

ANNUAL REPORT
Regional Research Project S-1067

Project Number: S-1067

Project Title: Specialty Crops and Food Systems: Exploring Markets, Supply Chains and Policy Dimensions

Chair: Jill McCluskey, School of Economic Sciences, Washington State University, Pullman, WA 99164

Chair-Elect: R. Karina Gallardo, School of Economic Sciences, Washington State University, Pullman, WA 99164

Period Covered: December 1, 2016 through November 30, 2017

Date of this report: December 1, 2017

Annual Meeting: October 22, 2017, Hilton Waikiki Beach, Honolulu, Hawaii

Summary of Minutes from the 2017 Annual Meeting

In Attendance:

The meeting was called to order by Jill McCluskey at 9:00 a.m.

- 1) The minutes from last meeting in New Orleans, October 2016, were approved.

The annual Business Meeting of was held on October 22, 2017 in conjunction with Food Distribution Research Society's (FDRS) Annual Meeting. Various members of S-1067 are in leadership of FDRS. Kynda Curtis is Past President, Ramu Govindasamy is President, Kim Morgan is President-Elect, Clinton Neill is Secretary-Treasurer, Margarita Velandia is VP for Programs, Dawn Thilmany is VP for Research, Lurleen Walters and Elizabeth Canales are VP for Student Programs, Karina Gallardo is Co-Editor of the *Journal of Food Distribution Research*.

Members in attendance: Jill McCluskey, Kynda Curtis, Jon C Phillips, Zoe Plakias, Karina Gallardo, Ramu Govindasamy, Greg Fonsah, Lydia Zepeda, Alba Collart, Clint Neill, Cathy Durham, Tim Woods, Brad Rickard, Kathryn Boys, Dawn Thilmany, Margarita Velandia, Elizabeth Canales, and Lurleen Walters.

S-1067 advisor Robert Shulstad was also in attendance.

2) Introductions and State Reports. Each member reported on their activities

Tim Woods (University of Kentucky) reported working on three projects: (i) He is continuing work on a community-supported agriculture (CSA) project to measure the impact of the employer/vendor program. He is examining the health impacts on employees when employers enroll in a wellness program. (ii) He is developing a tool called local food vitality index. This is a community economic development tool that seeks to engage communities with the local food system (iii) He is studying how small producers move into commercial market channels, in collaboration with S-1067 members Dawn Thilmany, Margarita Velandia, and Kim Morgan.

E. Greg Fonsah (University of Georgia) reported working on research on organic crops specifically (i) soil-based rotation and (ii) high-value seasonal organic crops in the southeast. In addition he is working on (iii) studies determining the profitability of muscadine grapes produced in Georgia, (iv) pecan economic studies comparing profitability of small versus large-scale pecan growers, and including impact on export markets, and (v) conducting value chain studies in tomatoes.

Ramu Govindasamy (Rutgers University) reported he is working on (i) organic produce, with new funding from FISMA, USDA. (ii) He is working with S-1067 members Kathy Kelley and Brad Rickard on wine promotion, particularly wine produced in NJ, PA, and NY. There is a boom of wineries in NJ, most with a tourism orientation. (iii) He is participating in a grant project seeking solutions for downy mildew on vegetable crops, specifically lettuce. This project is led by MSU. (iv) He is estimating demand for leafy vegetables in Zambia and Kenya, focusing on post-harvest management and consumption. This project is funded by USAID and Ramu is collaborating with scientist from UC Davis. (v) Ramu applied with S-1067 member Kathy Kelley to a FMPP grant, but unfortunately he did not get funded, he asked if there is interest in the group to apply for a SCRI grant.

Jon Phillips (University of California, Pomona). Jon is a teaching faculty and attended the S-1067 meeting as a guest. He is looking forward attending the AAEA meetings in Washington DC 2018. He asked for any interest in submitting proposals for organized symposia. He has an interest in participating in track sessions.

Cathy Durham (Oregon State University) working on (i) wine club research with James Stern. They are conducting a survey with wine club managers. The project is centered on Oregon and Washington club wineries. S-1067 member Jill McCluskey expressed interest in collaborating with Cathy on this topic. (ii) She is working on organic wine as part of retail demand for organic foods, she has 5 years of weekly data as part of an agreements with a local retail store. Her goal is to measure elasticities between organic and conventional food

products. (iii) She is studying the results from consumer-sensory-response tests as part of food entrepreneurship, value added food products. (iv) She is collaborating with S-1067 member Jill McCluskey on investigating demand for organic beer.

Zoe Plakias (Ohio State University) reported working on (i) a direct marketing project with data from USDA. (ii) She is investigating food programs in campus, as part of the Sustainable Locally by 2025 initiative. (iii) She is investigating industry peer effects on blueberry crop adoption in California. Zoe announced opening positions in Ohio State. Announced participating in the Initiative for food and agriculture transformation.

Clint Neill (Virginia Tech) announced he joined the Department of Agricultural and Applied Economics at Virginia Tech in August 2017. He is (i) investigating how people value the impacts of the Food Safety Modernization Act, and its policy implications. (ii) He is conducting research on state labeling programs in collaboration, specifically how different labeling compete against each other, recognition of labels by consumers, and market segments. Clint reported for **Kim Morgan (Virginia Tech)**. Kim is working on the market maker project with Tim Woods. She has successfully put together a number of webinars and YouTube videos. Kim is also doing research on restaurants.

Brad Rickard (Cornell University) is working on researching vegetable and wine markets. Brad is working on (i) food waste research in collaboration. He is looking at consumers' response towards food waste mitigation strategies. (ii) Brad is participating on the SCRI Vitis Gen 2 grant led by Cornell University in collaboration with S-1067 member Karina Gallardo (WSU). (iii) He is also participating in a SCRI led by Cornell University, on developing new apple rootstock varieties. Brad is focusing on issues arising when new rootstocks developed have not been patented. He is also focusing on the best pathways to adoption of new rootstocks. On the consumer side, he is analyzing consumers' response to producers' decision to grow a patented rootstock and a patented scion plant. Brad had two announcements: (i) He will lead a symposium with the International Association of Agricultural Economics Summer Meetings in Vancouver, BC, Canada. (ii) The American Association of Wine Economics will host their annual meeting in Ithaca, NY on June 10-14, 2018. He mentioned this meeting will be a good opportunity for graduate students to present relevant research.

Margarita Velandia (University of Tennessee) is working on (i) SCRI on biodegradable mulches. She is analyzing feasibility of adoption of biodegradable mulches by vegetable producers. (ii) She applied to a NSF project seeking to expand the use of biodegradable mulches to China. (iii) In collaboration with S-1067 member Tim Woods, she is working on investigating different factors affecting prices at farmers' markets with a focus on fresh tomatoes. She is using a game theory framework. (iv) She will expand her research to include labor issues to ensure the long term sustainability of small-scale vegetable operations in the southeastern United States. She is working with a non-profit organization on this topic. (v)

She is part of a project called “Fresh Top Markets,” which it is investigating how different items are priced according to the income of the potential purchaser. She will expand this project to the southeastern United States.

Dawn Thilmany (Colorado State) reported for Marco Costanigro (Colorado State) and Alessandro Bonanno (Colorado State). Marco is working on wine geographical indicators, labelling, and information economics, analyzing favor profile of barley in different types of beer. He is looking forward hosting the “Beeronomics” conference in 2021. Alessandro Bonanno is part of a \$5 million AFRI grant on farmers markets and health outcomes. He is working with Beca Jablonsky on analyzing the economic impacts of food choice at farm school programs. Dawn Thilmany is on sabbatical. She is working with Agricultural Research Services USDA. She is continuing her work on Agri-tourism. She is research the impact of local foods, updating IMPLAN multipliers. She is part of the effort led by Beca Jablonsky on studying the profitability of direct marketing.

Katherine Boyes (North Carolina State University) is working on (i) analyzing contract structures between small farms and institutional markets under FISMA, (ii) studying the organic market ingredient, part of an AFRI project led by Ohio State, (iii) researching food waste on farm, in other words, the market potential for not cosmetic perfect products. This is part of a Southern SARE multidiscipline project. (iv) She is investigating the food and vegetable prescription project, that is, offering a basket of “healthy” products to patients.

Alba Collart (Mississippi State University) reported working (i) in a food waste project, specifically the relationship between food waste and labeling with emphasis on fruits and vegetables. (ii) She is analyzing the demand for organic sweet potatoes. (iii) She is collaborating with S-1067 members Lurleen Walters and Kim Morgan on the effects on consumer health concerns on food purchases, this project is in collaboration with CDC-Atlanta and Mississippi SNAP program.

Lydia Zepeda (U. of Wisconsin) reported working on (i) a project analyzing the importance of personnel at school lunch programs, (ii) conducting a survey eliciting perceptions of farmers and consumers on the proliferation of farmers markets. On the farmers side, she is studying how overwhelmed farmers feel about the abundance of farmers markets. On the consumers’ side, she is studying the demographics of farmers’ markets clientele. (iii) She is analyzing labor practices for organic food products, how much the mobility limitation of agricultural workers is affecting the organic food industry. (iv) She is working on the topic of food waste.

Kynda Curtis (Utah State University) reported working on (i) a project dealing with produce pricing at farmers’ markets, she plans to conduct a hedonic modeling including producers’ locations. She has collected data on 34 different food and vegetable products. (ii) She is investigating demand for organic non-GMO wheat, conducting an organic wheat user

survey. (iii) For an agri-tourism project, she developed an extension curriculum, a book, and hosting a meeting in February. (iv) She received a beginner farmer rancher grant, incubator program focusing on farm to school. She announced she will be doing a sabbatical in Barcelona, Spain and will be working on behavioral economics. She announced topics and papers to be submit to *Choices* magazine, which she edits.

Jill McCluskey (Washington State University) reported working on (i) two new cooperative agreements on advancing demand for vegetables, in cooperation with ERS-USDA Suzanne Thornsbury, (ii) a project centered on organic food access she is working with IRI dataset via NORC, (iii) a project focusing on the use of social media, (iv) food safety and issues dealing with income inequality, (v) reputation of wine markets, (vi) risk and consumer acceptance of new food technologies, (vii) commercialization of new apple varieties with S-1067 members Bradley Rickard and Karina Gallardo, (viii) working with S-1067 members Karina Gallardo on food waste and refrigerated ready to eat meals. She announced that she joined the Board on National Agricultural Resources of the National Academy of Sciences.

Karina Gallardo (Washington State University) os working on (i) a project on refrigerated and sterilized ready to eat meals, investigating consumer's acceptance of reduced food waste, cleaner labels and new technologies, collaborating with S-1067 member Jill McCluskey. (ii) She is working on the RosBREED project analyzing grower's preferences for trade-offs between fruit quality and plant disease resistance, focusing on peach and strawberry growers, collaborating with S-1067 member Vicki McCracken – WSU. (iii) She is evaluating the economic feasibility of a hand held shaking device to improve the efficiency of fresh market blueberry picking. (iv) She is part of a planning grant evaluating at a national scale research priorities for blueberry and cranberry growers. (v) She is analyzing the impacts of an increase in quarantine areas of apple maggot on the apple growers' profitability. (vi) She is investigating the effects of the 50% tariffs imposed by India on apples imported from the U.S. (vii) She is studying consumer preference for sliced pears as an alternative for increasing the shelf life of fresh pears in retail. (viii) She will initiate work on analyzing preferences for fruit quality and plant traits for wine and table grapes in collaboration with S-1067 member Bradley Rickard. She extended an invitation to submit track proposals to the Specialty Crops Economics and Latin American Section of AAEA. She extended an invitation to submit manuscripts to the *Journal of Food Distribution Research*, which she edits.

Robert Shulstad University of Georgia – Senior Advisor to the Dean - College of Agriculture and Environmental Sciences

Dr. Shulstad stated the importance to emphasize the collaborations ongoing between members of the project in different research ventures. He pointed that the annual reports should emphasize the efforts as a group and should emphasize the impact value added to stakeholders and society of the projects.

- 3) Review S-1067 2018 objectives and work plans.
 - a. Organized conference sessions
 - b. Joint grants submitted. Several were referenced in the introductions (see above).
 - c. Research/outreach activities. Many are listed in the introductions.
 - d. New members to invite.
- 4) Plan for 2018 coordinated activities.
 - a. Theme issue for journal outlet in 2018
 - b. Multi-state grants
- 5) Plan for 2018 joint presentations and potential meetings.
- 6) Continued recruitment of new members through professional affiliations
- 7) Election of incoming Chair Elect. Dr. Brad Rickard from Cornell University was nominated for incoming Chair Elect. No one else was nominated. A voice vote was taken with unanimous approval.
- 8) The meeting was adjourned at noon.