

## **15. Economic Value of Trust (Survey)**

### **Brian Briggeman**

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*Brian Briggeman is an Associate Professor in Agricultural Economics at KSU, and the Director of the Arthur Capper Cooperative Center. His research and extension program include topics on agricultural finance, agribusiness and cooperative management and macroeconomic implications for U.S. agriculture. He also teaches agricultural finance. Prior to joining KSU, Brian was an economist with the Federal Reserve Bank of Kansas City. He holds a bachelor's degree in agribusiness from KSU, an M.S. degree in agricultural economics from Texas A&M University and a Ph.D. degree in agricultural economics from Purdue University. He is originally from Iuka, Kansas where his parents own and operate the family farm.*

### **Claire Newman**

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*Claire Newman is a current graduate student in the Agricultural Economics department here at K-State. Her thesis research has been aimed at better understanding trust in a business relationship. She is conducting a state-wide survey to learn what aspects of trust are valued most by Kansas farmers and/or rancher. The focus of this research will help sales and service representatives from local cooperative, businesses, lenders, and service providers build more trusted relationships with farmers and/or ranchers. Originally from California, Claire completed her Bachelor's Degree in Agricultural Business at California Polytechnic State University (Cal Poly), San Luis Obispo. Over the past three years, Claire has had the opportunity to intern with American AgCredit, CoBank, and the Placer County Water Agency. She looks forward to continuing her career in the Agricultural Industry after graduating from K-State.*

### **Abstract/Summary**

*Are you a farmer and/or rancher? Do you want to help a graduate student on her research project? Do you want to make \$50? If so, you are in luck! Please come to this session where Dr. Brian Briggeman and Claire Newman will be administering a survey on the economic value of trust. Results from this research will help sales and service representatives from local cooperatives, businesses, lenders, and service providers build more trusted relationships with farmers and/or ranchers. The research team consists of K-State faculty, KFMA staff, and Claire Newman, a graduate student in the Agricultural Economics Department. We are very well suited to conduct high quality research, but we need your help!*

There are no materials for Claire Newman and Brian Briggeman's session on the economic value of trust since this was survey.

If you have any questions for Brian Briggeman, contact him at:

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