

ANNUAL REPORT
Regional Research Project S-1050

Project Number: S-1050

Project Title: Assessing the Consumer Behavior, Market Coordination and Performance of the Consumer-Oriented Fruit and Vegetable Sector

Chair: Kynda Curtis, Department of Applied Economics, Utah State University, Logan, UT 84322

Chair-Elect: Kathy Kelley, Department of Plant Science, The Pennsylvania State University, University Park, PA 16802

Period Covered: January 1 to December 31, 2012

Date of this report: December 2012

Annual Meeting: October 14, 2012

Summary of Minutes from 2012 Annual Meeting

Members in Attendance:

Jennifer Dennis
Jim Epperson
Ramu Govindasamy
Jill McCluskey
Kathy Kelley
Dave Lamie
Dawn Thilmany
Ruby Ward
Tim Woods

- Approved minutes from last meeting in Portland, OR, October 2011
- Throughout our discussion, the group felt it was important to identify potential members from states that have not been represented in recent years, or the current S1050 member's role has changed/member has retired/near retirement.
 - Alabama (Deacue Fields)
 - Arkansas
 - Arizona State (Tim Richards)
 - Illinois (Brenna Ellison)
 - Maine (Mario Teisl)
 - Michigan
 - Mississippi
 - Missouri (Joe Parcell)
 - Texas A&M (Marco Palma)
 - Beth Burhan
 - Katherine Boyce

Current S1050 members are encouraged to contact these and other potential members. Before you do, please email Kynda and Kathy so that they can keep track of recruiting efforts and prevent several members from contacting the same candidate. If you would like information to share with these potential participants, here are some resources:

- S-1050 statement of issues and justification and related information:
<http://nimss.umd.edu/homepages/outline.cfm?trackID=11416>
- Examples of collaboration
 - Ethnic Food Markets – Session III (page 7). Three S-1050 members presented results pertaining to ethnic food research projects.
- A few members of the group were interested in learning how much support S-1050 members receive from their universities to attend the annual meeting. This information could be helpful to current members who want to approach their departments/colleges and argue for an increase in funding. This information also provides potential members with an idea of how much funding they might be

awarded that will help defray the cost of travel. The table below only includes information for members who attended the meeting. We ask that all members provide this information so that we can be as informed as possible about what type/amount of support S-1050 members are receiving.

Member	Amount received	Notes/remarks
Jennifer Dennis	No fixed maximum	Submits a budget and is fully reimbursed.
Jim Epperson	No set amount	Is provided with funds to cover travel and two days of per diem.
Ramu Govindasamy	\$5,000	Funds support one trip and he can use the rest at his discretion.
Jill McCluskey	\$1,100	Amount does not vary based on meeting location. She is responsible for covering costs that exceed this amount.
Kathy Kelley	No fixed maximum	Submits a budget and is fully reimbursed.
Dave Lamie	\$500	He is allowed to bank the amount but can only use the funds for travel to meetings.
Dawn Thilmany	\$1,000	Must use the funds otherwise they are returned to the university. Once, when she was not able to attend, she was able to send a graduate student to a meeting in her place.
Tim Woods	No fixed maximum	Submits a budget and is fully reimbursed.
Kynda Curtis	No set amount	Is provided with funds to cover travel and two days of per diem.

- Members were asked to indicate what collaborative activities (special issues, research proposals, etc.) they have an interest in participating.

Member	Collaborative activity of interest
Jennifer Dennis	Grant proposals focusing on farm to school and economic impact and small and mid-sized farm economic impact.
Jim Epperson	Jim is retiring and this was his last meeting.
Ramu Govindasamy	Anything on agritourism and direct marketing
Jill McCluskey	Special issue based on sensory research. Brad Rickard is the new chair for the AAEE-FAMPS Track Session. This might be a potential outlet for presenting research.
Kathy Kelley	Special issue on wine marketing, agritourism, and direct marketing
Dave Lamie	Since several states are involved in Market Maker, and there is a Market Maker research group, perhaps there is an opportunity to use the Next year there will be a Market Maker meeting in Chicago and there is a research group – how are we going to allow people to use

	the data. One time meeting but not sure how to carry on with.
Dawn Thilmany	Perhaps there is an opportunity for our group to work together on a SCRI proposal where the main focus is economics rather than production research.
Tim Woods	Special issue (potential linkage with the WERA-72 group/meeting) based on some themes: sampling, organic issues, and special challenges of marketing.

- Potential publications/special issue outlets
 - Dawn is willing to be the lead for a Choices special issue. Please contact her if you are interested in participating/to suggest potential topics.
 - Jill McCluskey is willing to work with others to submit works to AAEA.
 - Applied Economics Perspectives and Policy could be an outlet for a food choices and sensory special issue. They would like three articles framed.
 - The group has submitted special issues to the Journal of Ag. Business.
 - It was suggested that the European Review of Ag. Econ. could be an outlet for GIs work.
- Potential speaking opportunities
 - This group has presented sessions at FDRS, AAEA, and WERA.
 - The National Grocers Association meets in Las Vegas in February. Our group has never approached this association before, but Wes Harrison may be the linkage between FDRS and this association.
 - It was mentioned that there is a north east regional beverage conference and that Brad Rickard is involved. It might be possible to present and then a special issue of Ag. Economics and Review could be developed.
 - The deadline to submit proposals for a FAMPS track session is December 7th. Potential topics:
 - Leverage with other groups, such as CNET. Community economics/rural economic development
 - Economic/tourism/infrastructure angle
 - Wine Marketing
 - Perhaps Dave and Jennifer (who is the program chair for the 2013 FDRS meeting) could organize a section pertaining to Market Maker. Next year's meeting will be held in Chicago and Market Maker participants will meet at the same time.
- Other topics that could serve as the basis for collaboration (issues that several members are focusing on)
 - Rural development/economic impact
 - GIs
 - Consumer behaviors
 - Farm to school.
- Multi-state efforts since 2011
 - Ethnic marketing session at the 2012 FDRS meeting (Ramu Govindasamy, Kathy Kelley, and Jill McCluskey)

- FSMIP proposal funded: Developing Wine Marketing Strategies For the Mid-Atlantic Region (Ramu Govindasamy, Jeff Hyde, Kathy Kelley, and Brad Rickard)
- State reports:
 - Jennifer Dennis:
 - i. Conducting boot camp about the state for farmers' market vendors. Also looking at the economic impact of farmers' markets.
 - ii. Wrote four proposals pertaining to farm to school initiatives. The work is to help school directors and create networking opportunities with the department of education and department of health and to spur more proposals.
 - Jim Epperson:
 - i. Working on labor issues with Greg Fonsah and Cesar Escalante.
 - ii. Either Charlie Wong or Greg Fonsah could take Jim's place on S-1050 when he retires (this was his last meeting).
 - iii. Another focus is consumer demand for produce and meats. Data is coming from the USDA ERS and Charlie Wong is involved.
 - iv. He has a student who is working on investigating excess supply/excessive demand for apples in eight CAFTA-DR countries.
 - Ramu Govindasamy:
 - i. Works with Kathy Kelley on several projects including a FSMIP project on agritourism and direct marketing and a four year SCRI project with 1.5 years of funding remaining. The project involves consumer and intermediary surveys and, more recently, production trials in Massachusetts, New Jersey, and Florida to determine feasibility.
 - ii. A couple of Master's students projects have resulted from the FSMIP grant pertaining to direct marketing and agritourism.
 - iii. Another SCRI project that he is involved in focuses on basil wilt. This is a \$1.8 million project and Ramu is looking at cost of treatment.
 - iv. He is also involved in a Mission USA (100% cost sharing from industry) project in Zambia. The focus is fruit and vegetable production and investigating high yielding varieties, postharvest research, and grade/packing to local supermarkets.
 - Kathy Kelley:
 - i. Conducting wine marketing research and has submitted papers for publication. A FSMIP proposal that involves Jeff Hyde, Brad Rickard, and Ramu Govindasamy, and a researcher from New York University was funded. The focus is to learn what promotional materials/strategies appeal to consumers in the mid-Atlantic.
 - ii. Continuing research on consumer demand for high tunnel berries and value-added products.

- iii. Involved in a multi-state team (Pennsylvania, Delaware, and Iowa) looking at farm to school issues.
- iv. Received state block grant funding to investigate consumer demand for peaches.
- o Jill McCluskey:
 - i. Completed a sabbatical at Cornell in the fall semester of 2012. Her focus was to learn about behavioral economics and how to set up a lab. She worked with Brad Rickard on research pertaining to a wine SCRI project with a focus on establishing reputations for new wine regions. Wine regions used in the research: VA, OR, and CA (newest to established reputation). These regions were linked with similar wine regions in France to determine which U.S. wine region would benefit the most from this effort. Linkage was more important for more experienced wine drinkers.
 - ii. GIS data with CA and WA wines and the value of a good neighbor. All the wineries were listed in Wine Spectator. More spatially related in terms of price than blind tasting scores.
 - iii. Apples. This project is focusing on Uzbekistan and using apples as a functional food and coating them with a compound to enhance the apple's nutritional levels.
 - iv. New project – managing club varieties in apples. How can the growers get the most for them?
 - v. Lead on SCRI proposal with Kathy Durham (Oregon) to look at raspberries from breeders to consumers, and to help breeders understand what characteristics they should focus on to meet consumer demand.
 - vi. Soda evaluation study – cane vs. corn syrup and the regional influence.
- o Dave Lamie:
 - i. Rural develop economist who is now at Clemson. This was Dave's first S-1050 meeting.
 - ii. In the past he has looked at knowledge economy and broadband access for economic growth.
 - iii. He is involved in Market Maker as part of his extension program and chairs a committee on evaluating the program.
 - iv. If someone wanted to be involved in electronic platforms that connect producer to consumers on a research level, please contact Dave. One question revolves around the number of these systems that are being built and whether they will be sustainable.
 - v. Involved in market ready programs. Possible extension outlet for work that this group does.

- vi. Involved in project with Beth Burhan that focuses on geographic indication systems (similar to what exists in Europe).
- Dawn Thilmany:
 - i. Dawn and Marco Costanigro are conducting a Meta analysis of GI studies. A student focused on dairy and did a corporate sense of responsibility – animal welfare study.
 - ii. Organic/local trade off. Direction to equilibrium displacement model. Folks switch to local distribution are winners.
 - iii. Will be submitting a paper, conducted with apples, pertaining to carbon foot print.
 - iv. Works with Market Maker, specifically, how many hits, when users log-on to the system. Colorado’s site gets 100,000 hits a month. Perhaps a topic for a FSMIP proposal
 - v. Working on a farm to school project.
 - vi. Food insecurity community project. Food banks are pressured to buy more fresh produce, and farmers approach food banks after all other markets are exhausted. Perhaps is a certified kitchen is available that food banks could take free produce that cannot be sold elsewhere and create value-added products.
 - vii. Also involved in wine research.
- Ruby Ward (reporting on Kynda’s behalf):
 - i. Ruby has a large extension appointment and focuses on value- added finance issues.
 - ii. She reported the following for Kynda:
 1. Finishing up papers on farmers’ markets with graduate students.
 2. Looking at CSA participation on habits and food preparation and allowing food stamp spending and using the funds to pay for CSA memberships.
 3. Developing specialty vegetable enterprise budget fact sheets.
- Tim Woods:
 - i. Local wine industry research. He just finished data collection in Pennsylvania, Ohio, Kentucky, and Tennessee. It is an intercept survey and the focus is to determine expenditures and factors driving consumers to visit wineries, awareness, and perception of local wine.
 - ii. Another risk management project looks at wine contracting and educating vineyards and wineries about this issue.
 - iii. Farm market/direct marketing FSMIP project. This project has produced a very large data set of farm market visitors and investigates experiences and impact on sampling on initial and future purchases.

Fairly large sample, 3,600 participants, and pretty detailed sub-segments within demographics group. If you would like to learn more about this project please contact Tim. He has found that there is not too much state-to-state differences, but rural vs. urban and families with kids and without. There are concerns about allergens, uncertain materials, preparation, and other barriers. Some vendors may be reluctant to do sampling. Among the questions these participants responded, they were asked to describe the best sampling experience they ever had.

- iv. Recently received FSMIP funding to work with Kentucky blueberries producers and focus on farm to school programs. Among what is being investigated: sensory studies with kids and interest in blueberry products.
 - v. AMS – national survey of multi-farm CSAs with the intent to look at the dynamics and evaluation of the business model. Intensive case study approach on how they have evolved and focusing on issue of scale – local products to local markets, overcome scale, distribution, and seasonality issues. Tim might be contacting S-1050 members and asked for list of potential multi-farm CSA participants.
 - vi. Multi state research project that is focusing on wine and farm market sampling. Currently, eight states are involved including: Illinois, Indiana, Ohio, Tennessee, West Virginia, and Kentucky. He may be contacting S-1050 members to get them involved.
 - vii. Nutritionist wiliness to pay study. Researchers provided for local tomatoes and strawberries and discussed nutritional benefits for local produced varieties.
- Tim recognized Jim’s years of membership and involvement in the group and that he will be missed at future meetings.
 - Tim motioned for the meeting to be adjourned and Dawn seconded the motion.

Year-End Report by Objective:

Objective 1: Develop demand and market valuation models for the produce sector that can be used to evaluate effects of increasingly complex product differentiation schemes (organic, enhanced health claims, biodynamic), trade, commodity marketing programs, labeling programs (local, food miles, Fair Trade), traceability systems, and food safety events in the U.S. produce markets.

The team at CSU’s work focused on several key labeling issues, with current projects focused on Corporate Social Responsibility initiatives (CSR), labels that signal Nutrition and environmental impact and a meta-analysis of papers that value geographical

indicators (GI). Because of this extensive work on labeling, Dr. Costanigro led the development of an Organized Symposium on food labels at the 2012 AAEEA meetings in Seattle. Some of that work will be presented at the 2012 FDRS meetings as well.

In addition, presentations and publications on earlier work comparing the valuation of local and organic labels (and any complementarity) continue from earlier years, and were part of the program on Food environments in Boston, and featured in a USDA Ag Outlook session.

During 2012 Brad Rickard finished a project with Jill McCluskey (another member of S-1050) that examined the role of reputation in the development of new wine regions. In this project we examine consumer response to different types of reputation-based information—firm-based, region-based, and international-based. We conducted a laboratory experiment at Cornell in late-2011 and in early 2012 to collect WTP data under various information treatments.

As a follow-up to the study described above, Brad Rickard is now working with Todd Schmit and a graduate student at Cornell collecting restaurant-level data (food and wine) to understand the drivers of demand for local wines in restaurants in NYS. Brad is also working with some colleagues at Cornell on a project that examines demand for snack food items in the presence of information (both positive and negative) about specific food ingredients/processes. During 2012 we (myself, Miguel Gomez, and others) completed our project that examines consumer demand for varietal introductions in the apple sector.

Ramu Govindasamy described the intention of this study was to document locally grown ethnic greens and herbs purchases due to concern about food miles and associated impact on purchasing these greens and herbs. A telephone survey was conducted in 16 East Coast states and Washington D.C., to document ethnic consumers' behavior and demand for greens and herbs traditionally used in cuisine, important to their cultures. Data collected can be used to assist small and medium-sized farmers with better understanding of consumer perceptions and factors that drive ethnic greens and herbs markets, specifically attitudes and behaviors of Asian Indian, Chinese, Mexican, and Puerto Rican consumers. In total, 1,117 completed survey responses were obtained from Chinese (276), Asian Indian (277), Mexican (280), and Puerto Rican (284) ethnic groups. A logit model was developed to predict the increased purchasing of locally grown ethnic greens and herbs based on participant responses to one question that asked whether they increased their locally grown ethnic greens and herbs purchasing due to concern about food miles.

Rutgers University found the result of the study indicates that 34 percent of ethnic consumers have increased purchases of locally grown ethnic greens and herbs because of concern about food miles. Based on the model, those who bought ethnic greens and herbs from ethnic stores, traveled more miles to the nearest ethnic grocery store, felt that language the store employees speak is very important, felt that packaging information was very important when purchase ethnic greens and herbs, strongly agreed that they find and purchase ethnic greens and herbs with the level of quality they expect and desire, had

post-graduate or advanced degree, had incomes greater than \$200,000, and Asian Indians were more likely to purchase locally grown ethnic greens and herbs due to concerns about food miles . However, those who lived in urban areas, had households with a greater number of household members age 17 or younger, had a four-year college degree were less willing to buy locally grown ethnic greens and herbs due to concerns about food miles. These results can assist local farmers in targeting consumers with demographic, psychographics, and behaviors that match the profiles of participants who are likely buyers.

University of Delaware objective one report includes: The title of our project is: “Transitioning a Farm to Organic Production and Marketing”. Project Objectives: 1. Determine the necessary steps involved in transitioning into organic production 2. Develop a plan that describes how to effectively convert from conventional to organic production. 3. Identify marketing alternatives that are conducive to organic products. 4. Describe the process of making the conversion from conventional to organic production and marketing. The purpose of this project is to develop production and marketing guidelines deemed necessary for transitioning from conventional into organic production. The material to be develop will be designed specifically for organic food production and marketing in the Mid-Atlantic Region (Delaware, Maryland, and Pennsylvania). Research work started April 2012. A draft paper is being reviewed the report consists of the following topics: Organic Transition Phase, Organic System Plan, Farming Considerations, Organic Vegetable Considerations, Marketing considerations. Additional work needs to be done specifically in the Marketing phase. This additional work will take us into spring 2013.

Lia Nogueira is currently working on three papers related to this objective. The first one: “The Economic Impact of New Technology Adoption on the US Apple Industry” uses dynamic simulations to evaluate the impact of new technologies to control fire blight on apple consumption and production as well as world trade. We are finishing getting this manuscript ready for submission in the next month. In the second one: “The Effects of Changing SPS Barriers to Trade on Revenue and Surplus”, Lia characterizes a full export model to estimate the effects of changing SPS barriers to trade on Washington State apples in China, India, Mexico and Taiwan. Lia uses the SPS cost elasticities obtained from the export supply equations in revenue and surplus simulations. This paper needs some work on the model and I expect to work on this the next two months. Finally, in a paper titled: “Economic Incentives to Impose SPS Barriers to Trade for Apples”, Lia derives a theoretical framework for the imposition of SPS barriers to trade for apples to analyze the economic incentives for countries to impose these SPS barriers. This paper is in an earlier stage of development, and Lia plans on working on it starting this summer.

Kynda Curtis at Utah State University conducted farmers’ market and CSA consumer market research, including consumer WTP for local produce. She and graduate students are finishing up papers on Utah farmers’ market surveys from summer 2011. A new study on the impacts of CSA participation on dietary habits, attitudes, food preparation, grocery purchases began in June 2012.

Direct market price reporting, season extension work with pricing, including cost-benefit of using season extension techniques for producers work was completed including a recently finished paper on expected off season pricing from M.S.. Fact sheets on market manager and producer attitudes, market realities, and product potential for off season farmers' markets were published in 2012.

Another study, evaluating the impact of a state marketing program (Utah's Own) on consumer WTP for labeled products (with DeeVon Bailey and Ryan Bosworth) was conducted in 2012. The surveys were completed last summer and a journal article submitted in November, 2012. Looking at the impact of "local" brands on store brands, we find the consumer target segments are different and hence Local brands do not compete with store brands.

Objective 2: Analyze the relative benefits and costs, to producers and consumers, of government and industry-led marketing and policy programs (certifications, Leafy Greens marketing order, Country of origin labeling, farmers markets) using both theoretical approaches and empirical evidence from multi-state applied research projects.

Colorado states the meta analysis of GIs focuses on this objective, as it shows the relative return in the marketplace from government or private initiatives to provide benefits to food producers in particular locales.

Some of the earlier valuation work on locally labeled apples is now integrated into an EDM model to show the produce welfare changes from continued segmentation of the apple market into more local marketing (in contrast to more traditional retail food supply chains). This work was part of Wenjing Hu's PhD dissertation work. Her work also used USDA AMS retail, terminal market, shipping point, and CSU Extension farmers market price series to estimate marketing margins and transaction costs across regional markets.

Brad Rickard decided one effort in this arena has been to look at the domestic market implications of the Market Access Program (MAP) that subsidizes exports of selected agricultural products, most of which are specialty crops. Here we are interested in the domestic market effects and food consumption patterns given a change in MAP funding. We (myself and a graduate student at Cornell) developed a model to simulate the effects of i) decreases in MAP funding, ii) and decreases in MAP funding coupled with an expansion of domestic promotion efforts.

Brad also continues to work with Miguel Gomez and others in NYS to develop crop budgets for key horticultural products in NYS. Research in this area has recently been completed for processing peas and snap beans using survey data collected from farms in western New York State. Overall, we found that average costs of production were in line with what has been reported in other states, and we would like to conduct a more formal analysis across selected states (perhaps with colleagues in S-1050). During 2012 Brad also worked with folks in Crop and Soil Sciences to develop crop budgets for various

vegetables that are produced using alternative organic cropping systems. Again, this work would benefit from cross-state comparisons, and this may prove to be another area of research across members of S-1050.

Rutgers University had an Internet survey of consumers residing in Delaware, New Jersey, and Pennsylvania was conducted between June 21 to 29, 2010 to capture consumer purchasing behavior and other characteristics relating to visiting agri-tourism operations and shopping from direct (farmer-to-consumer) market outlets in the Northeast. The survey instrument was developed using SurveyMonkey.com (Palo Alto, CA), an on-line survey tool that allows researchers to design and implement an on-line survey. The survey was pre-tested on a subset of the target consumer population to refine and clarify misleading or misunderstood questions prior to full deployment of the survey. Survey participants were randomly drawn from a panel of participants managed by Survey Sampling International, LLC (Shelton, CT), a provider of sampling solutions for survey research. Of the 2,594 members who were registered with this panel and accessed the survey (309 from DE, 952 from NJ, and 1,384 from PA), 1,134 met the screener criteria and began the questionnaire (133 from DE, 424 from NJ, and 577 from PA), with 993 completing the 15 minute survey (122 from DE, 364 from NJ, and 507 from PA). The study analysis is based on responses to 17 questions relating factors/motivations/reasons for visiting an agri-tourism site/farmers' market.

In their results, Rutgers University decided although farmers market/agri-tourism have proved to be critical for income stability for majority of small to medium scale farmers, capacity utilization and sustainability remain challenges that need action on part of business operators. Results from this study show that bundling of farmers' markets activities/site attributes, is a workable business strategy. The study suggests that if this implemented, it will spur diverse and steady patronage beyond the traditional fresh produce and value added products. Patronage to agri-tourism sites/ farmers markets may be collapsed into five distinct dimensions/experiences: learning; naturalist, purchasing, leisurely, and entertainment experiences. This is useful information that operators will capitalize on in their business strategy. Information on the experiences, via cluster analysis yielded four market segments: (1) those with a strong affection with the rural scenery, (2) a segment interested in knowing more about agriculture, (3) consumers who visit just to buy the farmers' produce and value added products, and finally (4) a group of consumers who visit just to connect and have fun. Segmentation/customer profiling stands out as a valuable piece of information that farmers' markets/agri-tourism business operators could use to position them better for the future. The business operators now know who their customers are and what it takes to attract them. The regression results show that a number of socio economic variables are related with the patronage experience. The study finds that there is potential for generating activity all year round by bundling attributes/activities to tap on a wider market beyond traditional fresh produce buyers

Lia Nogueira of University of Kentucky is still interested in analyzing the effects of COOL, and open to collaboration with other members of the committee.

Kynda Curtis and Ruby Ward at Utah State University are working with a graduate student to assess the profitability and success factors for small farms in terms of markets, products, enterprise diversification, manager abilities, etc. Academic papers and Extension materials will be completed in 2013.

USU continues to develop specialty fruit and vegetable enterprise budgets.

Objective 3: Assess the changing coordination and supply chain management strategies being implemented in the fruit and vegetable sector and identify strategic organizational and marketing implications for a set of firms that are diverse in terms of commodity, marketing approach and size of operation (including small and mid size farms).

Colorado (Thilmany and graduate Gunter) continue feasibility work on values-based distribution networks, including Farm to School projects and a new project with the Volunteers of America on sourcing local for Senior meals. We also work with the national MarketMaker network to evaluate how that new marketing and promotion platform may be influencing promotional effectiveness of state level programs (Colorado Proud) and individual food enterprise listings.

Recent presentations and collaboration with the USDA Economic Research Service is examining how small and beginning farmers may be using local food marketing strategies to transition into agriculture in less capital, more management intensive direct marketing strategies.

Rutgers University described the main focus of the study is marketing (includes estimating consumer demand for ethnic greens and herbs, willingness to pay a premium for fresh leafy greens and herbs, document ethnic consumers preferences for local produce and demographic characteristics), production, profitability and dissemination of results to stakeholders. The data were collected (focus group and Telephone survey) from the four identified ethnic groups such as Asian Indian, Chinese, Mexican, and Puerto Rican. In the focus group, four separate sessions were conducted and panelists logged into the system (twice daily) and responded to questions. Totally 38 panelists completed the sessions: they were Chinese (11), Asian Indian (10), Mexican (9) and Puerto Rican (8). The main goal of these sessions was to learn about issues consumers were experiencing and to investigate in the telephone survey respectively. Also telephone survey was conducted from the sample respondents. In total, 1,117 ethnic consumers participated in the survey, including 276 Chinese, 277 Asian Indian, 280 Mexican, and 284 Puerto Rican.

Rutgers found the results of focus group discussion indicated that over half of Chinese, Asian Indians, and Puerto Ricans rated ethnic markets “better” than traditional grocery stores and participants traveled various distances to purchase greens and herbs and were interested in increasing the amount of ethnic greens and herbs they purchased. In addition to that a fifteen minute telephone survey was conducted among the retailers, wholesalers, and brokers/distributors in MA, FL, PA, and NJ. Based on the primary focus of their

operation, of the 51 participants were 18 retailers (5 independent/13 chains), 16 wholesalers and 17 distributors/brokers. The wholesalers/distributors/brokers served restaurants, retailers, schools, hospitals, prisons, and ethnic markets and roles at their respective companies varied from assistant produce manager to owner/president. Results shows that majority (78%) of participants would like to learn about growers who could supply ethnic greens & herbs, 80 % of participants would like to work with local/regional growers to produce greens/herbs and only 6 participants had encountered barriers when sourcing from local/regional growers.

Dr. Schatzer has less than a 20% research appointment. However, Oklahoma continues to work on crop budgets for fruit and vegetable crops that consider different production strategies. In addition, several related studies on consumer preferences for locally grown foods and organic foods are being carried out under other projects at Oklahoma State University. He continues to work with producers and researchers as requested to provide related economic information.

Outputs and Dissemination

The main purpose of most of the team's projects are to explore the market dynamics of the produce sector, but more and more, there is interest in focusing on the role of certification programs and the rising interest in locally grown produce, and how that interacts with the viability of small and mid-size farms. still, many members have maintained their work with commercial scale, large growers, packers, shippers and retailers who represent the majority of fresh produce sales.

The pieces of the project all come together to bring focus to the current state of production, profitability and market conduct within fresh produce.

Direct marketing and agritourism are also interesting topics that interface with other USDA priorities, and provide an interesting research agenda given the call for more information on customer base, spending behavior, and other related characteristics so that the farmers can better target specific population segments to increase profits.

Outreach/Industry Presentations:

Williamson, Sara and Timothy Woods, "Local Foods Consumers: A Look Under the Hood", paper presented at the WERA-72 Regional Research in Agribusiness meetings, West Lafayette, IN , June, 2012.

Williamson, Sara, Stan Ernst, Timothy Woods, and Wuyang Hu, Characteristics of Local Foods Consumers: a Fresh Look, Selected Paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, Birmingham, AL, February 4-7, 2012.

- “Transitioning a Farm to Organic Production and Marketing”, Research Update 2011, Food Distribution Research Society Annual Meeting, October 15-19, 2011, Portland, Oregon.
- Fu, S., J.E. Epperson, and G.C.W. Ames. 2012. Impacts of the U.S.-Central America-Dominican Republic Free Trade Agreement - the Apple Case. Selectd Paper, Southern Agricultural Economics Association, Birmingham, AL, February 4-7. <http://purl.umn.edu/119782>
- Kelley, K.M. Retail layout and design principles and practices for horticultural businesses. eXtension.org webinar. <http://www.extension.org/pages/65169/retail-layout-and-design-principles-and-practices-for-horticultural-businesses>. 13 September 2012
- Kelley, K. and J. Hyde. Social media for wineries. Pennsylvania State Wine Marketing and Social Media Short Course, University Park, PA. 24 July 2012
- Kelley, K. Marketing for wineries. Pennsylvania State Wine Marketing and Social Media Short Course, University Park, PA. 23 July 2012
- Cornelisse, S. and K. Kelley. Experiences and findings with the social media and mobile technology for ag. businesses webinar series. National Value-Added Agricultural Conference, Travers City, MI. 26 June 2012
- Kelley, K. and J. Hyde. Dashboards for monitoring your social media presence. Social Media and Mobile Technology for Ag. Businesses Webinar Series. Penn State, Ohio State, and Minnesota State Extension Webinar Series. <https://meeting.psu.edu/p811p0p2h0c/>. 18 April 2012
- Kelley, K. and R. Leeds. Online reputation management. Social Media and Mobile Technology for Ag. Businesses Webinar Series. Penn State, Ohio State, and Minnesota State Extension Webinar Series. <https://meeting.psu.edu/p8guexuj4/>. 4 April 2012
- Ahmed, A. and K. Kelley. Reaching the mobile customer. Social Media and Mobile Technology for Ag. Businesses Webinar Series. Penn State, Ohio State, and Minnesota State Extension Webinar Series. <https://meeting.psu.edu/p2rltzslm4t>. 8 February 2012
- Kelley, K. My wine marketing sabbatical experience in New Zealand: Overview and impressions. Mid-Atlantic Fruit and Vegetable Convention, Hershey, PA. 1 February 2012
- Kelley, K., J. Hyde, and A. Chamberlain. The consumer and the on-farm market: What research shows us. Mid-Atlantic Fruit and Vegetable Convention, Hershey, PA. 1 February 2012

- Kelley, K., J. Hyde, and A. Chamberlain. The consumer and the farmers' market: What research shows us. Mid-Atlantic Fruit and Vegetable Convention, Hershey, PA. 31 January 2012
- Kelley, K. Connecting with customers Southeast Greenhouse Grower's Day, Lancaster, PA. 26 January 2012
- Kelley, K. and S. Cornelisse. Tools and strategies to upgrade your social media impact. University of Tennessee, Center for Profitable Agriculture Workshop. Jackson, TN. 23 August 2012
- Kelley, K. and S. Cornelisse. Tools and strategies to upgrade your social media impact. University of Tennessee, Center for Profitable Agriculture Workshop. Murfreesboro, TN. 22 August 2012
- Kelley, K. and S. Cornelisse. Tools and strategies to upgrade your social media impact. University of Tennessee, Center for Profitable Agriculture Workshop. Knoxville, TN. 21 August 2012
- Kelley, K. Consumer wine preferences. 31st Annual New Mexico Vine and wine Conference. Albuquerque, NM. March 2012
- Kelley, K. Wine marketing strategies for New Mexico: Reaching beyond the borders. 31st Annual New Mexico Vine and wine Conference. Albuquerque, NM. 1 March 2012
- "Ten Thousand Labels: Credence Attributes, Product Differentiation, and Information Flows in the Food System". AAEA organized symposium, Seattle, WA, August 12-14, 2012.
- Presenters: Marco Costanigro, Vincenzina Caputo, Dawn Thilmany and Glynn Tonsor
Discussant: Jayson Lusk
- "How Corporate Social Responsibility Initiatives are Emerging in the Dairy Sector: An Analysis of Consumer Perceptions and Priorities". With O. Deselnicu* and D. Thilmany. Selected paper at the 2012 AAEA meetings, Seattle, WA, August 12-14, 2012.
- "Truthful, Misguiding Labels: The Implications of Labeling Production Processes Rather than their Outcomes". Selected paper at the 2012 AAEA meetings, Seattle, WA, August 12-14 2012. Presenter.
- "Estimating WTP for Reduced Sulfite Content in Wine". With C. Appleby* and D. Thilmany. Invited paper at the Wine Marketing and Policy FAMPS session AAEA meetings, Seattle, WA, August 12-14 2012. Presenter.

- “Estimating WTP for Reduced Sulfite Content in Wine”. With C. Appleby and D. Thilmany. Selected paper at the WAEA meetings, Park City, Utah. June 20-22, 2012. Presented by D. Thilmany.
- “Local, Organic, Conventional-Asymmetric Effects of Information and Taste on Label Preferences in an Experimental Auction”. With Stephan Kroll, Dawn Thilmany and Marisa Bunning. AAEA and EAAE joint conference “Food Environment: The Effect of Context on Food Choice”. Boston, Ma. May 30-31, 2012. Presenter.
- Hoffman, L. and D. Thilmany McFadden. “Regional Food System Assessments – Central Ohio and Northern Colorado.” Webinar for CDC’s State Health Network for Sustainable Food Systems. June 2012.
- Card, A. and D. Thilmany. “Sustainable Enterprises on the Urban Corridor of Colorado.” Tour and Presentations to the SARE Fellows tour of Colorado. May 2012.
- Thilmany, D. “Effective Marketing: Partners and Planning Principles.” Presentation to the Colorado Department of Agriculture- Marketing your Food Product Workshop.” April 2012. Aurora, CO.
- Thilmany McFadden, D. ” Food Systems Planning-A Colorado Perspective.” Presentation to American Planning Association-Colorado Chapter. Fort Collins CO. March 2012.
- Thilmany McFadden, D., M. Sullins and W. White. “Introducing the Farm to School Applications on Colorado MarketMaker!” Webinar for Colorado Farm to School Network. Winter 2012.
- Ahearn, M., P. Davis, J. Ifft, S. Low and D. Thilmany. “Issues and Opportunities Surrounding Small Farm Transition and Succession.” Organized panel for the 6th National Small Farms Conference. Memphis, TN. Sept. 2012.
- Thilmany, D. Moderator and Discussant for Session, Understanding the Multiple Impacts from Marketing Locally Grown Food, Food Products, and Agri-Recreational Services. 2012 AAEA Annual Meetings. Seattle, WA.
- Deselnicu, O., M. Costanigro, D.M. Souza-Monteiro and D. Thilmany McFadden. “What Drives the Premium for Origin in Food? A Meta-Analysis of Geographical Indication Studies.” Invited presentation to the Grenoble Applied Economic Laboratory. May 2012.
- Thilmany, D. “Local Food Market Dynamics: An Analysis of Consumer Motivations, Marketing Choices and Welfare Implications.” The Ohio State University Van Buren lecture. April 2012.

- Thilmany McFadden, D. “What Is Driving Consumer Demand for Local Foods?”
Presentation at the USDA Ag Outlook Forum. February 2012. Washington, DC.
- Thilmany, D., M. Costanigro, and O. Deselnicu, “How Consumers Respond to Corporate Social Responsibility Initiatives: A Cluster Analysis of Dairy Consumers.”
Presented at the 2012 Food Distribution Research Society Meetings. October 2012. San Juan, Puerto Rico.
- Rickard, Bradley. “The role of reputation in the development of the wine industry in New York State.” Presented at the Finger Lakes Wine and Grape Symposium: Wine Industry Workshop. Seneca Falls, NY. March 2, 2012. 40 attendees.
- Rickard, Bradley. “Costs of production for processing vegetables in New York State.” Presented at the Fruit and Vegetable Expo. Syracuse, NY. January 24, 2012. 55 attendees.
- Rickard, Bradley. “The role of reputation in the development of the wine industry in New York State.” Presented at the Cornell Agriculture and Food Systems In-service: Farm Management and Marketing. Ithaca, NY. November 15, 2012. 28 attendees.
- Perla, J. and B. Rickard. “Do restaurants cater to locapours? Using ZAGAT® survey data to examine factors that influence wine list selections.” Presented at the Cornell Agriculture and Food Systems In-service: Cornell Recent Advances in Viticulture and Enology. Ithaca, NY. November 16, 2012. 18 attendees.
- Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the AEM Agricultural Outlook Conference. Ithaca, NY. December 18, 2012. 25 attendees (expected).
- Smith, M., T. Maloney, and B. Rickard. “An overview of labor management options and the likely effects of labor policy reform in the horticultural industry.” Presented at the New York Produce Show and Conference. New York, NY. December 5, 2012. 35 attendees.

Outreach/Industry Publications:

- Curtis, K., S. Feuz, and N. Aybar, (2012). “Marketing Strategies for Organic and Natural Meat Producers.” Utah State University Fact Sheet, Applied Economics/2012-27pr.
- Curtis, K., V. Chakreeyarat, and I. Yeager, (2012). “Farmers' Market Manager Perspectives on Season Extension Potential.” Utah State University Extension Fact Sheet, Applied Economics/2012-26pr.

- Curtis, K., V. Chakreeyarat, and J. Dominique Gumirakiza, (2012). "Community Supported Agriculture Program Consumer Preferences for Local and Organic Foods." Utah State University Fact Sheet, Applied Economics/2012-25pr.
- Curtis, K., S. Feuz, and N. Aybar, (2012). "Consumer Willingness to Pay for Specialty Meats." Utah State University Fact Sheet, Applied Economics/2012-24pr.
- Curtis, K., V. Chakreeyarat, and I. Yeager, (2012). "Potential for Farmers' Market Season Extension: Grower and Market Manager Viewpoints." Utah State University Extension Fact Sheet, Applied Economics/2012-22pr.
- Curtis, K., V. Chakreeyarat, and J. Dominique Gumirakiza, (2012). "Community Supported Agriculture Programs: A Sustainable Approach to Local Foods." Utah State University Fact Sheet, Applied Economics/2012-21pr.
- Curtis K., V. Chakreeyarat, and I. Yeager, (2012). "Potential Pricing for Locally Grown Produce in the Extended Season." Utah State University Extension Fact Sheet, Applied Economics/2012-20pr.
- Curtis, K., Z. Ma, J. MacAdam, and V. Chakreeyarat, (2012). "Rancher Adoption Potential of the Birdsfoot Trefoil Pasture Beef Production System in the Intermountain West." Utah State University Fact Sheet, AG/Agribusiness/2012-04pr.
- Olsen, S., and K. Curtis, (2012). "Wasatch Front Mixed Vegetable Production Costs and Returns, 2012." Utah State University Fact Sheet, Applied Economics/2012-13pr.
- Fu, S., J.E. Epperson, and G.C.W. Ames. 2012. Impacts of the U.S.-Central America-Dominican Republic Free Trade Agreement - the Apple Case. Selectd Paper, Southern Agricultural Economics Association, Birmingham, AL, February 4-7. <http://purl.umn.edu/119782>
- Oana Deselnicu*, Marco Costanigro and Dawn Thilmany. "Creating Loyal Customers Through Social Responsibility. How do Dairy Consumers Value Issue- Based Initiative?" AMR 12-01. June 2012. <http://dare.colostate.edu/pubs/AMR/AMR%2012-01.pdf>
- Sullins, M., D. Thilmany McFadden, D. Songa and N. Marconi. ARPR 12.01. "Colorado Attitudes About Agriculture and Food: 2011 Executive Summary. June 2012. 8 pp
- Kelley, K.M. and J. Hyde. 2012. Focus on consumers. GrowingProduce.com. 11 July 2012 online edition. <http://www.growingproduce.com/article/29079/focus-on-consumers>

- Rickard, B.J. “Chapter 9: Outlook for Fruits and Vegetables,” in the 2013 New York Economic Handbook. E.B. 2012–18, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2012.
- Rickard, B.J. “Situation and Outlook for Fruit” in Federal Reference Manual for Regional Schools: Income Tax Management and Reporting for Small Businesses and Farms. E.B. 2012– 23, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2012.
- Rickard, B., and J. Perla. 2012. “The Trans-Pacific Partnership and Wine Sales to Canadians.” New York Farm Bureau’s Grassroots: Guest Opinion. 1(10), page 5.
- Woods, Timothy and Miranda Hileman, “Farms to Food Banks: 2012 Impact on Consumers”, poster presentation at Food Banks Fighting Hunger Conference, Frankfort, KY, September 2012.
- Katchova, Ani, and Timothy Woods, “Marketing Local Foods by Food Cooperatives”, poster presentation, International Association of Agricultural Economics, Foz do Iguaçu, Brazil, August 2012.
- Vassalos, Michael, Wuyang Hu, Timothy Woods, Jack Schieffer, and Carl Dillon, “Marketing Contracts for Fresh Tomato Production: A Choice Based Experiment”, Poster at the American Applied Economics Association annual meetings, Seattle, WA, August, 2012.
- Woods, Timothy, Matt Ernst, and Kevin Heidemann, “2012 Kentucky Produce Planting and Marketing Intentions Grower Survey and Outlook”, AEC Extension Publication 2012-15, <http://www.uky.edu/Ag/NewCrops/plantingsurvey2012.pdf>, University of Kentucky, July 2012.
- Woods, Timothy and Matt Ernst, “2011 Regional Winegrape Marketing and Price Outlook”, Crop Diversification & Biofuels Research & Education Center Report, University of Kentucky, <http://www.uky.edu/Ag/NewCrops/winegrapesurvey11.pdf>, May 2012.
- Woods, Timothy, Ani Katchova, and Matt Ernst, “2011 Retail Food Cooperative Member Survey: Focus on Local Foods”, AEC Extension Publication 2012-05, April 2012.
- Holland, Rob, Matt Ernst and Tim Woods, “Consideration for the Tennessee Produce Industry”, Center for Profitable Ag publication, University of Tennessee, p.36., March, 2012.
- Coolong, Timothy, Kenneth Seebold, Ric Bessin, Timothy Woods, and Sarah Fannin, “Sweetpotato Production for Kentucky”, University of Kentucky College of Agriculture ID-195, February, 2012.
- Woods, Timothy, “2011 Nursery Products Buyer Survey”, AEC Extension Publication 2012-01, December 2011.

Publications

Book Chapters:

Gunter, A. and D. Thilmany. 2012. Economic Implications of Farm to School for a Rural Colorado Community. WRDC Rural Connections. Issue 21. May 2012. Online at: <http://wrdc.usu.edu/>.

Thilmany, D. 2012. Local Food, Organics and Sustainability. The Federal Policy Role In Today's Food and Agricultural Markets.

Conference Presentations:

“The Economic Impact of New Technologies on U.S. Apples.” Western Extension and Research Activities Committee on Agribusiness Annual Meeting, June 2012, with Nichole Busdieker.

Refereed Conference Proceedings:

Kelley, K., J. Hyde, and A. Chamberlain. 2012. The consumer and the farmers’ market: What research shows us. 2012 Mid-Atlantic Fruit and Vegetable Convention Proceedings, pgs. 224-225.

Kelley, K. and J. Hyde. 2012. The consumer and the on-farm market: What research shows us. 2012 Mid-Atlantic Fruit and Vegetable Convention Proceedings, pgs. 226-227.

Zapata, S.D., C.E. Carpio, O. Isengildina-Massa and R.D. Lamie. "The Economic Impact of an E-Commerce Website", Poster Presentation, SACNAS (Society for the Advancement of Chicanos and Native Americans) National Conference, Seattle, WA, 10-14 October, 2012.

Zapata, Samuel. Olga Isingeldina-Massa, Dave Lamie and Carlos Carpio. Do Internet-Based Promotion Efforts Work? Evaluating MarketMaker. WERA-72 meetings. Las Vegas, NV. 13 June 2011

Woods, Timothy and Bruce Yang, “Picking up Pawpaws – An Evaluation of Consumer Willingness to Sample Unusual Regional Products”, presented paper also contributed to meeting proceedings, Food Distribution Research Society, San Juan , Puerto Rico, October, 2012.

Refereed Journal:

Curtis, K.R., R. Ward, K. Allen, and S. Slocum (forthcoming 2013). “Impacts of Community Supported Agriculture Program Participation on Consumer Food Purchases and Dietary Choice.” *Journal of Food Distribution Research*, 44(1).

Curtis, K.R., and I. Yeager. “Market and Pricing Potential for Extended Season Produce Sales.” *Journal of Food Distribution Research*, Submitted September 2012.

- Bosworth, R., D. Bailey, and K. Curtis. "Willingness to Pay for Private Labels, National Brands, and Local Designations at the Retail Level." *Journal of Agriculture and Resource Economics*, Submitted August 2012, Revise and resubmit status October 2012, resubmitted November 2012.
- Zapata, S.D., C.E. Carpio, O. Isengildina-Massa, and R.D. Lamie. "Do Internet-Based Promotion efforts Work? Evaluating MarketMaker." *Journal of Agribusiness* 29,1(2011): 159-180.
- Govindasamy, R., V. Puduri and J.E. Simon. "The US Hispanic Consumers' Perception Towards Buying Country of Origin Labeled Ethnic Produce", *The IUP Journal of Management Research*, 11 (2012).
- Ariyawardana, A., R. Govindasamy and V. S. Puduri. (2012), "Preference for ethnic specialty produce by the Hispanics in the east coast of the USA", *British Food Journal*, 114 (2012): p 944 – 953.
- Luo, H., and C.L. Huang. 2012. "Demand for Healthful and Unhealthful Foods: Do Prices Matter on Obesity?" *Journal of Agribusiness* 30, forthcoming.
- Costanigro, M., C. Bond, and J. McCluskey (2012). "Reputation Leaders and Quality Laggards: Incentive Structure in Markets with Private and Collective Reputation," *Journal of Agricultural Economics* 2(1), 245-264.
- 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. Fall 2012.
- Thilmany McFadden, D. and S. Low. 2012. "Will Local Foods Influence American Diets?" *CHOICES*, 2nd Quarter 2012.
- Chamberlain, A., K. Kelley, and J. Hyde (Accepted). Mid-Atlantic Consumer Purchasing Behavior and Knowledge of Locally Grown and Seasonal Produce. *Journal of Extension*.
- Kelley, K., R. Govindasamy, and J. Hyde (Accepted). Using On-line Bulletin Boards to Gather Preliminary Information. *Journal of Extension*.
- Rickard, B.J., A.M. Okrent, and J.M. Alston. 2013. How have agricultural policies influenced caloric consumption patterns in the United States? *Health Economics* (forthcoming).
- J. Alston, A. Okrent, and B. Rickard. 2013. Impact of agricultural policies on caloric consumption. *Trends in Endocrinology and Metabolism: A Cell Press Reviews Journal* (forthcoming).

- Rickard, B.J., T.M. Schmit, M.I. Gómez, and H. Lu. 2013. Developing brands for patented fruit varieties: Does the name matter? *Agribusiness: An International Journal* (forthcoming).
- Schmit, T.M., B.J. Rickard, and J. Taber. 2013. Consumer valuation of environmentally friendly production practices in wines considering asymmetric information and sensory effects. *Journal of Agricultural Economics* (forthcoming).
- Liaukonyte, J., B. Rickard, H. Kaiser, A. Okrent, and T. Richards. 2012. Economic and health effects of fruit and vegetable advertising: Evidence from lab experiments. *Food Policy* 37(5): 543–553.
- Rickard, Bradley J. 2012. The economics of introducing wine into grocery stores. *Contemporary Economic Policy* 30(3): 382–398.
- Li, J., M.I. Gómez, B.J. Rickard, and M. Skinner. 2013. Factors influencing adoption of integrated pest management practices in Northeast greenhouse ornamentals. *Agricultural and Resource Economics Review* (forthcoming).
- Ward, Ruby, Allen Wysocki, and Timothy Woods, “Agribusiness Extension: The Past, Present, and Future?”, *International Food and Agribusiness Review*; 14(5):125-140, 2011, also available on-line

Working Papers

- Gumirakiza, J. D., Curtis, K. ANALYSIS OF CONSUMER MOTIVATIONS FOR ATTENDING FARMERS’ MARKETS: WHO BUYS FRESH?
- Gumirakiza, J. D., Curtis, K. ASSESSMENT OF CONSUMER PREFERENCES, WTP, AND STATED DEMAND FOR DIFFERENTIATED PRODUCE.
- Gumirakiza, J. D., Curtis, K. ECONOMETRIC ASSESSMENT OF CONSUMERS’ PREFERENCES FOR VARIOUS FEATURES OF FRESH PRODUCE.
- Rickard, B.J., M. Costanigro, and T. Garg. Regulating the availability of beer, wine, and spirits in grocery stores: Beverage-specific effects on prices, consumption, and traffic fatalities. Under review at *Applied Economic Perspectives and Policy*.
- Liaukonyte, J., T. Richards, B. Rickard, and H. Kaiser. Under-Contribution to Public Goods due to Self-Interested Inequity Aversion. Revised and resubmitted to *American Journal of Agricultural Economics*.
- Rickard, B.J., J.J. McCluskey, and R.W. Patterson. 2012. Reputation Tapping. Under Review at the *American Journal of Agricultural Economics*.

- Liaukonyte, J., N.A. Streletskaia, H.M. Kaiser, and B.J. Rickard. 2012. Asymmetry in Demand Responses to Positive and Negative Product Labeling Information: Evidence from Lab Experiments. Under Review at Applied Economic Perspectives and Policy.
- Richards, T.J., B.J. Rickard, J.M. Alston, and D. Fang. 2012. Patents as Options: Path-Dependency and Optimal Valuation Strategies. Under Review at the American Journal of Agricultural and Resource Economics.
- Ho, S.-T., B.J. Rickard, and J. Liaukonyte. 2012. Welfare and nutritional effects from potential changes in U.S. trade promotion efforts. AEM Working Paper #2012-16. Under Review at Food Policy.
- Balagtas, J., B. Krissoff, L. Lei, and B. Rickard. Acreage response to fruit and vegetable planting restrictions: A difference-in-difference approach. AEM Working Paper #2012-14. Under Review at Applied Economic Perspectives and Policy.

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- Hyde, J., K. Kelley, and D. Ollendkye. 2012. Special Issue of Fruit Times on How Consumers Use Social Networks to Connect with Food Retailers: 20 August 2012.
- Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Who's posting online reviews? Fruit Times On-Line: 30 July 2012.
- Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Who's reading online reviews? Fruit Times On-Line: 23 July 2012.
- Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Traditional advertising tools. Fruit Times On-Line: 16 July 2012.
- Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Internet tools. Fruit Times On-Line: 9 July 2012.
- Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Is Facebook a good fit? Fruit Times On-Line: 2 July 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. 2012. How consumers use social networks to connect with food retailers: Online and social media tools. Fruit Times On-Line: 25 June 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Expected web presence. Fruit Times On-Line: 18 June 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Finding a retailer's social network. Fruit Times On-Line: 11 June 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Consumers' expectations of connecting with a food business via social networking. Fruit Times On-Line: 4 June 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Belonging to a food business's social network. Fruit Times On-Line: 28 May 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Blogging and tweeting. Fruit Times On-Line: 21 May 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Sharing Facebook content. Fruit Times On-Line: 14 May 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Facebook ads. Fruit Times On-Line: 7 May 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers: Facebook usage. Fruit Times On-Line: 1 May 2012.

Hyde, J., K. Kelley, and D. Ollendkye. 2012. How consumers use social networks to connect with food retailers. Fruit Times On-Line: 23 April 2012.

Kelley, K., J. Hyde, and D. Ollendkye. 2012. Investigating value-added apple product consumption and interest, Part I. Fruit Times 31(1):1-4. Fruit Times On-Line: 6 February 2012.

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Kelley, K. 2012. Do you offer mass customization? 6 July 2012.

Kelley, K. 2012. Why Mobile Payment Systems Might Work for Your Business. 21 June 2012.

Kelley, K. 2012. Why You Might Want To Consider Offering Mobile Payments. 19 June 2012.

Kelley, K. 2012. We're eating smaller, frequent meals. Do you have a snack for that? 5 June 2012.

Kelley, K. 2012. Dashboard apps for your tablet and smartphone. 27 April 2012.

Kelley, K. 2012. Social media dashboards: Useful features. 25 April 2012.

Kelley, K. 2012. Why you should consider desktop social media dashboards. 23 April 2012.

Kelley, K. 2012. The right way to respond to positive and negative reviews. 10 April 2012.

Kelley, K. 2012. Have you checked your online reputation lately? 28 March 2012.

Podcasts

Social Media and Food Retailers Podcast Series
College of Agricultural Sciences, Pennsylvania State University
<http://www.youtube.com/user/PSUFoodandFarmBiz>

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 19: Research conclusions

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 18: Who's posting online reviews?

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 17: Who's reading online reviews?

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 16. Traditional advertising tools for food retailers

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 15: Internet tools for food retailers

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 14: Is Facebook a good fit for food retailers?

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 13: Connecting with fruit and vegetable businesses

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 12: Expected web presence

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 11: Finding a retailer's social network

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 10: Consumers' expectations of a food business

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 9: Why connect with Food businesses?

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 8: Who's blogging or tweeting?

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 7: Who's sharing Facebook content?

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 6: Who's posting and following ads on Facebook?

Hyde, J., K. Kelley, and D. Ollendyke. 2012. Video 5: What consumers expect from Facebook

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Poster research reports:

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<http://www.ams.usda.gov/AMsv1.0/getfile?dDocName=STELPRDC5092120>