

Serhat Ascı

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Education

Ph.D. in Food and Resource Economics, 2013, University of Florida, Gainesville, FL

Dissertation Topic: Risk Analysis and Decision Making

M.A. in Food Economics and Management, 2008, Akdeniz University, Antalya / Turkey

Dissertation Topic: Structural Changes in Tomato Production: The Effects of Food Quality-Sanitary Standards and Ag Support Policies

B.S. in Food Engineering, 2000, Middle East Technical University, Ankara / Turkey

Professional Experiences

California State University, Fresno, 09.2014 – present

- **Department for Agricultural Business**, Assistant Professor (08.2015-)

- Research: Risk in specialty crops, dairy trade, irrigation risk in grape production.
- Teaching: Statistics, Introduction to Agribusiness.
- Service: JCAST Research Committee, Student Competition Team Co-Coach.

- **Institute for Food and Agriculture**, Research Associate (09.2014-)

- Research topics: Pesticide use forecasting, wine trade.
- Assessing the competitiveness of agricultural production in California;
- Developing computer-based forecast models.

University of Florida, 01.2011 – 08.2014

- Post-doctoral Associate: focused on residential water demand analysis and risk in adoption of new technologies.
- Research Assistant for the UF-IFAS research project on Best Management Practices (BMP) and the drivers of nutrient usage decision making and feasibility of new production techniques.
- Teaching Assistant (5 courses):

Natural resource economics (1), Price analysis (2), Macroeconomics (1), and PhD level Econometrics (1).

Akdeniz University, 03.2007 – 07.2010

Research Assistant (2009-2010)

- Taught master level Food Legislation class (Developed curriculum, addressed EU vs. Turkish food safety legislations, prepared home-works and class projects).

Projects (2007-2010)

- EU 7th Framework B2B-LOCO Project about logistics
 - Took the lead on preparing annual and interim reports, conducted surveys, organized workshops, contributed to the annual project meetings and developed budget reports. <http://www.b2bloco.eu/>
- EU 6th Framework TRACEBACK Project about food traceability
 - Prepared annual and interim reports, organized workshops and seminars, contributed to the annual project meetings, developed budget reports and spending. www.traceback-ip.eu/
- EU JRC-IPTS FQAS-TURK Project about food quality schemes
 - Lead writer on grant proposal, prepared annual and interim reports, conducted surveys, organized workshop, presented project results and developed budget reports. http://agrilife.jrc.ec.europa.eu/fqas_TR.htm

Quality Management Consultant, 01.2007 – 01.2009

- Consulting agricultural firms, food services (hotels) and various manufacturers to establish ISO 9000, ISO 22000, ISO 14001, OHSAS 18001 and HACCP systems.

IC Holding, 01.2004 – 06.2007

- IC-Tahal Agricultural Ent. , Antalya/Turkey
Production Director: Establishing a new production plant for pomegranate arils production, preparation of ISO 9001:2000 and HACCP systems for production plant, making contracts with pomegranate producers on TNC (private grocery store GAP certification) and GLOBALGAP protocols.
- IC-Hotels Santai,
Quality Assurance Manager: Preparation of ISO 9001:2000, ISO 14001 and HACCP systems for Hotel Management.

Altintop Nuts Factory, 05.2002 – 12.2003**Publications****Peer-reviewed Journals**

- Asci**, S., T. Borisova, and M. Dukes (2016), “Price Elasticities and Management Strategies for Water Utilities.” *Applied Economic*: In publication process.
- Asci**, S., F. Yamazaki, and M. Paggi, (2016), “Implications of Trans-Pacific Partnership for U.S. Dairy Industry.” *International Food and Agribusiness Management Review* 19(B): In publication process.
- Alvarez S., **S. Asci** and E. Vorotnikova. 2016 “Valuing the Potential Benefits of Water Quality Improvements in Watersheds Affected by Non-Point Source Pollution” *Water* 8(4), 112; doi:10.3390/w8040112
- Asci**, S., J.L. Seale, Jr., G. Onel, and J.J. VanSickle, (2016), “U.S. and Mexican Tomatoes: Perceptions and Implications of the Renegotiated Suspension Agreement.” *Journal of Agricultural and Resource Economics* 41(1): 138-160.
- Vorotnikova, E., and S. **Asci**, (2015), “An Empirical Multi-Output Production Decision Model for the Profit Maximizing Multiproduct Firm.” *Theoretical Economics Letters* 5(4): 555-560.
- Asci**, S., T. Borisova, and J.J. VanSickle, (2015), “Role of economics in developing fertilizer best management practices.” *Agricultural Water Management* 152: 251–261.
- Asci**, S., J.J. VanSickle, and D. Cantliffe, (2014), “The Investment Analysis for Greenhouse Tomato Production in Florida.” *International Food and Agribusiness Management Review* 17(4): 1 – 26.
- Seale, J.L., E. Vorotnikova, and S. **Asci**, (2014), “Parameterization of Input Allocation Equation for the Revenue Maximizing Multiproduct Firm.” *Economics Letters* 124(3): 367 – 369.
- Asci**, S., A.A. Koc, and S. Erdem, (2014), “El impacto de las medidas no arancelarias en las exportaciones agroalimentarias entre los países del Norte de Africa y Oriente Medio y la Union Europea.” *Informacion Comercial Española Revista de Economía* 878(Mayo-Junio): 107-116 (In Spanish, with English Abstract).
- Koç A.A., S. **Asci**, H. Alpas , F.H. Giray, and S.H. Gay, (2010), “Food Quality and Safety Situation in Turkey: Governance and Barriers to Success.” *Food Economics – Acta Agriculturae Scandinavica*, Section C, 7:2, 245 – 259.
- Koç A.A., G. Boluk, and S. **Asci**, (2008), “Effects of Food Safety and Quality Standards on Food Sector Concentrations.” *Academic Journal of Akdeniz University Faculty of Economics and Administrative Sciences*, Vol.8, Number 9 (In Turkish, with English Abstract).

Peer-Reviewed Journals – In Review Process

Vorotnikova, E., S. Asci, and J.L. Seale, Jr., (2014), “Effect of Relative Price Changes of Top Principle Crops on U.S. Farm Land Allocation.” **submitted to:** *Empirical Economics*.

Book Chapters and Published Reports

Vorotnikova, E., S. Asci, and J.L. Seale, Jr., (2013), “Land Allocation Dynamics among the Top Crops in Russia for the Years 1992-2011.” KRU Book, A. Schmitz and W.H. Meyers (ed.), CABI Publishing House

Alpas H., S. Asci, and A.A. Koç, (2009), “Food Quality Systems in Turkey: Perspectives In Terms of Food Defense.” Chapter 3 of “Threats to Food and Water Chain Infrastructure” by NATO Science for Peace and Security Series.

Koç A.A., S. Asci, H. Alpas, F.H. Giray and H. Gay, (2009), “Food Quality Assurance Schemes in Turkey.” FQAS-TURK Project Report, EC Joint Research Centre – The Institutes for Prospective Technological Studies (Contract Number: 151089-2008 A08-TK), Seville. <http://ftp.jrc.es/EURdoc/JRC62492.pdf>

Extension Publications and Reports

Borisova T., S. Asci, B. Unel, and C. Rawls, (2014), “Conservation Pricing for Residential Water Supply.” UF-IFAS Publication, FE 756, Gainesville, <http://edis.ifas.ufl.edu/FE756>.

Asci S., T. Borisova, C.B. Moss, and J.J. VanSickle, (2013), “Costs of Nutrient Management to Improve Water Quality in Agricultural Areas.” Florida Watershed Journal, <http://www.flwatershedjournal.org/?p=104>.

VanSickle J.J., S. Asci, and D. Cantliffe, (2013), “Greenhouse Tomato Business Booming.” Florida Grower Magazine, 20 June 2013. <http://www.growingproduce.com/article/34401/greenhouse-tomato-business-booming>.

Asci S., T. Borisova, and J.J. VanSickle, (2012), “Economics of fertilizer use in agronomic crop production: an overview.” Report to UF-IFAS.

Asci S., T. Borisova, and J.J. VanSickle, (2011), “A Simple Analysis of the Sensitivity of Potato Production Costs and Returns to Changes in Sale Price, Fertilizer Price, and Harvestable Yields.” Report to UF-IFAS.

Conference Papers

Gul, H. And S. Asci, (2016), “Forecasting International Tourism Revenue for Turkey: A Var Approach” IX. European Conference on Social and Behavioral Sciences, February 03-06, Paris, France.

Asci, S., F. Yamazaki, and M. Paggi, (2016), “Forecasting California Pesticide Demand using PUR Dataset” Southern Agricultural Economics Association (SAEA) Annual Meeting, February 02-05, San Antonio, TX

Asci S., J.J. VanSickle, C.J. Fry, and J. Thomas, (2015), “Risk Management and Fumigation Choice in Tomato Production” The Florida Tomato Proceedings, September 9, Naples, FL.

Asci, S., F. Yamazaki, and M. Paggi, (2015), “The Effect of Trans-Pacific Partnership on U.S. Dairy Industry” Agricultural and Applied Economics Association (AAEA) Annual Meeting July 26-28, San Francisco, CA

Alvarez S., and S. Asci, (2015), “Water Quality Improvements in Florida: A Benefits Transfer Valuation Approach,” Agricultural and Applied Economics Association (AAEA) Annual Meeting July 26-28, San Francisco, CA

Paggi, M., S. Asci, F. Yamazaki, and S. Gu, (2015), “An Economic Analysis of Late Harvest Grape Production: A Quest for Higher Quality Wine in Warm Climate Regions.” American Association of Wine Economists Ninth Annual Conference, May 26-30, 2015, Mendoza, Argentina.

Asci, S. (2015), “The Production Economics of Managing Color in Hot Climates Using Mechanization and Irrigation.” Vineyard Mechanization & Sensing Workshop, April 25, Fresno, CA.

- Asci S., and T. Borisova, (2015), "Are Irrigation Inspections Effective in Managing Residential Water Demand?" 2015 American Water Resources Association (AWRA) Spring Specialty Conference, March 30- April 01, Los Angeles, CA.
- Paggi, M., F. Yamazaki, and S. Asci, (2015), "Evaluating the Micro And Macro Impacts Of Policy Changes On The Tomato Industry." Southern Agricultural Economics Association (SAEA) Annual Meeting, February 01-03, Atlanta, GA.
- Asci S., T. Borisova, and M.D. Dukes, (2015), "Price- and Non-Price Water Demand Management Strategies for Water Utilities." Southern Agricultural Economics Association (SAEA) Annual Meeting, February 01-03, Atlanta, GA.
- Asci S., J.J. VanSickle, C.J. Fry, and J. Thomas (2015), "Where is Risk in Fumigation Choice: Methyl Bromide versus Alternatives?" Southern Agricultural Economics Association (SAEA) Annual Meeting, February 01-03, Atlanta, GA.
- Asci S., and T. Borisova, (2014), "The Effect of Price and Non-Price Conservation Programs on Residential Water Demand." Agricultural and Applied Economics Association (AAEA) Annual Meeting, July 27-29, Minneapolis, MN.
- Vorotnikova E., S. Asci, and J.L. Seale, Jr., (2014), "Effect of Relative Price Changes of Top Principle Crops on Farm Land Allocation in Post-Soviet Russia: Do Prices Matter?" Agricultural and Applied Economics Association (AAEA) Annual Meeting, July 27-29, Minneapolis, MN.
- Asci S., A.A. Koc, and S. Erdem, (2014), "The Impact of Non-tariff Measures on Agro-food Export between MENA Countries and the EU." Euro-Mediterranean Services Congress, April 09-11, Madrid, Spain
- Asci S., T. Borisova, and J.J. VanSickle, (2014), "Risks in Potato Production: Fertilizer, Water, and Producers' Decision Making." Southern Agricultural Economics Association (SAEA) Annual Meeting, February 01-04, Dallas, TX.
- Alvarez S., and S. Asci, (2014), "Estimating the Benefits of Water Quality Improvements Using Meta-Analysis and Benefits Transfer." Southern Agricultural Economics Association (SAEA) Annual Meeting, February 01-04, Dallas, TX.
- Asci S., A.A. Koc, and S. Erdem, (2013), "The Impact of Non-tariff Barriers on Trade: The Gravity Model on Turkish Agro-Food Products." Agricultural and Applied Economics Association (AAEA) Annual Meeting, August 04-06, Washington, D.C.
- Asci S., J.J. VanSickle, and D. Cantliffe, (2013), "The Potential for Greenhouse Tomato Production Expansion in Florida." Southern Agricultural Economics Association (SAEA) Annual Meeting, February 02-05, Orlando, FL.
- Vorotnikova E., S. Asci, and J.L. Seale, Jr., (2013), "Effect of Relative Price Changes of Top Principle Crops on U.S. Farm Land Allocation." Southern Agricultural Economics Association (SAEA) Annual Meeting, February 02-05, Orlando, FL.
- Asci S., T. Borisova, and J.J. VanSickle, (2012), "An Economic Framework for the Analysis of Agricultural Fertilizer Use Decisions." UF Graduate Student Research Day, October 23, Gainesville, FL.
- Asci S., T. Borisova, J.J. VanSickle, and L. Zotarelli, (2012), "Costs, Returns, and Nitrogen Application Decisions in Florida Potato Production." 3rd UF Water Institute Symposium, Feb. 15-16, Gainesville, FL.
- Asci S., T. Borisova, J.J. VanSickle, and L. Zotarelli, (2012), "Risk and Nitrogen Application Decisions in Florida Potato Production." Southern Agricultural Economics Association (SAEA) Annual Meeting, February 04-07, Birmingham, AL.
- Koç A.A., S. Asci, H. Alpas, F.H. Giray, and S.H. Gay, (2009), "Food Quality and Safety Situation in Turkey: Governance and Barriers to Success." 113th EAAE SEMINAR-A resilient European food industry and food chain in a challenging world, September 03-06, Chania-Crete/Greece.

Asci S, A.A. Koç, and F.H. Giray, (2009), “The EU Membership of Turkey and Competitiveness of Olive Oil Sector at Quality Perspective.” Agriculture 2015- Olive and Olive Oil Symposium, May 29, Izmir/Turkey (in Turkish).

Koç A.A., C. Sayin, S. Asci, and N. Mencet, (2009), “Traditional Food Products in the EU Markets: Trends, Quality Management, Supporting Policies and Successful Implications.” Traditional Foods Symposium, May 27-31, Van/Turkey (in Turkish).

Works in Progress

Asci, S., and T. Borisova, (2016), “Water Demand Management Strategies for Water Utilities in Alachua.” Target Journal: *Land Economics*.

Vorotnikova, E., and S. Asci, (2016), “Regional Land Allocation Model for Grain Producing States: Differential Model solution using Panel Data.”

Grants

California Pesticide Regulation Department (150.000 USD)	2014-2016
University of Florida -IFAS Research Fund	2011-2014
7 th Framework EU Project: B2B LOCO (0.95 million EURO)	2009-2011
6 th Framework EU Project: TRACEBACK (15.5 million EURO)	2007-2010
EU JRC-IPTS Project: FQAS-TURK (29.5 Thousand EURO)	2008-2009

Awards

Food Distribution Research Society (FDRS) Student Food Marketing Challenge - Case Study Competition, Philladelphia, PA (as Team Coach): 2 nd Place	2015
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Professional Membership

○ American Agricultural Economics Association (AAEA)	since 2012
○ American Economic Association (AEA)	since 2013
○ Southern Agricultural Economics Association (SAEA)	since 2011
○ European Association of Agricultural Economics (EAAE)	since 2009

Professional Workshops

Grant Writing Workshop, Dr. Swisher, Institute of Food and Agricultural Sciences, UF,	2013
Scholarly Writing, Dr. Flocks, English Language Institute, University of Florida,	2012

Skills

Computer Skills: TSP, Stata, SAS, R, Gauss, Matlab, Shazam, E-views, Mathematica, Fortran, ArcGIS, Simetar, GAMS, LaTeX

Foreign Languages: Turkish (native), English (fluent), and Spanish, Italian, and German (elementary)

REFERENCES

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