

CURRICULUM VITA **(as of January 12, 2010)**

NAME: Oral Capps, Jr.

CURRENT TITLE: Executive Professor and holder of the Southwest Dairy Marketing Endowed Chair
Co-Director Agribusiness, Food, and Consumer Economics Research Center (AFCERC)
Department of Agricultural Economics
Texas A&M University
College Station, TX 77843-2124
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EDUCATION: B.S. Mathematics, Virginia Tech, 1975
M.S. Agricultural Economics, Virginia Tech, 1977
M.S. Statistics, Virginia Tech, 1979
Ph.D. Agricultural Economics, Virginia Tech, 1979

BIOGRAPHICAL SKETCH:

Dr. Capps is a demand and price analyst, with particular expertise in econometric modeling and forecasting methods. He is a nationally and internationally recognized leader in demand analysis, specializing in working with large data bases. Applied research areas include analyses of expenditure patterns of pre-prepared foods and foods eaten away from home, analyses of health and nutrition issues, uses of scanner-derived information for managerial decision-making in food retailing, and analyses of regional, national, and international markets for the agricultural, agribusiness and financial sectors. In addition, Dr. Capps specializes in unilateral price effects of mergers and acquisitions, and evaluation of commodity checkoff programs.

Currently a Full Professor and holder of the Southwest Dairy Marketing Endowed Chair in the Department of Agricultural Economics at Texas A&M University as well as Co-director of the Agribusiness, Food, and Consumer Economics Research Center (AFCERC), Dr. Capps was educated at Virginia Tech. He earned his B.S. in Mathematics in 1975, M.S. in Agricultural Economics in 1977, with a second M.S. in Statistics in 1979, and his Ph.D. in Agricultural Economics in 1979. He has authored 115 refereed journal articles, and co-authored four books, *Food Demand Analysis: Implications for Future Consumption*, *Introduction to Agricultural Economics, Fifth Edition*, *Economic Impact of Country-of-Origin Labeling on the U.S. Beef Industry*, and *Changes in the Sheep Industry in the United States: Making the Transition from Tradition*. Another book, *A Step-by-Step Approach to Economic Modeling and Forecasting*, is in process. Dr. Capps also is co-founder (in 2001) and Managing Partner of Forecasting and Business Analytics, LLC, an economic consulting firm.

In 1995, Dr. Capps was honored at Texas A&M University with the Association of Former Students Distinguished Achievement Award for Teaching. In 1997, he was the recipient of the *Journal of Food Distribution Research* Best Journal Article Award. In 1999, he received recognition via the Vice Chancellor's Award in Excellence for Team Research at Texas A&M University. In 1999, Dr. Capps was the recipient of the American Agricultural Economics Association Distinguished Teaching Award, and a co-recipient of the Applied Consumer Economics Award given by the American Council on Consumer Interests. In 2000, he was the co-recipient of the *Agricultural and Resource Economics Review* Outstanding Journal Article Award.

In 2001, Dr. Capps received the Frank Panyko Distinguished Service Award from the Food Distribution Research Society. In 2002, Dr. Capps was bestowed the Vice Chancellor's Award in Excellence for Research at Texas A&M University. In 2003, Dr. Capps was the recipient of The Association of Former Students Distinguished Achievement Award for Teaching at the College level. Further, he was named a Fish Camp namesake by students at Texas A&M University in 2004. In 2006, Capps was appointed to the National Academies Committee on the Economic Development and Current Status of the Sheep Industry in the United States. In 2007, Dr. Capps also was appointed to the National Beef Demand Study Group. Dr. Capps was one of five co-recipients of the 2007 AAEA President's Award. Finally, in February 2009, Dr. Capps received the 2009 SAEA Lifetime Achievement Award.

Dr. Capps served on the Editorial Board of the American Agricultural Economics Association, was Past President of the Southern Agricultural Economics Association, and was Past President of the Food Distribution Research Society. Currently, Dr. Capps is a Seminar Leader for the National Association of Business Economics (NABE), and he is a member of the Editorial Board for *Business Economics*, the professional publication of NABE. Capps also is a member of the Editorial Board for *Agribusiness: An International Journal* and for the *Journal of Agricultural and Resource Economics*. Beginning in November 2008, he began a partnership with SAS Institute, Inc., on Business Knowledge Series seminars in applied econometrics. He has served or is currently serving as a consultant to numerous firms, commodity boards, and law offices.

Dr. Capps currently lives in College Station, Texas, with his wife and two sons. He is an avid Major League Baseball fan, particularly of the Baltimore Orioles. Finally, Dr. Capps is a survivor of the San Francisco earthquake on October 17, 1989 and a survivor, along with his wife Debbie, of the terrorist attack on the New York World Trade Center on September 11, 2001.

ACADEMIC APPOINTMENTS:

Executive Professor, Department of Agricultural Economics, Texas A&M University
(September 2009 to present)

Professor, Department of Agricultural Economics, Texas A&M University (September
1989 to 2009)

Graduate Recruitment Coordinator, Department of Agricultural Economics, Texas A&M
University (1994 to 2001)

PROFESSIONAL AWARDS AND RECOGNITION:

Research

Applebaum Scholarship Award Winner, Food Distribution Research Society, 1979 (one
awarded annually)

Sigma Xi Outstanding Graduate Dissertation Award, Virginia Tech, 1980 (one awarded
annually)

Gamma Sigma Delta Outstanding Graduate Dissertation Award, Virginia Tech, 1980 (one
awarded annually)

American Agricultural Economics Association Dissertation Award, 1980 (three awarded
annually)

Major Professor of the Recipient of the American Agricultural Economics Association
M.S. Thesis Award, 1981, (three awarded annually)

Recipient of *Journal of Food Distribution Research* Award C Winning Article, 1997,
"Does Engel's Law Extend to Food Away from Home?"

Co-recipient of Vice Chancellor's Award in Excellence for Team Research, Texas A&M University, 1999.

Co-recipient of the 1999 Applied Consumer Economics (ACE) Award presented by the American Council on Consumer Interests for the paper, "The Effects of Consumer Label Use on Diet Quality: An Endogenous Switching Regression Analysis."

Co-recipient of *Agricultural and Resource Economics Review* Outstanding Journal Article Award, 2000, "Examining Factors Affecting Packer Choice of Slaughter Cattle Procurement and Pricing Methods."

Recipient of the Vice Chancellor's Award in Excellence for Research, Texas A&M University, 2002.

Appointed to the National Academies, 2006-07, Committee on the Economic Development and Current Status of the Sheep Industry in the United States

Recipient of the 2009 SAEA Lifetime Achievement Award

Teaching

Gamma Sigma Delta Outstanding Teaching Award, Virginia Tech, 1983 (one awarded annually)

Certificate of Teaching Excellence, College of Agriculture, Virginia Tech, 1984, (one/two awarded annually)

Faculty Recognition Award, Graduate Student Association, Department of Agricultural Economics, Texas A&M University, 1988, 1990, 1993, 1994 (one awarded annually).

Recipient of Association of Former Students Faculty Distinguished Achievement Award for Teaching, Texas A&M University, 1995.

Recipient of the AAEA Distinguished Teaching Award for Graduate Teaching with Ten or More Years as a Full-Time Professional, 1999.

Recipient of the Association of Former Students Faculty Distinguished Achievement Award for Teaching, Texas A&M University, 2003.

Service

President, Food Distribution Research Society, 1985-86

President, Southern Agricultural Economics Association, 1992-93

Member, Editorial Board, *Journal of Food Distribution Research* (1989 to 2005)

Member, Editorial Board, *American Journal of Agricultural Economics* (1992-97)

Associate Editor, *Choices: The Magazine of Food, Farm, and Resource Issues* (2004-07)

President, AAEA Foundation Endowment Committee (2006-08)

Member, Editorial Board, *Agribusiness: An International Journal* (2007 to present)

Member, Editorial Board, *Business Economics* (2007 to present)

Member, Editorial Board, *Journal of Agricultural and Resource Economics* (2008 to present)

Recipient of the Frank Panyko Distinguished Service Award presented by the Food Distribution Research Society, 2001.

Fish Camp Namesake, Texas A&M University, 2004.

Co-recipient of the 2007 AAEA President's Award—"For your initiative, risk, imagination, and labor in improving, redesigning, and expanding the AAEA's outreach organ, *Choices*, and in so doing, communicating the economic

implications of food, farm, resource, and rural community issues to a wider audience.”

LIST OF COURSES TAUGHT:

Undergraduate Courses

Elementary Econometrics
Introduction to Agricultural Economics
Economic Analysis for Agribusiness and Management
Statistics for Economists

Graduate Courses

Consumer Demand Analysis for Food and Agricultural Products
Applied Econometrics
Fundamentals of Agribusiness and Managerial Economics

PUBLICATION RECORD:

115 Refereed Journal Articles
13 Refereed Proceedings
13 Agricultural Station Bulletins
14 Book Chapters
5 Books
3 Book Reviews
82 Research Reports
85 Published Abstracts
16 Popular Articles
Google Scholar Citations 1,600
Web of Science Citations 475

KEY PUBLICATIONS:

Havlicek, Jr., J. and O. Capps, Jr., "Needed Research With Respect to Energy Use in Agricultural Production," *Southern Journal of Agricultural Economics*, 9,1 (July 1977): 1-9.

Capps, Jr., O., "Alternative Estimation Methods of Nonlinear Demand Systems," *Western Journal of Agricultural Economics*, 8, 1 (July 1983): 50-63.

Capps, Jr., O. and J. Havlicek, Jr., "National and Regional Household Demand for Meat, Poultry, and Seafood: A Complete Systems Approach," *Canadian Journal of Agricultural Economics*, (March 1984): 93-108.

Miller, S., O. Capps, Jr., and G. Wells, "Confidence Intervals for Elasticities and Flexibilities From Linear Equations," *American Journal of Agricultural Economics*, 66, 3 (August 1984): 392-396.

- Capps, Jr., O. and R. A. Kramer, "Analysis of Food Stamp Participation Using Qualitative Choice Models," *American Journal of Agricultural Economics*, 67, 1 (February 1985): 49-59.
- Capps, Jr., O., J. R. Tedford, and J. Havlicek, Jr., "Household Demand for Convenience and Nonconvenience Foods," *American Journal of Agricultural Economics*, 67,4 (November 1985): 862-869.
- Shabman, L. A. and O. Capps, Jr., "Benefit Taxation for Environmental Improvement: A Case Example From Virginia's Soft Crab Fishery," *Land Economics*, 61 (November 1985): 398-408.
- Tedford, J. R., O. Capps, Jr., and J. Havlicek, Jr., "Adult Equivalent Scales Once More — A Developmental Approach," *American Journal of Agricultural Economics*, 68, 2 (May 1986): 322-333.
- Capps, Jr., O., and H.T. Cheng, "The Missing Income Problem in Analyses of Engel Functions," *Western Journal of Agricultural Economics*, 11, 1 (July 1986): 31-39.
- Cheng, H.T. and O. Capps, Jr., "Demand Analysis of Fresh and Frozen Finfish and Shellfish in the United States," *American Journal of Agricultural Economics*, 70, 3 (August 1988): 533-542.
- Capps, Jr., O., "Utilizing Scanner Data to Estimate Retail Demand Functions for Meat Products," *American Journal of Agricultural Economics*, 71, 3 (August 1989): 750-760.
- Capps, Jr., O. and R.M. Nayga, Jr., "Effect of Length of Time on Measured Demand Elasticities: The Problem Revisited," *Canadian Journal of Agricultural Economics*, (November 1990): 499-512.
- Capps, Jr., O. and J.D. Schmitz, "A Recognition of Health and Nutrition Factors in Food Demand Analysis," *Western Journal of Agricultural Economics*, 16, 1 (1991): 21-35.
- Capps, Jr., O. and W.D. Grubbs, "A Monte Carlo Study of Collinearity in Linear Simultaneous Equation Models," *Journal of Statistical Computation and Simulation*, 39 (1991): 139-162.
- Chiou, T.C., D.T. Chen, and O. Capps, Jr., "A Structural Investigation of Biotechnological Impacts on Cotton Quality and Returns," *American Journal of Agricultural Economics*, 75, 2 (May 1993): 467-478.
- Ozuna, T., L. Jones, and O. Capps, Jr., "Functional Form and Welfare Measures in Truncated Recreation Demand Models," *American Journal of Agricultural Economics*: 75 (November 1993): 1030-1035.
- Kirby, R. and O. Capps, Jr., "Impact of Consumer Installment Debt on Food Expenditures," *Journal of Consumer Affairs*, 28, 1 (Summer 1994): 81-95.
- Capps, Jr., O., R. Tsai, R. Kirby, and G. W. Williams, "A Comparison of Demands for

- Meat Products in the Pacific Rim Region," *Journal of Agricultural and Resource Economics* (July 1994): 210-224.
- Nayga, Jr., R.M. and O. Capps, Jr., "Tests of Weak Separability in Disaggregate Meat Products," *American Journal of Agricultural Economics* (November 1994): 800-808.
- Capps, Jr., O., P.J. Byrne, and G.W. Williams, "Analysis of Marketing Margins in the U.S. Lamb Industry," *Agricultural and Resource Economics Review*, 24, 2 (October 1995): 232-240.
- Curry, K.K., R.B. Holcomb, J.L. Park, and O. Capps, Jr., "A Demand System Analysis of Food Commodities for U.S. Households Segmented by Income," *American Journal of Agricultural Economics*, 78, 2 (May 1996): 290-300.
- Byrne, P.J., O. Capps, Jr., and A. Saha, "Analysis of Food Away From Home Expenditure Patterns for U.S. Households," *American Journal of Agricultural Economics*, 78, 3 (August 1996): 614-627.
- Saha, A., O. Capps, Jr., and P.J. Byrne, "Calculating Marginal Effects in Models for Zero Expenditures in Household Budgets Using a Heckman-type Correction," *Applied Economics* 29 (1997): 1311-1316.
- Park, J.L., and O. Capps, Jr., "The Demand for Prepared Meals by U.S. Households," *American Journal of Agricultural Economics* 79, 3 (August 1997): 814-824.
- Dong, D., J.S. Shonkwiler, and O. Capps, Jr., "Estimation of Demand Functions Using Cross-Sectional Household Data: The Problem Revisited," *American Journal of Agricultural Economics* 80, 3 (August 1998): 466-473.
- Kim, S.Y., R.M. Nayga, Jr., and O. Capps, Jr., "Health Knowledge and Consumer Use of Nutritional Labels: The Issue Revisited," *Agricultural and Resource Economics Review* 30, 1(April 2001): 10-19.
- Capps, Jr. O, and H.A. Love, "Econometric Considerations in the Use of Electronic Scanner Data to Conduct Consumer Demand Analysis," *American Journal of Agricultural Economics* 84, 3 (August 2002): 807-816.
- Capps, Jr. O, J. R. Church, and H. A. Love, "Specification Issues and Confidence Intervals on Unilateral Price Effects Analysis," *Journal of Econometrics*, 113, 1(May 2003): 3-31.
- Pofahl, G.M., O. Capps, Jr., and H.A. Love, "Zone-Pricing, Vertical Channel Game-Play, and Simulated Price Effects of Upstream Mergers," *International Journal of the Economics of Business*, 13, 2 (2006): 195-215.
- Williams, G.W. and O. Capps, Jr., "Measuring the Effectiveness of Checkoff Programs," *Choices*, 21, 2 (2006): 73-78.
- Capps, Jr., O. and P. Sherwell, "Alternative Approaches in Detecting Asymmetry in Farm-Retail Price Transmissions of Fluid Milk," *Agribusiness: An*

International Journal, 23, 3 (2007): 313-331.

Stockton, M., O. Capps, Jr., and D.A. Bessler, "Samuelson's Full Duality and the Use of Directed Acyclic Graphs," *Journal of Applied Economics*, 11, 1 (May 2008): 167-191.

Williams, G.W., O. Capps, Jr., and M.A. Palma, "Effectiveness of Marketing Promotion Programs: The Case of Texas Citrus," *Horticultural Science*, 43,2 (2008): 385-392.

Hanselka, D., E.E. Davis, D.P. Anderson, and O. Capps, Jr., *The Economic Impact of Country-of-Origin Labeling in the U.S. Beef Industry*, VDM Verlag, 2008.

Williams, G.W., D. Bailey, O. Capps, Jr., L.A. Detwiler, H.A. Glimp, T. Hammonds, D.D. Hedley, H.H. Jensen, P.S. Lubber, and D.L. Thomas, *Changes in the Sheep Industry in the United States: Making the Transition from Tradition*, Committee on the Economic Development and Current Status of the Sheep Industry in the United States, National Research Council of the National Academies, National Academies Press, 2008.

Capps, Jr., O. *An Introduction to Applied Econometrics*, Business Knowledge Series for the SAS Institute, Inc., April 2009.

Yuan, Y., R.M. Nayga, Jr., and O. Capps, Jr., "Assessing the Demand for a Functional Food Product: Is There Cannibalization in the Orange Juice Category?" *Agricultural and Resource Economics Review*, 38, 2 (October 2009): 153-165.

Penson, J.B., O. Capps, Jr., C.P. Rosson, and R. Woodward, *Introduction to Agricultural Economics*, Prentice-Hall, Fifth Edition, 2009.