

ABRIDGED RRI M ITA
(as March 19, 2022)

NAME : O al Capps, J .

PRESENT TITLE: Executive Professor and Regents Professor
Holder of the Southwest Dairy Marketing Endowed Chair
Co-Director of Agribusiness, Food, and Consumer Economics Research
Center (AFCERC)
Certified Business Economist™
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Texas A&M University
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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:

Over a long and distinguished career, Dr. Capps has been at the forefront of research on consumer demand issues and econometric modeling and forecasting methods, particularly in working with large databases. His research approach is a rigorous blend of theory-based econometric methodology and applications. He has published groundbreaking work concerning uses of scanner-derived information for managerial decision-making in food retailing; the analysis of expenditure patterns of prepared foods and foods eaten away from home; the analysis of the food demand impacts of health and nutrition information; the unilateral price effects of mergers and acquisitions; and the evaluation of genetic commodity advertising and promotion programs. His moniker is “an academician with a cooperative mentality.”

Currently Executive Professor, Regents 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 a B.S. degree in Mathematics in 1975, a M.S. degree in Agricultural Economics in 1977, a second M.S. degree in Statistics in 1979, and a Ph.D. degree in Agricultural Economics in December 1979. He has authored 159 refereed journal articles and co-authored four books. Over the period 2008 to present, he has conducted nearly 70 seminars in applied econometrics for the SAS Institute, Inc. From 1995 to 2014, Dr. Capps conducted 65 seminars in applied econometrics, time-series analysis, and forecasting for the National Association

of Business Owners (NAB). As well as being a member of a group of 60 business owners who assisted in the development of the Certified Business Owners (CBO) program led by NAB in 2015. Finally, Dr. Capps is Co-Founder (in 2001) and Managing Partner of Forasting and Business Analytics, LLC, (FABA) a consulting firm specializing in the use of quantitative methods to address business problems.

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In 1995, Dr. Capps was honored at Texas A&M University with the Association of Former Students Distinguished Achievement Award for Teaching. In 1997 and in 2010, he was the recipient of the *Journal of Food Distribution Research* Outstanding Journal Article Award. In 1999, he received recognition via the Vice Chancellor's Award of Excellence for Teaching at Texas A&M University. In 1999, Dr. Capps was the recipient of the American Agricultural Economics Association Distinguished Teaching Award, a day-long recipient of the Applied Consumer Economics Award given by the American Council on Consumer Interests. In 2000, he was the recipient of the *Agricultural and Resource Economics Review* Outstanding Journal Article Award. In 2001, Dr. Capps received the Frank P. York Distinguished Service Award from the Food Distribution Research Society. In 2002, Dr. Capps was bestowed the Vice Chancellor's Award of Excellence for Teaching 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 a member of the Fish Commission by students at Texas A&M University in 2004. In 2006, Capps was appointed to the National Academic Council on the Development and Current Status of the Sheep Industry in the United States. In 2007, Dr. Capps also was appointed to the National Beef Development Study Group. Additionally, Dr. Capps was one of five recipients of the 2007 AAAS Presidents Award. In February 2009, Dr. Capps received the SAA Lifetime Achievement Award. In March 2011, Dr. Capps received the Vice Chancellor's Award of Excellence for Industry/Ag/University/Association Partnerships. In June 2011, Dr. Capps was recognized by the Western Agricultural Economics Association with the Distinguished Scholar Award. In August 2011, Dr. Capps was invited to join the National Advisory Council of the Alliance for Potato Research and Education. In November 2011, Dr. Capps was bestowed the title of Regents Professor by the Board of Regents at Texas A&M University. In 2014, Dr. Capps was recognized as a Fellow by the *Agricultural and Resource Economics Review*. In 2015, Dr. Capps was recognized as the recipient of the Association of Former Students Distinguished Achievement Award for Teaching at the University level. In July 2015, he was recognized as the recipient of the *Journal of Agricultural and Resource Economics* Outstanding Journal Article Award. In October 2015, Dr. Capps was bestowed the title of Certified Business OwnerTM. Currently, only a handful of owners possess this title. In 2018, Dr. Capps was recognized as the recipient of the FDRS Presidential Award for Excellence in Research and Collaboration.

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Dr. Capps served on the Editorial Board of the *Agricultural and Applied Economics Association*, was Past President of the Southern Agricultural Economics Association, and was Past President of the Food Distribution Research Society. From 1995 to 2016, Dr. Capps was a Senior Lecturer for the National Association of Business Owners (NAB); in this capacity, he conducted numerous seminars applied to the industry for over 20 years. Beginning in November 2008, he began a partnership with SAS Institute, Inc., conducting Business Knowledge Series seminars applied to the industry. He has served or is currently serving as a consultant to various firm, membership boards, and law offices.

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Dr. Capp currently lives in College Station, Texas, with his wife and two children. He is a avid Major League Baseball fan, particularly of the Baltimore Orioles. Finally, Dr. Capp is a survivor of the September 11 attacks 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.

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ACADEMIC APPOINTMENTS:

2011 to present Regent Professor, Department of Agricultural Economics, Texas A&M University
 2009 to present Executive Professor, Department of Agricultural Economics, Texas A&M University
 2009 to present Co-Director, The Agribusiness, Food, and Consumer Economics Research Center, Department of Agricultural Economics, Texas A&M University
 2001 to present Holder of the Southwest Dairy Marketing Endowed Chair, Texas A&M University
 1989 to 2009 Professor, Department of Agricultural Economics, Texas A&M University
 1994 to 2000 Graduate Recruitment Coordinator, Department of Agricultural Economics, Texas A&M University
 1986 to 1989 Associate Professor, Department of Agricultural Economics, Texas A&M University
 1984 to 1986 Associate Professor, Department of Agricultural Economics and Department of Statistics, Virginia Polytechnic Institute and State University
 1985 Visiting Professor, Department of Agricultural and Applied Economics, University of Missouri
 1979 to 1984 Assistant Professor, Department of Agricultural Economics and Department of Statistics, Virginia Polytechnic Institute and State University

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PROFESSIONAL AWARDS AND RECOGNITION:

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Research

Application Scholar Award Winner, Food Distribution Research Society, 1979 (co-awarded annually)
 American Agricultural Economics Association Distinguished Award, 1980 (thru-awarded annually)
 Major Professor of the Reprint of the American Agricultural Economics Association M.S. Thesis Award, 1981, (thru-awarded annually)
 Reprint of the *Journal of Food Distribution Research* Outstanding Article Award, 1997, "Do Eggs' Law Extend to Food Away from Home?"
 Co-reprint of Virginia Hallor Award Excellence for Team Research, Texas A&M University, 1999
 Co-reprint of the 1999 Applied Consumer Economics (ACE) Award presented by the American Council on Consumer Interests, "The Effect of Consumer Ability on Diet Quality: A Endogenous Switching Regression Analysis"

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Co-rec e e o *Agricultural and Resource Economics Review* Ous a d g Jour al Ar cle Award, 2000, “Exam i g Fac ors A ec g Packer Cho ce o Slaugh er Ca le Procureme a d Pr c g Me hods”

Rec e e o he V ce Cha cellor’s Award Excelle ce or Research, Texas A&M U vers y, 2002

Rec e e o he 2009 SAEA L e me Ach eveme Award

Co-rec e e o he *Journal of Food Distribution Research* Ous a d g Ar cle Award, 2010, “The E ec s o New Produc Bee Gua emala”

Rec e e o he V ce Cha cellor’s Award Excelle ce or I dus ry/Age cy/U vers y/Assoc a o Par ersh s, 2011

Rec e e o he 2011 WAEA D s gu shed Scholar Award

Fellow, *Agricultural and Resource Economics Review* , 2014

Co-rec e e o he *Journal of Agricultural and Resource Economics* Ous a d g Ar cle Award, 2015, “Par al Versus Ge eral Equ l br um Calor es a d I dus ry Reve ue E ec s o a Sugar-Swee e ed Beverage Tax”

Cer ed Bus ess Eco om is TM, 2015

Co-rec e e o he Food D s r bu o Research Soc e y Pres de al Award or he Ous a d g Research Pa er, 2018, “The Use o T me-Ser es A alys s Exam i g Food Sa e y Issues: The Case o he Pea u Bu er Recall”

Teaching

Gamma S gma Del a Ous a d g Teach g Award, V rg a Tech, 1983 (o e awarded a ually)

Cer ca e o Teach g Excelle ce, College o Agr cul ure, V rg a Tech, 1984, (o e/ wo awarded a ually)

Facul y Recog o Award, Gradua e S ude Assoc a o , De ar me o Agr cul ural Eco om is, Texas A&M U vers y, 1988, 1990, 1993, 1994 (o e awarded a ually)

Rec e e o he Assoc a o o Former S ude s Facul y D s gu shed Ach eveme Award or Teach g, Texas A&M U vers y, 1995

Rec e e o he AAEA D s gu shed Teach g Award or Gradua e Teach g w h Te or More Years as a Full-T me Pro ess o al, 1999

Rec e e o he Assoc a o o Former S ude s Facul y D s gu shed Ach eveme Award or Teach g, Texas A&M U vers y, 2003

Rec e e o he Assoc a o o Former S ude s Facul y D s gu shed Ach eveme Award or Teach g, Texas A&M U vers y, 2015

Service

Pres de , Food D s r bu o Research Soc e y, 1985-86

Pres de , Sou her Agr cul ural Eco om is Assoc a o , 1992-93

Member, Ed or al Board, *American Journal of Agricultural Economics* (1992-97)

Assoc a e Ed or, *Choices: The Magazine of Food, Farm, and Resource Issues* (2004-07)

Pres de , AAEA Fou da o E dowme Commi ee (2006-08)

Member, Ed or al Board, *Agribusiness: An International Journal* (2007-15)

Member, Ed or al Board, *Business Economics* (2007 o rese)

Member, Ed or al Board, *Journal of Agricultural and Resource Economics* (2015 o p w rese)

Rec e e o he Fra k Pa yko D s gu shed Serv ce Award rese ed by he Food D s r bu o Research Soc e y, 2001

Fish Cattle Specialist, Texas A&M University, 2004
 Adjunct to the National Academies, 2006-2007, 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, redefining, and expanding the AAEA's outreach organ, *Choices*, and in so doing, orienting the national priorities of food, farm, rural, and rural community issues to a wider audience."
 Adjunct to the Economic Advisory Council of the Alliance for Potato Research and Education, 2011 to 2014
 Recipient of the Regents Professor Service Award, Board of Regents, Texas A&M University, 2011

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 Management Economics
 Business Forecasting: A Practical Guide

PUBLICATION RECORD:

159 Refereed Journal Articles	87 Published Abstracts
14 Refereed Proceedings	21 Popular Articles
16 Book Chapters	154 Research Reports/Working Papers
6 Books and Monographs	13 Agricultural Station Bulletins
7 Book Reviews	502 Presentations at Various Meetings

Google Scholar Data as of March 19, 2022: Citations: 6,245; h-index: 37; and i10-index: 112

According to REPE/IDEAS rankings released in February 2022, based on the number of citations, Dr. Cass ranks in the top 9.48% out of 64,042 economists globally. His rank is in the top 8.82% in terms of the h-index. In terms of number of distinct research works, Dr. Cass ranks in the top 1.78%, and in terms of number of journal articles, he ranks in the top 3.76%.

Over his career, Dr. Cass has served as a major professor for 18 M.S. and 31 Ph.D. students.

A. Refereed Journal Articles

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- Ishdorj, A., O. Capps, Jr., and P.S. Murano, "Nutrient Density and the Cost of Vegetables from School Lunches," *Advances in Nutrition*, Supplemental Issue, 7 (January 2016): 254S-260S.
- Capps, Jr., O., D. A. Bessler, and G. W. Williams, "The Ramifications of Nearly Going Dark: A Natural Experiment in the Case of Orange Juice Advertising," *Agricultural and Resource Economics Review*, 45, 1(April 2016): 68-97.
- Goodwin, Jr., H. L., O. Capps, Jr., S. Watkins, C. Eagleson, K. Karges, C. Springfield, and N. Shearer, "Poultry Diets Compared for Gross Margin Improvement," *Feedstuffs*, (March 2016), 20-21.
- Capps, Jr., O., H.L. Goodwin, Jr., L. N. Burns, K. Karges, C. Springfield, and N. Shearer, "Determining the Value of Various Ingredient Characteristics and Product Components in Poultry Feed Ingredients," *Feedstuffs*, (April 2016), 34-35.
- Capps, Jr., O., A. Ishdorj, P.S. Murano, and M. Storey, "Examining Vegetable Plate Waste among Elementary School Children in Texas by Diversity and Grade," *Health Behavior and Policy Review*, 3, 5 (September/October 2016): 419-428.
- Dharmasena, D., D. A. Bessler, and O. Capps, Jr., "Food Environment in the United States as a Complex Economic System," *Food Policy* 6 (2016): 163-175.
- Williams, G. W., O. Capps, Jr., and D. Hanselka, "The National Economic Benefits of Food Imports: The Case of U.S. Imports of Hass Avocados from Mexico," *Journal of International Food and Agribusiness Marketing* 29, 2(2017): 139-157.
- Ishdorj, A. and O. Capps, Jr. "The Impact of Policy Changes on Milk and Beverage Consumption of Texas WIC Children" *Agricultural and Resource Economics Review*, 46, 3 (2017):421-442.
- Capps, Jr., O., A. Ahad, and P.S. Murano, "Understanding Spending Habits and Buying Behavior of the American Muslim Community: A Pilot Study," *Journal of Food Distribution Research*, 43 (November 2017): 51-74.
- Williams, G.W., O. Capps, Jr., and D. Hanselka, "National Economic Contributions of Generic Food and Agricultural Product Advertising and Promotion," *Journal of International Food and Agribusiness Marketing*, (2017), published online November 27, 2017, link <https://doi.org/10.1080/08974438.2017.1402729>.
- Murano, P. S., O. Capps, Jr., and A. Grimajo, "Grapes in School Meals: Impact of Plate Waste on Costs and Consumption," *Journal of Nutritional Health and Food Science*, 6, 1 (2018): 1-9.
- Zheng, W., S. Dharmasena, O. Capps, Jr., and R. Janakiramon, "Consumer Demand for and Effects of Tax on Sparkling and Non-Sparkling Bottled Water in the United States," *Journal of Agribusiness in Developing and Emerging Economies*, 8,3 (2018): 501-517, link <https://doi.org/10.1108/JADEE-09-2017-0089>.

- Bakhtava R. O. Capps J. A. Dallak and V. Sali "The Use of Time-Series Analysis in Examining Food Safety Issues: The Case of the Peanut Butter Recall" *Journal of Food Distribution Research* 49 2 (2018): 57-80.
- Capps J. O. A. Ishdij S. Dhama and M. Palma "Economic Ramifications of Obesity: A Selective Literature Review" chapter in the *Handbook of Agricultural Economics*, 2018.
- Palma M.A. Y. Li C.R. Hall H. Khachatryan and O. Capps J. "Measuring Effects of Advertising on Grocery Sales: A Generalized Pooled Time Series Approach" *Applied Economics* DOI:10.1080/000364846.2018.1527448 51 12 (October 2018):1303-1318.
- Williams G. W. and O. Capps J. "Generic Product Segments and Industrial Uses" *Journal of International Food and Agribusiness Marketing* DOI:10.1080/08974438.2018.1533510 December 2018.
- Capps J. O. A. Ishdij P.S. Murali. Field A. Hutt and M. Steiner "Waste Not Want Not: Examining Plate Waste of Vegetables in Elementary Schools" *Choices* First Quarter 34 1 (2019):1-8.
- Dhama S. and O. Capps J. "Evaluating the Teaching Product Substitutes/Complements: A Pedagogical Needs Analysis" *Applied Economics Teaching Resources* 1 1 (2019):1-14.
- Capps J. O. and R.A. Babula "Development of a Methodology to Empirically Assess National and Farm-Specific Damages from Climate Change: A Geospatially-Explicit Study" *Journal of Agricultural and Applied Economics* 51 (2019):495-510 link <https://doi.org/10.1017/ae.2019.16>.
- Senia M. C. S. Dhama and O. Capps J. "Can Dietary Fiber Intake Be Increased through Nutritional Education and the Subsidies of Selected Food Products?" *Agricultural and Resource Economics Review* 84 3 (2019): 448-472.
- Williams G.W. and O. Capps J. "Advertising with Supply Constraints: Implications for Nigeria White Fish Export Productivity" *Agricultural and Resource Economics Review* 49 3 (2020): 558-585 (<https://doi.org/10.1017/age.2019.25>).
- Williams G.W. and O. Capps J. 2020. Generic Productivity in Nigeria White Fish Exports. *Journal of International Food and Agribusiness Marketing*. (<https://doi.org/10.1080/08974438.2020.1752876>).
- Hu Y. S. Dhama and O. Capps J. and R. Jakirama "The Growing Market for Eggs and Spices in the United States: Can Chocolate Milk Remain Competitive?" *Journal of Food Distribution Research* 51 3 (September 2020): 131-157.
- Williams G.W. and O. Capps J. 2020. "Generic Productivity in Nigeria Seafood Exports." *International Food and Agribusiness Management* 23(3): 447-467. (<https://doi.org/10.2434/IFAMR.0160>).
- Gvill R. and O. Capps J. "Economic and Socio-Demographic Differences Associated with the Decision to Purchase Food Items and Non-Alcoholic Beverages in Michigan in the United States" *Journal of Food Distribution Research* 51 3 (November 2020): 1-22.

- Capps, J , , Targeted Advertising and Promotion Campaigns: A Case Study of the Effects of the National Pork Board,” *Journal of Agribusiness*, 38, 1 (Spring 2020): 63-78
- Cheng, G , Capps, J , and S Dhamasena, Demand Analysis of Peanuts and Walnuts in the United States: A Micro-Perspective,” *International Food and Agribusiness Management Review*, 24, 3 (February 2021): <https://doi.org/10.2434/IFAMR2020-090>
- Cheng, G , Capps, J , and S Dhamasena, Demand Interrelationships for Peanuts and Walnuts in the United States,” *Journal of Agribusiness*, 39, 1 (Spring 2021): 15-38
- Capps, J , , on the Robustness/Replication of Econometric Analyses from Online Models Using Various Commonplace Software Packages,” *Applied Economic Perspectives and Policy*, forthcoming
- Bouhlal, Y and Capps, J , Processed Cheese: Applications, Challenges, and Market Trends,” Chapter 16 pp 491- 506 in El-Bakry, M. and Mehta, B M. (eds) *Processed Cheese Science and Technology* San Diego, California, USA: Elsevier Press, 2022
- Williams, G W. and Capps, J , The Apparent Conflict of Oregonian Pelagic Fisheries Management and Oregonian Seafood Council Export Promotion,” *International Food and Agribusiness Management Review*, <https://doi.org/10.2434/IFAMR2021-059>

B. Other Publications (since 2015)

- N
- Capps, J , , G W. Williams, and D Hudson, Cotton Research and Promotion Program: Economic Effectiveness Study,” Report to the Cotton Board, July 2016
- Williams, G W., Capps, J , and D Hanselka, The US National and State-Level Benefits of Avocado Imports from Mexico,” Report Prepared for the Mexican Hass Avocado Import Association, September 2016
- Capps, J , , H L Goodwin, and L Burns, Assessing the Value of Dairy Feed Ingredients,” Report to H J Baker, October 2016
- Williams, G W., Capps, J , and D Hanselka, The National Economic Contribution of Agricultural Advertising and Promotion,” Report Prepared for the Commodity Market Roundtable Committee, April 2017
- Capps, J , and G W. Williams, How Effectively Does the Oregonian Seafood Council Promote Oregonian Seafood Exports,” Report Prepared for the Oregonian Seafood Council, June 2017
- Penson, J B , Capps, J , C P Rosson, and R Woodward, *Introduction to Agricultural Economics*, Pearson, Seventh Edition, August 2017
- Capps, J , , G W. Williams, and M. Welch, Produce Return on Investments in Soylum Research, Promotion, and Information: An Updated Analysis,” Research Report Prepared for the United Soybean Checkoff Program (USCP) Board, November 2017
- Capps, J , and G W. Williams, 2018 Update Report: How Effectively Does the Oregonian Seafood Council Promote Oregonian Seafood Exports? Research Report to the Oregonian Seafood Council, May 2018
- Williams, G W. and Capps, J , How Effectively Does the Oregonian Seafood Council Promote Oregonian Whitefish Exports? Research Report to the Oregonian Seafood Council, June 2018

- Capps, J , , Procasts of Hass Avocado Shipments from Mexico by Site: November 2018 to January 2019,” Report Prepared for the Mexican Hass Avocado Import Association, February 2019
- Capps, J , , A Selective Review of Panel Data with Applications in SAS,” SAS Global Forum 2019 Dallas, April 2019
- Williams, G W. and Capps, J , How Effectively Does the Norwegian Seafood Council Promote Norwegian Pelagic Exports?” Research Report to the Norwegian Seafood Council, June 2019
- Williams, G W. and Capps, J , Economic Benchmark Model and Analysis of the Effects of the Chinese Tariff on the U S Pecan Industry,” Research Report to the American Pecan Council, December 2019
- Capps, J and G W. Williams, Economic Analysis of the Cotton Market Impacts of Ultra-Low Gossypol Cottonseed,” Research Report to Cotton Incorporated, January 2020
- Capps, J , and G W. Williams, Economic Evaluation of the Effectiveness of Pecan Promotion Under Federal Marketing Order No 986, Research Report to the American Pecan Council, Fort Worth, Texas, January 2021
- Capps, J , , Dynamics of Macroeconomic Shocks on Food Assistance Programs in the United States,” Report to Healthy Eating Research, Duke Global Health Institute, March 2021
- Goodwin, H L and Capps, J , A Review of Extant Literature on Post-Rumen (Lower Gut) Metabolic Disorders,” Research Report to Lallemand Animal Nutrition, Milwaukee, Wisconsin, April 2021
- Capps, J , and G W. Williams, Cotton Research and Promotion Program: Economic Effectiveness Study Update,” Research Report to the Cotton Board, Memphis, Tennessee, April 2021
- Some s, J , Hauck, S Khan Capps, J , and G W. Williams, Economic Impact Study of USDA Export Market Development Programs: Update of Previous 2016 Study,” Prepared for U S Department of Agriculture, Foreign Agricultural Service, and the U S Gains Council, February 2022
- Capps, J , , G W. Williams, V S Salin, and D S Brown, Quantitative Evaluation of the Effectiveness of Marketing and Promotion Activities by the National Dairy Promotion and Research Program and the Fluid Milk Process Promotion Program—1995 to 2020,” Prepared for the U S Department of Agriculture, Agricultural Marketing Service (AMS), Report to Congress, to be completed in April 2022 (previous annual Reports to Congress since 2012)
- Capps, J , , G W. Williams, V S Salin, and D S Brown, Quantitative Evaluation of the Effectiveness of Marketing and Promotion Activities by the National Dairy Promotion and Research Program and the Fluid Milk Process Promotion Program—1995 to 2020,” Prepared for the U S Department of Agriculture, Agricultural Marketing Service (AMS), Technical Report to be completed in May 2022

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The Regents of the University of Texas, which was created in 1996 by the Texas A&M University System Board of Regents, recognize full-time faculty members who hold the rank of professor or equivalent. Recipients must have provided exemplary service to the university, the state, or health care or education, but also to the community, the state of Texas, and/or the international community.

Being designated a Regents of the University of Texas System-wide honor is a significant possibility. The Regents of the University of Texas are the only model within the Texas A&M University System and the only System-wide academic honor, both ceremonial and professional, which is bestowed on faculty by the chief executive officer of the university.