

New hires – November

Marin Bozic

Assistant Professor in Dairy Foods Marketing Economics at the University of Minnesota, St. Paul, Minnesota

Education

I have a master's degree from the University of Trento (Italy) in local development and I have just obtained a doctorate in agricultural economics from the University of Wisconsin – Madison.

Agriculture Background/Experience

I was born in an urban family in the beautiful and ancient city of Split, Croatia. However, after the collapse of communism in 1990, my father decided to quit his engineering job at a shipyard and take his long-time passion for beekeeping to a professional level. Some of my most dear memories from childhood revolve around harvesting honey. Ever since graduating from college in 2003, I have been involved in research that in one way or another dealt with agricultural development. Before coming to Minnesota, in my first job at the Institute of Economics in Zagreb (capital of Croatia), I was working on regional development plans for rural areas of Croatia.

What are your new responsibilities?

I am starting as Assistant Professor in Dairy Foods Marketing Economics, which is a faculty position created in collaboration between the University of Minnesota and the Midwest Dairy Association, fully funded from dairy checkoff funds. It has both research and teaching components. I will be investigating issues of strategic importance to the dairy sector in the Midwest and I also plan to design both undergraduate and graduate courses to educate new dairy market analysts and

agribusiness leaders.

My research agenda will include analyzing the economic potential of new dairy foods products and price and trade analysis to identify threats and uncover opportunities for our dairy industry, both nationally and in export markets. Another line of research will focus on consumer trends and analysis of price risks faced by industry buyers of dairy products.

What excites you most about working in your new role?

There are two things that excite me the most – the opportunity to

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constraints on what I can address in my work. My research will address the frontier issues of trade, risk, food marketing and product innovation that will insure that farmers' checkoff money is well spent on fundamental research that has the potential to deliver a substantial economic impact.

Why did you choose this company?

Minnesotans should be proud of their flagship research campus. Every dollar invested in the University of Minnesota produces over \$13 of tangible economic impact to the state economy. This is a wonderful place to work and it attracts talent from around the world. I could hardly imagine a more fulfilling career. **PD**

Go to www.progressivedairy.com to read the full feature article on Marin.

deliver real benefits to real people, the hard-working dairy farmers, and secondly, working at such a great research hub as the Twin Cities Campus of the University of Minnesota and being associated with the Midwest Dairy Foods Research Center.

How will you be of most help to producers in your region or area of expertise?

It is important to note that this position is funded through the "dairy checkoff" program, which has a very clear focus and also imposes certain

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