Preparing the Next Generation of Agricultural Professionals

Professor John Siebert
Department of Agricultural Economics
My Main Course = Agribusiness Management

Business Case Studies & Simple Analytical Models

Producers Cooperative
Monsanto
AGCO
Farmland Investing
Dairy Farming
Certified Angus Beef
Sysco
HEB
Restaurants
and much more …
Three teaching goals for students ... 

#1. Develop self-confidence in your:

• pleasant speaking (upbeat – optimistic)
• and listening abilities (enthusiasm is not enough)
#2. Use tools to identify a successful business versus a weak business
A simple tool = look for PMRG companies,

Privately Owned

Moderate, Well-Managed Debt

Great Reputation

Growing
#3. Learn to put yourself in a Position to benefit from Successful Businesses:

The “Focus Method”

Use that Phone!

Go out and Meet Your Targets
The Focus Method

Identify three top firms as potential employers.

Meet their Suppliers, Customers, Competitors …

Now you are prepared … so go in to meet hiring managers.
Ronnie Eckel, Owner
Lyssy and Eckel
Jim Bunch runs a PMRG company
Networking Breakfast with Tom Owen, Monsanto
Lee Greer, the Inventor of Catering at Jason’s
The Other Class I Teach is Entitled, “Ethics in Agribusiness”
“In matters pertaining to ethics,

Once others make up their mind about you and / or your organization,

Their position is unlikely to change!
In other words...

Ethical business behavior differs from our common religious view.

Because the concept of forgiveness does not exist!
In the ethics class, I expose students to ... those who will **prosecute** them if they make a mistake!
And also to...

those who will **lock them up** after the do!
Curtis Childers – Class President ‘98
Curtis After Class
Questions?

Thanks and Gig ‘Em!