

CURRICULUM VITAE

NAME

Thilmany, Dawn D

ADDRESS

Agricultural and Resource Economics
College of Agricultural Sciences

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EDUCATION

1994 Ph D, Univ CA, Davis

1991 MS, Univ CA - Davis

1990 BS, Iowa State University

SABBATICALS

(2006) USDA, Interim Organic Program Leader at USDA CSREES

OTHER POSITIONS

2006 - Present Professor, Colorado State University.

2008 - 2011 Research Associate, CSU Center for Fair and Alternatice Trade Studies.

2006 - 2009 Farm Foundation Fellow, Rural Community Viability.

2006 - 2007 Interim Program Leader, USDA-CSREES.

2000 - 2006 Associate Professor, Colorado State University.

1997 - 2000 Assistant Professor, Colorado State University.

1994 - 1997 Assistant Professor,, Utah State University.

1990 - 1994 Teaching and Research Assistant, University of California- Davis.

PUBLISHED WORKS

Refereed Journal Articles

Beam, A. L., Thilmany, D. D., Pritchard, R. W., Garber, L. P., Olea-Popelka, F. J. (2015). Economic and animal health implications of distance to slaughter, markets, and feed sources used by small-scale food animal operations in the United States. *Renewable Ag and Food Systems*.

- Costanigro, M., Deselnicu, O., Thilmany, D. D. (2015). Product differentiation via corporate social responsibility: consumer priorities and the mediating role of food labels. *Agriculture and Human Values*.
- Onozaka, Y., Hu, W., Thilmany, D. D. (2015). Can Eco-Labels Reduce Carbon Emissions? Market-Wide Analysis of Carbon Labeling and Locally Grown Fresh Apples. *Renewable Ag and Food Systems*.
- Thilmany, D. D. (2015). What Do We Mean by “Local Foods”? *CHOICES*, May. <http://www.choicesmagazine.org/choices-magazine/theme-articles/community-economics-of-local-foods/what-do-we-mean-by-local-foods>
- Costanigro, M., Kroll, S., Thilmany, D. D., Bunning, M. (2014). Is it Love for Local/Organic or Hate for Conventional? Asymmetric Effects of Information and Taste on Label Preferences in an Experimental Auction. *Food Quality and Preferences*, 31, 94–105. <http://www.sciencedirect.com/science/article/pii/S0950329313001407>
- Thilmany, D. D. (2014). Two Rivers Winery and Event Center: A Key Driver for the Growing Colorado Wine Industry. *Journal of Food Distribution Research*., 45(3), 4-12.
- Hardesty, S., Feenstra, G., Visher, D., Lerman, T., Thilmany, D. D., Bauman, A., Gillpatrick, T., Rainbolt, G. N. (2014). Values-based Supply Chains: Supporting Regional Food and Farms. *Economic Development Quarterly*, 28.
- Bauman, A., Goemans, C. G., Pritchett, J. G., Thilmany, D. D. (2013). Estimating the Economic and Social Impacts from the Drought in Southern Colorado. *Journal of Contemporary Water Research and Education*(151), 61-69.
- (2012). Economic Implications of Farm to School for a Rural Colorado Community. *WRDC Rural Connections* [http://wrdc.usu.edu/\(21\)](http://wrdc.usu.edu/(21)).
- (2012). Will Local Foods Influence American Diets? *CHOICES*, 2nd Quarter.
- (2011). An In-Store Valuation of Local and Organic Apples: the Role of Social Desirability. *Agribusiness: An International Journal*, 27, 465-477.
- (2011). Consumer Motivations, Buying Behavior: The Case of the Local Food System Movement. *Journal of Food Products Marketing*. Forthcomin. Fall.
- (2011). Consumer Preferences for Fruit and Vegetables with Credence-Based Attributes: A Review. *International Food and Agribusiness Management Review*, 14(2), 121-41.
- (2011). Cost Effective Promotion for Local Foods and Direct Markets: Evaluation of Colorado’s Technical Assistance for Local Food Supply Chains. *Journal of Agribusiness Spring 2011 (published in Winter 2011)*, 29, 23-40.
- (2011). Does Local Labeling Complement or Compete with Other Sustainable Labels? A Conjoint Analysis of Direct and Joint Values for Fresh Produce Claims. *American Journal of Agricultural Economics Spring*, 93(3), 689-702.
- (2011). Niche Market Planning. *Curriculum for USDA TAA project (with Russ Tronstad, Trent Teegerstrom, Stuart Nakamoto)* Winter.
- (2011). Water Use Efficiency in Golf: An Economic Analysis of Colorado Golf Courses. *Golf Course Management June*, 88-98.
- (2010). Agritourism in Colorado: A Cluster Analysis of Visitors. *Journal of Agribusiness Fall*.

- (2010). Defining Sustainable Food Market Segments: Do Motivations and Values Vary by Shopping Locale? *Published online December 17, American Journal of Agricultural Economics.*
- (2010). Local Food Consumers: How Motivations and Perceptions Translate to Buying Behavior. *CHOICES 1st quarter Online att: <http://www.choicesmagazine.org/magazine/article.php?article=109>.*
- (2009). A Hybrid Individual Zonal Travel Cost Model for Estimating the Consumer Surplus of Golfing in Colorado. *Journal of Sports Economics, 10*(April), 155-67.
- (2009). A Hybrid Individual-Zonal Travel Cost Model for Estimating the Consumer Surplus of Golfing in Colorado. *J Sport Econ, 10*, 155-167.
- (2009). Does Altruism Play a Role in Determining US Consumer Preferences and Willingness to Pay for Natural and Regionally Produced Beef? *Agribusiness An International Journal, 25*(2), 266-85.
- (2009). Factors Affecting Small (Colorado) Producers Local Food Sales. *Journal of Hunger & Environmental Nutrition, 4*(1), 129-46.
- (2009). Growing a Niche Beef Market: A Targeted Marketing Plan for Colorado Homestead Ranches. *Review of Agricultural Economics, 21*(4), 984-98.
- (2009). What Influences Consumer Choice of Fresh Produce Purchase Location? *Journal of Agricultural and Applied Economics April.*
- (2008). A new interdisciplinary program in organic agriculture. *Hortscience, 43*, 1216-1216.
- (2008). Demand for Local Foods. *J Agr Resour Econ, 33*, 493-493.
- (2008). Determining Economic Contributions in a Recreational Industry An Application to Colorado's Golf Industry. *J Sport Econ, 9*, 571-591.
- (2008). The Census of Agriculture. *Am J Agr Econ, 90*, 1303-1309.
- (2008). Understanding consumer interest in product and process-based attributes for fresh produce. *Agribusiness, 24*, 231-252.
- (2008). What to Choose? The Value of Label Claims to Fresh Produce Consumers. *J Agr Resour Econ, 33*, 402-427.
- (2007). Discovering niche markets for fresh produce. *J Agr Resour Econ, 32*, 566-566.
- (2006). Strategic market planning for value-added natural beef products. *Renew Agr Food Syst, 21*, 192-203.
- (2005). Beggar-thy-neighbor economic development. *Ann Regional Sci, 39*, 593-605.
- (2004). Colorado crop to cuisine. *Rev Agr Econ, 26*, 404-416.
- (2003). An empirical analysis of market integration and efficiency for US fresh tomato markets. *J Agr Resour Econ, 28*, 435-450.
- (2003). Economic impacts of a disease outbreak in the United States. *J Agr Resour Econ, 28*, 656-656.
- (2003). Evaluating price differences and response by meat cut, grade, and feature price. *J Agr Resour Econ, 28*, 660-660.

- (2002). Price relationships for Mexican fresh tomatoes in US and Mexican terminal markets. *J Agr Resour Econ*, 27, 581-582.
- (2002). Regional demand for natural beef products. *J Agr Resour Econ*, 27, 583-583.
- (2001). Shopping for meat. *J Agr Resour Econ*, 26, 565-565.
- (2001). Tradability and market equilibrium for US-Mexico fresh tomatoes. *J Agr Resour Econ*, 26, 567-567.
- (2000). Agricultural economists' performance and pay. *J Agr Resour Econ*, 25, 722-722.
- (2000). Consumer preference for specific attributes in natural beef products. *J Agr Resour Econ*, 25, 730-730.
- (2000). Farm labor demand. *J Agr Resour Econ*, 25, 252-266.
- (2000). Mexican-US tomato trade. *J Agr Resour Econ*, 25, 731-731.
- (2000). Migration effects of Olympic siting. *Ann Regional Sci*, 34, 405-420.
- (1999). Targetable market segments for natural pork products. *Am J Agr Econ*, 81, 1299-1299.
- (1998). Farm labor demand and supply. *Am J Agr Econ*, 80, 1179-1179.
- (1998). Putting humans back at the heart of economics. *Am J Agr Econ*, 80, 1164-1164.

Non-Refereed Journal Articles

- Hu, W., Thilmany, D. D., Pendell, D. L. (2015). Exploring Seasonal Dynamics and the Role of Energy Costs in Regional Apple Markets. *Agricultural and Resource Economics Review*.
- Markham, L., Auld, G. W., Bunning, M. L., Thilmany, D. D. (2014). Attitudes and Beliefs of Raw Milk Consumers in Northern Colorado. *Journal of Hunger and Environmental Nutrition*, 9(4), 546-64.
- Beam, A., Thilmany, D. D., Pritchard, R. W., Garber, L. P., Olea-Popelka, F. J. (in press). Economic and animal health implications of distance to slaughter, markets, and feed sources used by small-scale food animal operations in the United States. *Renewable Ag and Food Systems*.
- Hil, R., Loomis, J. B., Thilmany, D. D., Sullins, M. J. (2014). Economic Values of Agritourism to Visitors: A Multi-destination Hurdle Travel Cost Model of Demand. *Tourism Economics*, 20(5), 1047-1065.
- Goldbach, R. L., Loomis, J. B., Thilmany, D. D., Sullins, M. J. (2014). Economic values of agritourism to visitors: a multi-destination hurdle travel cost model of demand. *Tourism Economics*.
- Deselnicu, O., Costanigro, M., Thilmany, D. D., Souza-Monteiro, D. (2013). A Meta-Analysis of Geographical Indication Food Valuation Studies: What Drives the Premium for Origin Based Labels. *Journal of Agricultural and Resource Economics*, 38(2), 204-219.
- Hu, W., Thilmany, D. D., Pendell, D. L. (in press). Exploring Seasonal Dynamics and the Role of Energy Costs in Regional Apple Markets. *Agricultural and Resource Economics Review*.
- Thilmany, D. D., Tegegne, E., Hines, B. (2013). Farmers Markets and Direct Marketing in the Western US: Market Trends and Linkages with Food System Issues. *Western Economics Forum*(Winter).
- Hu, W., Thilmany, D. D., Pendell, D. L., Onozaka, Y. Market Performance in the Era of Buy Local: A Welfare

Analysis of Colorado Apples to Assess Winners and Losers. *Food Policy*.

- Hu, W., Thilmany, D. D., Pendell, D. L., Onozaka, Y. Market Performance in the Era of Buy Local: A Welfare Analysis of Colorado Apples to Assess Winners and Losers. *Journal of Agricultural and Resource Economics*.
- Beam, A., Thilmany, D. D., Garber, L., Van Metre, D. C., Pritchard, R. W., Kopral, C. A., Olea-Popelka, F. J. (2013). Factors affecting veterinarian usage by small-scale food-animal operations. *Journal of the American Veterinary Medical Association*.
- Thilmany, D. D., Ahearn, M. (2013). Beginning Farmers and Potential Opportunities within Local Food Systems: *Boston Federal Reserve's Communities and Banking*(Spring).
- (2011). Developing Values Based Distribution Networks to Enhance the Prosperity of Small and Mid-Size Producers: A Case Study of Colorado Homestead Ranches. *AMR 11-01 May 8 pp*.
- (2011). Developing Values Based Distribution Networks to Enhance the Prosperity of Small and Mid-Size Producers: A Case Study of La Montanita. *AMR 11-03 May 10 pp*.
- Auld, G. W., Thilmany, D. D., Jones, K. (2009). Factors affecting small Colorado producers' local food sales. *J Hunger and Environmental Nutrition*.
- (2008). Agritourism in the West: Exploring the Behavior of Colorado Farm and Ranch Visitors. *Western Economics Forum Fall, 7*.
- (2007). Implementing Mandatory Country of Origin Labeling. *Introduction to CHOICES theme issue on Country of Origin Labeling December (also served as guest editor) <http://www.choicesmagazine>, 23(4)*.
- Thilmany, D. D., McKenney, N., Mushinski, D. W., Weiler, S. A. (2005). Beggar-thy-neighbor economic development: a note on the effect of geographic interdependencies in rural retail markets. *The Annals of Regional Science*, 39(3), 593–605.

Non-Refereed Proceedings or Transactions

- Thilmany, D. D., Deselnicu, O., Costanigro, M. (2013). *How Consumers Respond to Corporate Social Responsibility Initiatives: A Cluster Analysis of Dairy Consumers* (1st ed., vol. XLIV). Journal of the Food Distribution Research Society Proceedings..
- Ahearn, M., Ifft, J., Low, S., Thilmany, D. D., Sullins, M. J. (2013). Issues and Opportunities Surrounding Small Farm Transition. *Small Farms Conference Proceedings*. USDA Small Farms Conference. <http://www.tnstate.edu/smallfarmconference/documents/final%206thnational%20small%20farm%20conferenceproceedings09042013.pdf>.
- Thilmany, D. D. (2013). Adding Value through Mixed Crop and Livestock Operations: The Case of Colorado Homestead Ranches. *Western SARE's Strengthening Agriculture's Infrastructure Proceedings*. Western SARE's Strengthening Agriculture's Infrastructure Proceedings.
- Thilmany, D. D., Moschetti, W. P., C. M. (2015). Barriers & Opportunities for Healthy Food Recovery From Grocery Retail to Hunger Relief Organizations. *CSU DARE Food Systems Issue brief*. Colorado Food Systems Advisory Council. <http://webdoc.agsci.colostate.edu/DARE/COFSAC/COFSAC%20Healthy%20Food-August.pdf>
- Thilmany, D. D., Moschetti, W. P., C. M. (2015). Preparing for Food Security in an Age of Limited Natural Resources Part I: Water. *CSU DARE Food Systems Issue brief*. Colorado Food Systems Advisory Council.

<http://webdoc.agsci.colostate.edu/DARE/COFSAC/COFSAC-Water-August.pdf>

- Thilmany, D. D., Moschetti, W. P., C. M. (2015). Preparing for Food Security in an Age of Limited Natural Resources Part II: Land Use. *CSU DARE Food Systems Issue brief*. Colorado Food Systems Advisory Council. <http://webdoc.agsci.colostate.edu/DARE/COFSAC/COFSAC%20Land%20Use-August.pdf>
- Thilmany, D. D., Moschetti, W. P., C. M. (2015). Preparing for Food Security in an Age of Limited Natural Resources Part III: Energy. *CSU DARE Food Systems Issue brief*. Colorado Food Systems Advisory Council. <http://webdoc.agsci.colostate.edu/DARE/COFSAC/DT-COFSAC%20Alt%20Energy-August.pdf>
- (2012). *Colorado Attitudes About Agriculture and Food: 2011 Executive Summary*. ARPR 12.01 June 8pp.
- (2012). *Creating Loyal Customers Through Social Responsibility. How do Dairy Consumers Value Issue- Based Initiative?*. AMR 12-01 June <http://dare.colostate.edu/pubs/AMR/AMR%2012-01.pdf>.
- (2012). *The 2012 FarmBill's Reach: Unintended Consequences of Failure to Update or Extend the 2008 Act*. APRP 12-02 August.
- (2012). *The Wine Headache: Consumer Perceptions, Marketing, and Pricing Implications for Non-Sulfited Wines*. AMR 12-02 December 7pp.
- (2012). *What is the New Version of Scale Efficient: A Values-Based Supply Chain Approach* (1st ed., vol. 43, pp. 27-34). Proceedings in the Journal of Food Distribution Research.
- (2011). *Approaching Beginning Farmers as a New Stakeholder for Extension* (2nd ed., vol. 26). CHOICES 2nd Quarter.
- (2011). *Demographics, production Characteristics and Financial performance Executive Summary: A Comparison of Low-Sales, Medium-Sales, and Large Family Farm Operations in the United States*. PFMR- 11-01.
- (2011). *Developing Values Based Distribution Networks to Enhance the Prosperity of Small and Mid-Size Producers: A Case Study of High Plains Food Co-Op*. AMR 11-02 May 9 pp.
- (2011). *How Do Consumers Value Apples? A Comparison of Organic, Colorado Proud Labels*. AMR 11-04 May 6 pp.
- (2011). *Northern Colorado Food Assessment: Final Report*. <http://www.larimer.org/foodassessment/report.cfm>.
- (2011). *Operator and Operation Characteristics: A Comparison of Low-Sales, Medium-Sales, and Large Family Farm Operations in the United States*. PFMR- 11-02.
- (2011). *Production Resources and Management: A Comparison of Low-Sales, Medium-Sales, and Large Family Farm Operations in the United States*. PFMR- 11-03.
- (2011). *Profitability Measures and Financial Structure: A Comparison of Low-Sales, Medium-Sales, and Large Family Farm Operations in the United States*. PFMR- 11-04.
- (2011). *Theme Overview: Innovations to Support Beginning Farmers and Ranchers* (2nd ed., vol. 26). CHOICES 2nd Quarter.
- (2011). *Understanding the Effectiveness of Farm to School Programs through Food Service Professionals*. ARPR 11-01 October 7 pp.
- (2010). *A Closer Look at Farm Operators*. Report to the Northern Colorado Food Assessment Fall.

- (2010). *Berry's Bringing It to the Table: A call to honor farming, food*. Book Review of *Bringing It to the Table: On Farming, Food* by Wendell Berry *Journal of Agriculture, Food Systems, Community Development* Fall.
- (2010). *Consumer Awareness and Response to Produce Food Safety Issues* (1st ed., vol. 41, pp. 108-14). *Journal of Food Distribution Research Society*.
- (2010). *Food Consumers*. Report to the Northern Colorado Food Assessment Fall.
- (2010). *Food Markets and Buyers*. Report to the Northern Colorado Food Assessment Fall.
- (2010). *Food Security and Access in Northern Colorado*. Report to the Northern Colorado Food Assessment Fall.
- (2010). *Health Outcomes*. Report to the Northern Colorado Food Assessment Fall.
- (2010). *How Effective is Social Networking for Direct Marketers?* (1st ed., vol. 41, pp. 96-100). *Journal of Food Distribution Research*.
- (2010). *Possible Roles For Social Networking in Agritourism Development*. AMR 10-01 March 9 pp.
- (2010). *Selling Local: Campaigns to Encourage Local Consumerism*. EDR 10-02 July 8pp.
- (2010). *Values-Based Distribution Networks to Enhance the Prosperity of Small-, Medium-Sized Producers Research Update*. *Journal of Food Distribution Research Society* March.

Book Review

- (2012). *Local Food, Organics and Sustainability; The Federal Policy Role In Today's Food and Agricultural Markets*.
- (2011). *Payments for Ecosystem Services: Keeping Working Landscapes Productive and Functioning*. Chapter in *Saving the Wide Open Spaces*.

CE Report/Bulletin/Factsheet

- Schwartz, L., Thilmany, D. D. (2014). *An Overview of Farm Incubators Across the US*. (vol. 14-01). *Economic Development Report*.

Electronic Publication

- Bauman, A., Shideler, D., Thilmany, D. D., Taylor, M., Angelo, B. (2014). *An Evolving Classification Scheme of Local Food Business Models*. eXtension CLRFS Resource. <http://www.extension.org/pages/70544/an-evolving-classification-scheme-of-local-food-business-models#.VFUbjBZvZbU>

Research Report

- Thilmany, D. D. (2013). *Pueblo County Food Assessment Public Health and Food Access Report*. CSU Extension. <http://county.pueblo.org/sites/default/files/Pueblo%20County%20Food%20System%20Assessment%20Public%20Health%20%26%20Food%20Access%20Report%20%2013.pdf>
- Thilmany, D. D. (2013). *Researching market and supply-chain opportunities for local foods systems: Setting priorities and identifying linkages*. *Journal of Agriculture, Food Systems and Community Development*.

Thilmany, D. D., Bauman, A., Tegegne, E., Hines, B., Costanigro, M. (2013). *The Grape and Wine Industry's Impact on the Colorado Economy*. CSU Extension. <http://coloradowine.com/cms/index.cfm/category/97/economic-contribution-of-the-colorado-wine-industry.cfm>

Graff, G. D., Thilmany, D. D. (2013). *The Value Chain of Colorado Agriculture*. CSU.

Graff, G. D., Mortenson, R., Goldbach, R. L., Thilmany, D. D., Davies, S. P., Koontz, S. R., Ponce-Pore, G., Rennels, K. (2013). *The Value Chain of Colorado Agriculture* (pp. 114). Fort Collins, CO: Dept. of Agricultural & Resource Economics and Office of Engagement, Colorado State University. outreach.colostate.edu/econ-dev/value-chain.html

Technical Report

Thilmany, D. D., Jablonski, B., Van Sandt, A., Costanigro, M. (2014). *Colorado Blend Sensory Panels, Valuation and Labeling: Pilot Survey Results from 2014 Colorado Mountain Winefest*. Report to CWIDB.

Wiener, C., Thilmany, D. D. (2014). *Colorado Dairy and Irrigation Efficiency Program Pilot Evaluation*. Colorado Energy Office.

Web Publication

Thilmany, D. D., Conner, D., Deller, S., Hughes, D., Meter, K., Morales, A., Schmit, T., Swenson, D., Bauman, A. L., Goldenberg, M. P., Goldbach, R. L., jablonski, B., Tropp, D. (2015). *The Economics of Local Food Systems: A Toolkit to Guide Community Discussions, Assessments and Choices*. USDA. <http://localfoodeconomics.com/>

Bauman, A. L., Thilmany, D. D., jablonski, B., Shideler, D. (2015). *Smart Marketing: An Evolving Classification Scheme of Local Food Business Models*. *Cornell Food Industry Management April Smart Marketing article*. Cornell Dyson School. <http://agribusiness.dyson.cornell.edu/SmartMarketing/pdfs/SmrtMkg%20Mar2015.pdf>

PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL MEETINGS/WORKSHOPS

December 2015, "Evaluating the Economic Impacts of Local & Regional Food Systems: A Toolkit to Guide Community Discussions, Assessments and Choices", Michigan State Center for Regional Food Systems Webinar.

December 2015, "Future of Food Production in Colorado", Panel, Colorado Water Summit.

November 2015, "CSU Extension Food Systems Team: Supporting Diverse Supply Chains through New Initiatives, Partnerships & Engagement", CSU Extension Forum, CSU Extension.

November 2015, "Local Food Systems: How Consumers and Communities Influence Supply Chains", Montana Ag Outlook, MSU.

October 2015, "Key Drivers of the Colorado Ag and Food Sector", Colorado Legislative Council.

September 2015, "Local Foods Benchmarking and Outreach: The Farm Credit Council's Lending to the Next Generation of Agriculture Conference", Young, Beginning and Small Conference, Credit, (Presenter) Schmit, T., Thilmany, D. D., Laughton, C.

July 2015, "Enhancing the Applied Knowledge of Local Food Systems' Economic Impacts: A National Research and Training Effort", AAEE Annual Meeting, peer-reviewed/refereed.

July 2015, "The Role of Economics in Multifunctional Food Supply Chains", WAEA Annual Meeting.

May 2015, "CSU Extension Food Systems Team: Strengthening the Value Chain through Partnerships and Engagemen", Advisory Council, CSU Extension.

May 2015, "Assessing the Economic Impact of Local Food Systems: Framing a Meta-Analysis for the US", National Value Added Conference, (Presenter) Schmit, T., Angelo, B., Hughes, D., peer-reviewed/refereed.

April 2015, "The Dynamics of the Organic and Local Food Segments: Trends and Emerging Strategies", Annual Meeting, Independent Bankers Association.

January 2015, "Adapting to the Changing Landscapes for Food Markets: Marketing your Food Product and Industry Trends", Annual Conference, WCHS & VinCO.

January 2015, "Strategic Business Planning", Building Farmers class, CSU Extension.

November 2014, "Growing Pains: Evaluation and Discussion of Improper Growth Facilitation in Food Hub Organizations", Food Distribution Research Society, (Presenter) Daniels, B., Salt Lake City UT, peer-reviewed/refereed.

November 2014, "Defining Best Practices for Economic Development Assessment and Evaluation for Food System Initiatives.", North American Regional Science, Bethesda MD, peer-reviewed/refereed.

November 2014, "Indicators for Impact: Farmers Markets as Leaders in Data Collection and Community Assessment.", Wisconsin Prevention of Obesity and Diabetes Conference, Madison WI, peer-reviewed/refereed.

September 2014, "An Evolving Classification Scheme of Local Food Business Models.", eXtension CLRFS 2014 Food Security Conference, Cleveland OH, peer-reviewed/refereed.

September 12, 2014, "Does Place Matter for Agritourism Trips?", Wildlife Congress, Estes Park, Colorado.

August 2014, "A Reflection on the Agricultural/Applied Economics Profession through the Lens of Our Veterans", AAEA, Minneapolis, peer-reviewed/refereed.

August 2014, "Leveraging Federal Data Sources: The Case of Local Food Assessments", AAEA, Minneapolis, peer-reviewed/refereed.

August 2014, "Local Food Systems as a Catalyst for Innovation", AAEA, Minneapolis, peer-reviewed/refereed.

June 2014, "Modeling Welfare Outcomes of Water Markets with Transaction Costs: An agent-based modelling approach.", WAEA Annual Meeting, (Presenter) Baumann, A., Colorado Springs, CO, peer-reviewed/refereed.

May 2014, "Food Systems and Entrepreneurship", National Value Added Conference, Baltimore Maryland, peer-reviewed/refereed.

April 2014, "Colorado Perspectives on the Organic Market", Is Organic for Me, Boulder County, Boulder Colorado.

October 8, 2013, "Developing a Public-Private Partnership to build an electronic food supply chain", National MarketMaker, MarketMaker, Chicago.

August 5, 2013, "Is it Healthier, Tastier, and Who Buys it? Current Issues Surrounding Organic Food Production and Consumption.", AAEA, AAEA FAMPS, Washington DC, peer-reviewed/refereed.

August 5, 2013, "Understanding and Managing Risk and Return for Small-Scale Value-Added Food Businesses", AAEA, AAEA, Washington DC, peer-reviewed/refereed.

June 24, 2013, "Building Farmers in the West: Innovative Approaches to Engage and Evaluate a New Set of Stakeholders", WAEA, WAEA, Monterey.

April 3, 2013, "Toward a Typology of Economic Impact and Welfare Analysis for Local and Regional Food Systems.", Southern Regional Science Association, SRSA, Washington DC, peer-reviewed/refereed.

2012, "Ahearn, M., P. Davis, J. Ifft, S. Low and D. Thilmany. "Issues and Opportunities Surrounding Small Farm Transition and Succession." Organized panel for the 6th National Small Farms Conference. Memphis, TN. Sept. 2012.", peer-reviewed/refereed.

2012, "Card, A. and D. Thilmany. "Sustainable Enterprises on the Urban Corridor of Colorado." Tour and Presentations to the SARE Fellows tour of Colorado. May 2012."

2012, "Deselnicu, O., M. Costanigro, D.M. Souza-Monteiro and D. Thilmany McFadden. "What Drives the Premium for Origin in Food? A Meta-Analysis of Geographical Indication Studies." Invited presentation to the Grenoble Applied Economic Laboratory. May 2012."

2012, "Hoffman, L. and D. Thilmany McFadden. "Regional Food System Assessments – Central Ohio and Northern Colorado." Webinar for CDC's State Health Network for Sustainable Food Systems. June 2012."

2012, "Thilmany McFadden, D. "What Is Driving Consumer Demand for Local Foods?" Presentation at the USDA Ag Outlook Forum. February 2012. Washington, DC."

2012, "Thilmany McFadden, D. " Food Systems Planning-A Colorado Perspective." Presentation to American Planning Association-Colorado Chapter. Fort Collins CO. March 2012."

2012, "Thilmany McFadden, D., M. Sullins and W. White. "Introducing the Farm to School Applications on Colorado MarketMaker!" Webinar for Colorado Farm to School Network. Winter 2012."

2012, "Thilmany, D., M. Costanigro, and O. Deselnicu, "How Consumers Respond to Corporate Social Responsibility

Initiatives: A Cluster Analysis of Dairy Consumers.” Presented at the 2012 Food Distribution Research Society Meetings. October 2012. San Juan, Puerto Rico.", peer-reviewed/refereed.

2012, "Thilmany, D. Moderator and Discussant for Session, Understanding the Multiple Impacts from Marketing Locally Grown Food, Food Products, and Agri-Recreational Services. 2012 AAEA Annual Meetings. Seattle, WA.", peer-reviewed/refereed.

2012, "Thilmany, D. “Effective Marketing: Partners and Planning Principles.” Presentation to the Colorado Department of Agriculture- Marketing your Food Product Workshop.” April 2012. Aurora, CO.".

2012, "Thilmany, D. “Local Food Market Dynamics: An Analysis of Consumer Motivations, Marketing Choices and Welfare Implications.” The Ohio State University Van Buren lecture. April 2012.".

2012, ""Estimating WTP for Reduced Sulfite Content in Wine”. With C. Appleby and M. Costanigro. Selected paper at the WAEA meetings, Park City, Utah. June 20-22, 2012.".

2012, ""Estimating WTP for Reduced Sulfite Content in Wine”. With C. Appleby* and M. Costanigro. Invited paper at the Wine Marketing and Policy FAMPS session AAEA meetings, Seattle, WA, August 12-14 2012.", peer-reviewed/refereed.

2012, ""How Corporate Social Responsibility Initiatives are Emerging in the Dairy Sector: An Analysis of Consumer Perceptions and Priorities”. With O. Deselnicu* and D. Thilmany. Selected paper at the 2012 AAEA meetings, Seattle, WA, August 12-14, 2012.", peer-reviewed/refereed.

2012, ""Local, Organic, Conventional-Asymmetric Effects of Information and Taste on Label Preferences in an Experimental Auction”. With Stephan Kroll, M. Costanigro and Marisa Bunning. AAEA and EAAE joint conference “Food Environment: The Effect of Context on Food Choice”. Boston, Ma. May 30-31, 2012.", peer-reviewed/refereed.

2012, ""Ten Thousand Labels: Credence Attributes, Product Differentiation, and

Information Flows in the Food System".
AAEA organized symposium, Seattle, WA,
August 12-14, 2012.
Presenters: Marco Costanigro, Vincenzina
Caputo, Dawn Thilmany and Glynn Tonsor
Discussant: Jayson Lusk", peer-reviewed/refereed.

2011, "Deselnicu, O., M. Costanigro, D.M. Souza
Monteiro, and D. Thilmany McFadden.
"What Determines the Success of a
Geographical Indication? A Meta-Analysis
of Price Premia and WTP Studies for GIs
in Food Products." Presentation to the
2011 AAEA Annual Meetings. July 2011.
Pittsburgh PA.", peer-reviewed/refereed.

2011, "Gunter, A., D. Thilmany and M. Sullins.
"What is the new version of scale
efficient? A values-based supply chain
approach." Presented at the 2011 FDRS
Annual Meeting. Portland, OR."

2011, "Hu, Wenjing, Y. Onozaka and D. Thilmany.
"What Are the Economic Welfare Effects
of Local Food Marketing? Exploring
Impacts with the Case of Colorado
Apples." Presentation to the 2011 AAEA
Annual Meetings. July 2011. Pittsburgh PA.", peer-reviewed/refereed.

2011, "Nurse, G., D. Thilmany, M. Costanigro
and Y. Onozaka. "The Power of Local:
Interesting Implication of an In-store
Experiment." Presentation to Food and
Ag Under the Big Sky Conference. June
2011. Missoula, MT."

2011, "Onozaka, Y., W. Hu and D. Thilmany
McFadden. "Assessing the Impact of
Consumer Choices on Fresh Produce to
Sustainability." Presentation to the
2011 AAEA Annual Meetings. July 2011.
Pittsburgh PA.", peer-reviewed/refereed.

2011, "Songa, D. and D. Thilmany McFadden.
"Evaluating Consumer's Confidence in
Regulatory Institutions: Is There a
Connection with their Food Source?"
Presented at the 2011 FDRS Annual
Meeting. Portland, OR.", peer-reviewed/refereed.

2011, "Thilmany McFadden, D. "Building
Community and Capacity in Beginning
Farmer Communities." Presentation to the
USDA BFRDP meeting. November 30, 2011.
Fort Collins, CO."

2011, "Thilmany McFadden, D. "Local Food, Organics and Sustainability." Paper presented in Symposium, The Federal Policy Role In Today's Food and Agricultural Markets. 2011 AAEA Annual meetings. Pittsburgh, PA".

2011, "Thilmany McFadden, D. "Production Planning and Budget Calculator." Presentation to the Boulder Building Farmers Program. November 2, 2011. Boulder, CO."

2011, "Thilmany McFadden, D. "Strategic Business Planning for Beginning Farm Enterprises." Presentation to the Boulder Building Farmers Program. October 18, 2011. Boulder, CO."

2011, "Thilmany McFadden, D. "Strategic Business Planning." Presentation to the Denver County Building Farmers Program. October 19, 2011. Denver, CO."

2011, "Thilmany, D. and L. Hoffman. "Envisioning the Northern Colorado Food System." Presentation to the Colorado Ag Outlook Forum. Denver CO. February 2011."

2011, "Thilmany, D. and L. Hoffman. "Northern Colorado Food System Assessment: Final Report." Presentation to the Boulder County Commissioners of Agriculture. Boulder CO. February 2011."

2011, "Thilmany, D. "Cost Effective Marketing Plans and Resources." Presentation to the Colorado Department of Agriculture-Marketing your Food Product Workshop." April 2011. Aurora, CO."

2011, "Thilmany, D. "CSU as a Partner in Assessing Food Systems: An Example from Northern Colorado." Presentation to the Colorado Food System Advisory Council. March 2011. Fort Collins CO."

2011, "Thilmany, D. "Marketing your Agritourism Enterprise: Managing Risk, Identifying Markets and Reaching New Customers." Presentation to the Agritourism: New Opportunities for Park County. March 2011."

2011, "Thilmany, D. "Panel on the Farm Bill &

food assistance, food security and production.” 2011 Colorado School of Public Health Conference. April 2011. Fort Collins CO.”.

2011, "Thilmany, D. “Strategic Planning for Consumer Driven Markets.” Presentation to the Great Basin Women and Youth in Ag conference. June 2011. Las Vegas NV.”.

2011, "Thilmany, D. “Strategies to Connect with Customers: Colorado MarketMaker as a Promotional Resource.” Presentation to the Colorado Big and Small Conference.” Brighton CO. February 2011.”.

2011, "Thilmany, D., G. Nurse and Y. Onozaka. “Exploring the Marketing Implication of Local Food Systems: Creating Effective Marketing and Policies Based on Consumer Motivations.” .” Presentation to the 2011 WERA Conference. June. Las Vegas NV.”, peer-reviewed/refereed.

2011, "Thilmany, D., M. Costanigro and S. Kroll. Integrating Sensory Analysis in a Valuation Study of Credence Attributes: Joint Sensory and Economic Analysis Organized Session. 2011 Food Distribution Research Society Meetings. Portland, OR.”.

2011, "Thilmany, McFadden, D. Data Issues for Local Food System Analysis. Presenter in AAEA post-conference for 2011 Annual meetings. Pittsburgh, PA.”, peer-reviewed/refereed.

2011, "Thilmany, McFadden, D. Economic Contributions from a More Localized Food Systems. Coordinator and Moderator. CENET Organized Symposium proposed for 2011 AAEA Annual meetings. Pittsburgh, PA.”.

2010, "Bunning, M., G. Wall, A. Fouladkhah, S. Blandon, and D. Thilmany-McFadden. Effects of growing location and agricultural methods on sensory and quality attributes of Gala apples. Poster presented at the International Food Technologist Annual meetings. July 2010. Chicago, IL.”, peer-reviewed/refereed.

2010, "Bunning, M., P. Kendall, H. Aldrich, G. Wall, J. Bruning, S. Yeh, S. Blandon, and D. Thilmany-McFadden. Consumer

Awareness and Response to Produce Food Safety Issues. Poster for Food Safety Education Conference. March 2010. Atlanta, GA.", peer-reviewed/refereed.

2010, "Costanigro, M., S. Kroll, D. Thilmany McFadden and G. Nurse. Local and Organic: Substitutes or Complements? An in-Store Evaluation of Labels for Apples. Presented at the 2010 AAEA Annual Meetings. July 2010. Denver, CO. (presentation by Costanigro)", peer-reviewed/refereed.

2010, "Economic and Policy Implications for GMO Crops in Sustainable Ag Systems".

2010, "Nurse, G. and D. Thilmany McFadden. Exploring Consumer Perceptions about Local Foods? What do they Value? Presented at the 2010 Southern Ag Economics Association meetings. February 2010. Orlando, FL.", peer-reviewed/refereed.

2010, "Nurse, G. and D. Thilmany McFadden. Buying Power in the Local Food System: Exploring psychological variables influencing consumer motivations. Poster selected for the Northeastern Agricultural and Resource Economics Association Conference, The Economics of Local Food Markets. June 2010.", peer-reviewed/refereed.

2010, "Onozaka, Y., G. Nurse and D. Thilmany McFadden. Defining Sustainable Food Market Segments: Do Motivations and Values Vary by Shopping Locale? Invited paper Session for 2010 AAEA meetings. Denver CO.", peer-reviewed/refereed.

2010, "Phillips, M., D. Thilmany-McFadden and H. Cutler. Applications and Impacts of Regional Import Substitution Ideals.. Presentation to the North American Regional Science Conference. November 2010. Denver, CO. (presented by Megan Phillips)", peer-reviewed/refereed.

2010, "Thilmany McFadden, D. Initial findings from the Northern Colorado Food System Assessment: Boulder County. Presentation to Northern Colorado Food System Assessment Open House. July 2010. 26 in attendance".

2010, "Thilmany McFadden, D. Initial findings

from the Northern Colorado Food System Assessment: Larimer County. Presentation to Northern Colorado Food System Assessment Open House. July 2010. 22 in attendance".

2010, "Thilmany McFadden, D. Initial findings from the Northern Colorado Food System Assessment: Weld County. Presentation to Northern Colorado Food System Assessment Open House. July 2010. 48 in attendance".

2010, "Thilmany McFadden, D. Colorado MarketMaker: A new Tool for Colorado State University Extension. Presentation at CSU Extension Annual Forum. September 2010."

2010, "Thilmany McFadden, D. Comparison of Efforts to Establish Local and Regional Food Systems", as part of the session "Making Local and Regional Food Systems Successful. With USDA Rural Development. 2010 AAEA Annual Meetings. Denver, CO", peer-reviewed/refereed.

2010, "Thilmany McFadden, D. Consumer demand and marketing outlets for pasture based livestock products. Invited paper in session, Green Grazing for Enhancing Food and the Environment. America-Soil Science Society of America Annual Meetings. November 2010. Long Beach, CA."

2010, "Thilmany McFadden, D. Initial Conclusions on the Northern Colorado Food Assessment. December, 2010. Windsor, CO".

2010, "Thilmany McFadden, D. Marketing Your Agritourism Business: Using Research to Develop a Strategy. Presentation to Southern Colorado Agritourism Conference. Walsenburg, CO. April 2010."

2010, "Thilmany McFadden, D. Marketing your Agritourism Enterprise: Managing Risk, Identifying Markets and Reaching New Customers. Presentation to Western Slope Agritourism Conference. Grand Junction, CO. September 2010."

2010, "Thilmany McFadden, D. Marketing your Agritourism Enterprise: Pricing and

Reaching New Customers using Social Media. Presentation to Northwest Colorado Agritourism Conference. Steamboat Springs, CO. March 2010."

2010, "Thilmany McFadden, D. Participatory Food Assessments: Integrating Diverse Perspectives and Building Local Leadership. Organized session for the 2010 Community Food Security Coalition Annual Meeting. October 2010. New Orleans, LA. (with Wendy Moschetti and Cindy Torres)", peer-reviewed/refereed.

2010, "Thilmany McFadden, D. Strategic Business Planning for Beginning Farm Enterprises. Presentation to the Durango Building Farmers Program. October 18, 2010. Durango, CO."

2010, "Thilmany McFadden, D. Strategic Business Planning. Presentation to the Boulder County Building Farmers Program. October 19, 2010. Boulder, CO."

2010, "Thilmany McFadden, D. "Unique Characteristics of Direct Market Producers", as part of the session "Exploring the Interface Between Local Food Systems and Community Economics ". CENET track session. 2010 AAEA Annual Meetings. Denver, CO.", peer-reviewed/refereed.

TEACHING:

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2016	Spring	AREC799 - Dissertation	18	8
2015	Fall	AREC310 - Agricultural Marketing	3	70
2015	Fall	AREC310 - Agricultural Marketing - Honors	3	5
2015	Fall	AREC799 - Dissertation	18	6
2015	Fall	AREC496 - Group Study - Honors	18	1
2015	Fall	AREC328 - Small Agribusiness Management	3	42
2015	Summer	AREC487 - Internship	6	4
2015	Spring	AREC799 - Dissertation	18	8
2015	Spring	AREC487 - Internship	6	3
2014	Fall	AREC310 - Agricultural Marketing	3	66
2014	Fall	AREC310 - Agricultural Marketing - Honors	3	1
2014	Fall	AREC799 - Dissertation	18	9
2014	Fall	AREC496 - Group Study - Honors	18	0
2014	Fall	AREC792A - Seminar-Agricultural	18	2
2014	Spring	AREC799 - Dissertation	18	12
2014	Spring	AREC695 - Independent Study	6	1
2014	Spring	AREC699 - Thesis	18	6
2013	Fall	AREC310 - Agricultural Marketing	3	78
2013	Fall	AREC799 - Dissertation	18	8

2013	Fall	AREC325 - Personnel Management in Agriculture	3	44
2013	Fall	ECOL699 - Thesis	18	13
2013	Spring	AREC799 - Dissertation	18	11
2013	Spring	AREC695 - Independent Study	18	3
2013	Spring	AREC792A - Seminar-Agricultural	18	7
2013	Spring	AREC784 - Supervised College Teaching	3	1
2012	Fall	AREC408 - Agricultural Finance	3	3
2012	Fall	AREC310 - Agricultural Marketing	3	60
2012	Fall	AREC799 - Dissertation	18	8
2012	Fall	AREC328 - Small Agribusiness Management	3	35
2012	Fall	AREC699 - Thesis	18	9
2012	Summer	AREC408 - Agricultural Finance	3	10
2012	Spring	AREC408 - Agricultural Finance	3	8
2012	Spring	AREC495 - Independent Study	18	4
2012	Spring	AREC699 - Thesis	18	12
2011	Fall	AREC428 - Agricultural Business Management	3	28
2011	Fall	AREC408 - Agricultural Finance	3	8
2011	Fall	AREC508 - Financial Management in Agriculture	3	8
2011	Fall	AREC495 - Independent Study	18	3
2011	Fall	AREC487 - Internship	18	7
2011	Fall	AREC699 - Thesis	18	10
2011	Summer	AREC408 - Agricultural Finance	3	7
2011	Summer	AREC487 - Internship	18	7
2011	Spring	AREC408 - Agricultural Finance	3	12
2011	Spring	AREC799 - Dissertation	18	6
2011	Spring	AREC495 - Independent Study	18	13
2011	Spring	AREC699 - Thesis	18	12
2010	Fall	AREC408 - Agricultural Finance	3	1
2010	Fall	AREC695 - Independent Study	18	4
2010	Fall	AREC792A - Seminar-Agricultural	18	6
2010	Fall	AREC328 - Small Agribusiness Management	3	22
2010	Fall	AREC699 - Thesis	18	7
2010	Summer	AREC408 - Agricultural Finance	3	1
2010	Summer	AREC487 - Internship	18	6
2010	Spring	AREC408 - Agricultural Finance	3	36
2010	Spring	AREC408 - Agricultural Finance	3	5
2009	Fall	AREC408 - Agricultural Finance	3	3
2009	Fall	AREC508 - Financial Management in Agriculture	3	6
2009	Fall	AREC495 - Independent Study	18	2
2009	Fall	AREC328 - Small Agribusiness Management	3	27
2009	Summer	AREC408 - Agricultural Finance	3	6
2009	Summer	AREC487 - Internship	18	6
2009	Spring	AREC408 - Agricultural Finance	3	4
2009	Spring	AREC699 - Thesis	18	7
2008	Fall	AREC408 - Agricultural Finance	3	1
2008	Fall	AREC508 - Financial Management in Agriculture	3	6
2008	Fall	AREC495 - Independent Study	18	4
2008	Fall	AREC328 - Small Agribusiness Management	3	31
2008	Fall	AREC699 - Thesis	18	8
2008	Summer	AREC408 - Agricultural Finance	3	3
2008	Summer	AREC495 - Independent Study	18	1
2008	Summer	AREC487 - Internship	18	7
2008	Spring	AREC408 - Agricultural Finance	3	11
2008	Spring	AREC487 - Internship	18	7
2008	Spring	AREC699 - Thesis	18	6

2008	Spring	HORT424 - Topics in Organic Agriculture	3	10
2007	Fall	AREC408 - Agricultural Finance	3	2
2007	Fall	AREC508 - Financial Management in Agriculture	3	7
2007	Fall	AREC328 - Small Agribusiness Management	3	34
2007	Fall	AREC699 - Thesis	18	7

Guest Lectures:

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u># of Guest Lectures</u>	<u>Delivery Mode</u>
2014	Fall	AREC328 - Small Agribusiness Management	1	Face to Face
2014	Spring	HORT454 - Horticulture Capstone	1	Face to Face
2013	Fall	FSHN620 - Advanced Community Nutrition	1	Face to Face
2013	Fall	FSHN496B - Sustainable Food issues	1	Face to Face
2013	Spring	AREC310 - Ag Marketing	1	Face to Face

Evidence of Teaching Effectiveness (Annual Input)

Student Course Surveys

Fall 2014, AREC 792A–Seminar-Agricultural
All scores 4.0 or above...average score 4.5

Examples of Course Improvements

Fall 2014, AREC 310–Agricultural Marketing
Added option of Marketing Analysis for students less interested in Futures markets.

EXTENSION/ENGAGEMENT ACTIVITIES/ACCOMPLISHMENTS

Email

Responses to requests for information. Adult, Colorado. Number of times program was made: 41. Total number of participants: 41. Percent Responsible: 100%. 2014.

Fact Sheet Downloads

Colorado Blend Sensory Panels, Valuation and Labeling: Adult, Denver, Colorado. Number of times program was made: 1. Total number of participants: 1. Percent Responsible: 25%. 2014.

Neighborhood Grocery Retail Market Study. Adult, Lakewood, Colorado. Number of times program was made: 1. Total number of participants: 1. Percent Responsible: 5%. 2014.

An Evolving Classification Scheme of Local Food Business Models. Adult. Number of times program was made: 1. Percent Responsible: 30%. 2nd Quarter 2014.

Food Systems Newsletter

Food Systems Newsletter. Adult, Colorado. Number of times program was made: 12. Total number of participants: 235. Percent Responsible: 30%. 2014.

Phone Call

Questions on agribusiness. Adult, Colorado. Number of times program was made: 32. Total number of participants: 29. Percent Responsible: 100%. 2014.

Presentation

Engaging the NoCo Food Cluster with High Priority Projects. Adult, Fort Collins, Colorado. Number of times program was made: 8. Total number of participants: 130. Percent Responsible: 30%. 2014.

Adapting to the Changing Landscapes for Food Markets. Adult, Montrose, Colorado. Number of times program was made: 1. Total number of participants: 42. Percent Responsible: 100%. 1st Quarter 2014.

Insights on Colorado Consumers: A Statewide and County Perspective. Adult, Denver, Colorado. Number of times program was made: 1. Total number of participants: 120. Percent Responsible: 50%. 1st Quarter 2014.

Strategic Business Planning: Next Steps. Adult, Salida, Colorado. Number of times program was made: 1. Total number of participants: 8. Percent Responsible: 100%. 1st Quarter 2014.

Strategic Marketing Plans. Adult, Denver, Colorado. Number of times program was made: 1. Total number of participants: 23. Percent Responsible: 50%. 1st Quarter 2014.

The Economic Contribution of the Colorado Wine Industry. Adult, Grand Junction, Colorado. Number of times program was made: 1. Total number of participants: 82. Percent Responsible: 80%. 1st Quarter 2014.

Solving Hunger —It Starts With You: A Panel Discussion on Community-Based Solutions. Adult, Fort Collins, Colorado. Number of times program was made: 1. Total number of participants: 42. Percent Responsible: 20%. 4th Quarter 2014.

Strengthening Local Markets through Partnerships and Engagement. Adult, Laramie, Wyoming. Number of times program was made: 1. Total number of participants: 23. Percent Responsible: 100%. 4th Quarter 2014.

“Strategic Marketing Choices for your New Business. Adult, Fort Collins, CO. Number of times program was made: 1. Total number of participants: 10. Percent Responsible: 100%. 4th Quarter 2014.

Food Policy Briefs. Webinar online statewide, CO. Number of times program was made: 1. Total number of participants: 70. Percent Responsible: 30%. 2013.

Investing in human resources: managing labor as a key asset in food production. Brighton, CO. Number of times program was made: 1. Total number of participants: 65. Percent Responsible: 100%. 2013.

Market Maker in Colorado. Chicago, IL. Number of times program was made: 1. Total number of participants: 70. Percent Responsible: 20%. 2013.

Pueblo County Food Assessment. Pueblo, CO. Number of times program was made: 2. Total number of participants: 30. Percent Responsible: 20%. 2013.

The Impact of Local Markets on Your Community. Colorado Springs, CO. Number of times program was made: 1. Total number of participants: 35. Percent Responsible: 100%. 2013.

The potential for MarketMaker with Feeding Colorado. Fort Collins, CO. Number of times program was made: 1. Total number of participants: 20. Percent Responsible: 50%. 2013.

Understanding your Consumers’ Attitudes to Better Market your Food Product. Golden, CO. Number of times program was made: 1. Total number of participants: 65. Percent Responsible: 100%. 2013.

What Motivates Consumers and Buyers? Positioning Local Food Systems to Meet Expectations. Gunnison, CO. Number of times program was made: 1. Total number of participants: 100. Percent Responsible: 100%. 2013.

“Strategic Marketing Choices for your New Business. Fort Collins, CO. Number of times program was made: 1. Total number of participants: 15. Percent Responsible: 100%. 2013.

Business Planning Principles for your Incubator Enterprise. Durango, CO. Number of times program was made: 1. Total number of participants: 15. Percent Responsible: 100%. 2012.

Website Visit

Food System Newsletters. Adult, Colorado. Number of times program was made: 12. Total number of participants: 250. Percent Responsible: 30%. 2014.

MarketMaker. Adult. Number of times program was made: 12000. Total number of participants: 6500. Percent Responsible: 20%. 2014.

Workshop

Fort Collins Food Cluster. Fort Collins, CO. Number of times program was made: 4. Total number of participants: 60. Percent Responsible: 20%. 2013.

COMMITTEES

Eagle County Hort Selection Committee.

One Health Strategic Planning Group and Pilot Project, (January 2015 - Present).

SOGES faculty, (January 2015 - Present).

Extension Food Systems Work Team, (2008 - Present).

CSU Committee on Responsibilities and Standing of Academic Faculty, (January 2010 - May 2015).

College Marketing Committee, (August 2014 - Present).

Specialty Crops Grant Committee, (2008 - Present).

Economics of Animal Ag Faculty position, (April 2015 - Present).

Enns Mentoring Committee, (March 2015 - Present).

Ag Day and RamCamp helper, (August 2014 - Present).

Countryman Mentoring committee, (January 2012 - Present).

Extension, (January 2011 - Present).

Advisor to FDRS Student Marketing Challenge, (September 2014 - November 2015).

Ag Econ Field member, (January 2015 - September 2015).

AAEA Grad Case Competition, (May 2015 - August 2015).

Ag Econ Field committee, (January 2014 - August 2014).

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Colorado Food Systems Advisory Council. (January 2014 - Present).

Northern Colorado Food Cluster. (January 2014 - Present).

Colorado Department of Agriculture, Markets Division Advisory Board. (June 1, 1998 - Present).

USDA National Agricultural Research, Extension, Education, and Economics (NAREEE) Advisory Board member. (November 1, 2012 - October 31, 2018).

WAEA. (July 1, 1995 - 2014).

National Agricultural and Rural Development Policy Center Research Advisory Board. (September 1, 2012 - November 30, 2014).

AAEA. (2010 - 2012).

Food Distribution Research Society. (2010 - 2012).

S 1050 Regional Research Group on Fruit and Veg Marketing. (2005 - 2012).

National Value Added Ag Conference. (2010 - 2011).

Western Regional Extension marketing committee. (2007 - 2010).

NE 1029. (1998 - 2010).

WAEA. (1997 - 2010).

Coloradoan. (November 2014).

Collegian. (October 2014).

Harvest Public Media. (June 2014).

Greeley Tribune. (May 2014).

Fence Post. (February 2014).

Grand Junction Sentinel. (January 2014).

Committee Member, USDA NAREEE Adequacy and Relevancy Committee. (May 2015 - Present).

USDA NAREEE Executive Committee. (December 2012 - Present).

Reviewer, Journal Article, AJAE. (2012 - Present).

Reviewer, Journal Article, CJAE. (2012 - Present).

Reviewer, Journal Article, ERAE. (2012 - Present).

Editorial Review Board Member, JAAE. (2012 - Present).

Reviewer, Journal Article, JARE. (2012 - Present).

Member, WAEA. (2012 - Present).

Reviewer, Journal Article, Food Policy. (2011 - Present).

Reviewer, Journal Article, Agribusiness: An International Journal. (2010 - Present).

Member, Executive Committee. (2010 - Present).

Hort Science. (2010 - Present).

Officer, President/Elect/Past, FDRS. (October 2013 - October 2017).

Officer, President/Elect/Past, WAEA. (July 2014 - June 2017).

Chairperson, Colorado Food Systems Advisory Council, Denver, CO. (August 2014 - August 2016).

Member, External Tenure Letters. (2015 - December 2015).

Reviewer, Journal Article, Tourism Economics. (2012 - March 2015).

Committee Chair, USDA -SBIR. (2012 - 2014).

Reviewer, Ad Hoc Reviewer, USDA -SBIR. (2011 - 2014).

Member, S 1050. (2005 - 2014).

Reviewer, Ad Hoc Reviewer, USDA Rural Development. (2010 - 2013).

Member, Department Review committee-graduate. (2011 - 2012).

Member, Review committee-Extension. (2011 - 2012).

Member, AAEA. (2010 - 2012).

Member, USDA NIFA. (2010 - 2012).

Member, Journal of Agriculture, Foods Systems and Community Development. (2009 - 2012).

Be Local Northern Colorado Board of Directors. (2007 - 2012).

National Value Added Ag Conference. (2010 - 2011).

Member, Small Farms Hiring Committee. (2010 - 2011).

Committee Chair, Grad Policy. (2009 - 2011).

Outreach coordinator. (2009 - 2011).

Awards Committee. (2010).

Member, CSU Extension Forum Planning committee. (2010).

Member, Western Regional Extension marketing committee. (2007 - 2010).

Committee Member, Colorado Department of Ag-Markets Division Advisory Board. (2000 - 2010).

Member, NE 1029. (1998 - 2010).

Member, WAEA. (1997 - 2010).

Western Agricultural Economics Association Board of Directors. (1998 - 2000).

OTHER ACTIVITIES/ACCOMPLISHMENTS – SERVICE/OUTREACH

Board of Advisors of a Company, NoCo Food Cluster, Fort Collins. (2011 - February 2015).

Board of Directors of a Company, Agricultural and Applied Economics Association Executive Board. (2011 - 2014).

Board of Directors of a Company, Food Distribution Research Society Board of Directors. (2010 - 2012).

Committee Chair, Northern Colorado Winter Markets Committee. (August 2014 - Present).

LoCo Foods Advisory Board. (2012 - Present).

First Presbyterian Church. (2010 - 2014).

Be Local Northern Colorado. (2011 - 2013).

Poudre School District. (2010 - 2012).

Be Local Northern Colorado Board of Directors. (2007 - 2012).
