

# DAWN THILMANY McFADDEN

Professor

## Education /Experience

## Publications

## Presentations

## Extension Grants

## Teaching

## Service

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### Academic Address:

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### EDUCATION:

- Ph.D. University of California-Davis (Agricultural Economics), 1994  
Dissertation Title: The Effect of Immigration Reform on the Farm Labor Market: Three Essays  
Specialization: Agribusiness Management, Finance, Trade and Policy, and Development
- M.S. University of California-Davis (Agricultural Economics), 1991  
Thesis: The Role of Labor Contractors in the Farm Labor Market
- B.S. (Honors) Iowa State University (Public Service & Administration in Ag/International Ag), 1990

### PROFESSIONAL EXPERIENCE:

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|--------------|--|
| 2006-present | Professor, Dept. of Ag and Resource Economics, Colorado State University           |
| 2008-present | CSU Center for Fair and Alternative Trade Studies, Research Associate              |
| 2006-09      | Farm Foundation Fellow for Rural Community Viability                               |
| 2006-07      | Interim Program Leader, Organics, USDA-CSREES, Washington DC                       |
| 2000-06      | Associate Professor, Dept. of Ag and Resource Economics, Colorado State University |
| 1997-2000    | Assistant Professor, Dept. of Ag and Resource Economics, Colorado State University |
| 1994-1997    | Assistant Professor, Department of Economics, Utah State University                |
| 1990-1994    | Teaching and Research Assistant, Department of Agricultural Economics, UC-Davis    |

### PUBLICATIONS:

#### *Peer-Reviewed Publications:*

61. Nurse, G., Y. Onozaka and D. Thilmany McFadden. 2012. "Consumer Motivations and Buying Behavior: The Case of the Local Food System Movement." *Journal of Food Products Marketing*. Forthcoming. Spring 2012.
60. Thilmany, D., M. Sullins, M. Phillips, and A. Gunter. 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.
59. Costanigro, M., D. McFadden, S. Kroll and G. Nurse. 2011 "An In-Store Valuation of Local and Organic Apples: the Role of Social Desirability." *Agribusiness: An International Journal*. 27: 465-477
58. Meyer, L., J. Hunter, A. Katchova, S. Lovett, D. Thilmany, M. Sullins and A. Card. 2011. "Approaching Beginning Farmers as a New Stakeholder for Extension." *CHOICES*. 2nd Quarter 2011 | 26(2)
57. Thilmany, D. and S. Sureshwaran. 2011. "Theme Overview: Innovations to Support Beginning Farmers and Ranchers." *CHOICES*. 2nd Quarter 2011 | 26(2)

56. Moser, R. R. Raffaelli and D. Thilmany-McFadden. 2011. "Consumer Preferences for Fruit and Vegetables with Credence-Based Attributes: A Review." *International Food and Agribusiness Management Review*. Volume 14, Issue 2, 2011. Pp. 121-41
55. Onozaka, Y. and D. Thilmany McFadden. 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*. February 93(3) 689-702.
54. Watson, P and D. Thilmany. 2011. "Water Use Efficiency in Golf: An Economic Analysis of Colorado Golf Courses." *Golf Course Management*. June 2011. 88-98.
53. Onozaka, Y., G. Nurse and D. Thilmany McFadden .2011. " Defining Sustainable Food Market Segments: Do Motivations and Values Vary by Shopping Locale?" *American Journal of Agricultural Economics*. 93(2): 583-589
52. Sullins, M, D. Moxon and D. Thilmany McFadden. 2010. "Agritourism in Colorado: A Cluster Analysis of Visitors" *Journal of Agribusiness*. Fall.
51. Onozaka, Y. G. Nurse, and D. Thilmany McFadden. 2010. "Local Food Consumers: How Motivations and Perceptions Translate to Buying Behavior." *CHOICES*. 1st Quarter 2010 | 25(1)
50. Thilmany McFadden, D, W. Umberger, and J. Wilson. 2009. "Growing a Niche Beef Market: A Targeted Marketing Plan for Colorado Homestead Ranches." *Review of Agricultural Economics*. Vol 31(4) 984-98.
49. Loomis, J., O. Tadjion, P. Watson, J. Wilson, S. Davies, and D. Thilmany. 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.
48. Auld, G. and D. Thilmany. 2009. "Factors Affecting Small (Colorado) Producers' Local Food Sales." *Journal of Hunger & Environmental Nutrition*. 4(1) March 2009 129-46.
47. Umberger, W., D. Thilmany McFadden and A. Smith. 2009. "Does Altruism Play a Role in Determining U.S. Consumer Preferences and Willingness to Pay for Natural and Regionally Produced Beef?" *Agribusiness: An International Journal*. 25(2), April: 266-85.
46. Keeling-Bond, J, D. Thilmany and C. Bond . 2009. "What Influences Consumer Choice of Fresh Produce Purchase Location?" *Journal of Agricultural and Applied Economics*. April 2009.
45. Thilmany McFadden, D. 2008. "Implementing Mandatory Country of Origin Labeling." Introduction to *CHOICES* theme issue on Country of Origin Labeling. 23(4) December. (also served as guest editor). <http://www.choicesmagazine.org/magazine/article.php?article=43>
44. Gascogne, W., M. Sullins and D. Thilmany McFadden. 2008. "Agritourism in the West: Exploring the Behavior of Colorado Farm and Ranch Visitors. *Western Economics Forum*. Fall. Vol. 7.
43. Bond, C.A., D. Thilmany, and J. Keeling Bond. 2008. "What to Choose? The Value of Label Claims to Produce Consumers." *Journal of Agricultural and Resource Economics*, 33(3), 402-427.
42. Thilmany, D., C. Bond, and J. Bond. 2008. "Going Local: Exploring Consumer Behavior and Motivations for Direct Food Purchases." *American Journal of Agricultural Economics*. Volume 90, Number 5, December , pp. 1303-1309(7)
41. Watson, P., S. Davies. And D. Thilmany. 2008. "Determining Economic Contributions in a Recreation Industry: An Application to Colorado's Golf Industry" *Journal of Sports Economics*. 9: 571-91.

40. Bond, C., D. Thilmany and J. Keeling-Bond. Understanding Consumer Interest in Product and Process-Based Attributes for Fresh Produce. Spring 2008. *Agribusiness: An International Journal*. 24(2): 231-252.
39. Pritchett, J., D. Thilmany and K. Johnson. "Consumer Responses to Recent BSE Events." *Journal of Food Distribution Research*. 38: July 2007. 57-68.
38. Watson, P., J. Wilson, D. Thilmany, and S. Winter. "Determining Economic Contributions and Impacts: What is the difference and why do we care?" *The Journal of Regional Analysis and Policy*. 37 (2007) Number 2
37. Wilson, J., D. Thilmany and P. Watson. "The Role of Agritourism in Western States: Place-Specific and Policy Factors Influencing Recreational Income for Producers." *Review of Regional Studies*. 36(2006) 381-99.
36. Keeling-Bond, J, D. Thilmany and C. Bond. "Direct Marketing of Fresh Produce: Understanding Consumer Purchasing Decisions. CHOICES. 21(4) Fall 2006. 1-6. Online at <http://www.choicesmagazine.org/2006-4/>
35. Wilson, J. and D. Thilmany. Golfers in Colorado: The Role of Golf in Recreational and Tourism Lifestyles and Expenditures. *Journal of Travel and Tourism Marketing*. 20(Issue 4) Fall 2006. [http://www.haworthpress.com/store/Toc\\_views.asp?sid=EPR9NFATR40F8M6CE16KVWNF7W7ABEND&TOCName=J073v20n03%5FTOC&desc=Volume%3A%2020%20Issue%3A%203%2F4](http://www.haworthpress.com/store/Toc_views.asp?sid=EPR9NFATR40F8M6CE16KVWNF7W7ABEND&TOCName=J073v20n03%5FTOC&desc=Volume%3A%2020%20Issue%3A%203%2F4)
34. Goodwin, Jr., H.L., F. Dustan Clark, Dawn Thilmany, and Sandra J. Hamm. Policies to Protect Food Safety and Animal Health. *CHOICES*, 21(2006): 189-93. Online at: <http://www.choicesmagazine.org/2006-3/animal/2006-3-animal.pdf>
33. Thilmany, D., W. Umberger and A. Ziehl. "Strategic market planning for value-added natural beef products: a cluster analysis of Colorado consumers." *Renewable Agriculture and Food Systems*, 21(September 2006): 192-203.
32. Pritchett, J. and D. Thilmany. The Cow that Stole Christmas? Recent BSE Outbreaks, Media Coverage and Demand Response. *Western Economics Forum*. 4(Fall 2005): 24-28.
31. Thilmany, D., N. McKenney, D. Mushinski and S. Weiler. "Geographic Interdependencies and Regional Base Industries in Rural Retail Markets." *Annals of Regional Science* .39(September 2005) 593-605.
30. Thilmany, D. "Private and Public Economic Perspectives on Animal Disease: An Emerging Strategic Issue for Agribusiness Managers." *International Food and Agribusiness Management Review*. 8(February 2005) 98-101.
29. Pritchett, J., D. Thilmany and K. Johnson. "Animal Disease Economics: A Survey of Literature and Typology of Research Approaches." *International Food and Agribusiness Management Review*. 8(February 2005)23-45.
28. Thilmany, D. and P. Watson. "The Increasing Role of Direct Marketing and Farmers Markets for Western US Producers." *Western Economics Forum* 3(December 2004): 19-25.
27. Thilmany, D. "Direct Food Marketing to Restaurants through Existing Farmer's Market Alliances: The Case of Colorado Crop to Cuisine." *Review of Agricultural Economics*. 26(September 2004) 404-17.
26. Thilmany, D. "Agricultural Workers Trends and Issues in the Mountain West." *2004 Journal of American Society of Farm Managers and Rural Appraisers*. Summer 2004. pp 49-56.
25. Padilla-Bernal, L., D. Thilmany and M. Loureiro. "An Empirical Analysis for Market Integration and Efficiency of U.S. Fresh Tomato Markets." *Journal of Agricultural and Resource Economics*, 28(December 2003): 435-

450.

24. Thilmany, D., J. Grannis and E. Sparling. "Regional Demand for Natural Beef Products: Urban vs. Rural Willingness to Pay and Target Customers." *Journal of Agribusiness*, 21(December 2003): 149-166.
23. Padilla-Bernal, L. and D. Thilmany. "Price Relationships among North American Fresh Tomato Markets: A Comparison between Mexican and U.S. Markets." *International Food and Agribusiness Management Review*, 5(Fall 2003). Online publication.
22. Grannis, J., S. Hine and D. Thilmany. "Marketing Premium Food Products in Emerging Economies: The Case of Macedonian Cheese." *Journal of International Food and Agribusiness Marketing*. 13(Summer 2001): 59-76
21. Hine, S., D. Thilmany, P. Kendall and K. Smith. "The Perceived Value of Employee Food Safety Training for Food Service Managers." *Journal of Extension* 41(February 2003). Online.
20. Grannis, J. and D. Thilmany. "Marketing Natural Pork: An Empirical Analysis of Mountain Region Consumers." *Agribusiness* 18(October 2002): 475-89.
19. Grannis, J. and D. Thilmany. "Marketing Opportunities for Natural Pork Products: Defining the Consumers who would Purchase Natural Pork." *Journal of the American Society of Farm Managers and Rural Appraisers*. 23(2001). 93-98.
18. Kendall, P., K. Smith, D. Thilmany, S. Hine, L. Melcher and L. Paul. "Value of and Satisfaction With Food Safety Training in the Intermountain West." *Foodservice Research International*, 13 (October 2001): 1-16.
17. Thilmany, D. "Farm Labor Trends and Management in Washington State." *Journal of Agribusiness*, 19 (Spring 2001): 1-15. (lead article)
16. Thilmany, D. and D. Hoag. "Market Analysis of a Student Agribusiness Organization as a Planning and Educational Tool." *Journal of Agribusiness*, 19(Spring 2001): 69-84.
15. Arellano, F., S. Hine and D. Thilmany. "Using MANECSIM as a Simulation for Agribusiness Capstone Courses." *Review of Agricultural Economics*. 23(Spring/Summer 2001): 275-84.
14. Lybbert, T. and D. Thilmany. "The Influence of Olympic Games on Net Migration Rates: A Cross-Sectional Analysis of Olympic Host Regions." *The Annals of Regional Science*. 34 (2000) 405-420.
13. Thilmany, D. "Gender Based Differences of Performance and Pay Among Agricultural Economics Faculty." Article in the Feature, The Status of the Profession *Review of Agricultural Economics*. 22 (Spring/Summer 2000) pp. 23-33.
12. Espey, M. and D. Thilmany. "Farm Labor Demand: A Meta-Regression Analysis of Wage Elasticities." *Journal of Agricultural and Resource Economics*. 25 (July 2000): 252-266.
11. Fawson, C., D. Thilmany and J. Keith. "Employment Stability and the Role of Sectoral Dominance in Rural Economies." *American Journal of Agricultural Economics* 80(1998): 521-533.
10. Li, J.R. and D. Thilmany. "Branded Pork Consumption Behavior in Taiwan: A Behavioral Selectivity Model." *Agribusiness: An International Journal* 14(1998): 127-13.
9. Liddell, S. and D. Thilmany. "Organizational Trends and Issues in the Western Dairy Sector: A Case Study of the Cooperative Venture Between Sunset and Sunrise Dairies." *Journal of the American Society of Farm Managers and Rural Appraisers* 19 (1997): 81-87.

8. Thilmany, D. and C. Barrett. "Regulatory Barriers in an Integrating World Food Market." *Review of Agricultural Economics* 19 (Spring/Summer 1997): 91-107.
7. Thilmany, D. and B. Hams. "Franchising as an Entry Strategy in Mexico: The Case of Mrs. Field's Cookies." *Journal of International Food and Agribusiness Marketing* 8(1996):21-36.
6. Thilmany, D. "An Empirical Analysis of Farm Labor Contract Usage Among California Growers Under IRCA." *American Journal of Agricultural Economics* 78(1996):946-60.
5. Thilmany, D. and S. Blank. "FLCs: A Risk Management Option for the California Farm Labor Market." *Agribusiness: An International Journal* 12(1996): 37-49. (With Steven C. Blank)
4. Blank, S.C. and D. Thilmany. "Hedging Potential in California Cattle Markets." *California-Arizona Ranchers' Management Guide* (1996): 91-98.
3. Thilmany, D. and P.L. Martin. "Farm Labor Contractors: Playing New Roles in California Agriculture." *California Agriculture* (November/ December 1995).
2. Taylor, J.E. and D. Thilmany. "Worker Turnover, Farm Labor Contractors and IRCA's Impact on the California Farm Labor Market." *American Journal of Agricultural Economics* 75(May 1993): 350-60.
1. Taylor, J.E. and D. Thilmany. "Worker Turnover and Adjustments to IRCA in California Agriculture." *California Agriculture* (September-October 1992).

***Published Books, Reports, Abstracts and Proceedings:***

- Thilmany, D. 2012. Local Food, Organics and Sustainability. Invited chapter to The Federal Policy Role In Today's Food and Agricultural Markets. Forthcoming.
- Nabhan, G., L. Lopez-Hoffman, C. Presnall, R. Knight, J. Goldstein, H. Gosnell, L. Gwen, D. Thilmany and S. Charnley 2011. "Payments for Ecosystem Services: Keeping Working Landscapes Productive and Functioning." Chapter in Saving the Wide Open Spaces.
- Bunning, M., S. Blandon, D. Thilmany-McFadden, H. Troxell-Alrich, J. Bruning, S. Yeh and P. Kendall. 2010. "Consumer Awareness and Response to Produce Food Safety Issues." *Journal of Food Distribution Research Society*. 41(1) March 2010. 108-14
- Phillips, M. D. Thilmany-McFadden, and M. Sullins. How Effective is Social Networking for Direct Marketers? *Journal of Food Distribution Research* 41(1): 96-100. March 2010
- Feenstra, G., S. Hardesty, D. Visher, D. Thilmany, T. Gillpatrick, J. Dyer, and J. Edge, "Values-Based Distribution Networks to Enhance the Prosperity of Small- and Medium-Sized Producers." Research Update . *Journal of Food Distribution Research Society*. March 2010.
- Thilmany McFadden, D. 2008. Local marketing systems: The Role of Family Farms in Reinventing Food Supply Chains. Article in USDA-CSREES Family Farm Forum. October.
- Blank, S. 2008. The Economics of American Agriculture: Evolution and Global Development. Co-authored Chapter 17 with S. Blank and P. Watson. 978-0-7656-2229-7
- Thilmany, D. and J. Sooby. The Organic Foods Industry in Rural America. Chapter for *Encyclopedia of Rural America, 2nd edition*. Grey House Publishing, July 2008. 1-59237-115-9.
- Nurse-Schorre, G., D. Thilmany, J. Keeling-Bond, C. Bond and M. Bunning. Eat your Fruits and Veggies: Who

- Informs Consumers about Produce Choices and Nutrition?. *Journal of Food Distribution Research*. March 2008. Vol. 39, no. 1. Pp. 103-09.
- Thilmany, D. and P. Watson. Revitalizing Rural Communities: Agricultural Producers' Emerging Role in Public and Private Innovation. *Perspectives on 21st Century Agriculture: A Tribute to Walter J. Armbruster*, Farm Foundation, Oak Brook, IL, 2007. 978-0-615-17422-8
- LeValley, R., D. Thilmany, and D. Dexter. "Success Story: How do we sell branded beef direct to the consumer?" Range Beef Cow Symposium XX. December 2007. <http://beef.unl.edu/beefreports/symp-2007-06-XX.shtml>
- Keeling-Bond, J., D. Thilmany, K. Ryan and C. Bond. Where Do Consumers Shop for Fresh Produce and Why? Proceedings of the WERA-72 Annual Meetings. Fall 2007.
- Thilmany, D., J. Keeling-Bond, C. Bond, C. Stushnoff, Frank Stonaker, P. Kendall and Marisa Bunning. Eat Your Fruits and Veggies: Exploring Fresh Produce Market Choices." Proceedings of the 2006 Food Distribution Research Society meetings in Quebec-city, Quebec. March 2007. 154-160.
- Thilmany, D. and W. Umberger. Marketing Natural Meats: Targeting Consumer Segments in your Marketing Plan. 2006 Proceedings of "Enhancing Opportunities for Small Farmers and Ranchers" the 4th National Small Farm Conference, October 2005, Greensboro, NC. 103-05.
- Food Safety and Animal Health. In The Future of Animal Agriculture. A Farm Foundation Project. Put online April 2006. <http://farmfoundation.org/projects/04-32ReportTranslations.htm>
- Hoag, D. D. Thilmany and S. Koontz. 2006. Economics of Livestock Disease Insurance – Principles, Issues, and Worldwide Cases . Introductory chapter in Livestock Industry Insurance – Issues, Examples, and Cases from Worldwide. CAB International UK. March
- Pritchett, J., D. Thilmany and K. Johnson. 2006. "The Broader Economic Effects of Livestock Insurance and Health Management: Understanding Disease Outbreak Impacts on Allied Industries." Chapter in Livestock Industry Insurance – Issues, Examples, and Cases from Worldwide. CAB International, UK. March
- Hoag, D., S. Koontz., D. Thilmany, J. Grannis, and J. Green. Livestock Industry Insurance – Issues, Examples, and Cases from Worldwide. Co-editor of CABI book presenting information and discussion from two animal health conferences held in November 2002 and July 2003. Published March 2006.
- Ziehl, A., D. Thilmany and W. Umberger. "Cluster Analysis of Natural Beef Product Consumers by Shopping Behavior, Importance of Production Attributes and Demographics." Proceedings of the 2004 Food Distribution Research Society meetings in Morro Bay, CA. March 2005. Pp. 209-17
- Thilmany, D. Colorado Homestead Ranches: A Business Plan Overview and Market Analysis. Report to Colorado Homestead Ranches and USDA Rural Development Value Added Grant. December 2004 (with Josh Wilson, Amanda Ziehl, Ed Sparling and Wendy Umberger).
- Colorado Institute of Public Policy. Bio-Pharming in Colorado: A Guide to Issues for Making Informed Choices. October 2004. Working Committee Member and Major Contributor.
- Davies, S., P. Watson, D. Thilmany, A. Cramer, J. Wilson, P. Elzi and N. Prosser. Golf in Colorado: An Independent Study of the 2002 Economic Impact and Environmental Aspects of Golf in Colorado. Report to the Colorado Golf Association. Fall 2004. <http://www.golfhousecolorado.org/cga/index.html>
- Thilmany, D., S. Davies, A. Ziehl, K. Johnson, J. Pritchett and W. Umberger. Empirical Approaches with the USDA Retail Meat Price Series: A Final Report on the Colorado State University-ERS Cooperative Agreement April 2004.

American Farmland Trust and Colorado State University. [A Curriculum for Niche Beef Marketing and Production](http://dare.agsci.colostate.edu/aftnichebeef/aftworkbook.htm). February 2004 release. (Major contributor with Wendy Umberger, Amanda Ziehl, Tom Field, John Scanga and Martha Sullins). <http://dare.agsci.colostate.edu/aftnichebeef/aftworkbook.htm>

Thilmany, D. and E. Garner. Agricultural Statistics. Invited chapter for *Encyclopedia of Social Measurement*. Kimberly Kempf-Leonard, Editor-in-Chief. Academic Press. November 2004. pp. 53-58.

Pritchett, J., D. Thilmany and K. Rosenstiel. "Understanding Broader Economic Effects from an Animal Disease Outbreak." Presentation to the Economic Impact of Animal Disease on the Food Marketing Sector Conference, July 2003. Posted at: <http://dare.agsci.colostate.edu/animalhealth/conf.htm>

Scorsone, E., D. Thilmany and S. Weiler. "Bridging the Rural-Urban Opportunity Gap." Foresight: Kentucky Long-Term Policy Research Center. Vol. 9, No. 1, 2002

Thilmany, D. and M. Miller. "The Dynamics of the Washington Farm Labor Market." *Dynamics of Hired Farm Labor: Constraints and Community Response*. 2002. CAB International, UK.

Hine, S., J. Grannis and D. Thilmany. "Building Trust in the Balkans: The Land O'Lakes Seal of Quality Program in Macedonia. Published in the Proceedings for the 1999 World Agribusiness Forum. Florence, Italy.

Thilmany, D. "Agriculture's Role in the Immigration Debate." *Economics Issues: Perspectives on Public Policy* 2(1996).

Thilmany, D., S. Liddell and R. Harper. "Permanencia Competitiva en la Industria Lactea: Cooperativa de Mercadeo y Estrategias Financieras." In: *Los Sistemas Nacionales Lecheros de Mexico, Estados Unidos y Canada y Sus Interrelaciones*. (Eds. L. A. Garcia Hernandez, M. Carmen del Valle and A. A. Macias) Mexico, Instituto de Investigaciones Economicas, UNAM, pp. 117-132.

Thilmany, D. and C. B. Barrett. "El Comercio de los Productos Lacteos en el Tlcan." In: *Los Sistemas Nacionales Lecheros de Mexico, Estados Unidos y Canada y Sus Interrelaciones*. (Eds. L. A. Garcia Hernandez, M. Carmen del Valle and A. A. Macias) Mexico, Instituto de Investigaciones Economicas, UNAM, pp. 133-156.

Thilmany, D. "Strategic Alliances in an Integrated North American Market." In: *Proceedings from 1996 World Congress of the International Agribusiness Management Association*, (Ed. W. Gorman) International Food and Agribusiness Management Association, 37-38.

Thilmany, D., J.R. Li and C.B. Barrett. "Wheat Futures Price Behavior: Theoretical and Empirical Considerations." In: *NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Mgmt.*, (Eds. M. Hayenga, W. Tomek, S. Meyer, B.W. Brorsen, D. O'Brien, S. Irwin, P. Fackler and L. Manderscheid), pp. 47-62.

#### **PEER-REVIEWED PRESENTATIONS AND CONFERENCES:**

##### ***Organized Papers and Session:***

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.

Thilmany, McFadden, D. Data Issues for Local Food System Analysis. Presenter in AAEA post-conference for 2011 Annual meetings. Pittsburgh, PA.

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.

Gunter, A., D. Thilmany McFadden and M. Sullins. "Farm to School: Tools to Assess and Evaluate Impacts on Producers and Regions." Paper presented in Symposium Economic Contributions from a More Localized Food Systems. 2011 AAEA Annual meetings. Pittsburgh, PA.

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

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)

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.

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.

Thilmany McFadden, D., G. Nurse, Y. Onozaka and M. Costanigro. "So you Want to Run an Experiment? Opportunities and Potential Pitfalls." Presented to the 2009 Food Distribution Research Society. Broomfield, Colorado.

Locavores and Fresh Produce Markets: Motivations, Shopping Behavior and Potential for Growth. Invited paper for Principal Paper Session: The Growing Market for Local Foods. July 2008. Orlando FL. (with C. Bond and J. Keeling-Bond)

The Economic Impact of Animal Disease on the Food Marketing Sector. *Farm Foundation Showcase Project Program*. Organized, Secured Funding and Presented CSU Research. July 2003. Denver CO

***Invited Papers:***

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

Thilmany McFadden, D. "Local Food Consumers: How do Values and Confidence Influence Food Choices?" Invited presentation at Linfield College Economic Series. October 2011.

Thilmany McFadden, D. "The Local Food Consumers: A Changing Perspective on Value, Confidence and Welfare." Invited presentation to the Consumer and Market Demand Network Workshop. August 2011. Guelph, Ontario, Canada.

Thilmany McFadden, D. "Colorado's Green, Ag and Processing Industry Employment: Trends and importance to the State." Invited presentation to the 2011 UC-Davis Immigration Conference. May 2011. Washington, DC.

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.

Thilmany, D. "Economic and Policy implications of GMO crops in Sustainable Ag Systems." Panel member on Boulder County Park and Open Spaces Sustainable Ag Forum panel. November 2010. Longmont CO. 85 in attendance.

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.
- Thilmany McFadden, D. “Are Local Food Consumers Civic Minded or Seeking Assurances? Defining Policy Implications and the Research Agenda.” C-FARE Lunch and Learn with Ag Committee Staff. Washington, DC. June 2009.
- Thilmany McFadden, D. “Consumer Demand for Local Foods: Civic Minded or Seeking Assurances?.” Invited talk at the USDA ERS Local Food Systems Conference. Washington, DC. June 2009.
- Thilmany, D., H. Bahn and S. Sureshwan. “Serving the Needs of the Next Generation of Agricultural and Resource Economics Leaders.” Invited Presentation to USDA Webinar and Western Agricultural Economics Association. March and June 2009.
- Thilmany McFadden, D., J. Hernandez and A. Pena. “Economic Implications of Labor and Immigration Policy for Colorado’s Ag Industry and Communities” Immigration Reform: Implications for Farmers, Farm Workers, and Communities. Washington, DC. May 2009.
- Thilmany McFadden, D. “Consumers of Local Foods: Civic Minded or Seeking Assurances?” Presentation at Northeast Rural Economic Development Center conference on Enhancing Local and Regional Food Systems: Exploring the Research, What Works, and What We Need to Learn. May 2009. Hudson Valley, NY.
- Thilmany, D. “The Multi-Faceted Organic Consumer: Motivations and Perceptions.” Invited Presentation to the CSU Lillian Fountain Smith Conference. June 2008.
- Thilmany, D., J. Hernandez and A. Pena. “Food, Horticulture and Ag Workers: Sectoral Trends and Potential Policy Implications for Colorado.” Invited Presentation to *Immigration Reform: Implications for Farmers, Farm Workers and Communities*. Washington, DC. May 2008.
- Thilmany, D. “Resources to Support Local Food Systems Buy Local Programs.” Invited Speaker to the Southwest Marketing Network Conference, Santa Fe, NM. May 2008.
- Thilmany, D. “Agritourism in the West: Understanding The Visitors and Emerging Opportunities.” Invited Speaker to the Southwest Marketing Network Conference, Santa Fe, NM. May 2008.
- Thilmany, D. and M. Sullins. “Agritourism in Colorado.” Invited Speaker to the National SARE Conference. Kansas City, MO. March 2008.
- Thilmany, D. ” Marketing Natural Meats: Targeting Consumer Segments in your Marketing Plan” Invited Speaker to the National SARE Conference. Kansas City, MO. March 2008.
- Thilmany, D. and M. Sullins. “Agritourism in Colorado: The Visitors, the Economics and the Opportunities.” Invited Speaker for the *Colorado Ag Outlook Forum*. Denver, CO. February 2008.
- Thilmany, D. “Organic Agriculture in the USDA: Increasing Partnerships within USDA and Among Land Grant and other CSREES Partners” Invited Presentation to the American Tri-Society Meetings. November 2007. New Orleans, LA.
- Thilmany, D. “Integrating Economic Questions into Your Research. Invited presentation to the American Plant Pathology Society Meetings. August 2007. San Diego, CA.
- Thilmany, D. “Emerging Immigration and Farm Labor Issues in the Mountain West.” Invited paper to Immigration Reform: Implications for Farmers, Farm Workers, and US Agriculture. Washington DC. June 2006.
- Thilmany, D. “The Role of Public Research and Outreach in a Maturing Organic Agricultural Sector.” Invited Presentation to the USDA-ERS Food for Thought Seminar Series. June 2006.

Thilmany, D. "Tapping into USDA's Organic Programs and Services." Invited paper to All Things Organic, 2006 Organic Trade Exposition. Chicago IL. May 2006.

Thilmany, D. "Coming of Age: The Role of Public Research and Outreach in a Maturing Organic Agricultural Sector" Invited paper and interview for USDA-CSREES. November 2005.

Thilmany, D. "The Changing Face of Rural Areas in the Intermountain West." Presented at *The Changing Face of Rural America Conference*, Asilomar, CA, May, 2003.

Thilmany, D. "The Hispanic Labor Force in Colorado's Agricultural and Rural Economy." Presented at *The Colorado-Mexico Connection: Agricultural Trade, Labor & Other Factors. 2002 Colorado Agricultural Outlook Forum*. February, 2002. Denver CO.

Thilmany, D. "Farm Labor Trends for the Mountain and Northwest Regions." Presented at the *NAWS at 10* Conference. Davis, CA. October 2000.

Thilmany, D. "Immigration to Rural Utah Communities: The Role of Agriculture and Rural Development." Presented at *Immigration and the Changing Face of Rural America* in Ames, Iowa, July 1996.

Thilmany, D. and R. Carkner. "Immigration Issues in Rural Washington." Presented at *Immigration and the Changing Face of Rural America* in Ames, Iowa, July 1996.

#### ***Selected Paper and Poster Presentations:***

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.

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.

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.

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.

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.

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.

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.

Thilmany, D., M. Sullins, M. Phillips and A. Gunter. "Cost Effective Promotion for Local Foods and Direct Markets: Evaluation of Colorado's Technical Assistance for Local Food Supply Chains." Presentation to the 2011 WERA Conference. June. Las Vegas NV.

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)

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)

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.

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.

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.

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.

Bunning, M., S. Blandon, D. Thilmany-McFadden, H. Troxell-Alrich, J. Bruning, S. Yeh and P. Kendall. "Consumer Awareness and Response to Produce Food Safety Issues." Presented at the Food Distribution Research Society Annual Meetings. November 2009. Broomfield Colorado.

Nurse, G. and D. Thilmany McFadden. "Consumer Activist: Are they Voting with their Dollars?" Presented at the Food Distribution Research Society Annual Meetings. November 2009. Broomfield Colorado.

Philips, M., D. Thilmany and M. Sullins. "How Effective is Social Networking for Direct Marketers?" Presented at the Food Distribution Research Society Annual Meetings. November 2009. Broomfield Colorado.

Thilmany, McFadden, Y. Onozaka, M. Bunning, G. Nurse, S. Blandon, M. Costanigro, C. Thomas. "Organic, Locality and Food Miles? Implications for Trade, Supply Chains, Environment, and Consumer Welfare." Update to the NRI project Directors meeting. July 2009. Milwaukee WI.

Thilmany McFadden, D., M. Sullins and M. Phillips. "Mitigating Risk in Agritourism Enterprises." Selected paper at the 2009 Risk Management Education Conference. Reno, NV. April 2009.

Thilmany McFadden, D., J. Lloyd, C.A. Bond, and J. Keeling-Bond. "Demand for Local Foods: A Market Assessment of Potential Sales for Northern Colorado." Selected paper for the 2008 Food Distribution Research Society Meetings. Columbus OH. October 2008.

Greathouse, B., K. Reid, D. Pendell and D. Thilmany. "Measuring the Economic Implications of Differing Animal Health Management Practices." Paper for Organized Symposium at the 2008 Western Agricultural Economics Association meetings. Big Sky, MT. June 2008. Organizer and Moderator.

Thilmany, D., M. Sullins and W. Gasciogne. "The Economic Contribution of Agritourism to Colorado." Selected Paper for the 2008 Western Agricultural Economics Association meetings. Big Sky, MT. June 2008.

Lloyd, J., D. Thilmany, C. Bond and J. Keeling Bond. "Demand for Local Foods: A Market Assessment of Potential Sales for Northern Colorado." Selected Paper for the 2008 Western Agricultural Economics Association meetings. Big Sky, MT. June 2008.

Thilmany, D., G. Schorre, and J. Keeling-Bond. Eat Your Fruits and Veggies More: Who Informs Consumers on

- Produce Choices and Nutrition. Research Report Submission to the 2007 Food Distribution Research Society meetings. New Orleans, LA. November 2007.
- Thilmany, D., J. Keeling-Bond, K. Ryan and C. Bond. Demand for Produce Differentiated by Production Process, Nutritional Content and Source: Factors Affecting Consumer Willingness to Pay. Selected paper presented at the 2007 Western Agricultural Economics Association meetings. Portland OR July 2007.
- Bond, C., D. Thilmany and J. Keeling-Bond. What to Choose? The Value of Label Claims to Produce Consumers. Selected paper presented at the 2007 American Agricultural Economics Association meetings. Portland OR July 2007.
- Thilmany, D., J. Wilson and M. Sullins. The Contribution of Agritourism to Colorado's Economy: Initial Results from a Regional Survey. Selected paper presented at the 2007 Western Agricultural Economics Association meetings. Portland OR July 2007.
- Keeling-Bond, J., D. Thilmany, K. Ryan and C. Bond. Where Do Consumers Shop for Fresh Produce and Why?. Selected paper for the WERA-72 Annual Meetings. June 2007. Las Vegas NV.
- Watson, P. and D. Thilmany. Spatial Dependence in Agricultural Sector Financial Performance. Selected Paper presented at the 2007 Western Regional Science Association Annual Meetings. Newport Beach CA. February 2007.
- Thilmany, D., J. Keeling-Bond, and C. Bond. Eat Your Fruits and Veggies: What Factors Influence Fresh Produce Shopping Location Choices among Consumers." Selected paper presented at the 2006 Food Distribution Research Society meetings. Quebec-city, Quebec. October 2006.
- Thilmany, D., J. Keeling, C. Stushnoff, P. Kendall, F. Stonaker and M. Bunning. "Direct Marketing of Fresh Produce: Understanding Consumer Interest in Product and Process-Based Attributes." Selected paper for the 2006 American Agricultural Economics Association meetings. Long Beach CA. July 2006
- Thilmany, D. Sustainable Agriculture: A Sustainable Career Path for Ag and Resource Economists? CWAE Organized Symposium for the 2006 American Ag Economics Association meetings.
- Wilson, J., P. Ritten and D. Thilmany. "Will you Have Wine with That? Growing the Wine Consumer and Tourist Market in Colorado." Selected for the 2006 Western Agricultural Economics Association meetings. Anchorage AL. June 2006
- Watson, P., S. Davies, D. Thilmany and E. Schuck. "Computable General Equilibrium Analysis of Population Growth and Water Policy in Colorado." Selected paper for the 2006 Western Agricultural Economics Association meetings. Anchorage AL. June 2006
- Thilmany, D. The Future of Animal Agriculture. Organized Symposium for 2006 Western Agricultural Economics Association meeting. Anchorage AL. June 2006.
- Thilmany, D., J. Keeling, C. Stushnoff, P. Kendall, F. Stonaker and M. Bunning. "Potential to Differentiate Nutritionally Superior Produce Cultivars in the Market." Selected paper for the 2006 Western Agricultural Economics Association meetings. Anchorage AL. June 2006
- Thilmany, D. The Economics of Organic Agriculture: Resources and Opportunities for Research and Outreach. Organized Symposium for the 2006 Western Ag Economics Association meetings.
- Bunning, M., C. Stushnoff, P. Kendall, D. Thilmany, F. Stonaker, O. Kulen, D. Guenther and J. Keeling-Bond. Comparison of vitamin C, total phenolic content, and antioxidant activity for ten melon cultivars grown using conventional and organic methods. Poster at Health Promotion and Disease Prevention Research Colloquium

- Thilmany, D., W. Umberger and A. Ziehl. "Consumers' willingness to pay for beef with specific attributes". Paper for the Organized Symposium, *Price and Quality Differentiation: Implications for the US Meat Market*, 2006 Annual Southern Agricultural Economics Association meetings, Orlando FL.
- Thilmany, D. and J. Wilson. "The Role of Agritourism in Western States: Place-Specific and Policy Factors Influencing Recreational Income for Producers," 2005 Regional Science Association International meeting, Las Vegas NV.
- Thilmany, D. "The Beveridge Curve and Rural Economic Growth" Paper to be presented in Organized Symposium, *Rural Development V: Drivers and Spillovers in Regional Growth*. 2005 Regional Science Association International meeting, Las Vegas NV.
- Thilmany, D. and W. Umberger. "Marketing Natural Meats: Targeting Consumer Segments in your Marketing Plan." Selected Paper for the 2006 USDA Small Farms Conference. Greensboro NC.
- Umberger, W., D. Thilmany and A. Ziehl. "Does Altruism Play A Role In Determining U.S. Consumer Preferences And Willingness To Pay For Natural And Regionally Produced Beef?" Selected paper presented at the 2005 WAEA Annual Meetings, San Francisco, CA
- Watson, P., D. Thilmany and S. Davies. "County Level Analysis of Net Farm Income: Crop Mix, Marketing Channels and Locational Factors." Paper presented in Organized Symposium, *County Level Analysis of Farm Operator Household Financial Performance: Findings from the Census of Agriculture*, organized by Ken Erickson for the 2005 WAEA Annual Meetings, San Francisco, CA.
- Johnson, K., J. Pritchett, D. Thilmany, W. Umberger and W. Hahn. "An Event Analysis of Domestic and International Mad Cow Disease (BSE) Outbreaks: Consumer Demand Systems using Retail Scanner Data." Selected Paper presented at the 2005 WAEA Annual Meetings, San Francisco, CA
- Wilson, J. and D. Thilmany . "Golfers in Colorado: The Role of Golf in Recreational and Tourism Lifestyles and Expenditures." Selected Paper presented at the 2005 WAEA Annual Meetings, San Francisco, CA
- Wilson, J. and D. Thilmany. "Exploring Spillover Effect of Public Investments in Conservation Programs onto Agritourism." Selected Paper presented at the 2005 AAEA Annual Meetings. Providence RI.
- Watson, P., D. Thilmany and S. Davies. "The Economic and Resource Use Implications of Colorado's Golf Industry." Selected paper presented at the 2005 Western Regional Science Meetings. San Diego, CA. February
- Thilmany, D., P. Watson, J. Wilson and S. Davies. "Economic, Tourism and Environmental Aspects of Golf in Colorado," Invited paper for Amenities, Disamenities, and Rural Economic Growth Organized session. 2004 RSAI Meetings. Seattle, WA.
- Thilmany, D., A. Ziehl and W. Umberger. "Cluster Analysis of Natural Beef Product Consumers by Shopping Behavior, Importance of Production Attributes and Demographics." Selected Paper presented at the 2004 Food Distribution Research Society meetings in Morro Bay, CA. October.
- Pritchett, J., K Johnson and D. Thilmany. "Consumer Trends and the New ERS Retail Meat Price Data Set: An Overview and Research Opportunities." Poster for the 2004 American Agricultural Economics Association meetings. Denver CO. August.
- Ziehl, A., D. Thilmany and S. Davies. "Beef, Ground Beef and more Beef: What Beef Primals Drive Retailing Strategies." Abstract for paper presented in the Organized Symposium *Conducting Price and Demand Analysis with Detailed Data Series: Unique Applications and Empirical Challenges*. Western Agricultural Economics Association Annual Meetings. Honolulu, HI. July 2004.

- Johnson, K., A. Ziehl, S. Davies and D. Thilmany. "Assessing Market Power in Pork Wholesale and Retail Markets. Abstract for paper presented in the Organized Symposium Conducting Price and Demand Analysis with Detailed Data Series: Unique Applications and Empirical Challenges." Western Agricultural Economics Association Annual Meetings. Honolulu, HI. July 2004.
- Johnson, K., J. Pritchett and D. Thilmany. "Exogenous Shocks to the Beef Industry: An Examination of Non-therapeutic Antibiotics." Abstract of paper presented at the Western Agricultural Economics Association. Honolulu, HI. July 2004.
- Johnson, K., S. Davies, D. Thilmany and W. Umberger. "The Price Behavior of Retail Cuts of Beef, Pork and Poultry." Paper in the Organized Symposium, Advances in Panel Data Econometric Methods to be presented at the 2004 American Agricultural Economics Association meetings. Denver CO. August.
- Watson, P., S. Davies and D. Thilmany. "The Green and Golf Industries of Colorado: Assessing Economic and Resource Impacts." Presented at the Western Agricultural Economics Association. Honolulu, HI. July 2004.
- Watson, P., S. Davies and D. Thilmany. "The Economic Contributions of Colorado's Golf Industry: Environmental Aspects of Golf in Colorado." Selected Paper presented at the Southern Regional Science Association. New Orleans, LA. April 2004
- Anderson, J., S. Friou, S. Morales, E. Adams and D. Thilmany. "A Tool for Decision Makers: Cost-Benefit Analysis of the Food Stamp Nutrition Education Program in Colorado." Abstract of presentation to the National Food Stamp Nutrition Education Conference. Columbus, Ohio. March 2004
- Thilmany, D. "The Uses and Limitations of Retail Price Scanner Data." Session in Organized symposium, "Retail Meat Price Scanner Data: The Uses and Limitations from the Research, Extension, and Farm Organization Viewpoint." Presented at the 2003 American Agricultural Economics Association meetings in Montreal, Quebec, Canada, July 2003. (Organized by Leland Southard)
- Thilmany, D., O. Arana and S. Davies. "The New USDA-ERS Retail Meat Price Series: Evaluating Price Differences and Response by Meat Cut, Grade, and Feature Price." Presented at the 2003 Western Agricultural Economics Association meetings in Denver, CO, July.
- Thilmany, D., J. Pritchett, K. Rosenstiel, D. Sumner, C. Wolf and J. Grannis. *Economic Impact Analysis of Animal Health Outbreaks on US Meat, Poultry and Dairy Product Marketing Sectors.* Organized Symposium for the 2003 Western Agricultural Economics Association meetings in Denver, CO, July.
- Padilla Bernal, L. and D. Thilmany. "Determining Efficiency and Equilibrium for the Mexican Fresh Tomato Market: A Comparison Between the Mexican and American Markets." Presented at the IAMA World Forum, Cancun MX, June 2003.
- Thilmany, D., P. Watson and S. Davies. "Assessing the Economic Contributions of Colorado's Green Industry: Empirical Issues and Challenges." Presented at the 2003 Western Regional Science Association meetings in Rio Rico AZ, February 2003.
- Thilmany, D., J. Grannis, E. Sparling and J. McKenna. "Regional Demand for Natural Beef Products: Urban vs. Rural Willingness to Pay and Target Customers." Presented at the 2002 WAEA Meetings in Long Beach, CA, July.
- Padilla Bernal, L., D. Thilmany and S. Davies. "Price Relationships for Mexican Fresh Tomato in U.S. and Mexican Terminal Markets." Presented at the 2002 WAEA Meetings in Long Beach CA, July.
- Thilmany, D., L. Padilla Bernal, R. Cook, L. Calvin and G. Thompson. *Emerging Industry, Consumer and Trade Issues for the North American Tomato Industry.* Organized Symposium for the 2002 AAEEA Meetings in

Long Beach CA, July.

Padilla Bernal, L. and D. Thilmany. "Integración y Eficiencia entre los Mercados de Tomate México-Estados Unidos de América." Presented at the 6<sup>th</sup> Annual Meeting of the Academia de Ciencias Administrativas. Mexico City, Mexico. April 2002.

Srivastava, L. and D. Thilmany. "Ag Economist Salaries and Performance: An Empirical Analysis." Presented as part of the Organized Symposium, *Tracking the Status and Concerns of Agricultural Economists*, American Agricultural Economics Association. Chicago, IL, August 2001

Scorsone, E. and D. Thilmany. "Determinants of Population and Employment Change in Local Labor Market Areas." Presented at the 2001 AAEA Annual Meetings. Chicago IL, August.

Padilla Bernal, L. and D. Thilmany. "Market Tradability and Market Equilibrium for the U.S.-Mexico Fresh Tomato Industries." Presented at the 2001 WAEA Annual Meetings. Logan UT, July.

Grannis, J. and D. Thilmany. "Shopping for Meat: Empirical Demand Estimation for Natural Ground Beef Across Store Choices." Presented at the 2001 WAEA Annual Meetings. Logan UT, July.

Thilmany, D. and J. Grannis. "Farmworkers in the Mountain and Northwest Region: Employment, Demographic and Household Trends." Presented at the Organized Session "Labor Force Dynamics in the Rural West" for the 2001 WRSA Meetings, Palm Springs CA, February.

Marshall, A., S. Davies and D. Thilmany. "Dynamic Relationships between Imports and the U.S. Lamb and Wool Markets." Presented at the 2000 AAEA Annual Meetings. Tampa Bay FL. August.

Padilla Bernal, L. and D. Thilmany. "Mexican-U.S. Tomato Trade: An Analysis of Volume, Transaction Costs and Prices." Presented at the WAEA 2000 Annual Meetings. Vancouver, BC. July.

Srivastava, L. and D. Thilmany. "Performance and Pay of Agricultural Economists: How do Women Fare?" Presented in an Organized Session "The Status of Women in Agricultural Economics: Employment Performance and Satisfaction." WAEA 2000 Annual Meetings. Vancouver BC. July.

Grannis, J., D. Thilmany and N. Hooker. "Consumer Preference for Specific Attributes in Natural Beef Products." Presented at the WAEA 2000 Annual Meetings. Vancouver, BC. July.

Hine, S. and D. Thilmany. "Macedonia's Seal of Quality Program: Can it Effectively Target Domestic and Foreign Markets?". Presented at the Global Food Trade and Consumer Demand for Quality Conference. 2000. Montreal, Canada. June 2000.

Scorsone, E. and D. Thilmany. "Interregional Economic Dynamics: Distributional Impact Analysis with Labor and Migration Flows." Presented at the 2000 SRSA Meetings. Miami, FL. April.

And 27 other Selected Papers, 1991-1999.

#### **EXTENSION AND OUTREACH:**

##### ***Government, Industry and Educational Materials:***

Nurse, G., D. Thilmany McFadden, and A. Gunter. ARPR 11-01. "Understanding the Effectiveness of Farm to School Programs through Food Service Professionals." October 2011. 7 pp.

Thilmany, D. Pendell, K. Johnson, A. Seitzinger, and J. Pritchett. PFMR- 11-04. Profitability Measures and Financial Structure: A Comparison of Low-Sales, Medium-Sales, and Large Family Farm Operations in the United States

- Pendell, K. Johnson, J. Pritchett, D. Thilmany, and A. Seitzinger. PFMR- 11-03. Production Resources and Management: A Comparison of Low-Sales, Medium-Sales, and Large Family Farm Operations in the United States
- Johnson, A. Seitzinger, D. Thilmany, D. Pendell, and J. Pritchett. PFMR- 11-02. Operator and Operation Characteristics: A Comparison of Low-Sales, Medium-Sales, and Large Family Farm Operations in the United States
- Pritchett, K. Johnson, A. Seitzinger, D. Thilmany, and D. Pendell. PFMR- 11-01. Demographics, production Characteristics and Financial performance Executive Summary: A Comparison of Low-Sales, Medium-Sales, and Large Family Farm Operations in the United States
- Thilmany, D. and L. Hoffman. "Northern Colorado Food Assessment: Final Report." March 2011. Available online at: <http://www.larimer.org/foodassessment/report.cfm>
- Costanigro, M. and D. Thilmany McFadden. AMR 11-04. "How Do Consumers Value Apples? A Comparison of Organic and Colorado Proud Labels." May 2011. 6pp
- Gunter, A. and D. Thilmany McFadden. AMR11-03. "Developing Values Based Distribution Networks to Enhance the Prosperity of Small and Mid-Size Producers: A Case Study of La Montanita." May 2011. 10pp
- Gunter, A. and D. Thilmany McFadden. AMR 11-02. "Developing Values Based Distribution Networks to Enhance the Prosperity of Small and Mid-Size Producers: A Case Study of High Plains Food Co-Op." May 2011. 9pp
- Gunter, A. and D. Thilmany McFadden. AMR 11-01. "Developing Values Based Distribution Networks to Enhance the Prosperity of Small and Mid-Size Producers: A Case Study of Colorado Homestead Ranches." May 2011 . 8pp
- Thilmany, D. Niche Market Planning. Curriculum for USDA TAA project (with Russ Tronstad, Trent Teegerstrom and Stuart Nakamoto. Winter 2011.
- Sullins, M. and D. Thilmany. Health Outcomes. Report to the Northern Colorado Food Assessment. Fall 2010.
- Thilmany, D., A. Gunter and C. Thomas. Food Markets and Buyers. Report to the Northern Colorado Food Assessment. Fall 2010
- Thilmany, D. and C. Thomas. Food Consumers. Report to the Northern Colorado Food Assessment. Fall 2010
- Sullins, M., M. Sloan, M. Phillips and D. Thilmany. Food Security and Access in Northern Colorado. Report to the Northern Colorado Food Assessment. Fall 2010
- Powell, S., M. Phillips and D. Thilmany. A Closer Look at Farm Operators. Report to the Northern Colorado Food Assessment. Fall 2010
- Phillips, M. and D. Thilmany-McFadden. EDR 10-02. Selling Local: Campaigns to Encourage Local Consumerism. July 2010. 8 pp.
- Phillips, M., D. Thilmany McFadden, and M. Sullins. AMR 10-01. Possible Roles For Social Networking in Agritourism Development. March 2010. 9pp
- Phillips, M., D. Thilmany McFadden, and M. Sullins. AMR 09-05. Social Networking and Marketing for Colorado's Agricultural Producers. December 2009. 9 pp.
- Blandon, S., D. Thilmany McFadden, and Y. Onozaka. AMR 09-04. Location, Location, Location: Do Production

- Sources Influence Consumer Perceptions? October 2009. 8 pp.
- Raynolds, L., D. Murray, M. Long and D. Thilmany McFadden. "Certification Programs in Action: Market-Based Solutions for a Conscious Consumer Economy." Report to the Fort Collins Downtown Development Authority. September 2009. 58 pp. <http://www.downtownfortcollins.org/docs/certification-study.pdf>
- Blandon, S., D. Thilmany McFadden, and M. Bunning. ARPR 09-02. Impacts of Produce Food Safety Events on Consumer Behavior: Exploring Public Perceptions and Confidence in the Food System. July 2009. 9 pp.
- Thilmany McFadden, D., C. Thomas, and Y. Onozaka. AMR 09-02. Who are the Locavores and Where Do They Shop? An Analysis of Fresh Produce Market Choices in the United States. June 2009. 13 pp.
- Thilmany McFadden, D. and C. Thomas. AMR 09-01. Farmers Markets and Direct Marketing for Colorado Producers. May 2009. 4 pp.
- Alves Pena, A., D. Thilmany McFadden, and J. Hernandez. ALR 09-02. Economic Implications of Labor and Immigration Policy: The Case of Greeley's Swift Plant April 2009. 5 pp.
- Thilmany McFadden, D., A. Alves Pena, and J. Hernandez. ALR 09-01. Agricultural Labor in Colorado: Has Recent Immigration and Labor Policy Resulted from Colorado's Employment Trends? April 2009. 6 pp.
- Thilmany McFadden, D.. ARPR 09-01. Horticulture, Organics, and Small Farm Provisions in the Farm Bill January 2009. 13 pp.
- The Future of Colorado Agriculture. Labor Trends and Issues. (with J. Hernandez and A. Alves Pena). September 2008.
- Economic Contribution to the Colorado Economy: A 2008 Update. Contract Report and Outreach brochure for GreenCO. October 2008. (with J. Hernandez, A. Alves-Pena and P. Watson)
- EDR 08-09. Y. Onozaka, M. Sullins, and D. Thilmany. The Future of Colorado Agritourism: A Look at Current and Future Participation Decisions. September 2008. 10 pp.
- PFMR- 08-01. J. Lloyd and D. Thilmany. Enterprise Budgeting for Small Farms: A Market Basket Approach. July 2008. 14 pp.
- WEMC FS#1-08. What are Niche Markets? What Advantages do they Offer? Niche Markets: Assessment and Strategy Development for Agriculture. Western Extension Marketing Curriculum. <http://cals.arizona.edu/AREC/wemc/nichemarkets/01whatarenichemarkets.pdf>
- WEMC FS#6-08. Marketing and Promotion Resources: Leveraging Existing Programs and Resources. Niche Markets: Assessment and Strategy Development for Agriculture. Western Extension Marketing Curriculum. (with K. Curtis) <http://cals.arizona.edu/AREC/wemc/nichemarkets/06marketingandpromotionresources.pdf>
- A Curriculum for Agritourism Operations and Communities. February 2008 release. (with Martha Sullins, Dennis Kaan, Wendy White and Merle Paulson). [www.coloradoagritourism.com](http://www.coloradoagritourism.com).
- EDR 07-24. D. Thilmany, M. Sullins, and A. Anseth. The 2006 Economic Contribution of Agritourism to Colorado: Estimates from a Survey of Colorado Tourists. November, 2007. 9 pp.
- The Economic Contribution and Market Growth of Colorado's Wine Industry. Report to the Colorado Legislature Joint Budget Committee. November 2007.
- ABMR 07-04. J. Lloyd, D. Thilmany, J. Keeling-Bond, and C. Bond. Exploring Fresh Produce Consumer Trends:

- Who Is Buying Fruits and Vegetables Fresher and Closer? November 2007. 8 pp.
- Exploring Consumer Preferences and Travel Plans for Agritourism in Colorado, Final Grant Report to the Colorado Department of Agriculture and the USDA Federal State Marketing Improvement Program. October 2007.
- USDA and Organics. Final Report to the USDA-CSREES on National Program Leader Activities and Outcomes. August 2007.
- EDR 07-17. M. Sullins, and D. Thilmany. Agritourism in Colorado: A Closer Look at Regional Trends. July 2007. 9 pp.
- EDR 07-16. D. Thilmany, M. Sullins, and A. Ansteth. Colorado's Agritourists: Who are the Adventurers, the Seekers and the Explorers?. July 2007. 9 pp.
- EDR 07-15. D. Thilmany, M. Sullins, and A. Ansteth. Of Wine and Wildlife: Assessing Market Potential for Colorado Agritourism. June 2007. 8 pp.
- ABMR 07-03. Thilmany, D., J. Keeling-Bond, and C. Bond. Buy Local, Buy Fresh? Exploring Local Fresh Produce Consumer Motivations and Interests May 2007. 7 pp.
- ABMR 07-02. D. Thilmany. March 2007. 4 pp.
- Stushnoff, C., P. Kendall, M. Bunning, D. Thilmany, C. Bond, J. Keeling Bond and F. Stonaker. Nutritionally Superior Cultivars, Marketing and Extension Programs to Enhance Local Production of Fruits and Vegetables. Display at NASULGC's Protecting the Homeland: A University Science and Education Exhibition at Capitol Hill. Washington, DC, February 2007.
- ABMR 07-01. D. Thilmany. Going Greener: The Emerging Organic Sector in the Green Industry. January 2007. 6 pp.
- Thilmany, D., J. Wilson and P. Ritten. Market and Cooperative Crush Feasibility Analysis for Colorado Wines. Colorado Department of Agriculture Value-Added Feasibility Report to Western Colorado Business Development Corporation and Debra Ray. June 2006.
- Thilmany, D. Integrating Organics into CSREES and Broader USDA Programs: Organizational and Leadership Alternatives. White paper for the USDA-CSREES. Spring 2006.
- ABMR 06-02. Wilson, J. and D. Thilmany. Colorado Wine Consumers: Tapping Interest in Local Wines. June 2006. 7 pp.
- EDR- 06-08. D. Thilmany, P. Watson, and G. Kress. The Economic Contribution of the Colorado Wine Industry May 2006. 10 pp.
- ABMR 06-01. Thilmany, D. The US Organic Industry: Important Trends and Emerging Issues for the USDA. April 2006. 9pp.
- Thilmany, D., P. Watson and G. Kress. The Economic Contribution of Colorado's Wine Industry. Final report to the Colorado Wine Industry Development Board and Rocky Mountain Vintners and Viticulturalists Association. June 2006.
- Kress, G., P. Watson and D. Thilmany. The Colorado Wine Industry's Impact on Mesa County. Final report to the Mesa County. March 2006.
- Kotcon, J. and D. Thilmany. CSREES Organic Opportunities: Leadership Needs and Strategic Action Plan to Meet the Growing Demand in Organic Agriculture. White paper for the USDA-CSREES. March 2006.

- EDR 06-01. Wilson, J., D. Thilmany and M. Sullins. Agritourism: A Potential Economic Driver in the Rural West. February 2006. 8 pp.
- Thilmany, D. Market and Cooperative Crush Feasibility Analysis for Colorado Wines. Project Report and Update to the Western Colorado Business Development Corporation, Colorado Wine Industry Development Board and Debra Ray. December 2005.
- Thilmany, D. Organizational and Funding Options for Local and State Food Policy Councils. Report to the Colorado Food Policy Council Steering Committee. November 2005.
- Thilmany, D. and A. Card. Local Food Policy Work in Colorado: Vision and Programs. August 2005.
- ABMR 05-01. D. Thilmany Planning and Developing a Farmers Market: Marketing, Organizational and Regulatory Issues to Consider February 2005. 8 pp.
- PFM-05-01. Josh Wilson and Dawn Thilmany. Enterprise Budgeting: An Application to San Luis Valley Grass-Fed Cattle Operations. February 2005. 4 pp.
- Market Fresh. Colorado Agricultural Experiment Station Annual Report. 2004. (with Adrian Card)
- Farmers Markets in Colorado and the Western US. Southwest Marketing Network Newsletter. December 2004.
- Farmers Markets and Direct Marketing: Opportunities for Colorado Producers. ABM Update, Vol. 1, September 2004.
- AMR 04-03. Direct Marketing Agricultural Producers to Restaurants: The Case of Colorado Crop to Cuisine. September 2004. 9 pp. (with K. Pepinsky)
- AMR 04-02. Farmers Markets and Direct Marketing for Colorado Producers. September 2004. 4 pp.
- EDR- 04-13. Executive Summary: The Golf Industry in Colorado September 2004. 2 pp. (with P. Watson, S.P. Davies and J. Wilson)
- Golf in Colorado: An Independent Study of the 2002 Economic Impact and Environmental Aspects of Golf in Colorado. Report to the Colorado Golf Association. Fall 2004. (with S. Davies, P. Watson, Peter Elzi, Ned Prosser and Amanda Cramer).
- AMR 04-01. Consumer Response to Beef due to the December 2003 BSE Incident in the US.
- APR 04-01. Resource and Environmental Aspects of Golf in Colorado (with S. Davies and P. Watson). April 2004.
- EDR 04-01. The Economic Contribution of Colorado's Green Industry. (with S. Davies and P. Watson). March 2004.
- A Curriculum for Niche Beef Marketing and Production. Developed with American Farmland Trust. February 2004 release. (with Wendy Umberger, Amanda Ziehl, Tom Field, John Scanga and Martha Sullins).
- Umberger, W. and D. Thilmany. "Marketing Niche Beef: Is It An Alternative For Your Operation?" Niche Beef Marketing and Production Curriculum. February 2004.
- Umberger, W. and D. Thilmany. "Product Pricing." Niche Beef Marketing and Production Curriculum. February 2004.
- Thilmany, D., W. Umberger and S. Hine. "Business Organization: Structure And Issues." Niche Beef Marketing and

- Production Curriculum. February 2004.
- Umberger, W. and D. Thilmany. "Using Analytical Tools To Understand The Marketplace." Niche Beef Marketing and Production Curriculum. February 2004.
- Financial Planning For New Enterprises And Your Business Venture. Niche Beef Marketing and Production Curriculum. February 2004. (with W. Umberger and A. Ziehl)
- Ethics Of Business Practices, Truth In Advertising, Production. Niche Beef Marketing and Production Curriculum. February 2004. (with W. Umberger, A. Ziehl and Brooke Enders)
- Economic Contribution to the Colorado Economy 2003. Outreach brochure for GreenCO. December 2003. (with S. Davies and P. Watson)
- The Economic Contribution of Colorado's Green Industry: Revenue and Employment Trends. Final report to GREENCO. December 2003. (with S. Davies and P. Watson) (46 pages)
- APR 03-09. The Economics of Animal Disease: Synopsis of Conference Synopsis of Conference Presentations and Discussion. September 2003. (with J. Pritchett and K. Rosenstiel).
- The Economic Contribution of Colorado's Green Industry-Phase I: Allied Industry and Sector-Specific Revenue and Employment Trends. Report to GREENCO. July 2003. (with S. Davies and P. Watson)
- Umberger, W.J. and D. Thilmany. "Successfully Adapting to Change." Case study in Western Profiles of Innovative Agricultural Marketing, a peer-reviewed publication funded by the Farm Foundation and Western Extension Marketing Committee. Spring 2003.
- Colorado's Agricultural Workforce Dynamics. Successful Employment Transitions Featured Issue. February 2003. Colorado State University Cooperative Extension Expanding Opportunities for Colorado's Workforce Website, <http://www.ext.colostate.edu/emprans/feature0302.html>
- Colorado's Agricultural Workforce and Hispanic Population Growth. January 2003. 2003 Colorado Agriculture Outlook Forum Program. <http://coloradoagforum.com/forumdocs/2003/workforceoutlook.pdf>
- Initial Economic Impacts of the Drought on Colorado's Green Industry. December 2002. Made available to GreenCO leadership and to be distributed at ProGreen 2003. (with Phil Watson and Steve Davies).
- Current Economic and Employment Trends. Successful Employment Transitions Featured Issue. November 2002. Colorado State University Cooperative Extension Expanding Opportunities for Colorado's Workforce Website, <http://www.ext.colostate.edu/emprans/feature0211.html>
- Thilmany, D., K. Rosenstiel, W. Umberger and M. Bugbee. "Colorado Homestead Ranches: Value Added Beef Products and Retailing Local Products." October 2002.
- Farm Bill 2002: Title VI-Resources for Rural Development in Colorado. Fall 2002. AgriBusiness Management Notes, Section 8.1. (with Rod Sharp)
- Food Safety Works: A Certificate Job Training Program for Welfare-to-Work: Final Report. CSREES-USDA Project no. 99-1560-0784. (with P. Kendall, S. Hine, K. Smith, Mary Schroeder, L. Paul and L. Melcher).
- Direct Marketing Opportunities for Delta County Agricultural Producers. September 2002. (with Kami Rosenstiel, Wendy Umberger and Marcia Bugbee).
- AMR 02-01. How Consumer Preferences for Meat Attributes relate to Shopping Choices. March 2002. 4 pp. (with J. Grannis and E. Sparling)

Colorado Workforce Quick Facts. Brief prepared for the Colorado State University Cooperative Extension In-Service Session. Colorado Workforce Trends. February 28, 2002.

Solutions to Unemployment. Article prepared for the CSUCE Family and Youth Institute Briefs Newsletter. February 2002.

The Hispanic Labor Force in Colorado's Agricultural and Rural Economy. Issue brief for The Colorado-Mexico Connection: Agricultural Trade, Labor & Other Factors. 2002 Colorado Agricultural Outlook Forum.

Farmer-Chef Marketing Alliances: Elements of a Workable Business Plan. Report to the CAMC, Colorado Department of Agriculture-Markets Division and USDA FSMIP. Fall 2001.

ALR 01-01. Federal Minimum Wage. September 2001. 3 pp. (with M. Miller and J. Tranel)

ALR 01-02. Overtime Wages. September 2001. 4 pp. (with M. Miller and J. Tranel)

ALR 01-03. Colorado Unemployment Insurance. September 2001. 3 pp. (with M. Miller and J. Tranel)

ALR 01-04. Child Labor. December 2001. 3 pp. (with Mike Miller and Jeff Tranel)

ALR 01-05. Payroll Taxes. December 2001. 3 pp. (with M. Miller and J. Tranel)

ALR 01-06. Commercial Pesticide Application. December 2001. 3 pp. (with M. Miller and J. Tranel)

AMR 01-01. Marketing Food and Agricultural Products on the Internet. August 2001. 3 pp.

AMR 00-01. J. Grannis and D. Thilmany. Marketing Opportunities for Natural Pork Products in the Intermountain West. June 2000. 3 pp.

AMR 00-02. J. Grannis and D. Thilmany. Marketing Opportunities for Natural Beef Products in the Intermountain West. June 2000. 5 pp.

Performance and Pay: Analysis of the 1998 CWAE Tracking Survey. CWAE Spring Newsletter. March 2000.

Report to the Colorado Apple Administrative Committee. December 1999.

AMR 98-04. Marketing Food Products: Direct Sales vs. Distributors and Brokers. December 1998. (With J. Grannis)

Labor Management: Issues and Strategies for Incentive Pay Programs. DARE Outreach: AgriBusiness Management Fact Sheet. Fall 1998.

AFR 98-01. Financial Ratios: What They Say About Your Business. October 1998. (With S. Hine)

AFR 98-02. Rural Financial Trends: How are Lenders and Interest Rates Changing? October 1998. (With S. Hine)

Meat Perceptions Among Colorado Restaurateurs: Market Potential for Colorado Lamb. Report to the Colorado Department of Agriculture and Colorado Lamb Producers. August 1998. (With Donald C. Lee and Amie L. Hightower)

Dairy and Meat Markets in Macedonia: Issues and Potential Strategies. Report to Land O' Lakes-USAID. June 1998. (With S. Hine)

Sustainable Landscape Management Software. Introduced in Landscape Management Teleconference Satellite Broadcast Program 1997: The Economics of Landscape Maintenance, September 1997. (With Larry Rupp,

Larry Sagers, Mark Muday and John Thompson)

Net Migration Rates and Olympic Amenities: A Migration Model of Previous Olympic Host Regions. Presented to the Utah Governor's Office of Planning and Budget, July 1997. (With T. Lybbert)

The Economics of Sustainable Landscaping and Water Conservation. Presented to the Utah Bureau of Land Management and various landscaping industry groups. (With Larry Rupp and Roger Kjelgren)

Financial Performance Under Aggressive Management Strategies: The Case of Sunset Dairy. *Economics Research Institute Study Paper #96-05*. Case study for Economics 535. (With S. Liddell)

Sunset Dairy's Current Value as an Asset and Revenue-Generating Enterprise: A Capital Budgeting Application. *Economics Research Institute Study Paper #96-07*. Case study for Economics 535. (With S. Liddell)

Mrs. Field's Development de Mexico (MFD)—International Financing Concerns. *USU Economics Research Institute (ERI) Study Paper #95-23*. (With B. Hams)

Mrs. Field's Cookies—Options for International Market Expansion. *USU ERI Study Paper #95-24*

El Grupo Comida—Market Selection and Development in Mexico. *USU ERI Study Paper #95-25*

An Analysis of Contract Relationships Between Farm Labor Contractors and Farmers in California Agriculture. *Agricultural Personnel Management Program Project Report 004*, April 1995. (Carole Frank Nuckton, ed.)

California State Water Bank. Paper presented at *California Agribusiness Executive Seminar*, 1992. Also used for instruction in the UCD Graduate Agribusiness Management class. (With George Gardner)

***Industry and Committee Presentations:***

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

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

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

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

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

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.

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

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.

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.

- Thilmany, D. and L. Hoffman. "Northern Colorado Food System Assessment: Final Report." Presentation to the Boulder County Commissioners of Agriculture. Boulder CO. February 2011.
- Thilmany, D. and L. Hoffman. "Northern Colorado Food System Assessment: Final Report." Presentation to the Colorado Big and Small Conference." Brighton CO. February 2011
- Thilmany, D. and L. Hoffman. " Northern Colorado Food System: Final Report." Presentation to the Colorado Ag Outlook Forum. Denver CO. February 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.
- Thilmany, D. and A. Gunter. " Colorado MarketMaker as a Tool to Connect Producers and Schools." Presentation to the Colorado Farm to School Conference. January 2011. Brighton, CO.
- Thilmany McFadden, D. "Initial Conclusions on the Northern Colorado Food Assessment." December, 2010. Windsor, CO
- Thilmany McFadden, D. "Strategic Business Planning." Presentation to the Boulder County Building Farmers Program. October 19, 2010. Boulder, CO.
- Thilmany McFadden, D. "Strategic Business Planning for Beginning Farm Enterprises." Presentation to the Durango Building Farmers Program. October 18, 2010. Durango, CO.
- Thilmany McFadden, D. "Northern Colorado Food Assessment Phase One report to Larimer County." October 5, 2010.
- Thilmany McFadden, D. "Colorado MarketMaker: A new Tool for Colorado State University Extension." Presentation at CSU Extension Annual Forum. September 2010.
- Thilmany McFadden, D. "Colorado MarketMaker: Ideas for Promoting and Evaluating the Program in Colorado" Presentation to Colorado Department of Agriculture Markets Division. September 2010.
- Thilmany McFadden, D. "Natural Resources Issues in the Northern Colorado Region." Poster session at the Northern Colorado Food System Assessment Open House. August 2010. (with Drew Moxon, Sarah Powell and Linda Hoffman; did not attend by helped with development of posters).
- Thilmany McFadden, D. "Farm Production and Farmer Demographics in the Northern Colorado Region." Poster session at the Northern Colorado Food System Assessment Open House. August 2010. (with Sarah Powell, Megan Phillips and Linda Hoffman).
- Thilmany McFadden, D. "Exploring Markets in the Northern Colorado Region." Poster session at the Northern Colorado Food System Assessment Open House. August 2010. (with Allie Gunter, Cathy Thomas, Martha Sullins, Sarah Powell and Linda Hoffman).
- Thilmany McFadden, D. "Public Health and Food Security in the Northern Colorado Region." Poster session at the Northern Colorado Food System Assessment Open House. September 2010. (with Livewell Colorado personnel, Martha Sullins, Megan Phillips, Sarah Powell and Melinda Sloan).
- 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
- 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

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

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.

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

Thilmany McFadden, D. "Essential Elements and Steps in a Food System Assessment." Presentation to the Northern Colorado Food System Assessment Steering Committee. December 2009. 17 in attendance.

Thilmany McFadden, D. "Developing a Building Farmer Program in Southern Colorado." Presentation to the Pueblo Building Farmer Leadership Team. November 2009. Pueblo CO. 6 in attendance.

A Market Basket Budget Tool. Presentation to the Boulder County New Farmers Program. Longmont, CO. November 2009.

Thilmany McFadden, D. and M. Sullins. "Starting to Plan...What are important First Steps?." Presentation to the Boulder County Beginning Farmers Program. October 2009. Longmont, CO. 25 in attendance.

Thilmany McFadden D. "Integrating Local Food Systems Activities into CSU Extension Work Plans." Presentations to the Sustainable Community Development, Food Safety, Nutrition and Agribusiness Management Work Teams. CSU Extension Forum. October 2009. Fort Collins CO.

Murray, D. and D. Thilmany McFadden. "Certification Programs in Action: Market-Based Solutions for a Conscious Consumer Economy." Presentation at the 2009 Rocky Mountain Sustainable Living Fair. September 2009. Fort Collins CO.

Thilmany McFadden, D. "Alternative Markets: Tools for Applying Sound Business Principles." Ag in Uncertain Times Webinar. September 2009. 52 online.

Thilmany McFadden, D., M. Sullins and M. Phillips. "Cost Effective Marketing Plans and Resources." Presentation to Colorado Department of Agriculture Marketing your Food Product Workshop." Aurora, CO. April 2009.

Thilmany McFadden, D., M. Sullins, W. Umberger and A. Ziehl. "How to Build a Successful Beef/Bison Business by Meeting Customer Needs." Presentation to the Southwest Marketing Network. Durango, CO. April 2009.

Thilmany McFadden, D. "Going Local: Exploring Consumer Behavior and Motivations for Local and Organic Produce Purchases." Osher Lifelong Learning Local Food Systems class. Fort Collins CO. April 2009.

Thilmany McFadden, D. "Market Maker: A National Market Network for Colorado Producers." Presentation to Northwest Products Association and Community Ag Alliance. Steamboat Springs, CO. April 2009.

Nurse, G., D. Thilmany McFadden, and C. Thomas. "Exploring Motivations and Intent in the Local Food Market." Presentation to CSU DARE Research seminar. March 2009.

Thilmany McFadden, D. and M. Sullins. "Agritourism in Colorado: The Visitors, the Economics and the

Opportunities.” Presentation to CSU Integrated Resource Management graduate class. March 2009.

Thilmany McFadden, D. “The Colorado Wine Industry: Exploring its Role in the Economy, Tourism and Consumer Segments.” Presentation to the Denver Association of Business Economists. March 2009.

Murray, D. and D. Thilmany. “From Conscious Consumer Economy to Conscious Consumer Trust: A Second Floor Vision for the Fort Collins Community Marketplace.” Presentation to Fort Collins Downtown Development Authority.” February 2009.

Thilmany, D. “2008 Farm Bill: Resources and Opportunities for Farmers.” Presentation to the 2009 Colorado Big and Small Conference. Greeley, CO. February 2009.

Thilmany, McFadden, M. Phillips and M. Sullins “Branding Your Product & Strategic Positioning: Creating an Image for Your Operation.” Presentation to the Cortez Agritourism workshop. Cortez, CO. January 2009.

Thilmany McFadden. “Branding and Positioning your Enterprise: Marketing for Success.” Presentation to the Cortez Agritourism workshop. Cortez, CO. January 2009.

Thilmany McFadden, D. and M. Sullins. “Starting to Plan...What are important First Steps?” Presentation to the LaPlata County Beginning Farmer Program. January 2009.

Thilmany, McFadden, M. Phillips and M. Sullins. “Branding Your Product & Strategic Positioning: Creating an Image for Your Operation.” Presentation to the Byers Agritourism conference. January 2009.

Marketing Natural Meats: Targeting Consumer Segments in your Marketing Plan. Presentation to Marketing and Producing Natural Beef Workshop. Loveland CO. December 2008.

Initial Findings from Organic, Locality and Food Miles research project. Presentation to USDA Organic Working Group. Farm Foundation Workshop. Washington DC. December 2008.

A Market Basket Budget Tool. Presentation to the Boulder County New Farmers Program. Longmont, CO. November 2008. (with Anne Cure and J. Lloyd)

Developing a Local Food System Assessment. Presentation to the Boulder County Food Policy Council. November 2008.

Planning and Positioning for Success. Presentation to the Boulder County New Farmers Program. Longmont, CO. October 2008. (with John Deering)

Marketing 101: Marketing Plans and More. Presentation to the National Cattlemen’s Beef Association. September 2008. Denver, CO.

Agritourism in Colorado: The Visitors, the Economics and the Opportunities. Presentation at the Southwest Marketing Network. Santa Fe, New Mexico, May 2008, 65 participants.

Developing a Marketing Plan. Presentation to Marketing your Food Product conference, sponsored by Colorado Department of Agriculture: Markets Division. April 2008. Aurora CO.

Agritourism: Is It For Your Farm or Ranch? Workshop. Cortez, CO. April 2008. (coordinated with M. Sullins, W. White and D. Kaan)

Agritourism: Is It For Your Farm or Ranch? Workshop. Delta, CO. April 2008. (coordinated with M. Sullins, W. White and D. Kaan)

Market Opportunities and Analysis. Presentation to the Colorado Food Policy Working Group. Boulder CO. March

2008.

Agritourism: Is It For Your Farm or Ranch? Workshop. La Junta, CO. March 2008. (coordinated with M. Sullins, W. White and D. Kaan)

Agritourism: Is It For Your Farm or Ranch? Workshop. Akron, CO. February 2008. (coordinated with M. Sullins, W. White and D. Kaan)

Agritourism: Is It For Your Farm or Ranch? Workshop. Steamboat Springs, CO. January 2008. (coordinated with M. Sullins, W. White and D. Kaan)

Colorado Agritourism: What are Visitors Looking For? Presentation to the Agritourism Mini-Conference of the 2007 Colorado Tourism Conference. Grand Junction, CO. October 2007. (with Martha Sullins)

Planning and Positioning for Success. Presentation to the Boulder County New Farmers Program. Longmont, CO. October 2007. (with John Deering)

A Look at Organics: What does Science tell us? How Consumers Respond. Presentation at the Rocky Mountain Sustainable Living Fair. September 2007.

News and Views From USDA: CSREES and the USDA Working Group. Presentation to the All Things Organic, 2007 Organic Trade Association meeting. Chicago IL. May 2007.

Developing a Marketing Plan. Presentation to Marketing your Food Product conference, sponsored by Colorado Department of Agriculture: Markets Division. April 2007. Aurora CO. Rated 4.7 on 5 point scale)

Effectively Assisting Direct Marketing Producers: Cooperative Extension and Government Outreach Professionals. Presentation to the 2007 Southwest Marketing Network Conference. Flagstaff AZ. March 2007.

Better Tasting Tomatoes: Agricultural Land Preservation, Urban Gardens, Farmers Markets. Presentation at the 2007 Rocky Mountain Land Use Institute Land Use Conference. Denver CO. March 2007.

National Organic Update. Presentation to the Colorado Big and Small Organic Conference. Greeley CO. February 2007.

Going Greener: The Emerging Organic Sector in the Green Industry. Presentation to the ProGreen Expo. Denver CO. January 2007.

Market Potential, Winery Feasibility and Economic Impact of Colorado's Wine Industry. Presentation to the Rocky Mountain Vintners and Viticulturalists Association. Denver CO. December 2006.

Organic Research and Extension Programming at USDA. Presentation to the Iowa State Organics Conference. Ames IA. November 2006.

Direct Marketing Activities in Colorado. Presentation to the Market Maker Coordinating Committee. Chicago IL. November 2006.

Emerging Issues in the Economics of Livestock Disease. Panel discussion to the 2006 PREISM Update Conference. Washington DC. October 2006.

Potential for USDA CSREES and ARS Collaboration. Presentation to the 2006 ARS Specialty Crops/Organics Research Conference. Atlanta GA. October 2006.

Update on Direct Marketing Consumer Research. Presentation to the 2006 Specialty Crops Field Day. Fort Collins CO. September 2006.

Agritourism Research and Outreach Activities at Colorado State University. Presentation to the Larimer County Ag Advisory Board. September 2006.

Organic 101: Tap Into USDA's Tools for Your Organic Business. Presentation to the All Things Organic, 2006 Organic Trade Association meeting. Chicago IL. May 2006.

The Contribution of the Wine Industry to the Colorado Economy. Colorado and Company TV show. Denver CO. May 2006.

Enhancing your Marketing Plan to Target Consumers. Presentation to Marketing your Food Product conference, sponsored by Colorado Department of Agriculture: Markets Division. April 2005. Aurora CO. Rated 4.63 on 5 point scale)

How to Assist and Refer Producers to Public Marketing Assistance. 2006 Southwest Marketing Network Conference preconference for Extension agents. Grand Junction, CO, March 2006.

Alternative Marketing for Alternative Markets. Presentation in Alternative Marketing 101—Direct Marketing, CSA, Farmers Markets, E-commerce. 2006 Southwest Marketing Network Conference. Grand Junction CO. March 2006.

The Role of Public Research and Outreach in a Maturing Organic Agricultural Sector. Presentation to Colorado Agriculture “Big and Small” Conference. March 2006. Greeley CO.

Direct Marketing: Assessing and Acting on Colorado’s Opportunities. Presentation to the 2006 Colorado Ag Outlook Forum. Denver CO. February 2006.

American Farmland Trust: Using New Partners to Foster AgriEconomic Development. Presentation to the 2006 National American Farmland Trust conference. Denver CO. January 2006. 45 in attendance.

Financial and Business Organization Issues for Niche Beef Producers. Presentation to the Northern Arizona Grassfed Beef Coalition. Flagstaff AZ. October 2005.

Identifying and Targeting Niche Beef Consumers. Presentation to the Northern Arizona Grassfed Beef Coalition. Flagstaff AZ. October 2005.

Emerging Production and Marketing Issues for Niche Beef Producers. Presentation to the Northern Arizona Grassfed Beef Coalition. Flagstaff AZ. October 2005.

Issues in Colorado Fruit, Wine and Vegetable Marketing. Presentation to S-1019 Regional Research Group on Fruit and Vegetable Marketing. Washington DC. October 2005.

Farm to School Opportunities in Northern Colorado. Presentation to the Boulder-Adams Food Policy Group. September 2005.

Northern Colorado’s Food Policy Council. Presentation to the Colorado State Food Policy Conference. August 2005. Brighton CO.

Potential Value-Added Business Strategies for Small Wine Grape Growers. Meeting with individual Wine Producers. May 2005.

Developing a Marketing Plan. Presentation to Marketing your Food Product conference, sponsored by Colorado Department of Agriculture: Markets Division. April 2005. Aurora CO.

Business Planning and Financing your Operation. Presentation to the Southwest Marketing Network. March 2005.

(with J. Wilson and A. Ziehl)

Grass-Fed Livestock Production. Presentation to the Southwest Marketing Network. March 2005. (with W. Umberger)

Alternative Agriculture: Grassfed Beef Enterprise Budgets. Presentation to Colorado Organic Producers Association Annual Meeting. (with J. Wilson and J. Tranel). March 2005. Brighton CO.

Colorado Crop to Cuisine: Progress on Specialty Crops Research. Presentation to Colorado Organic Producers Association Annual Meeting. (with J. Wilson). March 2005. Brighton CO.

Exploring Needs and Interest in Local Food Policy. Presentation to Northern Colorado Food Policy Council: Boulder Chapter. February 2005. Lafayette CO.

The Potential for Food Policy Councils in Northern Colorado. Presentation to Northern Colorado Food Policy Council: Larimer Chapter. February 2005. Fort Collins CO

Potential Linkages between CSU and the Rural Health Center. Discussion with Colorado Rural Health and Economic Development leaders. January 2005. Denver CO.

Developing a Market Plan: Skill Building. Presentation to the Value-Added Business Workshop. Eads CO. January 2005.

What is the Next Step in Developing your Value-Added Marketing Plan? Presentation to the Value-Added Business Workshop. Eads CO. January 2005.

Farm to Table: Understanding Local Food Links. Presentation to Fort Collins food policy group. November 2004. (with Katy Pepinsky and Adrian Card).

The Economic Contribution of Colorado's Golf Industry. Presentation to the Colorado Golf Association's Governors Outing. June 2004. Firestone CO. (with S. Davies and P. Watson)

Financial feasibility of a Beef Processing Plant. Presentation to Colorado Homestead Ranches. May 2004. Paonia CO. (with A. Ziehl)

Developing a Market Plan. Presentation to Marketing your Food Product conference, sponsored by Colorado Department of Agriculture: Markets Division. April 2004. Denver CO. 4.44 on a scale of 5.

Economic Outlook for the Colorado Landscape Contracting Sector. Presentation to the Northern Colorado Association of Landscape Contractors. March 2004. Fort Collins CO.

New Retail and Direct Sales Opportunities for Northern Colorado Food Producers. Presentation at Colorado Harmony Market. March 2004. Fort Collins CO.

Skill Building for Marketing Plans. Presentation to the 2<sup>nd</sup> Annual Southwest Marketing Network Conference. March 2004. Flagstaff AZ.

Effectively Investing your Limited Resources. Presentation to the Colorado Organic Conference and Trade Show. March 2004. Brighton CO.

Organizational Issues for Niche Beef Marketing and Production Enterprises. Presentation to the Niche Beef Workshop. February 2004. Montrose CO.

Marketing and Organizational Experiences of Colorado Homestead Markets. Field trip discussion to the Niche Beef Workshop. February 2004. Montrose CO.

Organizational Issues and Risk Management for Niche Beef Marketing and Production Enterprises. Presentation to the Niche Beef Workshop. February 2004. Colorado Springs CO.

Retail Business Planning, Organizational Development and Strategic Planning. Presentations and meetings with Harmony Farmers Foundation, Rocky Mountain Farmers Union, Tres Rios Cooperative, Colorado Agricultural Marketing Cooperative and various potential partners in the proposed Fort Collins-based Harmony Market. March-December 2003.

Golf Course Industry Survey, Analysis and Educational Programming development. Presentations and meetings with the Colorado Golf Association, Golf Course Managers and other Allied Golf Organizations. April-December 2003. 5 meetings with an average of 8 participants.

Initial Findings of the Colorado Golf Industry Surveys. Presentation to the Colorado Golf Course Managers Association. November 2003.

Contribution of the Green Industry to Colorado's Economy, 1994-2002. Presentation to the GreenCO Owners and Managers Meeting. November 2003. Vail, CO. 52 in attendance.

Evolving Consumer Preferences, Sustainable Livestock Trends and Funding Opportunities. Presented at Planning Meeting for Westward Slow! A Rocky Mountain Slow Food Convivia. June 2003.

Opportunities for Local Value-Added Agriculture. Presentation to the Larimer County Land Planning Commission. June 2003. Fort Collins CO.

Overcoming Barriers to Local Food Marketing. Invited presentation to *Colorado Sustainability Summit: Forging Solutions at Colleges and Universities*. April 2003. Boulder CO.

Assessing the Economic Impact of the Colorado Golf Course Industry. Presentation to Colorado Golf Association Allied Member Board. March 2003. Teleconference. (with Steve Davies)

Direct Marketing to Chefs: The Case of Colorado Crop to Cuisine. Presentation to the Southwest Marketing Network Conference. March 31, 2003.

Cultivating Local Foodlinks: Barriers and Motivators to Institutional Food Sales. Presentation to the Southwest Marketing Network Conference. March 31, 2003.

Business Planning, Product Development and Educational Programming for Chef Marketing and Distribution. Presentation to the Colorado Crop to Cuisine Board of Directors. Various group and individual meetings. March-November, 2003. (with American Farmland Trust and CCC Board).

Direct Marketing for your Small Business: Strategic Marketing and Management Plans. Presentation to Elbert County Small Business owners. January 2003. (with S. Hine)

Lessons Learned from Local, Direct Marketing Efforts. Presentation to *Chew on This! Get to Know your Food* conference. Telluride, CO. December 2002.

Colorado Homestead Ranches: Value Added Beef Products and the Local Retailing Efforts. Presentation to Colorado Homestead Ranches leadership. November 2002.

Employment and Revenue Trends for the Colorado Green Industry, 1994-2002. Presentation to the GreenCO Owners and Managers Meeting. November 2002. 58 in attendance.

Understanding the Economic Impact of the Green Industry on the Colorado Economy. Presentation and discussion with the GreenCO executive director, Board members, Colorado Department of Agriculture and state data

agencies. Denver CO. August 2002.

Motivators for Buying Local Food Products. Presentation to the Delta County, Colorado Commissioners. Delta CO. July 2002.

Market Potential for Ready-to-eat Beef Entrees in Western Colorado. Presentation to Colorado Homestead Ranches. Paonia CO. July 2002.

Localizing our Food Choices. Presentation at *Reinventing the Meal: Educational Symposium by the Sierra Club Lifestyles Committee*. Denver CO. April 2002.

Coordinating the Local Market. Presentation for the 2002 Colorado Crop to Cuisine Producer-Chef Alliance. Fort Collins CO. March 4, 2002.

Colorado Workforce Trends. Presentation to the 2002 Colorado State University Cooperative Extension In-Service. Fort Collins CO. February 28, 2002. (with E. Garner)

CSUCE Resources for Successful Employment Transitions. Presentation to the 2002 Colorado State University Cooperative Extension In-Service. Fort Collins CO. February 28, 2002. (with Jacque Miller)

Integrating Financial and Appraisal Principles into CSU's Agribusiness Curriculum. Presentation to the Association of Farm Managers and Rural Appraisers Annual Meeting. Loveland CO. February 21, 2002.

The Hispanic Labor Force in Colorado's Agricultural and Rural Economy. Presentation to the 2002 Colorado Agricultural Outlook Forum. Denver CO. February 19, 2002.

Local Connections: Producers and Buyers. Presentation at the Human Side of Farming Conference. Loveland CO. February 1, 2002. (with Garry Auld)

Celebrating Colorado Cuisine: Procuring & Promotion Colorado Foods. Presentation to the 2002 WestEx, Rocky Mountain Regional Hospitality Exposition. Denver CO. January 29, 2002. (with Wendy White)

Farmer-Chef Marketing Alliances. Presentation to the ACF Culinarians of Colorado. Golden CO. November 12, 2001.

The Keys to Preparing Successful Research Grant Proposals. Presentation to the Agricultural Economists Young Professionals Conference. Keystone Resort, CO. June 2001.

Marketing Issues and Feasibility of a Farmer-Chef Collaborative. Presentations at Fort Collins FoodLinks (February 2001), Denver FoodLinks (March 2001) and Fort Collins Farmer's Market (March 2001) Meetings.

Integrating Marketing Plans Effectively in Your Business. Presentation to the Western Colorado Horticultural Society Annual Convention. Grand Junction, CO. January 2000.

Market Assessment for Colorado Apples. Presentation to the 1999 Apple Buyer's Luncheon. Denver CO. October 1999.

Immigration and Farm Labor Issues in Colorado. Presentation to the WCC-76--Committee on the Globalization of Rural America. Davis CA. September 1999.

Migrant Worker Trends and Issues in Colorado. Presentation to the National Advisory Council on Migrant Health. Denver, CO. April 1999.

Hiring, Managing and Motivating Workers. Presentation to the 1999 Cattle College of the Colorado Livestock Association. Milliken, CO. March 1999.

Basic Needs Assessment for Migrant Populations. Presentation to NOWCAP (Northwest Community Action Programs of Wyoming) and other Wyoming State Agencies. February 1999.

Using Distributors and Brokers to Market Food Products: A Marketing Seminar for Colorado Food Companies. Panel Moderator and Assisted in Organizing with Colorado Department of Agriculture. November 1998.

Macedonian Agriculture: Building Trust. CSU International Connections Talk. November 1998.

Trends and Issues in Financial Management. Presentation at the Mega-Trends in Agriculture Cooperative Extension In-Service Program. February 1998.

Moderated Agribusiness Panel at 1998 Colorado State University Business Day. February, 1998.

Managing Financial and Legal Risks. Presented at the 1998 Colorado Farm Show. Greeley, CO. January 1998.

Landscape Management Teleconference Satellite Broadcast Program 1997: The Economics of Landscape Maintenance, Utah State University, September 1997. (With L. Rupp, L. Sagers, Roger Kjelgren and Fred Liljegren)

Cooperatives: Instructional Plan. Presented to Annual Meeting of Utah Vocational Agriculture Instructors, 1996.

Financial Issues in U.S. Agriculture. Presented to Belorussian delegation to Utah State University, December 1995.

Case Studies of California Farm Labor Contractors. Presented at *WRCC-76* Meetings in Tucson, AZ, Feb. 1995.

Hedging Potential Across Hedging Objectives, Time, Space, and Product Form: The Case of California Cattle. Presented to several *Cattle Producer Association Meetings* in California, 1993-95. (With S.C. Blank)

### ***Media, Popular Press and Book Reviews***

Berry's Bringing It to the Table: A call to honor farming and food. Book Review of *Bringing It to the Table: On Farming and Food* by Wendell Berry. *Journal of Agriculture, Food Systems and Community Development*. Fall 2010.

Why a Local Food System? KUNC Radio program with Gailmarie Kimmel (Co-Director, Be Local NC); Linda Hoffmann (Planning Director, Larimer County); Garry Auld (Food Science & Nutrition, CSU); Dawn Thilmany McFadden (Ag Economics, CSU). Spring 2010.

Love of local: Could Boulder County supply its own food? *Boulder Camera*. December 2009.

Buying direct from producers gains consumer support. *Fresh from the Field Agri-Bytes*, Newsletter for Citrus Industry published by the Packer, June 2009.

Fruits, Vegetables and Specialty Crops: Increasing Demand and Local Markets. *Future of Colorado Agriculture Blog*, January 2009.

Importance of Agricultural Workers, *Future of Colorado Agriculture Blog*, December 2008.

Ag industry holding its own during economic turmoil. Featured interview. *Colorado Springs Business Journal*. October 24, 2008.

Why Localism Matters. Radio interview to KGNU in Boulder. March 2008.

State of the State: Travel; Agritourism on the rise. Featured research in article by Bob Kretschman. *Colorado Biz*

Today. March 2008.

Buying direct from producers gains consumer support. Research featured in The Grower magazine. January 2008.

Interviewed and featured in: "Culinary getaways: Boulder County's 'agritourism' business is booming" Boulder Daily Camera, Meg Tilton, Monday, November 26, 2007

Research cited in "CSU research details growing economic windfall of agritourism," High Plains Journal, December 17, 2007

Research cited in "Agritourism an Economic Farm Windfall, Colorado Report Finds" Western Stockman October 24, 2007.

Research cited and interviewed for: "Agriculture tourism sprouts fields of green Farms, ranches helped harvest \$2.2 billion in '06." Rocky Mountain News, Joanne Kelley, Thursday, October 11, 2007

Research cited in and interviewed for, "Visitors lured to state for taste of the how-to's of food," The Coloradoan, by Trevor Hughes, August 15, 2007.

Immigration: Migrating Views from Rural Colorado . Colorado Confidential. December 2006.

Colorado Crop to Cuisine: A Match Made at Market. CSU Vice President of Research Newsletter. Winter 2006.

Thilmany, D. Review of Agri-Food Globalization in Perspective: International Restructuring in the Processing Tomato Industry. In *Agribusiness: An International Journal* 21(2005): 287-88

Review of *Immigration Reform and U.S. Agriculture*. In *American Journal of Agricultural Economics* 77(1995).

Putting Down Roots. *The Salt Lake Tribune*. December 29, 1996. Major contributor to lead article on Hispanic migrants to rural Utah, Shawn Foster.

The Farm Bill's Effect on Utah Agribusiness. *Utah Farm Bureau Spokesman*. November 1996.

Minimum Wage Debated in Cache Valley. *The Logan Herald Journal*, June 24, 1996. Main contributor.

**GRANTS: Over \$2 million in grant funding, with over 70% returned to department or Extension colleagues.**

Food Product Liability Insurance: Implications for Profitability and Growth of the Specialty Crops Market. Subcontract with Clemson University to the USDA Specialty Crop Research Initiative. \$109,000. 2012-17. (with Frank Stonaker).

Reducing the Carbon Footprint of Beef Production: Finishing Cattle on Perennial Legume Pastures as a Sustainable Alternative to Grain-Based Feedlot. Subcontract to Utah State University for the USDA Climate Change Initiative. \$750,000. 2012-17. (with Keith Paustian and Josh Goldstein).

Building Farmers In The West: Strengthening Foundations and Fortifying the Community Supporting Specialty Producers. Proposal to the USDA Beginning Farmer and Rancher Development Program. \$750,000. 2012-15. (with Martha Sullins, James Pritchett, Kellie Enns and Adrian Card).

Be Local Winter Farmers Markets: Expansion and Strengthening Producers through Season Extension, Value-Added development and Economic Development. Funded by the USDA Farmers Market Promotion Program with Be Local Northern Colorado. \$50,000. 2011-12.

Colorado Public Attitudes about Agriculture. Funded by the Colorado Department of Agriculture. \$24,900. 2011-12. (with Martha Sullins).

Price Reporting Issues in Under-Reported and Non-Reported Commodity and Direct to Consumer Markets. \$29,000. 2011-13. Subcontract with Utah State University. (with Martha Sullins).

The Economic and Management Implications of Best Practices and Regulatory Compliance of Food Safety in the Organic Supply Chain. \$3 million unfunded proposal to the USDA Organic Research and Education Initiative. 2011.

Consumer Ranking and Valuation of Credence Attributes in Fluid Milk. Proposal to Aurora Organic Dairy. \$20,000. (with M. Costanigro). 2010-11.

Reinventing Colorado Crop to Cuisine: A Planning Grant to Strengthen the Local Marketing Infrastructure in Northern Colorado. Unfunded Proposal to USDA Rural Development. \$40,000 (CSU portion of \$96,000 total). (with Windsor Dairy).

Regional Food System Assessment. Funded proposal by Larimer, Boulder and Weld County to Colorado Department of Local Affairs. \$35,500. 2009-2010. (with Linda Hoffman and Martha Sullins)

Enhancing Biodiversity and Ecosystem-Service Benefits from Working Rangelands in the Mountain West. Unfunded proposal to USDA NRI Managed Ecosystem grant program. \$500,000. 2010-2012. (with J. Goldstein, R. Knight, S. Kroll, J. Davis).

Building Farmers in the West: Creating New Capacity, Community and Opportunities For Specialty Producers. Subcontract to Washington State University for the USDA Beginning and Young Farmer Grant program. \$320,000. Funded for 2009-2012 (with M. Sullins and A. Card)

Production and Marketing of Hydroponic and Aeroponic Greenhouse Vegetable and Fruit Crops in the Arid West. Unfunded subcontract with the University of Nevada-Reno to the USDA Specialty Crops grant program. \$465,000. 2009-2012. (with F. Stonaker)

Educating Wholesale buyers and consumers to Use MarketMaker as a Research Tool to Locate Colorado wine and food and agritourism related experiences. Funded by USDA FSMIP with Colorado Department of Agriculture. \$42,000 (with Martha Sullins). 2009-2011.

Local Food Systems: Using Extension as a Platform to Connect and Inform Producers, Consumers and Policy. CSU Extension Venture Capital Grant. Funded for \$14,604. 2009-2011.

A Proposal for Support to the Community Marketplace Project. Funded project with the Fort Collins Downtown Development Authority. \$135,000. With Doug Murray and Hill Grimmett. 2009-2010.

Colorado Building Farmers Program: Creating New Capacity and Opportunities. Funded by the Western Center for Risk Management Education. \$50,000. With A. Card, M. Sullins and 5 County-based Extension professionals. 2009-2011.

Developing Values-Based Distribution Networks to Enhance the Prosperity of Small- and Medium-Sized Producers. Subcontract to UC-Davis USDA NRI Grant. CSU Subcontract funded for \$90,000. 2009-2011.

Experiencing Agriculture: Leveraging Environmental, Cultural and Food Systems Resources to Improve ...-- \$496,570.00. Unfunded proposal submitted to USDA NRI. (with M. Sullins) June 2008.

Continuation: Differentiating Small Farm Produce Offerings through Nutritionally Superior Cultivars, Education, ...--\$500,000.00. Unfunded proposal submitted to USDA NRI. (with C. Stushnoff, M. Bunning, J. Bond and A. Elliott). June 2008.

Borlaug Africa Organic Certification Program. \$40,000. Funded by USDA. August-December 2008. (with N.

Irlbeck, J. Davies, A. Elliott and F. Stonaker).

Building Farmers Program. \$15,000. Funded by Extension Innovation Grant and Western SARE Mini-Grant program. (with A. Card).

Licensure and Access to the Market Maker Software and Website. \$52,000. Funded by Colorado Department of Agriculture. July 2008-June 2009.

Economic Contribution of Colorado's Green Industry, Update for 2002-07. \$15,000 Funded by GreenCO. December 2007-September 2008.

Organic, Locality and Food Miles-Implications for Trade, Supply Chains, Environment and Consumer Welfare. Funded by USDA NRI Markets and Trade Program. \$462,000. June 2007-January 2011. With Yuko Onozaka and Marisa Bunning, in collaboration with Marco Costanigro and Stephan Kroll.

Exploring the Economic Feasibility and Market Viability of a Sustainable Local Foods Greenhouse System. \$45,600. With GroGreen to USDA SBIR Markets Program. September 2007. With Steve Newman.

Destiny Dairy Organic Goat Products. Assessing the Feasibility of PR and Market Activities to Gain Consumer Acceptance. Unfunded \$37,000 Proposal to USDA Value Added Grant Program. May 2007.

Ela Family Farms: Exploring new Fruit Product Lines. Unfunded \$22,900. Proposal to the USDA Value Added Grant Program. May 2007.

Under the Radar. Federal State Marketing Improvement Program funded proposal with the National Bison Association. \$45,000. Funded October 2007-December 2008. (with Dave Carter)

Agritourism Development in Colorado: Improving Decision-Making Tools for an Emerging Income Diversification Strategy. Funded by the Western Risk Management Education Program. \$48,599. Fall 2007-Fall 2009. (led by Dennis Kaan and Martha Sullins).

Enhancing Agritourism Enterprises through Community Partnerships. Funded by Western SARE Professional Development Program. \$59,973. October 2007-September 2009. (with Martha Sullins, Andy Seidl, and Yuko Onazaka)

Animal Disease Economic Impacts. Cooperative Agreement with USDA-APHIS. \$45,151. October 2006-September 2007. (with Dustin Pendell)

Creating and Enhancing Business Opportunities in Rural Colorado through Agritourism and Heritage Tourism Training and Promotion. CSU Cooperative Extension Venture Capital Fund Grant \$15,000. (with Martha Sullins and Josh Wilson)

Exploring Consumer Preferences and Travel Plans for Agritourism in Colorado. Funded Federal State Marketing Improvement Program proposal. \$48,000. August 2006-December 2007. (with Martha Sullins and Josh Wilson).

Agritourism Development in Colorado. Unfunded reproposal to the Western Center for Risk Management Education. \$42,000. July 2006-October 2007. (with Martha Sullins and Josh Wilson)

High tunnel Season Extension and Market Growth for Cut Flowers on the West Slope. CSU Specialty Crops grant program. \$24,000 proposal funded at \$12,000. January-December 2006. (with A. Krest)

Economic Impact of Colorado's Wine Industry. Proposal funded by Colorado Wine Industry Development Board. \$12,000. August 2005-May 2006. (with George Kress and College of Business).

Grand Valley Winery Cooperative . Proposal funded by Colorado Value-added Program in Collaboration with the Western Colorado Business Development Corporation and Rocky Mountain Vintners and Viticulturalists. \$15,000. July 2005-May 2006.

Colorado Crop to Cuisine: Enhancing Value-Added Product Offerings and More Diverse Marketing Channels. Funded proposal to the CSU Specialty Crops Program. \$15,800 requested, \$7800 funded. (through Colorado Crop to Cuisine). February-December 2005.

Economic Analysis of Water Resource Use Efficiency in Golf. Funded proposal to the United States Golf Course Superintendents Association. \$18,950. (with P. Watson and E. Schuck).

Differentiating Small Farm Produce Offerings through Nutritionally Superior Cultivars, Marketing, and Extension Programs. Funded proposal to the USDA NRI Small Farms Grant Program \$450,000 (with Cecil Stushnoff, Pat Kendall and Frank Stonaker).

Colorado Crop to Cuisine: Strengthening Market Relationships between Chefs and Specialty Crop Producers. Grant from CSU Specialty Crops Program. \$10,000 funded of \$19,000 budget. (through Honeyacre Enterprises). March 2004-January 2005.

Rocky Mountain Regional Rural Cooperative Development Grant proposal. Funded subcontract with Rocky Mountain Farmers' Union Cooperative Center. \$40,000 of a \$323,000 total grant. March-December 2004. (with S. Hine)

Book Work Plan: Livestock Insurance Products. Funded by USDA-APHIS. \$25,000. September 2003-September 2004. (with D. Hoag)

Business Planning for Niche Beef Markets. Funded by the Western Center for Risk Management Education. \$25,000. Fall 2003-Winter 2004. (Submitted by American Farmland Trust).

Timing of Green Manure Use in Organic Vegetable Production Systems: Impact on Soil Fertility and Pest Management. Submitted to the Organic Farming Research Foundation. \$14,306. January-November 2004. (with Frank Stonaker, Jessica G. Davis, Howard Schwartz, Whitney S. Cranshaw and Scott J. Nissen)

Colorado Crop to Cuisine: Exploring Farmer-Chef Marketing Opportunities. Funded by the Colorado Agricultural Experiment Station. April-November 2003. \$4500. (with Colorado Crop to Cuisine Board)

The Economic Impact of Animal Disease on the Food Marketing Sector. Funded Farm Foundation Showcase Project. March 2003-January 2004. \$20,600. (with James Pritchett and Kami Rosenstiel).

Economic Impact of Colorado Golf Industry. Funded by the Colorado Golf Association. \$32,000. June 2003-February 2004. (with S. Davies and P. Watson).

The Effect of Retail Marketing Trends on Animal Product Purchases and Prices. Cooperative Agreement with the USDA Economic Research Service Animal Products Division. \$20,000. September 2002-December 2003. (with James Pritchett)

The Economic Impact of Animal Disease in the United States. Cooperative Agreement with the USDA Economic Research Service Animal Products Division. \$20,000. September 2002-December 2003. (with James Pritchett)

Colorado Homestead Ranches: Retailing Convenient Beef and Local Food Offerings. Subcontract with Colorado Homestead Ranches USDA Value Added Development Grant. \$33,686 subcontract of \$143,000 total grant. January 2004-January 2005. (With Robbie Baird LeValley and David Peebles).

Economic Contribution of Colorado's Green Industry, 2002. Funded by GreenCO. \$23,000. September 2002-September 2003. (With S. Davies)

New Opportunities to Cooperate and Educate: Promoting a CSU Interdisciplinary Program on Sustainable Agroecosystems (SAES). \$1500. Funded by Colorado Western SARE mini-grant program. Summer 2002.

Niche Beef Production and Marketing in Colorado. Funded by the Western Regional SARE Professional Development Program. \$60,000. Fall 2002-Fall 2004. (Submitted by American Farmland Trust).

Establishing Dialogue Between Alternative Agricultural Producers and the Land-Grant University in Colorado. Funded by the Western Region SARE Professional Development Program. \$60,000. (With Jessica G. Davis, W. Dennis Lamm, and Susan E. Hine).

Market Potential for a Farmer-Chef Distribution System USDA Federal-State Marketing Improvement Program (FSMIP). 2000-01. \$40,000 (With Carol Beaver and the CO Dept. of Agriculture).

Feasibility of Welfare-to-Work Food Safety Training Programs. USDA Food Safety and Quality National Initiative. 1999-2000 \$55,000. (With S. Hine, P. Kendall and Kenneth Smith)

Consumer Demand for Colorado Apples. Funded by the Colorado Apple Administrative Committee. 1999-2000. \$2500 (With J. Grannis, S. Hine and CSU NAMA)

Assessing the Market for Natural Pork and Beef Products in Intermountain States. Funded by Rocky Mountain Farmers Union, Rocky Mountain Beef Association and USDA-Rural Development. 1997-1999. \$25,000 (Led by Ed Sparling and E. Scorsone)

Improving Justification of Sustainable Landscaping and Water Conservation. Funded by Bureau of Reclamation for 1997, grant amount--\$30,000. (With L. Rupp and R. Kjelgren)

Migrant Workers: Fueling Utah Rural Development. Utah State University Faculty Research Grant, 1995-96, grant amount—\$14,900.

Trends in Rural Labor Markets and Their Role in Economic Development. Agricultural Experiment Station Project, UTA 091, 1995-2000, grant amount—\$88,750.

An Assessment of Farm Labor Contractors' Business Management and Its Effects on the California Farm Labor Market. Agricultural Personnel Management Program Grant, 1993. (With J. E. Taylor and P. Martin)

ISU Agricultural College Travel Grant to work with Agribiotechnologia de Costa Rica, S.V., Summer 1989.

### **TEACHING:**

Colorado State University:

Agricultural Sciences 120—Freshman Seminar for Agricultural Majors  
 Ag Economics 308—Agricultural Finance, both classroom and Distance Education courses  
 Hort/Soil Crop Science 424—Topics in Organic Agriculture capstone course (team taught)  
 Ag Economics 428—Agribusiness and Cooperative Management  
 Ag Economics 508---Graduate Agricultural Finance  
 Ag Economics 530—Graduate Price Analysis (With Steve Davies)  
 Ag Economics 580---Graduate Agribusiness Case Study Analysis (lead instructor of team)  
 Ag Economics 328—Small Agribusiness Management  
 Ag Economics 492—Independent Study to Assess Market Strategy for AgriBusiness Association  
 Ag Economics 792-- Math Seminar to Accompany M315  
 Ag Economics 792av—Agribusiness Management and Marketing Seminar (with Steve Davies, Sue Hine, Wendy Umberger and Steve Koontz)

Member of Organic Program Steering Committee, 2006-present  
Advisor to the Farm Credit Service Student Board of Directors, 2008-present  
Participated in 1997-98 CSU Multicultural Curriculum Infusion Project  
Mentored four students in the CSU Agricultural College Graduate Discovery Internship Program, 1998-99, 2002  
Guest Lectures in CSU Compost College, H 484, A 692, VS570 (Issues in Animal Agriculture) and A546, IRM  
Integrating Wildlife Enterprises into your Ranch Operation, FN 496B Sustainable Food issues, FN620 Advanced  
Community Nutrition, SC171/H171 Environmental Issues in Agriculture, AREC 412 Commodity Marketing

Utah State University:

Graduate Agricultural Marketing and Consumer Demand, Agribusiness Management and Cooperatives,  
Applied Matrix Algebra, Agricultural Finance, Agribusiness Management for Non-Majors, Independent Study  
in Economics, Advised Travis Lybbert's Honors Project, Spring-Summer 1997

UC-Davis—Teaching Assistant for Intermediate Microeconomics and Financial Management

### **GRADUATE STUDENT COMMITTEES :**

Masters: Yasmin Adam (1997), Shailaja Akkapeddi (1997), Utah State University  
Lucretia Jones (2000), Michele Vonada (1999), Angela Gordon (2000), Nicole McKenna (2000), John  
McKenzie (2001), Megan Bruch (2002), Jen Batchelder (2002), Michelle Zielinski (2002), Heidi  
Montgomery (2003), Kami Rosenstiel (2004), Sondra Friou (2003), Andra Savage (2005), Katy  
Pepinsky (2005), Betty Kibaara (2005), Holly Malmstrom (2006), Jennifer Bruning (2007), Katy Jones  
(2007), Beth Coop (2010), Jennifer Lloyd (2008)\*, Brian Greathouse (2009), Jessica Hernandez  
(2011)\*, Melissa Kelley (2011)\*, Jennifer Loomis (2010), Megan Phillips (2011)\*, Allison Gunter  
(2011)\* Drew Moxon (2012), Lannea Russell (2009), Rebecca Goodman (2010), Chris Appleby (2012),  
Logan Lacy (2012), Laura Markham (2012), Jennifer Schein (2012), Dominique Songa (2012)\*, Jose  
Zenoain Garcia (2012), Jake Salcone (2013)\*, Gregory Totten (2013), Andrea Beam (2013), Colorado  
State University

Doctorate: Jau-Rong Li (1997), Utah State University  
Vida Wilkinson (2008), Mike Miller (2008), Alejandra Engler-Palma (2002), Mahdi Alsultan (2002),  
Catherine Keske-Handley (2006), Gretchen Schorre (2009), Heather Troxell (2008), Karen Gebhart  
(2011), Mark Friedman (2013), Oana Deselnicu (2012), Rebecca Goldbach (2012)\*, Wenjing Hu  
(2012)\* Nick Marconi (2014)\*, Chuba Suntharalingam (2014), Colorado State University

### **GRADUATE COMMITTEES CHAIRED**

**Masters:** Jennifer Grannis, 1999  
Yassir Ahmed, 2000  
Amanda Ziehl, 2004  
Josh Wilson, 2005  
Jennie Lloyd, 2008  
Megan Phillips, 2011  
Allie Gunter, 2011  
Dominique Songa, 2012 (expected)  
Jessica Hernandez, 2012 (expected)  
Melissa Kelley, 2012 (expected)

**PhD:** Jennifer Grannis, 2001  
Eric Scorsone, 2001  
Luz Padilla-Bernal, 2001  
Phil Watson, 2006  
Rebecca Goldbach, 2011 (expected, co-chair)  
Wenjing Hu, 2012 (expected)  
Nick Marconi, 2014 (expected)

**PROFESSIONAL AFFILIATIONS:**

American Agricultural Economics Association, Western Agricultural Economics Association, Western Regional Science Association, WCC-76--Committee on the Globalization of Rural America, NE-162 Committee on Rural Economic Development, S-222 Fruit and Vegetable Marketing Innovations and Demand Assessment Committee for Women in Agricultural Economics, Committee on the Status of Women in the Economics Profession, International Agribusiness Management Association, National Association for Colleges and Teachers in Agriculture, Association of Christian Economists, Chef's Collaborative, Slow Food International, Colorado State Food Policy Council, USDA Sustainable Development Council, USDA Organic Working Group, Community Food Security Coalition

**SERVICE:**

Farm Foundation Future of Animal Agriculture Food Safety Working Group, 2005-06  
Farm Foundation Organics Working Group, 2008  
USDA-ERS Food and Nutrition Research Program Review Panel, 2006  
USDA Integrated Organic Program Grants Review Panel, 2006, 2010  
USDA Markets and Trade NRI Competitive Grants Review Panel, 2004  
USDA Rural Development NRI Competitive Grants Review Panel, 1999, 2000, 2002 & 2006  
USDA Hazardous Occupations Safety Training for Agriculture Grants Review Panel, 2003

Reviewer: USDA NRI Small Farms Competitive Grant Reviewer, 2004-06; USDA Markets and Trade NRI Competitive Grants Program, 1999, 2001, 2002; USDA Rural Development Competitive Grants Review Panel , 2003; USDA Small Business Innovation Research Grants Reviewer, 2004-09; American Journal of Agricultural Economics, 1993-present; Journal of Agricultural and Resource Economics, 1996-present; Canadian Journal of Agricultural Economics, 1999-present; Contemporary Economic Policy, 2001; International Food and Agribusiness Management Review, 1998-present; CHOICES, 1999-2006; Journal of Agricultural and Applied Economics, 2001-present; Review of Agricultural Economics, 2001-present; Journal of the Food Distribution Research Society, 2002; Food Policy, 2006; Economics of Education Review, 2006; Western Economics Forum, 2005-present, Economic Research Service Research Reports, Renewable Ag and Food Systems, Palgrave Macmillan, Food Policy, Journal of Agriculture, Food Systems and Community Development, Editorial Board, 2009-present

National Value Added Conference Planning Committee, 2010-present

USDA Organic Working Group, 2006-07  
SARE Preconference Organizing Committee, 2007-08

Colorado Department of Agriculture, Markets Division Advisory Board, 1998-present  
Ag Promotion Task Force, 2004-07  
Reviewer for Agricultural Processing Feasibility Grant, 2000  
Market Maker Leadership Committee, 2007-present  
Farmers Market Working group, 2009-present

Harmony Farmers' Foundation, Founding member and Board member, 2003-08  
Treasurer, 2004-05; President, 2005-06

Larimer County Food Policy Committee, 2008-11

Downtown Development Authority Food Market Development Committee, 2008-present

Be Local Northern Colorado: Board of Directors, 2008-present

Larimer County Agriculture Advisory Board, 2003-05

Food Distribution Research Society, Hosting 2009 meetings/program coordinator

Board Member, 2010-present

American Agricultural Economics Association:

Executive Board, 2011-13

Outreach Committee, 2010-12

Selected Papers Committee, Chair, 2003-06

Selected Papers Topic Leader, 1997-98, 2000-01; Reviewer, 1999-2000, 2002-03, 2008

Extension Section, Pre-Conference Tour Organizer, 2003-04

Elected to AAEA Foundation Governing Board, 2005

Programs Committee, 2005-2006

Young Professionals Conference Planning Committee, 2002-03; Panel member, 2001 & 2003

Priorities and Governance Ad Hoc Committee, 2001; Chaired Product Mix subcommittee

CHOICES Advisory Board, 1999-2001 & 2002-2005

Editor Selection Subcommittee, 2002

Outstanding Dissertation Award Committee, 1998-00; 2008-11

Judged Student Section Academic Bowl, 1997-98; 2006

Received Foundation Fellowship to attend CWAE preconference, 1994

Committee on Women in Agricultural Economics (CWAE)

Vice President, 1997-1999

Membership, Sylvia Lane Fellowship Fund, AAEA Tracking Survey and Graduate Student Committees

Developed and maintain CWAE Homepage, 1996-1999

Tracking Survey Advisory Board, 2006

Nominating Committee, 2011

Western Agricultural Economics Association:

Vice President, 1998-99

Secretary-Treasurer, 2002-2004

Co-editor, *Western Economics Forum*, 2002-2005

2004 Annual Meetings co-Coordinator, 2002-04

Board of Directors, 1996-98

Chair, Selected Paper Committee, 2001

Reviewer, 2002-present

Chair, Awards Committee, 1997

Assisted with Achieving Professional and Personal Success in Agricultural Economics and Agribusiness: A National Conference for New Academics, sponsored by the WAEA, 1998 and 2001

Outstanding Quality of Research Award Committee, 1999, 2001, 2002

Web Coordinator, 1996-2004

Extension Award Committee, 2009, Chair 2010

Distinguished Scholar Selection Committee, 2010

Selected Papers reviewer, 2000-2010

Journal of Agricultural and Applied Economics, Editorial Board, 2011-present

Journal of Agriculture, Food Systems and Community Development, Editorial Board, 2010-present

NE-162—Rural Economic Development: Alternatives in the New Competitive Environment

Secretary, 1998-99

Chair, 1999-2000

Organized 3 sessions for the 2000 SRSA Meetings in conjunction with Annual meeting.

WCC-76—Committee on the Globalization of Rural America, 1994-2000

S-1019—Marketing of Fruit and Vegetables Regional Research Committee

Chair, 2008-2010

Lead writer on new project for committee, 2008-10

S-1050-- Assessing the Consumer Behavior, Market Coordination and Performance of the Consumer–Oriented Fruit and Vegetable Sector  
Chair, 2010-11

Western Region Extension Marketing Committee, 2007-present

#### Colorado State University

CSU Extension Food Systems Work Team, co-chair, 2010-present  
CSU Committee on Responsibilities and Standing of Academic Faculty, 2009-present  
CSU Extension Forum Planning Committee, 2009-10  
CSU Extension Small Farms Hiring committee, 2010-11  
Vice Provost for Outreach and Strategic Partnerships Search Committee, 2005-06  
Regional Economist Search/Selection Committee, 2006  
CSU Cooperative Extension Community Resource Development Leadership Team, 2004-08  
Co-chair, CSU Expanding Opportunities for Colorado's Employers and Workforce Team, 2000-2003  
DARE representative to the Agricultural Sciences Scholarship Committee, 2001-06  
Sustainable Agroecosystems Interdisciplinary Program Development Committee, 2001-2004  
NIS Visiting Faculty Mentor, 1998-99, 2002-03  
CSU Cooperative Extension Associate Director Advisory Committee, 1998-00  
DARE Web Page Coordinator, 1998-2005  
CSU Farmers' Union student chapter Advisor, 2003-07  
Farm Credit Services Student Board of Directors, Advisor, 2008-present  
AgriBusiness Association Advisor, 1998-2000, Jr. Advisor 2007-08; Sr. Advisor, 2008-2009  
Graduate Preliminary and Field Examination Committees, 1997-present  
Agribusiness Management Search/Selection Committees, 1999-00  
Specialty Crops Director Search/Selection Committee, 2002  
Regional Specialist Extension Search/Selection Committee, 2000 & 2001  
Natural Resource Economist Search/Selection Committee, 2000-01  
Natural Resources/Regional Economist Selection Committee, 2004  
Regional Economics Selection Committee, Chair, 2008-09  
Landscape Design Selection Committee, 2004  
Cooperative Extension Information Specialist Selection Committee, 2005  
Agribusiness Management Search/Selection Committee, Chair, 2005  
College of Agricultural Sciences Agribusiness Strategic Planning Committee, 2005-07  
DARE Economic Development Strategy committee, 2005  
DARE Executive Committee, 2003-05; 2008-09; 2010-12  
DARE Undergraduate Curriculum Committee, 1998-2002  
DARE Graduate Committee, 2002-present; Chair, 2007-present; Selection Committee, 2002-present  
DARE Awards and Recognition Committee, 2002-present; Chair, 2002-03  
DARE Assessment and Strategic Planning Team, Research Chair, 2002-06  
DARE Technical Advisory Committee, 2002-present  
Faculty Marshall for Spring Commencement, 2002  
Ag Day Volunteer, 1999, 2001-present  
Ag Adventure Advisor, 2007  
Specialty Crops Program Advisory Board, 2002-06  
Organic Curriculum Committee, 2006-present  
Gamma Sigma Delta, Secretary, 2004-05; Vice President, 2005-06; President, 2006-09, Membership Chair, 2007-2009

#### Utah State University:

Development of Economics Department's Web Page, 1995-present  
Organized Computer and Electronic Resources Workshop for Faculty, 1995  
Committees: Higher Education Technology Initiative Grant, Economics Dept. Head Search/Selection, College of Agriculture Response to FAIR Act of 1996, Economics Department Virtual University, Faculty Search/Selection, Economics Governance, Graduate and Undergraduate Curriculum, Summer Seminar Series

Reviewer for University of Nebraska Press, 2004.

Reviewer for McGraw-Hill Publishing, Farm Management. 1998.

Reviewer for McGraw-Hill Publishing, Agribusiness Management. 2000.

Colorado Future Farmers of America, State Sales Competition, Co-Chair, 1999-2004; Volunteer, 2005, 2006  
Utah Future Farmers of America Association, Judged Various Leadership and Career Development Contests

UC-Davis Graduate Student Association:, 1990-94; Co-Chair of GSA Assembly, 1993-1994

Founded Graduate Student Emergency Loan Fund, Graduate Travel Grants and Graduate Service Center  
Chairman of the Board of Directors, UCD Community Housing Listing Service (CHLS)

Iowa State University Alumni Ambassador

Northern California, 1990-94; Utah, 1994-97; Colorado, 1997-2001.

### **AWARDS AND HONORS:**

Friend of Colorado County Agents Award, 2009

CSU Extension Team Award, Building Farmers Program. Team member. 2008.

Center Associate, CSU Center for Fair and Alternative Trade, 2008-present

The Food Distribution Research Society Journal Award, 2007

Rocky Mountain Farmers Union Century Award, 2006

Farm Foundation Fellow, 2006-08

WAEA Extension Project Award, 2006

Research Poster Award, CSU Health Promotion and Disease Prevention Research Colloquium, 2006

Golf Course Superintendents Association of America President's Award for Environmental Stewardship for Golf in  
Colorado Study, 2006

AAEA Presidential Award for Service, 2005

WAEA Outstanding Service Award, 2005

Gamma Sigma Delta Faculty Award of Merit, 2004

Research Fellow, University of California-Berkeley Rural Development Research Consortium

Governor's Award for Excellence in Marketing Colorado Proud for an Extension Program, Colorado Crop to  
Cuisine, 2002

Colorado State University AgriBusiness Association, Outstanding Faculty Advisor, 1999 & 2000.

Utah State University Business College Research Award, 1996

American Association of University Women Emerging Scholar Nominee, 1997

Outstanding TA in Agricultural Economics, UC-Davis 1993-94

UC-Davis Professors for the Future Fellow, Jastro-Shields Research Scholarship and Fellowship

Phi Kappa Phi, Mortar Board, Gamma Sigma Delta and Alpha Zeta Honorary Fraternities, 1988-present

Mid-American Horticultural Society Research Award, 2nd Place, 1990

### **LANGUAGES:**

Proficiency in reading, writing, and speaking Spanish.

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