

ABRIDGED CURRICULUM VITA
(as of September 17, 2024)

NAME: Oral Capps, Jr.

CURRENT TITLE: Executive Professor and Regents Professor
Holder of the Southwest Dairy Marketing Endowed Chair
Co-Director Agribusiness, Food, and Consumer Economics Research Center (AFCERC)
Certified Business Economist™
AAEA Fellow
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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, Oral “Jug” Capps, Jr. has been at the forefront of research on consumer demand issues, applied econometrics, theoretical and practical approaches to the use of scanner data, food labeling, impacts of health and nutrition on consumer behavior, and evaluation of the effectiveness of commodity advertising and promotion programs. His research approach is a rigorous blend of theory-based econometric methodology and applications. Dr. Capps laid the foundation for the now ubiquitous data-intensive and theory-based food demand research approaches. His body of work has been highly cited, and has been professionally awarded for research, teaching, mentoring, graduate student supervision, private sector partnerships, and professional service. He has published ground-breaking work concerning uses of scanner-derived information for managerial decision-making in food retailing; the analysis of expenditure patterns of pre-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 generic commodity advertising and promotion programs. His moniker is “an academician with a corporate 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 170 refereed journal articles and authored/co-authored six books.

From 1988 to 2003, Dr. Capps conducted 60 seminars in applied econometrics for the Institute of Professional Education. Over the period 2008 to 2021, he conducted nearly 70 seminars in applied econometrics for the SAS Institute, Inc. From 1995 to 2016, Dr. Capps conducted 65 seminars in applied econometrics, time-series analysis, and forecasting for the National Association of Business Economics (NABE). Also, he was among a group of 60 business economists who assisted in the development of the Certified Business Economist (CBE) program launched by NABE in 2015. Finally, Dr. Capps is Co-Founder (in 2001), Chief Economist, and Managing Partner of Forecasting and Business Analytics, LLC, (FABA) a consulting firm specializing in the use of quantitative methods to address economic problems.

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 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 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 was also appointed to the National Beef Demand Study Group. Additionally, Dr. Capps was one of five co-recipients of the 2007 AAEEA President's Award. In February 2009, Dr. Capps received the SAEA Lifetime Achievement Award. In March 2011, Dr. Capps received the Vice Chancellor's Award in Excellence for Industry/Agency/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 Economics 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 co-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 Economist TM. Currently, only a handful number of economists possess this title. In 2018, Dr. Capps was recognized as the co-recipient of the FDRS Presidential Award for Excellence in Research and Communication. In April 2022, Dr. Capps received the Gail and David Marion '65 Teaching Award in Memory of Dr. Richard C. Potts' 45

from the College of Agriculture and Life Sciences, Texas A&M University. In May 2022, he was selected as affiliate member of the Institute for Advancing Health through Agriculture (IHA) at Texas A&M University. **In July 2024, Dr. Capps was bestowed the title of Fellow by the Agricultural and Applied Economics Association (AAEA).**

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. He has served or is currently serving as a consultant to various firms, commodity boards, and law offices.

Dr. Capps currently lives in College Station, Texas. 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 of the terrorist attack on the New York World Trade Center on September 11, 2001.

ACADEMIC APPOINTMENTS:

2011 to present	Regents 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 Minnesota
1979 to 1984	Assistant Professor, Department of Agricultural Economics and Department of Statistics, Virginia Polytechnic Institute and State University

PROFESSIONAL AWARDS AND RECOGNITION:

Research

- Applebaum Scholarship Award Winner, Food Distribution Research Society, 1979 (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, Ralph Semprevio, 1981

Recipient of the *Journal of Food Distribution Research* Outstanding Article Award, 1997, “Does Engel’s Law Extend to Food Away from Home?”

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

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

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

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

Recipient of the 2009 SAEA Lifetime Achievement Award

Co-recipient of the *Journal of Food Distribution Research* Outstanding Article Award, 2010, “The Effects of New Product Beef in Guatemala”

Recipient of the Vice Chancellor’s Award in Excellence for Industry/Agency/University/Association Partnerships, 2011

Recipient of the 2011 WAEA Distinguished Scholar Award

Fellow, *Agricultural and Resource Economics Review*, 2014

Co-recipient of the *Journal of Agricultural and Resource Economics* Outstanding Article Award, 2015, “Partial Versus General Equilibrium Calories and Industry Revenue Effects of a Sugar-Sweetened Beverage Tax”

Certified Business Economist TM, 2015

Co-recipient of the Food Distribution Research Society Presidential Award for the Outstanding Research Paper, 2018, “The Use of Time-Series Analysis in Examining Food Safety Issues: The Case of the Peanut Butter Recall.”

Major Professor of the Recipient of the Western Agricultural Economics Association M.S. Thesis Award, Josh Strine, 2024

Fellow, Agricultural and Applied Economics Association (AAEA), 2024.

Teaching

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

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

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

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

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

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

Recipient of the Association of Former Students Faculty Distinguished Achievement Award for Teaching, Texas A&M University, 2015

Recipient of the Gail and David Marion '65 Teaching Award in Memory of Dr. Richard C. Potts' 45 from the College of Agriculture and Life Sciences, Texas A&M University, 2022

Service

President, Food Distribution Research Society, 1985-86
President, Southern Agricultural Economics Association, 1992-93
Member, Editorial Board, *American Journal of Agricultural Economics* (1992-97)
Associate Editor, *Choices: The Magazine of Food, Farm, and Resource Issues* (2004-07)
President, AAEA Foundation Endowment Committee (2006-08)
Member, Editorial Board, *Agribusiness: An International Journal* (2007-15)
Member, Editorial Board, *Business Economics* (2007 to present)
Member, Editorial Board, *Journal of Agricultural and Resource Economics* (2015-18)
Recipient of the Frank Panyko Distinguished Service Award presented by the Food Distribution Research Society, 2001
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."
Appointed to the Economics 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 Managerial Economics
Business Forecasting: A Practical Guide

PUBLICATION RECORD:

170 Refereed Journal Articles	87 Published Abstracts
14 Refereed Proceedings	28 Popular Articles
17 Book Chapters	170 Research Reports/Working Papers
6 Books and 5 in progress	13 Agricultural Station Bulletins

7 Book Reviews

514 Presentations at Various Meetings

31 Organized Symposia

Google Scholar Data as of September 17, 2024: Citations: 7,128; h-index: 40; and i10-index: 126, https://scholar.google.com/citations?user=z_WwfUcAAAAJ&hl=en&oi=ao

Ranked #2,917 in the United States and #5,963 in the world in the field of Social Sciences and Humanities
<https://research.com/scientists-rankings/social-sciences-and-humanities/us>
<https://research.com/scientists-rankings/social-sciences-and-humanities>

According to RePEc/IDEAS rankings released in August 2024, based on the number of citations, Dr. Capps ranks in the top 5.15% out of 69,145 economists globally. He ranks in the top 4.02% in terms of the h-index. In terms of the number of distinct research works, Dr. Capps ranks in the top 0.64%, and in terms of number of journal pages, he ranks in the top 1.37%.
<https://ideas.repec.org/cgi-bin/rank.cgi?pca1330&lkAs>

Over his career, Dr. Capps has served as major professor for 19 M.S. students and 31 Ph.D. students. Currently, he serves as major professor for 2 M.S. students.

KEY PUBLICATIONS SINCE 2016

A. *Refereed Journal Articles*

- 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>.
- Bakhtavoryan, R., O. Capps, Jr., A. Dallakyan, and V. Salin, "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, Jr., O., A. Ishdorj, S. Dharmasena, 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, Jr., "Measuring Effects of Advertising on Green Industry Sales: A Generalized Propensity Score Approach," *Applied Economics*, DOI:10.1080/000364846.2018.1527448, 51, 12 (October 2018):1303-1318.
- Capps, Jr., O., A. Ishdorj, P.S. Murano, L. Field, A. Hutto, and M. Storey, "Waste Not Want Not: Examining Plate Waste of Vegetables in Elementary Schools," *Choices*, First Quarter, 34, 1 (2019):1-8.
- Dharmasena, S. and O. Capps, Jr., "Enhancing the Teaching of Product Substitutes/Complements: A Pedagogical Note on Diversion Ratios," *Applied Economics Teaching Resources*, 1, 1 (2019):1-14.
- Capps, Jr., O. and R.A. Babula, "Development of a Methodology to Empirically Assess National and Farm-Specific Damages from Contamination of Grain Supply by a Genetically-Engineered Strain," *Journal of Agricultural and Applied Economics*, 51 (2019):495-510, link <https://doi.org/10.1017/aae.2019.16>.
- Senia, M. C., S. Dharmasena, and O. Capps, Jr., "Can Dietary Fiber Intake Be Increased through Nutritional Education and through Subsidies on Selected Food Products?" *Agricultural and Resource Economics Review*, 84, 3 (2019): 448-472.
- Williams, G.W. and O. Capps, Jr., "Advertising with Supply Control: Implications of Norwegian Whitefish Export Promotion," *Agricultural and Resource Economics Review*, 49,3 (2020): 558-585 <https://doi.org/10.1017/age.2019.25>.

- Williams, G. W. and O. Capps, Jr., “Generic Promotion of Sorghum for Food and Industrial Uses,” *Journal of International Food and Agribusiness Marketing*, 32,1 (2020): 13-29 <https://doi:10.1080/08974438.2018.1533510>.
- Hu, Y., S. Dharmasena, O. Capps, Jr., and R. Janakiraman, “The Growing Market for Energy and Sports Drinks in the United States: Can Chocolate Milk Remain a Contender?” *Journal of Food Distribution Research*, 51, 3 (September 2020): 131-157.
- Williams, G.W. and O. Capps Jr., “Generic Promotion of Norwegian Seafood Exports,” *International Food and Agribusiness Management* 23(3) (August 2020): 447-467. <https://doi.org/10.22434/IFAMR2019.0160>.
- Gvillo, R. and O. Capps, Jr., “Economic and Socio-Demographic Drivers Associated with the Decision to Purchase Food Items and Non-Alcoholic Beverages from Vending Machines in the United States,” *Journal of Food Distribution Research*, 51, 3 (November 2020): 1-22.
- Capps, Jr., O., “Targeted Advertising and Promotion Campaigns: A Case Study of the Efforts of the National Pork Board,” *Journal of Agribusiness*, 38, 1 (Spring 2020): 63-78.
- Cheng, G., O. Capps, Jr., and S. Dharmasena, “Demand Analysis of Peanuts and Tree Nuts in the United States: A Micro-Perspective,” *International Food and Agribusiness Management Review*, 24, 3 (February 2021): <https://doi.org/10.22434/IFAMR2020.0090>.
- Cheng, G., O. Capps, Jr., and S. Dharmasena, “Demand Interrelationships for Peanuts and Tree Nuts in the United States,” *Journal of Agribusiness*, 39, 1 (Spring 2021): 15-38.
- Williams, G.W. and O. Capps Jr. “Generic Promotion of Norwegian Whitefish Exports,” *Journal of International Food and Agribusiness Marketing*, 33,2 (2021); 123-151 <https://doi.org/10.1080/08974438.2020.1752876>.
- Bouhlal, Y. and O. Capps, Jr., “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, February 2022.
- Williams, G. W. and O. Capps, Jr., “The Apparent Conflict of Norwegian Pelagic Fisheries Management and Norwegian Seafood Council Export Promotion,” *International Food and Agribusiness Management Review*, (February 2022): 1-22, <https://doi.org/10.22434/IFAMR2021.0059>.
- Bakhtavoryan, R., G. Cheng, O. Capps, Jr., S. Dharmasena, “A Household-Level Demand System Analysis of Nuts in the United States,” *Agricultural and Resource Economics Review*, 51, 2 (June 2022): 283-310, <https://www.doi.org/10.1017/age.2022.11>.
- Capps, O. Jr., “Dynamics of Macroeconomic Factor Effects on Food Assistance Program Participation in the United States,” *Plos One*, June 13;17(6):e0269442. doi: 10.1371/journal.pone.0269442, 2022.
- Capps, Jr., O., H.L. Goodwin, and L. Burns, “Consumer Attitudes and Consumption Patterns for Pecans and Other Tree Nuts: Beyond a Simple Shell Game,” *Journal of Food Distribution Research*, 53,2 (July 2022):1-31.
- Capps, Jr., O., “Forecasting Weekly Shipments of Hass Avocados from Mexico to the United States Using Econometric Models and Vector Autoregression Models,” in *Econometrics—Recent Advances and Applications*, ISBN 978-1-80356-525-5, pp. 1-20, September 2022, <http://dx.doi.org/10.5772/intechopen.107316>.

- Capps, O., M. Cheng., J. Kee, and S. Priestley, “A Cross-Sectional Analysis of the Demand for Coffee in the United States,” *Agribusiness: An International Journal*, 39,2 (Spring 2023): 494-514, <https://doi.org/10.1002/agr.21779>.
- Capps, Jr., O., “On the Robustness/Replication of Econometric Analyses from Nonlinear Models Using Various Commonplace Software Packages,” *Applied Economic Perspectives and Policy*, 45,3 (April 25, 2023):1292-1331, <https://doi.org/10.1002/aep.13367>.
- Lee, K., and O. Capps, Jr., “Habitual Behavior of Household Food Expenditures by Store Type,” *Plos One*, 2023 Sep 8;18(9):e0291340. doi: 10.1371/journal.
- Capps, Jr., O., and L. Gao, “A Comparison of Demand System Models Peculiar to a Granular Array of Dairy Products,” *Journal of Food Distribution Research*, 54, 3 November 2023: 30-65.
- Bakhtavoryan, R., and O. Capps, Jr., “A Demand Systems Analysis for Cheese Varieties Using a Balanced Panel of U.S. Designated Market Areas over the Period 2018 to 2020,” *Journal of Agricultural and Resource Economics*, 49, 2 May 2024: 203-220.
- Capps, Jr., O., R. Jia, V. Mishra, and M. Ogieriakhi, “A Micro-Perspective Analysis of the Demand for Greek and Non-Greek Yogurt in the United States over Calendar Years 2018 to 2020,” *Journal of Agricultural and Applied Economics*, (May 14, 2024), <https://doi.org/10.1017/aae.2024.11>.
- Strine, J., and O. Capps, Jr. “Assessing the Impacts of the Three Distinct Promotion Campaigns for Fluid Milk,” *Journal of Food Distribution Research*, forthcoming.
- Lee, K., and O. Capps, Jr., “The Effect of Immigration Policy Regime Change in State-Level Participation Rates of the Special Supplemental Nutrition Program for Women, Infants, and Children in the United States,” *Food Security*, forthcoming.
- Wang, L., and O. Capps, Jr., “U.S. Household Demand System Analysis for Dairy Milk Products and Plant-Based Milk Alternatives,” *Journal of the Agricultural and Applied Economics Association*, forthcoming.

B. Other Publications (since 2016)

- Capps, Jr., O., G. W. Williams, and D. Hudson, “Cotton Research and Promotion Program: Economic Effectiveness Study,” Report to the Cotton Board, July 2016.
- Williams, G.W., O. Capps, Jr., and D. Hanselka, “The U.S. National and State-Level Benefits of Avocado Imports from Mexico,” Report Prepared for the Mexican Hass Avocado Import Association, September 2016.
- Capps, Jr., O., H.L. Goodwin, and L. N. Burns, “Ascertaining the Value of Dairy Feed Ingredients,” Report to H.J. Baker, October 2016.
- Williams, G.W., O. Capps, Jr., and D. Hanselka, “The National Economic Contribution of Agricultural Advertising and Promotion,” Report Prepared for the Commodity Market Roundtable Committee, April 2017.
- Capps, Jr., O., and G.W. Williams, “How Effectively Does the Norwegian Seafood Council Promote Norwegian Seafood Exports,” Report Prepared for the Norwegian Seafood Council, June 2017.

- Penson, J.B., O. Capps, Jr., C.P. Rosson, and R. Woodward, *Introduction to Agricultural Economics*, Pearson, Seventh Edition, August 2017.
- Capps, Jr., O., G.W. Williams, and M. Welch, “Producer Return on Investments in Sorghum Research, Promotion, and Information: An Updated Analysis,” Research Report Prepared for the United Sorghum Checkoff Program (USCP) Board, November 2017.
- Capps, Jr., O., and G.W. Williams, “2018 Update Report: How Effectively Does the Norwegian Seafood Council Promote Norwegian Seafood Exports? Research Report to the Norwegian Seafood Council, May 2018.
- Williams, G.W. and O. Capps, Jr., “How Effectively Does the Norwegian Seafood Council Promote Norwegian Whitefish Exports? Research Report to the Norwegian Seafood Council, June 2018.
- Capps, Jr., O., “Forecasts of Hass Avocado Shipments from Mexico by Size: November 2018 to January 2019,” Report Prepared for the Mexican Hass Avocado Import Association, February 2019.
- Capps, Jr. O., “A Selective Overview of Panel Data with Applications in SAS,” SAS Global Forum 2019 Dallas, April 2019.
- Williams, G.W. and O. Capps, Jr., “How Effectively Does the Norwegian Seafood Council Promote Norwegian Pelagic Exports?” Research Report to the Norwegian Seafood Council, June 2019.
- Williams, G.W. and O. Capps, Jr., “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, Jr. O., and G.W. Williams, “Economic Analysis of the Cotton Market Impacts of Ultra-Low Gossypol Cottonseed,” Research Report to Cotton Incorporated, January 2020.
- Capps, Jr., O., 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, Jr., O., “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 O. Capps, Jr., “A Review of Extant Literature on Post-Rumen (lower Gut) Metabolic Disorders,” Research Report to Lallemand Animal Nutrition, Milwaukee, Wisconsin, April 2021.
- Capps, Jr., O., and G.W. Williams, “Cotton Research and Promotion Program: Economic Effectiveness Study Update,” Research Report to the Cotton Board, Memphis, Tennessee, April 2021.
- Somers, J., O. Hauck, S. Khan. O. Capps, Jr., and G.W. Williams, “Economic Impact Study of USDA Export Market Development Programs,” Prepared for U.S. Department of Agriculture, Foreign Agricultural Service and the U.S. Grains Council, February 2022.
- Capps, Jr., O., and G.W. Williams, “Do U.S. Imports of Hass Avocados from Mexico Seriously Injure or Threaten to Seriously Injure the U.S. Avocado Industry?” Prepared for the Mexican Hass Avocado Import Association (MHAIA), July 2022.

- Capps, Jr., O., 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 Processor Promotion Program—1995 to 2020,” Prepared for the U.S. Department of Agriculture, Agricultural Marketing Service (AMS), Report to Congress, September 2022.
- Capps, Jr., O., 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 Processor Promotion Program—1995 to 2020,” Prepared for the U.S. Department of Agriculture, Agricultural Marketing Service (AMS), Technical Report, September 2022.
- Capps, Jr., O., and M. Welch. “Producer Return on Investments in Sorghum Research, Promotion, and Information: An Updated Analysis from 2008 to 2021,” Prepared for the United Sorghum Checkoff Program (USCP) Board, December 2022.
- Ishdorj, A. and O. Capps, Jr., “A Deeper Look at Milk and Competing Beverage Price Elasticities”, Prepared for the International Dairy Foods Association and the Milk Processor Education Program, March 2023.
- Capps, Jr., O., 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 Processor Promotion Program—1995 to 2021,” Prepared for the U.S. Department of Agriculture, Agricultural Marketing Service (AMS), Report to Congress, August 2023.
- Capps, Jr., O., 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 Processor Promotion Program—1995 to 2021,” Prepared for the U.S. Department of Agriculture, Agricultural Marketing Service (AMS), Technical Report, August 2023.
- Capps, Jr., O., H.L. Goodwin, and L. Burns, “Pricing, Marketing, and Supply Chain Issues Related to U.S. Pecans,” Prepared for the American Pecan Council, August 2023.
- Harvey, L., P. Adler, O. Capps, Jr., H.L. Goodwin, and L. Burns, “Economic Report on Changes in Hawai’i’s Coffee Labeling Law,” A Report Prepared by Guild Consulting for the Hawaii Department of Agriculture, Honolulu, HI, December 29, 2023. [Act222 SLH 2022 FINAL Report on Economic Study on Changes in Coffee Labeling Law](#)
- Williams, G. W. and O. Capps, Jr., “Return on Investment in the American Lamb Checkoff Program: 2024 Update,” A Report Prepared for the American Lamb Board, February 2024.
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The Regents Professor title, which was created in 1996 by the Texas A&M University System Board of Regents, recognizes full-time faculty members who hold the rank of professor or equivalent. Recipients must have provided exemplary service not only to their university, agency, or health science center colleges, but also to their community, the state of Texas, and/or at the international level.

Being designated as a Regents Professor is the highest System-wide honor and carries with it significant responsibilities. Regents Professors are to function as role models within the Texas A&M University System and devote service to System-wide activities, both ceremonial and professional, when requested to do so by their chief executive officer and/or the chancellor.

Being designated as a holder of the Southwest Dairy Marketing Endowed Chair is considered as receiving one of the highest honors that can be bestowed on a faculty member. The highest level of performance, and the national and international recognition of that performance, are inherent guidelines for the appointment of a chair holder.

Recognition as an AAEA Fellow is the most prestigious honor for any agricultural economist. The main consideration for this title is continuous contribution to the advancement of agricultural or applied economics.