

# Thinking Outside the Box on the Quantity of Production and Environmental Research. (S06-nowak050202-Oral)

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## Abstract:

The question of whether a shift in research priorities has occurred between production and environmental research needs to be informed by the context of such a shift. This paper will identify some of the factors that would cause such a shift. These include global market agreements, demographic trends, consumer preferences, and the changing nature of our agricultural system. Many have argued that the continuing rate of change in these factors will require further shifts in the relation between production and environmental research. Addressing these trends in a competitive fashion will require researchers to craft new research frameworks. New and emerging technologies, developing system perspectives, and new models of graduate education can be used to integrate production and environmental research. The paper concludes by asking a series of critical questions that need to be addressed by both production and environment researchers.

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