information and counsel to California's small-scale farmers.

Desmond grew up on the Caribbean Island of Jamaica, one of five siblings, whose family engaged in many different enterprises. They operated a few small groceries, a small two-truck transport business, a bakery and a farm, on which they grew plantation crops such as coconuts, bananas and sugar cane, and raised cattle, goats, chickens and pigs.

In the fall of 1961, Desmond left the Caribbean to attend Utah State University, still uncertain about his major or future career plans. But, after taking an economics 1A course from a Turkish visiting professor, he discovered his fascination with economics. At this point in time, Jolly envisioned a career as a technocrat in economic planning at national or multi-national levels. He received both his M.A. and Ph.D. in economics at the University of Oregon.

Des returned to agriculture by way of his involvement in issues related to food access and other related concerns which took center stage in the 1970s. He moved to California in 1971, where he joined the University of California as an extension economist. In 1975, he was appointed to the Consumer Advisory Committee in the California Department of Food and Agriculture. By 1980, Governor Brown appointed him to the State Board of Food and Agriculture, which gave him exposure to a wide assortment of important agricultural issues.

Today, his research interests include the intersection between agricultural science and technology and broad societal values, with particular regard to agricultural biotechnology, organic production and sustainable agricultural practices. Over the years he has taught in both agricultural and resource economics and international agricultural development.

Des was appointed director of the Small Farm Program in 1995. The program operates statewide as part of the University of California Division of Agriculture and Natural Resources (DANR). Its research and education efforts focus on issues such as specialty crop production, alternative marketing, food and pesticide safety and agricultural tourism. Small-scale farms number nearly 60,000 in California and account for about \$2.3 billion in annual production.



*Desmond A. Jolly  
Cooperative Extension Economist  
Director, UC Small Farms Center*

The program also works closely with farmers' market organizations to ensure alternative and profitable market access for small- and moderate-sized producers.

In 1997, US Agriculture Secretary Dan Glickman appointed Jolly Vice-Chair of the National Commission on Small Farms. The commission held hearings in farming communities nationwide and submitted a report to Glickman in 1999 titled "A Time to Act," which contains the most significant policy recommendations made to the Clinton Administration on small-scale, family farms.

Jolly now sits on the National Advisory Board for Research, Extension, Economics and Education, the top research and education advisory board for USDA. The board looks at the USDA's range of research and education activities and makes recommendations for policy and funding priorities.

When not travelling or busy with the responsibilities of his research and running the Small Farm Center, Des enjoys reading, gardening and cooking. He is also a jazz aficionado, and regularly contributes articles to a music periodical. He is active in several civic organizations and commissions in Davis, where he resides with his wife, Julia.

*Desmond Jolly can be reached at the Small Farm Center by telephone at (530)752-7774, or by e-mail at: [djolly@primal.ucdavis.edu](mailto:djolly@primal.ucdavis.edu). You can visit his Web site at: [www.agecon.ucdavis.edu/Faculty/Desmond.J/Jolly.html](http://www.agecon.ucdavis.edu/Faculty/Desmond.J/Jolly.html), or that of the Small Farms Center at: [www.sfc.ucdavis.edu](http://www.sfc.ucdavis.edu)*