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April 13, 2018

Curriculum Committee
Department of Applied Economics
College of Agricultural Sciences
Oregon State University
Corvallis, OR 97331

RE: Support for Agricultural and Food Business Management degree

I am writing this letter of support for the proposed name change of the Department of Applied Economics' Agricultural Business Management degree to the proposed Agricultural and Food Business Management degree.

The new title reflects curricular changes in the degree program, as well as changes across agribusiness programs all over the U.S. While agribusiness has always included diverse food systems, many students perceive the term "agriculture" to cover only large scale commodity production. The proposal carefully documents how departments across the nation have been adjusting the marketing of what they do to include food in both departmental and degree names.

This name certainly better reflects the diversity of activities within the College of Agricultural Sciences, which covers everything from seed production to fermentation. The change will have no financial effects on the Department of Food Science and Technology, and is likely to significantly improve AEC's ability to recruit high-quality, creative students interested in managing diverse and productive food businesses. This is likely to have positive spillovers on Food Science, and to be good for OSU as whole, since it puts us in step with our peers.

Sincerely,

Robert J. McGorrin, PhD, CFS
Department Head and Jacobs-Root Professor
Food Science & Technology