

**Abbreviated Vita**  
**Michael K. Wohlgenant**

Dr. Wohlgenant is William Neal Reynolds Distinguished Professor of Agricultural & Resource Economics at North Carolina State University. His specialty is development of economic models of agricultural marketing, policy, and price analysis problems. He has developed economic models to understand farm to retail price linkages, consumer preferences, and the effects of advertising. Dr. Wohlgenant has had extensive commodity experience, including work on applied price and marketing problems for cotton, dairy, beef, pork, grapes, sugar, tobacco, wine, and horticultural crops. He has extensive experience in modeling the impact of generic advertising on farm level returns to producers. He also has made important contributions to our understanding of the allocation of checkoff funds between research and advertising. He was an innovator of the equilibrium displacement modeling approach which is extensively used in policy and welfare analysis. His work has been published in professional journals, including the American Journal of Agricultural Economics, The Review of Economics and Statistics, the Australian Journal of Agricultural and Resource Economics, the Journal of Agricultural and Resource Economics, and the European Review of Agricultural Economics. His contributions to agricultural economics are numerous and his research is widely cited and recognized by awards, with Best Article awards in four journals including the American Journal of Agricultural Economics. He is also a recipient of the Publication of Enduring Quality Award by the American Agricultural Economics Association. Dr. Wohlgenant is past editor of the American Journal of Agricultural Economics and prior to that time served as an associate editor of the American Journal of Agricultural Economics. He has served as an economic consultant for a number of organizations, including the Research Triangle Institute, the Food and Agriculture Organization of the United Nations, for various law firms in expert witness testimony (including expert witness testimony before the U.S. International Trade Commission), and for various U.S. government agencies, including the U.S. Department of Agriculture and U.S. Government Accounting Office. Dr. Wohlgenant has been called upon to be a consultant to the North Carolina legislature on economic issues related to the N.C. swine industry, and he has served as an external reviewer of outside research programs including economic evaluations of commodity checkoff programs. Dr. Wohlgenant teaches both undergraduate and graduate courses in economics and agricultural economics at North Carolina State University. He has received numerous awards for his research and teaching, including the prestigious award of William Neal Reynolds Distinguished Professorship. For outstanding service to the profession of agricultural economics, Dr. Wohlgenant was elected a Fellow of the American Agricultural Economics Association in 2001.