

Faculty Profile

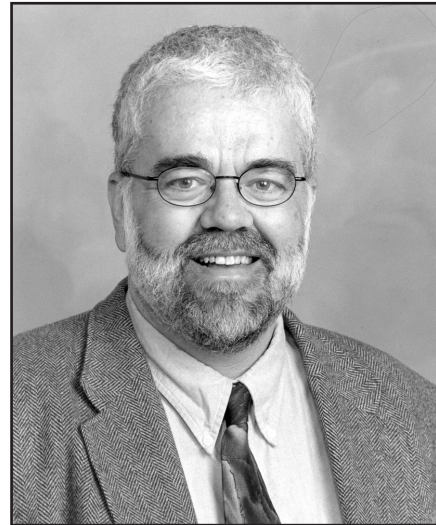
James Chalfant is a professor and chair of the Department of Agricultural and Resource Economics at the University of California, Davis.

Chalfant received a Bachelor's degree from Kansas State University in 1978, and did his graduate study at North Carolina State University, receiving his Ph.D. in 1983. He joined the University of California faculty in the Department of Agricultural and Resource Economics at Berkeley in 1983, and transferred to the Davis campus in 1992. He became chair of the department in 2001.

Chalfant teaches econometrics and does research in a variety of areas within agricultural economics. A common theme in his research is usually the application of statistical and econometric methods to problems in agricultural marketing or demand. Early in his career, Chalfant focused on the econometrics of systems of demand equations, which economists use to model the demands for related goods such as meats and fish. A focus of this work was how to improve estimation methods to obtain better estimates of elasticities of demand, and to test hypotheses concerning structural change in demand.

It was a natural extension of this work to begin to focus on advertising and promotion, which Chalfant and several Davis colleagues have done in a series of recent studies. Previous articles in *Update* have focused on the controversy surrounding generic promotion of agricultural commodities under the auspices of federal or state agricultural marketing orders. One key aspect of the debate over generic promotion is the extent to which it benefits the producers who pay for it. In a study of the effects of promotion by the California Table Grape Commission, Chalfant and coauthors found evidence of substantial benefits to producers (<http://giannini.ucop.edu/Monographs/43-grapes.pdf>). A later study examined advertising by the California Prune Board (<http://giannini.ucop.edu/ResearchReports/344-Prune.pdf>).

In joint work with Professors Colin Carter and Rachael Goodhue at UC Davis, Chalfant has worked on a series of topics concerning the California strawberry industry. This work began with an agricultural marketing study, focused on the effects



James A. Chalfant \hat{E}
Professor and Chair \hat{E}
Department of Agricultural and Resource Economics \hat{E}
University of California, Davis \hat{E}

of promotion of fresh strawberries by retailers around holidays such as Easter and Mother's Day. The knowledge gained concerning the workings of the fresh strawberry market has helped with a more recent study, a simulation analysis concerning the effects of the upcoming ban of the fumigant methyl bromide. A study of more recent, interim regulations concerning methyl bromide from California's Department of Pesticide Regulation appears in this issue of *Update*.

When asked about his work as chair of the department at Davis, Chalfant noted that, on the Davis campus, ARE is known for having a very large and outstanding undergraduate major, Managerial Economics. Chalfant considers the department faculty's success in research, outreach and graduate education to be at least as great as in undergraduate teaching, and considers getting the word out about that success, both on the Davis campus and around the state, to be the most important challenge facing the department.

James Chalfant can be reached by telephone at (530)752-9028 or by email at jim@primal.ucdavis.edu. Visit his Web site at <http://chalfant.ucdavis.edu>