

JENNIFER KEELING BOND

**Assistant Professor, Colorado State University-Department of Agricultural and Resource Economics
2005-2007**

EDUCATION

Ph.D. University of California-Davis (Agricultural Economics), pending
Dissertation Title: *Three Essays on Performance Evaluation of Producer Groups*
Specialization: Industrial Organization, Agricultural Marketing and Agribusiness Management
M.S. University of California-Davis (Agricultural Economics), 2003
B.S. Texas A&M University (Agribusiness and International Business), 2000

PROFESSIONAL EXPERIENCE

2005-2007 Special Assistant Professor, Dep't of Agricultural and Resource Economics, Colorado State University

TEACHING

Agricultural Marketing (4 classes), Colorado State University, Fall 2005, Spring 2006
Agricultural Product and Natural Resource Marketing, Colorado State University, Fall 2006, Fall 2007
Small Agribusiness Management, Colorado State University, Fall 2006
Agribusiness and Cooperative Management Capstone, Colorado State University, Spring 2006

PROFESSIONAL SERVICE

Coach, Colorado State Food Marketing Team
Advisor, CSU-Agribusiness Association
Competition Superintendent, Colorado Future Farmers of America
Colorado Department of Agriculture-Markets Board
Advisory Board Member: Houghton Mifflin
Reviewer: Canadian Journal of Agricultural Economics
Reviewer: Review of Agricultural Economics
Moderator: AAEA Annual Meeting (2 sessions)
CSU representative to NCERA-194
CSU representative to WERA-72
Member of Northern Colorado Food Incubator Group
Organization Committee Member, Farmers' Cooperative Conference 2005, 2006

AWARDS AND HONORS

NCERA-194 Cooperative Foundation Scholarship, 2004
Jastro-Shields Graduate Research Award, 2003, 2004
D. Marlin Brandon Fellowship for Rice Research, 2002
Two-Year Guaranteed Assistantship, University of California, Davis, 2000-2002
Non-Resident Tuition Block Grant, University of California, Davis, 2000 /2001

PEER REVIEWED AND OUTREACH PUBLICATIONS

Bond, C., D. Thilmany and J. Keeling Bond. What to Choose? The Value of Label Claims to Produce Consumers. Submitted to the American Journal of Agricultural Economics.

Lloyd, J., Thilmany, D., Keeling Bond, J., and C. bond. Exploring Fresh Produce Consumer Trends: Who Is Buying Fruits and Vegetables Fresher and Closer? August 2007. 10 pp.

Thilmany, D., keeling Bond, J., and C. Bond Buy Local, Buy Fresh? Exploring Local Fresh Produce Consumer Motivations and Interests May 2007. 7 pp.

Bond, C., Thilmany, D., Keeling Bond, J. 2006. Understanding consumer interest in product and process based attributes for fresh produce. Second Revise and Resubmit to *Agribusiness: An International Journal*.

Keeling Bond, J., Thilmany, D., Bond, C. 2006. Direct marketing of fresh produce: understanding consumer purchasing decisions. *Choices* 21(4): 1-6.

Keeling Bond, Jennifer "Empirical Investigation of Relationships between Cooperative Performance and Board of Director Characteristics." Revise and Resubmit to *Journal of Agribusiness*.

Giraud, Kelly, Craig A. Bond, and Jennifer J. Keeling. "Consumer Preferences for Specialty Made Food Products Across Northern New England." *Agricultural and Resource Economics Review*, 32(2), Oct. 2005.

Keeling, Jennifer and Colin A. Carter. "Trading Places: Fortunes of California Rice Co-ops Took Opposite Trajectories." *Rural Cooperatives*, May/June 2005.

Giraud, Kelly, Craig A. Bond, and Jennifer J. Keeling. "Consumer Preferences for Specialty Made Food Products Across Northern New England." Proceedings of the Western Regional Science Association and W-1133 Conference in Wailea, Maui, February, 2004.

Keeling, Jennifer J. "Lessons in Cooperative Failure: The Rice Growers Association Experience." *Agricultural and Resource Economics Update*, 7(3), Jan/Feb 2004.

SELECTED PRESENTATIONS

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. (part of PhD work/working paper described below)

Keeling Bond, J., D. Thilmany, C. Bond. Consumer Fresh Produce Selection: Purchase Location Choice, Label Attribute Valuation, and Willingness to Pay. Poster Presented at Specialty Crops Field Day, August 27, 2007.

Keeling Bond, J., D. Thilmany, C. Bond, and K. Ryan. *Discovering Niche Markets for Fresh Produce: An Exploration into Consumer RTP and MTP for Vitamin Enhanced, Locally Grown & Organic Melons*. Selected paper presented at the 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. (presented by Craig, submitted to AJAE)

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. (presented by Dawn, in preparation to submit to JAAE)

Thilmany, D., J. Keeling Bond, and C. Bond. *Eat Your Fruits and Veggies: What Factors Influence Fresh Produce Shopping Location Choices among Consumers*. Research report for the 2006 Food Distribution Research Society meetings. Quebec-City, Quebec. October 2006. (presented by Dawn, published in Spring 2007 proceedings)

"Eat Your Fruits and Veggies: Exploring Fresh Market Produce Decisions." With Dawn Thilmany and Craig Bond. Selected paper presented at Food Distribution Research Society, Annual Meeting, October 2006.

"Direct Marketing of Fresh Produce: Understanding Consumer Interest in Product and Process-Based Attributes." With Dawn Thilmany and Craig Bond. Selected paper presented at American Agricultural Economics Association, Annual Meeting, July 2006.

"Marketing Fresh Produce to Direct Purchasers." With Dawn Thilmany and Craig Bond. Presented at Horticulture Field Day, July 2006.

"Potential to Differentiate Nutritionally Superior Produce Cultivars in the Market." With Dawn Thilmany and Craig Bond. Selected paper presented at Western Agricultural Economics Association, Annual Meeting, June 2006.

"Linkages between Cooperative Performance and Board of Directors Characteristics: A Quantitative Investigation." Selected paper, presented at American Agricultural Economics Association, Annual Meeting, August 2005.

SELECTED ACTIVITIES AND GRANTS

"Potential Role of Cooperatives in Marketing Small and Medium-Size Farmers' Fresh and Specialty Produce." (\$35,481) USDA-Rural Development. Received Sept, 2007.

"Agricultural Cooperative Case Study Series". (\$6,100 from RMFU w/ \$8,500 CHS). Received June, 2007.

“Colorado Consumer Preferences for Specialty Potato Varieties.” Co-Principle Investigator Craig Bond. Colorado Department of Agriculture, Specialty Crops Block Grant Program. Dollar Value \$13,481. Submitted February 1, 2007.

“National Consumer Preferences for Specialty Potato Varieties.” (w/Dave Holm and Rob Davidson) Submitted December 2006 to USDA-Agricultural Research Service. Amount Requested: \$45,284. Submitted December 12, 2006.

“Sunrise Ranch Community Supported Agriculture Program: Feasibility Study” (w/Katie Ryan) Funded by: Sunrise Ranch and Emissaries of Divine Light Spiritual Community. Duration: June-September 2006. Funding level: \$5,400.

“Business Plan and Feasibility Study for Holyoke Soybean Crush Facility.” (w/ Paul Ritten) Funded by: iCAST. Duration: June-November 2006. Funding level: \$5,000.

“Marketing Plan: Customer Environment Analysis for Nature’s Finest Gourmet Potatoes.” (w/Juan Gonzalez and Leonard Gwanmesia) Funded by iCAST. Duration: July-September 2006. Funding level: \$2,000.

“Demand for Boneless, Skinless, Fresh Tilapia Fillets in the Rocky Mountain Region.” (w/Craig Bond) Funded by AquaMatrix International, Inc. Duration: August-October 2006. Funding level: \$6,000.

“Production of Onion Nuggets.” With Dawn Thilmany. USDA, Rural Business Cooperative Service Agency, Value-Added Producer Grant. Submitted April 22, 2005. Funding level: \$28,500.