

Curriculum Vitae

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

EDUCATION

Michigan State University, PhD Agricultural Economics, 1996

Texas A&M University, M.S. Agricultural Economics, 1988

Purdue University, B.S. Agricultural Economics, 1985

RECENT APPOINTMENT HISTORY

Associate Extension Professor, Dept of Agricultural Economics, Univ. of Kentucky, July 2001 to date.

Staff Economist, Kentucky Governor's Office of Agricultural Policy, September 2000 to October 2001.

Assistant 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.

PROGRAM HIGHLIGHTS

The current appointment involves 80% Extension and 20% Resident Instruction. The program emphasis area is agribusiness management and marketing with special emphasis on horticulture, coop development, 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 that have facilitated special in-service training opportunities, employment of undergraduate and graduate students, and participation in special workshops.

Extension programs in **farm entrepreneurship** have included extensive speaking engagements, in-service training for county agents and producers, collaborations with the Kentucky Small Business Development Centers, and presentations at a variety of national and international forums. A series of case studies in farm entrepreneurship have been developed in collaboration with partners at the Tennessee Ag Development Center and the Arkansas Delta Enterprise Network. These cases continue to be published and used in a variety of training settings. Workbooks that help farmers evaluate the different dimensions of a decision to invest in an alternative enterprise for their farm have been developed in collaboration with the UK extension farm management specialist.

Cooperative development has been an important element to current program efforts. Guiding start-ups, helping with director and manager education, and coordinating feasibility study efforts have all been a major part of the current development efforts. Several major investments by the USDA have facilitated the establishment of the Kentucky Center for Cooperative Development that involves a number of partner agencies. This faculty member has played an important role in securing substantial federal and state funding to help with the operations of the Center.

The greatest focus of effort currently is related to helping producers, particularly those involved with tobacco, making transition into alternative enterprises. These diversification efforts, while a major part of the current extension programming, have been accelerated within the current economic environment of Kentucky agriculture. A recent half time appointment has been negotiated on a temporary basis with the Kentucky

Timothy A. Woods

Governor's Office of Agricultural Policy to serve as the **staff economist to the Ag Development Board**. This Board oversees the **investment of \$180 million in tobacco settlement monies** over the current biennium. The program emphasizes diversification and new enterprise development. Current duties have included helping develop a comprehensive state investment plan and evaluating projects that have been seeking investment support. State-wide programs in forage, cattle genetics, farm market infrastructure, and diversification are currently either being developed or implemented. The staff economist has played a major role in the development of these programs.

Although not having an official research appointment, there has been an effort to support extension and teaching efforts with applied research activities, pursuing resources and collaborations that would enhance effectiveness as a marketing and agribusiness specialist. Grant monies have provided special in-service training opportunities, employment of undergraduate and graduate students, participation in special workshops, and a leveraging of departmental resources.

Leadership has been provided for the regional research project, **S-222, Fruit and Vegetable Supply-Chain Management, Innovations, and Competitiveness**. As the elected **chair** to this project, helped prepare submission for renewal (which has been accepted), and has coordinating a number of new project initiatives. The project members secured an agreement with the Food Distribution Research Journal to publish a special issue on the subject of our project. The chair served the coordinating editor. Responsibilities also include preparing project annual reports, organizing semi-annual meetings, and facilitating communications among the 25 participating scientists in 19 different institutions.

Another regional research group with which there has been some professional contribution has been **WRCC-72, Research on Agribusiness Competitiveness**. A paper was presented with a graduate student at the annual meeting in Las Vegas, and professional ties have continued to be developed with many of the scientists in this group, including consulting activities.

This faculty member was designated to serve as the faculty advisor for the **UK Entrepreneurs Club**. This club has over 200 members currently and involves students from disciplines all across campus. The E-Club has had a series of impact dinners, where students meet with leading entrepreneurs that are in the area or are alumni, has sponsored two Thought Leader on Entrepreneurship seminar series, which are also offered for credit, and launched a business concept competition in Fall 2002 that had 50 projects submitted from around campus.

COOPERATIVE EXTENSION

An agribusiness management and marketing extension program has been developed in Kentucky with a view toward advancing agricultural interests in the Commonwealth. Educational programs have been developed and directed to address specialized needs of individual agribusiness concerns as well as state-level and national-level commodity groups and policy-forming organizations. Program emphasis has been toward helping horticultural-based firms, new aquaculture ventures, and small-farm entrepreneurs involved in new commodities and value-adding efforts. Agent training, producer workshops, and supporting educational materials developed in this program emphasize market development strategies, facilitating new value-added initiatives, cooperative development, feasibility studies, and business planning. Extension training and materials have been developed over the last 7 years in accordance to the priority needs agents expressed through a state-wide survey conducted in Fall 1995.

County Agent In-Service Training

Entrepreneurship - Three day training for CES agents and Small Business Development Staff on use of NxLevel Entrepreneurship materials, including instructor certification and program management, training completed by 17 participants, 6/00. Follow-up PRIMER training for SBDC staff, 2/01

Food Safety Workshop - Two day training for CES agents in collaboration with UK Food Safety Center, interdisciplinary training providing commodity specific training on food safety issues and resources. Approximately 120 participants, 5/00

- Ideas to Enterprise** - Training, sponsored by the Appalachian Regional Commission, on preparing and presenting a feasibility study and business plan for farmer-entrepreneurs; agents were teamed with a local entrepreneur to complete exercises and resources compiled in a training manual, 3/99-7/99
- Horticulture Production and Marketing Issues** - Training offered to the growing number of horticulture agents in the state by UK inter-disciplinary team, 6/98
- Community-Based Marketing** - Helped organized marketing workshop for agents emphasizing relationship marketing concepts, 14 participants, 10/97
- Commodity Growers Marketing Institute** - Organized and directed a business plan and networking training for county agents/farmer entrepreneur teams in 15 eastern KY counties, 4/97-9/97. This pilot program, sponsored by a Federal State Market Improvement Program grant, has attracted considerable interest and funding for expanded training in both eastern KY and the northern Mississippi Delta area.
- Marketing Horticultural Products** - Co-organize 2 day training and tours with Brent Rowell (Horticulture) with 37 participants (2/97), 20 participants (2/99), and 20 participants (2/00) marketing and selected production resources compiled into a manual, including detailed 1999 market outlook reports for selected vegetables. Tours included Kroger Distribution Center, Bud's Freshcut Produce, Paul's Market, and the Louisville Terminal Market. Annual program continues to focus on market information, special marketing programs and resources, wholesale marketing
- Building Market Networks** - Co-organized training with extension specialists in KY, OH, and WV, providing training for agents and direct marketers throughout Appalachian, 10/96
- In-service training also included horticulture situation and outlook presentations at annual **Economic Subject Matter** agent trainings (1995-01)

Farmer and/or Business Training

- Delta Opportunity Day/Catalyzing Value-Added Organization Workshop** - Coop development strategies and new enterprise development for Delta-based agribusiness, Sikeston, MO, 12/00
- Income Opportunities and Financial Strategies for Forest Landowners Conference** - *Marketing Principles and Strategies for Niche Markets* for wood and forest product entrepreneurs, New Albany, IN, 10/00
- Kentucky-Tennessee Conference on Alternative Enterprises** - *"Marketing Your Product Successfully"*, McCreary County, KY, 3/00
- Central KY Ornamental and Turf Assoc Winter Conference** - Financing capital expansions, Lexington, KY, 2/00
- Cooperative Development Winter School** - Training for Managers and coop board members on formation, capitalization, legal issues, financial management, and manager development; 34 persons from 12 different cooperatives and agencies. Intensive 2 day training in collaboration with the Kentucky Department of Ag and the Commodity Growers Cooperative, 1/00
- NxLevel Ag Entrepreneurship Workshop** - A 10 session business plan development workshop in collaboration with the SE Indiana Small Business Development Center, 24 participants, 1/00-3/00
- Income Opportunities for Woodlot Owners** - Marketing principles and strategies for non-timber forest products, 53 farmers attending, Ft. Mitchell, KY, 3/99
- Freshwater Shrimp Workshop** - Management and marketing considerations for producing freshwater shrimp in KY, over 100 attending, Frankfort, KY, 9/98
- International Herb Association** - Marketing strategies for herbs, approximately 150 attending, Lexington, KY, 7/98
- KY Farmers Direct Marketing Conference** - Training on farm market development and promotion strategies for approximately 150 attending, Frankfort, KY 3/98
- WV Direct Marketing Association** - Training on creating marketing partnerships, presentation in conjunction with the WV Direct Marketing Assoc annual meeting workshops, Ripley, WV, 1/98
- Northern Kentucky Horticulture School** - Farm market promotion and merchandising, 2/97, 2/98, 2/99, 2/00
- Annual Meeting of the Agents for Family and Consumer Science**, Invited speaker to discuss the role of CES in creating opportunities for rural entrepreneurs, Lexington, KY 12/97
- Direct Beef Marketing Workshop** - Met with cattle farmers and other specialists to discuss direct marketing strategies for KY beef. Training segment focused on business planning, Lexington, KY, 7/96
- Ukrainian Agribusiness Development and Management Training** - Participation with these groups included coordinating group strategic planning exercise, several lectures, including *"Agricultural Finance for*

Farms and Agribusinesses”, *“Enterprise Budgeting”*, and a case study involving farm-level financing. Agribusiness and farm site visits throughout the state were followed by meetings and briefings with the U.S. House Ag Committee, Senate Ag Committee, USDA-ERS, and the World Bank in Washington, Lexington, KY and western KY, Washington, D.C. 4-7/96

Marketing Strategies for Direct Farmers’ Markets - Presented a four part series on direct marketing for 25 growers in northern KY. Sessions included *“Promotions and Advertising that Works”*, *“Consumer/Producer Relationships”*, *“Displaying Your Produce to Increase Sales”*, and *“Quality Control and Pricing Considerations”*, Highland Heights, KY, 3/96

Grape and Wine Short Course - Separate workshops for new and experienced growers. *“Getting Started, Site Selection, and Economics”* (with John Strang) and *“Grape Contracts for Wineries and Fresh Market Grapes”*, Lexington, KY, 2/96

Regional Pumpkin Schools -Commodity specific production and marketing workshops in collaboration with 4 other UK College of Ag specialists, Paducah and Monticello, KY, 1/96

Russian Agribusiness Finance Training - Involved with training needs assessment. Lectures on *“Capital Budgeting”* and *“Applications of Financial Management”*. Led agribusiness and farm site tours in western Kentucky., Lexington, KY and western KY, 11-12/95

Targeted Agricultural Marketing - Case study-based training on marketing segmentation and strategy , Lexington, KY 10/95

American Association of Nurseryman Management Institute, Four day management workshop in collaboration with Michigan State faculty, 27 managers of nurseries throughout the U.S., Lansing, MI, 8/95

Farm market development - Planning and development meetings with county agents, producers, civic leaders around the state, 1995-02

Additional presentations have been made at many county-level meetings on marketing strategies, commodity outlook for various horticulture crops and other enterprises, business planning support, and market organization assistance (farm markets, coops, etc.).

Marketing seminars have been organized at the annual Kentucky Vegetable Growers Association/Kentucky State Horticulture Society meetings each January, inviting major produce buyers, brokers, growers, and other industry professionals to present on various topics of marketing.

Regional and Industry Extension Specialist Activities

- Presented *PRIMER for Selecting a New Enterprise* at the **Agricultural Risk Management Education for Small, Limited Resource & Socially Disadvantaged Producers** conference in Atlanta, GA, 5/02
- Invited to participate in the **Kellogg Foundation Food and Society Conference**, Pittsburgh, PA, 4/01
- Provided an in-service training with Craig Dobbins for Indiana agriculture extension agents on market development and entrepreneurship in agriculture, Scottsburg, IN, 3/01
- Invited as the key speaker at the **7th Annual Governor’s Conference on Delaware Agriculture**, speaking on *Entrepreneurship in Agriculture*, Dover, DL, 2/01.
- Invited to deliver a 10 day **marketing and cooperative development program in Ecuador and Guyana** in collaboration with the Partners for the Americas’ Farmer-to-Farmer program 7/00. Met with numerous farmers and farm organizations involved with horticultural enterprises, including those from Haiti and Bolivia.
- Invited to participate in a three day symposium and workshop, **Creating Opportunities for Limited Resource Farmers**, with nationally recognized experts in this area to assist policy development for the USDA, Chicago, IL, 5/00
- Invited as key speaker for **Indiana Ways to Grow** to discuss the role of marketing in new enterprise development, Columbus, IN, 2/99

- Provided the economic and marketing analysis for the **Commonwealth of Kentucky Aquaculture Plan**, a commissioned industry development plan developed in accordance with House Joint Resolution 72. This was a collaborative effort with Kentucky State scientists, Kentucky Department of Agriculture marketing staff, and producers from the Kentucky Aquaculture Association, 1999. The complete industry plan can be viewed at:
http://www.kyagr.com/mkt_promo/hort/programs/aqua/aqua-plan.htm
- Organized a **vegetable production tour through TN and GA** for leading cattle and tobacco producers in the Wilderness Trail Area, 12/97.
- Worked with Kentucky Horticulture Council and Farm Bureau's horticulture industry marketing board to develop state-level marketing plans, retailer merchandising strategies, infrastructure development plans, and proposal for long-term strategic planning initiative. Responsible for the economic analysis of the \$49 million **Horticulture Industries Prospectus** submitted for Tobacco Settlement funding consideration.
- Invited to represent Kentucky at the program for **Agricultural Value-Added Policy for Sustainable Delta Development** on a panel that included representatives from state departments of agriculture, university faculty, and legislators from 4 states capping a 4 day conference on value-added agriculture and agribusiness development. Memphis, TN 8/96.

GRANTS AND CONTRACTS FUNDED

- **Woods, Timothy (PI)**, "*ICC Student Enterprise Group - University of Kentucky*", Kentucky Science and Technology Corporation, 2003, \$2,000
- **Woods, Timothy (Co-PI)**, Lionel Williamson, Heath Hoagland, and Larry Snell, USDA Rural Business Cooperative Service, "*Kentucky Center for Cooperative Development*", 2002-2004, \$269,500
- **Woods, Timothy (Co-PI)**, and Gregg Ibendahl, KY Governor's Office of Ag Policy, "*Analyzing the Farmer Profitability of Supplying Biomass*", 2002, \$30,000
- Brooker, John, David Eastwood, Phil Kenkel, Ed Estes, Forrest Stegelin, and **Timothy Woods (collaborator)**; USDA, Integrated Food and Ag Systems grant, "*A Marketing Systems Approach to Removing Distribution Barriers Confronting Small-Volume Fruit and Vegetable Growers*", 2000-2003, \$500,000
- **Woods, Timothy (Co-PI)**, Lionel Williamson, Heath Hoagland, Karen Armstrong-Cummings, Jim Mansfield, Hal Hamilton, USDA Rural Business Cooperative Service, "*Kentucky Center for Cooperative Development*", 2000-2002, \$190,000
- **Woods, Timothy (Co-PI)**, Lionel Williamson, Karen Armstrong-Cummings, Jim Mansfield, Hal Hamilton, USDA Rural Business Cooperative Service, "*Kentucky Center for Cooperative Development*", 1999-2001, \$193,000
- Gary Cline, Karan Kaul, James Hendrix, John Sedlacek, **Timothy Woods (collaborator)**, Marion Simon; USDA/SARE Planning Grant, "*Organic Vegetable Production for Limited Resource Farmers*", 1999-00, \$19,100
- **Woods, Timothy (PI)**, KY Dept of Agriculture, "*Public Market Feasibility Study*", 1999, \$9,625
- **Woods, Timothy (PI)**, UK Food Safety Center, "*Baseline Assessment Survey of Kentucky Commodity Quality Assurance and Food Safety Management*", 1999, \$22,489
- **Woods, Timothy (Co-PI)**, Lionel Williamson, Karen Armstrong-Cummings, Therese Tuttle, USDA Rural Business Cooperative Service, "*Six Decades of Cooperation*" - Project to Assess the Status and Potential for Coop Development in Kentucky, 1998-99, \$130,000
- **Woods, Timothy (PI)**, Karen Armstrong-Cummings, Hal Hamilton, Appalachian Regional Commission, "*Pilot Training and Support Initiative for Small Farm Entrepreneurial Development in Appalachia*", 1998-99, \$40,000
- Worstell, James and **Timothy Woods (Co-PI)**, USDA SARE/ACE Professional Development Grant, "*Motivating Teams for Enterprise Facilitation*", 1998-1999, \$96,000
- **Woods, Timothy (Co-PI)**, USDA/FSMIP, "*Farm Marketing Partnership Project*", with the Commodity Growers Cooperative and the KY Dept of Agriculture, 1997-98, \$129,000
- **Woods, Timothy (PI)**, KY Cabinet for Econ Dev, "*Vegetable Marketing Plan*", 1997-98, \$1,600

- **Woods, Timothy (Co-PI)**, and Jim Tidwell, USDA SARE/ACE, “*Integration of Freshwater Prawn Nursery and Growout Systems Into Diversified Farm Systems*”, 1997-98, \$155,197
- Hamilton, Hal, and Michael Sligh, SARE/ACE, “*Impacts on Agricultural System Sustainability from Structural Change in Peanut, Poultry, and Tobacco Production Systems*”, **Timothy Woods (collaborator)** and Will Snell - Tobacco component, 1997-98, \$252,000
- Strang, John, Terry Jones, Brent Rowell, Winston Dunwell, Ric Bessin, **Tim Woods(collaborator)**, USDA State IPM Grants, “*Cabbage IPM Program for Southern and Eastern KY Growers*”, 1996, \$5,670
- **Woods, Timothy (PI)**, Michigan Agricultural Cooperative Marketing Association, Inc., Asparagus Division, “*International Asparagus Situation and Outlook*”, 1995-97, \$1,500
- **Woods, Timothy (PI)**, Michigan Asparagus Advisory Board, “*Competitive Collective Marketing Strategies for Michigan Asparagus*”, 1993-1994, \$1,450
- **Woods, Timothy (Co-PI)**, and James Leiby, Eastern Maine Development Corporation, “*Reduced Cost Feed for Waldo County Dairy*”, 1989-1990, \$16,964
- **Woods, Timothy (Co-PI)**, and Michele Marra, Maine Department of Agriculture Technology Transfer Grant and Eastern Maine Development Corporation cooperating, “*The Economics of Establishing and Operating an Upland Bog in Eastern Maine*”, 1989-1990, \$6,781

PUBLICATIONS

Journal Articles

- Woods, Timothy**, and Roberta Cook, “*A Path Dependency Competitiveness Model to Examine Regional Marketing Systems and Conflicts*”, invited paper selected for presentation at the 2003 SAEA meetings and to be published in Journal of Agricultural & Applied Economics
- Ricks, Donald, **Timothy Woods**, and James Sterns, “*Chain Management for Improved Marketing Performance in Fruit Industries*”, presented at the International Horticulture Society Meetings in Guernsey, Great Britain and published in Acta Horticulturae, 536:661-668, 2000.
- Woods, Timothy** and Heath Hoagland, “*Diversifying Agricultural Systems: An External Analysis of State Value-Added Programs*”, Journal of Food Distribution Research, 31(1):204-214, 2000.
- Ricks, Donald, **Timothy Woods**, and James Sterns, “*Supply Chain Management: Improving Vertical Coordination in Fruit Industries*”, Journal of Food Distribution Research, 30(3):44-53, 1999.
- Woods, Timothy**, Steve Isaacs, S. Darrell Mundy, and William Givan, “*Educational Programs to Address the Economic Adjustments Facing Tobacco Farms and Rural Communities*”, invited paper selected for presentation at the 1999 SAEA meetings, published in Journal of Agricultural & Applied Economics, 31(2), 1999.

Other Refereed and Numbered Publications

- Timothy Woods** and Matt Ernst, “Kentucky Horticulture Continues Expansion in 2002”, Agricultural Situation and Outlook - Fall 2002, ESM-28, U Kentucky, College of Ag, October, 2002.
- Ernst, Matthew, **Timothy Woods**, John Strang, and Terry Jones, “*2001 Kentucky Blackberry Cost and Return Estimates*”, ID-149, UK College of Ag, July, 2002.
- Bodet, Laurent, **Timothy Woods**, and Matt Ernst, “*The International Chestnut Marketing Situation*”, Department of Agricultural Economics Staff Paper No. 411, January, 2001
- Ricks, Donald, **Timothy Woods**, and James Sterns, “*Supply Marketing Chain Management for Competitive Performance in Fruit Industries*”, Michigan State Ag Economics Staff Paper No. 2000-35, September, 2000.
- Woods, Timothy** and Matt Ernst, “*Purity Foods, Inc.*”, Agricultural Economics Extension Series No. 2001-05, U Kentucky, College of Ag, August, 2000.
- Woods, Timothy** and Steve Isaacs, “A PRIMER for Selecting New Enterprises for Your Farm” Agricultural Economics Extension Series No. 00-13, U Kentucky, College of Ag, August, 2000.
- Tidwell, James H., Shawn D. Coyle, and **Timothy A. Woods**, “*Species Profile: Largemouth Bass*”, Southern Region Aquaculture Center Publication No. 722, January, 2000.
- Woods, Timothy**, “*State Fruit and Vegetable Survey Highlights*”, 1999 Fruit and Vegetable Crops Research

- Report, PR-423, University of Kentucky, January, 2000.
- Woods, Timothy**, *"Equipping the Coop Manager"*, Coop Director Training Module, CD ROM interactive training course, ed. Dave Hahn and Tom Sporleder, Ohio State University, 2000.
- Woods, Timothy**, *"Fruit and Vegetable Outlook"*, Agricultural Situation and Outlook - Fall 1999, ESM-25, U Kentucky, College of Ag, October, 1999.
- Woods, Timothy**, *"Kentucky Produce Marketing and Quality Assurance Survey"*, Agricultural Situation and Outlook - Fall 1999, ESM-25, U Kentucky, College of Ag, October, 1999.
- Woods, Timothy**, Heath Hoagland, Brent Rowell, Jim Mansfield, *"Feasibility Study for Kentucky Regional Marketing Facilities"*, KY Department of Agriculture Special Series, September, 1999.
- Rowell, Brent, **Timothy Woods**, and Jim Mansfield, *"Marketing Options for Commercial Vegetable Growers"* ID-134, UK College of Ag, June 1999.
- Woods, Timothy**, James Murdock, and Seth Riggins, *"Freshwater Shrimp Enterprise Cost and Return Estimates for Kentucky"*, AEC Extension Series, 98-05, December, 1998.
- Woods, Timothy** and Seth Riggins, *"Market Development for Kentucky Freshwater Shrimp: Some Updates and Highlights"*, Agricultural Situation and Outlook - Fall 1998, ESM-24, U Kentucky, College of Ag, October, 1998.
- Woods, Timothy**, *"Looking Ahead for Kentucky Vegetables and Fruit"* Agricultural Situation and Outlook - Fall 1998, ESM-24, U Kentucky, College of Ag, October, 1998.
- Powers, L., S. Isaacs, **T. Woods**, R. Trimble, J. Strang, B. Rowell, D. Spalding, T. Jones, W. Dunwell, *"Horticulture Crop Enterprise Cost and Return Estimates for 1998"*, ID-99, UK College of Ag, June, 1998.
- Lyford, Conrad, Donald Ricks, Chris Peterson, and **Timothy Woods**, *"Initiating an Industry Strategic Planning and Coordination Effort: Rationale, Method, and Practice"*, selected paper presented at the SAEA meetings in Little Rock, Arkansas, February 1998.
- Woods, Timothy**, *"Fruit and Vegetable Outlook for the U.S. and Kentucky"* Agricultural Situation and Outlook - Fall 1997, ESM-23, U Kentucky, College of Ag, October, 1997.
- Woods, Timothy** and Robert Anderson, *"Single Stem Roses - An Economic Analysis"*, Department of Agricultural Economics Staff Paper No. 369, May, 1997.
- Woods, Timothy A.**, *"Public Farm Markets and Tourism: Vendor and Consumer Perspectives on Developing Linkages Toward Improved Performance"*, selected paper presented at SAEA meetings, Birmingham, AL, February 1997.
- Woods, Timothy**, *"The 1996 Vegetable Situation"*, Agricultural Situation and Outlook - Fall 1996, ESM-22, U Kentucky, College of Ag, October, 1996.
- Woods, Timothy**, *"Commodity Marketing, Marketing Margins, and Value-Added Ag Products"*, Economic Issues Facing Kentucky - Fall 1996, ESM-21, UK, College of Ag, October 1996.
- Isaacs, Steve, **Timothy Woods**, Richard Trimble, Fred Benson, Laura Powers, John Strang, Brent Rowell, Dave Spalding, Terry Jones, and Winston Dunwell, *"Horticulture Crop Enterprise Cost and Return Estimates for 1996"* ID-99, U Kentucky, College of Ag, April, 1996.
- Woods, Timothy A.**, *"Strategies for Farm Markets in Kentucky"*, Economic Issues Facing Kentucky Agriculture, ESM-20, Department of Agricultural Economics, University of Kentucky, October 1995.
- Woods, Timothy A.**, *"Current Fruit and Vegetable Trends Impacting Kentucky"*, Agricultural Situation and Outlook, ESM-19, Department of Agricultural Economics, University of Kentucky, October 1995.
- , Ricks, Donald, **Timothy Woods**, and Conrad Lyford, *"Apple Grower Survey Results Related to the Michigan Apple Committee"*, Michigan State Ag Economics Staff Paper No. 95-55, September, 1995.
- Ricks, Donald, and **Timothy Woods**, *"Michigan Apple Shipper Survey: Issues, Needs, and Industry Strategies"*, Michigan State Ag Economics Staff Paper No. 94-69, November 1994.
- Ricks, Donald, and **Timothy Woods**, *"Michigan Apple Shipper Survey: Industry Opportunities"*, Michigan State Ag Economics Staff Paper No. 94-64, October 1994.
- Woods, Timothy**, *"Trends in U.S. Consumer Retail Grocery Expenditures for Processed Vegetables From 1977 to 1992, With Specific Focus on Asparagus"*, Michigan State Ag Economics Staff Paper No. 94-25, April 1994.
- Woods, Timothy A.**, Michele C. Marra, and Antonia L. Hoelper, *"Seasonal and Retail Demand for Fresh Fruit: An Application to Maine Wild Blueberries"*, Agricultural Cooperative Service-USDA Staff Report 93-S1, 1993.
- Woods, Timothy A.**, Michele C. Marra, and Antonia L. Hoelper, *"Evaluating Transportation Alternatives for Fresh Produce Cooperatives"*, Agricultural Cooperative Service-USDA Staff Report 92-S1, 1992.
- Ricks, Donald, and **Timothy Woods**, *"Economic Outlook for the Blueberry Industry During the 1990s"*,

- Michigan State Ag Economics Staff Paper No. 92-70, October 1992.
- Marra, Michele C. and **Timothy A. Woods**, *"The Profitability of Supplemental Irrigation for Maine Potatoes"*, Maine Agricultural Experiment Station Bulletin No.832, December 1990.
- Marra, Michele C., **Timothy A. Woods**, and J.D. Leiby, *"Marketing Maine Cranberries"* in Cranberry Agriculture in Maine: Opportunities and Challenges, edited by the Maine Cranberry Development Committee, in conjunction with the U.S. Department of Commerce Economic Development Administration, June 1990.
- Woods, Timothy A.**, Michele C. Marra, and James D. Leiby, *"Toward a Cooperative Marketing Strategy for Fresh Wild Blueberries"*, Maine Agricultural Experiment Station Bulletin No.827, August 1989.
- Marra, Michele C., **Timothy A. Woods**, Russell Parker, Nu Nu San, and Mario Teisl, *"A Comparison of Lowbush Blueberry Harvesting Technologies: Experimental and Economic Results from the 1988 Field Tests in Washington County, Maine"*, Maine Agricultural Experiment Station Bulletin No.825, May 1989.
- Woods, Timothy A.**, Michele C. Marra, and Thomas E. DeGomez, *"BLU-HARV Version 1.0: Cost Comparison Spreadsheets for Four Lowbush Blueberry Harvesters; A User's Manual"*, Maine Agricultural Experiment Station Miscellaneous Publication No.706, May 1989.
- Woods, Timothy A.**, Antonia Hoelper, and Michele Marra, *"Recent Trends in the North American Blueberry Industry With Emphasis on Implications for Fresh Blueberry Marketing in Maine"*, Maine Agricultural Experiment Station Miscellaneous Publication No.702, September 1988.
- Symposia, Presented Papers, Posters, and Published Proceedings**
- Spaulding, Aslihan and **Timothy Woods**, *"An Analysis of the Relationship Between Supply-Chain Management Practices and New Product Development Time: A Case of the North American Confectionery Manufacturers"*, selected paper for the Southern Agricultural Economics Association annual meeting, Mobile, AL, February, 2002
- Spaulding, Aslihan and **Timothy Woods**, *"Rewarding New Product Development Personnel: Are Confectionery Manufacturers Still in the Dark Ages?"*, selected paper for the American Agricultural Economics Association annual meeting, Long Beach, CA, July, 2002
- Ernst, Matt and **Timothy Woods**, *"Marketing Challenges for Emerging Crops in Kentucky: Edible Soybeans"*, poster presented at the 2nd International Vegetable Soybean Conference, Tacoma, WA, 8/01
- Ernst, Matt, and **Timothy Woods**, *"Resources for New Crops and Diversification Efforts for Farmer Entrepreneurs"*, poster presented at the KY Cooperative Extension Service Annual Conference, Lexington, KY, 1/01
- Woods, Timothy**, Conrad Lyford, Charles Hall, Donald Ricks, *"Potential for Industry Strategic Planning to Enhance the Competitiveness of Southern Agriculture"*, Symposia presented at the SAEA annual meetings, Lexington, KY, February, 2000.
- Woods, Timothy**, Dwight Wolfe, and Jerry Brown, *"Yield and Economic Return Estimates for Eight Blueberry Cultivars Grown in Kentucky"*, poster presented at the SAAS meetings - Horticulture Section, Lexington, KY, February, 2000.
- Woods, Timothy** and Heath Hoagland, *"Diversifying Agricultural Systems: An External Analysis of State Value-Added Programs"*, research report presented at the Food Distribution Research Society meeting, San Antonio, TX, October, 1999
- Woods, Timothy**, and Aslihan Demiraly, *"An Examination of New Food Product Development Processes: A Comparative Case Study of Two Hazelnut Candy Manufacturers"*, paper presented at WRCC-72 meetings, Las Vegas, NV, June 10-13, 1998, also published as a staff paper under the same title - Staff Paper No. 384, Department of Agricultural Economics, University of Kentucky, November, 1998.
- Woods, Timothy**, *"The Role of Planning in Facilitating Value-Added and Diversification Activities in the Delta"*, published in proceedings for Entrepreneurial Agriculture in the Northern Delta Conference, Dyersberg, TN, November, 1997. Served on conference planning committee.
- Woods, Timothy A.** and James Sterns, *"An Introduction and Guide to Industry Strategic Planning"*, a refereed paper and poster presented at the 7th International Agribusiness Management Congress, Jakarta, Indonesia, June 1997.
- Anderson, Robert G., and **Timothy A. Woods**, *"An Economic Evaluation of Single Stem Cut Rose Production"*, poster presented at Intl

Timothy A. Woods

Horticulture Society
Meetings, Toronto,
Ontario, 1997.

Organizer and chair of a selected symposium, “*Public Programs Supporting Agribusiness Development*” for the Intl Agribusiness Mgmt Assoc Congress, Jakarta, Indonesia, June 1997.

Additional Extension and Popular Communications

Kentucky Agribusiness Review, Co-editor with Drs. Williamson and Vickner. Several feature articles, industry interviews, and resource highlights contributed to this new quarterly publication sent to over 300 agribusiness leaders in and around Kentucky. Current KABR themes are based on a preliminary interest survey of 750 prospective readers.

Professional and Industry Newsletter Articles

Twenty-nine articles in Economic and Public Policy Update, Fall 1996-Spring 2002

Six articles in Kentucky Fruit Facts, Fall 1995-Spring 2002

Four articles in NewHarvest, Fall 1995-Spring 2002

Eight articles in the Kentucky Agribusiness Review, Summer 1998-Spring 2002

Popular Press Publications

Woods, Timothy, and Steve Isaacs, “*A PRIMER for Selecting New Enterprises for Your Farm*”, The Seasonal Marketer, Vol.1 No.4, September, 2000

Woods, Timothy, “*Making cooperatives work*”, Cooperative Connection, Commodity Growers Newsletter, Vol 1(4), June, 2000

Woods, Timothy, Seth Riggins, and James Murdock, “*Demand for Kentucky-produced Freshwater Shrimp Subject of Survey*”, The Aquaculture News, February, 1999.

Ricks, Donald, Conrad Lyford, and **Timothy Woods**, “*Apple Varieties for Michigan - Results of a Shipper Survey on Future Demand*”, Great Lakes Fruit Grower News, April 1996.

Ricks, Donald, and **Timothy Woods**, “*Industry Survey Results Regarding Improved Quality*”, Great Lakes Fruit Growers News, April 1995.

Ricks, Donald and **Timothy Woods**, “*The Asparagus Industry as Impacted by Changing Economics*”, Great Lakes Vegetable Growers News, February 1993.

Ricks, Donald and **Timothy Woods**, “*Processing and Export Markets for Blueberries*”, Great Lakes Fruit Growers News, December 1992.

Ricks, Donald and **Timothy Woods**, “*Blueberry Industry Supplies During the 1990s*”, Great Lakes Fruit Growers News, November 1992.

Electronic Media

Twenty-three radio pieces have been delivered and three television news pieces developed over the past five years. The television pieces (*Kentucky Organic Producers Cooperative* and *Raising and Marketing Freshwater Shrimp in Kentucky*) were developed in conjunction with *Ag Day*. A third television piece, *The Production and Marketing of Fresh Tomatoes*, has been developed by an interdisciplinary team as a new producer training resource.

Web-based materials have been maintained for

Horticultural business development and marketing:

<http://www.uky.edu/Ag/HortBiz/>

Ernst, Matthew, and Timothy Woods, “2002 Kentucky Commercial Vegetable Marketing Outlook”, Feb 2002

Ernst, Matthew, and Timothy Woods, “2002 Kentucky Small Fruit Marketing Outlook”, Feb 2002.

Agribusiness Management On-Line:

<http://www.uky.edu/Ag/Agbus/>

Kentucky Center for Cooperative Development:

<http://www.uky.edu/Ag/KCCD/>

Peer review for professional journals, books, and research grants

Journal of Agribusiness, 1 article, 1996
Journal of Agricultural and Applied Economics, 8 selected papers, 1996-98
Journal of Food Distribution Research, 2 articles, 1999-2000
HortTechnology, 2 articles, 2000, 2002
Small Business Innovation Research Program, three proposals, 1996-02
USDA Value-Added Development Grants, 45 proposals, 2002
Review of Agricultural Economics, 1 article, 1998
International Food and Agribusiness Management Review, 1 article, 1998
Coordinated research poster reviews for Am Ag Econ Assoc, 1998 and S Ag Econ Assoc, 1997-98
Prentice Hall Publishers, 3 book manuscripts, 1997-99
Maple Leaf Conference for Teaching Cases, 1 manuscript, 2001

Professional Affiliations

American Ag Economics Assoc, AAEA Extension 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

Participation in Professional and Industry Meetings

American Agricultural Economics Association, 1995, 1996, 1997, 1998, 1999, 2000
Southern Agricultural Economics Association, 1996, 1997, 1998, 1999, 2000
International Agribusiness Management Association, 1993, 1996, 1997, 2001
Food Distribution Research Society, 1989, 1997, 1998, 1999
Food Marketing Institute Supermarket Industry Convention, Chicago, IL, 1994, 1995, 1998
North American Farmers Direct Marketing Conference, Albuquerque, NM, Jan 30-Feb 2, 1997
13th Intl Symposium on Horticultural Economics, New Brunswick, NJ, August 4-9, 1996
S-222 Semi-annual meetings (8/96, 4/97, 10/97,6/98,10/98, 6/99, 10/99, 10/00) at various locations
WRCC-72 Annual Meeting, Las Vegas, NV, 6/98, 6/99

PROFESSIONAL SERVICE

State and National Committee and Board Appointments

Agriculture Development Board - Staff economist, involved in the development of the Center for Ag Entrepreneurship mandated by House Bill 611, worked with the Board as an aid to various subcommittees, assisted with the development of the state development plan, and established impact measures and economic criteria for proposal evaluation, 2000-01.

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, 2000-01

New Crop Opportunities Center - Oversight board member for an interdisciplinary initiative on entrepreneurship and new enterprise development for horticultural and agronomic crops in Kentucky. 2000-01

National FFA - Appointed judge for the national marketing plan Career Development Event, 1998-02

Kentucky Farm Bureau - UK representative to the board for KFB Certified Roadside Farm Market program launched in 1996. Member of the Farm Bill 2002 study group, 2000-01

Market Development Advisory Board - appointed as ex officio member representing UK on an industry advisory board to the Kentucky Commissioner of Ag, 1997-98. Developed and presented with the board a \$1.2 million market development proposal to the Commissioner at their request.

Commodity Growers Cooperative - Board of Directors, serving as the UK representative to this subsidiary of the Burley Tobacco Growers Cooperative. On planning and appropriations subcommittee for Kentucky Tobacco Communities Reinvestment Fund. 1997-02.

Kentucky Harvest Festivals - board of directors, 1997-98. Annual programs are planned for cooperative direct marketing between farmers and restaurants in Louisville and Lexington.

University, College and Department Service

UK Entrepreneurs Club, Faculty Advisor and Chair of Executive Steering Committee, 2001-02
Association of Kentucky Extension Specialists, board of directors, 1998-2000, Treasurer 1999-01
College of Agriculture Curriculum Development Committee
College of Agriculture Professional Development Committee
College of Agriculture Upperclass Scholarship Committee
College GPRA Planning and Reporting Committee
College Food Safety Program Development Working Group, 1999-01
Agricultural Economics Graduate Committee, 1998-02
Prelim Exam Committee, 1998-02
Agricultural Economics Undergraduate Committee, 1997-99, 01
Agribusiness Research and Teaching Faculty Search Committee
Management Research /Teaching and Extension/Teaching Faculty Search Committee
Aquaculture Economist Search Committee and Program Development Committee, Kentucky State University, 2000-02
Ag Economics KY Youth Scholarship, 1998-00, Committee chair 1999-01
Agribusiness Club Advisor, 1996-99
Kentucky Youth Seminar, Case writer and judge, 1996-00

Professional Association Service

Southern Agricultural Economics Association, Research Poster Committee, 1997-2000
American Agricultural Economics Association, Research Poster Co-Coordinator, 1998
S-222 Produce Marketing Regional Research Group, Project Re-write Committee, 1997
S-222 Produce Marketing Regional Research Group, elected Project Chair 1997-2003
Southern Extension Marketing Committee, secretary, 2000-01, vice president 2002, president 2003

AWARDS AND RECOGNITION

Gamma Sigma Delta Honor Society for Agriculture, inducted 3/99.
International Travel Award, \$1,000 from the Vice President and Vice Chancellor for Research & Graduate Studies Office to support travel to direct a symposium in Jakarta for IAMA, 1997, \$900 for travel to Maple Leaf Conference and IAMA Congress in Sydney, 2001.
USDA National Needs Fellow, 1995-1998
Involved in a variety of consulting activities, including developing a module for training coop directors in cooperation with colleagues at Ohio State. Also served as an expert witness for Brown, Hodd, and Hamron on a tax case involving a commercial garden and nursery.

ADDITIONAL PROFESSIONAL DEVELOPMENT ACTIVITIES

National Collegiate Inventors Academic Alliance, Entrepreneur Club Information Coalition and Teaching Workshop, Washington, DC, March, 2002
NxLevel Entrepreneurship Certification, certified as an instructor for Ag Entrepreneurship course, Basic Entrepreneurship course, and Business Start-Ups course, Columbus, OH, January, 2000
Marketing Through the New Global Retailers, An Executive Seminar sponsored by the Ag Issues Center and the UC Center for Cooperatives, Monterey, CA, December, 1999
Writing Across the Curriculum, three day, interdisciplinary workshop for faculty seeking to incorporate more writing exercises in their courses. May, 1999
Economic and Policy Implications of Structural Realignment in Food and Ag Markets: A Case Study Approach, Food and Ag Marketing Consortium, Park City, UT, July, 1998
New Theories of the Firm, AAEE Learning Workshop, Toronto, Canada, July 1997
Connecting With Students, AAEE Teaching Workshop, Indianapolis, August , 1995