



Meet Bridget Guerrero

Bridget Guerrero, PhD

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Bridget Guerrero is an Associate Professor of Agricultural Business and Economics at West Texas A&M University in Canyon, TX. She received a Bachelor of Science in Agribusiness in 2002 and a Master of Business Administration in 2003 from West Texas A&M University. She earned her doctoral degree in Agricultural and Applied Economics from Texas Tech University in 2010. She is originally from Vega, Texas where her family farms. Bridget worked for the Texas A&M AgriLife Extension Service for 10 years prior to joining the faculty at West Texas A&M University where much of her research was focused on water-related issues pertaining to agriculture. Bridget's research interests include socioeconomic modeling, water policy, production agriculture, and renewable energy. She has worked extensively with the Ogallala Aquifer Program to develop a series of Extension publications to help communicate the regional economic contribution of different agricultural-related sectors as well as their water use. These sectors include ethanol, beef, swine, dairy, feed grains, small grains, and cotton. Since agriculture uses a large percentage of water across the United States, she feels that this information has been valuable for many different types of stakeholders. She has also incorporated her research into the classroom to help the next generation think about water use in the agricultural production process. Education is extremely important in bringing about change.

"How do you plan on advancing UCOWR's mission of leading in education, research and public service in water resources?"

UCOWR's mission of leading in education, research and public service in water resources is extremely important for the state of the world today. I grew up on a small family dryland farm with a small cow/calf component. I was very involved in 4-H growing up, which helped me to learn many life skills and I am still very involved as a parent to my two children. Agriculture provides the learning platform for so many of the fundamental life skills that our youth need. I am a firm believer that meaningful change can happen when we invest time to teach and train with information that is backed by sound scientific research. Thus, I plan to utilize existing connections with youth groups, higher education, agricultural organizations, and Extension groups to ensure that education pertaining to water quality, quantity, and conservation happens at multiple levels. I would encourage these connections to fully participate in the annual UCOWR conferences in order to increase the reach of the organization. As an active UCOWR board member I would continue the mission of public service and build avenues to relate and connect the latest research to stakeholders groups, where effective change happens.