



## 2013 Presidential Address

**Presenter:** Jean-Philippe Gervais, Farm Credit Canada

### Growing Complexity and Greater Sophistication in Agriculture

The business environment in agriculture has become more complex, a complexity partly driven by technology, changing food preferences and globalization. Agriculture cannot simply be defined in terms of largely homogenous producers, selling commodities in well-defined markets and facing relatively few constraints. How do producers and the industry respond to complexity? One response is a higher degree of sophistication in producers' behaviour, in business relationships along supply chains and in the development of agricultural products. We'll look at the question of sophistication along these three dimensions and examine the implications for a research agenda in agricultural economics.



J. P. Gervais is the Chief Agricultural Economist at Farm Credit Canada (FCC) where he provides business and economic analysis for FCC strategy and leverage economic insights with customers, industry stakeholders and the media. Prior to joining FCC in 2010, he was a Professor in the Department of Agricultural Economics at North Carolina State. He also taught in the Department of Agricultural Economics at Laval University where he held the Canada Research Chair in Agri-industries and International Trade. J.P. is currently President-elect of the Canadian Agricultural Economics Society. He obtained his Ph.D. in economics from Iowa State University in 1999.