

ARE Faculty Profile

Dale Heien grew up in Danville, Illinois, spending time on his grandfather's farm nearby. He began college at General Motors Institute in automotive engineering. Life in a large bureaucratic corporation had little appeal so he moved on to Depauw where he studied economics. He ended up getting a B.A. and M.A. from the University of Illinois. Selling his prized sports car, he financed a sojourn to Europe, where he studied at the Goethe Institute. Crossing the ocean on an Italian freighter, he developed his lifelong taste for fine wines and Italian food.

Upon returning, he took a position with the Department of Labor. Again, the dead hand of bureaucracy struck and he was gone in three weeks, this time to the George Washington University Logistics Research Project. His work on spare parts for Polaris submarines led to statistics and utility theory. Upon receiving his Ph.D. from GWU in 1968, he gave the government its third and last try at employing him. He was appointed chief of the Price Research Division, whose responsibility was implementing the Stigler Committee's recommendations for improving the Consumer Price Index (CPI). This position gave him considerable professional visibility, enabling him to start his own consulting firm.

From 1970-1980 he operated as a private consultant specializing in market analysis. He developed models of the U.S. livestock industry for the Economic Research Service and later used them to analyze the 1970-72 inflation for a Presidential Commission. He served as a consultant to the Cost of Living Council and to the Administration for the GATT round of negotiations. He also gave seminars around the country on econometrics through the Institute for Advanced Technology.

In 1976 he and his wife purchased a cattle ranch located along the Russian River. Two years later they moved to the ranch and began converting it to a vineyard. He continued consulting in the Bay Area as well as working on an NSF Grant. Not wishing to give up his professional interests, he decided to pursue an academic career. This led him back east to Penn State. A couple of years and several publications later he found himself on his way to Davis.

At UC Davis his research interests have centered on demand analysis, especially the demand for farm output and food, the social costs of alcohol abuse and the California winegrape economy. His research



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centers on grapes and wine, where he is apparently under the delusion that because he grows grapes he knows something about the economics of the industry. Fortunately, his colleagues periodically set him straight.

Professor Heien has taught undergraduate courses in economic theory, econometrics and government regulation of business. He has taught graduate courses in the same areas and in demand and price analysis. He has served as an expert witness in a number of lawsuits involving the winegrape and almond industries.

He is married with three children. His wife and youngest son are jazz musicians and play in several local bands. His oldest son is a sophomore at Berkeley and works on the SETI (Search for Extraterrestrial Intelligence) Project. His daughter, who starts high school next fall, is an avid ballet dancer.

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