

CURRICULUM VITAE

Name: Edward Vincent Jesse

Position: Emeritus Professor
Department of Agricultural and Applied Economics
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Birth Date: July 29, 1944

Birthplace: Barron, Wisconsin

Marital Status: Married (Linda), two children

Education: Attended Valparaiso University, Valparaiso, Indiana, 1962-63. Majored in Mechanical Engineering.

B.S., Agriculture, University of Wisconsin-Madison, June 1966 (Honors).

M.S., Agricultural Economics, University of Wisconsin-Madison, July 1968.

Ph.D., Agricultural Economics, University of Wisconsin-Madison, July 1970.

Major Professor: Prof. Aaron C. Johnson, Jr.

Thesis Title: The Supply Determination Process of Vegetable Canners with Special Emphasis on Raw Product Contracting

Honors and Awards:

- 1966-68: National Defense Education Act Graduate Fellowship.
- 1981: USDA Certificate of Merit and cash award.
- 1981: USDA-ERS Administrator's Award for Research.
- 1982: Taylor-Hibbard Club (University of Wisconsin Agricultural Economics Graduate Student Association) excellence in teaching award.
- 1985: Elected to Gamma Sigma Delta.
- 1987: American Agricultural Economics Association Group Extension Award.
- 1989: Award for Distinguished Service to Wisconsin Agriculture, Wisconsin Farm Bureau Federation.
- 1991: Meritorious Service Award, Farmers Union Milk Marketing Cooperative.
- 1992: Second Mile Award, Wisconsin County Agents Association.
- 1998: Extension Career Award, UW-Extension
- 2010 Distinguished Service Award, Wisconsin Jersey Breeders' Association

Membership in Professional Organizations:

American Agricultural Economics Association

Employment Record:

3/09- : Emeritus Professor, Department of Agricultural and Applied Economics, University of Wisconsin-Madison.

01/03- : Program Director, International Dairy Trade and Policy, Babcock Institute for International Dairy Research and Development, University of Wisconsin-Madison.

02/07-10/07: Interim Associate Dean for Extension and Outreach, College of Ag. and Life Sciences, UW-Madison and Program Leader, Agriculture and Natural Resources Extension, Cooperative Extension, UW-Extension.

01/00-2/09: Professor and Extension Agricultural Marketing and Policy Specialist, Department of Agricultural and Applied Economics, UW-Madison. Appointment: 75% Extension, 25% research. Extension responsibilities involved providing marketing analysis and educational support in dairy and cranberries. Primary research responsibilities in federal dairy policy and its impact on the Upper Midwest dairy sector. Reduced appointment to 50 percent 10/07

07/97-12/99: Associate Dean for Agriculture and Natural Resources Extension, College of Ag and Life Sciences, UW-Madison and Cooperative Extension, UW-Extension (joint position). Responsible for statewide leadership of agriculture and natural resource Extension programs in addition to college responsibilities noted below.

11/92-06/97: Associate Dean for Extension and Outreach, College of Agricultural and Life Sciences, University of Wisconsin-Madison. Administrative responsibilities for College faculty and staff with budgeted Extension appointments. Primary duties in budget management, program coordination with Cooperative Extension program leaders, and general oversight of Extension and other outreach functions in the College.

7/84-10/92: Professor and Extension Agricultural Marketing and Policy Specialist, Department of Agricultural Economics, University of Wisconsin-Madison. Extension (55%) programming in agricultural policy with emphasis on dairy marketing and policy. Research (20%) on the economic effects of dairy price supports, Federal marketing orders, and marketing cooperatives. Teaching (25%) in dairy marketing, agricultural policy, and price theory and analysis. Chair of Department July 1, 1986-June 30, 1991.

8/68-6/84: Agricultural Economist, Economic Research Service, U.S. Department of Agriculture. Located with the Department of Agricultural Economics, University of Wisconsin-Madison (8/68-9/70 and 7/79-6/84); the Department of Agricultural Economics, University of California, Davis (11/72-10/75 and 11/76-6/79); and in Washington, D.C. (9/70-10/72 and 10/75-11/76). Primary duties involved research and staff analysis related to marketing fruits and vegetables, the economic impact of federal regulations on agricultural commodity production and prices, and anti-trust treatment of agricultural cooperatives. Concurrent lecturer appointments at University locations. Acting Chief of Fruits, Vegetables, Ornamentals and Sweeteners Branch, 10/75-11/76.

Teaching Experience:

University of California, Davis:

1977: Marketing Management, Ag. Econ. 113 (one semester), undergraduate business marketing course, 125 students.

1978-79: Agricultural Marketing, Ag. Econ. 130 (two semesters). Undergraduate general agricultural marketing including futures trading. Average enrollment 175.

University of Wisconsin-Madison:

- 1979-85: Analysis of Agricultural Markets, Ag. Econ. 421. Dual-level (undergrad and grad) agricultural marketing course emphasizing theoretical models of price determination (including time, space, and form dimensions) and economic assessment of marketing institutions. Average enrollment 60 undergraduate, 10 graduate students.
- 1984-92: Agricultural Policy, Ag. Econ. 427. Jr.-Sr.-Masters policy course covering commodity programs, food policy, resource policy, and factors influencing policy development. Average enrollment 40.
- 1984-2002: Dairy Marketing. Farm and Industry Short Course 5-week program covering the essentials of marketing and pricing milk and dairy products. Average enrollment 60.
- 2002- 2005: Dairy Marketing, AAE 375. One-credit undergraduate service course covering the basics of milk pricing, federal dairy policy, milk marketing orders, and use of dairy futures and options markets. Average enrollment 6.

Major Research Grants:

- 1984-86: UW Agricultural Consortium; "Costs Incurred by Wisconsin Dairy Plants in Balancing Fluid milk Supplies," \$10,000 (Co-PI with R. Cropp, UW-Platteville).
- 1984-89: Hatch; "Implications of Emerging Policy Issues in the Upper Midwest Dairy Industry," \$16,000/A.
- 1986-87: USDA, Economic Research Service; "Analysis of Economic Performance Criteria for Federal Marketing Orders," \$9,500.
- 1987-89: UW Agriculture and Natural Resources Consortium; "Reconstituted Milk: Alternative Manufacturing Processes and Consumer Acceptance," \$15,000/A.
- 1988-90: Wisconsin Milk Marketing Board; "Economic Benefits of Improving the Quality of Milk Used for Cheese," \$171,000 (Project Coordinator and Co-PI with Matthew T. Holt).
- 1989-92: Wisconsin Milk Marketing Board; "Interregional Competitiveness in the U.S. Dairy Sector," \$220,000 (Project Coordinator and Co-PI with Chavas, Cox, and Helmberger).

- 1989-93: Hatch; "Interregional Competitiveness in the U.S. Dairy Sector," \$150,000 (Supplementary funding for project above).
- 1990-92: UW Agriculture and Natural Resources Consortium; "Wisconsin Milk Assembly Model," with R. Acton, UW-Platteville, \$15,000/A.
- 1992-93: Cranberry Institute, "Economic Impact of the Wisconsin Cranberry Industry," with W. Saupe, E. Stang, and T. Roper, \$25,000.
- 1994-95: Hatch, "Determinants of Changes in Statewide Cranberry Yields in Wisconsin," with B. McCown, T. Roper, and W. Bland. \$10,000.
- 1997-98: Wisconsin Cranberry Board, "Measuring the Economic Impact of Cranberry Production in Wisconsin," with S. Deller, G. Frank, and T. Roper. \$11,000.
- 2001-02: Hatch, "Supporting the Understanding and Use of Dairy Risk Management Tools." \$38,614
- 2000-03: Food System Research Group, University of Wisconsin-Madison, "The U.S. Cranberry Industry: A Case Study of Cooperative Strategic Behavior in Rapidly-Evolving Markets," \$50,000
- 2003- USDA Special Grant, "UW-Food and Food and Agricultural Policy Research Institute (FAPRI) Dairy Policy Analysis Project," with B. Gould, and R. Cropp. Approximately \$100,000 annually.
- 2003- Babcock Institute for International Dairy Research and Development (USDA Special Grant), discretionary co-director stipend, \$25,000 annually.
- 2005-06: National All-Jersey, "Use of the CME Cash-Settled Butter Contract to Hedge Farm-Level Butterfat," with B. Gould and R. Cropp, \$5,000.

Major Extension Activities:

- 1984: Coordinated farm policy "summit" involving Wisconsin farm organization leaders to develop state position on 1985 farm bill.
- Planned and coordinated Washington Seminar for Wis. Rural Leadership Program.
- Prepared policy options papers for 1985 farm bill debate.
- 1985: Arranged seminars and presented materials on macroeconomic policy as related to the farm financial crisis.

Arranged statewide series of meetings on dairy policy options for presentation to dairy farmers.

1986: Prepared materials and made presentations in connection with the Dairy Termination Program.

Conducted state-wide series of seminars on dairy provisions of 1985 Food Security Act.

Initiated, edited, and co-authored new Departmental annual outlook publication, Status of Wisconsin Farming.

Initiated new Departmental series, Marketing and Policy Briefing Papers.

1987: Conducted statewide series of seminars on milk quotas.

1988: Prepared Extension publication on milk pricing for general distribution and use in statewide series of agent in-service training meetings.

Developed two videotapes on pricing milk.

Conducted statewide series of meetings of pricing manufacturing and Grade A milk.

Worked with federal and state legislators, farm organizations, and various state dairy committees on methods of modifying federal milk orders.

1989: Conducted statewide series of meetings with invited dairy leaders to provide information on milk pricing and discuss options for changes in federal orders.

Presented satellite videoconference on the use of the M-W price series in federal milk marketing orders

1990: Presented satellite videoconference on dairy policy options for the 1990 farm bill.

Analyzed dairy policy options at the request of Wisconsin Congressional delegation.

Coordinated the development, defense, and presentation of Upper Midwest proposal for amendments to federal milk marketing orders.

Presented Congressional briefing on federal milk marketing orders and proposals for change.

- 1991: Presented statewide series of informational meetings on dairy provisions of the 1990 Farm Bill.
- Prepared analyses of inventory management options for members of the Wisconsin Congressional delegation.
- Prepared and presented testimony at U.S. House of Representatives hearing on dairy product margins.
- Assisted in preparation of briefs and reply briefs for federal milk marketing order hearing.
- Made presentations at Western, Southwestern, and Southeastern Milk Marketing Conferences.
- 1992: Provided technical assistance in developing multiple component pricing proposal for three mid-western federal milk marketing orders.
- Prepared materials for national hearing on replacing the M-W price. Coordinated and presented testimony. Drafted brief.
- Appointed chair of Cooperative Extension Ag/Ag Business Agribusiness Management Program Committee.
- 1993: Assisted in the initiation of futures trading for cheese; prepared papers and bulletins to educate potential hedgers.
- Provided technical support to Dairy 2020, a statewide initiative directed at improving the competitive environment for dairy in Wisconsin
- 1994: Developed informational materials for 1995 farm bill debate; briefed Wisconsin Congressional delegation staff.
- Prepared and presented testimony at hearing on multiple component pricing in Mid-western federal milk marketing orders.
- Prepared and submitted brief on recommended USDA decision for replacing the M-W price.
- 1995: Engaged in extensive consultative activities in connection with the dairy title of the 1995 farm bill. Work included preparation of briefing papers and legislative testimony and interpreting and presenting analyses of policy options.

- Presented informational programs to dairy farmers and processors on multiple component pricing.
- 1996: Presented information programs on dairy futures markets and multiple component pricing.
- 2000: Served as informal “staff economist” for Cranberry Marketing Committee to measure price effects of volume regulation.
- Reinstated the departmental annual outlook publication, *Status of Wisconsin Agriculture*.
- 2001: Developed web-based 8-part curriculum for dairy risk management education.
- 2002-03: Developed fact sheet series, ***Rethinking Dairyland***, to document situation in Wisconsin dairy sector and identify growth strategies.
- 2006: Coordinated development of one-page fact sheets on dairy policy options for distribution to U.S. Congressional staffers and others.
- 2008: Coordinated development of website for 2008 Farm Bill information and drafted related material.

International Assignments:

- 1978: Member of agricultural project evaluation team (citrus production), Joint U.S. - Saudi Arabian Economic Commission, Riyadh, Saudi Arabia.
- 1980: Assisted in preparing Jordan Valley agricultural Project Identification Document (PID), U.S. Agency for Int. Dev., Amman, Jordan.
- 1982: Participation on agricultural project assessment task force, Office of International Cooperation and Development, USDA, Kuwait.
- 1992: Team member, commercialization of the dry milk industry in Mexico, Mexico City, Mexico.
- Team member, identification of U.S. demonstration farm in Russia, St. Petersburg and Moscow.
- Team member, assistance to Mayor of Ternopil Oblast, Ukraine, in privatizing collective farms.

- 1997 Team member, identification of Moscow market potential for branded dairy products from the Vologda region, Moscow and Vologda, Russia.
- Team member, assessment of dairy production and export potential of South American Southern Cone, Argentina, Brazil, and Uruguay.
- 2002: Assisted in developing technical information exchange program with Monterey Tec./Queretero (Mexico) campus (on-site).
- 2004: Directed Babcock Institute country study of Oceania dairy sector, New Zealand and Australia.
- 2005: Directed Babcock Institute country study of Poland dairy Sector
- 2006: Directed Babcock Institute country study of India dairy Sector
- 2007: Directed Babcock Institute country study of Ireland dairy Sector
- Member, Dairy project evaluation team, USAID-LOL, Philippines
- 2008: Directed Babcock Institute country study of Brazil dairy Sector

Major Consultancies and Special Assignments:

Consultant to Federal Trade Commission, General Accounting Office, and Wisconsin and Minnesota Attorney Generals' Offices

Member of several U.S. Department of Agriculture Federal Marketing Order study teams

Frequent testimony at Congressional and administrative hearings

Technical advisor to several state, regional, and national dairy organizations.

Professional Publications:

(1) Books and Chapters in Books

Johnson, S.S. and Jesse, E.V., "The Southwest," in Schertz, Lyle P. (Ed.), Another Revolution in U.S. Agriculture? Agr. Econ. Report No. 441, Economics, Statistics, and Cooperatives Service, U.S. Department of Agriculture, December, 1979.

Jesse, E.V., "Links That Make Up the Marketing Chain," Chapter in 1982 Yearbook of Agriculture, U.S. Gov't. Printing Office, Dec. 1982.

Harris, H., Jesse, E., Garoyan, L., Torgerson, R., and Shaffer, J., "Marketing and Bargaining Cooperatives," in Armbruster, W., Henderson, D., and Knutson, R. (ed.), Administrative Alternatives for Federal Marketing Programs, Interstate Press, 1983.

Armbruster, W. and Jesse E.V., "Fruit and Vegetable Marketing Orders," in Armbruster, W., Henderson, D. and Knutson, R. (ed), Administrative Alternatives for Federal Marketing Programs, Interstate Press, 1983.

Jesse, E.V. (ed.), Antitrust Treatment of Agricultural Marketing Cooperatives, Monograph 15, NC Regional Project 117, Sept. 1983.

Jesse, E.V. and A.C. Johnson, Jr., "Defining and Identifying Undue Price Enhancement," in Antitrust Treatment of Agricultural Marketing Cooperatives, Monograph 15, NC Regional Project 117, Sept. 1983.

Jesse, E.V., "Economic Efficiency and Marketing Orders," Chp. 11 in Kilmer, R.A., and Armbruster, W.A, (eds.). Economic Efficiency in Agriculture and Food Marketing, Iowa State University Press, 1987.

Jesse, E.V., "Agricultural Policy," Chapter 12 in Danziger, S., and J. Witte, State Policy Choices: The Wisconsin Experience, Madison: University of Wisconsin Press, 1988, p. 231-249 (19 pp.).

Bruna, Angel, Michael D. Helmar, Stanley R. Johnson revised by E.V. Jesse, "U.S. Agriculture: History, Policies and Perspectives," The USA and Canada, Europa Publications Limited, London: 1993.

Armbruster, Walter J., Paul G. Christ and E.V. Jesse, "Marketing Orders," in Food and Agricultural Marketing Issues for the 21st Century, Food and Agricultural Marketing Consortium, FAMC 93-1 (1993), Texas A&M University.

Saupe, Wm. E., and E.V. Jesse, "Economic Feasibility," Chapter 6 in Farm Transfers in Wisconsin: A Guide for Farmers, Wisconsin Dept. of Agr., Trade, and Consumer Protection, December 1994.

(2) Refereed Journal Articles

Jesse, E.V. and Johnson, A.C., Jr., "An Analysis of Vegetable Contracts," Am. Jrl. of Agr. Econ. November 1970.

Jesse, E.V., "U.S. Sugar Policies: Options and Impacts," Western Journal of Agricultural Economics 1:1 (June 1977), pp. 233-237.

Jesse, E.V., Comment on "Product Market Regulation: Implications for Research," by John W. Helmuth, American Journal of Agricultural Economics 61:4 (pt. 2), November, 1979.

Johnson, A.C., Jr. and Jesse, E.V., "Congress and the Capper-Volstead Act: Undue Price Enhancement," Agr. Law Journal, Summer 1981.

Jesse, E.V., Johnson, A.C., Jr., Marion, B.W., and Manchester, A.C., "Interpreting and Enforcing Section 2 of the Capper-Volstead Act," Am. Jrl. of Agr. Econ., August 1982.

Jesse, E.V., Johnson, A.C., and Paul, A., "User Fees, Deregulation, and Marketing Efficiency," invited paper, Am. Agricultural Economics Assn. summer meetings. Reprinted in Am. Jrl. of Agr. Econ., Dec. 1982.

Jesse, E.V., "Overproduksjon i USA," Landbruksokonomisk Forum, Agricultural University of Norway, Dec. 1984.

Jesse, E.V., "The Farm Problem in Wisconsin," Wisconsin Academy Review 33:11 (June 1987).

Chavas, Jean-Paul, A.F. Kraus and E.V. Jesse, "A Regional Analysis of Milk Supply Response in the United States," N.C. Jrl. of Agr. Econ. 12:2 (July 1990), pp. 149-164.

Chavas, Jean-Paul, T.L. Cox and E.V. Jesse, "Spatial Allocation and the Shadow Pricing of Product Characteristics," Agricultural Economics 18(1998), pp. 1-19.

(3) Book Reviews

Jesse, E.V., Review of Petit, Michel, Michele De Benedictus, Denis Britton, Martjin De Groot, Wilhelm Henrichsmyer, and Francisco Lechi, Agricultural Policy Formation in the European Community: The Birth of Milk Quotas and CAP Reform, in Am. Jrl. of Agr. Econ. 70:4 (November 1988), p. 976 (1 p.).

(4) Other Peer-Reviewed Publications

- Jesse, E.V., Structure of Seasonal Supply and Demand in the Onion Market, Marketing Research Report No. 985, Economic Research Service, U.S. Department of Agriculture, February 1973.
- Jesse, E.V., Structure of the Intraseasonal Pricing Mechanism for Late Summer Onions, 1930-68, Marketing Research Report No. 1004, Economic Research Service, U.S. Department of Agriculture, April 1973.
- King, G.A., Jesse, E.V., and French, B.C., Economic Trends in the Processing Tomato Industry, University of California, Information Series in Agricultural Economics, Report No. 73-4, November 1973. Used for Farm Index, Print, November 1973.
- Jesse, E.V., Packing California Vine Ripe Tomatoes: Costs and Efficiencies, Agricultural Economic Report No. 275, Economic Research Service, U.S. Department of Agriculture, December 1974.
- Jesse, E.V., Packing California Mature Green Tomatoes: Costs and Efficiencies, Agricultural Economic Report No. 282, Economic Research Service, U.S. Department of Agriculture, February 1975.
- Jesse, E.V., and Machado, M.J., Trends in Production and Marketing of California Fresh Market Tomatoes, Rept. No. 75-BL/1871, Division of Agr. Sciences, University of California, June 1975.
- Jesse, E.V., Schultz, W.L. and Bomben, J.L., Evaluation of Plant Design, Costs, and Economic Feasibility of Decentralized Tomato Processing, Agricultural Economic Report No. 313, Economic Research Service, U.S. Department of Agriculture, December 1975. Used for Food Engineering Article, September 1976.
- Jesse, E.V., "U.S. Sugar Policies: Options and Impacts," contributed paper presented at the 1976 Western Agricultural Economics Association annual meeting, Fort Collins, Colorado, July 18-20, 1976.
- Jesse, E.V. and Zepp, G.A., Sugar Policy Options for the U.S., Agricultural Economics Report No. 351, Economic Research Service, U.S. Department of Agriculture, February 1977.
- Jesse, E.V., Beet Sugar Supply Response in the United States, Agricultural Economics Report No. 377, Economic Research Service, U.S. Department of Agriculture, April 1977.
- Jesse, E.V., "Federal Regulation of Fruit and Vegetable Industries, Part I. The General Study," Symposium Paper presented at the 1977 Am. Agricultural Economics Assn. Annual Meeting, San Diego, California, July 31-August 3, 1977.

- Brandt, J.A., French, B.C. and Jesse, E.V., Economic Performance of the Processing Tomato Industry, Bull. 1888, Division of Agr. Sciences, University of California, April 1978.
- Jesse, E.V., Social Welfare Implications of Marketing Orders for Fruits and Vegetables, Tech. Bulletin No. 1608, Economics, Statistics, and Cooperatives Service, U.S. Department of Agriculture, July 1979.
- Johnson, A.C. and Jesse, E.V., "What is Undue Price Enhancement?" Contributed paper for Western Agricultural Economics Association annual meeting, Las Cruces, New Mexico, July 20-22, 1980.
- Jesse, E.V. and Johnson, A.C., Jr., Effectiveness of Federal Marketing Orders for Fruits and Vegetables, Ag. Econ. Rept. No. 471, Econ. and Stat. Service, U.S. Dept. of Agriculture, June 1981.
- Jesse, E.V., and Johnson, A.C., Jr., "A Proposed Monitoring System for Detecting Violations of Capper-Volstead, Section 2," Contributed Paper for Am. Agr. Econ. Assn. annual meeting, Clemson, S.C., July 26-29, 1981.
- Johnson, A.C., Jr., and Jesse, E.V., "Farmer Cooperatives and Undue Price Enhancement," Economic Issues No. 82, Dept. of Agr. Econ., University of Wisconsin, Sept. 1981. Reprinted in American Cooperation, 1983 Yearbook, Am. Inst. of Cooperation, 1983.
- Thor, P.K., and Jesse E.V., Economic Effects of Terminating Federal Marketing Orders for California-Arizona Oranges, Tech. Bull. No. 1664, Econ. Res. Service, U.S. Dept. of Agriculture, Nov. 1981.
- Jesse, E.V., "The President's Economists Grade U.S. Agricultural Policy: Implications for Wisconsin Agriculture," Economic Issues 87, Dept. of Agricultural Economics, University of Wisconsin, July 1984.
- Jesse, E.V., and A.C. Johnson, Jr., An Analysis of Cooperative Over-Order Pricing of Fluid Milk, Tech. Bull. No. 1708, Economic Research Service, U.S. Dept. of Agriculture, Aug. 1985.
- Jesse, E.V., "U.S. Cropland—Coping With Excess Capacity," Economic Issues, No. 101, Dept. of Agricultural Economics, University of Wisconsin, Madison, Sept. 1986.
- Jesse, E.V., "Impediments to Trade," Economic Issues, No. 106 Dept. of Agricultural Economics, University of Wisconsin-Madison, January 1988 (4 pp.).
- Deller, Steven, Ann Roth and E.V. Jesse, "The Contribution of Dairy to the Wisconsin Economy," Economic Issues No. 127, Dept. of Agricultural Economics, University of Wisconsin-Madison, December 1994.

Jesse, E.V., and R.A. Rogers, The U.S. Cranberry Industry and Ocean Spray Cooperative, Monograph No. 19, Food System Research Group, UW-Madison, January 2006.

(5) Non-refereed USDA Publications

Jesse, E.V. and Edman, V., "Projected U.S. Production and Domestic Consumption of Oranges and Grapefruit, 1975/6 and 1980/81: Implications for Expanding Exports," Internal working document for Foreign Agricultural Service, U.S. Department of Agriculture, June 1972.

Jesse, E.V., "Trading in Onion Futures: Effect on Cash Prices," Marketing and Transportation Situation, MTS-168, Economic Research Service, U.S. Dept. of Agriculture, February 1973, pp. 20-23.

Jesse, E.V., "Marketing California Fresh Market Tomatoes: Trends and Outlook," Vegetable Situation, TVS-198, Economic Research Service U.S. Department of Agriculture, August 1974, pp. 31-36. Used for Farm Index Print, October 1974.

Jesse, E.V., "California Drought Update: Impact on Vegetable Production," Vegetable Situation, TVS-204, Economic Research Service, U.S. Department of Agriculture, May 1977, pp. 31-35.

Jesse, E.V., "What Are Marketing Orders?" Fruit Situation TFS-219, Econ. Res. Service, U.S. Dept. of Agriculture, July 1981.

Jesse, E.V., "Who Runs Marketing Orders" Fruit Situation TFS-220, Econ. Res. Service, U.S. Dept. of Agriculture, Sept. 1981.

Heifner, R., Armbruster, W., Jesse, E., Nelson, G., and Shafer, C., A Review of Federal Marketing Orders for Fruits, Vegetables, and Specialty Crops, Ag. Econ. Rept. No. 477, Agr. Mkt. Service, U.S. Department of Agriculture, Nov. 1981.

Jesse, E.V., "Costs and Benefits of Marketing Orders," Fruit Situation TFS-222, Econ. Res. Service, U.S. Dept. of Agriculture, March 1982.

Doke, C., Carlson, W., Pew, W., Jesse, E., Fenwick, R., and Neely, W., Potential for Expanding Agricultural Production in the State of Kuwait, Office of Int. Cooperation and Development, U.S. Dept. of Agriculture, June 1982.

Heifner, R.G., Jesse, E.V., et. al., Review of Existing and Alternative Federal Dairy Programs, Staff Report No. AGES840121, Economic Research Service, U.S. Dept. of Agriculture, Jan. 1984.

Jesse, E.V., "Reagan II: Outlook for Fruit and Vegetable Marketing Orders," in Outlook 1985, U.S. Dept. of Agriculture, Dec. 1984.

Polopolus, L.C., Carman, H.F., Jesse, E.V., and Shaffer, J.D., Criteria for Evaluating Federal Marketing Orders: Fruits, Vegetables, Nuts, and Specialty Commodities, Economic Research Service, U.S. Department of Agriculture, December 1986.

(6) Marketing and Policy Briefing Papers

Jesse, E.V. and R.A. Cropp, "Dairy Provisions: Food Security Act of 1985," Marketing and Policy Briefing Paper No. 1, Dept. of Agricultural Economics, University of Wisconsin, Madison, Jan. 1986.

Jesse, E.V. and R.A. Cropp, "The Milk Production Termination Program: Who Will Participate?" Marketing and Policy Briefing Paper No. 2, Dept. of Agricultural Economics, University of Wisconsin, Madison, Jan. 1986.

Jesse, E.V. and G.R. Campbell, "Wheat and Feed Grain Provisions: Food Security Act of 1985," Marketing and Policy Briefing Paper No. 3, Dept. of Agricultural Economics, University of Wisconsin, Madison, Feb. 1986.

Campbell, G.R. and E.V. Jesse, "Wisconsin Dairy Farmers and the 1986 Feed Grain Program," Marketing and Policy Briefing Paper No. 4, Dept. of Agricultural Economics, University of Wisconsin, Madison, Mar. 1986.

Jesse, E.V., "Class I Differentials--The Controversy," Marketing and Policy Briefing Paper No. 5, Dept. of Agricultural Economics, University of Wisconsin, Madison, Mar. 1986.

Jesse, E.V., "Whole-Herd Buyout Post Mortem I: National Perspective" Marketing and Policy Briefing Paper No. 6, Dept. of Agricultural Economics, University of Wisconsin, Madison, Apr. 1986.

Jesse, E.V., "Whole-Herd Buyout Post Mortem II: Wisconsin Perspective" Marketing and Policy Briefing Paper No. 7, Dept. of Agricultural Economics, University of Wisconsin, Madison, Apr. 1986.

Jesse, E.V. and R.A. Cropp, "Mandatory Supply Control in the U.S. Dairy Sector," Marketing and Policy Briefing Paper No. 8, Dept. of Agricultural Economics, University of Wisconsin, Madison, May 1986.

Cropp, R.A. and E.V. Jesse, "A Single National Milk Marketing Order," Marketing and Policy Briefing Paper No. 10, Dept. of Agricultural Economics, University of Wisconsin, Madison, June 1986.

Jesse, E.V. and R.A. Cropp, "Biotechnology and the Future of Wisconsin Dairying," Marketing and Policy Briefing Paper No. 12, Dept. of Agricultural Economics, University of Wisconsin, Madison, Oct. 1986.

- Hughes, W. and E.V. Jesse, "Producer Milk Pricing Practices in Wisconsin, 1985," Marketing and Policy Briefing Paper No. 14, Dept. of Agricultural Economics, University of Wisconsin-Madison, May 1987.
- Jesse, E.V., "The Relationship Between Milk Production per Cow and Herd Size in Wisconsin," Marketing and Policy Briefing Paper No. 15, Department of Agricultural Economics, University of Wisconsin-Madison, June 1987.
- Jesse, E.V., "CCC Dairy Product Sales by State, 1985-86 Marketing Year," Marketing and Policy Briefing Paper No. 16, Dept. of Agricultural Economics, University of Wisconsin-Madison, June 1987.
- Jesse, E.V., and R.A. Cropp, "Regional Pricing of Fluid Milk," Marketing and Policy Briefing Paper No. 17, Dept. of Agricultural Economics, University of Wisconsin-Madison, September 1987.
- Cropp, R.A., and E.V. Jesse, "The Minnesota-Wisconsin Price Series: Its Validity and Alternatives," Marketing and Policy Briefing Paper No. 18, Department of Agricultural Economics, University of Wisconsin-Madison, September 1987.
- Jesse, E.V., and R.A. Cropp, "Fluid Milk Reconstitution: Issues and Impacts," Marketing and Policy Briefing Paper No. 20, Department of Agricultural Economics, University of Wisconsin-Madison, November 1987.
- Jesse, E.V., "Regionalization of the Dairy Price Support Program: The Dairy Farm Protection Act," Marketing and Policy Briefing Paper No. 21, Dept. of Agricultural Economics, University of Wisconsin-Madison, Feb. 1988 (12 pp.).
- Cropp, R.A. and E.V. Jesse, "Report and Recommendations of the National Commission on Dairy Policy: Implications for the Upper Midwest," Marketing and Policy Briefing Paper No. 24, Dept. of Agricultural Economics, University of Wisconsin-Madison, May 1988 (17 pp.).
- Jesse, E.V., and R.A. Cropp, "The General Accounting Office (GAO) Report on Federal Milk Marketing Orders: Upper Midwest Perspective," Marketing and Policy Briefing Paper No. 25, Dept. of Agricultural Economics, University of Wisconsin-Madison, May 1988 (14 pp.).
- Cropp, R.A., and E.V. Jesse, "Pricing Milk to Farmers on a Multiple-Component Basis," Marketing and Policy Briefing Paper No. 26, Department of Agricultural Economics, University of Wisconsin-Madison, August 1988 (20 pp.).
- Jesse, E.V., and G. Campbell, "A Futures Contract for Cheese: Could it Work?" Marketing and Policy Briefing Paper No. 27, April 1989 (22 pp.).

- Cropp, R.A. and E.V. Jesse, "Modernization and Nationalization of Federal Milk Marketing Orders," Marketing and Policy Briefing Paper No. 28, Dept. of Agricultural Economics, University of Wisconsin-Madison, August 1989 (32 pp.).
- Jesse, E. V. "1989 Wisconsin Farm Policy Preference Survey," Marketing and Policy Briefing Paper No. 29, Dept. of Agricultural Economics, University of Wisconsin-Madison, September 1989 (31 pp.).
- Cropp, R.A., and E.V. Jesse, "The General Accounting Office (GAO) Report on the M-W Price Series: What Does it Mean?" Marketing and Policy Briefing Paper No. 30, Dept. of Agricultural Economics, University of Wisconsin-Madison, January 1990 (21 pp.).
- Jesse, E.V., and R.A. Cropp, "Dairy Policy and the 1990 Farm Bill," Marketing and Policy Briefing Paper No. 31, Dept. of Agricultural Economics, University of Wisconsin-Madison, March 1990 (33 pp.).
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Addendum: Personal Consulting

Note: Prior to my retirement in March 2009, I was restricted by the nature of my academic appointment from private consulting. However, I did serve as a pro bono expert witness in two cases filed against the Wisconsin Secretary of Agriculture, Trade and Consumer Protection that included depositions and direct testimony. I have also been a witness in several USDA administrative hearings involving marketing orders for milk and citrus and have presented testimony before the House and Senate Committees on Agriculture.

Current Protective orders:

The Ardema Group, LLC et al. vs. Northwest Dairy Assn. et al.
Twin Falls County Case No. CV-08-540

Mark Anderson and Killer Whale Holdings, LLC vs. Dairy Farmers of America, Inc.
U.S. District Court, District of Minnesota, Civil Action No. 08-CV-4726

Gerald Carlin et al. vs. DairyAmerica, Inc., and California Dairies, Inc.
U.S. District Court, Eastern District of California, Fresno Division
Case No. 1:09-CV-00430 (AWI)

Food Lion, LLC, et al. vs. Dean Foods Company, et al.
U.S. District Court, Eastern District of Tennessee, Greenville Division
Case No. 2:07-CV-188

Consultant, no protective order:

Kenny Nachwalter (general economic advisor on dairy-related matters)