

HAROLD M. RILEY

Home Address Albert Street
East Lansing, MI 48823

Telephone

Professor Emeritus
Department of Agricultural Economics
Michigan State University
East Lansing, MI 48824

Education

B.S. and M.S.	Agricultural Economics Kansas State University	1947,1948
Ph.D.	Agricultural Economics Michigan State University	1954

Experience Summary

Dr. Riley's professional career spans more than 35 years while main-based at Michigan State University. Principal area of specialization has been agricultural marketing and food system organization. Leader of path-breaking, collaborative research, technical assistance and training projects addressing food system development problems in Latin America. Developed and taught a graduate-level course on industrialization of agricultural markets and supervised the research of more than 70 graduate students from both the U.S. and developing countries. Served six years as chairman of the Department of Agricultural Economics administering research, teaching, extension and international project activities. Two long-term assignments on university projects in Colombia, South America. Consulting activities with The World Bank, USAID, FAO, IICA, and with the USDA, including field activities in Colombia, Mexico, Ecuador, Zimbabwe, China, Russia and Eastern Europe.

Employment Record

Department of Agricultural Economics, Michigan State University	
Professor Emeritus	1990---
Professor	1978-89
Professor and Chairman	1972-78
Assistant, Associate, Full Professor	1953-72
Department of Agricultural Economics, Kansas State University	
Instructor, Assistant Professor	1948-51
U.S. Army	1943-46

language Proficiency

English; Spanish

Special Assignments

- Resident MSU advisor with the Colombia National University Faculty of Agriculture, 1960-62. Assisted in the preparation of a long-term university development plan and helped strengthen teaching and research programs in agricultural economics. Conducted a study of the beef subsector and supervised related USDA-funded research on long-term projections of supply and demand for agricultural products in Colombia.
- In collaboration with a colleague in the MSU College of Business initiated and carried out a series of large-scale, AID-funded research, training and technical assistance projects in Puerto Rico, Northeast Brazil, Bolivia, Colombia and Costa Rica. The projects were designed to diagnose food marketing problems and to identify ways to improve food system coordination under conditions of rapid migration to urban centers and technological changes in agricultural production, processing and distribution. Each project involved a task group composed of in-country professionals and Michigan State University faculty and graduate students. Helped establish and administer a multidisciplinary Latin American Marketing Planning Center at MSU that operated from 1965-76. (See list of publications). The methodologies and the lessons learned from this AID-funded program have been widely disseminated and are now being used in the design and implementation of market system development projects in several countries.

- From 1970-72 served as special assistant in the Colombian USAID Mission in Bogota with primary responsibility for facilitating the implementation of food marketing reform programs based upon the recommendations from the MSU/AID research program carried out in Colombia in 1968-69. Designed a special credit/technical assistance program to support market facility and institution building efforts supported by USAID and the Inter-American Development Bank. Assisted the USAID Mission in broad-based agricultural sector assessments and provided direct technical assistance to Colombian Coffee Federation efforts to develop a new fruit production and marketing capabilities among small coffee farms. Provided continuing advisory assistance to CORABASTOS, the municipal corporation that constructed and placed into operation a new wholesale market for perishables serving the City of Bogota and the related regional market area.
- Served six years, 1972-78, as Chairman of the MSU Department of Agricultural Economics. Provided program leadership in teaching, research, extension and international project work which included a sizeable portfolio of AID contracts. Administered an AID-211 grant to further strengthen the Department's capacity to carry out international research and graduate education relevant to the problems of developing countries.
- In 1978-79 served as chair of a special task group appointed by the Dean of the College of Agriculture and Natural Resources to review international involvements and recommend goals and guidelines for programs in the 1980s.
- Project Director for the MSU involvement in the USAID Agricultural Sector Reorientation Project in Ecuador during 1986-89. The central purpose of the project was to increase reliance on markets and promote private sector initiatives. MSU provided senior staff consultation on the planning and conduct of policy studies and the supervision of applied research on product and input marketing problems carried out by Ecuadorian professionals and MSU advanced graduate students. Seminars were organized through a newly created private sector foundation to facilitate policy dialog between private sector leaders and government officials. Four Ecuadorians entered the MSU graduate program in agricultural economics.
- In 1985 Dr. Riley became the Director of a unique and somewhat experimental program to advance the leadership capabilities of mid-career professionals

dedicated to bringing about improvements in food systems in developing countries. The four-year program was financed by a Kellogg Foundation grant of \$4.4 million to Michigan State University. Working with a prestigious internationally known steering committee, a group of 31 Fellows from 22 different countries were recruited. Over the four-year period international seminars and travel study activities were conducted in Latin America, Africa, Asia and the United States. Each Fellow had funds for an in-country project; supplemental travel study, computer equipment and professional publications. The outcome of this program are highly individualized and will accrue over a long period of time. However, the end-of-program assessment by an external evaluator confirmed that major advancements had been achieved in increasing knowledge about food systems and the comparative experiences in designing policies, programs and institutions to improve performance in different countries. Professional and leadership skills had been increased and the Fellows were advancing professionally to positions of greater responsibility.

International Consulting Assignments

The World Bank

- An appraisal mission on a \$115 million marketing project in Mexico, six weeks, 1982. Prepared a background paper in support of a proposed program to modernize the marketing of selected perishable commodities in Mexico and contributed to overall project design.
- An Agricultural Sector Mission to Ecuador, six weeks, 1983. Prepared a diagnostic, prescriptive paper on the agricultural marketing system as a contribution to the Mission's broader agricultural sector assessment.
- Preparation of a paper on marketing systems for perishable food products in China based upon professional involvements in research, related travel and seminar activities within China, 1988.
- A Food Policy Mission to the former USSR that undertook a comprehensive assessment of food and agricultural policy reforms to be addressed in the transition to a market-based system. Two months, with trips to Moscow in December 1991 and in February 1992. My special assignment was to contribute to an assessment of urban food distribution and related commodity

marketing sub-systems while participating in broader discussions of transition problems ranging from land-reform, to short-term food security. A World Bank report, "Food and Agricultural Policy Reforms in the Former USSR--An Agenda for the Transition" was published in December 1992.

Congressional Research Service. The Library of Congress

- Served as a member of an eight-person panel presenting their views and offering recommendations on what a broad U.S. agricultural assistance strategy for the former Soviet Union should encompass. Following a series of discussions in May-July 1992, the panel presented their views in a seminar for members of Congress and their staffs. A summary report was sent to key Congressional committees, selected government agencies and other interested groups.

United States Agency for International Development

- Assisted in the preparation of a project paper and a business plan for the Caribbean Agricultural Trading Company Project that was approved and implemented by the USAID Regional Office in Barbados. The purpose of the project was to establish a commercially viable agricultural trading company which would open new market channels and promote the production and consumption of regionally produced agricultural commodities. Two months, 1982.
- Assisted the Ecuadorian USAID Mission in the design of the Agricultural Sector Reorientation project which was directed towards the establishment of policies and institutional changes that would stimulate growth and promote private sector initiatives and greater reliance on market forces. I drafted material that focussed on the agricultural marketing components of the project. Six weeks, 1985.
- Served as a member of a three-person team that conducted a mid-term evaluation of the Agricultural Improvement Strategies Project (AMIS) that had been contracted to Abt Associates. Field visits were made in Senegal, Niger, Cameroon and Tunisia. Two months consulting over the period, May-December 1990. The report was submitted to AID/S&T/RD.

- Under a purchase order initiated by AID/S& T/RD/RRD I prepared a concept paper to support the development of a food security project to follow the Food Security in Africa project and drafted materials for use in the final preparation of the Project Paper. My major contribution was in developing a research agenda for the follow-up project that was to be extended beyond Africa to other geographic regions. Approximately two months of work, July-December 1991.
- Served as a member of a four-person team that carried out an evaluation of the USDA-USAID Project, "Restructuring Agriculture and Agribusiness," that has been active in five Eastern European Countries (Poland, Hungary, Czech Republic, Slovakia and Bulgaria). The evaluation team was fielded by Chemonics International. The team report was submitted to USAID/EURIDRI- FS in June, 1993. The purpose of the evaluation was to assess the effectiveness of USDA activities in support of the organization and operation of government programs directed towards the development of strong private sectors in market-based economies. The major program activities focused on information systems, agricultural research and extension, policy analysis and training.

A SELECTED LIST OF PUBLICATIONS

Major book-length reports based on a series of USAID supported research projects carried out by a Michigan State University team of faculty and graduate students in selected Latin American countries and published in the Marketing in Developing Communities series by the Latin American Studies Center at Michigan State University.

Market Processes in the Recife Area of Northeast Brazil. Research Report No.2, 637 pp. Co-authored by C. Slater, Harold Riley, K. Harrison, V. Farace, F. Neves, A. Bogatay, M. Doctoroff, D. Larson, R. Nason, T. Webb. Translated and published in Portuguese by SUDENE, the Northeast Brazil Economic Development Agency. 1969.

Market Coordination in the Economic Development of the Cauca Valley Region--Colombia. Research Report No.5, 405 pp. Co-authored by Harold Riley, K. Harrison, N. Suarez, J. Shaffer, D. Henley, D. Larson, C. Guthrie, D. Lloyd-Clare. Published in Spanish by the Cauca Valley Corporation, a regional development agency, 1970.

Food Marketing in the Economic Development of Puerto Rico. Research Report No. 4, 291 pp. Co-authored by Harold Riley, C. Slater, K. Harrison, J. Wish, J. Griggs, V. Farace, J. Santiago and I. Rodriguez. 1970.

Improving Food Marketing Systems in Developing Countries: Experiences from Latin America. Research Report No.6, 125 pp. Co-authored by K. Harrison, D. Henley, Harold Riley, and J. Shaffer. Published in Spanish by the Interamerican Institute for Cooperation in Agriculture. 1974.

Other publications

Training Agricultural Economists for Work in International Development. D. Fienup and Harold Riley. Monograph prepared for the American Agricultural Economics Association for distribution by the Agricultural Development Council: New York. (137 pp.). 1980.

"Food System Organization Problems in Developing Countries." Harold Riley and John Staatz. A report on an international workshop. Agricultural Development Council: New York, 1981.

Future Frontiers in Agricultural Marketing Research. edited by Paul Farris. Purdue University: Iowa State University Press. Co-authored Chapter 16 with Michael Weber -- "Marketing in Developing Countries." 1982.

- "Strengthening Private Enterprise Contributions to Market System Development".
A paper presented to a workshop on Marketing as a Tool of Socio-Economic Development, in Baltimore, MD, under the joint sponsorship of the Society of International Development and the Washington and Baltimore Chapters of the American Marketing Association. MSU Agricultural Economics Staff Paper No. 82-71. July, 1982.
- "Coordinating Exports by Farmer Cooperatives." ACS Research Report #15, Agricultural Cooperative Service, USDA.. Mark D. Newman and Harold M. B.iley, 1982.
- "Spain's Entry into the European Community: Effects on the Feed Grain and Livestock Sectors." E. Wesley F. Peterson, Albert Pelach-Paniker, Harold M. Riley and Vernon Sorenson. Foreign Agricultural Economics Report 180, USDA/ERS, 1983.
- "An Assessment of the Economic Feasibility of New Investments in Beef Slaughtering and Processing Facilities in Michigan." Harold M. Riley, Kris Allen and Mark Jackson. Agricultural Economics Report No. 447, Department of Agricultural Economics, Michigan State University, 1984.
- "The Beef Industry in Michigan and the Eastern Corn Belt: Changing Competitive Positions." Harold M. Riley and Kris Allen. Extension Bulletin E-1797: Michigan State University, 1984.
- "Vertical Coordination of Food Systems and Commodity Sub-Systems". Paper delivered at a seminar on Food Marketing Policy in China organized by the Ministry of Commerce of the People's Republic of China in cooperation with the Food and Agricultural Organization of the United Nations, Beidaihe, China. MSU Agricultural Economics Staff Paper No. 87-38. July, 1987.
- "Fundamental Aspects for Successful Marketing of Tropical Fresh and Processed Fruits in International Markets", paper prepared for the conference on the export of fresh and processed tropical food sponsored by the Colombian Federation of Coffee Growers and FAO and held in Manizales, Colombia. June, 1989.
- "Developing Agroindustrial Capabilities to Exploit Domestic and International Market Opportunities". Paper presented at the High-Level Policy Seminar on Agroindustrial Development in Latin America and the Caribbean Region, in Brasilia, Brazil. Sponsored by the Interamerican Institute for Cooperation on Agriculture, April 1989.

Agriculture and Economic Survival-- The Role of Agriculture in Ecuador's Development, edited by Morris D. Whitaker and Dale Colyer. Westview Press. Co-authored Chapter 8, "The Agricultural Marketing System," with David Tschirley, 1990.