

Curriculum Vitae

Name Benjamin L. Campbell, Ph.D.

Contact E-Mail bencamp@uga.edu

Office Address Department of Agricultural and Applied Economics
Conner Hall
208 Conner Hall
Athens, GA 30602
Office: (706) 542-0852

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

Professor and Extension Economist, Department of Agricultural and Applied Economics, University of Georgia, Athens, GA. (2024-present: 40% Teaching, 55% extension, 5% service)
2024 – 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.

Associate Professor and Extension Economist, Department of Agricultural and Applied Economics, University of Georgia, Athens, GA. 2019 – 2024

Assistant Professor and Extension Economist, Department of Agricultural and Applied Economics, University of Georgia, Athens, GA. 2016 – 2019.

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

Assistant Professor and Extension Economist, Department of Agricultural and Resource Economics, University of Connecticut, Storrs, CT. 2012 – 2016.

Research Scientist – Horticultural Economics, Vineland Research and Innovation Centre
2010 – 2012.

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

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

81. Campbell, J. and B. Campbell. “Cut Flower Purchasing and Market Segments within the US Flower Industry” Accepted: HortTechnology.
80. Mayorga, A.,* J. Campbell, and B. Campbell. Consumer preferences on cut roses and the effect of the introduction of a new variety on the U.S. market. Accepted: HortScience
79. Jacobs, B.D., M.P. Popp, M., S. Ahn, W. Verbeke, BR. McFadden, T.B. Mark, A.N. Rabinowitz, and B.L. Campbell. 2024. CBD Oil Concentration and Hemp Flower Drying Preferences of U.S. Consumers. *Research on World Agricultural Economy* 5(1):82-95.
78. Winkles, J.L., B. Campbell, and B.T. Forschler. 2024. “Estimate of the Revenue and Economic Contribution of the Professional Pest Management Industry in Georgia, USA.” *Journal of Economic Entomology* 117(2):601-608.
77. Fife, K., W. Secor, and B. Campbell. 2024. “State Labeling’s Impact on Geographic Boundaries of Local.” *Agribusiness: An International Journal* open access: 1-24.
76. Paonessa, D.B., J.H. Campbell, W. Secor, and B.L. Campbell. 2024. Impact of Varying Coronavirus Regulations on Green Industry Sales. *HortScience* 59(5):617-621.
75. Shonkwiler, V., N. Eason, and B. Campbell. 2023. “Considerations for Starting a Lavender Business in Georgia.” *Journal of the National Association of County Agricultural Agents* 16(1):np.
74. Worley, J., W.B. Banks, W. Secor, and B.L. Campbell. 2023. “Extending Cooperative Extension: Awareness and Usage of Extension Programs.” *Applied Economics Teaching Resources* 5:1-16.
73. Corry, R.,* W.R. Taylor,* J. Holt, H. Bittles,* B.L. Campbell, and J.H. Campbell. 2023. “Flower Power: Testing Social Media Advertising Strategies for Floral Products.” *Journal of Applied Communications* 107(3):Article 5.
72. 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.” Accepted: *Journal of Agribusiness*.
71. Daniel, J., W. Secor, and B. Campbell. 2023. “Impact of Information on Greenhouse Lighting Externalities.” *Journal of Agricultural and Applied Economics* 55(2):358-375.

70. Wei, X., H. Khachatryan, B. Campbell, and R. Brumfield. 2023. "What Firms Hire H-2A Workers? Evidence from the US Ornamental Horticulture Industry." *HortScience* 38(4):375-382.
69. Ricks, J., W. Secor, and B. Campbell. 2023. "Consumer Preference for Microgreens in the Presence of LED Lights and Information Treatments." *HortScience*.38(3):327-332.
***Press release on article by the American Society of Horticultural Sciences: [Link](#)
68. Goolsby,* M., B.L. Campbell, J. Campbell, V. Shonkwiler, and A. Rabinowitz. 2022. "Consumer Perceptions of Instituting Nut Bans for Allergy Avoidance." *Journal of Food Distribution Research* 53(2):98-113.
67. San Fratello, D.*, B. Campbell, and W. Secor. 2021. "Impact of the Coronavirus Pandemic on Gardening in the U.S.: Post-Pandemic Expectations." *HortTechnology* 32(1):32-38.
*** Press release on article by the American Society of Horticultural Sciences: [Link](#)
66. Campbell, B., J. Campbell, and J. Berning. 2021. "Consumer Preference and Market Simulations for Turf GMO Introductions." *HortScience* 56(7):809-815.
65. Chakrabarti, A.,* B. Campbell, A. Rabinowitz, and B. Brewer. 2021. "Use and Benefits Associated with State Marketing Programs." *Q-Open* 1(2):1-16.
64. Joseph, S.V., J. Chong, B. Campbell, B. Kunkel, D. Lauderdale, S. Jones, S. Gill, Y. Chen, P. Schultz, D. Held, F. Hale, A. Dale, E. Vafaie, W. Hudson, J. La Forest, D. Gilrein, and A. Del Pozo-Valdivia. 2021. "Assessment of *Systema frontalis* (Coleoptera: Chrysomelidae) Pest Status and Management Practices on Ornamental Plants." *Journal of Integrated Pest Management* 12(1):1-10.
63. Campbell, B., J.H. Campbell, A. Rihn. 2021. "Impact of the Coronavirus Pandemic on Plant Purchasing in the Southeast." *Agribusiness: An International Journal* 37(1):160-170.
***Top cited article for 2020-2021. Top downloaded article 2021-2022.
62. Berning, J. and B. Campbell. 2021. "Consumer Preference and Market Simulations for Food and Non-Food GMO Introductions." *International Food and Agribusiness Management Review* 24(1):71-88. *Authors share senior authorship.
61. Campbell, J., A. Rabinowitz, and B. Campbell. 2020. "Concern and Externalities Associated with Hemp Production and Processing Facilities." *Journal of Agricultural and Applied Economics* 52(4):624-641.
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 and on the Huffington Post.
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.

Research Profiled In:

Interviews:

- UGA CAES Marketing and Communications (Sept. 1, 2023) – GA blueberry production and demand
- Garden Center Magazine (Aug. 9, 2023): organic plant demand
- AgNetMedia (May 23, 2003): Importance of specialty crops to Georgia [Link](#)
- UGA CAES Marketing and Communications (Jan. 25, 2023)– recession on agriculture and prices [Link](#)
 - o Reposted by: Morning Ag Clips, GA Crop Improvement Association, Georgian Times, Farms.com, Forsyth News, Moultrie Observer
- Savannah Morning News (Jan. 25, 2023) – reasons for egg price increases [Link](#)
 - o Yahoo news [Link](#)
- Gainesville Times (Jan. 23, 2023) – reasons for egg price increases: [Link](#)
- UGA Grady Newsource: covid impact on green industry (March 23, 2022); food waste (September 26, 2022; <https://youtu.be/NrtGTu5KepU>); freezing temperature impacts on agriculture (October 19, 2022); issues of local farming (November 17, 2022; [Link](#))
- American Society of Horticultural Sciences podcast: about COVID gardening (July 13, 2022; [Link](#))
- Flower purchasing (May 16, 2022): flower purchasing by younger consumers: [Link](#)
- Salon.com (March 21, 2022): regarding COVID impacts on gardening [Link](#)
- Greenhouse Management: Tactical Economics (Cover Story-January issue 2021): [Link](#)
- 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](#); Dec. 6th, 2021 [Link](#))
- CKNX AM920 radio (April 5th, 2011)

Consulted:

- Zippia.com (career job website) (March 7, 2024) – skills needed and career expectations for agricultural business graduates
- Scripps News (July 7, 2023) – organic demand in U.S.
- NBC Nightly News (June 6, 2023) – peach prices due to freezes
- Inc. Magazine (Feb. 10, 2023) – online purchasing of plants – [Link](#)
- GA Farm Monitor (Jan. 30, 2023) – reasons for egg price increases
- 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:

- GrowerTalks Magazine (July 2023 issue)
- Gardening and COVID: Main UGA webpage (March 21, 2022); UGA Today: [Link](#); ScienceDaily: [Link](#); Morning AgClips: [Link](#); phys.org [Link](#); Newswise [Link](#); Science Magazine [Link](#); The Panolian [Link](#); GreenEconews [Link](#); UGA Columns (campus newsletter) [Link](#); Georgia Green Industry Association newsletter [Link](#)
- Greenhouse Grower [Link](#); HC Containers blog [Link](#)
- American Society of Horticultural Sciences (4/13/2022: [Link](#); 1/18/2024: [Link](#))
- Floral Grant: UGA College of Agricultural and Environmental Sciences Newswire (February 11, 2022): [Link](#); shared on Miragenews (reach 160k; [Link](#)); YahooNews (reach 65 million; [Link](#))
- Floral Marketing Fund (Feb. 28, 2022): [Link](#)
- American Floral Endowment (Oct. 29, 2021): shared by Teleflora, Society of American Florists, and others. – this was the top post in 2021 for post impressions (7,658) and post reach (7,461). [Link](#)
- Albany Herald (Jan 21, 2021): [Link](#)
- UGA CAES newswire (Jan.19, 2021): [Link](#); (Feb. 2, 2021): [Link](#)
- Georgia Green Industry Association (January 2021): [Link](#)
- Urban Agricultural Council (September 4, 2020)
- College of Agricultural and Environmental Sciences (July 30, 2019): [Link](#)
- 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/Economics

Agribusiness: An International Journal; Agricultural Economics; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; Applied Economic Perspectives and Policy; Applied Economics Teaching Resources; 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 of Public Health; Journal of Retailing and Consumer Services; Land Use Policy; Public Health

Horticulture

Horticulturae; HortScience; HortTechnology

Extension

Journal of Extension; Journal of Human Sciences and Extension

Other

Agriculture; Agriculture and Human Values; Beverages; Foods; Journal of Cleaner Production; Journal of Environmental Studies and Sciences; Meat Science; PLOS-One; Resources, Conservation, and Recycling; Social Science Quarterly; Springer-PLUS; Sustainability; Urban Forestry and Urban Gardening

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, 2021, 2023)

USDA

Multistate Hatch project review (2022)

NIFA-CARE grant panel (2019; 2020; 2021)

NIFA-FBMB grant panel (2024)

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)

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)

Professional

Consulted with American Society of Horticultural Science about improving their impact factor

Consulted with American Society of Horticultural Science about improving their submission guidelines and submission process

Grants (Total = \$20,239,421; Departmental = \$2,006,431; Department means for use by Dr. Campbell or in combination with other departmental faculty; * Graduate student)

Co-PI: 2023-2024. "Total Economic Impact of the GA State's Farmers' Markets." GA Department of Agriculture.

Co-PI: 2021-2022. "Increasing Resiliency through Greater Tree Diversity." USDA-NIFA Specialty Crop Research Initiative.

Co-PI: 2021-2025. Ecology and Integrated Management of Ambrosia Beetles in Eastern US Orchard and Ornamental Tree Crops." USDA-NIFA Specialty Crop Research Initiative.

Co-PI: 2020-2021. "The UGA HOST Research Initiative." UGA Interdisciplinary Research Grant.

Co-PI: 2020-2023. "Hemp Marketing: Measuring Stated Demand and Preferences in an Emerging Market." USDA-Federal, State Marketing Improvement Program.

Collaborator. 2020-2021. "Ensuring the Future Success of North American Specialty Crops through Soilless Substrate Science." USDA-NIFA Specialty Crop Research Initiative.

Co-PI: 2020-2024. "Flathead Borer Management in Specialty Crops." USDA-NIFA Specialty Crop Research Initiative.

Co-PI: 2019-2020. "Understanding How Advertising Can Lead to Increased Demand and Satisfaction Among Consumers in the Floral Industry." Floral Marketing Research Fund.

Co-PI: 2018-2022. "Optimizing the Cost-Effectiveness of Lighting in Controlled Environment Agriculture." USDA-NIFA Specialty Crop Research Initiative.

PI: 2018. "Impact of Mechanization on Costs Given Varying Production and Policy Scenarios." Center for Applied Nursery Research.

Co-PI: 2018. “Understanding Solar and Geothermal Energy Costs and their Impact on Long-term Efficiency and Profitability.” Center for Applied Nursery Research.

Co-PI: 2016. “Optimizing the Cost-Effectiveness of Lighting in Controlled Environment Agriculture.” College of Agricultural and Environmental Sciences, University of Georgia – Grants on the Edge Program.

Co-PI: 2016. “Assessing Production Practices, Distribution Channels, and Promotional Tools for Georgia Grown Lavender.” USDA-GA Specialty Crop Block Grant.

Co-PI: 2015. “Market Dynamics Associated with Middlesex County, CT.” Lower CT River Valley Council of Governments.

Co-PI: 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.

Co-PI: 2015. “Visualization and Valuation of Nutritional Information on Menus.” University of Connecticut Scholarship Facilitation Fund.

Co-PI: 2015-2017. “Achieving Agricultural Water Security in Connecticut through RCPP.” National Resource Conservation Service – Regional Conservation Partnership Program.

Co-PI: 2014-2016. “Growing Local Milk: Analysis of Consumer Demand and Marketing Practices.” USDA-Federal State Marketing Improvement Program (FSMIP).

Co-PI: 2015-2016. “Exploring the Economic and Production Viability of Ethnic Vegetables and Novel Small Fruits in Connecticut.” USDA-CT Specialty Crop Block Grant.

Co-PI: 2014-2015. “The Role of Plant Brands in Consumer Preferences for Plants and their Perceptions of Plant Quality.” Horticultural Research Institute.

Co-PI: 2014-2015. “Organic Lawn Care Practices for the Northeast.” Northeastern Regional Association Planning Grant.

Co-PI: 2014. “The Cost of Doing Business in the Northeast.” Farm Credit East.

Co-PI: 2013-2015. “Promoting Florida-Grown Ornamental Plant Sales through Smart Labels and Target Marketing Strategies” USDA-FL Specialty Crop Block Grant.

Co-PI: 2014-2016. “Increasing the Value of CT Specialty Crops through Increased Labeling and Access.” USDA-CT Specialty Crop Block Grant.

Co-PI: 2013-2015. “Economic Impact and Contribution of the Turfgrass Industry in New England.” New England Regional Turfgrass Foundation.

Co-PI: 2012. “Mobile Science Research Lab.” FY 2013 College of Agriculture and Natural Resources Grant Competition, University of Connecticut.

Co-PI: 2013-2016. “Local People, Local Agriculture: Measuring Baseline Consumption and Awareness in Connecticut.” USDA – CT Specialty Crop Block Grant.

Collaborator: 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.

Co-PI: 2011-2012. “Caught You Looking! What Captures Consumers’ Attention When They Buy Ornamental and Food-Producing Plants?” Federal State Marketing Improvement Program (FSMIP).

Co-PI: 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.

Co-PI: 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.

Co-PI: 2010-2011. “Marketing Study for Introducing a New Ornamental Plant Concept.” National Research Council – Industrial Research Assistance Program and Sunrise Greenhouses.

Collaborator: 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.

Co-PI: 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).

Co-PI: 2006-2008. "Analysis of Food Away from Home Expenditures Using CREST". USDA-Economic Research Service:

Co-PI: 2000. Grant to produce a marketing plan for a new agricultural product, a nematicide. Alabama Wheat and Feed Grain Producers:

Reviewed Published Abstracts (* denotes graduate student)

Paonessa, D., J. Campbell, W. Secor, and B. Campbell. 2023. “Impact of Varying Coronavirus Regulations on Green Industry Sales” *HortScience* 58(9):S70 (Supplement).

Dahal, M., G. Gonsalves, J. Campbell, J. Holt, and B. Campbell. 2022. “A Label by any other Name: How Labels Influence Rose Purchasing.” *HortScience* 57(9):S45 (Supplement).

Fields, J., J. Owen, Al Lamm, J. Altland, B. Jackson, Y. Zheng, L. Oki, K. Fontenot, J. Samtani, and B. Campbell. 2021. "Soilless Substrate Science: A North American Needs Assessment to Steer Soilless Substrate Research into the Future." *Acta Horticulturae* (ISHS) 1317:313-318.

Witcher, A., K. Adesso, J. Oliver, B. Campbell, A. Fulcher, K. Jensen, W. Klingeman, A. LeBude, O. Liburd, L. Nackley, A. Rihn, C. Seavert, N. Wiman, A. Acebes, F. Baysal-Gurel, B. Blaauw, J. Chong, D. Held, S. Joseph, J. Moulton, C. Palmer, J. Rijal, and E. Vafaie. 2021. "Improving Flatheaded Borer Management Practices for Specialty Tree Crops – A Multidisciplinary Approach." *HortScience* 56(9):S9 (Supplement).

Campbell, J., A. Rihn, and B. Campbell. 2021. "Correlations between COVID-19 Concerns, Retail Outlets, and Shopping Behaviors in the US Green Industry." *HortScience* 56(9):S229 (Supplement).

San Fratello, D.,* J. Campbell, B. Campbell, and W. Secor. 2021. "The Result of the Coronavirus Pandemic on Gardening." *HortScience* 56(9):S229 (Supplement).

Campbell, B. and J. Campbell. 2020. "Horticultural Producers Views on Environmental Regulations." *HortScience* 55(9):S146 (Supplement).

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

Carter, B.,* B. Campbell, J. Campbell, and V. Shonkwiler. 2019. "Vidalia Onion Awareness and Perceptions." *HortScience* 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." *HortScience* 54(9):S111 (Supplement).

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

Campbell, J., A. Rabinowitz, B. Campbell. 2019. "Consumer Views on the Legalization of Hemp Production." *HortScience* 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).

Behe, B.K., B. Campbell, C.R. Hall, H. Khachatryan, and J. Dennis. 2013. "Consumer Perceptions of Sustainability." *HortScience* 48(9):S89 (Supplement).

Behe, B.K., B. Campbell, H. Khachatrayan, 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).

Yue, C., J. Dennis, B.K. Behe, C.R. Hall, B. Campbell, and R.G. Lopez. 2011. "Investigating Consumer Preference for Organic, Local, or Sustainable Plants." *HortScience* 46(9):S92 (Supplement).

Hall, C.R. B.K. Behe, B. Campbell, J. Dennis, R.G. Lopez, and C. Yue. 2011. "Market Segments of U.S. Floral Consumers Based on Attitudes Toward Biodegradable Packaging." *HortScience* 46(9):S92 (Supplement).

Dennis, J., R.G. Lopez, B.K. Behe, C.R. Hall, C. Yue, and B. Campbell. 2011. "Benchmarking Sustainable Attitudes of Ornamental Growers." *HortScience* 46(9):S91 (Supplement).

Hall, C.R., B.K. Behe, B. Campbell, J. Dennis, R.G. Lopez, and C. Yue. 2011. "The Appeal of Biodegradable Packaging to U.S. Floral Consumers." *HortScience* 46(9):S91 (Supplement).

Campbell, B., I. Lesschaeve, and S. Mhlanga. 2011. "Canadian Perception of Organic: A Comparison by Region, Ethnic Heritage, and Urbanicity." *HortScience* 46(9):S119 (Supplement).

Campbell, B.L., J.L. Park, R.M. Nayga, Jr. and A. Silva. 2008. "Effect of School Food Director's Satisfaction on Fruit and Vegetable Program Usage." *Journal of Agricultural and Resource Economics*, 33(3):500-501.

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.

Nelson, R.G., B.L. Campbell, R.C. Ebel, and W.A. Dozier. 2006. "Marketing of Satsuma Mandarins Grown in the Southeastern United States." *HortScience*, 41(4):916-917.

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.

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)

Daniel, J., A. Im, and B. Campbell. "Georgia Farm Gate Value 20-Year Trends – Agritourism and U-Pick. AGECON-24-05-07. Online at: <https://agecon.uga.edu/extension/ga-farm-gate-value-trends.html>

Daniel, J., A. Smith, Y. Liu, and B. Campbell. "Georgia Farm Gate Value 20-Year Trends – Row and Forage Crops. AGECON-24-05-06. Online at: <https://agecon.uga.edu/extension/ga-farm-gate-value-trends.html>

Daniel, J., G. Hancock, E.G. Fonsah, and B. Campbell. "Georgia Farm Gate Value 20-Year Trends - Vegetables. AGECON-24-05-05. Online at: <https://agecon.uga.edu/extension/ga-farm-gate-value-trends.html>

Daniel, J., E.G. Fonsah, G. Hancock, and B. Campbell. "Georgia Farm Gate Value 20-Year Trends – Blueberries and Pecans. AGECON-24-05-4. Online at: <https://agecon.uga.edu/extension/ga-farm-gate-value-trends.html>

Daniel, J., J. Campbell, and B. Campbell. "Georgia Farm Gate Value 20-Year Trends – Nursery, Greenhouse, and Turf. AGECON-24-05-03. Online at: <https://agecon.uga.edu/extension/ga-farm-gate-value-trends.html>

Daniel, J., W. Secor, and B. Campbell. "Georgia Farm Gate Value 20-Year Trends – Cattle, Hay, and Poultry. AGECON-24-05-02. Online at: <https://agecon.uga.edu/extension/ga-farm-gate-value-trends.html>

Daniel, J., G. Colson, and B. Campbell. "Georgia Farm Gate Value 20-Year Trends. AGECON-24-05-01. Online at: <https://agecon.uga.edu/extension/ga-farm-gate-value-trends.html>

Daniel, J. and B. Campbell. 2024. 2022 Georgia Agricultural Census: Nursery, Greenhouse and Sod." AGECON-24-01-13 Online at: https://agecon.uga.edu/content/dam/caes-subsite/agecon/documents/extension/census-factsheets/AGECON24-01-13_nurserygreenhousesod.pdf

Watson, J.**, B. Campbell, R.T. Watson, and M. Boudreau. 2023. LED Greenhouse Lighting Cost Comparison Tool. Online at: <https://johnwatson2.shinyapps.io/CropNPVCalculator/>

Smith, A.R., B. Campbell, Y. Liu, J. Salazar, Y. Li, E.G. Fonsah, and J.A. Berry. 2023. 2023 Georgia Ag Forecast. Annual Publication 130-1.

Li, Y. and B. Campbell. 2022. "2022 Current Use Values for Georgia Conservation Use (CUVA) Land and Forest Land Protection Act (FLPA) Land."

Campbell, B. and J. Campbell. 2022. "Thinking of Expanding Your Business? Read This First." Georgia Green Industry Association newsletter, March 1st.

Campbell, B.L. 2022. "Green Industry." 2022 Georgia Ag Forecast Situation and Outlook Reports by the Center for Agribusiness and Economic Development, p. 31.

Li, Y., R.L. Izlar, and B. Campbell. 2021. "2021 Current Use Values for Georgia Conservation Use (CUVA) Land and Forest Land Protection Act (FLPA) Land."

Campbell, B., T. Mark, B. McFadden, and A. Rabinowitz. 2021. "Hemp Economic Marketing Policy Research: July 2021." Quarterly Report posted online.

Campbell, B. 2021. "Supply and Demand: How Market Disruptions and Individual Decisions Impact the Market." Urban Agricultural Council Magazine. Summer 2021, p. 23-24.

Rihn, A., B. Campbell, and J. Campbell. 2021. Pandemic Buying: Southeastern U.S. Consumers' Plant Shopping Behaviors During and After the COVID-19 Pandemic. Tennessee GreenTimes, 22(2), 19-21.

Campbell, B. 2021. "Supply and Demand: How Market Disruptions and Individual Decisions Impact the Market." For the Urban Agricultural Council. April 30, 2021. [Link](#)

Campbell, B., A. Rihn, and J. Campbell. 2021. "Impact of COVID-19 on Plant Sales and Purchasing Habits in the Southeast." Georgia Green Industry Association Journal (January), p. 14-17.

Campbell, B.L. 2021. "Green Industry." 2021 Georgia Ag Forecast Situation and Outlook Reports by the Center for Agribusiness and Economic Development, p. 26.

Campbell, B. 2020. "Pricing for Profits." Handouts for the New Food Business Workshop sponsored by the Department of Food Science and Technology.

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. 2020. "Green Industry." 2020 Georgia Ag Forecast Situation and Outlook Reports by the Center for Agribusiness and Economic Development, p. 31.

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).

Campbell, B.L. 2019. "The Green Industry." Georgia Economic Outlook 2019. Publication of the Selig Center for Economic Growth.

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).

Campbell, B.L. 2019. Importance of Shrink Minimization in Greenhouse Production. AGECON-19-03-PR (peer reviewed).

Campbell, B.L. 2019. "Green Industry." 2019 Georgia Ag Forecast Situation and Outlook Reports by the Center for Agribusiness and Economic Development, p. 36-37.

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. [Alphabetical Authorship]

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).
https://secure.caes.uga.edu/extension/publications/files/pdf/TP%20107_2.PDF

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

Campbell, B.L., S.P. Kane, and A. Hodges. 2018. Economic Impact of the Georgia Green Industry, 2013. AGECON-18-05-PR / Circular 1138 (peer reviewed).
<http://extension.uga.edu/publications/detail.html?number=C1138>

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."

Campbell, B., B. Brewer, K. Wolfe, and S.P. Kane. 2018. "Impacts of the Great Recession and Drought." Georgia Green Industry Association Journal (January): 22-27.

Campbell, B.L. 2018. "Green Industry." In: 2018 Georgia Ag Forecast Situation and Outlook Report by the Center for Agribusiness and Economic Development, p. 35-36.

Campbell, B.L., B. Brewer, K. Wolfe, and S. Kane. 2017. "Impact of the Recession and Drought of the Mid-2000's on the Environmental Horticulture Industry." Circular 1119 (peer reviewed).
<http://extension.uga.edu/publications/detail.html?number=C1119>

Campbell, B.L. 2016. "The Green Industry." Georgia Economic Outlook 2017. Publication of the Selig Center for Economic Growth, p. 61-62.

Campbell, B.L. 2016. "Green Industry." In: 2017 Georgia Ag Forecast Situation and Outlook Report by the Center for Agribusiness and Economic Development, p. 28-29.

Campbell, B.L. 2016. "Consumer Perceptions When Choosing a Plant Source." Ball Publishing Nursery and Landscape Insider newsletter. September 9, 2016. Readership: 36,763. [Link](#)

Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the New England Wholesaling Activities." Factsheet.

Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the New England Lawn Care Retailing." Factsheet.

Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the New England Golf." Factsheet.

- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the New England Lawn Care Services." Factsheet.
- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the New England Lawn Care Wholesaling." Factsheet.
- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the New England Lawn Care Manufacturing." Factsheet.
- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the New England Sod Production." Factsheet.
- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inguagiato, and S. Rackliffe. 2015. "Economic Impact of the Turfgrass Industry in New England." Factsheet.
- 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.
- Campbell, B.L., A. Rabinowitz, and Y. Liu. 2015. "What's Happening with Local? The Ins and Outs of Local Purchasing." CT Farm Bureau Newsletter, July/August, p. 6-7.
http://www.are.uconn.edu/index_43_2486526470.pdf
- Raub, K.,* B.L. Campbell, V. Wallace, J. Henderson, J. Inuagiato, and S. Rackliffe. 2015. "Economic Impact of the Turfgrass Industry in Connecticut." Factsheet distributed at the Legislative Partners' Reception. Hartford, CT, May 21.
- Lopez, R, N. Plesha, and B. Campbell. 2015. "Economic Impacts of Agriculture in Eight Northeastern States." In Northeast Agriculture: 2015 Insights and Perspectives, published by Farm Credit East, p. 18-22
- Campbell, B. 2014. "Private Wage Survey for Fairfield and New Haven, CT." Report prepared for landscape firms in Fairfield and New Haven, CT.

Khachatryan, H., A.L. Rihn, B. Campbell, C. Hall, and B.K. Behe. 2014. “The Effects of Pollinator Friendly Plant Labels on Consumers’ Visual Attention and Purchase Preferences.” Report for AmericanHort.

Campbell, B. 2014. “Issues for the Future: Local and Organic Outlook.” In *Northeast Agriculture: 2014 Insights and Perspectives*, published by Farm Credit East, p. 38-39. Available at: > http://issuu.com/farmcrediteast/docs/2014_insights_and_perspectives_repo<

Behe, B., B. Campbell, J. Dennis, C. Hall, and H. Khachatryan. 2014. “Help Your Customers Understand Green Words and Phrases.” Edited by Brian Sparks. *Today’s Garden Center*, April. *authors share senior authorship. Available at: > <http://www.todaysgardencenter.com/business-management/help-your-customers-understand-green-words-and-phrases/><

Behe, B., B. Campbell, J. Dennis, C. Hall, and H. Khachatryan. 2014. “How to Profit from Being Environmentally Friendly.” Edited by Brian Sparks. *Today’s Garden Center*, April. *authors share senior authorship. Available at: > <http://www.todaysgardencenter.com/business-management/how-to-profit-from-being-environmentally-friendly/><

Behe, B., B. Campbell, J. Dennis, C. Hall, and H. Khachatryan. 2014. “How to Know More About Your Online Audience.” Edited by Brian Sparks. *Today’s Garden Center*, April. *authors share senior authorship. Available at: > <http://www.todaysgardencenter.com/business-management/how-to-know-more-about-your-online-audience/><

Hoke, O.,* B. Campbell, M. Brand, T. Hao*. 2014. “Aronia Production Cost Simulation.” > <http://umaine.edu/agriculture/home/aronia/><

Campbell, B. 2013. “Local vs. Organic.” *Garden Center*, January: pg. 36-44 > <http://www.gardencentermag.com/garden0114-local-organic-produce.aspx><

Campbell, B. 2013. “Research Reveals ‘Evolution’ of Local and Organic Terms.” *Produce Grower*, January. (Feature-Cover Story): pg. 11-14. > <http://www.producemag.com/pg1213-locally-grown-organic-produce.aspx><

Bartholomew, C., V. Wallace, and B. Campbell. 2013. “A Survey of School Grounds Pest Management Practices.” Factsheet presented at a CT legislative reception sponsored by the Department of Extension. May 29th. > <http://public.homepages.uconn.edu/~bec12003/A%20Survey%20of%20School%20Grounds%20Pest%20Management%20Practices%20Overview2wlogo.pdf><

Warner, T., R. Lopez, A. Rabinowitz, B. Campbell, and J. Martin. 2012. “Estimates of Consumption of Locally-Grown Agricultural Products in Connecticut.” University of Connecticut, Zwick Center for Food and Resource Policy, Research Report No. 10, Prepared for the Connecticut Governor’s Council for Agricultural Development. > <http://www.zwickcenter.uconn.edu/documents/Outreach10-GrowCTAg.pdf><

Campbell, B., S. Mhlanga, and I. Lesschaeve. 2012. "Market Analysis and Consumer Preferences for Hardy Roses." Vineland Research and Innovation Centre research report.

Campbell, B.L., S. Mhlanga, and I. Lesschaeve. 2012. "Consumer Preferences and Market Demand for Ethno-Cultural Vegetables in Canada and Export Markets." Vineland Research and Innovation Centre research report.

Campbell, B.L., S. Mhlanga, W. Brown, and I. Lesschaeve. 2011. "Producer Perception and Consumer Response: What Drives Poinsettia Purchases?" Case Study published on Vineland Research and Innovation website ><http://www.vinelandresearch.com/Default.asp?id=90&l=1><

Campbell, B.L. 2011. "Why is Innovation Important?" Whitepaper to government and industry. ><http://vinelandresearch.com/Default.asp?id=9&l=1&a=article&cid=124><

Campbell, B., C. Yue, and J. Dennis. 2011. Demand for sustainability, Part 1: How appealing are biodegradable containers? *Greenhouse Grower* 29(1):72-76.
><http://www.greenhousegrower.com/article/11235/how-appealing-are-biodegradable-containers><.

Dennis, J., B. Behe, C. Yue, B. Campbell, and R. Lopez. 2011. Demand for sustainability, Part 2: What are growers doing about sustainability? *Greenhouse Grower* 29(2):32-36.
><http://www.greenhousegrower.com/article/18606/what-are-growers-doing-about-sustainability><.

Behe, B., B. Campbell, J. Dennis, C. Yue, and R. Lopez. 2011. Demand for sustainability, Part 3: On Sustainability: No two consumers are alike. *Greenhouse Grower* 29(3):32-36.
><https://www.greenhousegrower.com/management/marketing/on-sustainability-no-two-consumers-are-alike/><.

Campbell, B., B. Behe, J. Dennis, C. Yue, C. Hall, and R. Lopez. 2011. Demand for sustainability, Part 4: The value of biodegradable containers. *Greenhouse Grower* 29(4):40-44.
> <https://www.greenhousegrower.com/production/pots-trays/the-value-of-biodegradable-containers/><.

Hall, C., B. Behe, B. Campbell, J. Dennis, R. Lopez, and C. Yue. 2009. "The Appeal of Biodegradable Packaging to Floral Consumers #1." American Floral Endowment, Special Research Report #701: Public Benefits.

Hall, C., B. Behe, B. Campbell, J. Dennis, R. Lopez, and C. Yue. 2009. "The Appeal of Biodegradable Packaging to Floral Consumers #2." American Floral Endowment, Special Research Report #702: Public Benefits.

Hall, C., B. Behe, B. Campbell, J. Dennis, R. Lopez, and C. Yue. 2009. "The Appeal of Biodegradable Packaging to Floral Consumers #3." American Floral Endowment, Special Research Report #703: Public Benefits.

Campbell, B.L. and J. Park. 2006. "Fruits and Vegetables Go Back to School." Cooperative Management Newsletter, Texas A&M University: CML06-01.

Reports (* denotes graduate student)

Campbell, B. and S. Kane. 2024. "Economic Impact of the Georgia Farmers Markets." Report for the Georgia Department of Agriculture.

Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and B. Behe. 2015. "Plant Labels on Consumers' Visual Attention and Purchase Preferences." Report on Pollinator Health for AmericanHort.

Campbell, Benjamin, Laura Dunn*, and Adam N. Rabinowitz. 2015. "Examining the Regulatory Environment Facing Northeast Agricultural Producers." University of Connecticut Zwick Center Research Report No. 3. Research report for Farm Credit East.

**Authors listed in alphabetical order, senior authorship is shared equally across all authors.

http://www.zwickcenter.uconn.edu/outreach_reports_16_1880506637.pdf

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.

http://www.extension.uconn.edu/root/archives_32_4126732338.pdf

Lopez, R.A., N. Plesha, and B. Campbell. 2014. "Economic Impacts of Agriculture in Eight Northeastern States." Research report for Farm Credit East.

http://www.zwickcenter.uconn.edu/outreach_reports_7_2768804440.pdf

Brownbridge, M. and B. Campbell. 2012. "Diversifying Local Food Options for Broader Public Sector Institutions: Defining Needs, Acceptance and New Routes to Markets." Research report for Broader Public Investment Fund (BPIF) in accordance with a BPIF grant.

Behe, B.K., B.L. Campbell, J.H. Dennis, C.R. Hall, R.G. Lopez, C. Yue, and H. Khachatryan. 2012. "Sustainability on the Table and In the Yard: Identifying, Profiling, and Quantifying Markets for Sustainably-Grown Ornamental and Food-Producing Plants." Research report for Federal, State, Marketing Improvement Program (FSMIP) in accordance with a FSMIP grant.

Campbell, B.L., and I. Lesschaeve. 2011. "'Pixie Grape' Pinot Meunier." Research report for Sunrise Greenhouses and National Research Council Canada (NRC) in accordance with an Industrial Research Assistance Program grant.

Lesschaeve, I. and B.L. Campbell. 2010. "Market Opportunities for Novel Tender Fruits: Testing the Impacts of Fruit Skin and Flesh Colour on Consumer Acceptability of Peach and Plum Cultivars." Research report Niagara Fruit and Vegetable Growers Association (NFVGA) in accordance with a grant funded by the NFVGA.

Behe, B., B. Campbell, J. Dennis, C. Hall, R. Lopez, C. Yue. 2010. "Investigation of Consumers' and Professionals' Perceptions, Attitudes and Behaviors About Purchasing Plastic-Alternatives and/or Recycling Plastic Horticultural Containers." Research report for Federal, State, Marketing Improvement Program (FSMIP) in accordance with a FSMIP grant.

Campbell, B.L., R.M. Nayga, Jr., and B. Lin. 2008. "Determinants of Food Away from Home Expenditures: A Transactional Analysis by Type of Facility and Meal Occasion." Research report for Economic Research Service in accordance with a grant funded by the Economic Research Service.

Park, J.L., R.M. Nayga, Jr., A. Silva, and B. Campbell. 2007. "New Markets for Texas Red Grapefruit: Exploring the Fresh-Cut Alternative." Research report for Texas Citrus Mutual and Edinburgh Citrus Association in accordance with a Value Added Producer Grant from USDA-Rural Development.

Nelson, R.G., B.L. Campbell, and J.L. Hutchinson. 2000. Developed a market analysis of the proposed Agricultural Services Laboratory for the Auburn University Board of Trustees.

Departmental Seminars (speaker where indicated)

Campbell, B.L., W. Secor, and A. Rabinowitz. 2021. "Impact of State Labels on Geographic State Definitions for Local Food." Department of Agricultural and Applied Economics, University of Georgia, Sept. 29th. (Speaker)

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)

Boswell, B.** and B. Campbell. 2023. "CBD Market Size." College of Agricultural and Environmental Sciences Undergraduate Research Symposium. Athens, GA; April 5.

Murray, H.** and B. Campbell. 2023. "Effect of Climate on Satsuma Production in Georgia." College of Agricultural and Environmental Sciences Undergraduate Research Symposium. Athens, GA; April 5.

Leipiz-Madrigan, N.** and B. Campbell. 2023. "Green Waste Compost Demand in Georgia." College of Agricultural and Environmental Sciences Undergraduate Research Symposium. Athens, GA; April 5.

Bittles, H.,** B. Campbell, J. Holt, and J. Campbell. 2022. "Advertisement Recall in Floral Marketing Strategies." College of Agricultural and Environmental Sciences Undergraduate Research Symposium. Athens, GA; April 7.

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. 2024. “Economics of Lighting: Is it Worth it?” Online workshop sponsored by UGA’s Project LAMP, June 25th. (Speaker)

Campbell, B. 2024. “Georgia Agricultural Outlook.” Atlanta-Georgia Chapter of the Appraisal Institute. June 4th. (Speaker): 50 participants.

Campbell, B. 2024. “Unlocking Growth: Maximizing the Fesh Produce Experience.” Invited panelist. Hosted by belmark and Harpak-Ulma. (Panelist): 20 participants.

Campbell, B. 2024. “Pricing for Profits.” Small Farm Business Development Conference, Griffin, GA, Mar. (Speaker): 10 participants.

Campbell, B. 2024. “Environment for Georgia Agriculture: 2024 and Beyond.” Testified at the Georgia Senate Agriculture and Consumer Affairs Committee, Atlanta, GA, Jan. 29th. (Speaker): 10 senators, 30 in-person, 296 online. <https://vimeo.com/907541109>

Campbell, B. 2024. “Green Industry Agricultural Forecast.” Agricultural Forecast Series, Tifton, GA, Jan. 26th. (Speaker): 6 participants

Britt, K. B. Campbell, J. Hancock, A. Hartline, M. Hilton, and M. Roberts. 2023. “Innovative Retailer Panel.” New York Produce Show and Conference, New York City, NY, Dec. 6th. (Speaker): 90 participants.

Campbell, B. 2023. “Decoding Consumers’ Views and Perceptions of Produce and Translating them to Increased Sales.” New York Produce Show and Conference, New York City, NY, Dec. 6th. (Speaker): 90 participants.

Campbell, B. and G. Munisamy. 2023. “Agricultural Economics Update.” National Agricultural Credit Conference. Hosted by the Federal Reserve Bank of Kansas City and the Federal Reserve Bank of Atlanta. Atlanta, GA. October 12th. (Speaker): 80 participants.

Campbell, B. 2023. “Ag Economics 101. “NG Turf’s Pro Day and Urban Agricultural Council Networking and Education Dinner.” Douglasville, GA. Oct. 5th (Speaker): 50 participants.

Campbell, B. “2023. “Putting together a Citrus Processing Feasibility Study.” UGA citrus meeting on feasibility study: Baker and Mitchell Counties. East Camilla, GA. Aug. 28th (Speaker): 15 participants.

Campbell, B. 2023. “Future of Agriculture.” GA Power Ambassador, Sinclair-Oconee Chapter meeting. Eatonville, GA. Aug. 9th (Speaker): 65 participants.

Campbell, B. and G. Munisamy. “GA Agricultural Commodity Outlook.” GA Agribusiness Council, Amelia Island, FL. July 28th (Speaker): 30 participants.

Campbell, B. and G. Munisamy. “World Outlook for Southern Agricultural Commodities.” GA/AL Seed Associations’ Annual Convention, St. Simons Island, GA. July 25th (Speaker): 60 participants.

Bankole, O.,* A. Rabinowitz, B. Campbell, T. Mark, and B. McFadden. 2023. “The Trend in Consumer Behavior and Perception of Hemp-Based Products from 2021-2022.” Presentation at the Southern Extension Economics Committee summer meeting, June 5th. 75 participants.

Campbell, B. 2023. “Beginning Farmer and Rancher Development Program: Putting It All Together – Crop Plants.” Journeyman Farmer Certificate Program. April 24th (Speaker): 19 participants.

Campbell, B. 2023. “Beginning Farmer and Rancher Development Program: Marketing.” Journeyman Farmer Certificate Program. April 24th (Speaker): 19 participants.

Campbell, B. and T. Mark. 2023. “Hemp Outlook.” Webinar to Pike County, GA producers. April 6th (Speaker): 11 participants.

Campbell, B. 2023. “Looking Forward in Turf: 2023 and Beyond.” Georgia Crop Improvement Association Annual Meeting, Athens, GA, March 1st (Speaker): 18 participants.

Li, Y. and B. Campbell. 2023. “Timber Market and Rural Land Taxation.” Agricultural Forecast Series, Tifton, GA, Jan. 28th. (Speaker): 25 participants

Campbell, B. 2023. “Green Industry Agricultural Forecast.” Agricultural Forecast Series, Tifton, GA, Jan. 27th. (Speaker): 25 participants

Campbell, B., A. Rihn, J. Campbell, and J. Holt. 2022. “Changing Produce Consumers in the Era of Social Media.” New York Produce Show and Conference, New York City, NY, Dec. 1st. (Speaker): 30 participants.

Campbell, B., A. Torres, and A. Kopf. 2022. “How to Stop Gambling and Start Winning with your Plant Sales Forecasts. Webinar for Greenhouse Grower Magazine. Online, Sept. 29th (Speaker): 52 participants.

Campbell, B. 2022. “Pricing for Profits.” Starting a New Food Business Workshop sponsored by the Department of Food Science and Technology, Tifton, GA, July 22nd (Speaker): 21 participants.

Campbell, B. 2022. “Panel Discussion: Customer Service in a Post-Pandemic World: What to Keep, What to Lose.” Georgia Green Industry Association Wintergreen, June 21st (Speaker): 10 participants.

Campbell, B. 2022. “Trends in Floral: What is Shaping the Market.” Georgia Green Industry Association Wintergreen, June 21st (Speaker): 16 participants.

Campbell, B. and R. Goyal.* 2022. “Pricing for Profits.” Starting a New Food Business Workshop sponsored by the Department of Food Science and Technology, Metter, GA, Feb. 11th (Speaker): 28 participants.

Campbell, B., T. Mark, B. McFadden, and A. Rabinowitz. 2022. “Hemp: Market Trends.” Pike County, GA Extension Workshop on Hemp, Online, March 24th (Speaker): 21 participants.

Campbell, B., T. Mark, B. McFadden, and A. Rabinowitz. 2022. “Hemp: Market Trends.” Beginner Farmer Development Mini-Conference, College Park, GA, March 4th (Speaker): 31 participants.

Campbell, B. and R. Goyal.* 2022. “Pricing for Profits.” Starting a New Food Business Workshop sponsored by the Department of Food Science and Technology, Lawrenceville, GA, Feb. 11th (Speaker): 20 participants.

Campbell, B. 2022. “Green Industry Agricultural Forecast.” Agricultural Forecast Series, Tifton, GA, Jan. 28th. (Speaker): 40 participants

Campbell, B., J. Campbell, and A. Rihn. 2021. “Brands, Local, and the Future of Produce.” New York Produce Show and Conference, New York City, NY, Dec. 15th. (Speaker): 25 participants

Campbell, B. 2021. “Economics of Crop Lighting: Return on Investment.” 2021 Virtual Plant Lighting Short Course, Online, Nov. 11th (Speaker): 125 participants. <https://glase.org/pl-short-course/>

Campbell, B. 2021. “The Economic State and Considerations for the GA Turfgrass Industry.” 74th Annual Southeastern Turfgrass Conference, Tifton, GA, Nov. 3rd (Speaker): 100 participants.

Campbell, B.L., V. Shonkwiler, and A. Smith. 2021. “Building a Comprehensive Farm Management and Marketing Plan.” Master Agribusiness Manager Workshop Series (Speaker): 13 participants.

Campbell, B. 2021. “Pricing for Profits.” Starting a New Food Business Workshop sponsored by the Department of Food Science and Technology, Albany, GA, Oct. 21st (Speaker): 25 participants.

Campbell, B. 2021. “Pricing for Profits.” Starting a New Food Business Workshop sponsored by the Department of Food Science and Technology, Savannah, GA, June 8th (Speaker): 25 participants.

Campbell, B. 2021. “Pricing for Profits.” Starting a New Food Business Workshop sponsored by the Department of Food Science and Technology, Griffin, GA, March 5th. (Speaker): 25 participants.

Campbell, B. 2021. “Green Industry Agricultural Forecast.” Agricultural Forecast Series, Virtual, Jan. 29th. (Speaker): 60 participants

Campbell, B.L., A. Rihn, and J. Campbell. 2021. “Economics of COVID on the Green Industry.” Presentation at GGIA Wintergreen as part of the Managing Shocks and Disruptions to the Green Industry: COVID-19 and Beyond webinar, January 21. (Speaker): 20 participants.

Campbell, B.L. 2020. “Economics of the Green Industry.” Presentation at the GA Green Industry Association Board of Director meeting, November 11th. (Speaker): 22 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. and C. Waltz. 2018. "What 2018 Holds for the Turf Industry." Georgia Crop Improvement Association, March 20th (Speaker): 45 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., A. Rihn, and M. Dahal. 2024. “Consumer Awareness, Treatment Perception, and Purchasing Response to Flathead Borer.” American Society of Horticultural Sciences: Honolulu, HI; Sept. 23-26.

Campbell, B., A. Rabinowitz, A. Rihn, and J. Campbell. 2024. “Producer awareness and Treatment of Ambrosia Beetle: Evidence from a Producer Survey.” American Society of Horticultural Sciences: Honolulu, HI; Sept. 23-26.

Norman, T.,* B. Campbell, and M. Dahal*. 2024. “Demographic Influences on the Perception of Flatheaded Borer Damage on Ornamental Crops.” American Society of Horticultural Sciences: Honolulu, HI; Sept. 23-26.

Dahal, M.,* B. Campbell, A. Rabinowitz, T. Mark, and B. McFadden. 2024. “Consumer Preference and Willingness to Pay (WTP) for FDA Certified CBD Oil: Evidence from Choice Experiment. Southern Agricultural Economics Association: Atlanta, GA; Feb. 3-6.

Othuon, V. B. Campbell, W. Secor, and D. Tregeagle. 2024. U.S. Consumers’ Perceptions on Agricultural Labor Supply.” Southern Agricultural Economics Association: Atlanta, GA; Feb. 3-6.

Bankole, O.,* A. Rabinowitz, B. Campbell, T. Mark, and B. McFadden. 2024. “Public Perception on Age Restrictions for CBD Purchases in the United States.” Southern Agricultural Economics Association: Atlanta, GA; Feb. 3-6.

Landry, C.E., T. Roy*, B. Campbell, G. Colson, and E. Schafer*. 2023. “Consequential Design for Valuing Private Goods.” W5133 Economic Valuation and Management of Natural Resources on Public and Private Lands Annual Meeting. New Orleans, LA; March 3rd.

McFadden, B.R., B. Campbell, A. Rabinowitz, and T. Mark. 2023. “Using a Choice Experiment to Measure Consumer Confusion about CBD Oil.” Southern Agricultural Economics Association: Oklahoma City, OK; Feb. 4-8.

Campbell, B. 2022. “Economics of Supplemental Greenhouse Lighting.” Lighting Approaches to Maximize Profits (LAMP) Grant Workshop: Logan, UT; May 26.

Oldenburg, C., A. Rabinowitz, B. Campbell, B. McFadden, and T. Mark. 2022. “Social Acceptance of CBD Usage.” Southern Agricultural Economics Association: New Orleans, LA; Feb. 10-15.

Corry, R.*, W.R. Taylor, Jr., J. Holt, B. Campbell, and J. Campbell. 2022. “Give Me Flowers: Measuring Social Media Advertising Strategies for Floral Products.” National Agricultural Communications Symposium., Southern Association of Agricultural Scientists: New Orleans, LA; Feb. 10-15.

***First runner-up research paper in the National Agricultural Communications symposium

Fields, J., J. Owen, A. Lamm, J. Altland, B. Jackson, Y. Zheng, L. Oki, K. Fontenot, J. Samtani, and B. Campbell. 2021. “Soilless Substrate Science: A North American Needs Assessment to Steer Soilless Substrate Research into the Future.” GrowingMedia2021 - International Symposium on Growing Media, Soilless Cultivation, and Compost Utilization in Horticulture: Melle, Belgium; Aug. 22-27.

Mark, T., P. Appuhamilage, B. Campbell, B. McFadden, A. Rabinowitz. 2021. “Hemp Demand and Willingness to Pay for It.” Agricultural and Applied Economics Association Post Conference Organized Symposium: Virtual; Aug. 11.

Campbell, J., A. Rihn, and B. Campbell. 2021. “Correlations between COVID-19 Concerns, Retail Outlets, and Shopping Behaviors in the US Green Industry. American Society of Horticultural Science: Denver, CO; Aug. 5-9.

San Fratello, D., J. Campbell, B. Campbell, and W. Secor. 2021. “The Result of the Coronavirus Pandemic on Gardening.” American Society of Horticultural Science: Denver, CO; Aug. 5-9.

Witcher, A. K. Adesso, J. Oliver, B. Campbell, A. Fulcher, K. Jensen, W. Klingeman, A. LeBude, O. Liburd, L. Nackley, A. Rihn, C. Seavert, N. Wiman, A. Acebes, F. Baysal-Gurel, B. Blaauw, J. Chong, D. Held, S. Joseph, J. Moulton, C. Palmer, J. Rijal, and E. Vafaie. 2021. “Improving Flatheaded Borer Management Practices for Specialty Tree Crops – A Multidisciplinary Approach.” American Society of Horticultural Science: Denver, CO; Aug. 5-9.

Mark, T., B. Campbell, B. McFadden, and A. Rabinowitz. 2021. “Demand for Hemp Products.” Agricultural and Applied Economics Association: Austin, TX; Aug. 1-3.

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 (NAREA): 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*)

Policy Whitepapers

Campbell, B.L. and G. Munisamy. 2023. “Dynamics of a Changing Agricultural Workforce: Implications for Georgia. Provided to the GA Agribusiness Council and the GA Department of Agriculture.

Campbell, B.L. and W. Secor. 2023. “Preliminary – Agricultural Trucking in Georgia: A Comparison of Haul Weight Limits. Provided to the GA Agribusiness Council as part of analysis for House Bill 189.

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

Campbell, B.L. 2024. “Predicting the Future: Plant and Turfgrass Update.” Feb. 24. (*Speaker*):
2 participants, online.

Campbell, B.L. 2022. “Predicting the Future: Plant and Turfgrass Update.” Sept. 22 (*Speaker*):
2 participants, online.

- Campbell, B.L. 2021. "Predicting the Future: Plant and Turfgrass Update." Nov. 8 (Speaker): 4 participants, online.
- Campbell, B.L. 2021. "Marketing and Retailing at the Farm and Extension Level Training." Nov. 2.: 3 participants.
- Shonkwiler, V. and B. Campbell. 2020. "Marketing Lavender in Georgia." Jan. 11: 10 participants.
- Campbell, B. 2020. "Predicting the Future: Plant and Turfgrass Update." Nov. 9.: 5 participants, online.
- 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. "Predicting the Future: Plant and Turfgrass Update." Nov. 2 (Speaker): 7 participants, online.
- Campbell, B.L. and J. Daniel. 2018. "Grant and Publication Training." Oct. 19(Speaker): 6 participants, online.
- Campbell, B.L. 2018. "Marketing and Retailing at the Farm and Extension Level Training." Sept. 5: 9 participants.
- Campbell, B.L. 2018. "Marketing and Retailing at the Farm and Extension Level Training." Jan. 24: 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.

Efforts Led

Damage Assessment

Campbell, B.L., J. Campbell, H. Kirk-Ballard, and P. Yu. 2024. "Hurricane Damage Assessments for the Greenhouse/Nursery Industry in Georgia." Led efforts to calculate the economic impact of on the GA greenhouse/nursery industry.

Needs Assessment

Campbell, B.L. 2023. "Extension Economic Needs Assessment." Led external needs assessment for Department of Agricultural and Applied Economics, University of Georgia.

Teaching

University of Georgia

Recruitment

College prospective student tour (2018 – present: 41 tours)

Presentation at New Manchester High School Parent Teacher Organization event – 2023

Presentation at New Manchester High School event for juniors (2024: 450 students online)

Departmental representative CAES Harvest on the Hill event – 2023

GA Daze recruiting event: Feb. 2022

College and University Convocations:

Undergraduate college convocation: department representative (Dec. 2021; Dec. 2022); faculty attendee (2021-present)

University convocation: Marshall for college (May 2024; Dec. 2024); faculty attendee Dec. 2021)

Graduate university convocation (Dec. 2021)

Teaching Workshops

New Faculty/Staff orientation (2023 – 6 participants)

Interview/Resume Workshop for UGA's Sigma Alpha sorority (2019 - 30 students), 1 hour

Interview/Resume Workshop for UGA's College of Agricultural and Environmental Sciences College Ambassadors (2021 - 32 students, 2022 – 32 students, 2023 – 32 students), 1 hour

Resume Workshop for UGA's American Society of Agricultural and Biological Engineers (Spring 2024 – 7 students; Fall 2024 – 12 students), 1.5 hours

Resume Workshop for UGA's Future Farmers and Ranchers Club (Fall 2024 – 8 students), 1 hour

Experiential Learning

Private Label Manufacturers Association: 2024 (4 students)

New York Produce Show and Conference: 2016 (6 students), 2017 (6 students), 2018 (6 students), 2019 (6 students), 2019 (6 students); 2021 (6 students); 2022 (7 students); 2023 (8 students); 2024 (8 students)

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

Other Teaching

Young Scholars interviews: 2022

Course Instructor
Student Course Evaluations

Semester	# of Students	Instructor Rating (Q21)	Course Rating (Q11)
<u>AAEC 3200 – Selling in Agribusiness (Undergraduate level)</u>			
		1.84	2.12
S 2016	44	(1.66)	(1.84)
		1.25	1.47
S 2017	57	(1.70)	(1.89)
		1.47	1.63
S 2018	74	(1.64)	(1.82)
		1.18	1.34
S 2019	89	(1.59)	(1.75)
S 2020*,**	91	1.23	1.36
S 2021***	90	1.37	1.68
S 2022	76	1.27	1.44
S 2023	94	1.07	1.12
<u>AAEC 4980 – Agribusiness Management (Undergraduate level)</u>			
		2.19	2.33
S 2016	21	(1.66)	(1.84)
		1.23	1.36
S 2017	14	(1.70)	(1.89)
		1.15	1.34
F 2017	25	(1.87)	(2.02)
		1.25	1.25
S 2018	36	(1.64)	(1.82)
		1.56	1.88
F 2018	22	(1.74)	(1.99)
		1.20	1.34
S 2019	39	(1.59)	(1.75)
F 2019*	26	1.10	1.05
S 2020**	33	1.36	1.50
F 2020***	11	1.00	1.20
		1.27	1.36
S 2021***	33		
F 2021***	14	--	--
S 2022	32	1.14	1.14
F 2022	23	1.00	1.25
S 2023		1.00	1.14
F 2023		1.00	1.27
<u>AAEC 3040 – Agricultural Marketing (Undergraduate level)</u>			
		2.04	2.20
F 2016	56	(1.76)	(1.95)
		1.32	1.58
F 2017	36	(1.87)	(2.02)

F 2018	58	1.28 (1.74)	1.51 (1.99)
--------	----	----------------	----------------

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

F 2018	26	1.52 (1.36)	1.65 (1.42)
F 2019*	14	1.00	1.13
F 2020***	21	1.11	1.11
F 2021***	15	--	--
F 2022	13	1.80	1.83
F 2023		--	--

First Year Odyssey (Undergraduate level)

F 2017	16	--	--
S 2018	16	--	--
F 2018	15	--	--
F 2019	14	--	--
F 2020	18	--	--
F 2021	15	--	--
F 2022	17	--	--

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)

Professional Horticulture Practices. HORT 4091

Fall 2022 (Nov. 1)

Floral Design and Management. HORT 3030

Spring 2022; Spring 2023

Full Proposals

Campbell, B.L. 2023. Outline of Online Master's of Agribusiness Program for the UGA Department of Agricultural and Applied Economics Department

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)

Texas A&M University

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

American Society of Horticultural Science

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

Committees (Industry, Professional, Departmental and Student)

Industry

Georgia Green Industry Association, Board of Directors, 2018-present

Southeast Green education planning committee (2021-2023; 2022 chair)

Georgia Green Industry Association, Plant Something board, 2016-2020

MetroCrops LLC, Advisory Board, 2015-2020

Professional

Agribusiness: An International Journal – Editorial Council 2021-2023

Journal of Food Distribution Research – Editor 2021 - 2024

Journal of Extension – Associate Editor 2021 - 2023

Choices Magazine (AAEA) – Editorial Council 2018 - 2024

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

Education Planning Committee, 2024-present

Southern Extension Economics Association, Southern Outlook Conference – Location chair, 2020-2022.

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

University

Registrar Advisory Committee, 2023-present
Academic Honesty Appeals Panel, 2017-present
Student Mentorship Program, 2021-present

College

CAES Faculty Council, 2018-2019
Undergraduate Affairs, 2017-2020 (Chair: 2018-2019)
Organic Certificate in Horticulture, 2018-present

Departmental

Department Advisory Committee, 2023
Extension Coordinator, 2023-present
Masters of Agribusiness Coordinator, 2018-2024
Masters of Agribusiness Committee, 2016-present
Graduate Committee, 2018-2023
Journal Ranking Committee, 2018-present
Search Committee: Peanut and Field Crops, 2016; Agribusiness, 2018;
Accounting Assistant; Office manager, 2021; PSO-Tifton, 2023; CAED
staff, 2023; Economic impact, 2024

D.W. Brooks Award Committee, 2020

Ziemer Paper Award Committee, 2021

Represented department:

CAES Convocation: 2021-present; departmental representative Dec. 2021,
May 2022

CAES Career fair: Oct. 2022

GA FFA convention: 2018; 2019; 2024

Rockdale County Ag Expo: 2024

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)

Awards and Honors

Professional

2022 National Agricultural Communications Symposium first runner-up graduate research paper
2020 Agricultural and Resource Economic Review (ARER) Fellow (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)

University of Georgia

Extension Academy for Professional Excellence leadership program, class of 2023-2024
Outstanding Faculty Award – 2024 UGA Department of Animal and Dairy Science Block and Bridle Club
D.W. Brooks Lecture and Awards – 2022 departmental nominee for Excellence in Extension
UGA Career Center career advocate recognition: 2021, 2019, 2018
USDA Early Teaching Award nominee, College of Agricultural and Environmental Sciences (2020, 2021, 2022)
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 (2019)
Outstanding Undergraduate Faculty Award, Presented by the UGA Agricultural and Environmental Economics Club (2018)
UGA Athletic Award Banquet – Invited faculty (2017)
Judge for College of Agricultural and Environmental Sciences Undergraduate Research Symposium (April 2019; April 2022)

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)

Leadership Development Programs

University of Georgia: Service Learning Fellow Program – 2024/2025
University of Georgia: Extension Academy for Professional Excellence (EAPE) – 2023/2024
Purdue University: Sales Management and Leadership Program – 2023
University of Georgia: Teaching Academy Fellow – 2017/2018

Undergraduate/Graduate Students – Thesis/Dissertation Only

University of Georgia						
Student	Degree	Completed Year	Committee Role	Dept.	Title	Job
<i>Undergraduate Research: Completed</i>						
Hannah Brooker*	B.S.	2024	Chair	AAEC	Changing Gardening Patterns in the U.S.	--
Hank Murray*	B.S.	2023	Chair	AAEC	Effect of Climate on Satsuma Production in Georgia	--
Bridget Boswell*	B.S.	2023	Chair	AAEC	CBD Market Size	--
Nallely Lepiz Madrigal*	B.S.	2022	Chair	AAEC	Green Waste Compost Demand in Georgia	--
Hailey Bittles*	B.S.	2022	Chair	AAEC	Advertisement Recall in Floral Marketing Strategies	--
Clifton Edwards	B.S.	2021	Chair	AAEC	The Perceptions of COVID-19 and Their Effect on Municipal, State, and Federal Park Utilization	--
Mary Mallard	B.S.	2021	Chair	ALEC	Residence and Rebranding of Local Food	--
Hamp Thomas	B.S.	2021	Chair	AAEC	COVID-19's Affect on Online Plant Sales	--
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	--
* Presented at the College of Agricultural and Environmental Sciences Undergraduate Research Symposium. Athens, GA						
Student	Degree	Completed Year	Committee Role	Dept.	Title	Job
<i>Masters of Agribusiness (MAB)</i>						
Hayden Phillips						
Dawson Rutledge	MAB	Dec 2024	Member	AAEC	An Economic Analysis of Three Cultural Practices to Reduce Onion Loss to Bacterial Diseases	
Carlos Rossignoli	MAB	May 2024	Member	AAEC	Supply Chain Resilience in the U.S. Cut Flower Industry: An Analysis of Market Response to Global	

					Shock	
Will Woodard	MAB	May 2024	Chair	AAEC	Factors Influencing Donor Motivations for Georgia 4-H and the Georgia 4-H Foundation	
Justin Loedding	MAB	May 2024	Member	AAEC	Comparing Models to Predict Corn Price Volatility	
Tate Norman	MAB	Dec. 2023	Chair	AAEC	Flatheaded Borer Damage and the Effects on Location	Supervisor Trainee, American Peanut Ingredients, LLC
Jacob Winkles	MAB	Dec. 2023	Chair	AAEC	Estimate of the Revenue and Economic Contribution of the Professional Pest Management Industry in GA, USA	Procurement Analyst, Rollins Inc.
Bhargav Donthineni	MAB	July 2023	Chair	AAEC	From the Dunes to the Tables Analyzing Customer Preferences for Camel Milk through a Comprehensive Survey	
Vivek Bist	MAB	July 2023	Chair	AAEC		
Logan Waldrop	MAB	Dec. 2022	Member	AAEC	An Economic Analysis of Onion Harvesting Equipment	Columbia Farms
Daniel Wiggins	MAB	Dec. 2022	Member	AAEC	Impact of Covid-19 on Grain Trading	Scoular
Hailey Bittles	MAB	Dec. 2022	Chair	AAEC	Advertisement Recall in Floral Marketing Strategies	--
Tatiana Padilla-Cilio	MAB	Dec. 2022	Chair	AAEC	Local Food Investing: A Consumer's Perspective on Local Food Production and Consumption	Interra International
Morgan Hart	MAB	Dec. 2022	Member	AAEC		Sales

						Representative, Athens Seed
Audrianna Crews	MAB	Dec. 2022	Chair	AAEC	Evaluation of Fuel Price Fluctuations in Respect to Broiler Production Costs	The Dairy Alliance
Davis Mathis	MAB	Dec. 2022	Chair	AAEC	Consumer Willingness to Pay for CBD in Pet Food	Scoular
Neil Howell	MAB	Dec. 2022	Chair	AAEC	Natural Grass vs Synthetic Turf	--
Matthew McGregor	MAB	May 2022	Member	AAEC	Peanut Demand: What Drives Consumption?	Credit Administrative Assistant, United Bank Corporation
Dominic Paonessa	MAB	Dec. 2021	Chair	AAEC	Impact of COVID Regulations on Green Industry Sales	Farm Loan Officer, USDA
Mack Peeples	MAB	Dec. 2021	Chair	AAEC	Poultry Prices From 1980-2021 in Relation to other Household Goods and the effects of COVID-19 on Consumer Prices	Sales Manager, Poultry House Solutions
Jocey Ricks	MAB	Dec. 2021	Chair	AAEC	Consumer Preference and Willingness to Pay: LED Lights and Microgreens	--
Jackson Wadsworth	MAB	Dec. 2021	Chair	AAEC	Effects of Connecticut Pesticide Ban on School Grounds and Athletic Fields	Senior Credit Development Associate, CoBank
Elizabeth Hanson	MAB	Dec. 2021	Chair	AAEC	Boxwood Blight Awareness and Impacts on Purchasing	--
Taylor McDaniel	MAB	Dec. 2021	Chair	AAEC	The Consumer's Position on Investing in Alternative	UGA Cooperative

					Lighting for Greenhouses	Extension Agent
Blake Banks	MAB	May 2021	Chair	AAEC	Awareness and Impact of Cooperative Extension	Construction
David San Fratello	MAB	May 2021	Chair	AAEC	Impact of the Coronavirus Pandemic on Gardening in the U.S.: Post-Pandemic Expectations	Ranch Management at Ranchlands
Justin Daniel	MAB	Dec. 2020	Chair	AAEC	Effects of the Coronavirus Pandemic on Online Food and Essential Items Purchasing Habits	--
Allie Lindke	MAB	Dec. 2020	Member	AAEC	How Changes Made to Broad-Based Categorical Eligibility (BBCE) for the Supplemental Nutrition Assistance Program (SNAP) will affect Child Food Security	Account Executive, Farmer's Business Network, Inc.
Lyndy Hawk	MAB	Dec. 2020	Member	AAEC	Just Food Market Initiative	
Kayla Imler	MAB	Dec. 2020	Chair	AAEC	Picking Flowers in a Crowded Field: Why Consumers Choose to Buy or not Buy Floral Products	Executive Team Member, Target
Johnson Collins	MAB	Dec. 2020	Member	AAEC	Bankruptcies	Sales Support Specialist, AGCO Corporation
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,	Customer Service Manager,

					and Industrial Hemp	Ingles Markets
Hannah Miller	MAB	Dec. 2019	Chair	AAEC	Reasons for not Purchasing Vidalia Onions	Administrative Assistant, International Mission Board (Japan)
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	Asset Integrity Program Administrator, Foodmate US, Inc.

Amanda Lupo	MAB	Aug. 2019	Member	AAEC	A Whole Farm Stochastic Analysis of Financial Statements for Three Representative Farms in Georgia	Project Specialist, CJB Applied Technologies
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	Sales Representative, State Farm Insurance
Joshua Buttshaw	MAB	May 2018	Member	AAEC	Estimating Consumer Demand for Georgia Lavender Based Products	Field Staff, The Navigators
Joshua Minor*	MAB	Dec. 2017	Chair	AAEC	Simulations to Develop a TifTuf Marketing Plan	Product Line Information Specialist, John Deere
Anna Lynn Torrance	MAB	May 2017	Member	AAEC	Trends Towards Local? A Hedonic Valuation of CSA Attributes in Georgia	Sourcing and Logistics Coordinator,

						Vidalia Valley, LLC
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>						
Omolola Bankole	M.S.	July 2024	Member	Agricultural Economics and Rural Sociology, Auburn University	Purchasing Cannabidiol (CBD) Products for Children: Current Behaviors and Potential Regulatory Actions in the United States	--
Caroline Thomas	M.S.	May 2023	Member	AAEC	Evaluating what Drives Customer Satisfaction at the University of Georgia Center for Continuing Education and Hotel	International Paper
Prabin Adhikari	M.S.	May 2023	Chair	AAEC	Flavorful Choices: Investigating Consumer Preferences for CBD Oil using Multinomial Logit Model	Ph.D. program at the University of Florida
Madison Spensley	M.S.	May 2023	Chair	AAEC	Reductions in Residential Water Consumption during Drought	--
Isabella Canales Claudio	M.S.	Dec. 2022	Member	AAEC	Minimizing Carbon Emissions from Large-Scale Waste Streams: An Application to Food Waste and Municipal Biosolids in Georgia	--
Jenna Franke	M.S.	December 2022	Member	AAEC	Green or Mean: An Analysis of Carbon Emissions from	Jordan and Skalla

					Conventional vs Biobased Plastic Products in the Food Service Industry	Engineering
Mountana Dahal	M.S.	May 2022	Chair	AAEC	Consumer Preference and Willingness to Pay (WTP) for FDA Certified CBD Oil: Evidence from Choice Experiment	UGA Agricultural and Applied Economics PhD Program
Caitlyn Oldenburg	M.S.	May 2022	Member	AERS – Auburn University	Is there a Stigma Associated with CBD Usage in Public	
Jared Daniel	M.S.	August 2021	Member	AAEC	LED externalities	Regional Extension Agent, Auburn Cooperative Extension
William Davison	M.S.	May 2021	Member	AAEC	Georgia Grown Locally Grown Producer Box	--
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	UGA Law School
Matthew Clutter	M.S.	May 2020	Chair	AAEC	An Economic Assessment of Dynamic LED Supplemental Lighting Installations in Greenhouse Production	Forestry Analyst, F&W Forestry Services, Inc.
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	Tunnell-Spangler-Walsh and Associates
Student	Degree	Completed Year	Committee Role	Dept.	Title	Job
<i>PH.D</i>						
Julian Worley	Ph.D.	May 2022	Member	AAEC	Is Perspective Everything: How Different Perceptions of Risk Levels Affect a Firm’s Production Plant Capital Investment Decisions	Post Doc
Sharon Kane	Ph.D.	May 2018	Member	AAEC	The Influence of Information and Product Labels on	UGA Center for Agribusiness and

					Consumer Preferences and Willingness to Pay for Pecans	Economic Development

*Voted outstanding MAB student within the department.

University of Connecticut						
Student	Degree	Completed Year	Committee Role	Dept.	Title	Job
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	Ph.D. Program University of Vermont
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
Lingqiuo Qi	Ph.D.	May 2016	Member	ARE	Three Essays on the Economics of Climate Change and Productivity, Food Supply, and Land Resource Conservation ***One of her papers won the 2018 ARER Young Scholar Award	New York Community Bancorp, Inc.
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-	Family farm

					Cultural Vegetables	
Michael Katz	M.S.	May 2015	Chair	ARE	Consumer Preferences for Local and Organic Produce	Research Analyst, RTi Research
Laura Dunn	M.S.	Dec. 2014	Chair	ARE	Agricultural Producer Perceptions of the State Regulatory Environment in the Northeast	Energy, Associate, 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	Research Associate, The Mosakowski Institute for Public Enterprise