

Curriculum Vitae

Timothy A. Woods
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Department of Agricultural Economics
University of Kentucky
Lexington, Kentucky 40546

RECENT APPOINTMENT HISTORY

Visiting Scholar, CESAER/INRA, AgroSup Dijon, Dijon, France, February 2016 to date
Extension Professor, Department of Agricultural Economics, University of Kentucky, July 2007 to date.
Associate Extension Professor, Dept of Agricultural Economics, Univ. of Kentucky, July 2001 to July 2007.
Visiting Professor, East European University of Economics and Management, Cherkassy, Ukraine, August, 2004-July 2005
Staff Economist, Kentucky Governor's Office of Agricultural Policy, September 2000 to October 2001.
Asst Extension Professor, Dept. of Agricultural Economics, Univ. of Kentucky, August 1995 to July 2001.
Research and Teaching Assistant, Dept. of Agricultural Economics, Michigan State University, 1990-1995.
Research Associate, Department of Agricultural and Resource Economics, University of Maine, 1988-1990.

EDUCATION

Michigan State University, PhD Agricultural Economics, 1996
Texas A&M University, M.S. Agricultural Economics, 1988
Purdue University, B.S. Agricultural Economics, 1985

PROGRAM HIGHLIGHTS

My current appointment involves 80% Extension and 20% Resident Instruction. The Extension program emphasis area is agribusiness management and marketing with special emphasis on horticulture, food business development, consumer and direct markets, and farm entrepreneurship.

Extension and teaching efforts have been supported with applied research activities and collaborations that are intended to enhance effectiveness in outreach and resident instruction. Grant monies have been secured and invested over the last 19 years that have facilitated special in-service training opportunities, employment of undergraduate and graduate students, and participation in special workshops. This includes serving as PI or co-PI for **12 active competitive grants during the past two years**. It has been my primary objective to provide leadership through the College of Agriculture in developing marketing and development programs for an agricultural economy in Kentucky that has been in transition from a commodity marketing world to more specialized markets. To that end, active leadership and participation in regional extension and research committees, international projects and collaborations, and professional associations have been pursued with a view toward bringing innovative marketing programs and opportunities to Kentucky.

- Local foods marketing has been a major thrust for my extension programming. I developed **MarketReady**, a producer training program designed to educate producers on best business practices associated with selling to grocery, restaurant, wholesale, and other institutional markets. Nearly 500 producers have completed the rigorous 1-day program in Kentucky. The program is delivered in partnership with the KY Dept of Ag, KCARD, FSIC, and buyers. MarketReady was recognized at the 2012 National Value Added Conference with the Farm Credit Innovation Award and by the USDA Southern Risk Management Education Center as a Featured Program. The program has been adapted for delivery to IL, IA, OH, IN, WV, SC, NC, TX, AR, TN, and AL. MarketReady was introduced by the SRMEC as one of their featured programs – one of two projects awarded \$10,000 to do on-going economic impact analysis. The program was adapted with the Ohio Dept of Ag and Ohio Grape and Wine Council to create a MarketReady for Wineries in 2012 and 2013. Other extensions are being pursued, and the program continues to attract funding to expand from a variety of sources.
- The **UK Food Systems Innovation Center** was created in 2009. I was one of the four PI's establishing the Center. The FSIC has become one of the core service centers for food entrepreneurs in Kentucky. The Center was awarded an initial grant from the KY Ag Development Board and has grown considerably. It houses a wide range of educational programming (including MarketReady) and technical service support.

The FSIC has opened to door to many new client and grant opportunities, including partnerships for marketing assistance on USDA Value-Added Producer Grants, Capacity Building Grants (KSU Sorghum and Pawpaw Products Project), KY Association of Food Banks, and the creation of a substantial database on local food consumer demand trends. A Food Entrepreneurs for Economic Development conference has been organized in collaboration with the St. Louis Federal Reserve Bank for 2014 that brings together lenders, insurance firms, and business development agencies to share ideas to better support Kentucky food businesses.

- My work with specialty crops and local foods over the past few years has expanded significantly. We have been able to develop model local foods programs with various agency partners serving farm markets, CSAs, auctions, food consumer cooperatives, direct-to-retail (restaurant/grocery) and farm-to-school. Much of this initial work has been possible through the generous support of the **KY Horticulture Council** and the **Center for Crop Diversification**. Survey work on CSA business practices, farm market prices, winery marketing, and demand for various local food products has received national attention. The Center for Crop Diversification has become a true regional platform for delivering Extension specialty crops programs with the **creation of the SERA-45 project, "Crop diversification opportunities to enhance the viability of small farms"** approved by both Southern Experiment Station and Extension Directors.
- The USDA Ag Marketing Service awarded a highly selective **cooperative agreement to conduct national studies on multi-farm CSAs**. Case studies of innovative CSAs were followed by a national survey to document trends with this rapidly changing and important business model associated with the local food movement. Results of this work have been presented to national agency and grower audiences.
- The CSA work with AMS opened an opportunity to pursue a project in Kentucky to explore the **health behavior impacts of CSAs** on individuals at-risk for selected health concerns combined with a voucher program. Funding for this project was just announced. This project collaborates with four CSAs, two hospitals, and partners in the SE Kentucky Promise Zone to implement this effort over the next two years.
- I have been appointed by the USDA SRMEC to lead a team charged with **identifying local foods research and extension priorities for the Southern U.S.**. This team has published a series of position papers highlighting these priorities, emphasizing opportunities for regional collaborations among Land Grants on a variety of local food systems topics.
- I have continued to be active in national committees, including what I consider to be two very influential regional research committees – WERA-72 **Research on Agribusiness Competitiveness** and S-1050 **Fruit and Vegetable Supply-Chain Management, Innovations, and Competitiveness**. I have represented the University of Kentucky to both of these committees and actively collaborate with research and extension colleagues within these committees. WERA-72 hosted a joint program with S-1050 in 2014, with S-1050 presenting a series of papers that will be published in the Journal of Food Distribution Research in 2015.
- Finally, I have agreed to serve as the **president for the Food Distribution Research Society**. I have been active with this group for many years, including bringing teams to case competitions, publishing, and leaning on food industry leaders that have been mentors to me throughout my career. FDRS is a well-recognized academic and industry society that has collaborated on food supply chain issues since being founded in 1967. I am honored to have the opportunity to serve FDRS in this new capacity.

Resident Instruction

My primary instructional duties involve teaching the capstone **Agribusiness Management course – AEC 422**. This is a core course for our undergraduate students, integrating their marketing, management, finance, and economics training into an applied management setting. The vast majority of our undergraduates take the agribusiness option, including minoring in business. I also teach **AEC 317, Marketing Horticultural Products**, a 1-credit module.

- **Rural Development and International Food Business (AEC 300-007, AEC 396-720, ISP 599)** is a newly designed international experiential learning course offered in collaboration with the UK Study Abroad program. This course involved developing a 1 credit branding and marketing systems orientation program followed by a two week study program of food businesses and markets in France and Switzerland.
- I am the faculty advisor for the **Agribusiness Club**. The club is active hosting speakers and conducting in-state and out-of-state agribusiness tours during the year. I work with the officer team to connect with alumni and speakers, raise funds, schedule trips, and recruit new membership. The Club has enjoyed strong support

with our growing enrollment in the department.

- I also have taken teams to participate in the national Food Distribution Society Case Study competition. The teams competed most recently in Philadelphia, PA. Other recent sites included Salt Lake City in 2014, following competitions in Chicago and San Juan, Puerto Rico. The UK team won the national competition in 2008 and 2014 we have been striving to regain the top position ever since.
- These past two years have included significant activity also with our **graduate program**. I was the lead advisor for Sara Williamson (MS-Spring 2014), committee member for Thong Meas (MS-Summer, 2014), and continue to work with Yves Ilunga (MS), Ali Asgari (MS), Sheila Li (PhD) and Samane Zarebanadkoki (PhD). Sara moved on to highly competitive PhD program at NYU and is now on faculty at St. Joseph's University. The local foods survey work has created rich data for students to utilize in their thesis work. Sara, particularly, has been a great model for linking an Extension Associate that helps primarily with the development and delivery of extension programs with the research side of our graduate program. Thong has published from this data in the top journal in our field, as well as won an award for the outstanding paper for the Kentucky Economics Association.
- The **Kentucky Center for Ag and Rural Development** has sponsored a **lucrative undergraduate internship** in the department for the past two years as part of our UK-KCARD partnership. The intern works directly with me and the KCARD staff on a variety of joint projects. This has provided a great learning opportunity for students interested in business development, coops and extension. I am in the process of recruiting the fourth intern. Kevin Heidemann, the first KCARD intern, now works for them full time after working for me as an Extension Associate for the MarketReady program.

INTERNATIONAL WORK

My agribusiness and horticulture industry development work has received international recognition. Many of the market development and agribusiness development needs are evident in other countries. There have been many opportunities to extend many of the programs developed in Kentucky to situations all over the world. These programs have helped develop new partnerships with the University of Kentucky and international universities, development agencies, and international scientists.

Most recently, I have been involved with programs for both Extension and Education in **France, Germany, and Switzerland**. I participated with Extension colleagues from Clemson University on a sustainable agriculture and rural development study tour in Summer 2013. This tour and contacts set the stage for the creation of the new Education Abroad course on Rural Development and International Food Business that included site visits in Spring and Summer 2014.

I have started a **sabbatical at CESAER (Centre d'Economie et Sociologie appliquees a l' Agriculture et aux Espaces Ruraux) with AgroSup Dijon** to explore joint agribusiness programs, food business extension linkage strategies, and applied joint research projects.

RECENT GRANTS AND CONTRACTS FUNDED

Various projects on cooperatives, marketing, industry development, small farm entrepreneurship, horticulture and aquaculture marketing, marketing infrastructure, and food safety have been funded at substantial levels during the work at the University of Kentucky. Over \$1.6 million in funding has been provided to these projects during the recent period for which I was either a principal or co-principal investigator.

GRANTS AND CONTRACTS FUNDED

- Gleason, Mark, Ajay Nair, Donald Lewis, Mark Hanna, Kurt Rosentrater, Laura Jesse, Hayley Nelson, Mark Williams, Ric Bessin, **Timothy Woods** (Co-PI), "*Reinventing sustainable protection systems for cucurbit production*", USDA-NIFA Organic Transitions Program, 2015-2017, **\$499,974**
- **Woods, Timothy (PI)**, James Allen, Marissa Aull, Alison Davis, "*Going to the Farm-acy: The Effect of CSA-Backed Produce Prescriptions on Eating Behaviors and Health Outcomes in Rural Kentucky*", USDA Farm Market Promotion Program, 2014-2016, **\$98, 272**

- **Woods, Timothy (PI)**, “*MarketReady Training for Specialty Crop Growers*”, USDA Specialty Crop Block Grant, 2014-2016, **\$32,811**
- **Woods, Timothy (PI)**, Alison Davis, and Erica Flores, “*Rural Development and International Food Business*”, University of Kentucky International Center Grant for Education Abroad program development, 2013-14, **\$2,000**
- Heidemann, Kevin (PI) and **Timothy Woods** (Co-PI), “*Economic Analysis of Commercial Aquaponic Production Systems*”, USDA Southern SARE Graduate Student Research Grant, 2013-14, **\$10,000**.
- **Timothy Woods** (Co-PI) and Bob Houtz, “*Center for Crop Diversification*”, KY Ag Development Board, 2013-14, **\$113,347**
- Ingram, Dewayne (PI) and **Timothy Woods** (Co-PI), “*Kentucky Horticulture Council Grant Number 6*”, Kentucky Horticulture Council and KY Ag Development Board, 2013-14, \$1,165,000 with **\$120,000** apportioned to Woods for market research and education.
- **Woods, Timothy (PI)**, “*National Study of Community Supported Agriculture (CSA) Operations: Emerging Marketing and Business Strategies and Implications for Business Resilience and Profitability*”, USDA-AMS, 2012-2014, **\$49, 836**
- **Woods, Timothy (PI)**, “*Evaluating the Impact of MarketReady*”, USDA-RMA Southern Risk Management Education Center, 2012-2014, **\$10,042**
- Batte, Marv, **Timothy Woods** (Co-PI) and Wuyang Hu, “*Blueberry Product Development for Local Markets*”, USDA Federal-State Market Improvement Program, 2012-2014, **\$69,230**
- **Woods, Timothy (PI)** and Jack Schieffer, “*Grape and Winery Contracting and Supply Chain Management*”, Southern Risk Management Education Center – USDA-RMA, 2012-2013, **\$44,132**
- **Woods, Timothy (PI)**, “*Meat Hook Butcher Shop*”, subcontract with Woodland Farms, USDA-AMS Value Added Producer Grant, 2012-2013, **\$39,679**
- Coolong, Tim, Shawn Wright, **Timothy Woods** (Co-PI), Kenneth Seebold, and Ricky Yeargan, “*The Vegetable Academy: A Short Course to Advance Vegetable Production in Kentucky*”, KY Specialty Crop Block Grant with KY Dept of Ag, 2012-2014, **\$24,469**

RECENT PUBLICATIONS

Journal Articles

- Vassalos, Michael, Wuyang Hu, **Timothy Woods**, Jack Schieffer and Carl Dillon, “*Risk Preferences, Transaction Costs and Choice of Marketing Contracts: Evidence from a Choice Experiment with Fresh Vegetable Producers*”, *Agribusiness*, 2015. <http://onlinelibrary.wiley.com/doi/10.1002/agr.21450/full>
- Woods, Timothy** and Debra Tropp, “*CSAs and the Battle for the Local Food Dollar*”, *Journal of Food Distribution Research* 46(2):17-29, 2015. <https://www.fdrsinc.org/wp-content/uploads/2015/10/2-113-Tim-Woods.pdf>
- Woods, Timothy A.**, Xueting Deng, Lia Nogueira, and Bruce Yang, “*Local Wine Expenditure Determinants in the Northern Appalachian States*”, *Journal of Food Distribution Research* 46(2):30-50, 2015. <https://www.fdrsinc.org/wp-content/uploads/2015/10/3-108-Tim-Woods.pdf>
- Ingram, Dewayne L., **Timothy A. Woods**, Wuyang Hu, and Susmitha S. Nambuthiri, “*Willingness-to-pay Comparisons for Flats of Groundcover Plants in Plantable Containers: Consumers versus Commercial Buyers in Kentucky*”, *HortScience* 50(3):408-411, 2015. <http://hortsci.ashspublications.org/content/50/3/408.full.pdf?ijkey=1dnMXc3y7VE7Ydu&keytype=ref>
- Maes, Thong, Wuyang Hu, **Timothy Woods**, Marv Batte, and Stan Ernst, “*Substitutes or Complements? Consumer Preference for Local and Organic Food Attributes*”, *American Journal of Agricultural Economics*, doi:10.1093/ajae/aau108, 2014.

Woods, Timothy A., “*Innovation in Agri-Food Clusters: Theory and Case Studies: Book Review*”, American Journal of Agricultural Economics, doi: 10.1093/ajae/aat082, 2014.

Woods, Timothy, Margarita Velandia, Rodney Holcomb, Rebecca Dunning, and Eric Bendfeldt, “*Local Food Systems Markets and Supply Chains*”, Choices, 28(4), 2013, available on line at: <http://www.choicesmagazine.org/choices-magazine/theme-articles/developing-local-food-systems-in-the-south/local-food-systems-markets-and-supply-chains>

Palma, Marco A., Kim Morgan, **Tim Woods**, and Sean McCoy, “*Response of Land Grant Universities to the Increase in Consumer Demand for Local Foods in the South*”, Choices, 28(4), 2013, available on line at: <http://www.choicesmagazine.org/choices-magazine/theme-articles/developing-local-food-systems-in-the-south/response-of-land-grant-universities-to-the-increase-in-consumer-demand-for-local-foods-in-the-south>

Woods, Timothy, Lia Noguiera, and Shang-Ho Yang, “*Linking Wine Consumers to the Consumption of Local Wines and Winery Visits in the Northern Appalachian States*”, International Food and Agribusiness Management Review 16(4):181-204, 2013.

Thilmany, Dawn, David Conner, Kynda Curtis, Kathleen Liang, Kranti Mulik, Jeffrey O’Hara, Martha Sullins, and **Tim Woods**, “*Researching Market and Supply Chain Opportunities for Local Foods Systems: Setting Priorities and Identifying Linkages*”, Journal of Agriculture, Food Systems, and Community Development, 3(4):131-137, <http://dx.doi.org/10.5304/jafscd.2013.034.018>, 2013.

Hu, W., P. Qing, M. Batte, **T. Woods** and S. Ernst, “*What is Local and for What Foods Does it Matter?*” Agricultural Economics 59(10): 454-466, 2013

Other Refereed and Numbered Publications

Rossi, Jairus, Heather Hyden, **Timothy Woods**, Alison Davis, Lilian Brislen, and James Allen IV, “*Fayette County Local Food Demand Assessment*,” Staff Paper No. 493, Department of Agricultural Economics, University of Kentucky, December 2015. http://cedik.ca.uky.edu/files/final_fayette_co_lfd_exec_summary.pdf; http://cedik.ca.uky.edu/files/full_report_-_fayette_co_local_food_demand.pdf

Lamie, David, Matt Ernst, **Tim Woods**, Gary Bullen, and Blake Lansford, “*Choosing Wholesale Markets for Local Food Products*”, eXtension series on wholesaling, September, 2015. <http://articles.extension.org/pages/71021/choosing-wholesale-markets-for-local-food-products>

Brislen, Lilian, **Timothy Woods**, Lee Meyer, and Nathan Routt, “*Grasshoppers Distribution: Lessons Learned and Lasting Legacy*”, University of Kentucky Experiment Station Special Report Series, SR-108, 26 p. <http://www2.ca.uky.edu/agc/pubs/SR/SR108/SR108.pdf>, January, 2015.

Miranda Combs, Matt Ernst, and **Tim Woods**, “*Center for Crop Diversification Feedback Survey*”, AEC Extension Publication AEC-2014-16, <http://www.uky.edu/Ag/NewCrops/CCDSurvey.pdf>, September, 2014.

Woods, Tim, “*Horticulture*”, in The Kentucky Agricultural Outlook for 2014, ed. W. Snell, K. Heidemann, and S. Isaacs, AEC Extension Publication AEC-2013-21, December 2013.

Woods, Tim, Miranda Hileman and Bruce (Shang-Ho) Yang, “*Impact of the Farms to Food Banks Produce Sourcing Project*”, AEC Extension Publication AEC-2013-04, March, 2013.

Woods, Tim, Shang-Ho Yang, Angela Anandappa, Dwight Wolfe, and John Strang, “*Consumer Evaluation of Thornless Erect and Thorny Blackberry Varieties Based on Flavor, Color, Texture, and Overall Taste*”, 2012 Fruit and Vegetable Crops Research Report, PR-656, p.23., December, 2012.

Woods, Tim, “*Horticulture*”, in The Kentucky Agricultural Economic Outlook for 2013, ed K. Heidemann and M. Hileman, University of Kentucky College of Agriculture AEC-99,

Recent Symposia, Presented Papers, Posters, and Published Proceedings

- Ilunga, Yves, **Timothy Woods**, Marvin Batte, and Samane Zarebanadkoki, “*Home Cooking and Willingness to Pay: Local Blueberry Pancake, Muffin, and Banana Bread Mixes in a Take-and-Bake Experiment*”, Selected Paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, San Antonio, TX, February 6-9, 2016.
- Ali Asgari, **Timothy A. Woods**, and Sayed H. Saghaian, “*Prices of Domestic and Imported Riesling Wine in the U.S. Market: A Hedonic Price Approach*”, Selected Paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, San Antonio, TX, February 6-9, 2016.
- Zare, Samane and **Timothy Woods**, “*The Merchandising Reach of the Kentucky Proud Brand – Awareness and Purchase Linkages*”, selected paper presented at the Food Distribution Research Society meeting, Philadelphia, PA, October, 2015.
- Yang, Shang-Ho, Diogo Souza Montiero, Mei-Yen Chan, and **Timothy Woods**, “*Preference for Meat Labeling in Taiwanese Wet Markets: What do Consumers Want?*”, selected paper presented at the Food Distribution Research Society meeting, Philadelphia, PA, October, 2015.
- Velandia, Margarita, **Tim Woods**, Eric Bendfelt, Joanna Lelekacs, Rodney Holcomb, Marco Palma, David Lamie, Rebecca Dunning, Lee Meyer, HL Goodwin, Ron Rainey, Alba Collart, and Deacue Fields, “*Opportunities for Local Food Systems Research and Extension on the South – A Land Grant University System Initiative*”, selected paper presented at the Food Distribution Research Society meeting, Philadelphia, PA, October, 2015.
- Curtis, Kynda, Whitney McCarthy, Ruby Ward, **Timothy Woods**, and Lydia Zepeda, “*Emerging Trends in Local Food Marketing: Future Research and Outreach Perspectives*”, Symposia for Agricultural and Applied Economics Association meeting, San Francisco, CA, July, 2015.
- Woods, Timothy**, and Debra Tropp, “*Adapting Community Supported Agriculture to Modern Markets – Where is it Working*”, Selected poster for Agricultural and Applied Economics Association meeting, San Francisco, CA, <http://purl.umn.edu/205885>, July, 2015.
- Woods, Timothy**, Jairus Rossi, James Allen, and Graham Soley, “*Comparative Wellness Metrics – CSA Shareholders versus Everybody Else*”, Selected paper presented at the WERA-72 Regional Research for Agribusiness annual meeting, Las Vegas, NV, June, 2015.
- Zare, Samane, **Timothy Woods**, Wuyang Hu, and Marv Batte, “*What are Students’ Preferences for Local Blueberry Foods in School Meals?*”, Selected poster presented at Southern Sustainable Agriculture Working Group Conference, Mobile, AL, www.uky.edu/ag/agecon/pubs/erssawg-poster33.pdf, January, 2015.
- Soley, Graham, **Tim Woods**, Shang-Ho Yang and Wuyang Hu, “*Looking at Meat Label Purchases with a Consumer Behavior Motivation Index*”, selected paper for presentation at the Food Distribution Research Society Meeting, Salt Lake City, UT, November, 2014.
- Yang, Shang-Ho and **Timothy Woods**, “*The Divergence of Defining Local Food – Consumer Co-op versus Conventional Grocery Shoppers*”, Selected paper prepared for the Agricultural and Applied Economics Association meeting, Minneapolis, MN, July, 2014.
- Woods, Timothy**, “*The Evolution of the CSA Business Model*”, Selected paper presented at the WERA-72 Regional Research for Agribusiness annual meeting, Santa Clara, CA, July, 2014.
- Deng, Xueting, Lia Noguiera, Shang-Ho Yang, and **Timothy Woods**, “*Local Wine Expenditure Determinants in the Northern Appalachian States*”, Selected paper presented at the WERA-72 Regional Research for Agribusiness annual meeting, Santa Clara, CA, July 2014.

Deng, Xueting, and **Timothy Woods**, “*What Drives Local Wine Expenditure in Kentucky, Ohio, Tennessee and Pennsylvania? A Consumer Behavior and Wine Market Segmentation Analysis*”, Selected Paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, Dallas, TX, February 1-4, 2014.

Yang, Shang-Ho and **Timothy Woods**, “*Farm Market Patron Responses to Food Sampling – Does it Really Make a Difference?*”, Selected Paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, Dallas, TX, February 1-4, 2014.

Deng, Xueting, and **Timothy Woods**, “*Do Consumers Choose “Local” When It Comes to Wine Trial and Winery Visits? A Consumer Decision Choice Analysis*”, Selected paper presented at the Kentucky Economics Association annual meeting, Frankfort, KY, October, 2013.

Woods, Timothy and Shang Ho Yang, “*Finding Local Products in the Grocery Store – Food Consumer Co-op Shoppers Contrasted*”, selected paper presented at the Food Distribution Research Society meeting, Chicago, IL, October, 2013.

Woods, Timothy A. and Matt Ernst, “*Emerging Marketing and Business Strategies*”, USDA Ag Marketing Service Research Symposium on Local Food Marketing Systems, Washington DC, August 2013.

Woods, Timothy A., “*On-Line Direct Marketing Curriculum*”, Symposium on Social Media and the Impacts on Local Food Systems Marketing presented at the Agricultural and Applied Economics Association meetings, Washington, DC, August 2013.

Meas, Thong, Hu, Wuyang, Marvin Batte, **Timothy A. Woods**, and Stanley C. Ernst, “*Local is the New Organic: Do Consumers Agree?*”, selected paper presented at the Agricultural and Applied Economics Association meetings, Washington, DC, August 2013. <http://purl.umn.edu/151265>

Noguiera, Lia, **Timothy Woods** and Shang-Ho Yang, “*Linking Wine Consumers to the Consumption of Local Wines and Winery Visits in the Northern Appalachian States*”, selected paper presented at the Agricultural and Applied Economics Association meetings, Washington, DC, August 2013.

Woods, Timothy and Shang-Ho Yang, “*Assessing Consumer Willingness to Pay for Ground Bison Given Nutrition Information*”, Selected paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, Orlando, FL, February 2-5, 2013. <http://purl.umn.edu/143079>

Woods, Timothy and Shang-Ho Yang, “*Farm Market Patron Behavioral Response to Sampling*”, Selected Paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, Orlando, FL, February 2-5, 2013. <http://purl.umn.edu/146711>

Vassalos, Michael, Carl Dillon, Jack Schieffer, Wuyang Hu and **Timothy Woods**, “*Fresh Vegetable Growers’ Risk Perception, Risk Preference and Choice of Marketing Contracts: A Choice Experiment*”, Selected Paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, Orlando, FL, February 2-5, 2013. <http://purl.umn.edu/142506>

Woods, Timothy and Bruce Yang, “*Picking up Pawpaws – An Evaluation of Consumer Willingness to Sample Unusual Regional Products*”, presented paper for Food Distribution Research Society, San Juan , Puerto Rico, October, 2012, also in meeting proceedings for the Journal of Food Distribution Research published March 2013.

Electronic Media

1. **Web-based marketing, farm market & auction prices, and enterprise budget materials have been maintained for the Center for Crop Diversification (Formerly New Crop Opportunity Center):**
<http://www.uky.edu/CCD>

This newly refurbished site contains numerous budgets, fact sheets, survey summaries, and price reports from produce auctions and farm markets around Kentucky. This site is widely accessed by producers and Extension specialists in Kentucky and surrounding states. The publications are updated regularly and the site is maintained in collaboration with the Center.

The site contains diverse resources contributed from many faculty, but the marketing and economics material has attracted the greatest on-line use based on the Google analytics – particularly the auction and farm market reports which are at the top.

A detailed reach and impact study for the Center was just completed, summarized at <http://www.uky.edu/CCD/CCDSurvey.pdf>

Site use metrics since 2008:

199,832 unique page views
346,756 total page views
51,184 unique visitors
104,633 sessions

This site includes extensive marketing and production information for new horticultural and grain enterprises. Horticulturalists and editors typically provide some input into each publication.

Recent Marketing profiles (each authored by Matt Ernst and Timothy Woods – 22 in total- all years)

- Pick-Your-Own (U-Pick) Marketing (2014)
- Marketing Organic Produce (2014)
- Grower Cooperative (Co-ops) (revised 2014)
- Marketing at Roadside Stands (revised 2014)
- Marketing Asian Produce (revised 2014)
- Social Media/Mobile Technology Tools for Ag Businesses (2014)
- Marketing via the Internet (2014)
- Community Supported Agriculture (CSA) (revised 2013)
- Regional Food Hubs (2013)
- Kentucky Restaurant Rewards Program (revised 2013)

Recent Webinars

- Best Practices for Sampling at Kentucky Farmers Markets (2014)
- Grape Contracting (2014)
- Winery Contracting (2014)

Recent Crop Profile Fact Sheets (each authored by Matt Ernst and Timothy Woods) – 2 page quick market facts, regional and national trends on selected horticultural products sold in Kentucky. A total of 178 crop profiles reports have been developed for various enterprises, including fruits, nuts, vegetables, sod, nursery, greenhouse, ornamental, organic crops, herbs, agroforestry, and specialty grains. These have been updated regularly with no report older than 2009. A total of **79 reports were either newly authored or updated in 2013 or 2014.**

Price Reports – Kentucky **farmers' market reports** and **produce auction reports** have been maintained and archived on the site with collaboration from market managers and auction managers. Additional price reports on prices paid for wine grapes by wineries are also published on this site. This reporting has been expanded through partnerships with USDA-AMS and in collaboration with the University of Tennessee and the University of Illinois Extension programs.

Enterprise Budgets (each authored by Matt Ernst and Timothy Woods) – Extensive enterprise budgets for many horticultural crops have been developed and regularly updated to reflect current input costs and market prices.

- 2. Web-based resources have been developed for MarketReady – both for prospective participants, alumni, and trainers:**

www.uky.edu/fsic/marketready

The site contains the MarketReady Blog and video links to buyers that have helped develop the program.

Training materials on best practices selling to restaurants, grocery, and wholesale are all provided with password access.

Food Systems Innovation Center

This Center was launched in 2009 through a grant from the KY Ag Development Board to provide technical and marketing assistance to food-based businesses, particularly emphasizing entrepreneurial ventures in Kentucky. Product development and education have been provided to individuals and groups through a collaboration primarily between Animal and Food Science and Ag Economics faculty. The Center provides fee-based services as well as technical support on grant projects in addition to training and education.

Specific projects involving a marketing and economics component for 2013-15 included:

- Smoothie product sensory
- Blackberry variety sensory
- Blueberry products to schools
- Blueberry products take & bake
- Grassfed meat sensory
- GMO-free red corn chip focus group
- Bison products sensory
- Food bank produce consumption

Recent peer review for professional journals, books, and research grants

Sixteen articles have been reviewed for scientific journals, including HortScience, Journal of Food Distribution Research, HortTechnology, and the Review of Agricultural Economics – (2012-):

HortTechnology (5)

Journal of Agriculture and Applied Economics (2)

Small Business Innovations in Research Grant (1)

Choices-AAEA (1)

Agricultural Economics (2)

Journal of International Food and Agribusiness Management Research (1)

Journal of Food Distribution Research (2)

European Review of Agricultural Economics (1)

Agricultural and Resource Economics Review (1)

Recent Professional Affiliations

American Ag Economics Assoc, AAEA Extension Section, AAEA Agribusiness Economics and Management Section, Southern Ag Economics Association, American Economic Assoc, Intl Agribusiness Management Association, Association of Christian Economists, Food Distribution Research Society, Association of Kentucky Extension Specialists

PROFESSIONAL SERVICE

State and National Committee and Board Appointments

Kentucky Center for Agriculture and Rural Development (formerly the Kentucky Center for Cooperative Development), ex officio member, Board of Directors, 2002-2016.

Kentucky Farm Bureau - UK representative to the board for KFB Certified Roadside Farm Market program launched in 1996.

Kentucky State University Aquaculture Advisory Board - UK and ag economist representative to the Board charged with establishing the direction and development of this KSU program area of distinction; includes faculty search and graduate program development, 2000-16.

Food Distribution Research Society – At large board member 2011-12. Selected as president elect 2012-14. President, 2013-2015. Past President, 2016.

University, College and Department Service

Agribusiness Club Advisor, 1996-99, 2005-16

Staff Support Committee Member, 2013-2014

Undergraduate Committee Member, 2015-16

TEACHING AND ADVISING

My instructional responsibilities have involved courses in the areas of agribusiness management, horticulture marketing, and entrepreneurship. My extension program has allowed me to connect the concepts discussed in class with the “live” projects I am involved with in the field. Students have helped with feasibility studies for Kentucky agribusinesses, visited farms with me, and have helped me collect research data on product development projects or markets. I endeavor to provide them in the classroom with many of the tools that I use in my extension programming. Evaluations have generally been quite positive. The course content has been adapted each year and new, hopefully more effective, teaching techniques have been regularly introduced.

Agribusiness Management (AEC 422) is a 3-credit capstone course that involves considerable work by the students to integrate management, marketing, finance, and economic theory principles learned in earlier courses. A significant majority of our undergraduates take the agribusiness track. This is not an easy course and students regularly note committing more than 10 hours per week to master the material. It is case intensive and writing intensive, which challenges many students. But the evaluations and post-course comments from students have encouraged me to keep the course at the higher level of rigour. Students in AEC 422 are extremely well-prepared to compete in the national Food Distribution Research Society case competitions. I have taken six teams over the years from the class to represent the University of Kentucky and they have performed admirably.

Horticulture Marketing (AEC 317) is a 1-credit 5-week intensive module. Very few students in Kentucky have any kind of background with commercial horticulture enterprises. AEC 317 is a good venue for students to get at least some exposure to unique marketing programs such as marketing orders, state branding, credence certifications (such as USDA Organic) and other programs significant in produce and green industry markets. A more comprehensive **teaching portfolio** is available for a complete presentation of teaching programs, philosophy, and additional evaluations.

Rural Development and International Food Business (AEC 300-007, AEC 396-720, ISP 599) This is a 5 credit sequence offering in a collaboration with Education Abroad. Co-instructors were Alison Davis and Erica Flores. We received an EA development grant to go to Dijon, France and establish the program before bringing 13 students for the course. The program included site visits in Paris, Dijon, Vevay, Switzerland, and Nyons, France. Students met with food entrepreneurs, food scientists, IANO terroir marketing brand managers, mustard and wine research leaders, Dijon Cereals Co-operative, as well as meet with executives from Nestle International Headquarters. **These contacts have continued to be developed through an embedded international project for AEC 422 evaluating Comte and Cantal cheese supply chains in collaboration with AgroSup Dijon faculty and students.**

The **Agribusiness Club** is the primary undergraduate student organization in Ag Economics. Student clubs are an important part of the learning experience and students have great opportunities to learn through clubs at UK. I have been the **senior advisor for the Agribusiness Club** during the last two years and have been actively advising and developing programs with these students since 1996. Activities include coordinating in-state and out-of-state trips, quiz bowl competitions, Career Day functions, club affiliate recruitment, and Ag Roundup activities. Student recruiting has also been an on-going effort. Out-of-state trips included visiting agribusinesses and other student clubs in Kentucky/Tennessee (2013) and Nebraska/Illinois/Missouri (2014). Club membership runs generally around 20-30 active members each year.

I was appointed by the Dean of the graduate school as associate member of the graduate faculty, September, 1999. I have tried to keep actively involved with the research projects of our graduate students that are connected to agribusiness or horticulture markets. Few other Extension faculty are as involved with our graduate program. Funding for applied research projects connected to my Extension work has created great opportunities for graduate students to work with surveys, primary data, and even writing Extension-oriented publications.