

VANESSA P. SHONKWILER

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Department of Agricultural and Applied Economics
College of Agricultural and Environmental Sciences
University of Georgia

PROFILE

Public Service Associate – Agribusiness Economist. Market Research Specialist. Instructor. 2020 to present

EDUCATION

The University of Nantes (France) – Department of Economics
M.S. in Economics specialized in the agri-food system 1998-1999

- D.E.S.S. with honors (“Mention Bien”).
- Maîtrise with honors (“Major de promotion”, “Mention Bien”).

The University of Nantes (France) – Department of Economics
Bachelor degree in Economics 1994-1997

PROFESSIONAL APPOINTMENTS

Center for Agribusiness and Economic Development (CAED)
& Department of Agricultural and Applied Economics (AAE), University of Georgia
Grad faculty 2020-Current
Agribusiness Economist specializing in small family farms direct marketing, consumer preferences, and local food systems. Market Research Specialist. Instructor. 2020-Current
Public Service Associate

Agribusiness Economist specializing in small family farms direct marketing, consumer preferences, and local food systems. Market Research Specialist. Instructor. 2014-2020
Public Service Assistant

French National Institute of Agricultural Research (INRA), Nantes, France
Applied Economist 2001-2013
PI or co-PI on research programs at the European Union level (total of 4, each with 3 years duration), National level (total of 4, each with 1 year duration) and Regional Council level (total of 2, each with 3 years duration) related to food sector issues: first, on consumer behavior regarding organic products; second, on public and private food standards and lastly, on firm location, territorial competitiveness, and business strategies. Supervised and assisted graduate students in their research and dissemination of their results.

ENITIAA-ONIRIS (SCHOOL FOR AGROFOOD ENGINEERS), Nantes, France
Junior Economist 1999-2000
Co-PI on a research program at the National level (total of 1 with 1 year duration) relating to consumer behavior on seafood products. Event manager to organize an international conference on consumer behavior at ENITIAA, Nantes in 2000.

AWARDS AND HONORS

2024 First place poster in Extension Outreach Category
Epsilon Sigma Phi Alpha Beta Chapter 2024 Annual Meeting -Team Award 2024

2020 Outstanding Mentor– Work Based Learning Mentor
Young Dawg Program – Oconee County Schools - Individual Award 2020

2019 Presidential Award for Excellence in Research and Communication
The Food Distribution Research Society, United States –Team Award 2019

Student Recognition as favorite class - Thank a professor week 2015, November 2, 2016
College of Agricultural and Environmental Sciences, University of Georgia, Athens, United States 2016

PUBLICATIONS

REFEREED JOURNAL ARTICLES

- SHONKWILER, V.** (2024) Exploring Co-Labeling Strategies in Local Food Markets: Insights from a Choice Experiment on Southern Buyers' Preferences for Cherry Tomatoes. 27 p. To be published in The Journal of the American Society for Horticultural Science. Contribution: sole author.
- CHICIUDEAN DI, **SHONKWILER VP.**, MUREȘAN IC, ZAHARIA A, CHICIUDEAN GO. (2024) Exploratory Study of Romanian Generation Z Perceptions of Green Restaurants. *Administrative Sciences*. 2024; 14(1):21. <https://doi.org/10.3390/admsci14010021>. Contribution: Literature review, results interpretation, collaborative writing.
- SHONKWILER, V.**, EASON, N., CAMPBELL, B. (2023). Considerations to starting a Lavender based business in Georgia. *Journal of National Association of County Agricultural Agents*. Contribution: survey design, data collection and analysis, literature review, main author.
- COWART, W. L., ESCALANTE C., **SHONKWILER, V.** (2023). Coping with Delayed H-2A Worker Arrivals During the Pandemic. *Journal of the American Society of Farm Managers and Rural Appraisers*. Contribution: survey design, data collection, literature review, results interpretation, collaborative writing.
- CHAKRABARTI, A., **SHONKWILER, V.**, CAMPBELL, J. (2023). VIDALIA branding and co-labeling strategy: a cluster analysis of sweet onions buyers and potential buyers. *Journal of Food Distribution Research*. Contribution: survey design, data collection, literature review, results interpretation, collaborative writing.
- SCHEYETT, A., **SHONKWILER V.**, KANE S. (2023) "Predictors of emotional distress in farmers during the COVID-19 pandemic" *Journal of Rural Mental Health*, Vol47:1-9, Article 1. Contribution: survey design, data collection, literature review, results interpretation, collaborative writing.
- GOOLSBY M., CAMPBELL, B., CAMPBELL J., **SHONKWILER V.**, RABINOWITZ A. (2022) "Perceptions of Instituting Nut Bans for Allergy Avoidance" *Food Distribution Research*, Vol. 53, Issue 2. Contribution: survey design, data collection, literature review, results interpretation, review of the article.
- CAMPBELL J., **SHONKWILER V.** (2020) "Pecan Preferences Associated with Mid-west Nut Buyers" *HortScience*, Vol. 55, Issue 10. Contribution: survey, data collection, literature review, results interpretation, article review. <https://doi.org/10.21273/HORTSCI15140-20>
- CHAKRABARTI A., **SHONKWILER V.**, CAMPBELL B. (2019) "Eliciting Consumer Preference and Willingness to Pay for Specialty Mushrooms: Using a Latent Class Approach" *Journal of Food Distribution Research*, Vol. 50, Issue 1, pp. 46-62. Contribution: introduction, literature review, results interpretation.
- PERSILLET V.**, SHONKWILER J. S. (2014) "An Empirical Model of Firm Relocation and Its Implication for Regional Development Policies." *Journal of Agribusiness*, 32 (1), 33-45.
- PERSILLET V.**, LAMBERT A. (2013) « Comportements d'ancrage territorial des entreprises industrielles : le cas des industries de la volaille et des plats préparés dans les régions de l'Ouest de la France. (Territorial anchoring of industrial enterprises: the case of poultry and prepared foods.) » *Economies et Sociétés*, n°11-12, pp. 2011-2032.
- PERSILLET V.**, Bagoulla C., Chevassus-Lozza E., Daniel K., Gaigné C, Lambert A, (2011). Augmentation des importations : menace ou opportunité pour les firmes agro-alimentaires françaises ? Enjeux en termes d'approvisionnement et de développement local. *La Revue de l'Observatoire des IAA de Bretagne*, n°103, octobre 2011, 6 p.
- CHEVASSUS-LOZZA E., Jacquet F., **PERSILLET V.**, Tozanli S. et Harel M. (2007). Impact d'une libéralisation du commerce agricole entre l'U.E. et la Turquie. *INRA-LERECO et IAMM, Notes et études économiques*, mai, 27 p.
- SIRIEIX L., ALESSANDRIN A., **PERSILLET V.** (2006) Motivations and values: a means-end chain study of French consumers. In "Sociological perspectives of organic agriculture", in CAB International, London, pp 70-87.

JURIED SELECTED PAPERS – NATIONAL AND INTERNATIONAL CONFERENCES

- Scheyett A, Kane S, **Shonkwiler V.**, Weatherly C, Brown V. (2024) Distress on the farm: The impacts of agricultural policies on farmer mental health. Presented at the 2024 International Congress on Law and Mental Health. July, 22. Barcelona, Spain. Number of participants: 6 participants, 2 hours.
- Zaharia, A., **Shonkwiler, V.P.**, Mocanu, S. & Tudorache, C. The Role of Climate Change, Employment, Government Expenditure, and Imports on the Value of Agricultural Production in Romania. *Proceedings of the International Conference on Business Excellence*, 2024, The Bucharest University of Economic Studies, vol. 18 no. 1, pp. 1671-1681. <https://doi.org/10.2478/picbe-2024-0139>
- SHONKWILER, V.** (2023) Exploration of Sustainable Value Creation: Southern Buyers' Evaluation of Social and Environmental Attributes Associated for Organic, Certified Naturally Grown and Locally Grown Labels. 2023 National Agricultural Marketing Summit & Food Distribution Research Society Conference, November 13, 2023. Washington, D.C. Number of participants: 20+.

- SHONKWILER, V.** (2023) Southern Vegetable Buyer's Perceptions of the Social and Environmental Attributes Associated with Organic, Certified Naturally Grown and Locally Grown Labels. 2023 American Society for Horticultural Science (ASHS) Annual Conference, August 1, 2023. Orlando, FL. Number of participants: 20+. Published: https://journals.ashs.org/hortsci/view/journals/hortsci/58/9S/article-pS1.xml?tab_body=pdf
- ESCALANTE, C.L., W.L. COWART, AND **V.P. SHONKWILER** (2023) Coping with Delayed H-2A Worker Arrivals During the Pandemic. Annual Conference of the American Society of Farm Managers and Rural Appraisers, Nashville, TN. November 16, 2023. (2022-2023 Gold Quill Finalist)
- KANE, S. AND **SHONKWILER, V.** (2023) Supporting Animal Health in Georgia: A Case Study Exploring the Economic Impact of the University of Georgia's Veterinary Diagnostic Laboratories. American Association of Veterinary Laboratory Diagnosticians. October 13, 2023. Technical report presentation.
- SHONKWILER, V.** (2023) Southern vegetable buyers' preferences for cherry tomatoes based on production practice and detailed information on location of production. SAEA Conference, February 2023, Oklahoma. Paper and presentation. Number of participants: 40+.
- SHONKWILER V.**, ESCALANTE, C., CAMPBELL J. (2022) Linking Southern Buyer's Attributes with Labeling Preferences for Local Fresh Produce. Presented at the Southern Family Farmers and Food Systems Conference in San Marco, TX, August 8th, 2022. Number of participants: 9.
- Coleman C., **Shonkwiler V.**, Rissing A. and King H. (2019). Rethinking the Economics of Direct Market Agriculture. Presented at the Community Food Systems Conference in Savannah, GA, December 10-11th, 2019. Number of participants: 39.
- Shonkwiler V.**, Jalal S. (2019). Increasing access to fresh products and supporting local farmers: Experience from Just Food Market Initiative by the Georgia Farmers Market Association. Presented at the Direct Marketing Summit in Chicago, IL, October 7-9th, 2019. Number of participants: 38.
- Goosby M., Campbell B., Campbell J., **Shonkwiler V.**, Rabinowitz A. (2019). A look at bans on the public consumption of tree nuts. Paper presented at the 2019 American Society for Horticultural Science Conference in Las Vegas, NV, July 22nd-25th, 2019. Contribution: Survey design and data collection.
- Campbell J., **Shonkwiler V.** (2019). Understanding Consumer Preferences and Buying Behaviors for Value Added Pecans. Paper presented at the 2019 American Society for Horticultural Science Conference in Las Vegas, NV, July 22nd-25th, 2019.
- Carter B., Campbell B., Campbell J., **Shonkwiler V.** (2019). Vidalia Onion Awareness and Perceptions. Paper presented at the 2019 American Society for Horticultural Science Conference in Las Vegas, NV, July 22nd-25th, 2019. Contribution: Survey design and data collection.
- Miller H., Campbell B., Campbell J., **Shonkwiler V.** (2019). Vidalia Onion Buyer Knowledge of Growing Location. Paper presented at the 2019 American Society for Horticultural Science Conference in Las Vegas, NV, July 22nd-25th, 2019. Contribution: Survey design and data collection.
- CAMPBELL B., **SHONKWILER V.**, BERNING J. (2019). Information Sources Driving Purchasing of Lavender Products. Selected paper presented at the 2019 Southern Agricultural Economics Association Annual Meeting, Birmingham, AL, January 2019. Contribution: literature review.
- YING, J., **SHONKWILER V.**, CAMPBELL, B. (2018) "Willingness to Pay or Not to Pay: Valuing Foods Some Respondents Find Distasteful" Selected paper presented at the 2018 Agricultural & Applied Economics Association Annual Meeting, Washington, D.C., August 5-August 7, 2018. Contribution: literature review and results analysis and interpretation.
- PERSILLET V.**, SHONKWILER J. S. (2013) "Determinants of Firm Relocation—A Study of Agro-Food Processors" Selected paper presented at the 2013 AAEA & CAES Joint Annual Meeting in Washington DC, August 4th-6th, 2013.
- Latouche K., Chevassus-Lozza E., **PERSILLET V.** and Harel M. (2009). Private Requirements by European Retailers: Impact on French Agri-Food Exporters. IATRC Annual Meeting. December, Fort Myers Florida.
- PERSILLET V.**, Latouche K. (2008). Private standards, exporting countries and producers: a comparative analysis. Presented at the tenth conference of the ETSG, Warsaw, September 11-13, 19 p.
- LATOUCHE K., FRIANT-PERROT M., **PERSILLET V.** (2007). Le développement hétérogène des référentiels privés en Europe : état des lieux et conséquences sur les échanges. Journées INRA-SFER de recherches en sciences sociales ; 2007/12/13-14 ; Paris (FRA). 21 p.
- CHEVASSUS-LOZZA E., **PERSILLET V.**, MAJKOVIC D. ET UNGURU M. (2005) Can non-tariff barriers reveal the degree of acquis communautaire implementation? The CEECs agri – food exports to EU in the pre-accession period. Presented to 4 conferences in France and in Europe:
- 11^{ème} congrès international de l'EAAE (European Association of Agricultural Economists), 24-27 août 2005.
 - 7^{ème} conférence annuelle du European Trade Study group, Dublin, 8-10 septembre 2005.
- Sylvander, Bertil; François, Martine; Persillet, V. and Sirieix, L. (2005) Consumer competence and loyalty in a highly uncertain market: a novel learning mechanism in relation to organic farming. Speech at: International Scientific Conference on Organic Agriculture, Researching Sustainable Systems, Adelaide, Australia, September 21 – 23, 2005.

François M., PERSILLET V., Sirieux L. et Sylvander B. (2004). Compétences des consommateurs et fidélisation sur un marché à forte incertitude : un dispositif original d'apprentissage dans le cas de l'Agriculture Biologique, Colloque « Distribution, achat, consommation », 9ème Journées de Recherche en Marketing de Bourgogne, Dijon, 4-5 Novembre, 18 p.

SIRIEUX L., PERSILLET V., ALESSANDRIN A. (2004), Consumers and organic food in France: A means-end chain study, XI World Congress of Rural Sociology, Trondheim, Norway, 25-30 juillet, 14 p.

TECHNICAL REPORTS

SHONKWILER, V. (2024). Advertising and promotional plan for the mobile Farmacy marketplace. Technical report. LFPP grant "Small Local Farm Businesses New and Existing Market Integration and Development Project." Contribution: 100%.

Secor W., Shonkwiler V., Kane S. (2024). Dairy Resource Mapping. Technical report for the Georgia Milk Producers Inc. Contribution: 40%.

SHONKWILER V. (2023) Effectiveness of marketing in promoting sales of VIDALIA Onions: 2023 study for the Vidalia® Onion Committee. Technical report. 54 p. + Appendices. CR-23-03. Contribution: 100%.

KANE, S., SHONKWILER, V. (2023). Economic Contribution of Georgia's Veterinary Diagnostic Labs. Technical Report. 24 p.

SHONKWILER V., KANE S. (2023) Economic Contribution of Cartersville Farmers Market: Pilot survey. Final report. 32 p. Contribution: 95%.

SHONKWILER V., FOUNTAIN S., KANE S. (2022). Feasibility study of Production of Grown Goldenseal in a Controlled Environment for Sleepy Hollow Herb Farm. Technical report. 28 p. Contribution: 95%.

Cowart, Watson; Escalante, Cesar; Shonkwiler, V. (2021) Relying on Domestic Workers under Pandemic-Induced Delays in H-2A Worker Arrivals. H-2A During the Pandemic. Bulletin No 2.

Cowart, Watson; Escalante, Cesar; Shonkwiler, V. (2021) Agribusiness Employers' Coping Strategies and Business Effects of Pandemic-Induced Delays in H-2A Worker Arrivals. H-2A During the Pandemic. Bulletin No 1.

SHONKWILER V., SHEPHERD T., KANE S. (2021). Feasibility study of Grass-Fed Sun-Grazed Lamb for White Oak Pasture Farm. Technical report. 33 p.

SHONKWILER V., COLEMAN C. and JALAL S. (2020). Just Food Market. Technical report. 29 p.

Osho, Mary; Escalante, Cesar; Wolfe, Kent; Shonkwiler, V. (2020) Validating the Effect of Storage Capability Considerations of Georgia's Vidalia Onion Official Pack Date Regulation.

SHONKWILER V. (2019). Lavender supply-chain in Georgia. Technical report. 13 p.

SHONKWILER V., SHEPHERD, T., KANE, S. and WOLFE, K. (2019). Columbus Cold Storage Facility and Food Hub: Feasibility study & Business plan proposal. 27 p. + Appendices (CR# FR-19-05)

SHONKWILER V., CAMPBELL, J. and WOLFE, K. (2018). Effectiveness of marketing in promoting PECAN: Research study for Choctaw Farms. 60 p. (CR# FR-18-10)

SHONKWILER V., WOLFE, K. and BEST, M. (2018). ANALYSIS OF THE PEANUT VALUE CHAIN IN IVORY COAST: Recommendations for local sourcing. 80 p. (CR# FR-18-09)

KANE, S., WOLFE, K., SHEPHERD T., SHONKWILER V. (2018). Georgia Beef Processor Study. Unpublished chapter from feasibility study, November 2018. Contribution: survey design and results interpretation.

CAMPBELL, J., SHONKWILER V. and WOLFE, K. (2018). Effectiveness of marketing in promoting sales of VIDALIA Onions: Research study for the Vidalia® Onion Committee. 87 p. (CR# FR-18-03)

SHONKWILER V., SHEPHERD T. and WOLFE, K. (2018). Northwest Georgia Regional Food Hub Program: Feasibility study & Business plan proposal. 89 p. (CR# FR-18-02)

SHONKWILER V. (2016). Farmers Market in Georgia: Evaluation by the Community of Managers and Vendors. 13 p. + Appendices (CR-16-06)

SHONKWILER V. (2016). An Evaluation of the « Georgia Grown » program by the Community. 16 p. + Appendices (CR-16-05)

SHONKWILER V., WOLFE K. (2015). An Evaluation of the « Georgia Grown » promotional tools: A measure of consumer awareness. 19 p. + Appendices (CR-15-05)

PERSILLET V., LAMBERT A. (2011). Les logiques de territorialisation dans les secteurs de la volaille et des plats préparés : la région Grand Ouest. Rapport pour le projet CLAP, PSDR Grand-Ouest, 85p. + Annexes.

DANIEL K., **PERSILLET V.**, Bagoulla C., Chevassus-Lozza E., Gaigné C., Lambert A. (2011). Augmentation des importations : menace ou opportunité pour les firmes agro-alimentaires du Grand Ouest ? Les Focus n°1, CLAP, PSDR Grand-Ouest, 4 p.

TOZANLI S., **PERSILLET V.**, CHEVASSUS-LOZZA E., JACQUET F. et HAREL M. (2006) Impact d'une libéralisation du commerce agricole entre l'U.E. et la Turquie : Capacité productive et concurrentielle des filières turques : les cas de la tomate, de la pomme, des jus de pommes et de raisins et des produits laitiers. INRA-LERECO et IAMM, contrat MAAPAR, novembre, 48 p. + annexes

CHEVASSUS-LOZZA E., JACQUET F., HAREL M. et **PERSILLET V.** (2006) Impact d'une libéralisation du commerce agricole entre l'U.E. et la Turquie : Les incidences sur les échanges de l'intégration de la Turquie dans l'Union douanière européenne. INRA-LERECO et IAMM, contrat MAAPAR, mars, 16 p.

CHEVASSUS-LOZZA E., GALLETZOT J., HAREL M. et **PERSILLET V.** (2005) The protection of the European Market in the Fruit and Vegetable Sector. The agreements between EU and Mediterranean Countries. Rapport pour le projet européen EU-MED AGPOL, « Impacts of agricultural trade liberalization between the EU and Mediterranean Countries. »

CHEVASSUS-LOZZA E., JACQUET F., HAREL M. et **PERSILLET V.** (2005) Impact d'une libéralisation du commerce agricole entre l'U.E. et la Turquie : Panorama de la production, des échanges et des barrières douanières. INRA-LERECO et IAMM, contrat MAAPAR, septembre, 32 p. + annexes 21 p.

ALESSANDRIN A., **PERSILLET V.**, SIRIEUX L. (2003), La consommation des produits biologiques en France, rapport France des Laddering, FAIR Project Organic Marketing Initiatives and Rural Development, QLK5-2000-01124, INRA-UREQUA, ADIV, Le Mans, 30p.

PERSILLET V., ALESSANDRIN A. (2003a), Caractéristiques de la consommation de produits issus de l'Agriculture biologique en région Ile-de-France, rapport France des Focus groups, FAIR Project Organic Marketing Initiatives and Rural Development, QLK5-2000-01124, INRA-UREQUA, Le Mans, 64 p.

PERSILLET V., ALESSANDRIN A. (2003b), Caractéristiques de la consommation de produits issus de l'Agriculture biologique en région Bourgogne : le cas de la viande bovine, rapport France des Focus groups, FAIR Project Organic Marketing Initiatives and Rural Development, QLK5-2000-01124, INRA-UREQUA, ADIV, Le Mans, 74 p.

PERSILLET V., COUALLIER C., FRANCOIS M., SYLVANDER B. (2003) : Les compétences du consommateur en Agriculture biologique : résultats d'un dispositif d'apprentissage en Pays de la Loire, Programmes AQS du Ministère de l'Agriculture et de la Pêche et ARPENT Pays de la Loire, INRA-UREQUA, novembre 2003, 93 p.

PERSILLET V., SYLVANDER B. (2003) : Analyse des paniers des consommateurs de produits issus de l'Agriculture biologique en région Pays de la Loire, Programme AQS du Ministère de l'Agriculture et de la Pêche, INRA-UREQUA, février 2003, 35 p.

FRANCOIS M., **PERSILLET V.**, SYLVANDER B. (éd.) (2002), Analyse du panier des consommateurs de produits issus de l'Agriculture biologique en région Pays de la Loire, Programme Aliment-Qualité-Sécurité du Ministère de l'Agriculture et de la Pêche et Programme de recherche INRA-DADP ARPENT Pays de la Loire: Prospective du marché et dynamiques d'entreprises dans la filière biologique en région Pays de la Loire, GRET, INRA, 2002/11, 9 p.

PERSILLET V., SOGN O., SYLVANDER B. (2001) Fidélité et compétence des consommateurs vis-à-vis des produits biologiques : une comparaison France-Norvège, (Projet de recherche du programme "Aliment Qualité et Sécurité" du ministère de l'Agriculture et de la Pêche), 148 p.

PERSILLET V., LAMBERT J.L. (2000) Les recherches en Sciences Humaines et Sociales appliquées à l'alimentaire : Résultats d'enquête et propositions d'orientation, Rapport d'étude, ENITIAA, Janvier 2000, 14 p.

PERSILLET V., LAMBERT J.L. (2000) Evolution de la consommation française à domicile des produits de la mer ; Enquête exploratoire sur la perception des odeurs, Rapport de recherche, ENITIAA. 64 p.

POSTERS

Pugliese, P.; Davis, A.; Shonkwiler, V.; Kane, S.; Salazar, J. (2024) Community Development and Local Food Systems: Focus on Cartersville's Farmers Market in Georgia. Poster presented at the 2024 National Association of County Agricultural Agents (NACAA), July 14-18, Dallas, TX.

Pugliese, P.; Davis, A.; Shonkwiler, V.; Kane, S.; Salazar, J. (2024) Community Development and Local Food Systems: Focus on Cartersville's Farmers Market in Georgia. Poster presented at the Epsilon Sigma Phi Alpha Beta Chapter 2024 Annual Meeting: Extension Outreach Poster Session, August 23, Putnam County, GA. First place poster in Extension Outreach Category.

Pugliese, P.; Davis, A.; Shonkwiler, V.; Kane, S.; Salazar, J. (2024) Community Development and Local Food Systems: Focus on Cartersville's Farmers Market in Georgia. Poster presented at the 2024 Northwest District Extension Annual Conference, November 6, Henry County, GA.

Pugliese, P.; Davis, A.; Shonkwiler, V.; Kane, S.; Salazar, J. (2024) Community Development and Local Food Systems: Focus on Cartersville's Farmers Market in Georgia. Poster presented at the 2024 Georgia Association of County Agricultural Agents Annual Conference, November 11-13, Glynn County, GA.

OLIVER, B., **SHONKWILER, V.**, KUMAR, S., AND C. ESCALANTE (2023) Assessing Stochastic Budget Scenarios for Georgia Family Farms: The Case of Blueberries. 2023 American Society for Horticultural Science (ASHS) Annual Conference, August 3, 2023. Orlando, FL. Poster presentation. Number of participants: 16.

SHONKWILER, V. (2023) Southern Buyer's Preferences for Fresh Produce: Focus on Organic –Southeast Regional Fruit and Vegetable Conference, January 5-8, 2023. Savannah. Poster. Number of participants: 2000+.

GOODROE, L., **SHONKWILER V.**; ESCALANTE, C., CAMPBELL, J. (2022) Targeted Social Media Strategies: The Study of Family Farms in Georgia. 2022 Annual Meeting and Conference of the Agriculture, Food, and Human Values Society (AFHVS) & the Association for the Study of Food and Society (ASFS), Athens, GA. Presented date: May 18-21, 2022. Number of participants: 300+.

SHONKWILER V.; ESCALANTE, C., CAMPBELL, J. (2022) Linking Buyers' Attributes with Labeling Preferences for Georgia's Local Fresh Produce. Georgia Farm Bureau Commodity Conference. Evergreen Marriot Conference Resort, Stone Mountain, GA. Presented date: August 11th, 2022. Number of participants: 200+.

Escalante, C.; C. Watson; **Shonkwiler V.** (2021) The H-2A Employment Conditions during the COVID-19 Pandemic. Georgia Farm Bureau Annual Convention. Presented date: 05 Dec 2021. Invited.

Shepherd S., **Shonkwiler V.** (2019). An Analysis of the Impact Globalization Has Had on American Cotton Producers. Presented at the 2019 CAES Undergraduate Research Symposium.

Fassino O., **Shonkwiler V.** (2019). Variability of CSA Business Model in Georgia and Support of Local Food System. Presented at the 2019 CAES Undergraduate Research Symposium.

Carter B., Campbell B., **Shonkwiler V.**, Campbell J. (2019). Awareness and Perception of Vidalia Sweet Onions. Presented at the 2019 CAES Undergraduate Research Symposium.

Goosby M., Campbell B., Campbell J., **Shonkwiler V.**, Rabinowitz A. (2019). A Look at Bans on Public Nut Consumption. Presented at the 2019 CAES Undergraduate Research Symposium.

ONLINE PUBLICATIONS/ FACT SHEETS

Extension website

SHONKWILER, V., DANIEL, J. (2024) Ag Census 2022 – Georgia – Demographics. Fact sheet.

Case-studies series

DONTHINENI, B., SHONKWILER, V., CAMPBELL, J. (2023) Attractiveness of CSA sales on UGA campus. Fact sheet.

SHONKWILER, V., KANE, S., PUGLIESE, P., BRIDGES, A., SALAZAR, J. (2023) Cartersville Farmers' Market: Buyers' Profile & Economic Impact. Fact sheet.

GOODROE, L.; SHONKWILER, V. (2023). Byne Blueberry Farms. Fact Sheet.

GOODROE, L.; SHONKWILER, V. (2023). RGR Farms. Fact Sheet.

Shonkwiler, V. (2018). Local craft beer.

Shonkwiler, V. (2018). Agritourism.

Shonkwiler, V. (2018). Selling locally and directly to consumers.

Shonkwiler, V. (2018). Creating a farmers' market outlet.

Shonkwiler, V. (2017). Grass-fed pork in Georgia: Answering the call for sustainable production.

Shonkwiler, V. (2017). Making fine yogurt in Georgia: Taking advantage of a new trend and creating a unique product.

Shonkwiler, V. (2017). Selling cheese in Georgia... And building a reputation all over the country?

Shonkwiler, V. (2017). Starting a winery in Georgia: From seeds to profit.

Shonkwiler, V. (2016). Selling Organic Barley to Craft Breweries: Case-study

Business Development Tools for Agribusiness

Shonkwiler, V. (2024). Sales Pitch: How to. Spring 2024.

OLIVER, B.; SHONKWILER, V., ESCALANTE, C. (2023). Deterministic Budget v. Stochastic Budget.

GOODROE, L.; SHONKWILER, V. (2023). Social media for small family farm.

Shonkwiler, V. (2019). Pitch Tips Checklist for Young Entrepreneurs. Spring 2019.

Shonkwiler, V. (2019). Modern marketing: How about CSA? UGA Extension - Sustainable Agriculture at UGA Newsletter. Spring 2019.

Retrieved from <http://www.caes.uga.edu/>

Shonkwiler, V. (2018). The Lavender Business in Georgia. UGA Extension - Sustainable Agriculture at UGA Newsletter. Summer 2018.

Retrieved from <http://www.caes.uga.edu/>

Shonkwiler, V. (2016). Modern Marketing Tools. UGA Extension - Sustainable Agriculture at UGA Newsletter. Spring 2016. Retrieved from

<http://www.caes.uga.edu/>

Shonkwiler, V. (2015). How to evaluate your network?

Synthesis "to better understand research in agribusiness"

PERSILLET V. (2009) Volatilité des prix agricoles et modalités d'intervention sur les marchés – La hausse des années 2006-2008. Synthèse pour la rubrique « Mieux Comprendre l'Actualité » du département SAE2, INRA, octobre, 6 p.

PERSILLET V. (2007) Le changement climatique : les enjeux pour le secteur agricole. Synthèse pour la rubrique « Mieux Comprendre l'Actualité » du département SAE2, INRA, décembre, 8 p.

PERSILLET V. (2007) Entreprises et filières agroalimentaires face à de nouveaux enjeux. Synthèse pour la rubrique « Mieux Comprendre l'Actualité » du département SAE2, INRA, mai, 9 p.

PERSILLET V. (2006) Les soutiens du secteur agricole, les négociations internationales sur le commerce et les pays en développement. Synthèse pour la rubrique électronique « Mieux Comprendre l'Actualité » du département SAE2, INRA, juin, 8 p.

PERSILLET V. (2005) La consommation alimentaire. Synthèse pour la rubrique électronique « Mieux Comprendre l'Actualité » du département SAE2, INRA, décembre, 8 p.

MEDIA

Atlanta News First. April, 21st

2023

Online segment: One of the largest lavender farms in Georgia continues to expand.

URL: <https://www.atlantanewsfirst.com/2023/04/22/one-largest-lavender-farms-georgia-continues-expand/>

Editor: Sawyer Bucky, Journalist.

Role: Contributor/Expert.

National Farmers Market Week. August 7-13th

2022

Online article: The Best Cities for Farmers Markets.

URL: <https://lawnlove.com/blog/best-cities-for-farmers-markets/#expert=vanessa-p-shonkwiler>

Editor: Lawn Love, an outdoor services provider.

Role: Contributor/Expert.

Number of views: 3,666 times on 12/2022. Press coverage: covered (or linked to) by 38 different media outlets and websites on 12/2022.

TEACHING APPOINTMENT

Department of Agricultural Economics, University of Georgia

Agribusiness Marketing – AAEC 3040 – Fall

2024 to present

Instructor.

Department of Agricultural Economics, University of Georgia

Rural Economic Development and Growth – AAEC 4710/6710 – Spring

2024-2025

Co-Instructor. Instructor: Dr. Kane.

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| Department of Agricultural Economics, University of Georgia Advanced Agribusiness Management – AAEC 6980 – Spring <u>Instructor.</u> Co-instructor: Dr. Shepherd. | 2022 |
| Department of Agricultural Economics, University of Georgia Advanced Agribusiness Management - AAEC 6980 – Spring Invited speaker for Advanced Marketing lectures. | 2021 to present |
| Department of Agricultural Economics, University of Georgia Food and Fiber Marketing – AAEC 3100 – Spring <u>Instructor.</u> | 2019 to present |
| Department of Agricultural Economics, University of Georgia Food and Fiber Marketing – AAEC 3100 – Fall <u>Instructor.</u> | 2016 to 2023 |
| Department of Agricultural Economics, University of Georgia FABricate – AESC 4950/8220 – Fall <u>Instructor.</u> | 2019 to 2021 |
| Department of Agricultural Economics, University of Georgia FABricate – AESC 4950 – Spring <u>Instructor.</u> | 2019 |
| Department of Agricultural Economics, University of Georgia Agribusiness Marketing – AAEC 3040 – Fall <u>Instructor.</u> | 2015 |

LOCAL, STATE AND NATIONAL PRESENTATIONS TO INDUSTRY STAKEHOLDERS

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| Public Service, Outreach, and Extension in Agriculture: Experience from the University of Georgia (USA). July, 25 th | 2024 |
| In-person. Bucharest University of Economics Studies, Bucharest, Romania. Role: Speaker (Invited). Target audience: Graduate students, Faculty. | |
| Market Research. March 15 th | 2024 |
| In-person. Small Farm Business Training Conference, Griffin, GA. March 15 th -16 th Role: Speaker (Invited). Target audience: farmers/ ranchers. | |
| Marketing strategy. March 15 th | 2024 |
| In-person. Small Farm Business Training Conference, Griffin, GA. March 15 th -16 th Role: Speaker (Invited). Target audience: farmers/ ranchers. | |
| Getting your prices right (Part 2), January 9 th | 2024 |
| Online workshop for farmers. Role: Speaker | |
| Getting your prices right (Part 1), December 14 th | 2023 |
| Online workshop for farmers. Role: Speaker | |
| Pricing for different markets, August 29 th | 2023 |
| Online workshop for farmers. Role: Speaker | |
| Exploration of Sustainable Value Creation, August 22 nd | 2023 |
| Online workshop for non-profit organizations and farmers. Role: Speaker | |
| Effectiveness of marketing in promoting sales of Vidalia onions: 2023 study for the V+idalia® onion committee. August 17 th | 2023 |
| Online presentation. Role: Speaker (Invited). Target audience: Vidalia Onion Committee. | |
| Linking Cartersville Farmers Market (Bartow County) to the tourism and hospitality industry - PILOT STUDY. May 8 th | 2023 |
| In-person. HOST Conference, Athens, GA. Role: Speaker and panelist. Target audience: UGA PSO, Extension, and Academic faculty, Institutions, Professionals from tourism industry. | |

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| Value-Added Pricing , March 3 rd | 2023 |
| In-person. Small Farm Business Training Conference, Griffin, GA. March 3 rd -4 th Role: Speaker (Invited). Target audience: farmers/ ranchers. | |
| Building a budget tool , February 25 th | 2023 |
| In-person workshop for beginning growers, Athens, GA. Role: Speaker | |
| Southern buyers' preferences: focus on organic , December 12 th | 2022 |
| Online workshop for non-profit organizations and farmers. Role: Speaker | |
| Enterprise budgets case-studies , May 10 th | 2022 |
| Online workshop for non-profit organizations and farmers. Role: Speaker | |
| Social media strategies for small family farms , April 21 st | 2022 |
| Online workshop for non-profit organizations and farmers. Role: Speaker | |
| Southern buyers' preferences: labels , April 12 th | 2022 |
| Online workshop for non-profit organizations and farmers. Role: Speaker | |
| Farm management and marketing , November 1 st | 2021 |
| Online. Monroe County hosted an Agri-manager master program (6 sessions). Role: Co-Presenter, Target audience: farmers/ ranchers. | |
| Introduction to hedging for row crops , April 14 th | 2021 |
| Online. Jefferson County hosted an agribusiness online workshop (1 session). Role: Coordinator and Speaker, Target audience: farmers/ ranchers. | |
| Marketing: 4-P's of marketing and the 5th (people), changing ways to market agriculture products during the crisis, and resources on marketing tips , July 7 th | 2019 |
| Online. Liberty County hosted an agribusiness online workshop (3 sessions). Role: Speaker (Invited), Target audience: farmers, food entrepreneurs, institutions, non-profits. | |
| Columbus Cold Storage Facility and Food Hub: Feasibility Study , December 16 th | 2019 |
| Columbus, GA. Role: Speaker (Invited), Target audience: farmers, food entrepreneurs, institutions, non-profits. | |
| Marketing tips for small agribusinesses , February 9 th | 2019 |
| 2019 Georgia Organics Conference, Tifton Conference Center, Tifton, Tift County. Role: Speaker (Invited), Target audience: beginning and small size farms | |
| Advertising in the New Age: The Case Study of Sweet Onions , December 12 th | 2018 |
| Conference with Greenhouse Industry. Role: co-author with Campbell, B. and Campbell J., Target audience: business/industry | |
| Increase your profitability by building your own pricing strategy, and reaching and keeping customers , February 10 th | 2018 |
| 2018 Sustainable Agriculture Conference, Civic Center, Oconee County. Role: Speaker (Invited), Target audience: beginning farmers | |
| Pricing strategies for small agribusinesses , November 30 th | 2017 |
| Food for Thought Conference, Gwinnett Technical College, Gwinnett County. Role: Speaker (Invited), Target audience: farmers and market managers | |

- Increase Profitability: Reaching and Keeping Customers**, November 30th **2017**
 Food for Thought Conference, Gwinnett Technical College, Gwinnett County.
 Role: Speaker (**Invited**), Target audience: farmers and market managers
 Part of an intensive session “Business essentials for food producers” with two other speakers, Dr. Wolfe K. and Dr. Westerfield R.
- Sustainable marketing**, April 24th **2017**
 UGA-CAED-SARE “Train the trainer” One Day Workshop for extension agents and market managers, Norcross, Gwinnett County.
 Role: Speaker (and event manager), Target audience: Extension agents and market managers (trainers)
- Social media marketing**, April 24th **2017**
 UGA-CAED-SARE “Train the trainer” One Day Workshop for extension agents and market managers, Norcross, Gwinnett County.
 Role: Speaker (and event manager), Target audience: Extension agents and market managers (trainers)
- Creating a comprehensive business plan**, April 22th **2017**
 UGA Organic Workshop for small, beginner and limited resource farmers, Clarke County.
 Role: Speaker (**Invited**), Target audience: Farmers/Producers
- Reaching and keeping customers: Marketing tips**, April 12th **2017**
 Georgia Organics Workshop for small, beginner and limited resource farmers, Phone call.
 Role: Speaker (**Invited**), Target audience: Farmers/Producers
- Creating a comprehensive marketing strategy**, December 14th **2016**
 TAG Workshop for small, beginner and limited resource farmers (Workshop), Bulloch County
 Role: Speaker (**Invited**), Target audience: Farmers/Producers
- Farmers Market Survey Results**, December 2 **2016**
 Food for Thought Conference
 Role: Co- Speaker (**Invited**), Target audience: Market managers, Farmers
- Creating a comprehensive marketing strategy**, June 16 **2016**
 TAG Workshop for small, beginner and limited resource farmers (Workshop), Carroll County
 Role: Speaker (**Invited**), Target audience: Farmers/Producers
- Building a Comprehensive Business Plan**, April 16 **2016**
 Two days Organic Farming Workshop (Workshop), Oconee County
 Role: Speaker (**Invited**), Target audience: Farmers/Producers
- Creating a Comprehensive Marketing Strategy**, February 25 **2016**
 The Georgia Farm Business Education Conference (Conference), Tift County
 Role: Speaker (**Invited**), Target audience: Farmers/Producers
- Persillet V.**, Lambert A. (2012). Ancrage territorial : les logiques industrielles d’activation des ressources. Les industries de la volaille et les plats préparés dans les régions de l’Ouest de la France. Intervention et article pour le symposium final, PSDR, 23 p.
- Lambert A., **Persillet V.** (2011). Les logiques de territorialisation des entreprises agroalimentaires du Grand Ouest : l’impact de l’approvisionnement dans la transformation de la volaille et des plats préparés. Intervention Séminaire final PSDR, 11 octobre 2011.
- Daniel K., Lambert A., **Persillet V.** (2011). Augmentation des importations : menace ou opportunité pour les firmes agro-alimentaires françaises ? Enjeux en termes d’approvisionnement et de développement local. Intervention au CESER Aquitaine, Bordeaux, 4 mars 2011.
- Lambert A., **Persillet V.** (2011). Liens au territoire pour les industries de la volaille du Grand Ouest. Intervention Séminaire PSDR, 6 janvier 2011.
- Lambert A., **Persillet V.** (2010). Liens au territoire chez les assembleurs du Grand Ouest. Intervention école chercheurs PSDR, 25 mai 2010.
- CHEVASSUS-LOZZA E., **PERSILLET V.**, MAJKOVIC D. ET UNGURU M. (2005) Can non-tariff barriers reveal the degree of acquis communautaire implementation? The CEECs agri – food exports to EU in the pre-accession period. Presented to 4 conferences in France and in Europe:
- Séminaire de commerce international appliqué du département SAE2 de l’INRA- Paris, juin 2005
 - Séminaire LEN à l’Université de Nantes, 27 octobre 2005.

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| Assessing the economic and community impact of your local farmers' market: lessons learned from a study on Cartersville farmers' market , April 8 th | 2024 |
| Online training session for extension agents (In-service), AAE Department, University of Georgia, Athens, Clarke County. Co-presenters: Pugliese, Paul; Bridges, Angelica; Shonkwiler, Vanessa; Salazar, John; Kane, Sharon | |
| Understanding Buyers Preferences on Labeling Strategies Selling Local Produce , April 8 th | 2024 |
| Online training session for extension agents (In-service), AAE Department, University of Georgia, Athens, Clarke County. | |
| Sustainability and farm marketing: building relationship with customers , April 8 th | 2024 |
| Online training session for extension agents (In-service), AAE Department, University of Georgia, Athens, Clarke County. | |
| Agritourism: A Catalyst for Community Development , January 18 th | 2024 |
| In-person training session for extension agents (In-service), AAE Department, University of Georgia, Athens, Clarke County. Co-presenters: Im, Yeon Sook; Shonkwiler, Vanessa; Remar, Daniel; Salazar, John; Kane, Sharon | |
| A local food system for your community: review of the basics , December 1 st | 2023 |
| Online training session for extension agents (In-service), AAE Department, University of Georgia, Athens, Clarke County. | |
| Extension appointments @UGA CAES: PSO faculty profiles , October 18 th | 2023 |
| In-person seminar for Romanian faculty, AAE Department, University of Georgia, Athens, Clarke County. | |
| Understanding Buyers Preferences on Labeling Strategies Selling Local Produce , April 10 th | 2023 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Sustainability and farm marketing: building relationship with customers , April 10 th | 2023 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| A local food system for your community: review of the basics , December 1 st | 2022 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Marketing tips for Small Agribusiness , December 1 st | 2022 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Advancing Georgia's Leaders in Agriculture and Forestry , August 24 th | 2022 |
| In-Person presentation. Co-presenters: Kane, Sharon; Shonkwiler, Vanessa; Secor, William; Campbell, Ben; Li, Yanshu; Liu, Yangxuan; Smith, Amanda. Leadership Development for 2022-2024 AGL Cohort. | |
| A local food system for your community: review of the basics , January 31 st | 2022 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Marketing tips for Small Agribusiness , January 31 st | 2022 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Hot Topics for Farms and Agribusiness , January 11 th | 2022 |
| Invited to contribute to the panel of specialists. Co-contributors: Campbell, Ben; Smith, Amanda; Shonkwiler, Vanessa; Kane, Sharon; Shepherd, Tommie; Liu, Yangxuan; Fonsah, Esendugue; Secor, William. 2022 UGA Extension Winter Conference. | |
| Business sustainability , April 8 th | 2021 |
| Invited speaker to an online training session for NE district extension agents, Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Thinking Through Impacts: Don't Miss the Economic Benefits , March 29 th | 2021 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Marketing tips for Small Agribusiness , January 15 th | 2021 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| A local food system for your community: review of the basics , January 11 th | 2021 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Growing lavender in Georgia: lessons from successful agritourism ventures in Georgia , January 11 th | 2021 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Marketing tips for Small Agribusiness , November 24 th | 2020 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| A local food system for your community: review of the basics , April 10 | 2020 |

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| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Growing lavender in Georgia: lessons from successful agritourism ventures in Georgia , February 24 | 2020 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Marketing tips for Small Agribusiness , October 2 | 2019 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Marketing lavender in Georgia , February 18 | 2019 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Sustainable Marketing , February 11 | 2019 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Marketing tips for Small Agribusiness , February 11 | 2019 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Modern Marketing for Small Agribusiness , February 12 | 2018 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Agribusiness Resources in Georgia , January 11 | 2018 |
| Workshop with stakeholders, GA EMC and Center for Agribusiness and Economic Development, University of Georgia, Atlanta, GA. | |
| Social Media Marketing , September 18 | 2017 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Sustainable marketing , February 27 | 2017 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, | |
| Social Media Marketing , February 20 | 2017 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Creating a comprehensive marketing strategy for small agribusinesses , February 13 | 2017 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, Clarke County. | |
| Sustainable marketing , May 18 | 2016 |
| Online training session for extension agents (In-service), Center for Agribusiness and Economic Development, University of Georgia, Athens, | |

LANGUAGES

French – Native Language

English – Speak fluently and read/write with high proficiency

Spanish – Speak, read and write with basic competence