

**2024 WERA-72 Annual Meeting Program  
June 4-5, Tucson, Arizona**

**Meeting location:** ENR2 Room N604, University of Arizona Campus  
1064 E Lowell St, Tucson, AZ 85719

*Parking: Sixth Street Garage, 1119 E 6<sup>th</sup> St. Tucson. Garage Rates [here](#)*

**Monday, June 3<sup>rd</sup>**

6 pm Social Dinner @ The [Moonstone](#), 14<sup>th</sup> floor of the Graduate Hotel, 930 E 2nd St, Tucson

**Tuesday, June 4<sup>th</sup>**

8:00 am **Registration**

Continental Breakfast, ENR2 Room N604, UA campus

8:15 am **Welcome & Introductions**

Na Zuo, Chair, WERA-72

Zelieann R Craig,

Assistant Dean for Research, College of Agriculture, Life and Environmental Sciences  
Associate Professor, School of Animal & Comparative Biomedical Sciences  
University of Arizona

8:30 am **Keynote Talk:** The New State of the Tomato Industry  
Speaker: Javier (JJ) Badillo, Fresh International LLC

9:45 am Break

10:00 am **Industry & Academic Panel**

*Agribusiness in Uncertain Times: Challenges, Opportunities, and Talents Gaps*

Moderator: Georgina Felix Berrueto, Director of Operations & International Affairs, the  
[Fresh Produce Association of the Americas](#) (FPAA)

Panelists:

John Pandol, [Pandol Brothers](#)

Javier (JJ) Badillo, Fresh International LLC

Allison Moore, Executive Vice President, Fresh Produce Association of the Americas

George Frisvold, Professor and Extension Specialist, University of Arizona

11:30 am Lunch, ENR2 Roof Top, UA Campus

12:30 pm **Selected Paper Presentations, Session I**

Moderator: Serhat Asci, Associate Professor, California State University, Fresno

*The Impact of CRISPR-edited Beef Messages on Consumer Willingness to Pay*

Presenter: Yunkyung Lee, Assistant Professor, California State Polytechnic University, Pomona

*Consumer' Willingness to Try Cultured Meat*

Presenter: Sarah Wangui Muiruri, PhD. Research Fellow, Norwegian University of Life Sciences

Co-author: Kyrre Rickertsen

Virtual Presentation on Zoom with [this link](#)

*LCM Models for Brand Positions of Local and Climate Smart Dairy Products*

Presenter: Azita Varziri, Postdoctoral Researcher, University of Kentucky

Co-authors: Tim Woods and Shuoli Zhao

*State Brand Awareness and Purchasing Determinants in Kentucky*

Presenter: Tim Woods, Professor, University of Kentucky

Co-authors: Jairus Rossi, and Azita Varziri

2:00 pm        **Extended Break & Poster Session @ ENR2 Courtyard**

*Efficacy of Dairy Risk Management Strategies*

Presenters: Aaron Johnson, Associate Professor, Kansas State University

Co-authors: Dustin Winston, Andres Trujillo-Berrara, Hernan Tejada

*Gaging demand for a comprehensive soil testing in West Virginia (on-going research)*

Presenter: Ana Claudia Sant'Anna, Assistant Professor, West Virginia University

Co-authors: Jacob Schmidt, Jason Bergtold, and Eugenia Pena

*Arizona Consumption of Arizona Agricultural Products*

Presenter: Claudia V. Montaña, Economic Impact Analyst, University of Arizona

Co-author: Dari Duval

*Western Region Mental Health & Nutrition Network*

Presenter: Grace Strahan, Graduate Student, University of Wyoming

Co-authors: Grace Shearrer and Annie Lindsay

*Course-based Undergraduate Research Experience (CURE): A Case in a Food Economy Course*

Presenter: Lijiao Hu, Assistant Professor, California State University, Chico

Co-authors: Na Zuo and Satheesh Aradhyula

3:00 pm        Business Meetings (WERA-72 Executive Committee, all members are invited.  
Zoom option with [this link](#)

5:30 pm        Social Dinner @ [Agave House](#), 943 East University Boulevard, 171, Tucson, AZ 85719

**Wednesday, June 5th**

8:00 am        Continental Breakfast, ENR2 Room N604, UA campus

8:30 am        **Invited Talk: *Water Challenges Facing Arizona***  
George Frisvold, Bartley P. Cardon Chair of Agribusiness Economics and Policy,  
Professor and Extension Specialist,  
Department of Agricultural & Resource Economics, University of Arizona

9:45 am        Break

10:00 am      **Selected Paper Presentations, Session II**  
Moderator: Tanner McCarty, Assistant Professor, Utah State University

*Cooperative Growth in the Agri-Food Value Chain: The Case of SSK Cooperative*

Presenter: Jody Herchenbach, Assistant Professor, University of Nebraska at Kearney

Co-authors: Brian Briggeman and Johan van Rooyen

*Climate Change: Growers' Experience, Perceptions and Behavioral Adaptation*

Presenter: Sawssan Boufous, Assistant Professor, New Mexico State University

Co-author: Brian Hurd

*Shaping Agribusiness Management Programs: Program Learning Outcomes (Targets), Curriculum Mapping (Process), and Challenges (Experiences)*

Presenter: Aaron Johnson, Associate Professor, Kansas State University

Co-author: Hikaru Peterson

*Consequences of Stockouts on Amazon's Marketplaces*

Presenter: Chinonso Etumnu, Assistant Professor, Kentucky State University

Virtual Presentation on Zoom with [this link](#)

11:30 am Lunch, UA Campus

12:00 pm **Agribusiness Tour** organized by the [Fresh Produce Association of the Americas](#)

- the U.S. Customs and Boarder Protection (CBP), Port of Entry, Nogales AZ.
- C&V warehouse, 1550 W Calle Plata, Nogales, AZ 85621.

6:00 pm Adjourn