

# Alba J. Collart

Assistant Professor and Extension Economist  
Department of Agricultural Economics  
Mississippi State University

Mailing Address: Mississippi State University  
Department of Agricultural Economics  
P.O. Box 5187  
Mississippi State, MS 39762

Email: [alba.collart@msstate.edu](mailto:alba.collart@msstate.edu)  
Phone: (662) 325-0413  
Fax: (662) 325-8777  
Webpage: [agecon.msstate.edu](http://agecon.msstate.edu)

## EDUCATION

---

- Ph.D. Agricultural Economics, Texas A&M University** 2013  
Dissertation: Econometric Methods to Analyze Consumer Behavior Using Hypothetical and Non-hypothetical Approaches. Chair: Dr. Marco Palma
- M.S. Agricultural Economics, Texas A&M University** 2009  
Thesis: Analysis of Brand Recognition Associated with the Texas Superstar<sup>®</sup> and Earth-Kind<sup>®</sup> Programs in Texas. Co-chairs: Drs. David Bessler and Charles Hall
- B.S. Agribusiness Management, Pan-American Agricultural School, Zamorano, Summa cum laude** 2007  
Thesis: Credit as a Risk Management Strategy Used by Agricultural Producers in Nicaragua.  
Chair: Dr. Arie Sanders

## AREAS OF INTEREST

---

Food marketing and policy, consumer behavior, experimental and behavioral economics.

## PUBLICATIONS

---

### Refereed (13)

13. Collart, A.J., S.L. Meyers, and J.K. Ward. 2019. "Consumer Perception of Skinning Injury in Sweetpotatoes and Implications for Marketability: An Experimental Auction." *HortTechnology*.
12. Collart, A.J. and M.G. Interis. 2018. "Consumer Imperfect Information in the Market for Expired and Nearly Expired Foods and Implications for Reducing Food Waste." *Sustainability* 10(11), 3835-3851.
11. Chavez, D., M. Palma, and A.J. Collart. 2018. "Using Eye-tracking to Model Attribute Non-attendance in Choice Experiments." *Applied Economics Letters* 25(19):1355-1359.
10. Thapaliya, S., M. Interis, A.J. Collart, L. Walters, and K. Morgan. 2017. "Are Consumer Health Concerns Influencing Direct-from-Producer Purchasing Decisions?" *Journal of Agricultural and Applied Economics* 49(2):211-231.
9. Petrolia, D., A.J. Collart, and L. Yehouenou. 2016. "Consumer Preferences for Delacata Catfish: A Choice Experiment with Tasting." *Journal of Food Distribution Research* 47(3):84-100.
8. Collart, A.J. 2016. "The Food Safety Modernization Act and the Marketing of Fresh Produce." *Choices* 31(1):1-7.
7. Palma, M.A., A.J. Collart, and C. Chammoun. 2015. "Information Asymmetry in Consumer Perceptions of Quality-Differentiated Food Products." *Journal of Consumer Affairs* 49(3):596-612.
6. Ramirez, O., C. Carpio, and A.J. Collart. 2015. "Are the Federal Crop Insurance Subsidies Equitably Distributed? Evidence from a Monte Carlo Simulation Analysis." *Journal of Agricultural and Resource Economics* 40(3):457-475.

5. **Collart, A.J.**, and K. Coble. 2014. "Highlights of the Agricultural Act of 2014 for Specialty Crops." *Choices* 29(2):1-4.
4. Ramirez, O., Mullen, J., and **A.J. Collart**. 2014. "Insights into the Appropriate Level of Disaggregation for Efficient Time Series Model Forecasting." *Journal of Applied Statistics* 41(10):2298-2311.
3. **Collart, A.J.**, M.A. Palma, and C. Carpio. 2013. "Consumer Response to Point of Purchase Advertising for Local Brands." *Journal of Agricultural and Applied Economics* 45(2):1-14.
2. Palma, M.A., C. Hall, and **A.J. Collart**. 2011. "Repeat Buying Behavior for Ornamental Plants: A Consumer Profile." *Journal of Food Distribution Research* 42(2):67-77.
1. **Collart, A.J.**, M.A. Palma, and C. Hall. 2010. "Branding Awareness and Willingness-to-Pay Associated with the Texas Superstar™ and Earth-Kind™ Brands in Texas." *HortScience* 45(8):1226-1231.

#### Lightly Refereed (1)

- Collart, A.J.** 2018. Review of magazine article. "Friction Lovers: The Case for an Efficiency Tax", published by The Economist. *American Journal of Agricultural Economics* 100(2):644-645.

#### Conference Proceedings and Abstracts (4)

- Collart, A.J.**, S.L. Meyers, and J.K. Ward. 2017. "Sweetpotato Skinning Injury Influences Consumer Willingness-to-Pay." *HortScience (Supplement)* 52(9):S66.
- Velandia, M., T. Woods, E. Bendfeldt, J. Lelekacs, R. Holcomb, M. Palma, D. Lamie, R. Dunning, L. Meyer, H.L. Goodwin Jr., R. Rainey, **A.J. Collart**, and D. Fields. 2016. "Opportunities for Local Food Systems Research and Extension in the South—A Land Grant University System Initiative." *Journal of Food Distribution Research (Proceedings Issue)* 47(1):73-75.
- Lee, Y., M.A. Freeman, K.T. Coatney, **A.J. Collart**, and M.W. Schilling. 2016. "Does Experience Overcome Perception Bias for Consumers of Grass-Finished Beef?" *Journal of Food Distribution Research (Proceedings Issue)* 47(1):v.
- Collart, A.J.**, K. Hood, and J. Barnes. 2015. "Overview and Economic Impact of the Mississippi Blueberry Industry." *Journal of Food Distribution Research (Proceedings Issue)* 46(1):63-64.

#### PROFESSIONAL CONFERENCES

---

##### Paper Presentations

- Collart, A.J.** (presenter). 2019. "Consumer-driven Food and Nutrition Policy in the United States." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Birmingham, AL, Feb. 2–5.
- Gould, S. (presenter), **A.J. Collart**, and K. Coble. 2019. "Divvying Up the Pie: U.S. Adults' Preferences for United States Department of Agriculture (USDA) Spending." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Birmingham, AL, Feb. 2–5.
- Gould, S. (presenter), **A.J. Collart**, and K. Coble. 2018. "Divvying Up the Pie: U.S. Adults' Preferences for United States Department of Agriculture (USDA) Spending." Paper presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting Undergraduate Competition, Washington, DC, Aug. 4–8.
- Henson, C. (presenter), **A.J. Collart**, M. Interis, and J. Maples. 2018. "Consumer Willingness-to-Pay for Blemished Fresh Produce and Its Implications for Food Waste." Paper presented at the Mississippi State University Graduate Research Symposium, Mississippi State, MS, Feb. 17.
- Henson, C. (presenter), **A.J. Collart**, M. Interis, and J. Maples. 2018. "Consumer Willingness-to-Pay for

Blemished Fresh Produce and Its Implications for Food Waste." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Jacksonville, FL, Feb. 2.

**Collart, A.J.** (presenter) and M. Interis. 2016. "Does Information on Food Dating Influence Consumer In-Store Purchasing Behavior?" Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, San Antonio, TX, Feb. 8.

Chavez, D. (presenter), M. Palma, and **A.J. Collart**. 2016. "Keep the Ball Rolling: Attribute Inattention in Discrete Choice Experiments Using Eye Tracking Technology." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, San Antonio, TX, Feb. 8.

Thapaliya, S. (presenter), M. Interis, **A.J. Collart**, L. Walters, and K. Morgan. 2015. "Health Motivation for Purchasing Local Foods in the Southeastern United States." Paper presented at the Food Distribution Research Society (FDRS) Annual Meeting, Philadelphia, PA, Oct. 9-13.

Lee, Y. (presenter), M.A. Freeman, K.T. Coatney, M.W. Schilling, and **A.J. Collart**. 2015. "Consumers of Grass-finished Beef: Experience Versus Perception Bias." Paper presented at the Food Distribution Research Society (FDRS) Annual Meeting, Philadelphia, PA, Oct. 9-13.

Velandia, M. (presenter), T. Woods, E. Bendfeldt, J. Lelekacs, R. Holcomb, M. Palma, D. Lamie, R. Dunning, L. Meyer, H.L. Goodwin Jr., R. Rainey, **A.J. Collart**, and D. Fields. 2015. "Opportunities for Local Food Systems Research and Extension in the South - A Land Grant University System Initiative." Research update presented at the Food Distribution Research Society (FDRS) Annual Meeting, Philadelphia, PA, Oct. 9-13.

Lee, Y. (presenter), M. Freeman, K. Coatney, W. Schilling, and **A.J. Collart**. 2015. "Consumers' Willingness-to-Pay for Grass-finished Beef?" Paper presented at Korea's Association of Livestock Management Conference, Seoul, South Korea, Feb.

Thapaliya, S. (presenter), M. Interis, **A.J. Collart**, L. Walters, and K. Morgan. 2015. "Health Motivation for Purchasing Local Foods in the Southeastern United States." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Atlanta, GA, Jan. 31-Feb. 3.

Lee, Y. (presenter), M. Freeman, K. Coatney, W. Schilling, and **A.J. Collart**. 2014. "Does Experience Overcome Perception Bias for Consumers of Grass-Finished Beef?" Paper presented at the Southern Economic Association (SEA) Annual Meeting, Atlanta, GA, Nov. 22-24.

**Collart, A.J.** (presenter), and M.A. Palma. 2014. "What Motivates Individuals to Participate in Economic Experiments? A Latent Class Analysis with Unobserved Heterogeneity." Paper presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, July 27-29.

Ramirez, O. (presenter), C. Carpio, and **A.J. Collart**. 2014. "Producer Welfare Implications of the RMA's "Shrinkage" Crop Insurance Premium Estimator." Paper presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, July 27-29.

Ramirez, O. (presenter), C. Carpio, and **A.J. Collart**. 2014. "Premium Estimation Inaccuracy and the Distribution of Crop Insurance Subsidies." Paper presented at the SCC-76 Multistate Project Annual Meeting, Pensacola, FL, March 27-30.

**Collart, A.J.**, and M.A. Palma (presenter). 2013. "Modeling Unobserved Consumer Heterogeneity in Experimental Auctions: An Application to the Valuation of Food Safety." Paper presented at the Economic Science Association (ESA) Annual Meeting, Santa Cruz, CA, Oct. 24-26.

**Collart, A.J.** (presenter). 2011. "A Stochastic Analysis of Commercial Tree Production Portfolios: The Case of Crape Myrtle, Nellie R. Stephens, and Red Maple." Paper presented at the 2011 Annual World Symposium at the International Food and Agribusiness Management Association (IFAMA) Annual Meeting, Frankfurt, Germany, June 20-21.

**Collart, A.J.** (presenter), M.A. Palma, and C. Carpio. 2011. "Assessing the Economic Impact of the Texas Superstar™ and Earth-Kind™ Advertisement Campaign." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Corpus Christi, TX, Feb. 5–8.

Palma, M.A., **A.J. Collart** (presenter), and C. Hall. 2010. "Repeat Buying Behavior for Ornamental Plants: A Consumer Profile." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Orlando, FL, Feb. 6–9.

### Poster Presentations

Henson, C. (presenter), **A.J. Collart**, M. Interis, and J. Maples. 2018. "Consumer Willingness-to-Pay for Blemished Fresh Produce and Its Implications for Food Waste." Poster presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington, DC, Aug. 4–8.

Gould, S. (presenter), **A.J. Collart**, and K. Coble. 2018. "Divvying Up the Pie: Public Preferences for United States Department of Agriculture (USDA) Spending." Poster presented at the Mississippi State University Undergraduate Research Symposium, Mississippi State, MS, April 13.

Chavez, D. (presenter), M. Palma, and **A.J. Collart**. 2016. "Using Eye Tracking Measures to Improve Modeling." Poster presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, MA, July 31–Aug. 2.

Goggans, E., **A.J. Collart** (presenter), K. Hood, J. Barnes, and R. Little. 2014. "Overview and Economic Impact of the Mississippi Blueberry Industry." Poster presented at the Food Distribution Research Society (FDRS) Annual Conference, Salt Lake City, UT, Nov. 1–4.

**Collart, A.J.** (presenter), and M.A. Palma. 2013. "Maximize Your Sample: The Need to Account for Consumer Heterogeneity in Experimental Auctions." Poster presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington, DC, Aug. 4–6.

### Interuniversity Guest Seminars

**Collart, A.J.** (presenter), S.L. Meyers, and J.K. Ward. "Consumer Perception of Skinning Injury in Sweetpotatoes and Implications for Marketability: An Experimental Auction." Department of Horticulture & Landscape Architecture, Purdue University, IN, Sept. 19, 2019 (*Forthcoming*).

**Collart, A.J.** (presenter) and M. Interis. "Reducing Food Waste by Linking Food Date Labels to the Environment Works, but Perishability Matters" Department of Applied Economics and Statistics, University of Delaware, DE, Feb. 19, 2018.

**Collart, A.J.** (presenter) and M. Interis. "Does Information on Food Dating Influence Consumer Purchasing Behavior?" Department of Agricultural Economics, Oklahoma State University, Stillwater, OK, Feb. 24, 2017.

**Collart, A.J.** (presenter) and M. Interis. "Does Information on Food Dating Influence Consumer In-Store Purchasing Behavior?" Department of Agriculture and Resource Economics, University of Connecticut, Storrs, CT, Nov. 30, 2015.

### Professional Development Workshops

- University of Bologna Summer School on "Experimental Auctions: Theory and Applications in Food Marketing and Consumer Preferences Analysis". Catania, Italy, July 5-12, 2016.
- Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues. Post-conference workshop at the AAEA & WAEA Joint Annual Meeting, San Francisco, CA, July 29, 2015.

- Field Experiments: Design, Methods, and Applications. Pre-conference workshop at the 2015 Association of Environmental and Resource Economists (AERE) Annual Meeting, San Diego, CA, June 3, 2015.

### SELECTED GRANTS AND CONTRACTS AWARDED

---

- USDA-NIFA Organic Agriculture Research and Extension Initiative (OREI), Co-PI, Assessing and Addressing the Needs of a Growing United States Organic Sweetpotato Industry. Oct. 1, 2015–Aug. 31, 2017, \$49,902.
- Mississippi Department of Agriculture and Commerce, Specialty Crop Block Grant Program (SCBG), Co-PI, Enumerating Sweetpotato Marketability Based on Consumer Perception of Skinning. Oct. 1, 2015–Aug. 31, 2018, \$18,461.
- Mississippi Department of Agriculture and Commerce, Specialty Crop Block Grant Program (SCBG), PI, Consumer Demand for Frozen and Value-Added Mississippi Grown Blueberry Food Products. Oct. 1, 2014–Jun. 30, 2017, \$28,300.
- Office of Research and Economic Development (ORED) cross-college working group proposal, Mississippi State University, Co-PI, Identifying and Understanding Traits to Improve Sweetpotato Tolerance to Abiotic and Biotic Stresses, Diseases, and Disorders. Jan. 2015, \$2,000.
- Strategic Research Initiative (SRI), Mississippi Agricultural and Forestry Experiment Station (MAFES), Co-PI, Identifying New Market Opportunities for U.S. Catfish. Jan. 1, 2014–June 30, 2015, \$49,400.

### EXTENSION

---

#### Program Statement

The focus of my Extension programs at Mississippi State University is on horticultural marketing and food policy. On the marketing side, my work educates stakeholders on consumer demand for value-added agriculture in specialty crops, so they can make informed production and marketing decisions. Value-added agriculture may refer to changes in a method of production, such as organic production, physical segregation of products, such as local and regional foods, and labeling and other marketing trends. On the policy side, I have worked on detangling the implications of the 2014 Farm Bill and the Food Safety Modernization Act (FSMA) for the U.S. specialty crop industry. I disseminate previously published information and collaborate with nationally recognized programs such as Market Maker, Market Ready, and Farm-to-School, and also rely on my applied research efforts to feed my research-based educational programs, which I deliver via face-to-face meetings, telephone/email, or other online tools. Stakeholders for these Extension programs include specialty crop growers, public and private organizations working with the specialty crop industry, food business managers, and other Extension specialists/agents state and nationwide.

#### Summary of Evidence of Demand for Extension Programs

Type of presentation	Number of presentations	Estimated number of persons reached
Statewide	21	836
National and Regional	8	275
International	1	121
Total	30	1,232

**Statewide**

<b>Date</b>	<b>Place</b>	<b>Title</b>	<b>Estimated attendance</b>
1. 3/21/19	Online Webinar	"Consumer Insights and Food Policy Update." Growing Mississippi's Local Food Industry Webinar Series.	3 attending
2. 2/23/17	Pittsboro, MS	"Sweetpotato Skinning Injury Influences Consumer Willingness-to-Pay." Winter Sweetpotato Production Meeting Delivered by: Dr. Stephen Meyer	30 attending
3. 1/31/17	Hattiesburg, MS	"Consumers' Willingness-to-Pay for Selected Food Products Made with Mississippi-grown Blueberries" and Market Maker exhibition booth. Blueberry Education Workshop	95 attending
4. 10/26/16	Hattiesburg, MS	"Economic Outlook for Specialty Crops." Mississippi Farm Bureau (MSFB) Specialty Crop & Green Producer Workshop Delivered by: Robert Thompson	50 attending
5. 7/15/16	Pittsboro, MS	"Enumerating Sweetpotato Marketability Based on Consumer Perception of Skinning." Mississippi Farm Bureau (MSFB) Sweetpotato Commodity Meeting Delivered by: Dr. Stephen Meyers	40 attending
6. 3/2/16	Raymond, MS	"Cost Analysis for Greenhouse Tomatoes." Greenhouse Tomato Short Course	50 attending
7. 8/20/15	Verona, MS	"Economics of Wine Grapes." Wine Grapes and Muscadine Short Course	40 attending
8. 8/13/15	Hattiesburg, MS	"Economics of Wine Grapes." Wine Grapes and Muscadine Short Course Delivered by: Dr. Eric T. Stafne	20 attending
9. 7/24/15	Starkville, MS	"Market Maker." Cochran Fellowship Program Training	4 attending
10. 5/7/15	Jackson, MS	"Mississippi Market Maker and Farm-to- School." Market Ready Training	60 attending
11. 3/4/15	Raymond, MS	"Greenhouse Tomato Budgets." Greenhouse Tomato Short Course	50 attending
12. 2/8/15	Verona, MS	"Situation and Outlook for U.S. Specialty Crops." North Mississippi Fruit and Vegetable Growers' Association Conference	50 attending
13. 10/15/14	Grenada, MS	"Economic Situation for Specialty Crops." Agricultural Lenders Workshop	10 attending
14. 8/27/14	Raymond, MS	"Sampling as a Promotion Strategy and a Food Marketing Database for Farmers' Markets." Micro-farming Conference: Growing for Farmers' Markets	35 attending
15. 7/10/14	Jackson, MS	"Highlights of the New Farm Bill for Specialty Crops."	40 attending

		Mississippi Farm Bureau Summer Horticulture and Apiculture Meeting	
16. 5/13/14	Choctaw, MS	"Consumer Preferences for Locally-Produced Strawberries, and MSU-ES Decision Tools." Strawberry Short Course	40 attending
17. 4/30/14	Hattiesburg, MS	"Highlights of the New Farm Bill for Specialty Crops." South Mississippi Conference hosted by Mississippi Farm Bureau	50 attending
18. 4/23/14	Jackson, MS	"2014 Farm Bill Highlights Impacting Farmers' Markets." Farmers' Market Manager Workshop	60 attending
19. 3/12/14	Raymond, MS	"Highlights of the New Farm Bill for Specialty Crops." 2014 Farm Bill Education Workshops	9 attending
20. 3/5/14	Verona, MS	"Highlights of the New Farm Bill for Specialty Crops." 2014 Farm Bill Education Workshops	10 attending
21. 3/4/14	Raymond, MS	"Highlights of the New Farm Bill for Specialty Crops." Greenhouse Tomato Short Course	90 attending

### National and Regional

1. 1/20/18	Wilmington, NC	"Results of a USDA-NIFA-Organic Agriculture Research and Extension Initiative Planning Grant." National Sweetpotato Collaborators Group Annual Meeting. Delivered by: Dr. Stephen Meyers	50 attending
2. 2/3/17	Mobile, AL	"Sweetpotato Skinning Injury Influences Consumer Willingness-to-Pay." National Sweetpotato Collaborators Working Group, Southern Region American Society for Horticultural Science Delivered by: Dr. Stephen Meyers	40 attending
3. 2/8/16	San Antonio, TX	"Local Food Systems, Policy Perspectives and Grant Opportunities." Southern Agricultural Economics Association (SAEA) Annual Meeting	15 attending
4. 11/30/15	Storrs, CT	"Vision of Extension". Department of Agricultural and Resource Economics, University of Connecticut	10 attending
5. 5/20/15	Austin, TX	"Implications of the 2014 Farm Bill for Value-Added for Specialty Crops." National Value-Added Conference (NVAC) Annual Meeting	20 attending
6. 2/2/15	Atlanta, GA	"Situation and Outlook for U.S. Specialty	10 attending

Last updated: July 2019

		Crops." Southern Agricultural Economics Association (SAEA) Annual Meeting	
7. 9/22/14	Atlanta, GA	"Situation and Outlook for Specialty Crops in the U.S." Southern Outlook Conference	50 attending
8. 3/31/14	Online Webinar – National Audience	"Highlights of the 2014 Farm Bill for Specialty Crops". Webinar by the Western Center for Risk Management Education and Ag in Uncertain Times	80 attending

### International

1. 6/5/18	National University of Singapore, Singapore	"Sweet Hub: The Social Entrepreneurs of Sub-Optimal Sweet Potatoes." UNLEASH Global Innovation Lab.	121 attending
-----------	---	---	---------------

### TEACHING

#### Scheduled Teaching, Department of Agricultural Economics, Mississippi State University

- Agri-Marketing (AEC 4711): Undergraduate course on Agricultural Marketing, taught in Fall and Spring Semesters, Fall 2014–Fall 2016.
- Research / Thesis (AEC 8000), Chloe' Henson, Spring 2017, and Spring and Summer 2018.
- Directed Individual Study (AEC 7000), Carlos Moreno-Ortiz, Spring 2017.
- Directed Individual Study (AEC 4000), Ethan Goggans, Fall 2014.

#### Ph.D. Dissertations Supervised, School of Human Sciences, Mississippi State University

- Carlos Moreno-Ortiz (Minor Professor), Ph.D. in Agricultural and Extension Education. "Using the Unified Theory of Acceptance and Use of Technology to determine factors that affect the acceptance and use of social media to advertise and promote agriproducts in farmer' communities in North Mississippi." Fall 2015 - Fall 2018 (graduation).

#### M.S. Theses Supervised, Department of Agricultural Economics, Mississippi State University

- Elizabeth (Betty) Thomas (Committee co-chair with former faculty member), M.S. in Agricultural Economics. "Consumer Purchasing Response to Genetically Engineered Labeling in Vermont." Summer 2019–Present.
- Chloe' Henson (Committee co-chair), M.S. in Agricultural Economics. "Consumer Willingness-to-Pay for Blemished Fresh Produce and Its Implications for Food Waste." Fall 2016–Summer 2018 (graduation).
  - Currently a Ph.D. Student in the Department of Agricultural Economics at Purdue University.
  - Recipient of 1<sup>st</sup> place in the master's oral presentation section of Mississippi State University's 2018 Graduate Student Research Symposium.
  - Recipient of 2<sup>nd</sup> place (out of 65 graduate students) in the 2017 Mississippi State University's 3 Minute Thesis (3MT®) Competition.
- Sudha Thapaliya (Committee member), M.S. in Agricultural Economics. "Health Motivation for Purchasing Local Foods in the Southeastern United States." Spring 2014–Summer 2015 (graduation).
  - Research featured in MAFES Discovers, the magazine of the Mississippi Agricultural and Forestry



Experiment Station, Winter 2017 issue.

- Yunkyung (Julie) Lee (Committee member), M.S. in Agricultural Economics. "Does Experience Overcome Perception Bias for Consumers of Grass-Finished Beef?" Spring 2014–Summer 2014 (graduation).
  - Currently a Ph.D. Student in the Department of Agricultural Economics at the University of Nebraska-Lincoln.
  - Recipient of the 2015 Richardson-Applebaum Award for Best M.S. Thesis granted by the Food Distribution Research Society.

#### **Undergraduate Research Projects Supervised**

- Shea Gould (Co-advisor), B.S. Student in Environmental Economics and Management. "Divvying Up the Pie: Public Preferences for United States Department of Agriculture (USDA) Spending." Fall 2017–Spring 2018 (graduation).
  - Currently an M.S. Student in the Department of Agricultural Economics at Mississippi State University.
  - Recipient of the 2018 Food Distribution Research Society Award for Best Undergraduate Research Paper.
  - Recipient of 3<sup>rd</sup> place in the 2018 Agricultural and Applied Economics Association (AAEA) Undergraduate Research Paper Competition.
- Ethan Goggans (Advisor), Agribusiness major, Fall 2014. "Overview and Economic Impact of the Mississippi Blueberry Industry."

#### **International Visiting Scholars Hosted, Department of Agricultural Economics, Mississippi State University**

- Andres Hidalgo, Undergraduate Research Intern, visiting from the Department of Agribusiness Management, Zamorano University (Honduras), Spring 2016.

#### **Research Assistants Supervised, Department of Agricultural Economics, Mississippi State University**

- Robert Thompson, M.S. Student in Agricultural Economics, Graduate Research Assistant, Fall 2016.
- Patricia Hannaford, Master of Agribusiness Management Student, Graduate Student Worker, May 2016.
- Jack Ellington, Master of Agribusiness Management Student, Graduate Student Worker, Spring 2016.
- Angela Rabl, Former M.S. Student in Agricultural Economics, Graduate Research Assistant, Fall 2015.
- Daniel Chavez, Visiting Ph.D. Student (Texas A&M University), June 2015.
- Celestine Siameh, M.S. Student in Agricultural Economics, Graduate Research Assistant, Fall 2014–Fall 2015.

## **SERVICE**

---

### **National and Regional**

- Refereed article reviewer for Virginia Tech Cooperative Extension, March 2019.
- Session moderator, Southern Agricultural Economics Association (SAEA) Annual Meeting, Birmingham, AL, Feb. 2019.
- Board member and Vice-President of Education, Food Distribution Research Society (FDRS), Jan. 2015–2017.
- Grant reviewer, USDA's Agricultural Marketing Service, Specialty Crop Multi-State Program, Fall 2017.
- Session moderator, Southern Agricultural Economics Association (SAEA) Annual Meeting, Mobile, AL, Feb. 2017.
- Session moderator, Southern Agricultural Economics Association (SAEA) Annual Meeting, San Antonio, TX, Feb. 2016.

- Presentation judge, Undergraduate Student Marketing Challenge Competition at the Food Distribution Research Society (FDRS) Annual Meeting, Philadelphia, PA, Oct. 2015.
- Session organizer, "Implications of the 2014 Farm Bill", National Value-Added Conference (NVAC) Annual Meeting, Austin, TX, May 18–21, 2015.
- Session moderator, Southern Agricultural Economics Association (SAEA) Annual Meeting, Dallas, TX, Feb. 2015.
- Presentation judge, Undergraduate Student Marketing Challenge Competition at the Food Distribution Research Society (FDRS) Annual Meeting, Salt Lake City, UT, Nov. 2014.
- Session moderator, Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, July 2014.
- Presentation judge, Undergraduate Student Section Paper Competition at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, July 2014.
- Grant reviewer, Specialty Crop Advisory Committee for the Mississippi Department of Agriculture and Commerce (MDAC), Summer 2014.

#### **Department Level, Department of Agricultural Economics, Mississippi State University**

- Member, Departmental Awards Committee, Fall 2018–Spring 2021.
- Chair, Search Committee for Crop Marketing Position, Fall 2018.
- Chair, Fruit & Nut Planning Budgets Committee, Fall 2014–Present.
- Member, Departmental Seminar Committee, Fall 2015–Fall 2018. Chair, Fall 2017–Spring 2018.
- Organizer and moderator, AgEcon Women's Group Meeting, Nov. 16, 2018.
- Member, Search Committee for Health Economics Position, Fall 2017–Spring 2018.
- Member, Departmental Self-Assessment Committee, Fall 2016–Spring 2018.
- Faculty Advisor, MSU's National Agri-Marketing Association (NAMA) team, Spring 2014–Fall 2016.
  - Traveled by van with the team to the 2015 and 2016 NAMA Agri-Marketing Conferences, both held in Kansas City, MO. The team reached the semi-finals in both occasions.
  - Organized a one-day campus visit for 12 members of NAMA's Memphis Professional Chapter. Oct. 20, 2016.
- Chair, Traditional Vegetables Planning Budgets Committee, Fall 2014–Fall 2016.
- Member, Search Committee for Professor and Head Position, Spring and Summer 2016.
- Member, Search Committee for Livestock Marketing Position, Spring 2016.
- Member, Search Committee for Agricultural Marketing Position, Fall 2014–Fall 2015.

#### **University Level, Mississippi State University**

- Refereed article reviewer, MSU Extension Service publications.
- Panel moderator, "Blockchain Technology & Supply Chains of the Future", Nov. 27, 2018.
- Discussant, MSU President Mark Keenum's PowerTalk, March 21, 2017.
- Faculty chaperone, Maroon Volunteer Center's 2015 Alternative Fall Break, March 8-10, 2015.
- Member, Curriculum Development Committee for the Iraqi Young Leaders Exchange Program (IYLEP) by the Office of Student Leadership and Community Engagement, Mississippi State University, July 2014.

#### **Editing**

Served as refereed journal article reviewer for:

- *Journal of Agricultural and Resource Economics*

- *Applied Economic Perspectives and Policy*
- *Journal of Food Distribution Research*
- *International Food and Agribusiness Management Review*
- *Choices*

## PAST EMPLOYMENT

---

<b>Inter-American Development Bank</b> Short-term Researcher. Contributed to Discussion Paper No. IDB-DP-329 “Agriculture and Future Climate in Latin America and the Caribbean: Systematic Impacts and Potential Responses”.	Nov. 2013–Jan. 2014
<b>Department of Agricultural Economics, Texas A&amp;M University</b> , College Station, TX Graduate Research Assistant	Jan. 2008–Dec. 2013
<b>Department of Agribusiness, Zamorano University</b> , Honduras Teaching Assistant	April–Aug. 2007
<b>Development Economics Group, Wageningen University</b> , The Netherlands Research Intern	Jan.–April 2007
<b>e-Learning Center, Zamorano University</b> , Honduras Instructional Designer	April–Aug. 2006

## PROFESSIONAL MEMBERSHIPS

---

- Food Distribution Research Society (FDRS), 2014–Present.
- National Agri-Marketing Association (NAMA), 2014–Present.
- NIMSS Project S-1067 (formerly S-1050): Specialty Crops and Food Systems: Exploring Markets, Supply Chains, and Policy Dimensions, Member, Aug. 2014–Present.
- NIMSS Project S-1065 (formerly S-1051): Sustainable Practices, Economic Contributions, Consumer Behavior, and Labor Management in the U.S. Horticulture Industry, Member, 2014.
- Mississippi Agricultural Economics Association (MAEA), Member, 2014–Present.
- Agricultural and Applied Economics Association (AAEA), Member, 2013–Present.
- Southern Agricultural Economics Association (SAEA), Member, 2008–Present.
- Gamma Sigma Delta, Member, 2007–Present.

## AWARDS AND HONORS

---

### Received while at Mississippi State University

- Emerging Scholar Award, presented by the Southern Agricultural Economics Association (SAEA), Feb. 5, 2019. (Regionally competitive, 1 of 3 winners).
- Selected as a Global Talent with expertise on food waste to collaborate on solutions to meet the United Nations Sustainable Development Goals (SDGs) at the UNLEASH Innovation Lab, National University of Singapore, Singapore, May 28–June 7, 2018. (Internationally competitive, with travel award).
- Patrick J. Byrne Award for Emerging Leadership, presented by the Food Distribution Research Society, Oct. 2017. (Nationally competitive).

**Received while at Texas A&M University**

- Finalist in the Agricultural and Applied Economics Association (AAEA) Graduate Student Extension Competition, Aug. 2013.
- Graduate Student Association Travel Grant, May 2013.
- President of Zamorano Alumni Association at Texas A&M University, 2011–2012.
- Department of Agricultural Economics Travel Grant, June 2011.
- Office of Graduate Studies (OGS) Research and Presentation Grant, April 2011.
- 1st Place Graduate Poster in Marketing, Management and Finance at the Student Research Week, 2011.

**Received while at Zamorano University**

- 1st place of the graduating class, Dec. 2007.
- Gamma Sigma Delta, Honor Society of Agriculture, Inducted Nov. 12, 2007.
- USDA Scholarship through the Food for Progress (FFP) Program, Jan. 2006.
- Honduran Department of Agriculture (SAG) Scholarship, Jan. 2004.

**LANGUAGES AND COMPUTER SOFTWARE**

---

- English and Spanish.
- Proficient in Stata, NLOGIT, and Ngene. Knowledge of SAS, SPSS, and SIMETAR.