

## **CURRICULUM VITA** **(as of January 28, 2009)**

**NAME:** Oral Capps, Jr.

**CURRENT TITLE:** Professor and holder of the Southwest Dairy Marketing Endowed Chair  
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, 1978  
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, 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 1978, and his Ph.D. in Agricultural Economics in 1979. He has authored 110 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. Finally, Capps was one of five co-recipients of the 2007 AAEA President's Award. In February 2009, Dr. Capps will receive 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*. 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.

#### **PROFESSIONAL AND ACADEMIC APPOINTMENTS:**

Professor, Department of Agricultural Economics, Texas A&M University (September 1989 to present)  
Member, Editorial Board, *Journal of Food Distribution Research* (1989 to 2005)  
President, Southern Agricultural Economics Association (1992-93)  
Member, Editorial Board, *American Journal of Agricultural Economics* (1992-97)  
Graduate Recruitment Coordinator, Department of Agricultural Economics, Texas A&M University (1994 to 2001)  
President, Food Distribution Research Society (1985-86)  
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)

#### **PROFESSIONAL AWARDS AND RECOGNITION:**

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)  
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).

President, Southern Agricultural Economics Association, 1992-93

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

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.

Recipient of the AAEA Distinguished Teaching Award for Graduate Teaching with Ten or More Years as a Full-Time Professional, 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 Frank Panyko Distinguished Service Award presented by the Food Distribution Research Society, 2001.

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

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

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

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

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."

Recipient of the 2009 SAEA Lifetime Achievement Award

## **KEY PUBLICATIONS SINCE 2002:**

### **A. Refereed Journal Articles**

Capps, Jr., O., L. Cleveland, and J. Park, "Dietary Behaviors Associated with Total Fat and Saturated Fat Intake," *Journal of the American Dietetic Association*, 102, 4 (April 2002): 490-502.

Park, J., and O. Capps, Jr., "Impacts of Advertising, Attitudes, Lifestyles and Health on the Demand for U.S. Pork: A Micro-level Analysis," *Journal of Agricultural and Applied Economics*, 34, 1 (April 2002): 1-15.

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 of Unilateral Price Effects Analysis," *Journal of Econometrics*, 113, 1 (May 2003): 3-31.
- Fairchild, G.F., J.P. Nichols, and O. Capps, Jr., "Observations on Economic Adulteration of High-valued Food Products: The Honey Case", *Journal of Food Distribution Research*, 34, 2 (2003): 38-45.
- Hanselka, D., E. Davis, D. Anderson, and O. Capps, Jr., "Demand Shifts in Beef Associated with Country-of-Origin Labeling to Minimize Losses in Social Welfare," *Choices* 19, 4 (2004):11-13.
- 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.
- 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): 1-10.

## **B. Other Publications**

- Abere, A., O. Capps, Jr., J. R. Church, and H. A. Love, "Mergers and Market Power: Estimating the Effect of Market Power of the Proposed Acquisition by Coca-Cola of Cadbury Schweppes' Carbonated Soft Drinks in Canada", in *Economic Issues in Measuring Market Power*, (ed D. Slottje), (2002): 233-294.
- Kim, S.Y., R. M. Nayga, Jr., and O. Capps, Jr., "Assessing the Importance of Health Information on Dietary Intakes in the US", in *Health, Nutrition, and Food Demand*, (eds. W.S. Chern and K. Richertson), CAB International, (February 2003): 73-90.
- Capps, Jr., O., D. A. Bessler, and G. W. Williams, *Evaluating the Economic Impacts Associated with Advertising Effects of the Florida Department of Citrus*, Final Report Prepared for the Advertising Review Committee in Association with the Florida Department of Citrus and Florida Citrus Mutual, May 2003.

- Capps, Jr., O. and J.L. Park, "Food Retailing and Food Service" in *The Veterinary Clinics of North America-Food Animal Practice-Economics of the Red Meat and Dairy Industries*, (ed. S.R. Koontz), (July 2003): 445-461.
- Williams, G. W., O. Capps, Jr., and D. A. Bessler, "Florida Orange Grower Return for Orange Juice Advertising," TAMRC Consumer and Product Research Report No. CP-01-04, February 2004.
- Capps, Jr. O., D. A. Bessler, and G. W. Williams, "Advertising and the Retail Demand for Orange Juice," TAMRC Consumer and Product Research Report No. CP-02-04, April 2004.
- Smiley, S., O. Capps, Jr., and M.S. Haigh, "Implementing Risk Management Strategies in a Multinational Agribusiness Corporation," Proceedings at the 16<sup>th</sup> Annual North American Research/Teaching Symposium on Purchasing and Supply Management, March 17-19, 2005, Tempe, Arizona.
- Capps, Jr., O., A. Clauson, J. Guthrie, G. Pittman, and M. Stockton, *Contributions of Nonalcoholic Beverages to the U.S. Diet*, U.S. Department of Agriculture, Economic Research Report Number 1, March 2005.
- Capps, Jr., O., R.M. Nayga, Jr., and Y. Yuan, *Assessing the Demand for Phytosterol Enriched Products*, A Report to the Kellogg Company, February 2006.
- Capps, Jr. O. and S. Meyer, *Evaluating the National Pork Board Targeted Advertising and Promotion Program*, A Report Prepared for the National Pork Board, May 2006.
- Capps, Jr., O. and G.W. Williams, *The Economic Effectiveness of the Cotton Checkoff Program*, A Report Prepared for the Cotton Board, November 2006.
- Williams, G. W., O. Capps, Jr., and M. A. Palma, *Effectiveness of Marketing Order 906 in Promotion Sales of Texas Grapefruit and Oranges*, Prepared for the Texas Valley Citrus Committee, February 2007.
- 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., November 2008.
- Penson, J.B., O. Capps, Jr., C.P. Rosson, and R. Woodward, *Introduction to Agricultural Economics*, Prentice-Hall, Fifth Edition, (2009), forthcoming.