

## CURRICULUM VITAE

### Becca B.R. Jablonski

#### ADDRESS

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#### EDUCATION

2003	A.B. Cornell University, honors
2007	M.S. University of London, honors
2014	Ph.D. Cornell University

#### ACADEMIC POSITIONS

1/2016-present	Assistant Professor, Department of Agricultural and Resource Economics, Colorado State University
5/2017-present	Affiliate Faculty Member, School of Global Environmental Sustainability, Colorado State University
2/2017-present	Affiliate Faculty Member, Regional Economic Development Institute, Colorado State University
10/2016-present	Member Analytic and Academic Programs, Rural Policy Research Institute
8/2015-12/2015	Special Assistant Professor, Department of Agricultural and Resource Economics, Colorado State University
9/2015-present	Associate, Center for Fair and Alternative Trade, Colorado State University
8/2014-8/2015	Postdoctoral Fellow, Department of Agricultural and Resource Economics, Colorado State University
8/2012-8/2014	Doctoral Fellow, National Institute of Food and Agriculture, U.S. Department of Agriculture
Summers 2012 & 2013	Research Assistant, Dyson School of Applied Economics and Management, Cornell University
8/2010-8/2014	Affiliate, Cornell Population Center, Cornell University
8/2005-4/2006	Research Assistant, California Institute for Rural Studies and the University of California at Berkeley

#### OTHER POSITIONS

2013	Visiting Scholar, Economic Research Service, U.S. Department of Agriculture
9/2007-8/2011	Agricultural Economic Development Specialist, Cornell University Cooperative Extension of Madison County
5/2006-8/2006	Agricultural Extension Agent, Save Your Future Association (Nkambe, Cameroon)
Summer 2002	National Network for Environmental Management Fellow, U.S. Environmental Protection Agency
Summer 2001	Winemaker and vineyard worker, Fery-Meunier (Bourgogne, France)

#### CURRENT JOB DESCRIPTION

15% Teaching 15% Research 60% Extension 10% Outreach

### **HONORS AND AWARDS**

2018, Young Professional Award, Western Extension Committee, Western Agricultural Economics Association Annual Meeting, Anchorage, AK.

2017, Quality of Communication Award, Applied Agricultural Economics Association, Honorable Mention for “The Economics of Local Food Systems: A Toolkit to Guide Community Discussions, Assessments, and Choices,” Chicago, IL.

2017, Team Research Award for the Food Systems Team, College of Agricultural Sciences, Colorado State University, Fort Collins, CO.

2016, Abraham Lincoln Honor Award (formerly the U.S. Secretary of Agriculture’s Honor Award), U.S. Department of Agriculture, Washington, D.C.

- The “most prestigious Departmental award presented by the Secretary and recognizes exceptional leadership, contributions, or public service by individuals or groups who support the mission/goals of the United States Department of Agriculture (USDA).”

2016, Quality of Communication Award, Applied Agricultural Economics Association, Honorable Mention for “Trends in U.S. Local and Regional Food Systems,” Boston, MA.

2014, Richardson-Applebaum Award for “outstanding dissertation in food distribution and marketing research,” Food Distribution Research Society, Salt Lake City, UT.

2013, 1<sup>st</sup> Place in the Graduate Student Extension Competition, Applied Agricultural Economics Association, Washington, D.C.

2011, Finalist for New York’s Creative Core \$15k Innovations in Agri-Business Prize, Centerstate Corporation for Economic Opportunity, Syracuse, NY

2010, First Runner Up for the Impact Award, Central New York NonProfit Awards, CNY Business Journal, Syracuse, NY

### ***CV SECTION 2: Publications/Scholarly Record***

### **PUBLISHED WORKS**

**Refereed Journal Articles:** (students and postdocs denoted with \*)

18. Nogueire-McRae, T., E. Ryan, B.B.R. Jablonski, M. Carolan, H.C. Arathi, C. Brown, H. Saki\*, S. McKeen\*, E. Lapansky, and M. Schipanski. 2018. The role of urban agriculture in a secure, healthy, and sustainable food system. *BioScience* [doi.org/10.1093/biosci/biy071](https://doi.org/10.1093/biosci/biy071)

17. Clark, J. and B.B.R. Jablonski. Accepted. Federal Policy, Administration, and Local Food Coming of Age. *Choices*.

16. \*Christensen, L.O., B.B.R. Jablonski, L. Stephens, and A. Joshi. Accepted. Evaluating the economic impacts of farm to school: An approach for primary and secondary financial data collection of producers selling to schools. *Journal of Agriculture, Food Systems, and Community Development*.
15. \*Christensen, L.O., B.B.R. Jablonski, and J. O'Hara. 2018. School districts and their local food supply chains: Implications for farm to school programs. *Renewable Agriculture and Food Systems*. <https://doi.org/10.1017/S1742170517000540>
14. \*Bauman, A. G., D. Thilmany McFadden, and B.B.R. Jablonski. 2018. The financial performance implications of differential marketing strategies: Exploring farms that pursue local markets as a core competitive advantage. *Agricultural and Resource Economics Review*.
13. \*Bauman, A., D. Thilmany McFadden, and B.B.R. Jablonski. 2018. Evaluating scale and technical efficiency among farms and ranches with a local market orientation. *Renewable Agriculture and Food Systems*. <https://doi.org/10.1017/S1742170517000680>
12. Jablonski, B.B.R., D. Thilmany McFadden, M. Sullins, and K. Curtis. 2017. Determinants of effective beginning farmer programming: implications for emerging USDA programs. *Journal of Agricultural and Resource Economics*. 42(3): 427-438.
11. Schmit, T.M., B.B.R. Jablonski, J. Minner, D. Kay, and \*L. Christensen. 2017. Rural wealth creation of intellectual capital from urban local food system initiatives: developing indicators to assess change. *Journal of Community Development*. 48(5): 639-656.
10. Jablonski, B.B.R., J. O'Hara, D. Thilmany McFadden, and D. Tropp. 2016. Resource for Evaluating the Economic Impact of Local Food System Initiatives. *Journal of Extension*. 54(6). [https://joe.org/joe/2016december/pdf/JOE\\_v54\\_6tt3.pdf](https://joe.org/joe/2016december/pdf/JOE_v54_6tt3.pdf)
9. Sullins, M., and B.B.R. Jablonski. 2016. What Influences Produce Growers' On-Farm Expenditures for Food Safety? A Colorado Investigation of the Relationship among Farm Scale, Value of Sales, Market Channel, and Expenditure Levels. *Western Economics Forum*. 15(1): 11-19.
8. Schmit, T.M., B.B.R. Jablonski, and Y. Mansury. 2016. Assessing the economic impacts of 'local' food system producers by scale: a case study from New York. *Economic Development Quarterly*. 40(4): 316-328.
7. Jablonski, B.B.R, D. Thilmany McFadden, and \*A. Colpaart. 2016. Analyzing the role of community and individual factors in food insecurity: identifying diverse barriers within regions. *Journal of Community Health*. 41: 910-923.
6. Angelo, B., B.B.R. Jablonski, and D. Thilmany, McFadden (authors listed alphabetically). 2016. Meta-analysis of U.S. intermediated markets: Measuring what matters. *British Food Journal*. 118(5): 1-19.
5. Jablonski, B.B.R., T.M. Schmit, and D. Kay. 2016. Assessing the Economic Impacts of Food Hubs on Regional Economies: A Framework that Includes Opportunity Cost. *Agricultural and Resource Economics Review*. 45(1):143-172.

4. Gupta, C. and B.B.R. Jablonski. 2016. The farm impacts of farm-to-grocer sales: the case of Hawai'i. *Journal of Food Distribution Research*. 46(3).
3. Jablonski, B.B.R. and T.M. Schmit. 2015. Differential Expenditure Patterns of Local Food System Participants. *Renewable Agriculture and Food Systems*. 31(2):139-147.
2. Jablonski, B.B.R. 2014. 'Better Butter' Opportunities for Local Food and Entrepreneurship. *The Journal of Food Distribution Research*. 45(3):35-46.
1. Jablonski, B.B.R., J. Perez-Burgos, and M.I. Gómez. 2011. Food Value Chain Development in central New York: CNY Bounty. *Journal of Agriculture, Food Systems and Community Development*. 1(3):129-141.

#### Refereed Chapters in Books:

- Thilmany McFadden, D., and B.B.R. Jablonski. 2018. Local Food Markets. In Parcell, J.R. (ed.) *The Agricultural Marketing System*. University of Missouri Press.
- Jablonski, B.B.R., M. Hendrickson, S. Vogel, and T.M. Schmit. 2017. Local and regional food systems driving rural economic development. In *Harvesting Opportunity: The Power of Regional Food System Investments to Transform Communities*. Washington, D.C.: U.S. Department of Agriculture and Federal Reserve System (pp. 57-78).
- Jablonski, B.B.R. and T.M. Schmit. 2016. Food Hubs: Expanding Local Food to Urban Customers. In Dawson, J. and A. Morales (eds.) *Cities of Farmers: Urban Agricultural Practices and Processes*. University of Iowa Press.
- Jablonski, B.B.R. 2015. The Rural Impact of Urban Concentrated Local Food Initiatives: a literature review. In Dannenberg, P. and E. Kulke (eds.) *Economic Development in Rural Areas*. Dynamics of Economic Space Series. London: Ashgate.
- Jablonski, B.B.R. 2014. Farmers' Markets as Rural Wealth Creation. In Pender, J., T. Johnson, B. Weber, and M. Fannin (eds.) *Rural Wealth Creation*. (Chapter 14). New York: Routledge.

#### Refereed Proceedings:

- \*Christensen, J., D. Thilmany, B.B.R. Jablonski, M. Sullins, and \*E. Naasz. 2017. Assessing Market Channel Performance for Colorado Fruit and Vegetable Producers. *Journal of Food Distribution Research*. Conference Proceedings Issue. 48(1).
- Thilmany McFadden, D., D. Conner, S. Deller, D. Hughes, K. Meter, A. Morales, T. Schmit, D. Swenson, A. Bauman, M. Phillips Goldenberg, R. Hill, B.B.R. Jablonski and D. Tropp. 2016. The Economics of Local Food Systems: A Toolkit to Guide Community Discussions, Assessments and Choices. U.S. Department of Agriculture, Agricultural Marketing Service Report. 128 pp.  
<https://www.rd.usda.gov/files/ILAMSToolkit.pdf>

Low, S.A., A. Adalja, E. Beaulieu, N. Key, S. Martinez, A. Melton, A. Perez, K. Ralston, H. Stewart, S. Suttles, S. Vogel, and B.B.R. Jablonski. 2015. Trends in U.S. Local and Regional Food Systems. U.S. Department of Agriculture, Economic Research Service. Administrative Publication Number 067. 92 pp. [https://www.ers.usda.gov/webdocs/publications/42805/51173\\_ap068.pdf?v=42083](https://www.ers.usda.gov/webdocs/publications/42805/51173_ap068.pdf?v=42083)

**Other (e.g., technical reports, in-house reports)** (students and postdocs denoted with \*):

\*Sheridan, C., B.B.R. Jablonski, and A. Bonanno. 2018. Agricultural manufacturing and rural development. Regional Economic Development Institute Report, Colorado State University.

Thilmany, D., B.B.R. Jablonski, \*A. Bauman, and D. Shideler. 2018. Profitability Implications of Local Food Marketing Strategies. Local Food Economics Fact Sheet. eXtension Community Local Regional Food Systems. [https://localfoodeconomics.com/wp-content/uploads/2018/01/profitability-implications\\_v4.pdf](https://localfoodeconomics.com/wp-content/uploads/2018/01/profitability-implications_v4.pdf)

Thilmany, D., B.B.R. Jablonski, \*A. Bauman, and D. Shideler. 2018. Financial Benchmarks for Local Food Producers. Local Food Economics Fact Sheet. eXtension Community Local Regional Food Systems. [https://localfoodeconomics.com/wp-content/uploads/2018/01/financial-benchmarks\\_v2.pdf](https://localfoodeconomics.com/wp-content/uploads/2018/01/financial-benchmarks_v2.pdf)

Thilmany, D., B.B.R. Jablonski, \*A. Bauman, and D. Shideler. 2018. The Role of Labor and Other Variable Expenses in Local Food Markets. Local Food Economics Fact Sheet. eXtension Community Local Regional Food Systems. [https://localfoodeconomics.com/wp-content/uploads/2018/01/labor-role\\_v3.pdf](https://localfoodeconomics.com/wp-content/uploads/2018/01/labor-role_v3.pdf)

Thilmany, D., B.B.R. Jablonski, \*A. Bauman, and D. Shideler. 2018. Evaluating the Financial Efficiency of Local Food Producers. Local Food Economics Fact Sheet. eXtension Community Local Regional Food Systems. [https://localfoodeconomics.com/wp-content/uploads/2018/01/financial-efficiency\\_v4.pdf](https://localfoodeconomics.com/wp-content/uploads/2018/01/financial-efficiency_v4.pdf)

Thilmany, D., B.B.R. Jablonski, \*A. Bauman, D. Shideler, and B. Angelo. 2018. How to Write a Good Case Study on a Food Value Chain. Local Food Economics Fact Sheet. eXtension Community Local Regional Food Systems. [https://localfoodeconomics.com/wp-content/uploads/2018/01/write-good-case-study\\_v3.pdf](https://localfoodeconomics.com/wp-content/uploads/2018/01/write-good-case-study_v3.pdf)

Colorado Blueprint of Food and Agriculture: Synthesis of Community Engagement Townhalls. 2018. Colorado State University. 34 pp. Posted at: <http://foodsystems.colostate.edu/research/colorado-blueprint/community-engagement/>

\*Sheridan, C., B.B.R. Jablonski, \*T. Covey, P. Cabot, and M. Uchanski. 2017. Market Opportunities on Colorado's West Slope. A Report for the Nature Conservancy.

\*Christensen, L.O., B.B.R. Jablonski, L. Stephens, and A. Joshi. 2017. Economic Impacts of Farm to School: Case studies and assessment tools. *National Farm to School Network*. 55 pp. <http://www.farmtoschool.org/Resources/EconomicImpactReport.pdf>

Schmit, T.M., and B.B.R. Jablonski. 2017. A Practitioner's Guide to Conducting an Economic Impact Assessment of Regional Food Hubs using IMPLAN: A Systematic Approach. U.S.

Department of Agriculture, Agricultural Marketing Service.

<https://www.ams.usda.gov/sites/default/files/media/EB2017APractitionersGuide.pdf>

Colorado Blueprint Regional Opportunity Reports (for each of 11 regions). 2017. Posted at: <http://foodsystems.colostate.edu/research/colorado-blueprint/>. Colorado State University. 6 pp each.

Sullins, M., D. Thilmany, \*C. Christenson, M. Martin, and B.B.R. Jablonski. 2017. Coloradans' Perceptions About Land and Water Resources for Agriculture. FSR 17-03. Colorado State University. 11 pp.

Martin, M., \*C. Christenson, D. Thilmany, B.B.R. Jablonski, and M. Sullins. 2017. Perception of Trust in Sources of Information on Agriculture and Food Issues. FSR 17-02. Colorado State University. 9 pp.

Thilmany, D., \*C. Christenson, M. Martin, M. Sullins, and B.B.R. Jablonski. 2017. An Overview of Coloradans' Perceptions of Agriculture. FSR 17-01. Colorado State University. 9 pp. <http://webdoc.agsci.colostate.edu/DARE/FSR/FSR17-01.pdf>

Schmit, T.M., B.B.R. Jablonski, D. Kay, J. Minner, and Y. Fang. 2017. Greenmarket's Regional Economic Impact.

\*Christenson, C., M. Martin, D. Thilmany, M. McFadden, M. Sullins and B.B.R. Jablonski. 2016. Public Attitudes about Agriculture in Colorado: A Study by the Colorado Department of Agriculture. *Colorado Department of Agriculture*. 79 pp.

Jablonski, B.B.R., T.M. Schmit, J. Minner, D. Kay, and J. Jensen. 2016. Defining the Rural Wealth Impacts of Regional Food Systems. *Research & Policy Brief Series*. Cornell University's Community and Rural Development Institute. 75.

Thilmany, M. D., A. Bauman, B.B.R. Jablonski, B. Angelo, and D. Shideler. 2015. Expanding the Farmer's Share of the Food Dollar: Exploring the Potential Effects of Emerging Food Supply Chain Models. Economic Development Report 01-15. Colorado State University.

Schmit, T.M., B.B.R. Jablonski, and D. Kay. 2015. A Practitioner's Guide to Assessing the Impacts of Regional Food Hubs. U.S. Department of Agriculture, Agricultural Marketing Service.

Bauman, A., D. Thilmany, B.B.R. Jablonski, and D. Shideler. 2015. An Overview of Emerging Business Models in the Local Foods Landscape. *Smart Marketing*. Dyson School of Applied Economics and Management, Cornell University.

Jablonski, B.B.R., \*A. van Sandt, D. Thilmany and M. Costanigro. 2014. Colorado Blend Sensory Panels, Valuation and Labeling: Pilot Survey Results from 2014 Colorado Mountain Winefest. Report to the Colorado Wine Industry Development Board.

Schmit, T.M., B.B.R. Jablonski, and D. Kay. 2013. Quantifying the Economic Impacts of Food Hubs. Cornell University. <http://dx.doi.org/10.9752/MS145.09-2013>

Jablonski, B.B.R. Summer 2012. Faces of Our Food System: Red Rabbit. *Small Farm Quarterly*. Cornell Small Farms Program.

Jablonski, B.B.R. and G. Kelly. 2012. The Economic Impact of Farm Brewery Legislation in New York State. *New York Minute*. Community and Rural Development Institute. 47.

Jablonski, B.B.R. and Y. Mansury. June 2012. Local Food Intermediaries—Do They Matter in the NYS Economy?. *Smart Marketing*. Dyson School of Applied Economics and Management, Cornell University.

Jablonski, Becca B.R. Spring 2012. Faces of Our Food System: J Kings. *Small Farm Quarterly*. Cornell Small Farms Program.

Jablonski, B.B.R. Winter 2012. Faces of Our Food System: Farmie Market. *Small Farm Quarterly*. Cornell Small Farms Program.

Jablonski, B.B.R. 2011. Linking Small and Mid-Scale Farms to Markets: the Case of CNY Bounty. *Smart Marketing*. Dyson School of Applied Economics and Management, Cornell University.

**Works in Progress** (students and postdocs denoted with \*):

Jablonski, B.B.R., A.G. Bauman\*, and D. Thilmany McFadden. Labor and Wage Rates in Local Food Markets: Opportunities for Rural Economies Development. Submitted to the *Journal of Rural Studies*.

VanSandt, A\*, S. Low, B.B.R. Jablonski, and S. Weiler. Place-based factors and the success of firm-level entrepreneurship: A spatial interaction model of agritourism in the U.S. Submitted to *Review of Regional Studies*.

Minner, J. B.B.R. Jablonski, T.M. Schmit, and D. Kay. Urban Farmers Markets and Rural Well-being: Regional Linkages and Alternative Food Systems through the Prism of Rural Wealth Creation. Submitted to the *Journal of Planning Education and Research*.

Schmit, T.M., B.B.R. Jablonski, and C. Laughton. Comparing farm financial performance across local food market channels. Revise and Resubmit at the *Journal of Extension*.

Shideler, D., \*A. Bauman, D. Thilmany, and B.B.R. Jablonski. Putting Local Food Dollars to Work: The Economic Benefits of Local Dollars to Workers, Farms and Communities. Revise and Resubmit at *Choices*.

Naasz, E. \*, B.B.R. Jablonski, and D. Thilmany. The Intersection of State Food Brands and Consumer's Local Food Purchases. Submitted to *Choices*.

Jablonski, B.B.R. and J. Clark. Innovation in U.S. Food Policy Implementation: A new model for a new agenda. In preparation, submitting to *Food Policy*.

Jablonski, B.B.R., T.M. Schmit, \*L.O. Christensen, A. Bonanno and T. Johnson. Measuring the stock of rural wealth: coalescing county-level measures. In preparation, submitting to the *American Journal of Agricultural Economics*.

Jablonski, B.B.R., B. Angelo, \*L.O. Christensen, \*D. Fox, and D. Thilmany McFadden. Leveraging urban and statewide food planning to support improved regional food outcomes. In preparation, submitting to *Sustainability*.

Sheridan, C.\*, B.B.R. Jablonski, A. Bonanno, and S. Weiler. Agricultural manufacturing firm location decisions and rural development. In preparation, submitting to the *Journal of Regional Studies*.

Prescott, M. R. Cleary\*, A. Costanigro, A. Bonanno, and B.B.R. Jablonski. A systematic review of the impact of farm-to-school activities on student outcomes. In preparation, submitting to *Advances in Nutrition*.

## CONTRACTS & GRANTS

### Externally-Funded Projects as PI

(2018-2021) Integrating Community and Modeling Efforts to Evaluate Impacts and Tradeoffs of Food System Interventions, co-PIs include A. Bonanno, D. Thilmany, M. Pagliassotti, E. Ryan, L. Bellows, R. Cleary, O. David, R. Boone, M. Carolan, P. Meiman, and J. Quinn. Foundation for Food and Agricultural Research (FFAR), \$1,000,000 (FFAR); \$1,000,718 (match); \$2,000,718 (total).

- Interdisciplinary research project with large engagement component. I was responsible for leading the proposal development and writing, including overseeing large interdisciplinary team, getting the letters of support, and engaging community partners. Grant includes funding for 4 PhD students.

(2018-2019) Integrating Research on Colorado Potatoes with Urban Consumer Demand. Colorado Potato Administrative Committee, \$25,000

- Provides cash match for the FFAR grant.

(2017-2020) Rural Community Impacts of Farm to School: Food Supply Chains, Educational Programming, and Household Food Purchases, A. Bonanno is also PI, co-PIs include D. Thilmany McFadden, M. Costanigro, and M. Prescott. U.S. Department of Agriculture, National Institute of Food and Agriculture, \$574,420.

- Researchers are in the Departments of Agricultural and Resource Economics and Food Science and Human Nutrition. Includes a strong engagement program, working with four U.S. Department of Agriculture Agencies, several national nonprofits, three Colorado school districts, and leadership of a national eXtension community of practice. Grant dollars provide support for two graduate students.

(2017) Support for Food Systems Research in Western Colorado, The Nature Conservancy, \$30,000.

- Engagement project focused on Colorado's Western Slope that includes funding support for one graduate student.



(2016-2018) Does the amount of SNAP benefits influence food choices and expenditures? Co-PI is R. Cleary. U.S. Department of Agriculture, Economic Research Service, \$30,000.

(2016-2017) Economic Impact of U.S. Farm to School Sales, Co-Bank and the National Farm to School Network, \$30,000.

- National engagement with leading farm to school nonprofit.

(2015-2017) Market Channel Assessments for Colorado Fruit and Vegetable Growers, co-PIs include M. Sullins and D. Thilmany. United States Department of Agriculture, Agricultural Marketing Service, \$104,633.

- Statewide engagement and support of Colorado's Fruit and Vegetable Growers. Including funding for a graduate student.

(2014-2016) Evaluating the rural economic impacts of local food system activity, co-PI is D. Thilmany. U.S. Department of Agriculture, Economic Research Service, \$30,000.

(2012-2014) Regional Food Systems: Quantifying their Impacts and Potential for Regional Economic Development, U.S. Department of Agriculture, National Institute of Food and Agriculture, \$75,000.

- Provided doctoral fellowship to support research and facilitated engagement with policymakers in Washington, D.C.

(2011-2012) Assessing local foods distribution systems: farm experiences and models for building successful farmer-distributor relationships. Joint PI with M. Roth. Cornell Small Farms Program, \$10,190.

(2011-2012) Regional Food Hubs: the key to improved farm profitability and rural economic development? Northeast Sustainable Agriculture Research and Education, \$15,000.

(2011-2012) New York State Hops, New York State Department of Agriculture and Markets Specialty Crop Block Grant Program, \$67,650.

(2011) Strategic Economic Development Outreach Grant, National Grid, \$60,000.

(2011) Fresh Connect, New York State Department of Agriculture and Markets, \$15,000

(2010) Legislative Initiatives, New York State, \$30,000.

(2009-2010) Online Farmers' Market, New York Farm Viability Institute, \$87,381.

(2009-2010) Community Grant, Rosamond Gifford Foundation, \$31,000.

(2008-2010) Community Grant, CNY Community Foundation, \$45,000 (2 grants).

(2008-2010) Community Grant, Gorman Foundation, \$11,000 (3 grants)

(2008-2009) Strengthening community through enhancing the economic viability of dairy farming: an innovative regional branding initiative, Sustainable Agriculture Research and Education, \$10,000.

#### **Externally-Funded Project as CoPI**

(2018-2020) Managing risk and assessing new market opportunities for small to mid-sized livestock production and processing in Colorado. PI is D. Mooney, co-PIs are M. Sullins, D. Thilmany, L. Edwards-Callaway, and R. Rhoades. Western Risk Management Education Grant, \$50,000.

(2017-2018) Current Thinking in Rural Economic Growth and Development, PI is S. Deller, co-PIs include R. Dudensing and M. Woods. North Central Regional Center for Rural Development, \$20,000

(2016-2018) Toolkit 2.0 (Year 2): Integrating Community Cases and Planning Aids, PI is D. Thilmany, U.S. Department of Agriculture, Agricultural Marketing Service, \$144,000

(2016-2017) 2016 Public Attitudes about Colorado Agriculture Survey, PI is M. Martin, co-PIs include D. Thilmany McFadden and M. Sullins. Colorado Department of Agriculture, \$36,633.

(2015-2017) Strengthening Rural-Urban Linkages to Support Rural Economic Development: the Case of Re-Localized Food Systems. PI is T.M. Schmit, co-PIs are J. Minner and D. Kay. U.S. Department of Agriculture, National Institute of Food and Agriculture, \$499,374

- Jointly wrote grant application with T.M. Schmit and served as the Project Manager for all aspects of the project.

(2015-2016) AgEnhancement Program, PI is T.M. Schmit. Farm Credit East, \$7,997.

(2011-2013) Economic Impact Assessment of a New York State Food Hub: the case of Regional Access. PI is T.M. Schmit. U.S. Department of Agriculture, Agricultural Marketing Services, \$32,000

#### **Externally-Funded Projects as Investigator or role other than PI or CoPI**

(2016-2019) Improving Direct-to-Consumer Markets and Farm Viability Through their Assessment, Coordination, and Development in Northern Colorado, U.S. Department of Agriculture, Agricultural Marketing Service, \$238,853.

- Wrote grant on behalf of the Northern Colorado Food Cluster. Funding included support for a graduate student.

(2015-2016) Outreach, Training, and Proof of Concept of USDA AMS Economic Impact Assessment Toolkit, PI is D. Thilmany, I served as an investigator. U.S. Department of Agriculture, Agricultural Marketing Service, \$251,809.

- Lead author of one of the toolkit's section, played large role in editing toolkit, as well as conducting outreach and trainings across the U.S.

(2013-2015) A New Approach to Blending Colorado Wines and Consumer Response, PI is D. Thilmany, co-PI is Marco Costanigro. U.S. Department of Agriculture, Agricultural Marketing Service Specialty Crop Block Grant (partnership with the CO Department of Agriculture and the CO Wine Board), Co-Principal Investigator, \$61,568 (CSU sub contract \$22,955)

- Supported grant execution including development of survey protocol, data collection, data analysis, writing of final report, and project outreach and dissemination.

(2011) Rural Business Enterprise Grant, Author and Administrator, U.S. Department of Agriculture, Rural Development, \$56,000.

(2010) New York Beef Farmers Cooperative, Author and Administrator, U.S. Department of Agriculture, Rural Development, \$750,000.

- Helped to establish the New York Beef Farmers Cooperative and secured funding that could be lent to NY beef producers who wanted to join cooperative. Cooperative started Side Hill Farmers.

(2008) Establishment of an Agricultural Revolving Loan Fund, Author and Administrator, U.S. Department of Agriculture, Rural Development, \$99,990.

- Wrote grant to establish agricultural revolving loan fund to support county farmers and ranchers.

### **Internally-Funded Awards**

(2018) Evaluating emerging practices and markets for Colorado wheat-based systems, PI with Meagan Schipanski, Colorado Wheat Research Foundation, \$15,000.

(2017-2020) Rural Wealth Creation: Exploring food systems-led development strategies, M. Carolan is also PI, co-PIs include A. Bonanno, D. Thilmany, M. Martin, M. Pagliassotti, E. Ryan, L. Bellows, R. Cleary, M. Carolan, P. Meiman, G. Cavdar, and J. Quinn. Vice President for Research's Catalyst for Innovation Partnership Program, Colorado State University, \$200,000.

(2016-2017) Colorado Blueprint of Food and Agriculture, co-PIs D. Thilmany McFadden and G. Graff. Colorado Agricultural Experiment Station, \$106,000.

(2016) Rural Wealth Creation: Exploring food systems-led development strategies, M. Carolan is also PI, co-PIs include A. Bonanno, D. Thilmany, M. Martin, M. Pagliassotti, E. Ryan, L. Bellows, R. Cleary, M. Carolan, P. Meiman, G. Cavdar, and J. Quinn. Vice President for Research's Catalyst for Innovation Partnership Program, Colorado State University, \$5,000.

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

My research and extension program is comprised of two primary components: 1) evaluating the farm and ranch profitability impacts of sales through non-commodity markets (e.g., local food markets, certification, or other product differentiation strategies); and, 2) assessing the community economic impacts of food system policies, investments, and programs. The below list is organized according to the appropriate component.

#### ***Farm/Ranch Profitability Impacts of Non-Commodity Markets***

The number of producers participating in differentiated, non-commodity markets in Colorado, and across the U.S., is increasing. Although the U.S. Department of Agriculture, Farm Credit, and several land grant Universities have long collected data to inform producers on how to improve farm performance through benchmarking, information is almost exclusively available by commodity and not by market channel. The goal of this research/extension activity is to improve the business planning resources and profitability of producers in Colorado and nationally by assessing the market channel performance of non-commodity marketing strategies (e.g., wholesale distribution channels, farmers' markets, Community Supported Agriculture, farm-to-school). The fundamental question this work addresses is: How does participation in different market channels affect farm and ranch viability and what economic and strategic aspects make certain markets more successful than others?

### **Invited Lectures**

2018, Local Food System Economics, National Farm Business Management Conference, Harrisburg, PA

2018, Evaluating the Farm Profitability Impacts of Local and Regional Food Systems, Department of Crop and Soil Science Seminar Series, Colorado State University

2018, Lessons Learned and Future Needs for Local Food Economic Research and Outreach: An Overview of USDA-Funded work on Local and Regional Small and Mid-Size Farms, U.S. Department of Agriculture, National Institute of Food and Agriculture, Washington, D.C. (with D. Shideler and D. Thilmany)

2018, The Financial Performance Implications of Differential Marketing Strategies: Exploring Farms the Pursue Local Markets as a Core Competitive Advantage, U.S. Department of Agriculture, Economic Research Service, Washington, D.C. (with D. Shideler and D. Thilmany)

2018, The Financial Performance Implications of Differential Marketing Strategies: Exploring Farms the Pursue Local Markets as a Core Competitive Advantage, U.S. Department of Agriculture, Agricultural Marketing Service, Washington, D.C. (with D. Shideler and D. Thilmany)

2017, Trends in Emerging Food Markets and Implications for Regional Economic Development, Farm to Fork Conference, Western State University, Keynote Address, Gunnison, CO

2013, Purchasing Patterns for Local Food Producers: Estimating Economic Impacts, An Open Forum to Strengthen Collaborations between Research, Outreach, and Education for the Northeast Food System, The Northeast Regional Center for Rural Development

### **Professional Meetings/Selected Papers/Presentations**

2018, The Farm and Ranch Profitability Impacts of Sales through School Markets, Western Agricultural Economics Association, Organized Symposium, Anchorage, AK (with D. Thilmany, McFadden, A. Bonanno and A. Bauman)

2018, Financial Performance Implications of Sales through Direct and Intermediated Markets: Current Research and Future Needs to Support Extension Programming, Western Extension Committee, Anchorage, AK (with M. Sullins and D. Thilmany McFadden)

2017, Initial Results from the Colorado Marketing Channel Assessment: Benchmarks and Lessons Learned, Food Distribution Research Society Annual Meeting, Honolulu, HI (with E. Naasz\*, J. Christensen\*, M. Sullins and D. Thilmany)

2017, Optimizing Portfolios for Colorado Specialty Crop Producers, Western Agricultural Economics Association, Reno, NV (presented by J. Christensen\*, with D. Thilmany and M. Sullins)

2017, Exploring regional dimensions of farm financial performance among those targeting direct and intermediated markets, Western Regional Science Association Annual Meeting, Santa Fe, NM (presented by D. Thilmany)

2016, Assessing Market Channel Performance for Colorado Fruit and Vegetable Producers,” Food Distribution Research Society, New Orleans, LA (with J. Christensen\*, D. Thilmany McFadden, and M. Sullins)

2016, Determinants of Small Farm Profitability – How Important are Local Foods? U.S. Department of Agriculture, National Small Farm Conference, Virginia Beach, VA (with T. Schmit and S. Vogel)

2016, Evaluating scale and technical efficiency among farms and ranches with a local market orientation,” Agricultural and Applied Economics Association Annual Meeting, Track Session Organizer, Boston, MA (with A. Bauman\* and D. Thilmany McFadden)

2016, The financial performance implication of differential marketing strategies: Exploring farms that pursue local markets as a core competitive advantage, Agricultural and Applied Economics Association Annual Meeting, Boston, MA (with D. Thilmany McFadden and A. Bauman\*)

2016, Determinants of Small Farm Profitability: How Important are local foods?” Agricultural and Applied Economics Association Annual Meeting, Track Session Organizer, Boston, MA (with S. Vogel and T. Schmit)

2015, Determinants of Small Farm Profitability: How Important are Local Foods? Agriculture and Human Values Conference, Pittsburgh, PA (presented by S. Vogel)

2014, Impact of Market Channel on the Costs of GAPs for Produce Growers in CO and NY, The Food Distribution Research Society Annual Meeting, Salt Lake City, UT (with M. Sullins)

2014, Farm-level Impact of Scaling Up Local Food Systems Through Grocers’ Purchasing,” Agriculture and Human Values Conference, Panel Organizer, Burlington, VT (with C. Gupta)

2013, Local’ producers’ production functions and their importance in estimating economic impacts, Applied Agricultural Economic Association, Washington, D.C. (with T.M. Schmit)

2013, Local' producers' production functions and their importance in estimating economic impacts, Northeast Agricultural Economics Association, Ithaca, NY (with T.M. Schmit)

2013, Local' producers' production functions and their importance in estimating economic impacts, Agriculture and Human Values Conference, East Lansing, MI (with T.M. Schmit)

### **Extension Presentations**

2018, Market Channel Assessments, Colorado Fruit and Vegetable Growers Association Micro-Webinar (with D. Thilmany)

2018, The Financial Performance Implications of Differential Marketing Strategies: Exploring Farms the Pursue Local Markets as a Core Competitive Advantage, National Sustainable Agriculture Coalition, Washington, D.C. (with D. Shideler, and D. Thilmany McFadden)

2018, Profitability of Sales by Market Channel, GoFarm Farmer Training, Golden, CO

2018, A Closer Look at How the Business Decisions and Financial Performance of Local and Regional Small and Mid-Size Farms influence Community Economic Outcomes, eXtension Community Local and Regional Food Systems (with J. O'Hara, D. Shideler, and D. Thilmany McFadden)

2017, Planning for Profitable Agriculture and Sustainable Food Systems, Smart Growth Network (with K. Liang, J. O'Hara, S. Tropp, D. Thilmany McFadden)

2017, Market Channel Assessments, Farm to Fork Conference, Western State University, Gunnison, CO (with J. Christensen\*, D. Thilmany, and M. Sullins)

2017, Exploring the Performance of Marketing Strategies: Implications for CO Fruit and Vegetable Growers, Colorado Fruit and Vegetable Growers Association (with D. Thilmany, M. Sullins, J. Christesen, E. Naasz\*, and S. Knight)

2017, Benchmarking by Market Channel: Implications for CO Fruit and Vegetable Growers, Market Ready Training: Training the Trainer, Brighton, CO (with D. Thilmany, M. Sullins, J. Christesen\*, E. Naasz\*, and S. Knight)

2017, Benchmarking by Market Channel: Implications for CO Fruit and Vegetable Growers, Market Ready Training: for Farmers, Brighton, CO (with D. Thilmany, M. Sullins, J. Christesen, E. Naasz, and S. Knight)

2017, Benchmarking by Market Channel: Implications for CO Fruit and Vegetable Growers, Colorado Farm Show, Greeley, CO (with D. Thilmany)

2017, Measuring Value Chain Indicators, Local Food Impacts Conference, George Washington University and U.S. Department of Agriculture, Agricultural Marketing Service, Washington, D.C.

2017, An Overview of Food Market Trends and Colorado's Market Channels," Food and Farm Form, Montrose, CO (with D. Thilmany)

2016, Market channel assessments: Understanding your farm's profitability by market, Colorado Fruit and Vegetable Growers Association Webinar (with M. LeRoux, D. Thilmany, and J. Christensen\*)

2016, Food systems, farm profitability, and regional economic development, Western Colorado Extension Annual Meeting, Cortez, CO

2015, Local Foods Benchmarking and Outreach, Lending to the Next Generation of Agriculture Conference, The Farm Credit Council, Louisville, KY (with D. Thilmany and T.M. Schmit)

*Market Channel Assessments*

2017, 30-minute consulting sessions with 17 Colorado farmers (with M. Sullins and E. Naasz\*)

2016-2017, 30-minute consulting sessions with 24 Colorado farmers (with M. Sullins, D. Thilmany, and J. Christensen\*)

*Colorado Building Farmers Program*

2018, Markets, Marketing, and Market Channel Selection, Jefferson County Building Farmers Program, Denver, CO

2018, Business Plan Development, Old Fort Market Garden Incubation Education, Durango, CO, Webinar

2017, Strategic Marketing: Mission oriented decisions to develop relationships with customers and market your products and services," Building Farmers, Colorado Springs, CO

*Agricultural Lenders Tour*

2016, Alternative Market Assessment, Akron, CO

2016, Alternative Market Assessment, Delta, CO

2016, Alternative Market Assessment, Craig, CO

*Community Economic Impacts of Food System Policies, Investments, and Programs*

Food system interventions have gained interest from policymakers at the local, state and Federal level, particularly to support rural communities and economies by strengthening rural-urban linkages. Historically, these policies have been evaluated by relatively limited measures including employment, economic output or labor income. Yet, there is growing recognition that a more comprehensive evaluation of community impacts from food system activity is necessary to better inform the efficacy of development efforts and guide policy decisions. This is because healthy, sustainable communities depend on cumulative net investment in a broad range of capital assets. The goal of this research/extension activity is to improve the effectiveness of food system investments by developing integrated, multi-disciplinary approaches for planning and evaluation. My ongoing and completed activities range from state and city planning/policies to farm to school

and food hub investments. The fundamental question this work addresses is: Do food systems-led approaches to community economic development support regional communities and economies?

### **Invited Lectures**

2018, Measuring the stock of rural wealth: coalescing county-level measures, Ostrom Workshop Colloquium Series, Indiana University, Bloomington, IN

2018, Eating Well Together: Developing Partnerships for a Local Food Economy, U.S. Department of Agriculture-SARE/ATTRA National Conference, St. Louis, MO

2017, Regional Food Systems, 2017 Federal Reserve Policy Summit, The Cleveland, Philadelphia, and Minneapolis Federal Reserve Banks, Cleveland, Ohio

2017, A Toolbox for Early-Career and Future Extension Educators, Agricultural and Applied Economics Association Annual Meeting, Chicago, IL

2017, Evaluating the Rural Impacts of an Urban Local Food System Initiative, Department of Agricultural, Environmental, and Development Economics, The Ohio State University, Columbus, Ohio

2017, Applying Comprehensive Wealth Accounting to Evaluating the Impacts of Local Food System Initiatives, U.S. Department of Agriculture, Economic Research Service, Washington, D.C.

2016, Rural Wealth Creation: Ongoing Research and Future Collaborations," Rural Policy Research Institute (RUPRI), Iowa City, IA.

2015, The Economics of Local Food: Strategies and Impact," Oregon Small Farm Program's National Conference, Oregon State University, Corvallis, OR.

2014, Economic Impacts of Food Hubs," The Wallace Center Winrock International, National Food Hub Conference, Raleigh, NC (with Rich Pirog)

2014, The Emergence of Food Hubs and Their Impact on Farmers' Markets," New York State Farmers' Market Federation Annual Meeting, Keynote address, Binghamton, NY

2013, Assessing the Economic Impacts of Regional Food Hubs: the Case of Regional Access, Know Your Farmer Know Your Food Task Force Meeting, U.S. Department of Agriculture, Washington, D.C.

2013, Estimating the Economic Impacts of Local Foods, U.S. Department of Agriculture, Economic Research Service, Washington, D.C.

### **Professional Meetings/Selected Papers/Presentations**

2018, An Overview of Farm-to-School Programs and Data Availability, Western Agricultural Economics Association, Organized Symposium, Anchorage, AK



2018, A Systematic Review of the Impact of Farm-to-School Related Activities on Student Outcomes, Western Agricultural Economics Association, Organized Symposium, Anchorage, AK (with R. Cleary, M. Prescott, A. Long, M. Costanigro, and A. Bonanno)

2018, Measuring the stock of rural wealth: coalescing county-level measures, Economics of Local Food, Northeastern Agricultural and Regional Economics Association, Philadelphia, PA (with T.M. Schmit, A. Bonanno, L.O. Christensen, and T. Johnson)

2017, Comprehensive Wealth Accounting, North American Regional Science Association Annual Meeting, Vancouver, Canada (with T.M. Schmit, D. Kay, and T. Johnson)

2017, Urban and Rural Impacts of Farm Participation in Urban Markets: the Case of GrowNYC," Agricultural and Applied Economics Association Annual Meeting, Chicago, IL (with T.M. Schmit)

2017, Comprehensive Wealth: Evaluating the Rural Impacts of an Urban Local Food System Initiative, Agricultural and Applied Economics Association Annual Meeting, Track Session Organizer, Chicago, IL (with T.M. Schmit, D. Kay, and T. Johnson)

2017, A Blueprint for Colorado Food and Agriculture: Extension's Role in Identifying Opportunities, Priorities, Investments, and Programming to Support Colorado's Food System, Western Extension Committee Annual Meeting, Reno, NV

2017, School districts and their local food supply chains: Implications for farm to school programs, Western Agricultural Economics Association Annual Meeting, Reno, NV (with L. Christensen\* and J. O'Hara)

2017, Generating Wealth through Food Systems Led Development, Agriculture and Human Values Society Annual Meeting, Occidental College, Los Angeles, CA

2017, School districts and their local food supply chains: Implications for farm to school programs, Agriculture and Human Values Society Annual Meeting, Occidental College, Los Angeles, CA (with L.O. Christensen\* and J. O'Hara)

2017, Evaluating the Rural Impacts of an Urban Local Food System Initiative, Department of Agricultural and Resource Economics Seminar Series, Colorado State University, Fort Collins, CO

2017, Innovation in US Food Policy Implementation: A New Model for a New Agenda, American Society of Public Administration Annual Meeting, Atlanta, GA (presented by J. Clark)

2016, Assessing the Economic Impacts of Local Food Systems: A Toolkit and Meta-Analysis to Evaluate Ongoing and Future Efforts," U.S. Department of Agriculture, National Small Farm Conference, Virginia Beach, VA (with D. Thilmany, D. Tropp)

2016, Applying comprehensive wealth accounting to evaluating the impacts of local food system initiatives," Agricultural and Applied Economics Association Annual Meeting, Track Session Organizer, Boston, MA (with T. Schmit and D. Kay)

2016, Determinants of effective beginning farmer programming and implications for emerging USDA programs, Western Agricultural Economics Association, Victoria, Canada (with J. Christensen\*, D. Thilmany McFadden, M. Sullins, and K. Curtis)

2016, The effect of varietal and regional information on consumer taste perceptions: challenges and opportunities for nascent wine regions, Western Agricultural Economics Association, Victoria, Canada (with M. Costanigro)

2015, Rural Communities to GrowNYC's Greenmarkets: Spatial Analysis to Understand Urban-Rural Linkages, Association of Collegiate Schools of Planning, Houston, TX (with J. Minner)

2015, Food System Planning: Do Rural Areas Deserve Special Attention?" Association of Collegiate Schools of Planning, Houston, TX (with J. Clark)

2015, Enhancing the Applied Knowledge of Local Food Systems' Economic Impacts: A National Research and Training Effort, Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA (with D. Thilmany, T.M. Schmit, D. Hughes, S. Deller, D. Swenson, P. Watson, and D. Conner)

2015, Measuring the Rural Wealth Creation Impacts of Local Food Systems," Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA

2015, The Rural Wealth Creation Impacts of Local Food System Initiatives, Agriculture and Human Values Conference, Pittsburgh, PA (with D. Kay)

2015, A USDA AMS Toolkit to Evaluate the Economic Impacts of Food System Initiatives, Agriculture and Human Values Conference, Pittsburgh, PA (with D. Tropp and D. Conner)

2015, Assessing the Economic Impact of Local Food Systems – Framing a Meta-Analysis for the US, National Value-Added Agriculture Conference, Austin, TX (with D. Thilmany McFadden, D. Hughes, and B. Angelo)

2015, Measuring the Community Economic Impacts of Regional Food Systems, Rethinking Capitals: Going Beyond the Financial, ICAEW and Newcastle University Business School, London, UK

2014, Food Systems and Regional Economic Development: Evaluating Policies and Methods, The Food Distribution Research Society Annual Meeting, Salt Lake City, UT

2014, 'Better Butter': Local Food Systems as a Catalyst for Innovation, Applied Agricultural Economic Association, Minneapolis, MN

2014, Leveraging Federal Data Sources: The Case of Local Food Assessments," CRENET Track Session, Agricultural and Applied Economics Association Annual Meeting, Minneapolis, MN

2013, Telling Your Story: Quantifying the Economic Impacts of Local Food Systems, Applied Agricultural Economic Association Graduate Student Competition, Washington, D.C.

2013, The Rural Impact of Urban Concentrated Local Foods Initiatives, Association of Collegiate Schools of Planning and Association of European Schools of Planning Joint Conference, University College Dublin, Ireland

2013, The Rural Impact of Urban Concentrated Local Foods Initiatives, International Geographical Union, Commission on the Dynamics of Economic Spaces, Humboldt University of Berlin, Germany

2013, The Effect of 'Local' and 'Scale' in Local Agri-Food Systems, The Association of American Geographers Annual Conference, Los Angeles, CA

2012, Impacts of Local Food System Activities on a Regional Economy: A case study from upstate New York, Northeastern Agricultural and Resource Economic Association Annual Meeting, Lowell, MA (presented by T.M. Schmit)

2012, Local Food Infrastructure in NYS: a Social Accounting Matrix and Structural Path Analysis Approach, Applied Agricultural Economics Association Food Environment Symposium, Boston, MA (with Y. Mansury)

2012, Distribution in New York State, The Association of American Geographers Annual Conference, New York, NY

2011, Planning for Sustainable Communities: the Role of Agri-Food Wholesale Distribution, The Association of Collegiate Schools of Planning Annual Conference, Salt Lake City, UT

2011, Distribution Infrastructure to Support Vibrant Farms and Rural Communities, Rural Wealth Creation and Livelihoods Conference: convened by the USDA Economic Research Service and the Ford Foundation, Washington, D.C.

### **Extension Presentations**

2018, Integrating Community and Modeling Efforts to Evaluate Impacts and Tradeoffs of Food System Interventions, Foundation for Food and Agriculture (FFAR), Webinar

2018, Rural Community Impacts of Farm to School: Food Supply Chains, Educational Programming, and Household Food Purchases, Colorado Department of Education's Advisory Committee for School Nutrition, Loveland, CO (with A. Bonanno)

2018, Integrating Community and Modeling Efforts to Evaluate Impacts and Tradeoffs of Food System Interventions, Colorado Potato Administrative Committee, Fort Collins, CO

2018, Opportunities to support direct to consumer and intermediated markets in Northern Colorado, Northern Colorado Food Cluster Annual Meeting, Fort Collins, CO

2018, Connecting rural Colorado communities with emerging market dynamics, state initiatives, and opportunities to think and collaborate regionally," The Colorado Trust (with S. Weiler and D. Thilmany McFadden)

2017, Why Agriculture's a Bargain," Colorado Ag Water Alliance, Loveland, CO (with G. Graff)

2017, Harvesting Opportunity: The Power of Regional Food System," U.S. Department of Housing and Urban Development, Office of Rural Housing and Economic Development.

2017, Economic Impacts of Farm to School, National Farm to School Network, U.S. Department of Agriculture Food and Nutrition Services, Agricultural Marketing Services, and eXtension Community Local and Regional Food Systems (with L. Christensen\*, T.M. Schmit, J. O'Hara, A. Joshi, D. Thilmany)

- Over 250 people registered.

2017, Preliminary Findings: Market Opportunities on the West Slope, The Nature Conservancy, Longmont, CO (with C. Sheridan\*)

2017, Agriculture and Food Systems: Strengthening Regional Economies in the West," A Regional Forum for Coal Reliant Communities, National Association of Development Organizations (NADO) and National Association of Counties (NACo), Denver, CO

2017, Committee on Local Food Economics," eXtension Community Local and Regional Food System eCoP (with D. Thilmany and K. Liang)

2017, Colorado Farmers Market Dynamics," Colorado Farmers Market Association Annual Meeting, Longmont, CO (with C. Coleman)

2017, CO Food Systems Advisory Council, Colorado Legislative Animal Welfare (CLAW) Caucus, Colorado State Capital, Denver, CO

2017, Opportunities to support direct to consumer markets in Northern Colorado: a Farmers Market Promotion Program grant, Northern Colorado Food Cluster Annual Meeting, Fort Collins, CO

2017, Exploring the Food Choices, Markets and Sources of Information Among Coloradans," Governor's Forum on Colorado Agriculture, Denver, CO (with M. Martin and W. White)

2017, Financing a Vineyard or Winery, VinCo and the Western Horticultural Society Annual Meeting, Grand Junction, CO

2016, Conservation Outreach and Changes in Demographic Trends," Colorado Association of Conservation Districts, Loveland, CO

2016, Trends in local and regional food systems, Rocky Mountain Farmers Union Annual Convention, Loveland, CO

2016, Local Foods, National Small Farm Conference, Workshop Organizer, Virginia Beach, VA (with J. Auburn and D.T. McFadden)

2016, Specialty crops for arid climates, The Nature Conservancy (with M. Uchanski)

- 2016, Trends in local and regional food systems, Peaks and Plains Region Extension Annual Meeting, Pueblo, CO
- 2016, Trends in local and regional food systems, Rocky Mountain Farmer Union Event at May Farm, Byers, CO
- 2016, Defining local: a supply chain approach, Food Systems Fusion Event, School of Global Environmental Sustainability (SoGES), Colorado State University, Fort Collins, CO (with M. Schipanski)
- 2015, How Big is Our Footprint? Measuring the Economic Impact of Small Farms and Local Food, Oregon Small Farms Conference, Oregon State University, Corvallis, OR
- 2015, Food Entrepreneurship: A Proven Approach to Build Your Local Economy and Jobs, Exploring Innovation in Community Development Webinar, Federal Reserve Bank of St. Louis (with M. Hendrickson)
- 2014, Economic Impacts of Local and Regional Food Systems, Northeast Sustainable Agriculture Working Group, Saratoga Springs, NY (with Steve Vogel and David Conner)
- 2014, Evaluating the Farm-level and Regional Economic Impacts of Alternative Food Systems: Case Studies from New York, The Department of Agricultural and Resource Economic Seminar Series, Colorado State University, Fort Collins, CO
- 2014, Applying Rural Cooperative Lessons: from Collective Ownership to Democracy Building, Community Wealth-Building Conference, The Denver Foundation, Denver, CO
- 2014, Modeling the Economic Impact of Alternative Food Systems, Food Systems Modeling Learning Community, Penn State University
- 2014, Evaluating the Community Economic Impacts of Policies Supporting Alternative Food Systems, Center for Fair and Alternative Trade, Colorado State University, Fort Collins, CO
- 2014, The Future of Farmers Markets and their Role in Expanding Local Food, New York State Farmers' Market Federation's Annual Meeting, Binghamton, NY
- 2012, Regional Food Hub Development in New York State, Presentation to Governor Cuomo's Senior Advisors, Capitol Building, Albany, NY
- 2011, Distribution of Farm Products in NYS: Challenges and Opportunities, Presentation to Governor Cuomo's Senior Advisors, Cornell University, NY
- 2010, Growing Ag in the Middle, Field to Form Conference, State University of New York, Morrisville, NY
- 2010, College, County, and Community Connections, State University of New York Business Council, Morrisville, NY

2010, Economic Health Through Agriculture, Growing Health Conference: Common Ground, Farms and Food, Rural Health Network of Central NY

2010, Agricultural Acts: On The Futures of Farming and Food, The 4<sup>th</sup> Annual Science, Technology and Society Symposium, Colgate University, Hamilton, NY (with C. Henke)

2010, CNY Bounty and the NY Farm Viability Institute, New York State Lobbying Days, Albany, NY

2010, Food, Agriculture, and the Hospitality Industry in Central New York, Syracuse University, Syracuse, NY

*Colorado Blueprint of Food and Agriculture*

2018, Colorado Blueprint and Public Attitudes Survey Results, Colorado State University Extension Livestock and Range Program Reporting Unit Meeting, Fort Collins, CO

2018, Colorado Blueprint of Food and Agriculture, Colorado Extension Advisory Committee, Golden, CO

2018, Navigating strategic food system change: A road map for community food and agriculture plans, National Food Network Conference, Albuquerque, NM (with D. Thilmany, P. Roy, and B. Angelo)

2018, Colorado Blueprint of Food and Agriculture: Opportunities for the San Luis Valley, Southern Rocky Mountain Ag Conference, Monte Vista, CO

2018, Colorado Food System Innovations and Opportunities, Governor's Forum on Colorado Agriculture, Denver, CO (with D. Thilmany, G. Graff, and G. Mattive)

2018, Colorado Blueprint of Food and Agriculture: Opportunities for the Produce Sector, Colorado Farm Show, Greeley, CO

2018, Colorado Blueprint of Food and Agriculture, Agricultural Experiment Station Annual Meeting, Fort Collins, CO (with G. Graff)

2017, Colorado Blueprint of Food and Agriculture Release Presentation," CSU AgInnovation Summit 2.0, Fort Collins, CO. Posted here:

<https://www.youtube.com/watch?v=LndsyySdXyc&feature=youtu.be> (with G. Graff and D. Thilmany)

2017, Colorado Blueprint of Food and Agriculture, Agricultural Experiment Station Annual Meeting, Fort Collins, CO (with D. Thilmany and M. Martin)

2017, Colorado Blueprint of Food and Agriculture, Community Townhalls (with D. Thilmany and L. Christensen\*)

- Burlington, CO (Peaks and Plains Regional Meeting)
- Montrose, CO
- Durango, CO

- Longmont, CO
- Greeley, CO (two sessions)
- Pueblo, CO
- Las Animas, CO (satellite location in Kiowa County)
- Steamboat Springs, CO
- Castle Rock, CO
- Sterling, CO
- Monte Vista, CO
- Salida, CO

2016 and 2017, Colorado Blueprint of Food and Agriculture, Industry Townhalls

- West Slope producers
- Land and water access
- Liquid arts (beverage) industry
- Food access and security stakeholders
- Colorado association of meat processors
- Colorado fruit and vegetable growers association

2016, Blueprint of CO Food and Ag, Colorado Food Policy Network, Colorado Springs, CO

2016, Initiating a Blueprint for Colorado Food and Agriculture, Colorado Food Systems Advisory Council, Broomfield, CO (with D. Thilmany)

*USDA AMS Local Food Economics Toolkit*

2018, Using data and new research to make the case to local and statewide decision makers for food systems investment, Harvesting Opportunities in Kansas, Lawrence KS

2018, Recent and emerging evidence of food systems as economic development, Harvesting Opportunities in Kansas, Lawrence KS (with D. Tropp and M. Hendrickson)

2018, Farm to School and your Local Economy: How can you Explore the Linkages? National Farm to Cafeteria Conference, Cincinnati, OH (with D. Thilmany, J. O'Hara, and B. Raison)

2018, Using the new Economic Impact Calculator to Assess your Project: A Discussion on the Connections to the USDA AMS Toolkit and Framing Used to Development the Calculator, eXtension Community Local and Regional Food Systems

2017, Evaluating Impacts of Regional Food System Initiatives," Cornell University, Ithaca, NY (with T. Schmit)

2017, Framing an Economic Evaluation of Community Food System Initiatives, John Glenn College of Public Affairs, The Ohio State University, Columbus, Ohio

2017, Framing an Economic Evaluation of Community Food System Initiatives," Skagit College, Friday Harbor, WA (with S. Schaffstall)

2016, Evaluating the economic impacts of local and regional food systems,” Community Development Institute, North Carolina State University, Winston-Salem, NC (with D. Swenson and R. Hill)

2016, Evaluating the economic impacts of local and regional food systems, USDA Agricultural Marketing Service (with D. Thilmany, A. Morales, D. Tropp, and D. Swenson)

- Almost 800 people registered, over 260 participated

2015, Evaluating the Economic Impacts of Local and Regional Food Systems, Center for Regional Food Systems, Michigan State University, East Lansing, MI (with D. Thilmany)

- 156 participants

2015, Advanced Training: Input-Output Analysis for Food System Assessments, Center for Regional Food Systems, Michigan State University, East Lansing, MI (with D. Swenson and R. Hill)

2015, Economic Impacts of Local Food Systems, Center for Regional Food Systems, Michigan State University, East Lansing, MI (with M. Phillips-Goldenberg)

*Grant Training*

2018, Crafting Winning LFPP/FMPP Proposals – an NGFN webinar, Wallace Center, Webinar (with D. Thilmany, J. O’Hara, E. Atwell, D. Paez Delgado, and J. O’Brien Cheek)

- Over 600 registered

2018, Ins and Outs of Applying for and Managing Grants to Support Ag Businesses, El Paso County Grant Writing Workshop, Colorado Springs, CO (with M. Sullins and W. White)

2017, Navigating (and Flourishing in) the Complex World of Grant Writing, Economics of Food Systems Lab, Department of Agricultural and Resource Economics, Colorado State University, Fort Collins, CO

2016, Grant Writing for Food Systems: Developing Your Idea and Creating Your Proposal, Julesburg, CO (with M. Sullins)

2016, Grant Writing for Food Systems: Developing Your Idea and Creating Your Proposal, Centennial, CO (with M. Sullins and D. Thilmany)

2015, Grant Writing for Food Systems: Developing Your Idea and Creating Your Proposal, Montrose, CO (with M. Sullins and D. Thilmany)

2015, Grant Writing for Food Systems: Developing Your Idea and Creating Your Proposal, Greeley, CO (with M. Sullins and D. Thilmany)

***CV SECTION 3: EVIDENCE OF TEACHING AND ADVISING EFFECTIVENESS***

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2018	Fall	AREC 328 – Small Agribusiness Management	3	60
2017	Fall	AREC 328 – Small Agribusiness Management	3	34



### 2017 Student Course Survey

1. How well were the course objectives communicated to students? 4.14 (1-5 scale)
2. How well was the grading system communicated to students? 4.10 (1-5 scale)
3. How well did class sessions increase your understanding of subject? 4.10 (1-5 scale)
4. How well did reading assignments increase your understanding of the subject? 3.5 (1-5 scale)
5. How well did other course assignments increase your understanding of the subject? 3.95 (1-5 scale)
6. How well did other learning resources used in this course – such as related websites, software, study guides, and media – increase your understanding of the subject? 4.12 (1-5 scale)
7. How well was feedback provided – such as reviews, quizzes, critiques, and homework – to help you track your progress? 4.14 (1-5 scale)
8. If you accessed course information through an online system – such as a website or RamCT - how do you rate the ease of finding information? 4.11 (1-5 scale)
9. How do you rate the clarity and completeness of instructions provided in the course for engaging in class activities and completing course work? 3.85 (1-5 scale)
10. How do you rate the intellectual challenge of the course? 3.86 (1-5 scale)
11. How do you rate this course? 3.90 (1-5 scale)
12. How do you rate the instructor's knowledge of the subject? 4.57 (1-5 scale)
13. How effectively did the instructor facilitate student learning? 3.95 (1-5 scale)
14. How do you rate the instructor's enthusiasm for teaching the subject? 4.33 (1-5 scale)
15. How well did the instructor organize the course? 4.00 (1-5 scale)
16. How prepared was the instructor for class sessions? 4.24 (1-5 scale)
17. How do you rate the instructor's effectiveness at managing class sessions? 4.10 (1-5 scale)
18. How do you rate the instructor's effectiveness at facilitating online and/or in-class interactions (communication, discussions, etc.)? 4.05 (1-5 scale)
19. How do you rate the instructor's fairness and impartiality in the assignment of grades? 4.14 (1-5 scale)
20. How well did the instructor create an atmosphere that was respectful of student opinions, ideas, and differences? 4.38 (1-5 scale)
21. How effectively did the instructor communicate? 4.24 (1-5 scale)
22. How do you rate the availability of the instructor to help students outside of class? 4.48 (1-5 scale)
23. How do you rate this instructor? 4.24 (1-5 scale)

### Guest Lectures

2018, Ag Census and Other Data for Analyzing and Communicating Agricultural Trends, The Bottom Line: Economic Realities and Other Considerations of Local Food Systems, Online Professional Development Training, North Carolina State University  
<https://www.localfoodcourses.org/collaborators> (3 short courses/modules)

2018, Agricultural policy and the farm bill: implications for organic agriculture, HORT/SOCR 424: Topics in Organic Agriculture, Colorado State University

2018, Keys to Operating a Successful Ag Business, ANEQ 2014: Equine Facilities Management, Colorado State University

2017, What is 'sustainable' agriculture: an economic perspective, AGRI 510: Sustainable Agriculture, Colorado State University

2017, Local and regional food systems, AREC 181: Freshman Seminar, Colorado State University

2017, Controversies in agriculture: local and regional food systems, HONR 192: Growing Food in a Changing World: Balancing Production, Environment and Society, Colorado State University

2017, Product differentiation, AREC 428: Agribusiness Management, Colorado State University

2017, Food systems planning: an introduction," Urban Sustainability, Department of Urban and Regional Planning, University of Colorado, Denver

2016, What is 'sustainable' agriculture: an economic perspective, AGRI 510: Sustainable Agriculture, Colorado State University

2016, Agricultural policy and the farm bill: implications for organic agriculture, HORT/SOCR 424: Topics in Organic Agriculture, Colorado State University

2016, Risk management through market channel diversification: implications for U.S. producers, AREC 310: Agricultural Marketing, Colorado State University

2015, Introduction to IMPLAN, EC663: Urban and Regional Computer Modeling, Colorado State University

2015, Economics of Food Systems, Graduate Program in Ecology (GDPR) 592: Food Systems, Colorado State University

2015, Local and Regional US Food Systems, SOC 364: Agriculture Food and Global Society, Colorado State University

## ADVISING:

### STUDENT ADVISING/UNDERGRADUATE SUPERVISION

#### UNDERGRADUATE STUDENTS:

1 Current, honors program - 2019

1 Previous, honors program – 2016

#### GRADUATE STUDENTS:

Current Graduate Advisees:

Claire Sheridan (MS)

Ellie Naasz (MS)

Tara Immell (MS)

Abby Long (MS)

Nicole Didero (MS)  
 Current Graduate Committee Memberships  
 3 Plan B  
 2 MS  
 1 PhD  
 Graduate Degrees Completed Under My Supervision  
 Jeremy Christensen, co-Advisor, 2017 (MS)  
 Kelly Shreeve, Committee Member, 2017 (MA)

**POSTDOCTORAL STUDENTS/RESEARCH ASSOCIATES:**

Current:

Rebecca Cleary (PhD University of Wisconsin-Madison)

Past 5 Years:

Libby Christensen (PhD University of California-Davis)

**Evidence of Effectiveness**

Ellie Naasz won 1<sup>st</sup> place in the AAEA Graduate Student Extension Competition, 2017

Kelly Shreeve won the Agriculture, Food, and Human Values Society Graduate Paper Award, 2017

*CV SECTION 4: Evidence of Outreach/Service*

**COMMITTEES**

**University Committees**

Colorado State University Extension Program Leadership Team, 2016-present

Colorado State University Extension Food Systems Program Reporting Unit, co-Leader, 2016-present

Colorado State University Extension Community Development Program Reporting Unit, member, 2016-present

Colorado State University Extension Internship Committee, Chair, 2017-present

Search Committee for Colorado State University Extension Horticulture/Small Acreage Management Specialist, Eagle County, 2018

Colorado Ag Experiment Station and CSU Extension Planning Committee, Western Region, 2018

Search Committee for Colorado State University Extension Western Region Ag Business Management Specialist, 2016

**Department Committees**

Organizer, Economics of Food Systems Graduate Student Lab, 2017-present

Award Committee, 2016-present

Search Committee for Assistant/Associate Professor in Ag Business, 2017-2018

**PROFESSIONAL AFFILIATIONS AND ACTIVITIES**

**Membership in professional societies**

Agricultural and Applied Economics Association, 2011-present

Western Agricultural Economics Association, 2015-present

North American Regional Science Association, 2017-present

Food Distribution Research Society, 2012-present

Agriculture, Food and Human Values Society, 2013-present

#### **Office in professional societies**

Agriculture and Human Values Society, Board of Directors, 2015-2017

Community and Regional Economics Network (CRENET), Chair, Applied Agricultural Economics Association, 2015-2018

#### **Review/editorial boards**

Journal of Renewable Agriculture and Food Systems, Associate Editor, 2016-present

Applied Agricultural Economics Association

Conference panel abstract reviewer, 2015 – present

Quality of Communication Award reviewer, 2016-present

Western Agricultural Economics Association (WAEA),

Community and regional economics topic leader, 2018-present

Food and agricultural policy abstract reviewer, 2018-present

Extension Program Award reviewer, 2017-present

#### **Grant review panels**

U.S. Department of Agriculture, National Institute of Food and Agriculture, 2014-2015; 2017-2018

NE SARE Graduate Student Grants, Farmer Grants, and Partnership Development Grants, 2011-2013

#### **Grant refereeing**

National Science Foundation, 2015

#### **Manuscript refereeing**

American Journal of Agricultural Economics, manuscript reviewer, 2017-present

Food Policy, manuscript reviewer, 2017-present

Journal of Regional Studies, manuscript reviewer, 2017-present

Journal of Regional Analysis and Policy, manuscript reviewer, 2017-present

Applied Economic Perspectives and Policy, manuscript reviewer, 2016-present

Agriculture and Resource Economics Review, manuscript reviewer, 2015-present

Journal of Agricultural and Applied Economics, manuscript reviewer, 2016-present

Agriculture and Human Values, manuscript reviewer, 2015-present

Choices, manuscript reviewer, 2018-present

Gastronomica, manuscript reviewer, 2015

Journal of Food Distribution Research, manuscript reviewer, 2017-present

International Food and Agribusiness Management Review, manuscript reviewer, 2015

Journal of Agriculture, Food Systems, and Community Development, manuscript reviewer, 2014-present

Journal of Hunger and Environmental Nutrition, manuscript reviewer, 2014

Journal of Rural Studies, manuscript reviewer, 2015-present

Global Food Security, manuscript reviewer, 2016

Western Economics Forum, manuscript reviewer, 2017

### **OTHER ACTIVITIES/ACCOMPLISHMENTS – SERVICE/OUTREACH**

**Special service to the state/community related to professional expertise**

National Western Center, 1909 Historic Arena Study, Advisory Working Group, 2018-present  
Colorado Food Systems Advisory Council, facilitator, 2016-present  
CO Fruit and Vegetable Growers Association, Business Development Committee, 2016-present  
CO Wine Board Business and Marketing Committee, 2016-present  
Northern Colorado Food Cluster, Secretary of the Board, 2015-2018

**Consultations related to professional expertise**

Farm to School Census and Comprehensive Review Advisory Panel, U.S. Department of Agriculture, Food and Nutrition Service, 2018-2021  
Evaluation of the Michigan Good Food Charter, University of Michigan, 2015-2017  
U.S. Department of Agriculture National Institute of Food and Agriculture funded project on Measuring Rural Wealth (leads: Matt Fannin, Louisiana State University; Tom Johnson, University of Missouri; and, John Pender, USDA Economic Research Service), Advisory Board Member, 2014-2018