

Yeutter Institute Brings International Trade Discussion to Nebraska



Nebraska Farm Bureau News sat down with the new Director of the University of Nebraska–Lincoln's Clayton Yeutter Institute of International Trade and Finance, Jill O'Donnell. The Yeutter Institute was established to educate people about international markets and trade. Clayton Yeutter, a Eustis native, Nebraska alumnus, and renowned trade expert, served as U.S. Secretary of Agriculture and U.S. Trade Representative, among other high-level posts in a career spanning several decades. He was also CEO of the Chicago Mercantile Exchange for several years. Jill began her duties July 1 and shared her thoughts about the institute and its future.

Q. What is the mission of the Clayton Yeutter Institute of International Trade and Finance and what are some specific things that you will focus on?

A. The Yeutter Institute educates, convenes, and connects. Clayton Yeutter was very forward-thinking in his vision of establishing an institute on trade and finance that combines three colleges: Agricultural Sciences and Natural Resources, Business, and Law. International trade is by its nature interdisciplinary. The Institute will connect agriculture, law, business, and policy studies to train and equip students to analyze trade from numerous vantage points, so they are prepared to work and lead in a variety of jobs related to trade. It will also be an access point for research on trade and finance conducted within the university

and a forum for considering the policy implications of that research. In addition, the Institute convenes policy practitioners, industry leaders, and scholars to connect students and all Nebraskans to current and emerging issues in trade and finance.

Q. Why is it important to learn about international trade?

A. International trade and finance impact everyone, whether as consumers, producers, or business people. As the volume, value, and variety of world trade have grown, so have the channels through which trade is influenced. It's important to understand those dynamics and their practical impact on daily life and business decisions.

Q. How do you see the agriculture industry and the Institute working together?

A. As your readers know very well, agriculture is foundational to Nebraska's economy. Trade is a driver of growth, and export markets are critical for producers. The Yeutter Institute is a resource for the agriculture industry, and we value the participation of Farm Bureau members—and everyone who works in agriculture—in institute events because their perspective is key to this discussion. Through our events and research, the Yeutter Institute can share what we're seeing on trade, and the agriculture industry can share what they are experiencing. That adds up to a clearer picture of trade for everyone.

Q. Given the trade issues going on today, how do you see the Yeutter Institute playing a role in moving today's trade situation forward?

A. The Yeutter Institute is a source of objective, trusted information on

trade, and a forum for education and dialogue—for students, producers, and all Nebraskans. A good example is the Institute's first symposium, held in March of this year. The event featured a rich discussion on changes in trade policy and their local impacts. This signaled what the Institute will continue to do: convene individuals who can provide a front-line view of what's going on in trade and finance and give students and the public opportunities to engage directly with people who are or have been involved in shaping trade policy. Archived video of the symposium is available at <https://ianr.unl.edu/yeutter-institute>.

On September 7, the Yeutter Institute will host Governor Ikuo Kabashima of Kumamoto Prefecture in Japan. He is a graduate of UNL and will talk about the impact of a changing trade environment on prefectures and states.