

Curriculum Vitae (Oct. 2020)

Name Benjamin L. Campbell, Ph.D.

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Education

- Ph.D., Agricultural Economics, Texas A&M University. December, 2009.
Dissertation: "Essays on Away from Home Eating by Adults and Children within the U.S."
Committee: Rodolfo M. Nayga (co-chair), John L. Park (co-chair), Leonard Berry, and Ximing Wu
- M.S., Agricultural Economics, Auburn University. August, 2003.
Thesis: "Fruit Quality Characteristics That Affect Consumer Preferences for Satsuma Mandarins."
Chair: Robert Nelson (chair), John Adrian, Robert Ebel, and William Dozier.
- B.S., Agricultural Economics, Auburn University. December, 2001.

Professional Experience

Associate Professor and Extension Economist and MAB Coordinator, Department of Agricultural and Applied Economics, University of Georgia, Athens, GA. (60% Extension/40% Teaching) 07/01/2019 – Present.

--Conduct extension and research activities focusing on a wide range of issues within the Georgia agricultural industry, especially with respect to the ornamental horticulture industry. Teach three classes per year related to agribusiness management, selling, and marketing.

Assistant Professor and Extension Economist and MAB Coordinator, Department of Agricultural and Applied Economics, University of Georgia, Athens, GA. (60% Extension/40% Teaching) 01/08/2016 – 6/30/2019.

Assistant Research Professor, Department of Agricultural and Resource Economics, University of Connecticut, Storrs, CT. 01/08/2016 – 01/08/2018.

Assistant Professor and Extension Economist, Department of Agricultural and Resource Economics, University of Connecticut, Storrs, CT. (75% Extension/25% Research): 08/01/2012 – 01/07/2016.

Research Scientist – Horticultural Economics, Vineland Research and Innovation Centre
1/18/2010 – 07/31/2012.

Post Doctorate Research Associate (50% time) / Assistant Lecturer (50% time), Dept. of
Agricultural Economics/Dept. of Horticulture, Texas A&M University. 9/1/2009 – 1/18/2010.

Graduate Teaching/Research Assistant, Dept. of Agricultural Economics, Texas A&M
University. 9/1/2005-8/31/2009

Agricultural Program Assistant II, Dept. of Horticulture, Auburn University.
8/1/2003 – 9/1/2005.

**Peer Reviewed Publications (* denotes graduate student, ** denotes
undergraduate student)**

62. Berning, J. and B. Campbell. “Consumer Preference and Market Simulations for Food and Non-Food GMO Introductions.” Accepted: *International Food and Agribusiness Management Review*. *Authors share senior authorship.
61. Campbell, J., A. Rabinowitz, and B. Campbell. “Concern and Externalities Associated with Hemp Production and Processing Facilities.” Accepted: *Journal of Agricultural and Applied Economics*.
60. Liu, Y., X. Chen,* A. Rabinowitz, and B. Campbell. 2020. “Demand, Challenge and Marketing Strategies in the Retail Promotion of Local Brand Milk.” *Agricultural Economics* 51(5):655-668.
59. Berning, J., B. Campbell, and J. Buttshaw.* 2020. “Assessing Consumer Demand for Georgia Lavender-Based Products.” *Journal of Agricultural and Applied Economics*. 52(3):461-479.
58. Minor, J.*, B. Campbell, C. Waltz, and J. Berning. 2020. “Water Savings and Payback Period of a New Drought Tolerant Turfgrass.” *Journal of Environmental Horticulture* 38(2):56-62.
57. Campbell, B.L. and W. Steele.* 2020. “Impact of Information Type and Source on Pollinator-Friendly Plant Purchasing.” *HortTechnology* 30(1):122-128.
56. Dong, H.,* A. Rabinowitz, and B. Campbell. 2019. “Factors Impacting Producer Marketing through Community Supported Agriculture.” *PLoS ONE* 14(7):1-13.
55. Katz, M.,* B. Campbell, and Y. Liu. 2019. “Local and Organic Preference: Logo versus Text.” *Journal of Agricultural and Applied Economics* 51(4):328-347.
54. Campbell, J. and B. Campbell. 2019. “Consumer Perceptions of Green Industry Retailers.” *HortTechnology* 29(2):213-222.

53. Yu, Q.,* B.L. Campbell, Y. Liu, and J. Martin. 2019. "A Choice Based Analysis of Community Supported Agriculture (CSA) in Connecticut: Valuation of Attributes." *Agricultural and Resource Economics Review* 48(1):1-20. (Featured Article)
52. Chakrabarti, A.,* B. Campbell, and V. Shonkwiler. 2019. "Eliciting Consumer Preference and Willingness to Pay for Specialty Mushrooms: Using a Latent Class Approach." *Journal of Food Distribution Research* 50(1):46-62.
***Journal's Best Paper Award for 2018-2019.
51. Khachatryan, H. A. Rihn, B. Behe, C. Hall, B. Campbell, J. Dennis, and C. Yue. 2018. "Visual Behavior, Buying Impulsiveness, and Consumer Behavior." *Marketing Letters* 29(1):23-35.
50. Khachatryan, H., A. Rihn, B. Campbell, B. Behe, and C. Hall. 2018. "How do Consumer Perceptions of "Local" Production Benefits Influence Their Visual Attention to State Marketing Programs?" *Agribusiness: An International Journal* 34(2):390-406.
49. Campbell, B., H. Khachatryan, and A. Rihn. 2017. "Pollinator Friendly Plants: Reasons for and Barriers to Purchase." *HortTechnology* 27(6):831-839.
***Featured in Greenhouse Grower Magazine – [Link](#).
48. Zaffou, M.,* and B. Campbell. 2017. "Willingness to Pay for Retail Location and Product Origin of Christmas Trees." *Agricultural and Resource Economics Review* 46(3):464-478.
47. Qi, L.,* A. Rabinowitz, Y. Liu and B.L. Campbell. 2017. "Buyer and Non-Buyer Barriers to Purchasing Local Food." *Agricultural and Resource Economics Review* 46(3):443-463.
46. Khachatryan, H., A. Rihn, B. Campbell, C. Yue, C. Hall, and B. Behe. 2017. "Visual Attention to Eco-labels Predicts Consumer Preferences for Pollinator Friendly Plants." *Sustainability* 9(1743):1-14.
45. Behe, B.K., P.T. Huddleston, C.R. Hall, H. Khachatrayn, and B.L. Campbell. 2017. "Do Real and Fictitious Plant Brands Differ in Brand Recognition, Awareness, Purchase Intention, and Visual." *HortScience* 52(4):612-621.
44. Zaffou, M.,* A. Rihn, B.L. Campbell, H. Khachatryan, and O. Hoke*. 2017. "Influence of Product Type and Perceptions on the Geographic Boundary of Local Plants and Food." *International Food and Agribusiness Management Review* 20(3):401-414.
43. Hoke, O.,* B. Campbell, M. Brand, and T. Hau.* 2017. "Impact of Information on Willingness to Pay for Aronia Berries." *HortScience* 52(3):395-400.
42. Bruno, C.C.** and B.L. Campbell. 2016. "Students Willingness to Pay for More Local, Organic, non-GMO and General Food Options." *Journal of Food Distribution Research* 47(3):32-48.

41. Rihn, A., H. Khachatryan, B. Campbell, B. Behe, and C. Hall. 2016. "Consumer Preferences for Organic Production Methods and Origin Promotions on Ornamental Plants: Evidence from Eye-Tracking Experiments." *Agricultural Economics* 47(6):599-608.
40. Zaffou, M.* and B. Campbell. 2016. "Consumer Preference and Willingness to Pay for Local Labelling and Retail Outlet of Azaleas." *HortScience* 51(8):1026-1030.
39. Krahe, J.* and B.L. Campbell. 2016. "Impact of Technology on Labor and Sales in the U.S. Green Industry." *HortTechnology* 26(3):351-357.
38. Yue, C. B.L. Campbell, C. Hall, B.K. Behe, J. Dennis, and H. Khachatryan. 2016. "Consumer Preference for Sustainable and Origin Attributes in Plants: Evidence from Experimental Auctions." *Agribusiness: An International Journal* 32(2): 222-235.
37. Campbell, B.L., S. Mhlanga, and I. Lesschaeve. 2016. "Market Dynamics Associated with Ethnic Vegetable Production." *Agribusiness: An International Journal* 32(1): 64-78.
36. Campbell, B.L., H. Khachatryan, C. Hall, B.K. Behe, and J. Dennis. 2016. "Crunch the Can or Throw the Bottle? Effect of "Bottle Deposit Laws" and Municipal Recycling Programs." *Resource, Conservation and Recycling* 106:98-109.
***2015 Impact factor of 2.56 and 5-year at 3.28.
35. Rihn, A., H. Khachatryan, B. Campbell, B. Behe, and C. Hall. 2015. "Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Conjoint Experiment and Gaze Analysis." *HortScience* 50(10): 1524-1530.
34. Cutz, G., B. Campbell, K.K. Filchak, E. Valiquette, and M.E. Welch. 2015. "Impact of a 4-H Youth Development Program on At-Risk Urban Teenagers." *Journal of Extension* 53(4):1-10.
33. Campbell, B.L, H. Khachatryan, B.K. Behe, J. Dennis, and C. Hall. 2015. "Consumer Perceptions and Misperceptions of Ecofriendly and Sustainable Terms." *Agricultural and Resource Economics Review* 44(1):21-34.
32. Bartholomew, C., and B.L. Campbell, and V. Wallace. 2015. "Factors Affecting Athletic Field Quality after Pesticide Bans: The Case of Connecticut." *HortScience* 50(1):99-103.
***First authorship shared equally by all authors.
31. Behe, B.K., B.L. Campbell, H. Khachatryan, C. Hall, J. Dennis, P.T. Huddleston, and R.T. Fernandez. 2014. "Incorporating Eye Tracking Technology and Conjoint Analysis to Better Understand the Green Industry Consumer." *HortScience* 49(12):1550-1557.
***First authorship shared equally by Behe and Campbell.

30. Campbell, B.L., S. Mhlanga, and I. Lesschaeve. 2014. "Bad Quality and the Produce Industry: Consumer Reaction to Inferior Produce." *Journal of Food Distribution Research* 45(3):82-98.
29. Campbell, B.L., R.M. Nayga, Jr., and B. Lin. 2014. "Analysis of Food Away from Home Expenditures by Meal Occasion: Are Transactional Variables and Prior Purchase Behavior Important?" *Journal of Foodservice Business Research* 17(3):179-197.
28. Khachatryan, H., C. Yue, B. Campbell, B. Behe, and C. Hall. 2014. "The Effects of Consideration of Future and Immediate Consequences on Willingness to Pay Decisions for Environmentally Friendly Plant Attributes." *Journal of Environmental Horticulture* 32(2):64-70.
27. Campbell, B.L., H. Khachatryan, B.K. Behe, J. Dennis, and C.R. Hall. 2014. "U.S. and Canadian Consumer Perception of Local and Organic." *International Food and Agribusiness Management Review* 17(2):21-40.
Article cited on [TIME.COM](http://www.time.com) and on the [Huffington Post](http://www.huffpost.com).
26. Khachatryan, H., B. Campbell, C. Hall, B. Behe, C. Yue, and J. Dennis. 2014. "The Effects of Individual Environmental Concerns on Willingness to Pay for Sustainable Plant Attributes." *HortScience* 49(1):69-75.
25. Campbell, B.L., S. Mhlanga, and I. Lesschaeve. 2013. "Consumer Preference for Peach Attributes: Market Segmentation Analysis and Implications for New Marketing." *Agricultural and Resource Economics Review* 42(3):518-541.
24. Campbell, B.L., S. Mhlanga, and I. Lesschaeve. 2013. "Perception versus Reality: Consumer Views of Organic and Local?" *Canadian Journal of Agricultural Economics* 61(4):531-558. ***Article had second highest Altmetric Attention Score (22) in 2018 – CAES Annual Report
23. Behe, B.K., B.L. Campbell, C.R. Hall, H. Khachatryan, J.H. Dennis, and C. Yue. 2013. "Smart Phone Use and Online Search and Purchase Behavior of North Americans: Gardening and Non-Gardening Information and Products." *HortScience* 48(2):209-215.
22. Behe, B.K., B.L. Campbell, C.R. Hall, H. Khachatryan, J. Dennis, and C. Yue. 2013. "Consumer Preferences for Local and Sustainable Plant Production Characteristics." *HortScience* 48(2):200-208.
21. Silva, A., R.M. Nayga, Jr., B.L. Campbell, and J.L. Park. 2012. "Can Perceived Task Complexity Influence Cheap Talk's Effectiveness in Reducing Hypothetical Bias in Stated Choice Studies?" *Applied Economics Letters* 19(17):1711-1714.
20. Palma, M.A., C.R. Hall, B.L. Campbell, H. Khachatryan, B. Behe, S. Barton. 2012. "Measuring the Effects of Firm Promotion Expenditures on Green Industry Sales." *Journal of Environmental Horticulture* 30(2):83-88.

19. Bruwer, J., I. Lesschaeve, and B.L. Campbell. 2012. "Consumption Dynamics and Demographics of Canadian Wine Consumers: Retailing Insights from the Tasting Room Channel." *Journal of Retailing and Consumer Services* 19(January):45-58.
18. Silva, A., R.M. Nayga, Jr., B.L. Campbell, and J.L. Park. 2011. "Revisiting Cheap Talk with New Evidence from a Field Experiment." *Journal of Agricultural and Resource Economics* 36(2):280-291.
17. Campbell, B.L., R.M. Nayga, Jr., J.L. Park, and A. Silva. 2011. "Does the National School Lunch Program Improve Children's Dietary Quality?" *American Journal of Agricultural Economics* 93(4):1099-1130.
16. Yue, C., J.H. Dennis, B.K. Behe, C.R. Hall, B.L. Campbell, and R.G. Lopez. 2011. "Investigating Consumer Preference for Organic, Local, or Sustainable Ornamental Plants." *HortScience* 46(4):610-615.
15. Yue, C., B.K. Behe, C.R. Hall, B.L. Campbell, R.G. Lopez, and J.H. Dennis. 2010. "Investigating Consumer Preference for Biodegradable Containers." *Journal of Environmental Horticulture* 28(4):239-243.
14. Yue, C., C.R. Hall, B.K. Behe, B.L. Campbell, R.G. Lopez, and J.H. Dennis. 2010. "Are Consumers Willing to Pay More for Biodegradable Containers than for Plastic Ones? Evidence from Hypothetical Conjoint Analysis and Non-Hypothetical Experimental Auctions." *Journal of Agricultural and Applied Economics* 42(4):757-772.
13. Campbell, B.L., I. Lesschaeve, A.J. Bowen, S.R. Onufrey, and H. Moskowitz. 2010. "Purchase Drivers of Canadian Consumers of Local and Organic Produce." *HortScience* 45(10):1480-1488.
12. Behe, B.K., B.L. Campbell, J.H. Dennis, C.R. Hall, R.G. Lopez, C. Yue. 2010. "Gardening Consumer Segments Vary in Eco-practices." *HortScience* 45(10):1475-1479.
11. Dennis, J.H., R.G. Lopez, B.K. Behe, C.R. Hall, C. Yue, and B.L. Campbell. 2010. "Sustainable Production Practices Adopted by Greenhouse and Nursery Plant Growers." *HortScience* 45(8):1232-1237.
10. Hall, C.R., B.L. Campbell, B.K. Behe, C. Yue, R.G. Lopez, and J.H. Dennis. 2010. "The Appeal of Biodegradable Packaging to Floral Consumers." *HortScience* 45(4):583-591.
9. Campbell, B.L. and C.R. Hall. 2010. "Effects of Pricing Influences and Selling Characteristics on Plant Sales." *HortScience* 45(4):575-582.
8. Campbell, B.L., C.R. Hall, and B.F. Combs. 2009. "Regional Structural Change in Production and Marketing Practices for the Nursery and Greenhouse Industry: 1989-2004." *Journal of Environmental Horticulture* 27(3):139-144.

7. Campbell, B.L., R.G. Nelson, R.C. Ebel, W.A. Dozier, J.H. Campbell, and F.M. Woods. 2008. "Mandarin Market Segments Based on Consumer Sensory Evaluations." *Journal of Food Distribution Research* 39(3):43-55.
6. Nelson, R.G., B.L. Campbell, R.C. Ebel, and W.A. Dozier. 2008. "The Current State of the Satsuma Marketing Effort in the Gulf States." *HortScience*, 43(2):293-297.
5. Park, J.L., B.L. Campbell, A. Silva, and R.M. Nayga, Jr. 2007. "Fruit and Vegetables Go Back to School." *Choices* 22(2):129-132.
4. Silva, A., R.M. Nayga, Jr., B.L. Campbell, and J.L. Park. 2007. "On the Use of Valuation Mechanisms to Measure Consumers' Willingness to Pay for Novel Products: A Comparison of Hypothetical and Non-Hypothetical Values." *International Food and Agribusiness Management Review* 10(2):165-180. (Finalist, Best Paper Award, XVII IAMA Symposium, Parma, Italy, June 2007)
3. Campbell, B.L., R.G. Nelson, R.C. Ebel, and W.A. Dozier. 2006. "Mandarin Attributes Preferred by Consumers in Grocery Stores." *HortScience* 41(3):664-670.
2. Ebel, R.C., B. Campbell, M.L. Nesbitt, W.A. Dozier, J. Lindsey and B.S. Wilkins. 2005. "A Mathematical Model that Determines Freeze Risk of Satsuma Mandarins Grown on the Northern Coast of the Gulf of Mexico." *Journal of the American Society for Horticultural Science* 130(4):500-507.
1. Campbell, B.L., R.G. Nelson, R.C. Ebel, W.A. Dozier, J.L. Adrian, and B.R. Hockema. 2004. "Fruit Quality Characteristics of Satsuma Mandarins that Affect Consumer Preferences." *HortScience* 39(7):1664-1669.

Books

Full Books

Campbell, B. and J. Dodson. 2020. "The Theory and Reality of Agribusiness Selling." Kendall Hunt Publishing Company.

Book Chapters

Khachatryan, H., A. Rihn, B. Campbell, and C. Yue. 2016. Catching and Keeping Consumers' Attention: Incorporating Eye Tracking into Organic Marketing Research. In I. Kareklas and D. Muehling (Ed.), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption* (pp. 167-185). Hauppauge, NY: Nova Science Publishers.

Khachatryan, H., A. Rihn, C. Yue, and B. Campbell. 2016. Promotional Strategies for Organic Food Marketing. In I. Kareklas and D. Muehling (Ed.), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption* (pp. 79-104). Hauppauge, NY: Nova

Science Publishers.

Submitted/Working Papers (* denotes graduate student; ** denotes undergraduate student)

In-Review:

Campbell, B., J. Berning, and J. Campbell. “Consumer Preference and Market Simulations for Turf GMO Introductions.” Revise and Resubmit.

Campbell, B., J.H. Campbell, A. Rihn. “Impact of the Coronavirus Pandemic on Plant Purchasing in the Southeast.” In-Review.

Chakrabarti, A.,* B. Campbell, A. Rabinowitz, and B. Brewer. “Use and Benefits Associated with State Marketing Programs.” Revise and Resubmit.

Evans, G.* and B.L. Campbell. “Perceptions of Pesticides, Genetically Modified, and Future Gene-Editing Technologies and the Influence of Information on Willingness to Purchase Food, Plants, and Turfgrasses.” In-Review.

Campbell, B.L., Y. Liu, and A. Rabinowitz. “The Consumer Premium for Locally Branded Milk and the Value of Informational Campaigns.” In-Review.

Williams, J., J. Campbell, A. Rabinowitz, B. Campbell, and J. Campbell. Consumer Views on Use and Legality of Hemp Based Products. In-Review.

Research Profiled In:

Interviews:

- Produce Weekly
- New York Produce Show and Conference ([October 25, 2012](#); [December 1, 2014](#); [November 16, 2015](#); December 7, 2016; [December 5, 2017](#); [December, 2018](#); [December, 2019](#))
- Garden Talk with Len and Scott – WTIC 1080: (March 7, 2015) – [Link](#)
- UConn Today (November 29, 2012): [Link](#)
- Jim Prevor’s Perishable Pundit (October, 25 2012 [Link](#); December 1, 2014 [Link](#); November 16, 2015 [Link](#))
- CKNX AM920 radio (April 5th, 2011)

Consulted:

- Vice News (Feb. 8, 2017) – organic vs. conventional production economics
- Lawn and Landscape Magazine (Dec. 2, 2015) – time for price increases in U.S. by landscape service firms? [Link](#)
- Greenhouse Management/Produce Grower Magazine – impact of Chinese Yuan devaluation on horticulture (August 2015)
- WSHU: Public Radio Group – apple demand in CT (Sept. 29, 2014): [Link](#)

Research Profiled/Cited:

- Urban Agricultural Council (September 4, 2020)
- Athens Banner-Herald (Feb. 7, 2018): [Link](#)

- Georgia Green Industry Newsletter (Feb. 5, 2018; October 25, 2018; September 4, 2020; September 11, 2020)
- Produce Business (Feb. 2017 issue): [Link](#)
- Connecticut Weekly Market Report (Dec. 20, 2016): [Link](#)
- Morning Ag Clips (May 29, 2014; June 3, 2015): [Link](#); [Link](#)
- Countryfolks.com (March 12, 2015): [Link](#)
- Farm Credit East: [Link](#)
- College of Agriculture, Health and Natural Resources, University of Connecticut – 2015 Highlights in Extension: [Link](#)
- Hartford Courant (March. 15, 2015): [Link](#)
- Agricultural and Applied Economics Association blog and Facebook page (Jan. 20, 2015): [Link](#)
- American Nurseryman (Jan. 12, 2015): [Link](#)
- Today’s Garden Center (Jan. 5, 2015): [Link](#)
- Newswise.com (Dec. 16, 2014): [Link](#)
- ScienceDaily (Sept. 17, 2014; Dec. 16, 2014): [Link](#); [Link](#)
- New York Organic News (Fall 2014): [Link](#)
- Huffington Post (Aug. 2, 2014): [Link](#)
- TIME.com (July 11, 2014): [Link](#)
- Country Folks Grower (November 14, 2014) – [Link](#)
- Rural Marketing News (June 9, 2014): [Link](#)
- The Packer: Everything Produce (May 28, 2014): [Link](#)
- University of Florida (article on homepage May 28, 2014): [Link](#)
- 2013 Highlights of Research (pub. of UConn College of Agriculture and Natural Resources): [Link](#)
- Lawn and Garden Retailer Magazine (February 2014): [Link](#)
- 2013 Neuromarketing Yearbook (pub. of the Neuromarketing Science and Business Assoc.)
- Naturally@UConn (June 3, 2014): [Link](#)
- Town Vibe – Litchfield magazine (May/June 2013): [Link](#)
- National Post Newspaper (November 24, 2012): [Link](#)
- National Post Newspaper (November 12, 2012): [Link](#)
- American Society of Horticulture – HortTalks series (2011; 2013); Press Release ([2018](#))
- Greenhouse Canada Magazine (May 2011; May 2012)
- Niagara This Week (May 2012)
- St. Catharines Standard (February 2011; May 2012): [Link](#)
- Canadian Grocer Magazine (April 2012)
- The Guelph Mercury News (November 2011)
- Greenhouse Grower Magazine (Jan-June 2011; June 2018): [Link](#)
- Fruit and Vegetable Magazine (cover story mid-April 2011 v. 67, no. 5, p. 6-7): [Link](#)

- The Grower Magazine, Ontario Fruit and Vegetable Grower Association publication (2011): [Link](#)
- Organic Agriculture Centre of Canada (2011): [Link](#)
- Southeast Farm Press (2003): [Link](#)

Reviewer

Journal: Agricultural Economics

Agribusiness: An International Journal; Agricultural Economics; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; Applied Economic Perspectives and Policy; Canadian Journal of Agricultural Economics; Eastern Economics Journal; Ecological Economics; Food Policy; International Food and Agribusiness Management Review; Journal of Agribusiness; Journal of Agricultural and Applied Economics; Journal of Agricultural and Resource Economics; Journal of Food Distribution Research

Journal: Horticulture

Horticulturae; HortScience; HortTechnology; Urban Forestry and Urban Gardening

Journal: Extension

Journal of Extension

Journal: Other

Agriculture; Agriculture and Human Values; Beverages; Foods; Journal of Cleaner Production; Journal of Retailing and Consumer Services; Land Use Policy; Journal of Public Health; Public Health; Resources, Conservation, and Recycling; Social Science Quarterly; Springer-PLUS; Sustainability

Review Printed in Journal

Review of Podcast: Farm to Market Podcast: Episode 2 “It’s Not Your Granddaddy’s Steak” by Derrell Peel and Charlie Amos. 2020. *American Journal of Agricultural and Applied Economics* 102(3):1045-1046.

Conference

Agricultural and Applied Economics Association:

- Experimental Economics section (2014, 2015, 2016)
- Agribusiness (2017)

XVIII International Interdisciplinary Conference IPSAPA / ISPALEM (2014)

Grant

Horticultural Research Institute

Proposal Reviewer panel (2020)

USDA

NIFA-CARE grant panel (2019; 2020)

University of Georgia

Canadian Ornamental Horticulture Alliance application to Agriculture and Agri-Food Canada research cluster (2017)

University of Missouri Strategic Investment Program Tier 3 (2020)

University of Connecticut

IDEA program (2014-2015)

Grant Evaluator - NIFA Children, Family, and Youth at Risk Program, Tools for Healthy Living (2012-2014)

https://nifa.usda.gov/sites/default/files/resource/2014%20CYFAR%20Annual%20Report_0.pdf

Book Chapter

Borlaug LEAP Fellows Book on the Future of African Agriculture (2016)

Extension/Outreach

Online Forage Insurance calculator tool (2016)

Economic Impact of Covid-19 (2020)

Grants (Total = \$11,141,420; Departmental = \$1,776,458; Department means for use by Dr. Campbell or in combination with other departmental faculty; * Graduate student)

2020-2023. “Hemp Marketing: Measuring Stated Demand and Preferences in an Emerging Market.” USDA-Federal, State Marketing Improvement Program. Amount RECEIVED: \$248,686 (U.S) – Competitive.

2020-2021. “Ensuring the Future Success of North American Specialty Crops through Soilless Substrate Science.” USDA-NIFA Specialty Crop Research Initiative. Amount RECEIVED: \$50,000 (US) planning grant – Competitive.

2020-2024. “Flathead Borer Management in Specialty Crops.” USDA-NIFA Specialty Crop Research Initiative. Amount RECEIVED: \$2,500,000 (U.S.) – Competitive. (Total project: \$5,000,000; last half awarded at mid-point of grant).

2019-2020. “Understanding How Advertising Can Lead to Increased Demand and Satisfaction Among Consumers in the Floral Industry.” Floral Marketing Research Fund. Amount RECEIVED: \$23,400 (US) – Competitive.

2018-2022. “Optimizing the Cost-Effectiveness of Lighting in Controlled Environment Agriculture.” USDA-NIFA Specialty Crop Research Initiative. Amount RECEIVED: \$4,989,757 (U.S.) – Competitive.

2018. “Impact of Mechanization on Costs Given Varying Production and Policy Scenarios.” Center for Applied Nursery Research. Amount RECEIVED: \$2,000 (US) – Competitive.

2018. “Understanding Solar and Geothermal Energy Costs and their Impact on Long-term Efficiency and Profitability.” Center for Applied Nursery Research. Amount RECEIVED: \$2,000 (US) – Competitive.

2017-2018. “Optimizing the Cost-Effectiveness of Lighting in Controlled Environment Agriculture.” College of Agricultural and Environmental Sciences, University of Georgia – Grants on the Edge Program. Amount RECEIVED: \$11,601 (US) – Noncompetitive.

2016-2018. “Assessing Production Practices, Distribution Channels, and Promotional Tools for Georgia Grown Lavender.” USDA-GA Specialty Crop Block Grant. Amount RECEIVED: \$45,000 (US) – Competitive.

2015. “Market Dynamics Associated with Middlesex County, CT.” Lower CT River Valley Council of Governments. Amount RECEIVED: \$1,500 (US) – Noncompetitive.

2015-2018. “Smart Resource Grids: Exploring Technical Solutions to Grand Challenges at the Water-Energy-Food Nexus.” University of Connecticut Academic Plan Proposal Tier-II. Amount RECEIVED: \$450,000 (US) – Competitive. [Link](#)

2015. “Visualization and Valuation of Nutritional Information on Menus.” University of Connecticut Scholarship Facilitation Fund. Amount RECEIVED: \$2,000 (US) – Competitive.

2015-2017. “Achieving Agricultural Water Security in Connecticut through RCPP.” National Resource Conservation Service – Regional Conservation Partnership Program. Amount RECEIVED: \$400,000 (US) – Competitive.

2014-2016. “Growing Local Milk: Analysis of Consumer Demand and Marketing Practices.” USDA-Federal State Marketing Improvement Program (FSMIP): Amount RECEIVED: \$47,807 (US) – Competitive.

2015-2016. “Exploring the Economic and Production Viability of Ethnic Vegetables and Novel Small Fruits in Connecticut.” USDA-CT Specialty Crop Block Grant: Amount RECEIVED: \$23,441 (US) – Competitive.

2014-2015. “The Role of Plant Brands in Consumer Preferences for Plants and their Perceptions of Plant Quality.” Horticultural Research Institute: Amount RECEIVED: \$35,000 (US) – Competitive.

2014-2015. “Organic Lawn Care Practices for the Northeast.” Northeastern Regional Association Planning Grant: Amount RECEIVED: \$5,600 (US) – Competitive.

2014. “The Cost of Doing Business in the Northeast.” Farm Credit East: Amount RECEIVED: \$20,000 (US) – Competitive.

2013-2015. “Promoting Florida-Grown Ornamental Plant Sales through Smart Labels and Target Marketing Strategies” USDA-FL Specialty Crop Block Grant: Amount RECEIVED: \$141,952.80 (US) – Competitive.

2014-2016. “Increasing the Value of CT Specialty Crops through Increased Labeling and Access.” USDA-CT Specialty Crop Block Grant: Amount RECEIVED: \$73,163.24 (US) – Competitive.

2013-2015. “Economic Impact and Contribution of the Turfgrass Industry in New England.” New England Regional Turfgrass Foundation. Amount RECEIVED: \$36,569.03 – Competitive.

2012. "Mobile Science Research Lab." FY 2013 College of Agriculture and Natural Resources Grant Competition, University of Connecticut: Amount RECEIVED: \$30,321 (US) – Competitive.

2013-2016. "Local People, Local Agriculture: Measuring Baseline Consumption and Awareness in Connecticut." USDA – CT Specialty Crop Block Grant: Amount RECEIVED: \$73,981 (US) – Competitive.

2012-2015. "Developing Consumer Driven Strategies for Imparting Sustainable Healthy Eating Habits in Ontarians' Diet." University of Guelph /Ontario Ministry of Agriculture, Food and Rural Affairs Research Program: Amount RECEIVED: \$150,124 (CN) – Competitive.

2011-2012. "Caught You Looking! What Captures Consumers' Attention When They Buy Ornamental and Food-Producing Plants?" Federal State Marketing Improvement Program (FSMIP). Amount RECEIVED: \$36,750 (US) – Competitive.

2011-2014. "Gap Analysis of the Complete Value Chain for Ornamental Plant Products from Breeding to the Final Consumer in Both Domestic and Export Markets." Ontario Ministry of Agriculture, Food and Rural Affairs – New Directions Program: Amount RECEIVED: \$199,858.40 (CN) – Competitive.

2011-2014. "Characterizing the Value, Market Size and Evolution, and Infrastructure Needs for Profitable Production of Ethnic Vegetables in Ontario." Ontario Ministry of Agriculture, Food and Rural Affairs – New Directions Program: Amount RECEIVED: \$187,020.40 (CN) – Competitive.

2010-2011. "Marketing Study for Introducing a New Ornamental Plant Concept." National Research Council – Industrial Research Assistance Program and Sunrise Greenhouses: Amount RECEIVED: \$30,000 (CN) – Competitive.

2010-2013. "Development, Sensory Evaluation and Consumer Acceptance of 'Golden Plums' from Novel European Plum Selections." Ontario Ministry of Agriculture, Food, and Rural Affairs (OMAFRA) and University of Guelph: Amount RECEIVED: \$241,888 (CN) – Competitive.

2010-2011. "Sustainability on the Table and In the Yard: Identifying, Profiling, and Quantifying Markets for Sustainably-Grown Ornamental and Food-Producing Transplants." USDA-Federal State Marketing Improvement Program (FSMIP): Amount RECEIVED: \$48,000 – RECEIVED Competitive.

2006- 2008. "Analysis of Food Away from Home Expenditures Using CREST". USDA-Economic Research Service: Amount RECEIVED: \$30,000 – Competitive.

2000. Grant to produce a marketing plan for a new agricultural product, a nematicide. Alabama Wheat and Feed Grain Producers: Amount RECEIVED: \$4,000 – Competitive.

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Miller, H., B. Campbell, J. Campbell, and V. Shonkwiler. 2019. "Vidalia Onion Buyer Knowledge of Growing Location." 54(9):S173 (Supplement).

Carter, B., B. Campbell, J. Campbell, and V. Shonkwiler. 2019. "Vidalia Onion Awareness and Perceptions." 54(9):S140 (Supplement).

Goolsby, M., B. Campbell, J. Campbell, V. Shonkwiler, and A. Rabinowitz. 2019. "A Look at Bans on the Public Consumption of Tree Nuts." 54(9):S111 (Supplement).

Fife, K. and B. Campbell. 2019. "Local Labeling Awareness and Perceptions across State Lines." 54(9):S46 (Supplement).

Campbell, J., A. Rabinowitz, B. Campbell. 2019. "Consumer Views on the Legalization of Hemp Production." 54(9):S13 (Supplement).

Campbell, B. 2019. "Enacting Policies to Ban Pesticides in Greenhouse and Nursery Production." *HortScience* 54(9):S13 (Supplement).

Campbell, J.,* V. Wallace, and B. Campbell. 2016. "Awareness, Support and Perceived Impact of the Connecticut Pesticide Bans." *HortScience* 51(9):S226 (Supplement).

Campbell, B., J. Campbell,* and V. Wallace. 2016. "The Role of Trust: How Consumers Value Information from Different Retail Outlets." *HortScience* 51(9):S202 (Supplement).

Behe, B.K., C.R. Hall, B.L. Campbell, H. Khachatryan, and J.H. Dennis. 2015. "The Use of Smartphone Technologies to Access Gardening Information." *Acta Horticulturae* (ISHS) 1090(July):11-14.

Khachatryan, H., B.K. Behe, C.R. Hall, B.L. Campbell, and J.H. Dennis. 2015. "Environmental Concerns and Willingness to Pay for Sustainable Attributes." *Acta Horticulturae* (ISHS) 1090 (July):39-43.

Campbell, B.L., B.K. Behe, H. Khachatryan, C.R. Hall, and J.M. Dennis. 2015. "Gender Differences Associated with Local, Organic, and Sustainable Term Perceptions." *Acta Horticulturae* (ISHS) 1090 (July):19-24.

Rihn, A., H. Khachatryan, B. Campbell, C. Hall, and B. Behe. 2015. "Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Rating-based Conjoint Experiment and Gaze Analysis." 2015 Florida State Horticulture Society meeting.

Evans, E.,* B.K. Behe, J. Dennis, C.R. Hall, H. Khachatrayn, and B. Campbell. 2014. "Price Signs to the Left of Center Get More Visual Activity." *HortScience* 49(9):S177. (Supplement).
Qi, L.*, B. Campbell, and Y. Liu. 2013. "Consumer Characteristics Affect Local and Organic Purchasing." *HortScience* 48(9):S229-S230 (Supplement).

Hall, C.R., B.K. Behe, B. Campbell, J. Dennis, and H. Khachatryan. 2013. "The Use of Smartphone Technologies to Access Gardening Information." *HortScience* 48(9):S90-S91 (Supplement).

Khachatryan, H., B. Campbell, B.K. Behe, C.R. Hall, and J. Dennis. 2013. "Environmental Incentives and Willingness to Pay Price Premiums for Environmentally-friendly Plant Attributes." *HortScience* 48(9):S90 (Supplement).

Campbell, B., B.K. Behe, C.R. Hall, H. Khachatryan, and J. Dennis. 2013. "Consumer Perspectives on Local, Organic, and Sustainable Terms." *HortScience* 48(9):S90 (Supplement).

Campbell, B., B.K. Behe, J. Dennis, C.R. Hall, and H. Khachatryan. 2013. "Plant Container Preferences for North American Consumers." *HortScience* 48(9):S89-S90 (Supplement).

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Behe, B.K., B. Campbell, H. Khachatryan, C.R. Hall, and J. Dennis. 2013. "Look at What is Important: Eye-Tracking Research on Plant Displays." *HortScience* 48(9):S230.

Lesschaeve, I., B.L. Campbell, A.J. Bowen, S.R. Onufrey, and H.R. Moskowitz. 2012. "Assessing Consumers' Mindsets for Purchasing Organic and Local Produce: Importance of Perceived Product and Emotional Benefits." *Acta Hort.* (ISHS) 933:653-660.

Behe, B., B.L. Campbell, J.H. Dennis, C.R. Hall, R.G. Lopez, and C. Yue. 2012. "Eco-Attitudes and Behaviours of Annual, Perennial and Herb and Vegetable Buyers from Four US States." *Acta Horticulturae* (ISHS) 930:43-47.

Hall, C., B. Behe, B. Campbell, J. Dennis, R. Lopez and C. Yue. 2012. "The Appeal of Biodegradable Packaging to US Floral Consumers." *Acta Horticulturae* (ISHS) 930:121-125.

Hall, C., B. Behe, B. Campbell, J. Dennis, R. Lopez and C. Yue. 2012. "Market Segmentation for U.S. Floral Consumers Based on Attitudes Towards Biodegradable Packaging." *Acta Horticulturae* (ISHS) 930:127-133.

Yue, C., C. Hall, B. Behe, B. Campbell, J. Dennis, R. Lopez. 2012. "Comparing Willingness to Pay Estimation Models for Conjoint Analysis: A Case Study of Willingness to Pay for Biodegradable Containers for Plants." *Acta Horticulturae* (ISHS) 930:217-224.

Campbell, B., I. Lesschaeve, and S. Mhlanga. 2011. "Canadian Consumer Perception of Various Production Practices." *HortScience* 46(9):S92-S93 (Supplement).

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Campbell, B.L., J.L. Park, A. Silva, and R.M. Nayga, Jr. 2008. "From Farm to School: An Alternative Market for Texas Citrus." *Journal of Food Distribution Research*, 39(1):144.

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Extension Conference/Workshop Planning

Southern Region Agricultural Outlook Conference Planning Committee; 2017

Multi-State tour of industry host: Connecticut (2015); Georgia (2018)

Northeast Greenhouse Conference and Expo (member: November 2012-2015)

Canada Innovation and Technology Tour (March 2014)

Collaborations for Agricultural Profitability (March 2014)

Magazine, Reports, Whitepapers, Factsheets (* denotes graduate student) (Peer-Reviewed where noted)

Campbell, B. and H. Khachatryan. 2020. "Economic Impact of the Georgia Green Industry, 2018 Statistics and Evaluation." Urban Agricultural Council magazine. Fall 2020:38-40

Campbell, B., A. Rihn, and J. Campbell. 2020. "Preliminary Changing Purchasing Habits of Southeastern U.S. Green Industry Consumers due to COVID-19." AGECON-20-06-PR (peer reviewed).

Campbell, B., A. Rihn, and J. Campbell. 2020. "Preliminary Economic Impact of COVID-19 on Green Industry Sales in the Southeastern U.S." AGECON-20-05-PR (peer reviewed).

- Campbell, B. and H. Khachatryan. 2020. "Economic Impact of the Green Industry, 2018." AGECON-20-04-PR (peer reviewed).
- Li, Y., R.L. Izlar, and B. Campbell. 2020. "2020 Current Use Values for Georgia Conservation Use (CUVA) Land and Forest Land Protection Act (FLPA) Land."
- Campbell, B.L., A. Rabinowitz, J. Campbell, T. Coolong, and J. Baudrand. 2020. Hemp Budget for CBD Oil in Georgia. AGECON-20-01PR (peer reviewed).
- Campbell, B.L., J. Campbell, and A. Rabinowitz. 2019. Externalities with Establishing Hemp Production/Processing. AGECON-19-09-PR (peer reviewed).
- Campbell, J., A. Rabinowitz, and J. Campbell. 2019. Consumer Views on Use and Legality of Hemp Based Products. AGECON-19-08-PR (peer reviewed).
- Rabinowitz, A., J. Campbell, and B. Campbell. 2019. Awareness and Perceptions of Hemp. AGECON-19-07-PR (peer reviewed).
- Campbell, B.L., A. Rabinowitz, and J. Campbell. 2019. Hemp Production Economics: Current Situation in Georgia. AGECON-19-06-PR (peer reviewed).
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- Rabinowitz, A., J. Campbell, and B. Campbell. 2019. The Hemp Regulatory Environment: A Brief Outline of Current U.S. and Georgia Regulations. AGECON-19-05-PR (peer reviewed).
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- Campbell, B.L., E.G. Fonsah, Y. Liu, and A.N. Rabinowitz. 2019. "2018 Farm Bill Overview." 2019 Georgia Ag Forecast Situation and Outlook Reports by the Center for Agribusiness and Economic Development, p. 11-12.
- Li, Y., R.L. Izlar, and B. Campbell. 2019. "2019 Current Use Values for Georgia Conservation Use (CUVA) Land and Forest Land Protection Act (FLPA) Land."
- Campbell, J., M. Chappell, and B. Campbell. 2019. "The Initial Impacts of Hurricane on the Green Industry." Georgia Green Industry Association Journal (January): 15-17.
- Campbell, J., M. Chappell, and B. Campbell. 2018. "The Initial Impacts of Hurricane on the Green Industry." TP-107 (peer reviewed).

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Campbell, B.L. 2018. "The Green Industry." Georgia Economic Outlook 2018. Publication of the Selig Center for Economic Growth, p. 68-69.

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Li, Y., R.L. Izlar, B. Campbell, and L.A. Russell. 2018. "2018 Current Use Values for Georgia Conservation Use (CUVA) Land and Forest Land Protection Act (FLPA) Land."

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- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the Turfgrass Industry in Vermont." Factsheet.
- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the Turfgrass Industry in Rhode Island." Factsheet.
- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the Turfgrass Industry in New Hampshire." Factsheet.
- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the Turfgrass Industry in Massachusetts." Factsheet.
- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the Turfgrass Industry in Maine." Factsheet.
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><http://public.homepages.uconn.edu/~bec12003/A%20Survey%20of%20School%20Grounds%20Pest%20Management%20Practices%20Overview2wlogo.pdf><

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**Authors listed in alphabetical order, senior authorship is shared equally across all authors.
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Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inuagiato, and S. Rackliffe. 2015. "Economic Impact of the Turfgrass Industry in New England." Research report for the New England Regional Turfgrass Foundation.
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Departmental Seminars (speaker where indicated)

Campbell, B.L. 2020. “Economic and Marketing Views on Hemp.” In their Hemp: Science, Technology, Economics, and Policy series. Georgia Tech Research Institute, Georgia Institute of Technology, Feb. 7. (*Speaker*)

Campbell, J.H., A. Rabinowitz, and B.L. Campbell. 2019. “Concern and Externalities Associated with Locating Hemp Production and Processing Facilities.” Department of Agricultural and Applied Economics, University of Georgia, Aug. 21st. (*Speaker*)

Campbell, B.L. 2014. “What Captures Consumer Attention: Eye Tracking Technology and Valuing Labeling.” Department of Nutritional Science, University of Connecticut, Oct. 23rd. (*Speaker*)

Campbell, B.L. 2014. “The Role of the Eye: Use of Eye Tracking to Understand Preference for Sustainable Labels.” Department of Plant and Soil Science, University of Vermont, Oct. 17th. (*Speaker*)

Campbell, B.L. 2014. “In the Mind of an Economist: Valuing Product Attributes through Experimentation.” Department of Animal Science, University of Connecticut, Oct. 10th. (*Speaker*)

Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2013. “Integrating New Technologies into Research: Exploring Eye Tracking Technology.” Department of Agricultural and Resource Economics, University of Connecticut, Sept. 22nd. (*Speaker*)

Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2012. “Perception and Misperception of Local: A U.S. and Canadian Comparison.” Department of Allied Health Sciences, University of Connecticut, Dec. 3rd. (*Speaker*)

Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2012. “Perception and Misperception of Local: A U.S. and Canadian Comparison.” Department of Agricultural and Resource Economics, University of Connecticut, Sept. 7th. (*Speaker*)

Campbell, B.L., I. Lesschaeve, S. Mhlanga. 2011. “What Do Consumers Want in a Peach: A Nationwide Survey.” Joint between Agriculture and Agri-Food Canada, Ontario Ministry of Agriculture, Food and Rural Affairs, and Vineland Research and Innovation Centre, February 3rd. (*Speaker*)

Campbell, B.L., R.M. Nayga, Jr., J.L. Park, and A. Silva. 2010. “Does the National School Lunch Improve Children’s Dietary Quality?” Department of Rural Economy, University of Alberta, August 10th.

Campbell, B.L., R.M. Nayga, Jr., J.L. Park, and A. Silva. 2010. "Does the National School Lunch Improve Children's Dietary Quality?" Philippine Center for Economic Development, University of the Philippines, July 6th.

Hall, C.R., B.L. Campbell, B.K. Behe, C. Yue, R.G. Lopez, and J.H. Dennis. 2010. "The Appeal of Biodegradable Packaging to Floral Consumers." Department of Food and Resource Economics, University of Guelph, May 26th. (*Speaker*)

Campbell, B.L., J.L. Park, R.M. Nayga, and A. Silva. 2008. "From Farm to School: An Alternative Market for Texas Citrus," Department of Agricultural Economics, Texas A&M University, Departmental Seminar, February 1st.

Campbell, B.L., R.M. Nayga, A. Silva, J.L. Park. 2007. "Do the National School Lunch and School Breakfast Programs Improve Children's Dietary Quality?" Department of Agricultural Economics, Texas A&M University, Departmental Seminar, October 12th. (*Speaker*)

Poster/Display (* denotes graduate student; ** denotes undergraduate student)

Smith, T.,** A. Rabinowitz, and B. Campbell. 2019. "A Breakeven Analysis of Wild Hog Control in Row Crops." College of Agricultural and Environmental Sciences Undergraduate Research Symposium. Athens, GA; April 3.

Goolsby, M.,** B. Campbell, J. Campbell, V. Shonkwiler, and A. Rabinowitz. 2019. "A Look at Bans on Public Nut Consumption." College of Agricultural and Environmental Sciences Undergraduate Research Symposium. Athens, GA; April 3.

Carter, B.,** B. Campbell, V. Shonkwiler, and J. Campbell. 2019. "Awareness and Perception of Vidalia Sweet Onions." College of Agricultural and Environmental Sciences Undergraduate Research Symposium. Athens, GA; April 3.

Fife, K.** and B. Campbell. 2019. "Local Labeling Awareness and Perceptions Across State Lines." College of Agricultural and Environmental Sciences Undergraduate Research Symposium. Athens, GA; April 3.

Kane, S.P.,* G. Colson, and B.L. Campbell. 2019. "Assessing Consumer Response to Proposed Pecan Industry Federal Marketing Order Initiatives." Agricultural and Applied Economics Association (AAEA). Washington D.C.; Aug. 3-5.

Kane, S.,* A. Colson, and B. Campbell. 2018. "Assessing Consumer Response to Proposed Federal Marketing Initiatives. Extension Winter School Conference. Rock Eagle, GA; Jan. 23-25.

Bruno, C.,** A.N. Rabinowitz, Hoke, O., and B. Campbell. 2016. "Should We Invest in Local Agriculture." Northeastern Agricultural and Resource Economics Association (NAREA): Bar Harbor, ME; June 19-22.

Bruno, C.C.** and B.L. Campbell. 2015. “Demographics Reveal Gaps in Food Access and Inequality.” Fall Frontiers Poster Exhibition, Office of Undergraduate Research Presentation, University of Connecticut, Storrs, CT, Oct. 28.

Campbell, B.L. 2013. “Integrating Technology into Research and Extension to Build Stronger Local Economies and a Healthier Next Generation.” Stand with UConn event at state capital, Hartford, CT, April 15th.

Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. “Economic Impact and Contribution of the Turfgrass Industry in New England.” New England Regional Turfgrass Foundation, Providence, RI, Jan. 26-29.

Rihn, A.L., H. Khachatryan, B.L. Campbell, C.R. Hall, and B.K. Behe. 2014. “Visual Attention to Extrinsic Cues in the Horticulture Industry” Eye Tracking Behavior – Tobii Eye Tracking Conference, Washington D.C., Sept. 11-12.

Campbell, B.L. 2013. “Integrating Technology into Research and Extension to Build Stronger Local Economies and a Healthier Next Generation.” NextGenCT Bill signing, Storrs, CT, Oct. 21st.

Campbell, B.L. and J. Berning. 2013. “Integrating Technology into Research and Extension to Build Stronger Local Economies and a Healthier Next Generation.” NextGenCT Press Conference, State Capital, Hartford, CT, April 11th.

Campbell, B.L., S. Mhlanga, I. Lesschaeve. 2012. “Effect of Quality Changes and New Package Type on Preference and Market Share for Peaches.” Ontario Fruit and Vegetable Convention: Niagara Falls, Canada: Feb. 22-23.

Campbell, B.L., S. Mhlanga, I. Lesschaeve. 2011. “Effect of Quality Changes and New Package Type on Preference and Market Share for Peaches.” 9th Pangborn Sensory Science Symposium: Toronto, Canada: Sept. 4-8.

Mhlanga, S., B.L. Campbell, and I. Lesschaeve. 2011. “Consumer Preference and Knowledge of Local and Organic Food.” Ontario Fruit and Vegetable Convention, St. Catharines, Ontario, Feb. 23-24.

Ebel, R.C., J. Lindsey, B. Campbell, R. Nelson, P. Duffy, M. Nesbitt, and W.A. Dozier. 2008. “Modeling Freeze Risk and Economic Potential of Satsuma Mandarin Grown on the Northern Coastal Fringe of the Gulf of Mexico.” Climate Information for Managing Risks Symposium, Southeast Climate Consortium and the University of Florida, IFAS. St. Pete Beach, FL, June 10th-13th.

Campbell, B.L., R.G. Nelson, R.C. Ebel, W.A. Dozier, J.L. Adrian, and B. Hockema. 2003. “Fruit Quality Characteristics of Satsuma Mandarins that Affect Consumer Preferences.” Deep South Fruit and Vegetable Growers’ Conference and Trade Show, Mobile, AL, Dec. 3rd-5th.

Campbell, B.L., R.G. Nelson, R.C. Ebel, W.A. Dozier, J.L. Adrian, and B. Hockema. 2003. "Fruit Quality Characteristics of Satsuma Mandarins that Affect Consumer Preferences." Innovation in Agriculture Expo-2003, sponsored by the Agricultural Land Grant Alliance and held at the Gulf Coast Research and Extension Center, Fairhope, AL, Nov. 13th.

Industry and Government: Presentations/Workshops/Webinar (speaker where indicated; * denotes graduate student)

Campbell, B. 2020. "Pricing for Profits." Starting a New Food Business Workshop sponsored by the Department of Food Science and Technology, Athens, GA, Oct. 27th. (Speaker): 20 participants.

Campbell, B.L. 2020. "Specialty Crop Update: Greenhouse, Nursery, Turf." Presentation to the 2020 Southern Outlook Virtual Conference, September 22nd. (Speaker): 75 participants.

Rabinowitz, A.N. and B.L. Campbell. 2020. "State Marketing Programs: Awareness, Perceptions, Benefits, and Barriers." Presentation to the Alabama Department of Agriculture, September 2nd.

Campbell, B. 2020. "Agribusiness Workshop." Liberty County Extension workshop, online, July 7th. (Speaker): 30 participants.

Campbell, B. 2020. "Georgia Agricultural Forecast." Agricultural Forecast Series, Gainesville, GA, Jan. 23rd. (Speaker): 100 participants

Campbell, B. 2020. "Capturing Consumer Attention and Increasing Sales." Southern Region Fruit and Vegetable Conference, Savannah, GA, Jan. 10th. (Speaker): 80 participants

Campbell, B. and G. Evans.* 2019. "How Consumer Messaging on GMO's, CRISPR, Organic, and Pesticides Impacts Purchasing Behavior." New York Produce Show and Conference, New York City, NY, Dec. 12th. (Speaker): 30 participants

Campbell, B., J. Campbell, A. Rabinowitz, and T. Coolong. 2019. "Hemp and Rural Development." Hemp for the Planet, Atlanta, GA, Nov. 23rd. (Speaker): 50 participants.

Campbell, B. 2019. "Pricing for Profits." Starting a New Food Business Workshop sponsored by the Department of Food Science and Technology, Marietta, GA, Sept. 3rd. (Speaker): 25 participants.

Campbell, J., B. Campbell, and A. Rabinowitz. 2019. "Externalities in Hemp Production and Processing Facilities." Southern Extension Economics Committee meeting, Nashville, TN, June 3rd: 32 participants.

Campbell, J., B. Campbell, and A. Rabinowitz. 2019. "Consumer Perception of Hemp and Hemp Products." Southern Extension Economics Committee meeting, Nashville, TN, June 3rd. (Speaker): 32 participants

Campbell, B. 2019. “What Drives the Market: Pricing, Marketing, and Forecasting.” Turfgrass Producers International: International Education Conference, Charlotte, NC, Feb. 19th. (Speaker): 120 participants in session 1; 30 participants in session 2.

Campbell, B. 2019. “An Economic Forecast for Urban Ag in 2019.” Landscape Pro University, Atlanta, GA, Jan. 30th. (Speaker): 89 participants

Campbell, B. 2019. “Specialty Crop Update.” Agricultural Forecast Series, Watkinsville, GA, Jan. 25th. (Speaker): 150 participants

Campbell, B. 2019. “Consumer Views on Plant Labeling.” Georgia Green Industry Association WinterGreen Conference, Duluth, GA, Jan. 24th. (Speaker): 7 participants

Bullard, J.,* B. Carter,* B. Campbell, J. Campbell, and V. Shonkwiler. 2018. “Advertising in the New Age: Case Study of Vidalia Onions.” New York Produce Show and Conference, New York City, NY, Dec. 12th. (Speaker): 30 participants

Campbell, B., B. Brewer, and C. Waltz. 2018. “Specialty Crop Update.” Agricultural Forecast Series, Athens, GA, Feb. 7th. (Speaker): 150 participants

Campbell, B. 2018. “Water for Growers: Economics and Supply.” Georgia Green Industry Association WinterGreen Conference, Duluth, GA, Jan. 24th. (Speaker): 7 participants

Campbell, B. 2017. “Where Consumers Shop and What Consumers Value: A Comparison between Ethnic Groups.” New York Produce Show and Conference, New York City, NY, Dec. 13th. (Speaker): 30 participants

Campbell, B.L. 2017. “Specialty Crop Update.” 2017 Southern Region Outlook Conference, Atlanta, GA, Sept. 25th. (Speaker): 35 participants. Online at: <http://southernoutlook.caes.uga.edu/2017-presentations/>

Campbell, B.L. and C. Waltz. “2017 Turfgrass Outlook.” Georgia Crop Improvement Association, Athens, GA, March 21. (Speaker): 65 participants

Campbell, B.L. 2017. “2017 Georgia Agricultural Forecast.” Fort Valley State University Farm, Home, and Minister Conference, Fort Valley, GA, Feb. 21. (Speaker): 10 participants

Campbell, B.L. 2017. “Green Industry Agricultural Forecast.” 2017. Agricultural Forecast Series, Athens, GA, Jan. 27. (Speaker): 212 participants

Campbell, B.L., J. Campbell, and V. Wallace. 2017. “Understanding Consumer Views on Various Retailer Outlets and Forecasting the Future of the Green Industry.” CT Nursery and Landscape Association Winter Symposium, Plantsville, CT, Jan. 25. (Speaker): 150 participants

Campbell, B.L. 2017. “Green Industry Agricultural Forecast.” 2017 Agricultural Forecast Series, Marietta, GA, Jan. 19. (Speaker): 81 participants

Campbell, B. and J. Campbell. 2016. “The Cost of Pest Management.” 2016 EDGE Expo, Duluth, GA, Dec. 8. (Speaker): 5 participants

Campbell, B. and J. Berning. 2016. “Examining the Impact of Local, GMO, and Organic Labeling on Consumer Preference and Product Market Shares.” New York Produce Show and Conference, New York City, NY, Dec. 7th. (Speaker): 15 participants
Online at: https://www.youtube.com/watch?v=l-oV_LqdVLQ&t=1s

Campbell, B. 2016. “Economics: Understanding the Green Industry Consumer.” SEGreen Landscape Conference, Athens, GA, Aug. 31-Sept. 1. (Speaker): 7 participants

Campbell, B. 2016. “Foreseeing the Future: How to Predict the Future Plant Purchasing.” The Academy of Crop Production: The Place You Go to Learn to Grow!, Athens, GA, June 12-15. (Speaker): 20 participants

Campbell, B., L. Dunn*, and A.N. Rabinowitz. 2015. “Examining the Regulatory Environment Facing Northeast Agricultural Producers.” New York Produce Show and Conference, New York City, NY, Dec. 2nd. (Speaker): 15 participants
Online at: <https://www.youtube.com/watch?v=AnnamkUxab4&t=311s>

Campbell, B.L., 2015. “Introduction and Overview of Marketing in CT.” Smart-Marketing = More Customers, More Profits workshop sponsored by a CT Department of Agriculture Specialty Crop Block Grant, New Haven, CT, Nov. 3. (Speaker): 50 participants

Campbell, B.L. 2015. “Consumer Eye Tracking Technology: Marketing and Labeling.” Agricultural Retail Benchmark member meeting by Farm Credit East, Norwalk, CT, June 15. (Speaker): 30 participants

Campbell, B.L. 2015. “The Role of Labels: What is the Right Label for You?” Intensive Plant Nutrition Workshop for Fruit Growers, South Windsor, CT, March 17. (Speaker): 50 participants

Campbell, B.L., H. Khachatryan, B. Behe, C. Hall, and J. Dennis. 2015. “Consumer Perceptions: Sustainable, Organic, Ecofriendly, and Local.” Perennial Plant Conference, University of Connecticut, Storrs, CT, March 5. (Speaker)

Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. “Economic Impact and Contribution of Sod Production in New England.” New England Regional Turfgrass Foundation – Sod Producer Section, Providence, RI, Jan. 28. (Speaker): 8 participants

Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. “Economic Impact and Contribution of the Turfgrass Industry in New England.” New England Regional Turfgrass Foundation – Golf Section, Providence, RI, Jan. 28. (Speaker): 200 participants

Katz, M.,* B.L. Campbell, and Y. Liu 2015. “Examining the Effectiveness of CT Grown Labeling with Eye-Tracking Technology.” CT Vegetable and Small Fruit Growers’ Conference. South Windsor, CT, Jan. 15. (Speaker)

Campbell, B.L., B. Behe, H. Khachatryan, C. Hall, and J. Dennis 2015. “Applying Technology to Gauge Customer Marketing Preferences: What Do Consumers See in a Display and Landscape” NHLA/NHPGA and UNH Cooperative Extension Joint Winter Meeting, Concord, NH, Jan. 13. (Speaker)

Katz, M.,* B.L, Campbell, and Y. Liu. 2014. “How Connecticut Grown Labeling Catches Customer Attention and Impacts Decision Making.” Growing Container-Grown Greenhouse Vegetables Workshop, Torrington, CT, Dec. 16th. (Speaker)

Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and B. Behe. 2014. “Understanding Consumer Preferences and Demand for Ornamental Plants.” The IR-4 Ornamental Horticulture Pollinator Workshop, Baltimore, MD. December 15-16.

Katz, M.,* B.L, Campbell, and Y. Liu. 2014. “How Local and Organic Labeling Influence Consumers.” New York Produce Show and Conference, New York City, NY, Dec. 3rd.

Campbell, B.L. 2014. “Consumer Perceptions: Sustainable, Organic, Eco-Friendly, Local – Your Customer Thinks Differently Than You Do.” Connecticut Environmental Council, Southington, CT. Nov. 25th. (Speaker)

Campbell, B.L. 2014. “Perceptions and Misperceptions of Food Labelling: Local and Organic.” Food Safety and Quality Program Forum, McGill University, Montreal, Quebec, Canada. Nov. 21st. (Speaker)

Campbell, B.L. 2014. “Garden Center Choices.” Northeast Greenhouse Conference, Springfield, MA. Nov. 6th. (Speaker)

Campbell, B.L. 2014. “Perceptions and Misperceptions of Labeling.” Northeast Greenhouse Conference, Springfield, MA. Nov. 5th. (Speaker)

Lopez, R, N. Plesha, and B. Campbell. 2014. “Economic Impacts of Agriculture in Connecticut,” Connecticut Governor’s Council for Agricultural Development, Hartford, CT, October 7.

Bartholomew, C.L, B. Campbell, and V. Wallace. 2014. “Quality and Economic Impact of the Pesticide Ban in Connecticut on K-8 School Grounds and Athletic Fields.” Northeast Pesticide Applicator Certification and Training Workshop, Harrisburg, PA, September 15th.

Campbell, B.L., B. Behe, H. Khachatryan, C. Hall, and J. Dennis. 2014. “Understanding Your Consumer: Using Eye Tracking Technology to See What the Consumer Sees” Long Island Greenhouse and Floriculture Conference, Cornell University Cooperative Extension of Suffolk County, Riverhead, NY, Jan. 21st. (Speaker)

Campbell, B.L. 2013. “Economics of Local and Organic.” New York Produce Show and Conference, New York City, NY, Dec. 9th. (Speaker)

Campbell, B.L. 2013. “Utilizing Eye Tracking Technology with Consumers of Horticultural Products.” 2013 Agribusiness Economic Outlook Conference. Ithaca, NY. Dec. 8th. (Speaker)

Campbell, B.L. 2013. “Implications of Local or Organic Plant Labeling on Plant Sales in the Green Industry.” Part of webinar series sponsored by the Ellison Chair in International Floriculture at Texas A&M University and Texas A&M AgriLife Extension. August 14th. (Speaker) Online at: <https://www.youtube.com/watch?v=Og0YEHZcDaM>

Campbell, B.L. 2013. “Working with UConn Extension and Different Technologies to Improve Your Business.” Twilight meeting for the Green Industry. Pride’s Corner, Lebanon, CT. August 10th. (Speaker)

Campbell, B.L. 2013. “A Comparison of the Northeast Food System to the Ontario Food System – The Role of Intermediary Markets. Part of Webinar entitled “An Open Forum to Strengthen Collaborations between Research, Outreach, and Education for the Northeast Food System” sponsored by the Northeast Regional Center for Rural Development. May 31st. (Speaker)

Campbell, B.L. 2013. Invited panelist for “Homegrown: Sowing the Seeds of New Urban Food Enterprises. Feeding Urban America – A Free Public Lecture Series sponsored by Urban and Community Studies, University of Connecticut, April 25th. West Hartford, CT. (Speaker and Panelist)

Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2013. “What Really Captures Consumers’ Eyes in the Retail Garden Center, Garden, and Landscape?” Perennial Plant Conference, University of Connecticut, Storrs, CT, March 21st. (Speaker)

Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue 2013. “Applying Technology to Gauge Customer Marketing Preferences” Northern New England Nursery Conference, Portsmouth, NH, March 7th. (Speaker: Invited Presentation)

Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2013. “Eye Tracking Technology: What Drives Consumer Purchasing of Plants.” Connecticut Nursery and Landscape Association: Winter Symposium, Manchester, CT, Jan. 4th. (Speaker)

Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2012. “Perception and Misperception of Local: A U.S. and Canadian Comparison.” New York Produce Show and Conference, New York City, NY, Dec. 5th. (Speaker)

Campbell, B.L. 2012. “My Vision for Connecticut Horticulture.” Fairfield County Agricultural Extension Council meeting, Bethel, CT, Sept. 5th. (Speaker)

Campbell, B.L., S. Mhlanga, and I. Lesschaeve. 2012. “Consumer Perception of Local:

Philosophical Differences” Economic Community of Practice group within Ontario Ministry of Agriculture, Food, and Rural Affairs, Guelph, Ontario, May 29th. (*Speaker*)

Campbell, B.L., S. Mhlanga, W. Brown, and I. Lesschaeve. 2011. “Producer Perception and Consumer Response: What Drives Poinsettia Purchases?” Ontario Ministry of Agriculture, Food, and Rural Affairs/Vineland Research and Innovation Centre poinsettia producer open-house. Dec. 2nd. (*Speaker*)

Campbell, B.L. 2011. “Local Food Trends – What is Your Customer Looking For? How Do We Work Together to Attract Customers and How Do We Measure Our Contribution to the Regional Economy?” Opportunities Project Update: Building Local Food Capacity for a Sustainable Future, Huron Perth Farm to Table Network and Sustainable Huron. Huron, Ontario, April 4th. (*Speaker*)

Campbell, B.L. and I. Lesschaeve. 2011. “Ontario Consumer’s Motivation for Buying Local and Organic Produce.” Ontario Fruit and Vegetable Convention, St. Catharines, Ontario, Feb. 24th (*Speaker*)

Campbell, B.L., S. Mhlanga, and I. Lesschaeve. 2011. “Consumer Perception of Peach Quality Based on Appearance.” Ontario Fruit and Vegetable Convention, St. Catharines, Ontario, Feb. 23rd (*Speaker*)

Moskowitz, H., B.L. Campbell, and I. Lesschaeve. 2010. “Reading the Consumer Mind – Innovative Food Wine and Flower Marketing.” Workshop sponsored by Vineland Research and Innovation Centre. Dec. 7th, Vineland Station, ON, Canada (*Speaker*)

Lesschaeve, I., B.L. Campbell, A. Bowen, S. Onufrey, and H. Moskowitz. 2010. “Assessing Consumers’ Mindsets for Purchasing Organic and Local Produce: Importance of Perceived Product and Emotional Benefits.” Great Lakes Fruit Workers annual meeting, Leamington, Ontario, Nov. 8-10.

Campbell, B.L. 2010. “Consumer Research and You: How Do We Know What You Want?” Master Gardener Shortcourse sponsored by Vineland Research and Innovation Centre and Master Gardeners of Ontario, Inc. Sept. 12th, Vineland Station, ON, Canada (*Speaker*)

Lesschaeve, I. and B.L. Campbell. 2010. “Ontario Consumers’ Motivations for Buying Local and Organic Produce.” Presentation to Ontario Ministry of Agriculture – Foodland Ontario staff. Guelph, ON, June 8th.

Campbell, B.L., R.C. Ebel, R.G. Nelson, and W.A. Dozier. 2005. “Results of the 2004 Consumer Preference Survey of Satsuma Mandarins”, Wiregrass Research and Extension Center Satsuma Workshop/Field Day. Headland, AL, April 1st. (*Speaker*)

Ebel, B., W.A. Dozier, B. Campbell, and J. Campbell. 2005. “Current Status and Market Potential of Satsuma Mandarins in Alabama.” Citrus Workshop at the Gulf Coast Research and Extension Center, Fairhope, AL, Nov. 3rd.

Campbell, B.L., R.C. Ebel, R.G. Nelson, and W.A. Dozier. 2005. "Results of the 2004 Consumer Preference Survey of Satsuma Mandarins", Gulf Coast Fruit and Vegetable Growers annual meeting. John Archer Agricultural Center, Mobile, AL, Feb. 10th. (*Speaker*)

Ebel, R.C., W.A. Dozier, B.L. Campbell, M. Nesbitt, and B.S. Wilkins. 2004. "Citrus Marketing Efforts", Mobile County Fruit and Vegetable Meeting, Jan. 28th, Mobile, AL.

Campbell, B.L., R.G. Nelson, R.C. Ebel, W.A. Dozier, J.L. Adrian, and B. Hockema. 2003. "Fruit Quality Characteristics of Satsuma Mandarins That Affect Consumer Preferences", Gulf Coast Fruit and Vegetable Growers annual meeting, Jan 31st. (*Speaker*)

Academic: Conference Presentations and Workshops (speaker where indicated; * denotes graduate student; ** denotes undergraduate student)

Campbell, B. and J.H. Campbell. 2020. "Horticultural Producers Views on Environmental Regulations." American Society of Horticultural Science (ASHS): Virtual; Aug. 10- Aug. 13..

Goolsby, M.,**, B. Campbell, J. Campbell, V. Shonkwiler, and A. Rabinowitz. 2019. "A Look at Bans on Public Consumption of Tree Nuts." American Society of Horticultural Science (ASHS): Las Vegas, NV; July 21-July 25.

Campbell, J., A. Rabinowitz, and B. Campbell. 2019. "Consumer Views on the Legalization of Hemp Production." American Society of Horticultural Science (ASHS): Las Vegas, NV; July 21-July 25.

Campbell, B. 2019. "Enacting Policies to Ban Pesticides in Greenhouse and Nursery Production." American Society of Horticultural Science (ASHS): Las Vegas, NV; July 21-July 25. (*Speaker*)

Fife, K.* and B. Campbell. 2019. "Local Labeling Awareness and Perceptions across State Lines." American Society of Horticultural Science (ASHS): Las Vegas, NV; July 21-July 25.

Carter, B.,** B. Campbell, J. Campbell, and V. Shonkwiler. 2019. "Vidalia Onion Awareness and Perceptions." American Society of Horticultural Science (ASHS): Las Vegas, NV; July 21-July 25.

Miller, H.,* B. Campbell, J. Campbell, and V. Shonkwiler. 2019. "Vidalia Onion Buyer Knowledge of Growing Location." American Society of Horticultural Science (ASHS): Las Vegas, NV; July 21-July 25.

Berning, J. and B. Campbell. 2019. "Measuring Exaggeration Bias in a Contingent Valuation Study Conducted in a Retail Environment." Agricultural and Applied Economics Association: Washington D.C.; July 21-23.

Chakrabarti, A.,* B. Campbell, A. Rabinowitz, and B. Brewer. 2019. "Use and Benefits Associated with State Marketing Programs." Southern Agricultural Economics Association: Birmingham, AL; Feb. 4-5.

Campbell, B., V. Shonkwiler, and J. Berning. 2019. "Information Sources Driving Purchasing of Lavender Products." Southern Agricultural Economics Association: Birmingham, AL; Feb. 4-5.

Ying, J.,* V.P. Shonkwiler, and B. Campbell. 2018. "Willingness to Pay or Not to Pay: Valuing Foods Some Respondents Find Distasteful." Agricultural and Applied Economics Association: Washington D.C.; Aug. 3-6.

Gamble, A.M.,* L.A. Russell, B.L. Campbell, A.N. Rabinowitz, and B.E. Brewer. 2018. "Farmers Perceptions of Regulatory Stringency in the Northeastern U.S." Agricultural and Applied Economics Association: Washington D.C.; Aug. 3-6.

Campbell, J., B. Campbell, and J. Berning. 2018. "Impact of GMO Turfgrass Introductions on Varying Consumer Markets." Agricultural and Applied Economics Association: Washington D.C.; Aug. 3-6.

Campbell, B. and J. Berning. 2018. "Produce Buyer Perceptions of Local, Organic, and GMO Labeling." Agricultural and Applied Economics Association: Washington D.C.; Aug. 3-6.

Campbell, B., and J. Campbell. 2018. "Information Source and Purchasing of Plants with Environmental Labeling." American Society of Horticultural Science (ASHS): Washington D.C.; July 30-Aug. 3. (Speaker)

Liu, Y., A. Rabinowitz, B. Campbell, and X. Chen. 2018. "Perception of Fluid Milk Production Practices on Animal Welfare and Environmental Attribute Willingness to Pay." Northeastern Agricultural Economics Association: Philadelphia, PA; June 9-12. Part of Workshop Session – Food Consumption (Health and Adequacy).

Liu, Y., A. Rabinowitz, X. Chen,* and B. Campbell. 2018. "Demand, Challenge and Marketing Strategies for Promoting Local Foods in Grocers: The Case of Fluid Milk." Southern Agricultural Economics Association: Jacksonville, FL; Feb. 3-6.

Berning, J., B. Campbell, and J. Buttshaw.* 2018. "Assessing Consumer Demand for Georgia Lavender-Based Products." Southern Agricultural Economics Association: Jacksonville, FL; Feb. 3-6.

Brewer, B., B. Campbell, A. Rabinowitz, and L. Russell. 2018. "Producer Perceptions of Regulatory Compliance in the Northeastern U.S." Southern Agricultural Economics Association: Jacksonville, FL; Feb. 3-6.

Minor, J.,* B. Campbell, C. Waltz, and J. Berning. 2018. "Water Savings and Return on Investment of a New Drought Resistant Turfgrass." Southern Agricultural Economics Association: Jacksonville, FL; Feb. 3-6. (Speaker).

Campbell, B., B. Brewer, and C. Waltz. 2018. "Specialty Crop Outlook." Southern Agricultural Economics Association: Jacksonville, FL; Feb. 3-6. (Speaker).

Campbell, B., H. Khachatryan, and A. Rihn. 2017. "Pollinator Friendly Plants: Reasons for and Barriers to Purchase." Southern Agricultural Economics Association: Mobile, AL; Feb. 4-7. (Speaker).

Berning, J. and B. Campbell. 2017. "Consumer Knowledge, Perception, and Acceptance of GMO's" Southern Agricultural Economics Association: Mobile, AL; Feb. 4-7. (Speaker).

Campbell, B. and J. Berning. 2017. "Consumer Preference and Market Simulations for Food and Non-Food GMO Introductions." Southern Agricultural Economics Association: Mobile, AL; Feb. 4-7. (Speaker).

Campbell, B., J. Campbell, and V. Wallace. 2016. "The Role of Trust: How Consumers Value Information from Different Retail Outlets." American Society of Horticultural Science (ASHS): Atlanta, GA; Aug. 8-11. (Speaker)

Campbell, J.,* V. Wallace, and B. Campbell 2016. "Awareness, Support and Perceived Impact of the Connecticut Pesticide Ban." American Society of Horticultural Science (ASHS): Atlanta, GA; Aug. 8-11.

Campbell, B. 2016. "How Various Information and Information Sources Impact Perception and Preference for Pollinators." American Society of Horticultural Science (ASHS): Atlanta, GA; Aug. 8-11. (Speaker)

Campbell, B. 2016. "Discussant for Attention and Choice: Use of Eye-Tracking in Choice Behavior Research." Agricultural and Applied Economics Association (AAEA): July 31-Aug. 2. Invited Track Session: Attention and Choice: Use of Eye-Tracking in Choice Behavior Research. (Speaker)

Campbell, B.L., A.N. Rabinowitz, Y. Liu, and Q. Yu*. 2016. "Perception of Fluid Milk Production Practices on Animal Welfare and Environmental Attribute Willingness to Pay." Agricultural and Applied Economics Association (AAEA): July 31-Aug. 2. Invited Track Session: Using Experimental Economics to Offer. (Speaker)

H. Khachatryan, A. Rihn, B.L. Campbell, C. Yue, C. Hall, and B. Behe. 2016. "Experimental Evidence on Consumers' Willingness to Pay for Pollinator-Friendly Landscape Plants." Agricultural and Applied Economics Association (AAEA): July 31-Aug. 2. Invited Track Session: Using Experimental Economics to Offer.

Liu, Y., A.N. Rabinowitz, X. Chen,* and B. Campbell. 2016. "Demand for Niche Local Brands in the Fluid Milk Sector." Agricultural and Applied Economics Association (AAEA): July 31-Aug. 2.

Dunn, L., A. Rabinowitz, B. Campbell, and C. Bruno. 2016. "Examining the Regulatory Environment Facing Northeast Agricultural Producers." Northeastern Agricultural and Resource Economics Association (NAREEA): Bar Harbor, ME; June 19-22.

Zaffou, M.* and B. Campbell. 2016. "Consumer Willingness to Pay for Locally Grown Plants." Southern Agricultural Economic Association (SAEA): San Antonio, TX; Feb. 6-9. (Speaker)

Zaffou, M. * and B. Campbell. 2016. "Willingness to Pay for Retail Location and Product Origin of Christmas Trees." Southern Agricultural Economic Association (SAEA): San Antonio, TX; Feb. 6-9. (Speaker)

Zaffou, M. * and B. Campbell. 2016. "The Impact of Restaurant Menu Labelling on the Cost of the Selected Meal." Southern Agricultural Economic Association (SAEA): San Antonio, TX; Feb. 6-9.

Zaffou, M., * A. Rabinowitz, B. Campbell. 2016. "Spillover Effect of Participation in the Women, Infant and Children (WIC) Program on Consumers' Purchasing Behavior of Private Label Goods." Southern Agricultural Economic Association (SAEA): San Antonio, TX; Feb. 6-9.

Rihn, A., H. Khachatryan, B. Campbell, C.R. Hall, and B.K. Behe. 2015. "Consumer Preferences and Visual Attention to Organic Production Methods and Origin Promotions on Plants." International Conference of Agricultural Economists: Milan, Italy; August 9-14.

Khachatryan, H., A. Rihn, B. Campbell, B.K. Behe, C.R. Hall, and C.R. Boyer. 2015. "State Promotional Campaign Awareness and Visual Attention." American Society for Horticultural Science (ASHS): New Orleans, LA; August 4-7.

Rabinowitz, A. J. Berning, and B. Campbell. 2015. "Examining the Influence of the Food Environment on Household Food Security." Agricultural and Applied Economics Association (AAEA) Annual Meeting: San Francisco, CA; July 26-28.

Zaffou, M.* and B. Campbell. 2015. "The Effect of Restaurant Menu Labeling on Consumers' Choice: Evidence from a Choice Experiment Involving Eye-Tracking." Agricultural and Applied Economics Association (AAEA) Annual Meeting: San Francisco, CA; July 26-28. (Speaker)

Campbell, B.L., M. Katz,* and Y. Liu. 2015. "The Role of Product and Experiment Location." Invited Track Session (Behavioral Economics): Investigating Decision Making: The Inclusion of Eye Tracking in Economic Experiments. Agricultural and Applied Economics Association (AAEA): San Francisco, CA; July 26-28. (Speaker)

Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and B. Behe. 2015. "Consumer Preferences for Production Method and Origin Extrinsic Cues on Ornamental and Food Producing Plants." Agricultural and Applied Economics Association (AAEA): San Francisco, CA; July 26-28.

Bruno, C.** and B.L. Campbell." 2015. "University Students Willingness to Pay for More Local Food Options." Northeastern Agricultural Economics Association: Newport, RI; June 28-30.

Zaffou, M,* Q. Yu,* B.L. Campbell. 2015. “Understanding the Impact of Consumers’ Characteristics on their Decision to Participate in Community Supported Agriculture (CSA) in Connecticut.” Northeastern Agricultural Economics Association: Newport, RI; June 28-30.

Yu, Q,* B.L. Campbell, A.N. Rabinowitz, and Y. Liu. 2015. “Analysis of Consumer Demand and Marketing Practices.” Northeastern Agricultural Economics Association: Newport, RI; June 28-30.

Khachatryan, H., A. Rihn, B. Campbell, C. Hall and B. Behe. 2015. “State Promotional Campaign Awareness and Visual Attention.” Armenian Economic Association Conference, Yerevan, Armenia, June.

Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and B. Behe. 2015. “Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Rating-based Conjoint Experiment and Gaze Analysis.” 128th Florida State Horticultural Society (FSHS): St. Augustine, FL; May 31-June 2.

Khachatryan, H., B. Behe, B. Campbell, C. Hall, and A. Rihn. 2015. “The Effects of Visual Attention on Purchase Intentions.” International Interdisciplinary Business-Economics Advancements Conference (IIBA): Fort Lauderdale, FL; Mar. 28-April 2.

Katz, M.,* B.L. Campbell, Y. Liu. 2015. “Using Eye Tracking Technology to Provide Improved Policy and Marketing Strategies.” Southern Agricultural Economics Association (SAEA): Atlanta, GA; Jan. 31-Feb. 3. Invited Symposium within the Eye Tracking and Neuromasurement Tools for Marketing Research session.

Khachatryan, H., B. Behe, B. Campbell, C. Hall, and J. Dennis. “What Does Eye Tracking Reveal About the Effects of Buying Impulsiveness on the Horticultural Choice?” American Society for Horticultural Science (ASHS): Orlando, FL; July, 2014.

Behe, B.K., J. Dennis, C. Hall, H. Khachatryan, and B. Campbell. 2014. “Price Signs to the Left of Center Get More Visual Activity.” American Society for Horticultural Science (ASHS): Orlando, FL; July 28-31.

Hoke, O.,* B. Campbell, M. Brand, and T. Hau. 2014. “State and Retail Outlet Impact on Premiums for Locally Grown Berries.” American Agricultural Economics Association: Minneapolis, MN; July 27-29.

Zaffou, M.,* B. Campbell, and J. Martin. 2014. “Using a Randomized Choice Experiment to Test Willingness-to-Pay for Multiple Differentiated Products.” American Agricultural Economics Association: Minneapolis, MN; July 27-29. Invited Track Session (Behavioral Economics): Methodological Developments and Challenges in Choice Experiments.

Campbell, B., H. Khachatryan, B. Behe, C. Hall, and J. Dennis. 2014. “Crunch the Can or Throw the Bottle? Effect of “Bottle Deposit Laws” and Municipal Recycling Programs.” American Agricultural Economics Association: Minneapolis, MN; July 27-29. (Speaker)

Droli, M. and B. Campbell. 2014. "Local and Regional Food Hubs: Where do They Come from and Where are They Going?" XVIII International Interdisciplinary Conference: Catania, Italy July 3-4.

Hoke, O.,* B. Campbell, M. Brand, and T. Hau. 2014. "Impact of Health Labeling on Willingness to Pay for a New Berry in the U.S. Evidence from Aronia Berries." Northeastern Agricultural and Resource Economics Association: Morgantown, WV; June 1-3.

Zaffou, M.* and B. Campbell. 2014. "Influence of Product Type and Perceptions on the Geographic Boundary for Local Products." Northeastern Agricultural and Resource Economics Association: Morgantown, WV; June 1-3.

Yu, Q.,* B. Campbell, and J. Martin. 2014. "A Choice Based Conjoint Analysis of Community Supported Agriculture (CSA) in Connecticut: Valuation of Attributes." Northeastern Agricultural and Resource Economics Association: Morgantown, WV; June 1-3.

Qi, L.,* A. Rabinowitz, and B. Campbell. 2014. "Consumer Behavior and Barriers to Purchasing Local Food: A Two-stage Decision Model." Northeastern Agricultural and Resource Economics Association: Morgantown, WV; June 1-3.

Campbell, B., B. Behe, J. Dennis, C. Hall, and H. Khachatryan. 2013. "Gender Differences Associated with Local, Organic, and Sustainable Label Perceptions." International Society of Horticultural Science – 1st International Symposium on Horticulture Economics, Marketing, and Consumer Research: Portland, OR; August 19-21. (Speaker)

Behe, B., B. Campbell, H. Khachatryan, C. Hall, J. Dennis, T. Fernandez, and P. Huddleston. 2013. "Consumers Look at What is Important." International Society of Horticultural Science – 1st International Symposium on Horticulture Economics, Marketing, and Consumer Research: Portland, OR; August 19-21.

Campbell, B.L., B. Behe, C. Hall, H. Khachatryan, J.H. Dennis, C. Yue. 2013. "Incorporating Eye Tracking Technology and Conjoint Analysis to Better Understand the Green Industry Consumer." Agricultural and Applied Economics Association: Washington D.C.; August. 4-6. (Speaker)

Khachatryan, H., B. Behe, B.L. Campbell, C. Hall, C. Yue, and J.H. Dennis. 2013. "Does Eye Tracking Reveal More About the Effects of Buying Impulsiveness and Intertemporal Tradeoffs on the Green Industry Consumer Choice Behavior?" Agricultural and Applied Economics Association: Washington D.C.; August. 4-6.

Qi, L.,* B. Campbell, and Y. Liu. 2013. "Consumer Characteristics Effect on Local and Organic Purchasing." American Society of Horticultural Science: Palm Desert, CA; July 22-25.

Hall, C.R., B.K. Behe, B. Campbell, J. Dennis, H. Khachatryan. 2013. "The Use of Smartphone Technologies to Access Gardening Information." American Society of Horticultural Science: Palm Desert, CA; July 22-25.

Khachatryan, H., B. Campbell, B.K. Behe, C.R. Hall, and J. Dennis. 2013. "Environmental Incentives and Willingness to Pay Price Premiums for Environmentally-friendly Plant Attributes." American Society of Horticultural Science: Palm Desert, CA; July 22-25.

Campbell, B. B.K. Behe, J. Dennis, C.R. Hall, and H. Khachatryan. 2013. "Consumer Perspectives on Local, Organic, and Sustainable Terms." American Society of Horticultural Science: Palm Desert, CA; July 22-25. (Speaker)

Campbell, B. B.K. Behe, J. Dennis, C.R. Hall, and H. Khachatryan. 2013. "Plant Container Preferences for North American Consumers." American Society of Horticultural Science: Palm Desert, CA; July 22-25.

Behe, B.K., B. Campbell, C.R. Hall, H. Khachatryan, and J. Dennis. 2013. "Consumer Perceptions of Sustainability." American Society of Horticultural Science: Palm Desert, CA; July 22-25.

Campbell, B.L., B. Behe, J. Dennis, C. Hall, and H. Khachatryan. 2013. "Perceptions Associated with Eco-Friendly and Sustainable Labels." Northern Agricultural and Resource Economics Association: Ithaca, NY; June 23-24. (Speaker)

Campbell, B. and J. Krahe. 2013. "Impact of Various Technologies on Labor and Sales in the U.S. Green Industry." Northern Agricultural and Resource Economics Association: Ithaca, NY; June 23-24. (Speaker)

Yue, C., H. Khachatryan, B. Campbell, C.R. Hall, B.K. Behe, R.G. Lopez, J. Dennis. 2012. "The Effects of the Consideration of Future Consequences on Willingness to Pay Decisions for Plant Attributes." American Society for Horticultural Science: Miami, FL; July 31-August 3.

Campbell, B.L., S. Mhlanga, I. Lesschaeve, M. Brownbridge, and A. Bilal. 2012. "Bad Quality and the Industry: Consumers Reaction to Inferior Produce." Canadian Agricultural Economics Society: Niagara Falls, ON; June 18-19. (Speaker)

Campbell, B.L., S. Mhlanga, I. Lesschaeve, M. Brownbridge, and A. Bilal. 2012. "Market Dynamics Associated with Canadian Ethnic Vegetable Production." Canadian Agricultural Economics Society: Niagara Falls, ON; June 18-19. (Speaker)

Lesschaeve, I., J. Wu, B.L. Campbell, S. Mhlanga, and L. Dozier. 2012. "Consumer Perceptions of Sustainable, Organic, and Local Food Production Practices." Canadian Institute of Food Science and Technology: Niagara Falls, ON; May 27-28.

Hall, C.R., B.K. Behe, B.L. Campbell, J. Dennis, R.G. Lopez, C. Yue. 2011. "The Appeal of Biodegradable Packaging to U.S. Floral Consumers." American Society for Horticultural Science Workshop: Hawaii; Sept. 25-28.

Campbell, B.L., S. Mhlanga, I. Lesschaeve. 2011. "Canadian Consumer Perception of Various

Production Practices.” American Society for Horticultural Science Workshop: Hawaii; Sept. 25-28. (*Speaker*)

Dennis, J., R.G. Lopez, B.K. Behe, C.R. Hall, C. Yue, and B.L. Campbell. 2011. “Benchmarking Sustainable Attitudes of Ornamental Growers.” American Society for Horticultural Science Workshop: Hawaii; Sept. 25-28.

Hall, C.R., B.K. Behe, B.L. Campbell, J. Dennis, R.G. Lopez, and C. Yue. 2011. “Market Segments of U.S. Floral Consumers Based On Attitudes towards Biodegradable Packaging.” American Society for Horticultural Science Workshop: Hawaii; Sept. 25-28.

Yue, C., J. Dennis, B.K. Behe, C.R. Hall, B.L. Campbell, and R.G. Lopez. 2011. “Investigating Consumer Preference for Organic, Local, or Sustainable Plants.” American Society for Horticultural Science Workshop: Hawaii; Sept. 25-28.

Campbell, B.L., S. Mhlanga, I. Lesschaeve. 2011. “Canadian Perception of Organic: A Comparison by Region, Ethnic Heritage, and Urbanicity.” American Society for Horticultural Science: Hawaii; Sept. 25-28. (*Speaker*)

Palma, M., B.L. Campbell, C. Hall. 2011. “Firm Size and Advertising Returns in the Green Industry.” American Society for Horticultural Science: Hawaii; Sept. 25-28.

Campbell, B.L., S. Mhlanga, I. Lesschaeve. 2011. “Consumer Perception of Local: A National Study.” Workshop entitled “Consumer Demand for Local Food Attributes: Understanding Reactions to Food Production: Safety and Health Characteristics.” Sponsored by Consumer Market and Demand Network: Guelph, Canada: August 15-16. (*Speaker*)

Behe, B., B.L. Campbell, J.H. Dennis, C.R. Hall, R.G. Lopez, and C. Yue. 2010. “Eco-Attitudes and Behaviours of Annual, Perennial and Herb and Vegetable Buyers from Four US States.” XXVIII International Horticultural Congress on Science and Horticulture for People (IHC2010): International Symposium on Integrating Consumers and Economic Systems, Lisboa, Portugal, August 22-27th.

Hall, C., B. Behe, B. Campbell, J. Dennis, R. Lopez and C. Yue. 2010. “The Appeal of Biodegradable Packaging to US Floral Consumers.” XXVIII International Horticultural Congress on Science and Horticulture for People (IHC2010): International Symposium on Integrating Consumers and Economic Systems, Lisboa, Portugal, August 22-27th.

Hall, C., B. Behe, B. Campbell, J. Dennis, R. Lopez and C. Yue. 2010. “Market Segments for U.S. Floral Consumers Based on Attitudes towards Biodegradable Packaging.” XXVIII International Horticultural Congress on Science and Horticulture for People (IHC2010):

International Symposium on Integrating Consumers and Economic Systems, Lisboa, Portugal, August 22-27th.

Yue, C., C. Hall, B. Behe, B. Campbell, J. Dennis, R. Lopez. 2010. "Comparing Willingness to Pay Estimation Models for Conjoint Analysis: A Case Study of Willingness to Pay for Biodegradable Containers for Plants." XXVIII International Horticultural Congress on Science and Horticulture for People (IHC2010): International Symposium on Integrating Consumers and Economic Systems, Lisboa, Portugal, August 22-27th.

Yue, C., C. Hall, B. Behe, B. Campbell, R. Lopez, and J. Dennis. 2010. "Are Consumers Willing to Pay More for Biodegradable Containers Than for Plastic Ones? Evidence from Hypothetical Conjoint Analysis and Non-Hypothetical Experimental Auctions." Agricultural and Applied Economics Association. Denver, CO, July 26-28. (*Speaker*)

Campbell, B.L., R.M. Nayga, Jr., J.L. Park, and A. Silva. 2009. "Does the National School Lunch Program Improve Children's Dietary Outcomes?" Agricultural and Applied Economics Association. Milwaukee, WI, July 26-28. (*Speaker*)

Campbell, B.L., J.L. Park, R.M. Nayga, and A. Silva. 2008. "Effect of Food Director Satisfaction on Fruit and Vegetable Program Usage." Western Agricultural Economics Association. Big Sky, MT, June 24-27. (*Speaker*)

Campbell, B.L., J.L. Park, R.M. Nayga, and A. Silva. 2007. "From Farm to School: An Alternative Market for Texas Citrus", Food Distribution Research Society. New Orleans, LA, Nov.3-7th. (*Speaker*)

Silva, A., R.M. Nayga, Jr., B.L. Campbell, and J.L. Park. 2007. "On the Use of Valuation Mechanisms to Measure Consumers' Willingness to Pay for Novel Products: A Comparison of Hypothetical and Non-Hypothetical Values", International Food and Agribusiness Management Association. Parma, Italy, June 23-26th.

Nelson, R.G., B.L. Campbell, R.C. Ebel, and W.A. Dozier. 2006. "Marketing of Satsuma Mandarins Grown in the Southeastern US", American Society for Horticultural Science, Part of a workshop entitled "Citrus Industries in the Southeastern United States" organized by the Citrus Crops Working Group, New Orleans, LA, July 27th-30th.

Ebel, R.C., B.L. Campbell, M.L. Nesbitt, W.A. Dozier, J. Lindsey, and B.S. Wilkins. 2004. "A Mathematical Model That Determines Freeze Risk of Satsuma Mandarins Grown on the Northern Coast of the Gulf of Mexico", Deep South Fruit and Vegetable Growers Conference and Trade Show, Mobile, AL, Dec. 8th-11th.

Campbell, B.L., R.G. Nelson, R.C. Ebel, W.A. Dozier, J.L. Adrian, and B. Hockema. 2003.

“Fruit Quality Characteristics of Satsuma Mandarins That Affect Consumer Preferences”, Southern Region American Society for Horticultural Science meetings, Mobile, AL: Feb. 1st-3rd. (*Speaker*)

Professional Development Workshops (speaker where indicated)

Campbell, B.L. 2015. “Informational Workshop on Qualtrics.” Storrs, CT: March 10th and 12th, April 16th. (*Speaker*)

Campbell, B.L. 2013. “Eye Tracking Technology.” Presented as part of Connecticut 4-H Adventures in STEM workshop for 4-H students throughout New England.” Storrs, CT: Nov. 9th. (*Speaker*)

Campbell, B.L. 2013. “Difference between Writing for a Research Paper and an Industry Paper. How to Separate Academic and Extension.” Professional Development Workshop by UConn Extension entitled “Peer Review Workshop,” Storrs, CT: October 10th. (*Speaker*)

Extension Trainings

Rabinowitz, A., T. Sheperd, G. Fonsah, B. Campbell, Y. Liu, and A. Smith. 2020. “Special Webinar on Agricultural Markets.” April 3: 62 participants

Shonkwiler, V. and B. Campbell. 2020. “Marketing Lavender in Georgia.” Feb. 24: 4 participants.

Campbell, B.L. 2019. “Marketing and Retailing at the Farm and Extension Level Training.” Oct. 24: 3 participants.

Rabinowitz, A. and B. Campbell. 2019. “Economic Contribution and Impact Analysis.” Mar. 7. (*Speaker*): 10 participants.

Campbell, B.L. 2019. “Predicting the Future: Plant and Turfgrass Update.” Feb. 13. (*Speaker*): 4 participants, online.

Campbell, B.L. 2018. “Marketing and Retailing at the Farm and Extension Level Training.” Sept. 5: 9 participants.

Campbell, B.L. 2018. “Conjoint Analysis.” July 20. 2 participants.

Campbell, B.L. and P. Pugliese. 2018. “Agricultural Profitability Ornamentals and Turf.” Jan. 23. (chair of session). 7 participants, Extension Winter meetings.

Campbell, B.L. 2018. and A. Rabinowitz. “Marketing and Retailing at the Farm and Business Level Training.” Jan. 23: 11 participants, Extension Winter meetings.

Campbell, B.L. 2017. “Predicting the Future: Plant and Turfgrass Update.” Oct. 11. (*Speaker*): 12 participants, online.

Campbell, B.L. 2017. “Marketing and Retailing at the Farm and Business Level Training.” Mar. 1. (*Speaker*): 2 participants, online.

Campbell, B.L. and J. Daniel. 2017. “Grant and Publication Training.” Jan. 23. (*Speaker*): 7 participants, online.

Teaching

University of Georgia
Teaching Workshops

Interview/Resume Workshop for UGA's Sigma Alpha sorority (30 students), 1 hour

Experiential Learning

New York Produce Show and Conference: 2016 (6 students), 2017 (6 students), 2018 (6 students), 2019 (6 students)

Produce Marketing Association Fresh Connections: Floral Miami Career Pathways Program: 2018: (5 students), 2019 (6 students)

Course Instructor

Student Course Evaluations

Semester	# of Students	Increased Interest in subject (Q9)	Knowledge of subject (Q10)	Think for themselves (Q13)	Instructor Rating (Q21)	Course Rating (Q22)
<u>AAEC 3200 – Selling in Agribusiness (Undergraduate level)</u>						
S 2016	44	1.73 (1.74)	1.43 (1.26)	1.45 (1.45)	1.84 (1.66)	2.12 (1.84)
S 2017	57	1.37 (1.84)	1.11 (1.34)	1.21 (1.49)	1.25 (1.70)	1.47 (1.89)
S 2018	74	1.46 (1.71)	1.37 (1.32)	1.28 (1.40)	1.47 (1.64)	1.63 (1.82)
S 2019	89	1.48 (1.66)	1.13 (1.21)	1.25 (1.43)	1.18 (1.59)	1.34 (1.75)
S 2020*,**	91	--	1.04	1.17	1.23	1.36
<u>AAEC 4980 – Agribusiness Management (Undergraduate level)</u>						
S 2016	21	2.14 (1.74)	1.62 (1.26)	1.24 (1.45)	2.19 (1.66)	2.33 (1.84)
S 2017	14	1.50 (1.84)	1.29 (1.34)	1.29 (1.49)	1.23 (1.70)	1.36 (1.89)
F 2017	25	1.38 (1.95)	1.12 (1.39)	1.12 (1.54)	1.15 (1.87)	1.34 (2.02)
S 2018	36	1.21 (1.71)	1.21 (1.32)	1.18 (1.40)	1.25 (1.64)	1.25 (1.82)
F 2018	22	1.37 (1.89)	1.26 (1.25)	1.05 (1.46)	1.56 (1.74)	1.88 (1.99)

S 2019	39	1.23 (1.66)	1.11 (1.21)	1.03 (1.43)	1.20 (1.59)	1.34 (1.75)
F 2019*	26	--	1.05	1.10	1.10	1.05
S 2020**	33	--	1.21	1.29	1.36	1.50
F 2020***		--	--	--	--	--

AAEC 3040 – Agricultural Marketing (Undergraduate level)

F 2016	56	2.25 (1.88)	1.54 (1.35)	1.32 (1.46)	2.04 (1.76)	2.20 (1.95)
F 2017	36	1.45 (1.95)	1.10 (1.39)	1.10 (1.54)	1.32 (1.87)	1.58 (2.02)
F 2018	58	1.45 (1.89)	1.20 (1.25)	1.13 (1.46)	1.28 (1.74)	1.51 (1.99)

AAEC 6640 – MAB Food Marketing and Merchandising (Graduate level)

F 2018	26	1.30 (1.26)	1.22 (1.12)	1.25 (1.21)	1.52 (1.36)	1.65 (1.42)
F 2019*	14	--	1.00	1.11	1.00	1.13
F 2020***	21	--	--	--	--	--

First Year Odyssey (Undergraduate level)

F 2017	16	--	--	--	--	--
S 2018	16	--	--	--	--	--
F 2018	15	--	--	--	--	--
F 2019	14	--	--	--	--	--
F 2020	18	--	--	--	--	--

Scale: 1=Excellent, 2=Quite Good, 3=Satisfactory, 4=Fair, 5=Poor. Ratings in parentheses are departmental averages.

*Course evaluation mechanism changed from paper copies in-class to online with some questions being removed or changed.

**Course interpreted mid-semester due to Coronavirus pandemic. Course moved online mid-semester.

***Course was hybrid (online or in-person, student choice) due to the Coronavirus pandemic.

Guest Instructor

Introduction to Agricultural Policy, AAEC 3400

Fall 2017 (Oct. 12)

University of Connecticut

Experiential Learning

New York Produce Show and Conference: 2012 (3 students), 2013 (4 students), 2014 (4 students), 2015 (4 students)

Course Instructor

Independent Study in Agricultural and Resource Economics, ARE 5499

Fall 2013, Spring 2014, Fall 2014, Spring 2015

Honors Thesis, ARE 4897

Fall 2014, Spring 2015

Agribusiness Internship, ARE 4981

Spring 2014

Doctoral Dissertation Research, GRAD 6950,

Fall 2014

Guest Lecturer

Sociological and Economic Assessment Tools for Agricultural and Resource Economics, ARE5495

Spring 2013

Lecture entitled: "Information Dissemination."

Garden Center Management, HORT 3540

Spring 2013, 2014.

Lecture entitled: "What Really Captures Consumers' Eyes in the Retail Garden Center, Garden and Landscape."

Industrial Organization: Empirical Analysis, ARE 5474

Fall 2013, Fall 2015.

Lecture entitled: "What Captures Consumers' Eyes in the Retail Store." 2013; "Product Marketing and Purchasing Behavior." 2015

Food Policy, ARE 3260

Spring 2014

Lecture entitled: "What Captures Consumers' Eyes in the Retail Store."

Business Management, ARE 3215

Fall 2014

Lecture entitled: "What Captures Consumers' Eyes in the Retail Store."

4-H Program

Consumer Savvy – Where Is It? With Edith Valiquette. Summer 2013.

Implemented Bridgeport, CT (July 2013, 2014) and Windham, CT (May 2014)

Course Instructor

Marketing Agriculture and Food Products, AGEC 314

Fall 2007, Fall 2009

Introductory overview of the agricultural supply chain with emphasis on applying economic concepts and principles to the movement of commodities along each stage of the chain.

Overall Rating: Fall 2007 (4.1/5.0); Fall 2009 (4.4/5.0)

Lab Instructor

Principles of Farm and Ranch Management, AGEC 325

Spring 2008.

Developed lectures and tests for labs associated with the class portion of AGEC 325, with emphasis on fostering an understanding as to how to apply classroom concepts in the context of real problems.

Overall Rating: Spring 2008 (4.6/5.0)

Guest Lecturer

Marketing Agriculture and Food Products, AGEC 314

Fall 2007, Fall 2009.

Lecture entitled: "Marketing to Kids."

Current Professional Memberships

Agricultural and Applied Economics Association

American Society of Horticultural Science

S-1065 Green Industry Research Consortium, chair (2019-present)

Southern Agricultural Economics Association

Committees (Industry, Professional, Departmental and Student)

Industry

MetroCrops LLC, Advisory Board, 2015-present

Georgia Green Industry Association, Plant Something board, 2016-present

Professional

Choices Magazine (AAEA) – Editorial Council 2018 - present

American Society of Horticultural Science

Marketing and Economics Working Group, 2012-present, chair: 2013-2014

Consumer Horticulture and Master Gardeners Working Group, 2016-present

Outstanding Undergraduate Educator Award Committee, 2019-2020

Southern Extension Economics Association, Southern Outlook Conference – Location chair, 2020-present

University of Georgia

University

Academic Honesty Appeals Panel, 2017-present

College

CAES Faculty Council, 2018-2019

Undergraduate Affairs, 2017-2020 (Chair: 2018-2019)

Organic Certificate in Horticulture, 2018-present

Departmental

Masters of Agribusiness Coordinator, 2018-present
Masters of Agribusiness Committee, 2016-present
Graduate Committee, 2018-present
Journal Ranking Committee, 2018-present
Search Committee: Peanut and Field Crops, 2016; Agribusiness, 2018;
Accounting Assistant
D.W. Brooks Award Committee, 2020

Extension

Readheaded Flea Bettle working group, 2020-present
UGA Turfgrass Team, 2016-present
Southern Agricultural Extension Economics Group (member: 2016-present)
Georgia Association of County Agricultural Agents, 2016-present

Student

Agricultural and Environmental Economics Club faculty advisor, 2018-present
AAEA Case Study team mentor, 2018
Fabricate Entrepreneurial Competition mentor, 2018 (winning team), 2019 (2nd place team), 2020 (2nd place)

University of Connecticut

Departmental

Seminar Committee, 2012-2015
Preliminary Examination Committee, 2012-2014, chair: 2012-2014
Master's Plan B Examination Committee, 2014-2015, chair: 2014-2015
Departmental Commencement Representative, 2013-2015
Search Committee:
Food and Health, 2012-2013
Industrial Organization and Applied Econometrics, 2013-2014
Agricultural Economics, 2014-2015
Greenhouse Specialist (with Plant Science and Landscape Architecture), 2013-2014.
Agricultural Program Assistant – Water Specialist (with Department of Extension), 2015
Agricultural and Resource Economics Undergraduate Student Association (faculty advisor), 2014-2016

College

Extension Outreach Advisory Committee, 2012-2015, chair (2013-2015):
Extension Leadership Advisory Working Group, 2013-2014
Internship Working Group, 2013-2014

Vineland Research and Innovation Centre

Departmental

Search Committee:
Research Assistant, 2010
Research Scientist – Horticulture Economics, 2012

College

Entertainment Committee, 2011-2012: Campus wide (Vineland; Ontario
Ministry of Agriculture, Food, and Rural Affairs; Agriculture and Agri-Food
Canada)

Texas A&M University

Departmental

Graduate Advisory Committee, 2008-2009

Information Committee - Graduate Student Council, 2006-2007

Departmental Information Committee - Graduate Student Council, 2007-2008, co-chair:
2007-2008

Auburn University

University

Budget and Finance Committee - Graduate Student Council, 2002-2003

Awards and Honors

Professional

2020 Agricultural and Resource Economic Review (ARER) (only 3% of authors
published in journal are ARER Fellows)

2019 Presidential Award for Excellence in Research and Communication from the Food
Distribution Research Society: Best Paper Award

2018 Agricultural and Resource Economic Review Advisor Award (1 given annually by
the Northeastern Agricultural Economics Association)

Conferences

Northeast Greenhouse Conference and Expo

Moderator of “Business/Bottom Line” session, November 2012

Moderator of “Retail Marketing and Business Management” session, November
2014

Agricultural and Applied Economics Association

Moderator of “Innovation and Consumers” session, August 2013

Moderator of “Marketing Aspects of Coffee, Maize, and Local Foods” session,
July 2015

American Society of Horticultural Science

Moderator of Organic Horticulture session, September 2011

Ontario Fruit and Vegetable Convention

Moderator of Organic Horticulture session, February 2012

University of Georgia

2019 University \$2 Million Grant Club

2019 AGHON Honorary Member (2nd oldest honorary at UGA, 4-6 honorary members
inducted annually based on contribution to GA agriculture)

2019 Outstanding Graduate Faculty Award, Presented by the UGA Agricultural and
Applied Economics Graduate Student Association

2018 Outstanding Undergraduate Faculty Award, Presented by the UGA Agricultural and

Environmental Economics Club
Career Center Award 2018, 2019
2018 UGA Teaching Academy Fellow
UGA Athletic Award Banquet – Invited faculty, 2017
Judge for College of Agricultural and Environmental Sciences Undergraduate Research
Symposium (April 2019)

University of Connecticut

2015 NY Farmer Club Award (1 awarded within college every five years)
http://are.uconn.edu/About_Us/Newsle_5_3603704595.pdf
2015 Roper Award for Research Experience (RARE) given by the Roper Center, 2
Awarded throughout university annually
Judge for College of Agriculture and Natural Resources graduate student research
competition (April 2013)

Vineland Research and Innovation Centre

Tour guide for International Federation of Agricultural Journalists held at Vineland
Research and Innovation Centre (September 2011)

Undergraduate/Graduate Students – Thesis/Dissertation Only

University of Georgia						
Student	Degree	Completed Year	Committee Role	Dept.	Title	Job
<i>Undergraduate Research: Completed</i>						
Jake Matthews	B.S.	2020	Chair	AAEC	The Market for Pig Lard Products: Taste Testing	--
Skylar Ingram	B.S.	2020	Chair	AAEC	Preference and Willingness to Pay for Geraniums	--
Justin Campbell	B.S.	2020	Chair	AAEC	Use and Medicinal Benefits of CBD Oil	--
Jordan Williamson	B.S.	2019	Chair	AAEC	Impact of the Recession on Timber, Christmas Tree, and Pine Straw Production and Value in the State of GA	--
David San Fratello	B.S.	2019	Chair	AAEC	The Market for Pig Lard Products: Consumer Surveys	--
Brady Szymanski	B.S.	2019	Chair	AAEC	Communication between Agricultural Producers and State Departments of Agriculture	--
Talon Smedley	B.S.	2018	Chair	AAEC	Backgrounding Calves Cost Calculator	--
James Bullard	B.S.	2018	Chair	AAEC	Vidalia Onion Marketing	--
David Penland	B.S.	2018	Chair	AAEC	Water Use on Sports Turf: The Case of TifTuf	--
Benjamin Bishop	B.S.	2016	Chair	AAEC	Fighting Obesity by Investing in Local Agriculture	--

Student	Degree	Completed Year	Committee Role	Dept.	Title	Job
<i>Masters of Agribusiness (MAB)</i>						
Blake Banks	MAB	--	Chair	AAEC		
Elizabeth Hanson	MAB	--	Chair	AAEC		
Taylor McDaniel	MAB	--	Chair	AAEC		
Justin Daniel	MAB	--	Chair	AAEC		
Allie Lindke	MAB	--	Member	AAEC	Food Away from Home	--
Lyndy Hawk	MAB	--	Co-Chair	AAEC		
Kayla Imler	MAB	--	Chair	AAEC	Impact of Floral Advertising on Consumer Purchasing of Flowers	Executive Team Member, Target
Johnson Collins	MAB	Dec. 2020	Member	AAEC		
Lena Visser	MAB	May 2020	Chair	AAEC	Analysis of Integrated Pest Management of Bemisia tabaci in Poinsettia Production	Vice President, HG Distributing
Jackson Williams	MAB	Dec. 2019	Chair	AAEC	Consumer Perceptions on Cannabis, Marijuana, Hemp, and Industrial Hemp	Customer Service Manager, Ingles Markets
Hannah Miller	MAB	Dec. 2019	Chair	AAEC	Reasons for not Purchasing Vidalia Onions	--
Tristan Smith	MAB	Dec. 2019	Member	AAEC	Economic Impact of Feral Hogs in Georgia	Middle Georgia EMC
Jeremy Baudrand	MAB	Dec. 2019	Chair	AAEC	Hemp Budgets	Assistant Brewer, Terrapin Beer Co.

Blake Carter	MAB	Dec. 2019	Chair	AAEC	Vidalia Onion Awareness and Perceptions	Extension Agent, University of Georgia
Greg Evans	MAB	Dec. 2019	Chair	AAEC	Public Perceptions of Chemical Pesticides, Genetically-Modified Crops, and Future Gene-Editing Technologies	Cash Grain Trade Associate, Farmers Business Network, Inc.
Kathryn Fife	MAB	Dec. 2019	Chair	AAEC	Awareness of Local Geography	Office of Learning and Organizational Development, University of Georgia
Mason Goolsby	MAB	Dec. 2019	Chair	AAEC	Consumer Perceptions of Instituting Nut Bans for Allergy Avoidance	Marketing Coordinator, Shuman Farms
Hunter Knapp	MAB	Dec. 2019	Chair	AAEC	An Analysis of Georgia Consumer Perceptions and Willingness to Pay for Beef Products	--
Amanda Lupo	MAB	Aug. 2019	Member	AAEC	A Whole Farm Stochastic Analysis of Financial Statements for Three Representative Farms in Georgia	--
Karen Stubbs	MAB	Aug. 2019	Chair	AAEC	Comparing Energy Sources in Greenhouse Production	Center for Agribusiness and Economic Development, University of Georgia

Hannah Rull	MAB	May 2019	Chair	AAEC	Managerial Decision-Making using an ROI Model	Owner of wedding planning business
Katelin Benkoski	MAB	Dec. 2018	Chair	AAEC	Evaluating the Potential of Turning Sold Out Dairies into Beef Operations in Georgia	Ag South Farm Credit
Bennett Hall	MAB	Dec. 2018	Chair	AAEC	Supplemental LED Lighting Profitability	State Farm Insurance
Joshua Buttshaw	MAB	May 2018	Member	AAEC	Estimating Consumer Demand for Georgia Lavender Based Products	--
Joshua Minor	MAB	Dec. 2017	Chair	AAEC	Simulations to Develop a TifTuf Marketing Plan	John Deere
Anna Lynn Torrance	MAB	May 2017	Member	AAEC	Trends Towards Local? A Hedonic Valuation of CSA Attributes in Georgia	--
Lindelley Rajo	MAB	Dec. 2016	Member	AAEC	An Economic Analysis of Cut Rose Production in Honduras	Citrus Coast Distributors
<i>Masters of Science (MS)</i>						
William Davison	M.S.	--	Co-Chair	AAEC		
Jared Daniel	M.S.	--	Chair	AAEC		
Mengyu Zhou	M.S.	August 2020	Member	AAEC	Impact of Visuals and Complexity on Inconsistent and Irrational Decisions in Choice Experiments	--

Nicholas Brown	M.S.	May 2020	Member	AAEC	Gaming the System: Tort Tradeoffs in Cases of Pesticide Drift	--
Matthew Clutter	M.S.	May 2020	Chair	AAEC	An Economic Assessment of Dynamic LED Supplemental Lighting Installations in Greenhouse Production	--
Maoyong Zheng	M.S.	May 2020	Member	AAEC	The Economic Pressure on Sustainable Growth Strategies of Agricultural and Non-Agricultural Banks	PhD program: University of Georgia
Anastasia Gamble	M.S.	May 2019	Chair	AAEC	Do “Ag-Gag” Laws Affect Farm Business Investment?	USDA-Agricultural Marketing Service
Kexin Ding	M.S.	May 2019	Member	AAEC	Basis Forecasting Performance of Composite Models: An Application to Corn and Soybean Markets	PhD program: The Ohio State University – Agricultural Economics
Srijana Baral	M.S.	May 2019	Member	Warnell School of Forestry & Natural Resources	Effects of the 2017 Tax Cuts and Jobs Act on Private Noncorporate Forest Landowners’ Income in the US South	PhD program: Warnell School of Forestry & Natural Resources
Andrew Mahr	M.S.	May 2018	Chair	AAEC	Simulated Net Income for Georgia Grown Satsuma Mandarins	Fluence Bioengineering
Peyton Peterson	M.S.	Dec. 2017	Member	Landscape Architecture	Restructuring the Means of Century Farms in North Carolina: A Mutualistic	--

					Opportunity for Landscape Architects and Farmers	
<i>PH.D</i>						
Julian Worley	Ph.D.	--	Member	AAEC	--	--
Sharon Kane	Ph.D.	May 2018	Member	AAEC	The Influence of Information and Product Labels on Consumer Preferences and Willingness to Pay for Pecans	UGA Center for Agribusiness and Economic Development

University of Connecticut						
Student	Degree	Completed Year	Committee Role	Dept.	Title	Job
Graduated						
Kristin Raub	M.S.	Aug. 2019	Member	ARE	Coastal Adaptation to Sea Level Rise: Effects of Residential Proximity to the Coast, Climate Change Perceptions, and Attitudes Toward Government for Valuing Ecosystem Outcomes	--
Madiha Zaffou	Ph.D.	Aug. 2016	Chair	ARE	Three Essays on Household Consumption Patterns and Labelling	Rhode Island Department of Revenue
Omer Hoke	Ph.D.	May 2016	Member	ARE	Three Empirical Essays in the U.S. Beer Industry	PriceWaterhouse Coopers
Lingqiu Qi	Ph.D.	May 2016	Member	ARE	Three Essays on the Economics of Climate Change and Productivity,	New York Community Bancorp, Inc.

					Food Supply, and Land Resource Conservation ***One of her papers won the 2018 ARER Young Scholar Award	
Frances Pacyna Champagne	M.S.	May 2016	Member	Natural Res. and Env.	Can Portable Band Sawmill Operators Help Address Connecticut's Small Scale Forest Management Needs	--
Lars Demander	M.S.	Dec. 2015	Chair	ARE	Connecticut Market for Ethno-Cultural Vegetables	Family farm
Michael Katz	M.S.	May 2015	Chair	ARE	Consumer Preferences for Local and Organic Produce	RTi Research
Laura Dunn	M.S.	Dec. 2014	Chair	ARE	Agricultural Producer Perceptions of the State Regulatory Environment in the Northeast	Noble Group
Quishuo Yu	M.S.	Aug. 2014	Chair	ARE	A Choice Based Analysis of Community Supported Agriculture (CSA) in Connecticut: Valuation of Attributes	PhD program - University of CT
Joe Krahe	M.S.	Dec. 2013	Chair	ARE	The Impact of Technology on Labor Makeup: A Study of the Green Industry	Environmental Protection Agency (EPA)