

# ACTION IN AGROFORESTRY

monthly newsletter of The Center for Agroforestry at the University of Missouri (UMCA)

December 2011

Michael Gold and Paige Pritchard, editors

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## Come Join Us at Our 3rd Annual Agroforestry Symposium!

The Center for Agroforestry's 3rd Annual Agroforestry Symposium will be held from 8:30 a.m. to 4:00 p.m., Jan. 11, in the Jesse Wrench Auditorium (Memorial Union South, University of Missouri, Columbia). This year's focus is "The Emerging Biobased Economy: A Sustainable Alternative in the MS/MO River Corridor." The symposium will also serve as the inaugural meeting of the Mississippi/Missouri River

Advanced Biomass/Biofuel Consortium (MRABC).

The symposium is free and open to the public. To attend, please RSVP to Tricia Oswald at (573) 884-2874, or e-mail at [elliotttl@missouri.edu](mailto:elliotttl@missouri.edu) by **January 5, 2012**.

Please see schedule below for more information on speakers, presentations and poster sessions.

### Symposium Schedule

- 8:30 a.m. Coffee and doughnuts
- 9:30 a.m. **Mississippi/Missouri River Advanced Biomass/Biofuel Consortium, Dr. Shibu Jose**, H.E. Garrett Endowed Professor and Director, The Center for Agroforestry, University of Missouri
- 10:00 a.m. Keynote Address: **The Emerging Biobased Economy, Mr. Ronald Wood**, Former President and CEO, Black & Veatch Energy
- 11:00 a.m. **Development of the Industrial Sugar Biorefinery, Dr. Randall Powell**, President, Powell Consulting LLC and Project Leader, BioDimensions
- 11:30 a.m. **Celluloses from the Transgenic Maize Bio-factory, Dr. Elizabeth Hood**, Distinguished Professor of Agriculture, Arkansas State University
- 12:10 p.m. Lunch Break (Lunch on your own)
- 1:30 p.m. **Green Energy: The Role of Green Nanoparticles, Dr. Kattesh Katti**, Curators' Professor of Radiology and Physics, Margaret Proctor Mulligan Distinguished Professor of Medical Research, Director, University of Missouri Cancer Nanotechnology Platform
- 2:10 p.m. **Biocatalysts: A Novel Enzyme Delivery for Conversion of Biomass to Advanced Biofuels and Bioproducts, Dr. Chung-Ho Lin**, Research Assistant Professor, University of Missouri
- 2:50 p.m. Panel Discussion: **Biomass Feedstock Supply Chain**, Moderator - **Dr. Robert Myers**, USDA SARE. Panel Members: **Mr. Steve Flick**, Chair, Board of Directors, Show Me Energy Cooperative; **Mr. Jared Wilmes**, Biomass Coordinator, MFA Oil Biomass; **Mr. Pete Nelson**, Director, BioDimensions Inc.; **Mr. Harry Frank**, Assistant Plant Superintendent, MU CHP Plant, University of Missouri; **Dr. Pat Westhoff**, Professor and Director, FAPRI, University of Missouri
- 4:00 p.m. Poster Session

### Can't make it to the Symposium? Watch it online!

To view the live stream for the event, go to <http://www.more.net/content/streamed-events>; contact information for MOREnet, the stream host, and system requirements are also on this Web page. A test stream is available and trying it ahead of the live symposium is recommended. If you encounter trouble viewing the test stream, first contact your network administrator. You also can access this live stream through a link on The Center's Web site, <http://www.centerforagroforestry.org>; see the "New and Now" box.

# ACTION IN AGROFORESTRY

## Kudos

Research Assistant Professor **Dr. Chung-Ho Lin** has been awarded grants for two projects. One by the MU Research Board titled, "Atrazine Degrading Phytochemicals in Eastern Gamagrass: Identification and Efficacy", in the amount of \$44,300 and one from the NSF titled, "Bayesian variable selection and grouping", National Science Foundation, Division of Mathematical Sciences, in the amount of \$229,269.

Research Associate Professor **Dr. Ranjith Udawatta** was awarded an additional Natural Resources Conservation Service (NRCS) Mississippi River Basin Initiative (MRBI) project to monitor agricultural watersheds to evaluate the effects of terraces, buffers and waterways on nonpoint source pollution losses, in the amount of \$90,000.

## Research

An article entitled "Post-purchase evaluation of U.S. consumers' preferences for chestnuts" by UMCA faculty and staff members Mihaela M. Cernusca, Francisco Aguilar and Michael Gold has been published online in the November issue of the Agroforestry Systems Journal.

**Abstract:** A regional study of consumer satisfaction and preferences for various chestnut attributes was conducted in

2009. Surveys were distributed to five chestnut growers/sellers in Missouri, Iowa, Kansas, Ohio and Illinois to accompany chestnut sales to their individual customers. Returned surveys represented consumers from 18 states, mainly the U.S. Midwest but also from the East and West coasts. The survey measured consumer satisfaction with the chestnuts purchased (by using affective, cognitive and behavioral constructs), assessed consumer's general knowledge about chestnuts, frequency of consumption and familiarity with cooking. The survey also included a choice-based conjoint analysis to evaluate the effects of origin, production process and price on consumer preferences for chestnuts. Results show that high satisfaction with chestnuts purchased increases the likelihood of future purchase. Most consumers who buy chestnuts know that chestnuts need to be refrigerated but more educational effort is needed regarding the low fat content of chestnuts as compared to other nuts and the gluten-free attribute of chestnut flour.

Conjoint analysis of chestnut attributes (origin, production process and price) confirmed results of past studies. Holding other attributes constant, chestnut origin is the most important attribute influencing purchases, consumers strongly preferring locally grown chestnuts over U.S. grown or imported. Chestnuts grown organically or pesticide free were preferred over conventional production. Price also has a significant influence on the purchase decision but its relative effect was lowered when bundled with the other product attributes.

## COMING SOON...

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| Jan. 11 | 2012 UMCA Research Symposium<br>The University of Missouri<br>Memorial Union<br>Jesse Wrench Auditorium<br>8:30 a.m. - 4:00 p.m. |
| Jan. 12 | 13th UMCA Annual Review<br>The University of Missouri<br>Memorial Union<br>Stotler Lounge<br>7:30 a.m. - 2:30 p.m.               |
| Jan. 12 | 2012 UMCA Advisory Board Meeting<br>The University of Missouri<br>Memorial Union<br>Stotler Lounge<br>3:00 p.m. - 5:00 p.m.      |



One of the pleasures of the holiday season is the opportunity to say **Thank You** and share good wishes for the New Year from all of us at The Center for Agroforestry!



The Center for Agroforestry at the University of Missouri

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 The Center for Agroforestry  
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