

John C. McKissick, PhD
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Dr. McKissick is a nationally recognized economist. His University of Georgia, College of Agricultural and Environmental Sciences responsibilities include the development and implementation of economics and marketing programs for Georgia agribusiness firms as well as policy and data studies for public and private decision makers. Primary areas of emphasis include price and profit outlook, cost and return analysis through enterprise budgets and records, marketing alternatives, market planing, and feasibility analysis. He serves as the Director of the University's Center for Agribusiness and Economic Development (CAED) and Extension program coordinator for the Department of Agricultural and Applied Economics. The CAED is a College wide center with responsibility for providing feasibility and other short term studies for current or potential agribusiness firms and/or emerging food and fiber industries. The CAED also has responsibility for providing agricultural, natural resource and demographic data and policy studies for private and public decision makers. (<http://www.caed.uga.edu>).

Dr. McKissick is the author of more than 645 articles and publications in Economics and Marketing. He has prepared and presented some 930 educational programs in his area of responsibility and has the distinction of having presented at least one invited presentation in each of Georgia's 159 counties. He has twice received the American Agricultural Economics Association's Distinguished Extension Program Award, the Western Agricultural Economics Association Outstanding Program Award, and the Distinguished Service Award of the National Association of County Agricultural Agents. Dr. McKissick is also a recipient of the premier awards presented within his College - the D.W. Brooks Faculty Award for Excellence in Extension and the 2004 Agricultural Alumni Association Outstanding Faculty Award, as well as the University's top Public Service Faculty recognition - the 2005 W. B. Hill Distinguished Achievement award . He has been an invited paper presenter at numerous national forums on price outlook and marketing alternatives as well as an invited author for several internationally circulated publications.

Dr. McKissick was born and raised on a dairy farm in Walton County, Georgia. After graduating from Social Circle High School where he was a third generation master 4-H'er, he attended the University of Georgia obtaining both undergraduate and master degrees in Agricultural Economics. He later received his Ph.D. in Economics from Auburn University. Dr. McKissick is married to the former Nancy Shepherd of Social Circle. They have two children.