

ERIC KEYS WINS WRIGLEY-FAIRCHILD PRIZE

“Exploring Market-Based Developments: Market Intermediaries and Farmers in Calakul, Mexico” has been selected as the best article appearing in volumes 95, 96, and 97 of the American Geographical Society’s journal, the *Geographical Review*. Seventy-four articles were eligible for consideration. The winning author, Eric Keys, will be presented with the Wrigley-Fairchild Prize in an AGS-sponsored special session on the *Geographical Review* at the upcoming annual meeting of the Association of American Geographers in Las Vegas in March.

The award committee termed the paper “a theoretically well-informed analysis of market intermediaries (“coyotes”) and their role in deforestation in SE Mexico, particularly as it relates to chili production. Dr. Keys elegantly relates world systems theory, commodity chains, and structural adjustment of global markets to local land use changes. He also includes analyses of cheating and deception in the face of market uncertainty.”

Keys is an assistant professor at the University of Florida with a Ph.D. from Clark University.

Previous winners of the prize were Kathleen McAfee of San Francisco State University in 2007, John Western of Syracuse University in 2004, Jerry Patchell of the Hong Kong University of Science and Technology and Roger Hayter of Simon Fraser University in British Columbia in 2001, and Roger Alex Clapp of Simon Fraser University in 1998.

The Wrigley-Fairchild Prize was established in 1993 with gifts from retired *Geographical Review* Editor, Douglas R. McManis, in honor of two legendary predecessors, Gladys Wrigley (1916-1948) and Wilma Fairchild (1949-1971).

The award committee is made up of authors of articles that appeared in the journal in the decade before the period under consideration. In addition, one non-academic member of the AGS Council serves on the committee. The editor serves *ex officio*. The committee was chaired by Barney Warf and included Elizabeth Chacko, Robert Kent, Gilbert Hetherwick, and Craig Colten (*ex officio*).

Mary Lynne Bird