

Brian W. Gould

CONTACT INFORMATION

Department of Agricultural and Applied Economics
University of Wisconsin
427 Lorch Street
Madison, WI 53706

ACADEMIC BACKGROUND

Ph.D - Agricultural Economics, Cornell University, Jan. 1983.
M.S. - Agricultural Economics, University of Connecticut, June 1978.
B.A. - Economics, University of Connecticut, May 1976.

POSITIONS HELD

Jan. 2008 - Present Associate Professor, Department of Agricultural and Applied Economics, University of Wisconsin-Madison, 15% Teaching/50% Research /35% Extension Appointment

Jan. 2005 - Dec 2008 Associate Professor, Department of Agricultural and Applied Economics, University of Wisconsin-Madison, 50% Teaching/50% Research Appointment

July 1993 - Dec. 2004 Senior Research Scientist, Wisconsin Center for Dairy Research and Department of Agricultural and Applied Economics, University of Wisconsin-Madison

Dec. 1988 - June 1993 Associate Research Scientist, Wisconsin Center for Dairy Research and Department of Agricultural and Applied Economics, University of Wisconsin-Madison

REFEREED PUBLICATIONS

Submitted

M. Bozic and B.W. Gould, 2010. The Dynamics of Milk Supply Response in the U.S.: An Econometric Approach, *Agricultural Economics*, 2nd revision, Sept. 2010 .

V. Hovhannisyanyan and B.W. Gould, 2010. The Changing Nature of Food Consumption in China: Evidence for Household Survey Data, *Agricultural Economics*, 2nd revision, Sept. 2010

M. Valvekar, J. Chavas, B.W. Gould and V. Cabrera, 2010. Risk Management and LGM-Dairy Insurance: An Empirical Analysis, *Agricultural Systems*, submitted Aug 2010.

Published

B.W. Gould, 2010. Consolidation and Concentration in the U.S. Dairy Industry, *Choices*, Vol 25(2).

M. Valvekar, V. Cabrera and B.W. Gould, 2010. Identifying Cost-Minimizing Strategies for Guaranteeing Target Dairy Income Over Feed Cost via Use of the Livestock Gross Margin Dairy Insurance Program, *Journal of Dairy Science*, 93:3350-3357.

Li, J., L. Zepeda and B.W. Gould, 2007, The Demand for Organic Food in the U.S.: An Empirical Assessment, *Journal of Food Distribution Research*, forthcoming, Nov.

- Gould, B.W. and H. Villarreal, 2006. An Assessment of the Current Structure of Food Demand in Urban China, *Agricultural Economics*, 34:1-16.
- Chung, C., D. Dong, T. Schmit, H. Kaiser, and B.W. Gould, 2005, Estimation of Price Elasticities from Cross_Sectional Data, *Agribusiness*, 21(4):1_20.
- Dhar, T., J.P. Chavas, R. W. Cotterill and B.W. Gould, 2005, An Econometric Analysis of Brand Level Strategic Pricing Between Coca Cola Company and PepsiCo, *Journal of Economics and Management Strategy*, 14(4):905-931.
- D. Dong, B.W. Gould and H. Kaiser, 2004. Food Demand in Mexico: An Application of the Amemiya-Tobin Approach to the Estimation of a Censored Food System, *American Journal of Agricultural Economics*, 86(4):1094-1107.
- Aguero, J. and B.W. Gould, 2003. Household Composition and Brazilian Food Purchases: An Expenditure System Approach, *Canadian Journal of Agricultural Economics*, 51(3) Nov. 323-345
- Deller, S., B.W. Gould and B. Jones., 2003. Agriculture and U.S. Rural Economic Growth, *Journal of Agricultural and Applied Economics*, 35(3):517-528.
- T. Schmit, Brian W. Gould, D. Dong, H. Kaiser and C. Chung, 2003. The Impact of Generic Advertising on Household Cheese Purchases: A Censored Autocorrelated Regression Approach, *Canadian Journal of Agricultural Economics*, 51: 15-37.
- T.P. Dhar, J.P. Chavas and Brian W. Gould, 2003, An Empirical Assessment of Endogeneity Issues in Demand Analysis for Differentiated Products, *American Journal of Agricultural Economics*, 85(3):605-617.
- T. Schmit, C. Chung, D. Dong, H. Kaiser and Brian W. Gould, 2002. Identifying the Effects of Generic Advertising on the Household Demand for Fluid Milk and Cheese: A Two-Step Panel Data Approach, *Journal of Agricultural and Resource Economics*. 27(2):165-186, July
- B.W. Gould, 2001, Household Composition and Food Expenditures in China, *Agribusiness*. 18:387-407.
- B.W. Gould, and H. Villarreal, 2001, Adult Equivalence Scales and Food Expenditures: An Application to Mexican Beef and Pork Purchases, *Applied Economics*, 34:1075-1088
- R. Sabates, B. Gould and H. Villarreal, 2001, Household Composition and Food Expenditures: A Cross-Country Comparison, *Food Policy*, 26:571-586.
- D. Dong and B.W. Gould, 2000. Quality Versus Quantity in Mexican Household Poultry and Pork Purchases, *Agribusiness*, Summer 2000:33-356.

- B.W. Gould and D. Dong, 2000, The Decision of When to Buy a Frequently Purchased Good: A Multi-Period Probit Model, *Journal of Agricultural and Resource Economics*, 25(2):636-652.
- B.W. Gould, 1998. Factors Affecting the Timing of Purchases of Butter, Margarine and Blends: A Competing Goods Analysis, *American Journal of Agricultural Economics*, 80(4):793-805.
- B.W. Gould and K. Carlson, 1998. Strategic Management Objectives of Small Manufacturers: A Case Study of the Cheese Industry, *Review of Agricultural Economics*, 20(2):612-630.
- B.W. Gould, 1997. Consumer Demand For Food Fats and Oils and The Role of Purchase and Household Characteristics, *Canadian Journal of Agricultural Economics*, Vol.45:251-266
- B.W. Gould, 1997. Consumer Promotion and Purchasing Timing of a Frequently Purchased Food: The Case of Cheese, *Applied Economics*, Vol. 29:445-457.
- B.W. Gould, 1996. Factors Affecting U.S. Demand for Reduced-Fat Fluid Milk, *Journal of Agricultural and Resource Economics*, Vol. 21(1):68-81, July.
- B.W. Gould, J. Cornick and T. Cox, 1994. Consumer Demand for New Reduced Fat Foods: An Analysis of Cheese Expenditures, *Canadian Journal of Agricultural Economics*, Vol 42(4):367-380, December.
- B.W. Gould, and H.C. Lin, 1994. Nutrition Information and Household Dietary Fat Intake, *Journal of Agricultural and Resource Economics*, Vol 19(2):349-365, December.
- K.A. Carlson, and B.W. Gould, 1994. The Role of Health Knowledge in Determining Dietary Fat Intake, *Review of Agricultural Economics*, Vol 16(3):373-386, September.
- J. Cornick, and T. Cox, B.W. Gould, 1994. Fluid Milk Purchases: A Multivariate Tobit Analysis, *American Journal of Agricultural Economics*, Vol.76(1):74-82, February.
- B.W. Gould, and H.C. Lin, 1994. The Demand for Cheese in the U.S.: The Role of Household Composition, *Agribusiness*, Vol.10(1):43-59, February.
- B.W. Gould, 1992. At-Home Consumption of Cheese: An Analysis Using an Infrequency of Purchase Model, *American Journal of Agricultural Economics*, Vol.74(2):453-59, May.
- B.W. Gould, T.L. Cox, and F. Perali, 1991. Determinants of the Demand for Food Fats and Oils: The Role of Demographic Variables and Government Donations, *American Journal of Agricultural Economics*, Vol. 73(1):212-221, February.
- B.W. Gould, T.L. Cox, and F. Perali, 1990. The Demand for Fluid Milk Products in the U.S.: A

- Demand Systems Approach, *Western Journal of Agricultural Economics*, Vol. 15(1):1-12, July.
- B.W. Gould and W. Saupe, 1990. Changes in the Distribution of Income and Well-Being of Farm Households: Evidence from Wisconsin Panel Data, *North Central Journal of Agricultural Economics*, Vol. 12(1):31-46, January.
- B.W. Gould, and W. Saupe, 1989. Off-Farm Labor Market Entry and Exit, *American Journal of Agricultural Economics*, Vol. 71(4):960-969, November.
- B.W. Gould, W. Saupe and R.M. Klemme, 1989. Conservation Tillage: The Role of Farm and Operator Characteristics and the Perception of Soil Erosion, *Land Economics*, Vol. 65(2):167-182, May.
- J.Spriggs, B.W. Gould and R.M. Koroluk, 1988. Separate Crop Accounts for the Western Grain Stabilization Program, *Canadian Journal of Agricultural Economics*, Vol. 36(3):443-457, November.
- B.W. Gould, 1987. The Impacts of the Market Pricing of Canadian Energy Resources on the Alberta Oil Industry, *Western Journal of Agricultural Economics*, Vol. 11(1):65-77, July.
- B.W. Gould, 1986. The Impacts of Prairie Branch Line Rehabilitation: An Application of Interregional Input-Output Analysis, *Canadian Journal of Agricultural Economics*, Vol. 34(3):313-330, November.
- B.W. Gould and S.N. Kulshreshtha, 1986. An Interindustry Analysis of Structural Change and Energy Use Linkages in the Saskatchewan Economy, *Energy Economics*, Vol. 8(3):186-196, July.
- B.W. Gould, 1986. The Impacts of Structural Change Within an Economy on Resource Use: An Input-Output Analysis, *Applied Economics*, Vol. 18(5):457-478, May.
- B.W. Gould and S.N. Kulshreshtha, 1985. An Input-Output Analysis of the Impacts of Increased Export Demand for Saskatchewan Products, *Canadian Journal of Agricultural Economics*, Vol. 33(2):127-149, July.
- B.W. Gould, 1982. The Economic and Environmental Impacts of an Ethanol Industry in Western New York, *Journal of the Northeastern Agricultural Economics Council*, Vol. 11(2):133-138, October.

BOOK CHAPTERS

- Brian W. Gould, J.R. Bishop and M. Smukowski, 1999. HACCP and the Dairy Industry: An Overview of International and U.S. Experiences, Chapter 22 in *The Economics of HACCP: Costs and Benefits*, L. Unnevehr (ed.), Eagan Press, St. Paul, MN.

W. Saupe and Brian Gould, Multiple Job Holding Among Farm Families: Results from the Wisconsin Family Farm Surveys, 1991. Chapter 10 in *Multiple Job Holding Families*, M. Hollberg, J. Findeis and D. Lass (eds.), Iowa State University Press.

S.N. Kulshreshtha and B.W. Gould, 1984. An Assessment of Current Energy Use Levels and Conversation Practices on Saskatchewan Farms, F.A. Curtis (ed.), *Energy Developments: New Forms, Renewables, Conservation*, Pergamon Press, pp. 697-700.

Brian W. Gould, S.N. Kulshreshtha, and J.A. Sampson, 1984. The Impacts of Alternate Export Scenarios on Energy Use in Saskatchewan- An Input-Output Approach, F.A. Curtis (ed.), *Energy Developments: New Forms, Renewables, Conservation*, Pergamon Press, pp. 685-690.

DISSERTATION TITLE

Energy Use, Environmental Quality and Ethanol Production: An Analysis of the Impacts of Alternative Policies on Western New York

OTHER PUBLICATIONS

B.W. Gould, P. Mitchell and V. Cabrera, 2008. USDA's Gross Margin Insurance Program for Dairy: What is it and Can it be Used for Risk Management, *Marketing and Policy Briefing Paper No. 95*, Department of Agricultural and Applied Economics, University of Wisconsin-Madison

R. Cropp, E. Jesse and B.W. Gould, 2008, Dairy Subtitle: Food, Conservation and Energy Act of 2008, *Marketing and Policy Briefing Paper No. 94*, Department of Agricultural and Applied Economics, University of Wisconsin-Madison

E. Jesse, B.W. Gould and R. Cropp, 2006. Price-Protecting Butterfat in High-Testing Herds: Using the CME Deliverable Butter Contract, *Marketing and Policy Briefing Paper No. 91*, Department of Agricultural and Applied Economics, University of Wisconsin-Madison

E. Jesse, B.W. Gould and R. Cropp, 2006. The CME Cash-Settled Butter Contract: Hedging Opportunities for Jersey Owners, unpublished report to the *National All-Jersey Association*, June.

E. Jesse, and B.W. Gould, 2005. Federal Order Product Price Formulas and Cheesemaker Margins: A Closer Look, *Marketing and Policy Briefing Paper No. 90*, Department of Agricultural and Applied Economics, University of Wisconsin-Madison

B.W. Gould and J. M Hackney, 2003, Enrollment in the 2003/2004 MILC Program: Does Timing Matter?, *Marketing and Policy Briefing Paper No. 82*, Department of Agricultural and Applied Economics, University of Wisconsin-Madison

J.M. Agüero and B.W. Gould, 2003. A Household Level Analysis of Food Expenditure Patterns in Urban China: 1995_2000, *Babcock Institute Discussion Paper No. 2003-3*, The

- Babcock Institute for International Dairy Research and Development, University of Wisconsin-Madison
- B.W. Gould and H.J. Villarreal, 2002, A Descriptive Analysis of Recent Trends in the International Market for Dry Milk Products, *Babcock Institute Discussion Paper No. 2002-2*, The Babcock Institute for International Dairy Research and Development, University of Wisconsin-Madison
- E. Jesse, B.W. Gould and R. Cropp, 2002, Federal Milk Marketing Order Reform: November 2002 Final Decision on Class III/IV Formulas, *Marketing and Policy Briefing Paper No. 79*, Department of Agricultural and Applied Economics, University of Wisconsin-Madison
- R. Sabates and B.W. Gould, 2001 Characteristics of Food Expenditures in Argentina: Implications for the U.S. Dairy Industry, *Babcock Institute Discussion Paper No. 2001-2*, The Babcock Institute for International Dairy Research and Development, University of Wisconsin-Madison
- T.M. Schmit, C. Chung, D. Dong, H. Kaiser, and B.W. Gould, 2001. Decomposing the Extensive and Intensive Effects of Advertising on Fluid Milk and Cheese Demand, *NICPRE Quarterly*, Vol.17(1).
- T.M. Schmit, C. Chung, D. Dong, H. Kaiser, and B.W. Gould, 2001. Identifying the Extensive and Intensive Effects of Generic Advertising on the Household Demand for Fluid Milk and Cheese, *NICPRE pub. # 01-01*, Cornell University, January.
- B. W. Gould and J. Kim, 1998. The Structure of Meat, Poultry and Dairy Product Demand in the Former Soviet Union, *Babcock Institute Discussion Paper No. 1998-3*, The Babcock Institute for International Dairy Research and Development, University of Wisconsin-Madison.
- B.W. Gould and J. Kim, 1998. Characteristics of Canadian and Mexican Dairy Product Purchases: A Comparison Using Household Expenditure Data, *Babcock Institute Discussion Paper No. 1998-2*, The Babcock Institute for International Dairy Research and Development, University of Wisconsin-Madison.
- B.W. Gould and Robert Cropp, 1998. Use of Dairy-Based Options Contracts by Cheese Manufacturers for Milk Price Risk Management, *Dairy Pipeline*, Wisconsin Center for Dairy Research, Fall.
- R. Cropp and B.W. Gould, 1998, Dairy Producer Use of BFP PUT Options to Reduce Price Risk:: Application to USDA's Dairy Options Pilot Program, *Marketing and Policy Briefing Paper No. 64*, Department of Agricultural and Applied Economics, University of Wisconsin-Madison

- R. Cropp and Brian W. Gould, 1998. Summary of the USDA Proposed Rule for Federal Milk Marketing Order Reform, *Marketing and Policy Briefing Paper No. 60*, Department of Agricultural and Applied Economics, University of Wisconsin-Madison
- B.W. Gould, 1998. *To Hedge or Not to Hedge, Is that the Question?*, UW Dairy Pipeline, Wisconsin Center for Dairy Research.
- B.W. Gould, 1997. *Use of Dairy-Based Futures Contracts*, UW Dairy Pipeline, Wisconsin Center for Dairy Research.
- B.W. Gould and Kurt A. Carlson, 1997. *Results from the 1996 Wisconsin Cheese Plant Manager Survey*, final report, Wisconsin Milk Marketing Board, February.
- B.W. Gould, 1996. *Coupon Redemption and Cheese Purchase Timing*, NICPRE Quarterly, National Institute for Commodity Promotion Research and Evaluation, Cornell University, Ithaca, January.
- B.W. Gould, 1995. *Factors Affecting U.S. Demand for Reduced-Fat Milk*, Staff Paper No. 386, Department of Agricultural Economics, University of Wisconsin-Madison, October.
- K.A. Carlson and B.W. Gould, 1995. *Specialty Cheese Production: Locational Factors and Cost Simulation*, Phase III report for project: *A Comparative Analysis of Cheese Plant Operations*, Wisconsin Milk Marketing Board, November.
- K. A. Carlson and B.W. Gould, 1995. *Defining Specialty Cheese Production: Flexible and Value-Added Production Strategies*, Phase II report for project: *A Comparative Analysis of Cheese Plant Operations*, Wisconsin Milk Marketing Board, July.
- K.A. Carlson and B.W. Gould, 1995. *Results from the 1995 Wisconsin Small Cheese Plant Survey*, Phase II report for project: *A Comparative Analysis of Cheese Plant Operations*, Wisconsin Milk Marketing Board, June.
- B.W. Gould, 1995. *The Implications of Changing Dairy Product Consumption for the Demand for Farm Milk--Phase 2*, unpublished report, Wisconsin Milk Marketing Board.
- B.W. Gould and K.A. Carlson, 1994. *Relating Health Knowledge to Nutrient Intake*, U.W. Dairy Pipeline, Vol.6 #3.
- K.A. Carlson and B.W. Gould, 1994. *U.S. Demand for Reduced and Full Fat Cheeses*, Phase III report for the project: *The Implications of Changing Dairy Product Consumption for the Demand for Farm Milk*, unpublished report, Wisconsin Milk Marketing Board.
- K. A. Carlson and B.W. Gould, 1994. *At-Home Dairy Product Demand: Projections to the Year 2010*, Phase II report for the project: *The Implications of Changing Dairy Product Consumption for the Demand for Farm Milk*, unpublished report, Wisconsin Milk Marketing Board.

- K.A. Carlson and B.W. Gould, 1994. *The Role of Health Knowledge in Determining Nutrient Intake*, Phase I report for the project: *The Implications of Changing Dairy Product Consumption for the Demand for Farm Milk*, unpublished report, Wisconsin Milk Marketing Board.
- B.W. Gould and R.S. Gregory, 1994. *CHYIELD: A Computer Program Designed for Conducting Economic Analyses of Milk Standardization and Cheese Yield*, computer program users manual, Wisconsin Center for Dairy Research.
- B.W. Gould and M.Thomsen, 1992. *CHEESE-ECO Users Manual*, computer program users manual, Wisconsin Center for Dairy Research.
- B.W. Gould, 1991. *Effect of Income, Household Composition and Ethnicity on Cheese Expenditures*, *U.W. Dairy Pipeline*, Vol. 3(1) Spring.
- B.W. Gould, 1990. *Trends Point to More R&D*, *U.W. Dairy Pipeline*, Vol. 2(2) Fall.
- W. Saupe, B.W. Gould, and R. Klemme, 1989. *Farmer's Adoption of No-Plow Tillage in Southwestern Wisconsin*, *Managing the Farm*, Department of Agricultural Economics, University of Wisconsin, Madison.
- W. Saupe and B.W. Gould, 1988. *The Role of Small Scale Agriculture: How Small Farms Can Continue to Compete in the New Agriculture*, in *The New Agriculture: Enhancing Profitability and Competitiveness in a Changing Structure*, North Central Regional Extension Farm Management Committee and the Farm Foundation, Iowa State University, May 3-5.
- W. Saupe and B.W. Gould, 1988. *Multiple Job Holding Among Farm Families: Results from the Wisconsin Family Farm Surveys*, University of Wisconsin, Department of Agricultural Economics Staff Paper No. 289, June.
- B.W. Gould, W. Saupe and R.M. Klemme, 1988. *The Importance of Farm and Operator Characteristics in the Adoption and Use of Conservation Tillage in Southwestern Wisconsin*, University of Wisconsin, Department of Agricultural Economics Staff Paper No. 287, April.
- B.W. Gould and W. Saupe, 1988. *A Longitudinal Analysis of Nonfarm Labor Market Entry and Exit of Married Farm Women in Wisconsin*, University of Wisconsin, Department of Agricultural Economics Staff Paper No. 286, April.
- W. Saupe, B.W. Gould, and S. Bentley, 1988. *Structural Changes in Wisconsin Farming*, *Status of Wisconsin Farming*, Department of Agricultural Economics, University of Wisconsin, January 1988.

- N. Kulshreshtha, Brian W. Gould, and M.T. Yap, 1984. *The Structure of the Saskatchewan Economy: An Input-Output Analysis*, A Report submitted to the Government of Saskatchewan, October.
- B.W. Gould, S.N. Kulshreshtha, and J.A. Sampson, 1983. *The Saskatchewan Rectangular Input-Output Model: A Documentation of the Computer Programs*, Department of Agricultural Economics, Technical Bulletin 83-06, December.
- B.W. Gould, S.N. Kulshreshtha, and J.A. Sampson, 1983. *Application of Non-Survey Updating Procedures to a Rectangular Input-Output Model: A Documentation of the "RAS" and "H-M" Updating Algorithms*, Department of Agricultural Economics, Technical Bulletin 83-07, December.
- D. Hertzmark and Brian W. Gould, 1979. *The Market for Ethanol Feed Joint Products*, Solar Energy Research Institute, Golden, Colorado, SERI/RR-352-357
- B.W. Gould and M. Kottke, 1978. *The Demand for Motel Lodging and Outdoor Recreational Trips to Rural Environments by Northeastern Households*, Storrs Agricultural Experiment Station, University of Connecticut.

TEACHING EXPERIENCE

University of Wisconsin-Madison

2010/2011: Agricultural and Applied Economics 215: ***Introduction to Agricultural and Applied Economics***

2006/2007-2009/2010: Agricultural and Applied Economics 637: ***Applied Econometric Analysis II***

2005/2006: Agricultural and Applied Economics 743: ***Applied Consumption Analysis***

1999/2000-2005/06: Agricultural and Applied Economics 636: ***Applied Econometric Analysis***

1996/97, 1994/95: Agricultural and Applied Economics 420: ***Production Economics***

University of Saskatchewan

1985/86-1986/87: Agricultural Economics 310, ***Production Economics***

1983/84-1986/87: Agricultural Economics 866, ***Mathematical Programming Applications for Agriculture and Agribusiness***

1982/83-1986/87: Agricultural Economics 110, ***Introductory Agricultural Economics***

1983/84-1984/85: Soil Science 470, ***Evaluation of Agricultural Land Resources***

EXTENSION/OUTREACH

Dairy Marketing Website (Overview)

The University of Wisconsin Understanding Dairy Markets web site (<http://future.aae.wisc.edu>) provides a central location for dairy marketing data, outlook, education materials, software, research and links to related sites. This is one of the primary systems by which the University of Wisconsin Extension Risk Management team makes available educational material related to price risk management for the dairy industry. The website is divided into 10 major sections, Publications/Software, Dairy-related data, Dairy Situation and Outlook, On-Demand Graphical Analysis, Links to Dairy Marketing Information, Description of the FAPRI-UW Alliance, MILC-Related Material, Material Related to the Livestock Gross Margin for Dairy Program, Overview of the 2008 Farm Bill and Dairy Related news.

Risk Management Curriculum Development

As an active participant in the University of Wisconsin-Extension Risk Management team I assisted in the development of a series of on-line materials to assist educators (i.e., extension agents) design their own risk management curriculum. This material can be obtained from the following location:

http://future.aae.wisc.edu/collection/tutorial/risk_team/risk_team_1.htm . A second example of the type of outreach/education efforts undertaken include an online tutorial system that can be used by dairy farmers and processing firms to better understand how to use dairy-based futures and options (e.g., Class III) to control output and input price risk. This software system consists of interactive web pages which the user runs on a local computer (after installation) and fills in a series of responses to questions concerning the use of specific futures and options strategies. These strategies range from the very simple such as the use of put/calls and hedging to more advanced strategies such as cash contract/call purchase, short fence, etc. This tutorial system can be found at: <http://future.aae.wisc.edu/tutor> .

Information Systems for the Analysis of Current and Proposed U.S. Dairy Policy

A variety of software tools have been developed to assist dairy farm operators, processors and policy makers understand the implications of changes to current U.S. dairy policy. This material is made available to all participants in the dairy industry via the University of Wisconsin Dairy Marketing web site. An example of these systems can be obtained from the analysis of the Milk Income Loss Contract (MILC) program (<http://future.aae.wisc.edu/milc.html>) The various spreadsheet-based models associated with this analysis were designed to be used by dairy farm operators to quantify farm level impacts of program participation decisions.

Development of Information Systems for the Dairy Processing Industry

Specialized software systems have been developed to assist the Wisconsin and national dairy processing sectors. One examples of these systems include the EACY[®] (*Economic Analysis of Cheese Yield*) software package. This is a Windows-based software package used by cheese manufacturers to analyze the impacts of alternative milk compositions

and standardization procedures on milk yield, returns, amount of whey-based products produced. Overall net returns are calculated. This software is made available to the cheese manufacturing sector for a modest fee and has been distributed nationwide. A detailed description of the program can be found at:

http://future.aae.wisc.edu/publications/eacy_brochure_3.pdf .

SUMMARY OF EXTERNAL RESEARCH FUNDING

- B.W. Gould, 2010, Price Risk Management for Wisconsin Dairy Operators: An Educational and Research Agenda, Univ. of Wisconsin Graduate School, \$25,000
- V. Cabrera and B.W. Gould, 2009, Assessment of Gross Margin Insurance for Wisconsin Dairy Farms, Hatch Project, \$58,000
- B.W. Gould, 2009, Adoption of Livestock Gross Margin Insurance by Wisconsin Dairy Farms, Univ. of Wisconsin Graduate School, \$24,000
- B.W. Gould, 2009, Evaluation of U.S. Dairy Policy Food and Agricultural Policy Institute, U.S. Department of Agriculture, \$85,000
- B.W. Gould, 2008, USDA's Gross Margin Insurance Policy: How Can This Program Be Adopted by Dairy Farm Operations in the Upper Midwest, North Central Risk Management Education Center (USDA), \$45,000
- B.W. Gould, 2008, Evaluation of U.S. Dairy Policy Food and Agricultural Policy Institute, U.S. Department of Agriculture, \$80,000
- B.W. Gould, 2008, Dairy Marketing and Economics Program Support Wisconsin Milk Marketing Board \$65,000
- B.W. Gould, 2008, Implications of Likely Future Economic Conditions and U.S. Dairy Policies for the Wisconsin Dairy Industry, Hatch Project, \$46,000
- B.W. Gould, 2008, Dairy Marketing and Economics Program Support Wisconsin Milk Marketing Board \$65,000
- B.W. Gould, 2008, Evaluation of the Implications of Future Economic and Policy Environments on the Competitiveness of the Wisconsin Dairy Industry, UW Graduate School \$23,731
- B.W. Gould, 2007, Dairy Marketing and Economics Program Support Wisconsin Milk Marketing Board \$65,000
- B.W. Gould, W. Gray and D. Anderson, 2006, Digital Dairy Business Management and Marketing Education, Western Center for Risk Management Education (USDA), \$29,720
- B.W. Gould, 2006, The Impact of Food Retailing Concentration and Branding on the Pricing of Random Weight Fresh Beef, Pork and Poultry in the U.S.: Household and Market Level Analyses Food System Research Group \$39,354
- B.W. Gould, W. Gray and D. Anderson, 2006, Digital Dairy Business Management and Marketing Education- Phase III, Western Center for Risk Management Education (USDA), \$27,313
- B.W. Gould, 2006, Dairy Marketing and Economics Program Support Wisconsin Milk Marketing Board \$55,000
- B.W. Gould, 2006, Price Transmission in the U.S. Fluid Milk Market: Implications for U.S. Consumers and Dairy Farm Operators, Hatch Project, \$52,000
- T. Cox, E. Jesse and B.W. Gould, 2006, Evaluation of U.S. Dairy Policy Food and Agricultural Policy Institute, U.S. Department of Agriculture, \$100, 900
- B.W. Gould, 2006, U.S. Exports of Dried Whey and Whey-Based Proteins, Babcock Institute for International Dairy Development, \$15,000

- B.W. Gould, R.A. Cropp and Ed Jesse, 2005, Evaluation of the Use of a New Cash-Settle Butter Futures Contract by Dairy Farm Operators with Jersey Herds National All-Jersey \$5,000
- B.W. Gould, 2005, Descriptive Analysis of the Structure of the U.S. Dairy Industry Food System Research Group \$30,000
- B.W. Gould, 2005, Development of a Web-Based Retrieval System of International Dairy Market Data for Use by U.S. Dairy Manufacturers and Marketers, Babcock Institute for International Dairy Development, \$17,000
- B.W. Gould, 2005, Dairy Marketing and Economics Program Support Wisconsin Milk Marketing Board \$53,000
- B.W. Gould, E. Jesse and T. Cox, 2005, Evaluation of U.S. Dairy Policy Food and Agricultural Policy Institute, U.S. Department of Agriculture, \$108,000
- B.W. Gould, 2004, Dairy Marketing and Economics Program Support Wisconsin Milk Marketing Board \$53,000
- T. Cox, E. Jesse and B.W. Gould, 2004, Evaluation of U.S. Dairy Policy Food and Agricultural Policy Institute, U.S. Department of Agriculture, \$150,000
- B.W. Gould, 2004, The Changing Structure of the Demand for Dairy Products in Canada and Mexico: Implications for Dairy Trade in the NAFTA Markets, Babcock Institute for International Dairy Development, \$18,000.
- B.W. Gould, 2004, Price Transmission Asymmetry in the U.S. Fluid Milk Market: Evidence from a Supermarket Panel, Food System Research Group, University of Wisconsin, \$50,000.
- B.W. Gould and T.L. Cox, 2003, An Analysis of the International Market for Milk Protein Concentrates, Babcock Institute for International Dairy Development, \$10,000
- B.W. Gould, 2002-2005, Dairy Marketing and Economics Program Support, Wisconsin Milk Marketing Board, \$55,000/year.
- B.W. Gould, 2003, The Allocation of Household Food Budgets to Food-Away-From-Home: Implications for the U.S. Food System, Food System Research Group, University of Wisconsin, \$35,000
- B.W. Gould, 2001-2003, An Evaluation of Structural Change in U.S. Dairy Processing: Plant Level Analyses of the Production of Manufactured Dairy Products, Food System Research Group, University of Wisconsin, \$85,000
- R. Cropp and B.W. Gould, 2001-2003, Characterization of Markets and Implications of Risk for the Wisconsin Dairy Industry, Hatch Project, University of Wisconsin-Madison, \$45,000.
- B.W. Gould, 2001, Consumer Demand for Dairy Products in China, Babcock Institute for International Dairy Development, University of Wisconsin, \$15,000.
- B.W. Gould 1999-2001, Evaluation of Generic Dairy Product Promotion, Subcontractor for Cornell University, USDA Agricultural Marketing Service, project to evaluate the Dairy Check-Off Program, \$10,000/year.
- B.W. Gould, 2000, Consumer's Willingness to Pay for Dairy Products: Implications for Increased Value-Added Dairy Exports, Babcock Institute for International Dairy Development, University of Wisconsin, \$16,000.
- B.W. Gould, W. Chern, R. Mittlehammer, T. Wahl, B. Goodwin, 1999, The Analysis of Household Food Demand: Methodology Development with Application to U.S. Export Markets, USDA, National Research Initiative Competitive Grants Program, \$140,000.

- B.W. Gould, 1999, The Dynamics of the Consumer Purchase Process, National Institute for Commodity Promotion Research and Evaluation, Cornell University, competitive grants program, \$15,000.
- B.W. Gould, 1999-2001, Dairy Marketing and Economics Program Support, Wisconsin Milk Marketing Board, \$40,000/year.
- B.W. Gould, 1999, The Interaction Between the Consumption of Dairy and Non-Dairy Foods in International Markets: The Case of Canadian, Mexican and Brazilian Households, Babcock Institute for International Dairy Development, University of Wisconsin, \$10,000.
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