

CURRICULUM VITAE

Dr. John R. C. Robinson

Professor and Extension Economist-Cotton Marketing

**Department of Agricultural Economics
Texas A&M AgriLife Extension Service
Texas A&M University System**

June 1, 2021

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Texas A&M AgriLife Extension Service
Texas A&M University System

I. PERSONAL INFORMATION

Specialist: John Robert Calvert Robinson

Title: Professor and Extension Economist-Cotton Marketing

Department: Agricultural Economics, Mail Stop 2124, TAMU, College Station, Texas 77843-2124

Date of Initial Appointment: May 10, 1999

II. EDUCATION

Ph.D. in Agricultural Economics, Texas A&M University, 1993

Dissertation: *Estimation of Non-Market Benefits From Boll Weevil Eradication in the Texas Gulf Coast Region*

Major Professor: Ronald D. Lacewell

M.S. in Entomology, Texas A&M University, 1986

Thesis: *Effectiveness of Two Spraying Systems for Bollworm Suppression, Canopy Penetration, and Drift Reduction in the Rolling Plains of Texas*

Major Professors: Jeffery E. Slosser and J. Knox Walker

B.S. in Entomology (Science Option), Texas A&M University, 1983

III. EXPERIENCE

Current Appointment: Professor and Extension Economist-Cotton Marketing (100% Extension)

Dates: September 1, 2009 to present (January 1, 2005 – August 31, 2009 as Associate Professor).

Position Description

Dr. Robinson's current position continues his longstanding professional emphasis on cotton economics and risk management. His current position entails statewide leadership in developing and delivering Extension education materials and programs focused on cotton risk management, including market outlook, marketing strategies, public policy education, and applied research issues. The target audiences include cotton growers, landowners, merchants, futures brokers, commodity organizations, commodity fund managers, gins, warehouses, other agribusiness, Extension agents, Extension specialists, researchers, news media, policy makers, and the general public. Program implementation is being accomplished through intensive and extensive workshop presentations as well as publications, e-mail, websites, social media, news media channels, professional/scholarly venues, and direct individual contacts with clientele. While this program implementation is focused on Texas clientele, Dr. Robinson's programming is delivered regionally, nationally, and internationally via the internet, recirculation by industry, presentations in national and international venues, and other industry collaborations.

PRIOR EXPERIENCE

Associate Professor and Extension Economist-Management

Department of Agricultural Economics/Texas AgriLife Extension Service, headquartered at the Texas AgriLife Research and Extension Center at Weslaco. 1999-2004. 100% Extension.

- Provided leadership in developing and delivering managerial economics programming, public policy education, and analysis to farmers, ranchers, agricultural businesses, Extension agents, other Extension specialists, researchers, commodity organizations, irrigation districts, policy makers, and the general public.
- Program implementation was through workshop presentations, publications, e-mail, internet, news media channels, professional/scholarly venues, and direct individual contacts with clientele.

Visiting Instructor (non-tenure track)

Department of Agronomy and Resource Sciences, Texas A&M University-Kingsville. Fall Semester, 2003. Taught ABGU 3380 Environmental Economics.

Extension Economist/Assistant Specialist and Assistant Professor (tenure track)

Department of Agricultural Economics, Mississippi State University. 1998-1999. 85% Extension and 15% teaching appointment. Major activities included:

- Developing of public policy education programs, expanding focus to agro-environmental issues like the Food Quality Protection Act, Clean Water Act, and farm programs;
- Maintaining focus on related managerial economics issues for major crops like cotton (e.g., boll weevil eradication program adoption decisions);
- Developing and teaching the Agricultural Economics Department's first offering of AEC 4990 "Introduction to Environmental Economics", (Fall Semester, 1998), a sophomore/junior level survey class (Fall Semester, 1998).

Extension Economist/Assistant Specialist (non-tenure track)

Department of Agricultural Economics, Mississippi State University. 1995-98. 100% Extension appointment with statewide responsibilities for public policy education and crop production economics. This position represented an opportunity to develop a completely new statewide program in public policy education. Major activities included:

- Delivering farm bill education and managerial economics programs for Mississippi row crop producers;
- Between 1996 and 1998 Dr. Robinson delivered presentations in the following venues on the topics of federal farm program developments, boll weevil eradication, crop selection decision making, and related topics in managerial economics:
 - 56 presentations at county-level Extension meetings or workshops
 - 24 presentations at state-level conferences
 - 30 statewide radio broadcasts, and three statewide television broadcasts

Extension Associate and Assistant Research Scientist

Department of Agricultural Economics, Texas AgriLife Research and Extension Center at Weslaco. 1992-1994. Collection and analysis of farm-level data to evaluate cotton IPM and reduced tillage research projects conducted by USDA-ARS Subtropical Agricultural Research Laboratory.

Research Associate, Texas AgriLife Experiment Station

Entomology Research Laboratory, Department of Entomology, College Station. 1986-87. Management of a cotton insecticide screening research program, supervised personnel, maintained research plots, collected and analyzed data, and wrote research reports.

IV. EXTENSION ACTIVITIES

Percent of time budgeted: 100%

Program Statement

Dr. Robinson's academic and professional experience to date emphasizes managerial economics in cropping systems, including production systems, risk management, policy issues, and transportation/logistics issues. His focus as an Extension economist at Mississippi State University linked policy education with managerial implications for major row crops like cotton. This work involved commodity policy, crop production economics, crop insurance and other risk management issues, and pest management issues (e.g., boll weevil eradication and pesticide regulation). A similar focus on production, risk management, and policy issues characterized Dr. Robinson's Extension program in South Texas where the region's crops, climate, and resource endowments offered unique challenges involving specialty crops, water resources, and technology adoption. The majority of this latter work involved issues related to cotton and was the source of Dr. Robinson's scholarly activity and professional service during this period. Dr. Robinson's current assignment emphasizes the risk management portion of his prior experience, but is more broadly defined to include relevant aspects of farm policy, crop insurance, risk reducing production technologies, and transportation/logistics. These various threads are reflected below in the discussion of successful extension, research, and academic collaborations.

Major Accomplishments

Cotton Risk Management Education. Dr. Robinson has successfully delivered his cotton marketing educational program through extensive presentations in Texas county Extension meetings and regional grower associations (please see Tables 1 and 2), as well as in intensive Master Marketer and Risk Management workshops (please see Table 3). On-site program delivery mutually reinforces the other major programming features: semi-monthly publication of columns in the *Southwest Farm Press*, weekly on-line newsletters which focuses on development and implementation of a marketing plan for cotton, and semi-weekly commentary on the Master Marketer Facebook page and on Twitter. The on-line newsletter continues to receive positive feedback from industry (please see Unsolicited Responses section). Lastly, Dr. Robinson has been solicited to provide his written outlook in various industry outlets (please see Articles in Commercial Publications).

Dr. Robinson's national presence and program delivery is illustrated by the following: 1) repeated invitations (2005-2014) to speak at regional risk management workshops sponsored by Cotton Incorporated, 2) his service during 2005 as Chair of the Beltwide Cotton Economics and Marketing Conference, 3) co-authorship of a 2005 *Choices* article on the Brazil WTO cotton case, and invitation to be a discussant on the same topic at a 2006 SAEA organized symposium, 4) numerous invited

presentations to national industry audiences at the Beltwide Cotton Conference, Southern Outlook Conference, USDA Outlook Forum, DTN/The Progressive Farmer Ag Summit, the Agricultural Bankers Association, the Crop Outlook session of the AAEA Annual Meeting, and the World Bank, 5) monthly appearances on the Ag Market Network monthly cotton round table discussion group, heard by roughly 100,000 listeners per broadcast/podcast, 6) invited series of semi-monthly columns on cotton marketing in the *Southwest Farm Press*, with a print media readership of 28,000 per issue, 7) annual invitation (since 2006) to participate in the Congressional Budget Office annual baseline review of cotton farm programs, 8) collaborator in the National Cotton Council's Vision 21 cotton flow study in 2010, 9) continued service as Associate Editor for Economics of the Cotton Foundation's *Journal of Cotton Science*, 10) invitations in 2012, 2014, and 2016 for speaking tours of Tarim University in Xinjiang Province, PRC, 11) annual invitations (since 2010) to present cotton outlook to Plains Cotton Growers quarterly board meeting, 12) invitation to address U.S. cotton policy needs in a 2017 AAEA symposium entitled "Assessing the Pulse of the Farm Bill Debate" at the AAEA Annual Meeting in Chicago, IL., and 13) various invitations outside of Texas to address cotton and/or apparel industry groups, including (a) the Virginia Cotton Growers Association (2008, 2014), (b) the International Glove Association (2013), (c) the Alabama Cotton Expo (2020), (d) the Georgia Cotton Commission annual meeting (2020) and the Great Plains Cotton Conference (KS, OK in 2020 and 2021).

Research Collaborations. Dr. Robinson has continued and expanded several applied research projects since 2006. He channeled successful grantsmanship (please see External Funding section) into seven graduate research assistantships for research on cotton marketing and risk management issues. Four of these have graduated with M.S. degrees. During 2009/10, our ongoing cotton flow research culminated with our involvement in an industry-wide strategic planning effort in cotton flow. This effort was sponsored by the National Cotton Council and contracted with a freight analyst firm, Wilbur Smith Associates (WSA). WSA, in turn, collaborated with us via a subcontract. Robinson took the lead in evaluating baseline and various alternative cotton flow scenarios for industry strategic planning. As a result, the cotton flow research efforts at Texas A&M University received national attention. A final report was delivered in July 2010. Several spin-offs of that research effort include facilitating Rafael Costa's dissertation research modeling, a CNAS report to USDA-AMS, a presentation by Robinson in a 2012 SAEA organized symposium, and a small grant from the Cotton Foundation. A Ph.D. student, Jeff Wright, and the late M.S. student, Rocky Setiawan, worked with Robinson during 2020 on extending this research to include cottonseed flow modeling effort with a small CI grant to incorporate whole cottonseed. Wright and Robinson continued and expanded this work during 2021.

During 2011 and 2012, Robinson collaborated with a M.S. graduate assistant (Jason Pace) to design, seek funding, and implement a major grower survey on cotton marketing practices. This effort led to a successful M.S. thesis, a proceedings paper, several other presentations, and a forthcoming publication in the *Journal of Agribusiness*.

Dr. Robinson led two M.S. graduates in analysis of cotton warehousing performance (Clayton Roots) and whole cottonseed utilization and potential for cross hedging (Wesley Regmund). These latter research results were disseminated via web pages (<http://cottonmarketing.tamu.edu/cross-hedging-whole-cottonseed-with-soybean-futures/>), <https://agriflifeextension.tamu.edu/solutions/higher-stable-returns-whole-cottonseed/>), bulletins (<http://cottonmarketing.tamu.edu/files/2017/05/Cottonseed-Bulletin.pdf>), and video (<https://www.youtube.com/watch?v=ExNMP-HXXCc&feature=youtu.be>).

Lastly, in 2020 Dr. Robinson supervised a new M.S. student, Colton Russell, in applied research methodology, with a focus on econometric forecasting of ICE cotton futures prices. This work has continued during 2021.

Evidence of Program Demand

External Contacts. Dr. Robinson has provided information and analysis in response to over 700,806 direct, external contacts (i.e., office and site visits, phone, and e-mail contacts from non-University system clientele between 1999 and 2020 (Table 1). The number of external contacts rose markedly in 2014 due to the high print circulation rate (28,000 per issue) of monthly or semi-monthly *Southwest Farm Press* columns written by Dr. Robinson, addition to the expanded podcast audience of the monthly Ag Market Network teleconference. The sources of external contacts are from industry leaders, individual producers and/or landowners, various news media, government agency staff, and agribusiness. The main sources of internal requests for information and analysis (not recorded, but fairly substantial) are county Extension agents, Extension and TAES administrators, and other faculty. A large portion of the recipients of Dr. Robinson's presentations are indirect contacts, i.e., audiences at meetings organized by other Extension faculty. These indirect contacts are largely reflected by the 24,395 participants of 568 presentations delivered by Dr. Robinson through December 2020 (Table 1).

Table 1. Summary of Contact and Presentation Data, May 1999 – December 2020.

<i>Calendar Year</i>	<i>External Contacts</i>	<i>Invited Presentations</i>	<i>Presentation Audience</i>
2021	<i>tba</i>	<i>tba</i>	<i>tba</i>
2020	11,548*	32	1,985
2019	10,758*	37	1,659
2018	100,471*	27	959
2017	11,626*	25	966
2016	72,846*	31	2,147
2015	63,053*	18	831
2014	315,749	29	1,421
2013	20,589	30	1,503
2012	21,234	30	1,231
2011	22,729	23	1,182
2010	20,101	16	501
2009	16,983	22	789
2008	12,478	22	965
2007	5,562	23	1,615
2006	3,354	23	1,724
2005	941	20	894
2004	872	33	654
2003	448	25	847
2002	481	26	772
2001	339	44	1,318
2000	123	16	144
1999	69	16	288
TOTAL	712,354	568	24,395

**These annual totals are reported by the TexasData system. However, they are missing a number of high ticket items, e.g., the Southwest Farm Press contacts average 49,000 per month, plus at least 100,000 contact hours PER MONTH via the Ag Market Network podcasts.*

Presentation Topics. A detailed cross section of presentations shows the diversity of subject matter and venue for the two year period beginning January 1, 2020 (Table 2). The main topic area for requested presentations is cotton risk management (e.g., market outlook, hedging, contacting, etc.), delivered

primarily to industry audiences. A number of these outlook and hedging presentations have been outside of Texas in response to invitations from various state and national industry representatives.

Table 2. Detailed Presentation Information for January 1, 2020 through December 31, 2021.

May 19, 2021	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (15 participants)
May 5, 2021	Coastal Bend	<i>Long Term Cost Implications of Plastic Contamination</i> – Zoom presentations in Plastics in Cotton Seminar 2021: Moving Forward (79 participants)
May 3, 2021	National	<i>Whole Cottonseed Price Forecast</i> – Zoom presentation to Dairy Whole Cottonseed Advisory Council Meeting (15 participants)
April 21, 2021	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (15 participants)
April 8, 2021	Statewide	<i>Cotton Market Outlook</i> – Zoom presentation for the Texas Cotton Ginners Association Annual Meeting (75 participants)
March 17, 2021	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (15 participants)
February 17, 2021	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (15 participants)
February 10, 2021	High Plains	<i>Cotton Market Outlook</i> – Zoom presentation for the Windstar Gin Group Clientele (10 participants)
February 9, 2021	Southern Region	<i>Cotton Market Outlook</i> – Zoom presentation for the Commodity Outlook Session, Southern agricultural Economics Association Annual Meeting (20 participants)
February 9, 2021	High Plains	<i>Cotton Market Outlook</i> – Zoom presentation for the Windstar Gin Group Clientele (12 participants)
February 2, 2021	Multi-State	<i>Brief Reflection on the U.S. Safety Net for U.S. Cotton</i> – Zoom presentation to Southwest Cotton Physiology Conference (40 participants)
January 20, 2021	Multi-State	<i>Cotton Market Outlook</i> – Zoom presentation to Red River Crops Conference (140 participants)
January 13, 2021	High Plains	<i>Cotton Market Outlook</i> – Zoom presentation to quarterly board meeting of Plains Cotton Growers (70 participants)
January 20, 2021	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (15 participants)
December 16, 2020	West Region	<i>New Agent Orientation to the Increment Report</i> – Zoom presentation for the Texas AgriLife Extension Agent Training (20 participants)
December 7, 2020	Statewide	<i>New Agent Orientation to the Increment Report</i> – Zoom presentation for the Texas AgriLife Extension Agent Training (80 participants)
December 3, 2020	Panhandle	<i>Cotton Market Outlook</i> – Zoom presentation for the Cotton U Session of the Virtual Amarillo Farm Show (100 participants)
November 18, 2020	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (18 participants)
October 22, 2020	South Texas	<i>Cotton Market Fundamentals and Marketing Strategies</i> – Zoom presentation for the Weslaco Virtual Master Marketer Workshop (140 participants)
October 21, 2020	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (22 participants)

September 24, 2020	Statewide	<i>Cotton Market Update</i> – Zoom presentation for Co-op Managers meeting (21 participants)
September 16, 2020	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (30 participants)
September 15, 2020	West Central	<i>Cotton Market Update</i> – Zoom presentation for the West Region Cotton Marketing Workshop (10 participants)
August 19, 2020	West Central	<i>Cotton Market Update</i> – Zoom presentation for the West Region Cotton Marketing Workshop (20 participants)
August 19, 2020	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (45 participants)
July 15, 2020 ⁴	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (44 participants)
June 17, 2020	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (32 participants)
May 20, 2020	Coastal Bend	<i>Cotton Market Update</i> – Zoom presentation for the Southeast Regional Initiative Row Crop Marketing Update (36 participants)
February 27, 2020	Plainview, TX	<i>Cotton Market Outlook</i> – Invited presentation to Quarterway Gin customers and ECOM USA staff (30 participants)
February 26, 2020	Wichita, KS	<i>Cotton Market Outlook</i> -- Presented at Great Plains Cotton Conference (150 participants)
February 25, 2020	Hereford, TX	<i>Cotton Market Outlook</i> -- Presented at Deaf Smith Cotton Conference (25 participants)
February 20, 2020	Perryton, TX	<i>Cotton Market Outlook</i> -- Presented at Northeast Panhandle Cotton Conference (40 participants)
February 13, 2020	Dothan, AL	<i>Cotton Market Outlook</i> -- Presented at Annual Wiregrass Cotton Expo Conference (125 participants)
February 6, 2020	Amarillo, TX	<i>U.S. Cotton Market Fundamentals</i> -- Presented at High Plains Crops Risk Management Conference (33 participants)
February 4, 2020	Muleshoe, TX	<i>Cotton Market Outlook</i> -- Presented at Llano Estacado Cotton Conference (28 participants)
February 3, 2020	Spur, TX	<i>Cotton Market Outlook</i> -- Presented at West Plains Cotton Conference (33 participants)
January 29, 2020	Tifton, GA	<i>Cotton Market Outlook</i> -- Presented at Annual Meeting of the Georgia Cotton Commission (35 participants)
January 28, 2020	Spearman, TX	<i>Cotton Market Outlook</i> -- Presented at High Plains Cotton Conference (40 participants)
January 23, 2020	Wharton, TX	<i>Cotton Market Outlook</i> -- Presented at Wharton County Extension Cotton Conference (175 participants)
January 22, 2020	Altus, OK	<i>Cotton Market Outlook</i> -- Presented at Red River Crops Conference (140 participants)
January 21, 2020	Dumas, TX	<i>Cotton Market Outlook</i> -- Presented at Northwest Panhandle Cotton Conference (43 participants)
January 16, 2020	Idalou, TX	<i>Cotton Market Outlook and Risk Management Strategies</i> -- Presented at meeting of Vista Bank clientele (30 participants)
January 15, 2020	Lubbock, TX	<i>Cotton Market Outlook</i> -- Presented at quarterly board meeting of Plains Cotton Growers (70 participants)
January 15, 2020	Clarendon, TX	<i>Cotton Market Outlook</i> -- Presented at Southeast Panhandle Ag Conference (50 participants)
January 14, 2020	Monte Alto, TX	<i>Cotton Market Outlook</i> -- Presented at Rio Grande Valley Pre-Plant Meeting (160 participants)
January 10, 2020	Levelland, TX	<i>Cotton Market Outlook</i> -- Presented at West Plains Cotton Conference (100 participants)

January 9, 2020

Austin, TX

U.S Cotton Market Outlook – Invited presentation at Economic Outlook Session, Beltwide Cotton Economics and Marketing Conference (80 participants)

Web Page Visits. Dr. Robinson's newsletter has been on-line since 2005. As measured by www.sitemeter.com between early 2006 and Dec. 17, 2012, a total of 74,820 page visits resulted in an average of 27 page views per day. Since November 2013, the newsletter web traffic has been tracked by Google Analytics. During 2017, the newsletter site had 34,357 page views. The list of external industry recipients of weekly posting email announcements is currently 359.

Presentation and Workshop Organization. Formal evaluation results are generally limited to workshop settings. In 2002, Dr. Robinson organized a three-hour session for the Fall Master Marketer Workshop entitled "Marketing Specialty Crops from Scratch." The session involved two invited speakers from the produce industry, followed by an original group exercise to develop a marketing plan for a hypothetical specialty crop. The overall session rating was 4.21 where 5 = Excellent and 1 = Poor. In 2003, Dr. Robinson delivered a three-hour presentation and spreadsheet demonstration entitled "How to Be a Good Analyst" for the Tomorrow's Top Agricultural Producers Program. The overall rating for this session was 3.83 where 5 = Excellent and 1 = Poor. The specific ratings for the quality of presentation and materials were, respectively, 3.67 and 3.90.

Table 3 summarizes evaluation summaries of Dr. Robinson's presentations and materials for cotton focused sessions of the most recent five (in person) Master Marketer workshops. All of these session evaluations exceeded 4 on a 1-5 Likert scale. In addition, the Master Marketer ratings of the Cotton Session showed improvement from 2012 to 2015.

Table 3. Evaluation Ratings for Robinson Presentations in On-Site (Live) Master Marketer Programs in the Most Recent Five Years.

		Rated on a scale of 1 to 5 (1 = poor and 5 = excellent)				
		Rating				
Course	John Robinson	2014 (Vernon)	2015 (Amarillo)	2016 (Abilene)	2018 (Waco)	2019 (Lubbock)
Master Marketer:						
Cotton Fundamentals	Overall quality	4.52	4.71	4.38	4.94	4.74
	Quality of materials	4.44	4.74	4.40	4.94	4.69
Cotton Marketing						
Simulation Exercise	Overall quality	4.71	4.63	4.60	4.82	4.89
	Quality of materials	4.71	4.63	4.55	4.82	4.86

The 2020 Master Marketer workshop was in a virtual format with slightly different evaluation results. Dr. Robinson presented "Cotton Fundamentals" in a commodity outlook session that showed a knowledge gain from 2.61 to 3.45 (+0.84) using a knowledge scale of 1 to 5, with 1 being 'none', 2 being 'low', 3 being 'moderate', 4 being 'advanced', and 5 being 'high'. The overall session quality rating was rated 4.27, and Robinson's individual presentation was rated 4.59 (both on a scale of 1 to 5, with 1 being 'very poor' and 5 being 'excellent').

There are generally fewer data available to evaluate presentations in county extension programs. These county and regional extension programs are typically interdisciplinary and do not break out evaluation

ratings by individual speaker. The results from the 2019 Red River Crops Conference is typical, where Robinson's ratings are embedded in the overall Cotton Session (1=Poor, 5=Excellent):

1. How would you rate the quality of the speakers -- 4.57
2. How would you rate the facilities -- 4.44
3. How would you rate the overall conference -- 4.43
4. Will you make changes to pending production and/or marketing plans based on the information received, where 1= definitely not, 3=undecided, and 5=definitely will, 51% expected, at least minimally, to change their production and/or marketing plan.

The following five evaluations (Table 4a-e), are more focused on risk management topics. These venues included one county Extension workshop in Corsicana, Texas in 2009, an invited presentation in a national workshop sponsored by DTN/The Progressive Farmer in 2010, and two Crop Risk Management Workshops in 2011. These workshops involved material presented by Drs. Robinson and Welch, all involved hands-on marketing simulation exercises, and both indicated knowledge gained. The most recent workshop evaluation is from December 2016, in Weslaco (Table 4e.).

Table 4a. Navarro County Commodity Marketing Workshop, February 13, 2009.

Presentation Topic	Pre-test	Post-test	Change in knowledge or understanding
Risk Management Strategies	2.3	3.6	+56.5%
Cotton/Grain Market Outlook	2.5	3.8	+52.0%
Understanding Marketing Tools	2.4	3.5	+45.8%

Note: Evaluations based on five-point scales of pre/post knowledge where 1=Non-Existent, 2=Poor, 3=Average, 4=Good, and 5=Excellent.

Notes: 90% of attendees (9 of 10) indicated "yes" (6), "probably" (1), or "maybe" (2) that they would implement some of the strategies discussed. 83.3% (5 of 6) indicated that their attitude about risk management and marketing had changed as a result of the program. The person that indicated no attitude change commented that the program supported his existing attitude. 100% of those who identified themselves as a farmer (7 of 7) said "yes" or "hopefully" when asked if the program would improve the profitability of their operation.

Table 4b. Cotton/Grain Trade Simulation, DTN Ag Summit, Chicago, IL, December 7, 2010.

Your Understanding of:	Levels and types of risk protection offered by various forms of crop insurance	How crop ins choices and marketing strategies work together	Tools available to manage risk and alternative marketing strategies	How to use risk management tools and confidence in using them	Ability to communicate with partners in oper about risk mgmt topics and concerns
Poor and Fair Before	17	17	18	18	16
Poor and Fair After	10	10	5	11	6
% Change	-41%	-41%	-72%	-39%	-63%
Good and Excellent Before	12	12	10	10	12
Good and Excellent After	16	16	21	15	20
% Change	+33%	+33%	+110%	+50%	+67%

Overall, how satisfied are you with this activity? Mostly or Completely, 77%

Do you anticipate benefiting economically as a direct result of what you learned from this Extension activity? Yes, 78%

Would you recommend this particular activity to others? Yes, 96%

Table 4c. South Texas Cotton/Grain Risk Management Workshop, Robstown, TX, October 25, 2011.

Agree / Disagree Statements				
STATEMENTS	Strongly Disagree	Disagree	Agree	Strongly Agree
I have a better understanding of the levels and types of risk protection offered by various forms of crop insurance.			73%	27%
I have a better understanding of how crop insurance choices and marketing strategies work together.			64%	36%
I have a better understanding the tools available to manage risk and alternative marketing strategies.			55%	45%
I have a better understanding how to use risk management tools and confidence in using them.			50%	50%
I have an increased my ability to communicate with partners in my operation about risk management topics and concerns.			60%	40%

Note: Between 60% and 75% of respondents indicated they would implement various hedging strategies using futures and options as a result of this workshop.

Table 4d. Upper Coast Cotton/Grain Risk Management Workshop, Wharton, TX, November 4, 2011.

Agree / Disagree Statements				
STATEMENTS	Strongly Disagree	Disagree	Agree	Strongly Agree
I have a better understanding of the levels and types of risk protection offered by various forms of crop insurance.			38%	62%
I have a better understanding of how crop insurance choices and marketing strategies work together.			46%	54%
I have a better understanding the tools available to manage risk and alternative marketing strategies.			50%	50%
I have a better understanding how to use risk management tools and confidence in using them.			67%	33%
I have an increased my ability to communicate with partners in my operation about risk management topics and concerns.			54%	46%

Note: Between 80% and 90% of respondents indicated they would implement various hedging strategies using futures and options as a result of this workshop.

Table 4e. Rio Grande Valley Cotton and Grain Workshop (December 6-7, 2016). Responses to “How likely will the information presented at this workshop impact your marketing of feed grain and cotton in 2017?”

	Responses (percent)	(Pre) (count)	Responses (percent)	(Post) (count)
Not Applicable	12%	3	5%	1
Definitely will not	0%	0	0%	0
Probably Not	0%	0	5%	1
May or May Not, Not Sure	16%	4	5%	1
Probably Will	40%	10	55%	11
Definitely Will	32%	8	30%	6
Totals	100%	25	100%	20

This two-day workshop included a pre and post-test evaluation. This evaluation included pre and post expectations of grain and cotton prices, as well as pre and post acreage intentions. We intend to use these data to eventually estimate dollar impacts from our influence on the actual 2017 acreage allocation (i.e., following the conclusion of the 2017 crop season). In the meantime, over a range of nine pre/post questions testing knowledge of hedging concepts, we measured a 15% gain in knowledge (as reflected by the percent of previously incorrect responses that shifted to the correct response). The summary assessment question is presented above.

2017 Cotton and Grain Risk Management Workshops: Evaluation Summary

Wharton (October 19)

- Evaluations Completed: 9 (7,712 acres or 964 average)
- Average Anticipated Benefit/Acre: \$12.50; Estimated Total Estimated Benefit: \$96,400 or \$12,050 Average Per Farm
- Mostly or Completely Satisfied with Program: 88.88%

Weslaco (November 8)

- Evaluations Completed: 6 (21,500 acres or 5,375 average)
- Average Anticipated Benefit/Acre: \$50; Estimated Total Estimated Benefit: \$1,075,000
- Mostly or Completely Satisfied with Program: 83.33%

Victoria (December 5)

- Evaluations Completed: 5 (10,140 acres or 1,268 average)
- Mostly or Completely Satisfied with Program: 100.00%
- Average Improvement in Understanding of Budgeting, Insurance Changes and Choices, Risk Management, and Marketing Strategies: 84.1%

Uvalde (December 12)

- Evaluations Completed: 2 (3,000 acres; 1 reported 0 acres)
- Mostly or Completely Satisfied with Program: 100.00%
- Average Improvement in Understanding of Budgeting, Insurance Changes and Choices, Risk Management, and Marketing Strategies: 100.00%

Cotton Marketing and Economic Risk Management Program Evaluations in the North Region, January–April, 2019

Questions (Knowledge)	Before	After	% Change
How to incorporate market fundamentals in a marketing plan	2.28 (216.3)	3.08 (292.4)	26.6% (95)
How to incorporate technical analysis in a marketing plan	2.34 (119.3)	2.95 (150.2)	20.1% (51)
Benefits of writing a marketing plan	2.52 (128.4)	3.06 (156.1)	18.0% (51)
Importance of knowing cost of production in developing your price targets	2.87 (146.6)	3.22 (164.4)	11.7% (51)
Knowledge of marketing alternatives and market productions	2.37 (346.6)	3.11 (454.7)	24.8% (146)
Understanding marketing tools such as options, futures, etc.	2.43 (17.0)	3.29 (23.0)	28.7% (7)

Questions (Adoption)	Could	Intend to Adopt	% Adoption
Develop a written marketing plan	83	52	62.6%
Utilize insurance decision tools developed by AgriLife Extension	44	33	75.0%
Participation in farm assistance programs to determine production levels/requirements/systems	66	41	62.1%
Develop a personalized cotton budget with breakeven cost of production	150	100	66.6%
Utilizer price risk management tools (options, futures, insurance)	149	97	65.1%

12 participants with estimated returns of \$10.74/acre = \$86,897.00 (Hall/Donley)

7 participants with estimated returns of \$12.04/acre = \$261,770.00 (Hall/Donley)

2019 Evaluation Summary of South Texas Cotton & Grain Risk Management & Marketing

Workshops – Relevance: With low crop prices and increasing production costs, crop producers could be in for marginal returns in 2020. Determining costs of production and break-even prices and developing marketing strategies will be key to profitability. **Response:** Texas A&M AgriLife Extension specialists planned, developed, and presented workshops to address management practices and options to help crop producers make better informed decisions for the 2020 crop year to have a positive impact on bottom-line profits. **Results:** Three programs were conducted October–November—October 9 in Sinton (Bee, Nueces, San Patricio, and Refugio counties); October 17 in Wharton (Fort Bend, Jackson, Matagorda, and Wharton counties); and November 6 in Victoria (Calhoun, De Witt, Jackson, and Wharton counties). Budgeting decision tools, cotton and grain outlook, and marketing tools and strategies were presented at the programs. Of the 44 producers attending, 93.02% had a favorable level of satisfaction with the program. Approximately 50% reported plans to increase the use of practices presented. Respondents had a 45.6% average gain in overall knowledge. On average, producers valued the information at \$12.08 per acre. The average producer in the meetings manages 1,709 acres, resulting in an average value of \$20,645/operation.

Unsolicited Responses to Programs

The following selected excerpts from unsolicited messages to Dr. Robinson, reproduced here as informal indicators of the quality or contribution of educational programs delivered:

- “John, thanks so much for the follow up! I have heard nothing but good things about you and now I know why! I enjoyed your program yesterday and appreciate your candor and presentation style.” **David Joseph, October 4, 2018.**
- “On behalf of Monsanto’s Global Cotton and Specialty Crops Technology Team, we’d like to thank you for taking the time to meet with us in St. Louis to discuss the current cotton market outlook. The information presented and your insights were helpful in strengthening our understanding of complex global cotton market dynamics.” **Shannon M. Hauf, Global Cotton and Specialty Crops Technology Lead, October 28, 2015.**
- “I enjoy reading your report. Absolutely the best and most thorough. Please add me to the list of recipients.” **Rgds, Corky Covington, Baco Trading, Inc., McKinney, TX, September 20, 2012.**
- “I want to thank you for presenting ‘U.S. Area and Prices in an Up Market’ at this year’s Beltwide Cotton Economics Symposium. You provided an excellent summary of the factors affecting U.S. regional cotton area and production and your projections were both thoughtful and timely.” **Carol Skelly, Fibers Analyst, USDA World Agricultural Outlook Board, January 19, 2011.**
- “John, I really enjoyed the options workshop. This is a great tool to help producers understand options. Keep up the good work.” **Sean Privitera, Commodity/futures Market Analyst, Brugler Marketing and Management LLC, January 7, 2011.**
- “Thanks so much for meeting with our Cotton Growers Warehouse Association board of directors this weekend. We received many good comments in that you helped us to better understand the rather complicated chain of events that lead to the cotton market volatility earlier this year... I have had a couple requests for your presentation.” **Andy Jordan, Cotton Growers Warehouse Association, November 17, 2008.**
- “Good morning, Roger; I am writing to thank you for the information you sent regarding sources of data and news of the cotton market. I am especially grateful for your directions to Texas A&M and Dr. Robinson’s web page. Excellent presentation!” **Cecil Chadoir to Roger Haldenby, Plains Cotton Growers, October 29, 2006.**
- “I think your weekly letter is one of the best things for our industry to come along in a long, long while. In my opinion, it opens up a whole new world for producers.” **Mike Stevens, Swiss Financial Services, November 14, 2005.**
- “Just a note to say thanks for helping us with the food safety training. You certainly did make an otherwise dull topic into one that was extremely interesting and informative. Judging by the interactions that you were able to generate, I would have to say you hit it out of the park.” **Dr. Frank Dainello, Extension Horticulture Specialist, June 10, 2004.**

- “We consider ourselves fortunate to have someone such as you address our membership. Your speech definitely added to the program. Our industry is facing so many critical issues and you reinforced our focus. It was exactly what we needed to hear. I heard many favorable comments following your presentation. In fact, excerpts from your speech came up in many conversations throughout the rest of the meeting.” **Patrick T. Miller, President, Texas Ag Industries Association, October 25, 2002.**
- “Just wanted to say thanks for assisting with the meetings in our area. Your information was great and you did a great job presenting it. Thanks also for providing the data to us. I am sure it will be very useful in the next month or so.” **Rick Jahn, CEA-AG, Calhoun County, December 15, 2001.**
- “I just read your ‘Putting a Pencil to Late-Season Input Decisions’ paper which accompanied a recent Pest Alert mailing. Well done! I will use this in AGECE 325 and 425 this is a great example of applying managerial economics.” **Dr. Ed Rister, Professor, Agricultural Economics, Texas A&M University, September 15, 2000.**

V. TEACHING ACTIVITIES

Percent of time budgeted in Current Appointment: 0%

- Committee Chair for Ph.D. student Jeffrey Wright (2019-present).
- Committee Chair for M.S. student Rocky Setiawan (2020-2021).
- Committee Chair for M.S. student Wesley Regmund (graduated December, 2016).
- Committee Chair for M.S. student Clayton Roots (of Cargill Cotton, graduated December 2016).
- Committee Member for Ph.D. student, Trey Cutts (2013 graduate Soil & Crop Sciences).
- Committee Chair for M.S. student, Jason Pace who graduated in December, 2012.
- Committee Member for M.S. student, Brant Wilbourn, who graduated in May, 2012
- Committee Member for M.S. student, Robyn Ollerton (ALEC).
- Committee Chair for M.S. student (Donna Mitchell) who graduated in August, 2009.
- Appointment as a Member of the Graduate Faculty (August, 2008)
- Regular participant in Dr. Litzenburg’s sales class project presentations
- Special appointment to four M.S. thesis committees in 2007 (i.e., three involving my funding of research assistantships to work on my applied research projects)
- Directing non-dissertation research of two Ph.D. students in 2007 (i.e., via funding research assistantships to work on my applied research projects)
- Guest Lecturer in AGECE 429 (4/27/06) on “The WTO and U.S. Cotton: A Case Study in Trade & Commodity Policy”
- Role player (buyer) in Litzenburg’s sales class exercises (4/20/06) and 11/15/12)
- Visiting Instructor, Department of Agronomy and Resource Sciences, Texas A&M University-Kingsville. Fall Semester, 2003, teaching ABGU 3380 Environmental Economics
- Invited guest lecturer for graduate-level horticulture class at Texas A&M Kingsville at Weslaco Citrus Center on “Economics of Texas Citrus” (11/6/02)
- Membership (through August 2005) on Graduate Faculty (External Membership) at Texas A&M-Kingsville, and Membership on two Master’s committees, Department of Agricultural Sciences, Texas A&M University-Kingsville
- Invited guest lecturer for graduate-level horticulture class at Texas A&M Kingsville at Weslaco Citrus Center on “Economics of Texas Citrus” (11/27/00)

- Mississippi State University, Department of Agricultural Economics. 15% Teaching appointment from 1998-1999. Responsibilities involved the following teaching and advisory activities:
 - Developing and teaching the Agricultural Economics Department's first offering of AEC 4990 "Introduction to Environmental Economics" (Fall Semester, 1998), a sophomore/junior level survey class (Fall Semester, 1998). Developed course outline, Powerpoint-based lecture materials, and class exercises (e.g., double-oral auction experiment on trading marketable pollution permits)
 - Level II Graduate Faculty status. Service on one Agricultural Economics doctoral student (1998) advisory committee and one master's student (1997) advisory committee
 - Department's undergraduate curriculum review process (1997)

VI. SERVICE ACTIVITIES

Professional Service

2013/14	Texas Extension Specialists Association, Past President
2012/13	Texas Extension Specialists Association, President
2011/12	Texas Extension Specialists Association, President elect
2008-2011	Texas Extension Specialists Association, Treasurer
2007	Coordinator and moderator of symposium entitled "Linking Rural Texas to the Global Marketplace" within the 2008 annual meeting of the Transportation Research Forum, Ft. Worth, TX, March 17, 2008
2005-2006	Beltwide Cotton Economics and Marketing Conference, Chair
2004-present	Manuscript reviewer, <i>Journal of Agricultural and Applied Economics</i>
2004-2005	Beltwide Cotton Economics and Marketing Conference, Vice Chair and coordinator of symposium entitled "Cotton Economic Outlook" in the Beltwide Cotton Production Conference, New Orleans, LA. January 2005
2004	Co-organizer (with Parr Rosson) of a 2003 SAEA Organized Symposium entitled "Mandatory Country of Origin Labeling: Impacts and Issues for Extension and Applied Research." Southern Agricultural Economics Association Annual Meeting, Tulsa, OK. February 17, 2004
2003-present	Associate Editor, Economics Section, <i>Journal of Cotton Science</i> (Cotton Foundation/National Cotton Council)
2003	Organizer of a free session at 2003 AAEA Annual meeting in Montreal, QB, July 29, 2003, entitled "Risk Management Education for Horticultural and Specialty Crops."
2001-2002	Manuscript reviewer, <i>Journal of Economic Entomology</i> , Ento. Society of America
2000-2002	Assistant Technical Editor, <i>Journal of Cotton Science</i> (Cotton Foundation/National Cotton Council)
1999-present	AAEA Selected Paper and Poster Reviewer
1999	Organizer of an organized symposium at the 1999 AAEA Annual meeting in Nashville, TN, August 8-1, entitled "FQPA and FAIR Act: How Will They Affect Pesticide Demand and Supply?"
1998-2001	Southern Region representative on the National Public Policy Education Committee, involved in planning, coordination, and participation in the Farm Foundation's annual NPPE Conference
1995-1999	Mississippi Agricultural Economics Association Vice President, 1997/98; President, 1998/99
1996	Organizer and moderator of a symposium entitled "1996 Farm Bill: Implications and Opportunities for IPM." 1996 Annual Meeting of the National Entomological Society of America, Louisville, KY.

- 1996 Organizer and moderator of a symposium entitled "Theory and Practice of Dispute Resolution by Coalitions of Agricultural Resource Users." 1996 Annual Meeting of American Agricultural Economics Association, San Antonio, Texas
- 1988-present Membership and regular participation in annual meetings of American Agricultural Economics Association, Beltwide Cotton Economics and Marketing Conference, and Southern Agricultural Economics Association

Departmental/University System Service

- 2021-2022 Faculty Evaluation Committee
- 2014-2015 Faculty Evaluation Committee
- 2013 Chair of Dept. Search Committee for Extension/Research International Trade Position
- 2013 Chair of Dept. Search Committee for District 11 Extension Economist/Management
- 2012-present Departmental Awards Coordinator
- 2010-present Director of the Extension's Increment Report Project, including management of the agricultural income database, annual survey process, graduate assistant supervision, and servicing information requests from Administration and external clientele.
- 2007-2012 Departmental Extension Awards Subcommittee (Chair since September 2010)
- 2007-2010 Departmental Seminar Committee (chair)
- 2006-2007 Search Committee and Advisory Committee for Computer and IT Services
- 2006-present Departmental Extension Advisory Committee
- 2005 Chair of Dept. Search Committee for horticulture marketing specialist position
- 2001-2003 Member of TAES Search Committee for Weslaco irrigation engineer position
- 1997-1999 MSU Div. of Ag, Forestry & Vet Medicine Faculty Senate, Departmental Representative & Executive Committee, 1997/98; Faculty Senate Chair, 1998/99
- 1995-99 Mississippi State University Extension representative on Southern Extension Public Affairs Committee. Committee Vice Chair, 1997/98; Chair, 1998/99
- 1997 Mississippi State University Department of Agricultural Economics Committees: Departmental Faculty Search Committee, 1997; Departmental Cotton Budget Committee Chair, 1997-1998
- 1996-1998 MSU Extension Committees: MSU Extension Search Committee, Stoneville Position, Co-Chair, 1998; MSU Extension Cotton Program Action Team, 1996/98; MSU Extension New Staff Orientation Committee Chair, 1998

Government Service

- 2006-present Reviewer of cotton farm program baseline for Congressional Budget Office
- 2003 Consultant to Mississippi Agriculture and Forestry Experiment Station
- 2002-2004 Alternate Public Consultant, South Texas Melon Committee (USDA Mktg Order)
- 2002-2003 USDA Southern Region SARE Professional Development Preproposal Reviewer
- 1999-2004 Public Consultant/Member, South Texas Onion Committee (USDA Mktg Order)
- 1997-98 Regional representative of National Advisory Council for the Federal Crop Insurance Corporation

Community and Industry Service

- 2010-2013 St. Thomas Early Learning Center. Board member and Treasurer.
- 2003-2004 Sustainable Agronomic Education Association (a non-profit, private organization based in Edinburg, TX). Board member and Treasurer

VII. GRANTS AND CONTRACTS AWARDED

Over his professional career Dr. Robinson has managed \$736,497 in grant awards to date. The following table provides an additional summary of funding awards, with the complete list following.

Table 5. Robinson Grants and Contracts Summary through 2019, By Internal & External Sources.

Type and Role	Since Last Promotion (Sept. 2009)		Career	
	Total \$s to All PIs	\$s Allocated to Your Program	Total* \$s to All PIs	\$s Allocated to Your Program
External Competitive				
PI	106,035	106,035	366,035	366,035
Co-PI/Collaborator	219,675	76,100	706,712	143,762
Total (PI + Co-PI)	303,110	159,435	1,072,747	509,797
External Other				
PI	100,800	81,800	150,800	150,800
Co-PI/Collaborator	0	0	62,000	62,000
Total (PI + Co-PI)	100,800	81,800	212,800	212,800
Internal				
PI	0	0	45,000	45,000
Co-PI/Collaborator	0	0	218,120	62,000
Total (PI + Co-PI)	0	0	263,120	107,000

**Note: These totals in this column are underestimated due to lack of data on other CoPI award amounts.*

List of Funding Awards through December 2021

- Cotton Incorporated Core Funding. 2021. “Factors Leading to Plastic Contamination of Cotton Lint and Impact on Demand.” Principal investigator (i.e., manager of total award). **\$20,000.**
- Texas State Support Committee/Cotton Incorporated. 2020. “Impact of Changing Supply and Demand Conditions On the Flow and Value of Tx Cottonseed.” (Co-manager with Jeffrey Wright). **\$4,500.**
- Texas A&M AgriLife Research (sub-contract). FY 2019. “Improving Cotton Production in Azerbaijan for Agro Center, Baku, Azerbaijan. Collaborator, managing ca. **\$12,600** of a \$66,644 total award.
- USDA-Risk Management Agency. FY 2019. “Risk Management Education and Tools for Improved Decision Making, 2018-20.” Collaborator, managing ca. **\$10,000** of a \$98,931 total award.
- Texas State Support Committee/Cotton Incorporated. 2019. “Customized IMPLAN Modeling of Regionalized Texas Cotton Value Chains.” (Co-manager with Rebekka Dudensing). **\$9,000.**
- Texas State Support Committee/Cotton Incorporated. 2018. “Customized IMPLAN Modeling of Regionalized Texas Cotton Value Chains.” (Co-manager with Rebekka Dudensing). **\$9,000.**
- Cotton Incorporated Core Funding. 2016. “Evaluating More Efficient Methods of Cotton Warehousing.” Principal investigator (i.e., manager of total award). **\$3,500.**
- Cotton Incorporated Core Funding. 2015. “Evaluating More Efficient Methods of Cotton Warehousing.” Principal investigator (i.e., manager of total award). **\$3,000.**

- Cotton Incorporated Core Funding. 2015. "Integrating Marketing, Revenue Insurance, and Policy." Principal investigator (i.e., manager of total award). **\$7,000.**
- Cotton Incorporated Core Funding. 2015. "The Cotton Marketing Planner Newsletter Project." Principal investigator (i.e., manager of total award). **\$2,500.**
- Cotton Incorporated Core Funding. 2014. "Evaluating More Efficient Methods of Cotton Warehousing." Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2014. "Integrating Marketing, Revenue Insurance, and Policy." Principal investigator (i.e., manager of total award). **\$7,000.**
- Cotton Incorporated Core Funding. 2014. "The Cotton Marketing Planner Newsletter Project." Principal investigator (i.e., manager of total award). **\$2,500.**
- Texas State Support Committee/Cotton Incorporated. 2013. "Evaluating More Efficient Methods of Cotton Warehousing." Principal investigator (i.e., manager of total award). **\$3,300.**
- Cotton Incorporated Core Funding. 2013. "Evaluating More Efficient Methods of Cotton Warehousing." Principal investigator (i.e., manager of total award). **\$2,000.**
- Cotton Incorporated Core Funding. 2013. "Marketing Choices by Texas Cotton Growers." Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2013. "Cost and Flow Pattern Impacts of Alternative Cotton Futures Delivery Points in Texas." Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2013. "The Cotton Marketing Planner Newsletter Project." Principal investigator (i.e., manager of total award). **\$2,500.**
- Texas State Support Committee/Cotton Incorporated. 2012. "Marketing Choices by Texas Cotton Growers." Principal investigator (i.e., manager of total award). **\$20,000.** Competitive.
- Cotton Incorporated Core Funding. 2012. "Marketing Choices by Texas Cotton Growers." Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2012. "Cost and Flow Pattern Impacts of Alternative Cotton Futures Delivery Points in Texas." Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2012. "The Cotton Marketing Planner Newsletter Project." Principal investigator (i.e., manager of total award). **\$2,500.**
- Cotton Foundation. 2011. Undesignated gift to support cotton flow research. **\$2,500.**
- Texas State Support Committee/Cotton Incorporated. 2011. "Cost and Flow Pattern Impacts of Alternative Cotton Futures Delivery Points in Texas." Principal investigator (i.e., manager of total award). **\$25,000.** Competitive.
- Cotton Incorporated Core Funding. 2011. "Cost and Flow Pattern Impacts of Alternative Cotton Futures Delivery Points in Texas." Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2011. "The Cotton Marketing Planner Newsletter Project." Principal investigator (i.e., manager of total award). **\$2,500.**
- Wilbur Smith Associates. 2010. "Consulting Service for the competitive Flows of U.S. Cotton." Principal investigator (i.e., manager of total award). **\$39,035.** Competitive.
- Texas State Support Committee/Cotton Incorporated. 2010. "Measuring Distribution Patterns and Costs of the Transportation/Logistics Network for Texas Cotton." Principal investigator (i.e., manager of total award). **\$7,000.** Competitive.
- Cotton Incorporated Core Funding. 2010. "Measuring Distribution Patterns and Costs of the Transportation/Logistics Network for Texas Cotton." Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2010. "The Cotton Marketing Planner Newsletter Project." Principal investigator (i.e., manager of total award). **\$2,500.**
- Texas Food and Fibers Research Program, Texas Department of Agriculture, FY2010 through FY2011 (two year award). "The Transportation/Logistics Network for Texas Cotton – From Gin To Mill." Principal investigator (i.e., manager of total award). **\$20,000 per year.** Competitive.

- Texas State Support Committee/Cotton Incorporated, 2009. “Measuring Distribution Patterns and Costs of the Transportation/Logistics Network for Texas Cotton.” Principal investigator (i.e., manager of total award). **\$7,000.** Competitive.
- Cotton Incorporated Core Funding. 2009. “Measuring Distribution Patterns and Costs of the Transportation/Logistics Network for Texas Cotton.” Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2009. “The Cotton Marketing Planner Newsletter Project.” Principal investigator (i.e., manager of total award). **\$2,500.**
- Texas State Support Committee/Cotton Incorporated, 2008. “Measuring Distribution Patterns and Costs of the Transportation/Logistics Network for Texas Cotton.” Principal investigator (i.e., manager of total award). **\$7,000.** Competitive.
- Texas State Support Committee/Cotton Incorporated, 2008. “Evaluating Forward Pricing Strategies and Potential Loan Program Changes on the Marketing of Texas Cotton.” Principal investigator (i.e., manager of total award). **\$20,000.** Competitive.
- Cotton Incorporated Core Funding. 2008. “Measuring Distribution Patterns and Costs of the Transportation/Logistics Network for Texas Cotton.” Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2008. “The Cotton Marketing Planner Newsletter Project.” Principal investigator (i.e., manager of total award). **\$2,500.**
- Texas Food and Fibers Research Program, Texas Department of Agriculture, FY2008 through FY2009 (two year award). “Analyzing the Transportation/Logistics Network for Texas Cotton.” Principal investigator (i.e., manager of total award). **\$25,000 per year.** Competitive.
- Cotton Incorporated Core Funding. 2007. “Measuring Distribution Patterns and Costs of the Transportation/Logistics Network for Texas Cotton.” Principal investigator (i.e., manager of total award). **\$3,000.**
- Cotton Incorporated Core Funding. 2007. “The Cotton Marketing Planner Newsletter Project.” Principal investigator (i.e., manager of total award). **\$2,500.**
- Texas Agricultural Experiment Station Production Systems. FY 2007. “Enhancing Irrigation Risk Management Capabilities.” Collaborator. **\$15,000 of the total award.** Competitive.
- Texas State Support Committee/Cotton Incorporated, 2007. “Measuring Distribution Patterns and Costs of the Transportation/Logistics Network for Texas Cotton.” Principal investigator (i.e., manager of total award). **\$10,000.** Competitive.
- Cooperative Agreement with USDA-ERS, 2006. “Impact of Water Supply Limitations from Federal Decisions in the Lower Rio Grande Basin, Texas.” Cooperator. **\$28,000 of the total award.**
- Texas Food and Fibers Research Program, Texas Department of Agriculture, FY2007. “Analyzing the Transportation/Logistics Network for Texas Cotton.” Principal investigator (i.e., manager of total award). **\$29,000.** Competitive.
- Cotton Incorporated Core Funding. 2006. “The Cotton Marketing Planner Newsletter Project.” Principal investigator (i.e., manager of total award). **\$2,500.**
- Cotton Incorporated Core Funding. 2006. “Measuring Distribution Patterns and Costs of the Transportation/Logistics Network for Texas Cotton.” Principal investigator (i.e., manager of total award). **\$5,000.**
- Texas State Support Committee/Cotton Incorporated. 2006. “Integrating Cotton Yield and Price Risk into Price Outlook and Marketing Plan Development.” Principal investigator (i.e., manager of total award). **\$5,500.** Competitive.
- Texas Agricultural Experiment Station Production Systems. FY 2006. “Enhancing Irrigation Risk Management Capabilities.” Collaborator. **\$15,000 of the total award.** Competitive.

- USDA-FCIC. FY2006. "Decision Aid for Risk Assessment of Mitigation Strategies." Collaborator. Managed **\$30,000 of the total \$116,245 award**.
- Texas State Support Committee/Cotton Incorporated, 2005. "Economic Study of Alternative Irrigation Strategies." Principal investigator (i.e., manager of total award). **\$2,500**. Competitive.
- Cotton Incorporated Core Funding. 2004. "Economic Evaluation of Boll Weevil Eradication." Principal investigator (i.e., manager of total award). **\$18,000**.
- Texas State Support Committee/Cotton Incorporated, 2004. "Assessment of Conservation Tillage in Texas." Collaborator. Managed **\$1,000 of the total \$6,000 award**. Competitive
- USDA-FCIC. FY2004. "Risk Management Education for Texas Producers through Cattle and Horticulture Commodity Partnerships." Collaborator. **\$35,000 of total \$247,800**. Competitive.
- Cotton Incorporated Core Funding. 2003. "Texas Tractor Cost Survey." Award No. 03-431. Principal investigator (i.e., manager of total award). **\$8,000**.
- USDA-CSREES. FY2003. "Water Conservation in the Rio Grande Basin: Task 4, On-Farm Irrigation System Management." Agreement Numbers 2001-45040-01149 and 2001-34461-10405. Principal investigator (i.e., manager of total award). **\$15,000**.
- Texas State Support Committee/Cotton Incorporated. 2003. "Whole Farm Economic Analysis of Reduced Tillage Cotton Production." Award No. 03-347TX. Principal investigator (i.e., manager of total award). **\$4,000**. Competitive.
- Mississippi State University/Texas Railroad Commission. FY 2003. "Continue Cotton and Vegetable Field Trials in the Rio Grande Valley." Subcontract No. 325881-010100-02. Co-Principal investigator (with Robert E. McGee, TAES). Managed **\$2,000 of the total \$39,875 award**.
- Southern Region Risk Management Education Center. FY2003. "Extending Risk Management FARM Assistance to Hispanic Producers in South Texas," Project VRBDK01036. Subcontractor (with John Parker, Texas AgriLife Extension Service) with Cooperative Extension Program at Prairie View. Managed **\$3,662 of the total award**. Competitive.
- USDA-FCIC. FY2003. "Targeted Commodity Education and Information for Texas and Oklahoma Agricultural Producers." Partnership Agreement No. 02IEO8310225. Principal investigator (i.e., manager of total award). **\$89,000**. Competitive.
- USDA-CSREES. FY2002. "Water Conservation in the Rio Grande Basin: Task 4, On-Farm Irrigation System Management." Agreement Numbers 2001-45040-01149 and 2001-34461-10405. Principal investigator (i.e., manager of total award). **\$15,000**.
- USDA-CSREES. FY2001. "Water Conservation in the Rio Grande Basin: Task 1, Irrigation District Studies." Agreement Numbers 2001-45040-01149 and 2001-34461-10405. Principal investigator (i.e., manager of total award). **\$15,000**.
- USDA-CSREES Pest Management Alternatives Research Program. FY 2000. "Comprehensive Crop Profiles of Selected Fruit and Vegetable Crops in South Texas". Principal investigator (i.e., manager of total award). **\$21,000**. Competitive.
- Mississippi Boll Weevil Management Corporation. 1998. "Economics of Managing the Boll Weevil and Tarnished Plant Bug in the Mississippi Delta." Principal investigator (i.e., manager of total award). **\$10,000**.
- USDA-CSREES. FY 1998. "Risk Management Education", Subgrant Agreement no. 622650-2 through Texas A&M University from USDA Prime Agreement no. 98-EXCA-3-0591. Principal investigator (i.e., manager of total award). **\$5,000**. Competitive.
- USDA Southern Region Pesticide Impact Assessment Program Grant. 1987. "Insecticide Combinations to Block Resistance to Synthetic Pyrethroids in the Tobacco Budworm Under Long-Season Cotton Production, SR87-25-E-TX" (jointly with F. W. Plapp and G. L. Teetes). Co-principal investigator. **\$10,000 (managed total award)**. Competitive.

VIII. PUBLICATIONS AND PROFESSIONAL OUTPUT

Table 6. Summary of Publications, By Type and Sub-Discipline, Total and Since Last Promotion.

<i>Publication Type</i>	<i>Farm Mgmt.</i>	<i>Policy</i>	<i>Marketing</i>	<i>Other</i>	<i>Total</i>	<i>Since Last Promotion</i>
Refereed Journal Articles	3	3	8	7	21	10
Invited Papers in Refereed Journals	1				1	0
Book Chapters				8	8	5
Published Abstracts of Selected Papers and Symposia	2	6	3	2	13	0
Published Conference Proceedings Single Edition or Annual Extension Publications	11	8	12	2	33	6
Serial Extension Publication Venues*	59	3	4	99	165	141
Departmental and Related Publications	1	2	73*		76*	73*
Non-Peer Reviewed Publications in Technical Journals	6	3		11	20	2
Unpublished Industry Reports				7	7	0
Articles in Commercial Publications			1	3	4	1
Selected Posters	2		147		147	142
Educational Audios/Videos/Broadcasts			10	5	17	8
			160		160	160

*Note: *The Cotton Marketing Planner* on-line newsletter has had between 25 and 40 weekly editions per year since mid-2005. These editions do not have different titles, and prior to 2019 were listed below and in Table 6 as one serial publication venue. Starting in 2019, the editions were listed individually with distinct Volume/Number, and hence counted individually.

Refereed Journal Articles (21 Career Total; 10 Since Last Promotion)

Liu, Y., **J.R.C. Robinson**, and W.D. Shurley. 2018. "China's Potential Cotton Tariffs and U.S. Cotton Exports: Lessons from History." *Choices*. Quarter 2. Available online at <http://www.choicesmagazine.org/choices-magazine/theme-articles/us-china-trade-dispute-and-potential-impacts-to-agriculture/chinas-potential-cotton-tariffs-and-us-cotton-exports-lessons-from-history>

Hazelrigs, Lauren, William B. Faulkner, Ronald E. Lacey, **John Robinson**, and Calvin B. Parnell, Jr. "Improving Cotton Warehousing Efficiencies through Novel Bale Marketing Strategies: Aisle-Stacking and Block-Stacking." *The Journal of Cotton Science* 21:167–174 (2017). Available online at <http://journal.cotton.org>.

Welch, Mark, David Anderson, **John Robinson**, Mark Waller, Stan Bevers, Rob Hogan, Steve Amosson, Dean McCorkle, Jackie Smith, and Emmy Williams. "Have Concerns over Futures Market Integrity Impacted Producer Price Risk Management Practices?" *Choices* 28(4)1-6. Fourth Quarter, 2013. Available online at http://www.choicesmagazine.org/magazine/pdf/cmsarticle_336.pdf.

Gabriel J. Power and **John R. C. Robinson**. 2013. "Commodity Futures Price Volatility, Convenience Yield and Economic Fundamentals." *Applied Economics Letters* 20(11) 1089-1095. Available online at <http://dx.doi.org/10.1080/13504851.2013.788775>. Accessed 6/18/2013.

Pace, Jason D. and **John R. C. Robinson**. 2012. "Marketing Choices by Texas Cotton Growers." *Journal of Agribusiness* Vol. 30(2):173-184. Special Issue, Fall 2012.

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Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. October 9, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. October 2, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. September 25, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. September 18, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Lead Speaker: Ag Market Network Monthly Teleconference. September 14, 2020. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/#special-broadcast/> Accessed September 14, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. September 11, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. September 4, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. August 28, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. August 21, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. August 14, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Panelist: Ag Market Network Monthly Teleconference. August 12, 2020. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/#special-broadcast/> Accessed August 12, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. August 7, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. July 31, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. July 24, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. July 17, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Lead Speaker: Ag Market Network Monthly Teleconference. July 13, 2020. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/#special-broadcast/> Accessed July 13, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. July 10, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. June 26, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. June 19, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Panelist: Ag Market Network Monthly Teleconference. June 12, 2020. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/> Accessed June 12, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. June 12, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. June 5, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. May 29, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. May 22, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Cotton Companion: 2020 Planting is On. May 18, 2020. ca. 350 podcast listeners on <https://www.cottongrower.com/companion/2020planting-is-on/> . Accessed October 10, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. May 15, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Panelist: Ag Market Network Monthly Teleconference. May 13, 2020. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/> Accessed May 13, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. May 8, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. May 1, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. April 3, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. April 24, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. April 17, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Panelist: Ag Market Network Monthly Teleconference. April 13, 2020. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/#special-broadcast/> Accessed April 13, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. April 10, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. April 3, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. March 27, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. March 20, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. March 13, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Panelist: Ag Market Network Monthly Teleconference. March 11, 2020. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/#special-broadcast/> Accessed March 11, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. March 6, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. February 28, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Cotton Companion #66/Market Minute Segment. February 26, 2020. ca. 350 podcast listeners on <https://www.cottongrower.com/companion/cotton-companion-66-acreage-projections-and-mfp-rumblings/>. Accessed October 10, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. February 21, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. February 14, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Panelist: Ag Market Network Monthly Teleconference. February 12, 2020. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/> Accessed February 12, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. February 7, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. January 31, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2020. Panelist: Ag Market Network Monthly Teleconference. January 13, 2020. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/> Accessed January 13, 2020).

Robinson, John R. C. 2020. Agriplex Report: Weekly Cotton Market Interview. January 10, 2020. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Lead Speaker: Ag Market Network Monthly Teleconference. December 12, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/> Accessed December 15, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. December 13, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. December 6, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. November 22, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. November 15, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. November 11, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: <http://agmarketnetwork.com/> Accessed November 15, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. November 8, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. November 1, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. October 25, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. October 18, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. October 11, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. October 11, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast, accessible online at: https://www.freeconferencecallhd.com/wall/recorded_audio?audioRecordingUrl=https%3A%2F%2Frs0002.freeconferencecall.com%2Fstorage%2FsetHD%2Fa4p3y%2FE4KQ , Accessed October 15, 2019).

Robinson, John R. C. 2019. Cotton Companion #57/Market Minute Segment. October 9, 2019. ca. 350 podcast listeners on <https://www.cottongrower.com/companion/cotton-companion-57-the-louisiana-fashion-episode/> (Accessed October 10, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. September 27, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. September 20, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. September 13, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast). <http://agmarketnetwork.com/> (Accessed September 14, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. September 13, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. September 6, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. August 30, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. August 23, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. August 16, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. August 13, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast).
<http://agmarketnetwork.com/> (Accessed August 14, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. August 9, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Panelist: Ag Market Network Annual New York Cotton Roundtable (published July 26, 2019 by the Ag Market Network). Available online at
<https://www.youtube.com/watch?v=nApFicy6w1E&feature=youtu.be&t=519> . (Accessed August 7, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. July 26, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. July 12, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast).
<http://agmarketnetwork.com/> (Accessed July 12, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. June 28, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. June 21, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. June 14, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. June 12, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast).
<http://agmarketnetwork.com/> (Accessed June 13, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. June 7, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Plains Cotton Growers Report: For Cotton 2019: A Lot of Uncertainty. June 4, 2019. Available online at <https://www.kgncnewsnow.com/for-cotton-2019-a-lot-of-uncertainty/> (Accessed June 4, 2019). ca. 4,000 radio listeners on KGNC AM in Amarillo.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. May 24, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. May 17, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. KGNC Ag Hour Replay. May 13, 2019. ca. 4,000 radio listeners on KGNC AM in Amarillo.

Robinson, John R. C. 2019. Cotton Companion #47/Market Minute Segment. May 13, 2019. ca. 350 podcast listeners on <https://www.cottongrower.com/companion/cotton-companion-47-plant19-progress-and-forces-impacting-prices/> (Accessed May 13, 2019).

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. May 13, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast). <http://agmarketnetwork.com/> (Accessed May 13, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. May 10, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. May 3, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Plains Cotton Growers Report: Concern That Cotton Prices Could Weaken. April 30, 2019. Available online at <https://www.kgncnewsnow.com/concern-that-cotton-prices-could-weaken/> (Accessed April 30, 2019). ca. 4,000 radio listeners on KGNC AM in Amarillo.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. April 26, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. April 10, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast). <http://agmarketnetwork.com/> (Accessed April 10, 2019).

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. April 12, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. April 5, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Plains Cotton Growers Report: Analyzing That Mystifying Plantings Forecast. April 2, 2019. Available online at <https://www.kgncnewsnow.com/plains-cotton-growers-report-analyzing-that-mystifying-plantings-forecast/> (Accessed April 2, 2019). ca. 4,000 radio listeners on KGNC AM in Amarillo.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. March 22, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. March 15, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Plains Cotton Growers Report: Prices Holding Steady Despite Downward Pressure. March 12, 2019. Available online at <https://www.kgncnewsnow.com/plains-cotton-growers-report-prices-holding-steady-despite-downward-pressure/> (Accessed March 21, 2019). ca. 4,000 radio listeners on KGNC AM in Amarillo.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. March 8, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. March 1, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. February 22, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. February 15, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Cotton Companion #41/Market Minute Segment: How the Trade War Could Impact Prices for Years to Come. February 13, 2019. ca. 350 podcast listeners on <https://www.cottongrower.com/companion/episode-41-how-the-trade-war-could-impact-prices-for-years-to-come/> (Accessed May 13, 2019).

Robinson, John R. C. 2019. Plains Cotton Growers Report: Economist Says Major Price Improvement Not Likely. February 5, 2019. Available online at <https://www.kgncnewsnow.com/plains-cotton-growers-report-economist-says-major-price-improvement-not-likely/> (Accessed March 21, 2019). ca. 4,000 radio listeners on KGNC AM in Amarillo.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. February 1, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. January 25, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Agriplex Report: Weekly Cotton Market Interview. January 18, 2019. ca. 1,000 radio listeners on KDHN AM in Dimmitt.

Robinson, John R. C. 2019. Plains Cotton Growers Report: What's Behind the Cotton Price Slump?. January 8, 2019. Available online at <https://www.kgncnewsnow.com/whats-behind-the-cotton-price-slump/> (Accessed March 21, 2019). ca. 4,000 radio listeners on KGNC AM in Amarillo.

Robinson, John R. C. 2019. Lead Speaker: Ag Market Network Monthly Teleconference. March 11, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast). <http://www.agmarketnetwork.net/conference-call> (Accessed March 21, 2019).

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. February 11, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast). <http://www.agmarketnetwork.net/conference-call> (Accessed March 21, 2019).

Robinson, John R. C. 2019. Panelist: Ag Market Network Monthly Teleconference. January 14, 2019. Estimated reach is 175,000 contact hours per year (mostly via the podcast). <http://www.agmarketnetwork.net/conference-call> (Accessed March 21, 2019).

Robinson, John R. C. 2018. Cotton Market and Risk Management Outlook (Produced and Published November 15, 2018 by Univ. of Arkansas Division of Agriculture, Food and Agribusiness Webinar Series). Available online at <https://www.youtube.com/watch?v=CzgmeTyhQpE> (Accessed November 19, 2018 with 137 views).

Robinson, John R. C. 2018. MONTHLY AUDIO: Ag Market Network Monthly Teleconference (Panelist, nine months out of twelve, and Lead Speaker, three months out of twelve. Estimated reach is

175,000 contact hours per year (mostly via the podcast). <http://www.agmarketnetwork.net/conference-call> (Accessed January 6, 2019).

Robinson, John R. C. 2018. Ag Market Network Annual New York Cotton Roundtable (published July 24, 2017 by the Ag Market Network). Available online at https://www.youtube.com/watch?v=SB_-Qrhqav0&t=840s (Accessed January 6, 2018 with 112 views).

Robinson, John R. C. 2017. MONTHLY AUDIO: Ag Market Network Monthly Teleconference (Panelist, nine months out of twelve, and Lead Speaker, three months out of twelve. Estimated reach is 175,000 contact hours per year (mostly via the podcast). <http://www.agmarketnetwork.net/conference-call> (Accessed January 6, 2018).

Robinson, John R. C. 2017. Ag Market Network Annual New York Cotton Roundtable (published July 24, 2017 by the Ag Market Network). Available online at https://www.youtube.com/watch?v=SB_-Qrhqav0&t=840s (Accessed January 6, 2018 with 112 views).

Robinson, John R. C. 2016. MONTHLY AUDIO: Ag Market Network Monthly Teleconference (Panelist, nine months out of twelve, and Lead Speaker, three months out of twelve. Estimated reach is 175,000 contact hours per year (mostly via the podcast). <http://www.agmarketnetwork.net/conference-call> (Accessed December 13, 2016).

Robinson, John R. C. 2016. Ag Market Network Annual New York Cotton Roundtable (published July 22, 2016 by the Ag Market Network). Available online at https://www.youtube.com/watch?v=UW_MxC6ppNw (Accessed December 13, 2016 with 286 views).

Robinson, John R. C. 2016. Higher and More Stable Returns from Whole Cottonseed (Produced and Published September 29, 2016 by Trey Rice). Available online at <https://www.youtube.com/watch?v=ZjFAidKVqeI&feature=youtu> (Accessed December 13, 2016 with 53 views).

Robinson, John R. C. 2016. Cotton Outlook 2016 (Produced and Published February 19, 2016 by Blair Fannin). Available online at <https://www.youtube.com/watch?v=X7eZHtP3PPA> (Accessed December 13, 2016 with 264 views).

Robinson, John R. C. 2015. Cotton Market Outlook (Produced and Published October 22, 2015 by Univ. of Arkansas Division of Agriculture, Food and Agribusiness Webinar Series). Available online at https://www.youtube.com/watch?v=1uI3t_mr1zY&t=1s (Accessed December 13, 2016 with 218 views).

Robinson, John R. C. 2014. Texas Cotton Outlook 2010 (Produced and Published September 26, 2014 by Blair Fannin). Available online at <https://www.youtube.com/watch?v=XK4rKXiOtv> (Accessed December 13, 2016 with 323 views).

Robinson, John R. C. 2010. 2014 Texas Cotton Outlook (Produced and Published September 22, 2010 by Blair Fannin). Available online at <https://www.youtube.com/watch?v=k3DmBPPAsBE> (Accessed December 13, 2016 with 193 views).

IX. PROFESSIONAL HONORS AND AWARDS

2019 Quality of Communication Award. Agricultural & Applied Economics Association for all articles in the “U.S.-China Trade Dispute and Potential Impacts on Agriculture.” *Choices* Theme Issue.

2018 Outstanding Extension Program Award. Southern Agricultural Economics Association.

2017-18 Superior Service Award – Extension Specialist. Texas A&M AgriLife Extension Service.

Outstanding Extension Program Award Team. February 2014 Southern Agricultural Economics Association. For contributions to the Texas A&M University Economic Impact Team (McCorkle et al.).

1999 MAEA Award. June 1999. For service as President of Mississippi Agricultural Economics Association.

C. Everette Salyer Fellowship in Cotton Research. 1988-1992. \$15,000 annual stipend for graduate research activity, Texas A&M University.

Outstanding Undergraduate in Entomology Award. 1983. Central Texas Chapter of the American Registry of Professional Entomologists.

Novy Scholarship Award (1981; \$150) and Gib Whitten Scholarship Award (1982; \$200). Undergraduate student scholarship awards thought the Department of Entomology, Texas A&M University.

X. CONSULTING

Dow AgroSciences (2013) Provided analysis of potential economic impact of new herbicide resistant cotton variety traits.

Cotton Board. (January 2011) Assisted in evaluation of U.S. cotton check-off program.

Virginia Department of Agriculture. (February 2008) Conducted a cotton market game simulation workshop for attendees of annual meeting of Virginia Cotton Growers Association.

Mississippi Agriculture and Forestry Experiment Station. (Spring 2004) Developed a mixed integer programming model of representative Mississippi Delta farm operations under alternative production systems.

Farm Foundation. (Summer 2000.) Reviewed past FF projects and assessed them for potential economic impact.