

# Brett A. Wolff

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## Experience

University of Kentucky, Lexington, KY

**Senior Extension Specialist**, Agricultural Economics, 7/2023 – present

**Extension Specialist**, Agricultural Economics, 7/2017 – 6/2023

**Senior Extension Associate**, Agricultural Economics, 5/2015 – 6/2017

**Research Analyst**, Horticulture, 09/2012 – 04/2015

**Research Assistant**, Sociology 01/2010 – 05/2012

**Instructor**, College of Agriculture, Food, & Environment, 8/2019 – 12/2019

**Instructor**, Sociology, 08/2013 – 05/2014

## Education

**PhD. Higher Education** (in progress), University of Kentucky,

**M.A. Sociology** – 2012 – University of Kentucky

**B.A. Sociology** – 2010 – University of Kentucky

**B.A. Spanish**, German minor – 2010 – University of Kentucky

## Publications

### Articles & Book Chapters

Tanaka, K., Mooney, P. H., & **Wolff, B.** (2015). Who's Hungry? Food Insecurity in the United States. In *Understanding Diversity: Celebrating Difference, Challenging Inequality* (pp. 242–260). Pearson Education, Inc.

Tanaka, K., Mooney, P. H., & **Wolff, B.** (2014). Food Insecurity and Obesity in Rural America: Paradoxes of the Modern Agrifood System. In *Rural America in a Globalizing World: Problems and Prospects for The 2010's* (pp. 642–660). West Virginia University Press.

**Wolff, B.**, & Tanaka, K. (2010). *Food Security in the Urban Bluegrass. Lessons Learned. Lexington Community Food Assessment 2009: Interview & Focus Group Results. Research Report.* Lexington, KY: Department of Community & Leadership Development, University of Kentucky.

**Wolff, B.** (2010). The Writing on the Stall: Graffiti, Vandalism, and Social Expression. *Kaleidoscope*, 9.  
<https://uknowledge.uky.edu/kaleidoscope/vol9/iss1/11/>

#### Peer-Reviewed Extension Publications

**Wolff, B., & Ernst, M.** (2022). *Growing and Marketing Mushrooms in Tennessee: Basic Considerations* (CCD-CPA-CP-5). Center for Crop Diversification, University of Kentucky & Center for Profitable Agriculture, University of Tennessee. [https://cpa.tennessee.edu/wp-content/uploads/sites/106/2022/12/CCD\\_CPA\\_Mushrooms.pdf](https://cpa.tennessee.edu/wp-content/uploads/sites/106/2022/12/CCD_CPA_Mushrooms.pdf)

**Wolff, B.** (2021). *Cider Apples in Tennessee: Basic Considerations* (CCD-CPA-CP-4). Center for Crop Diversification, University of Kentucky & Center for Profitable Agriculture, University of Tennessee.  
<https://cpa.tennessee.edu/wp-content/uploads/sites/106/2021/10/TNciderapples.pdf>

Columbia, S., Butler, A., **Wolff, B.**, & Woods, T. (2020). *Three-Year Average Prices & Quantities at Kentucky Produce Auctions: 2017-2019* (CCD-FS-17). Center for Crop Diversification, University of Kentucky.  
<http://www.uky.edu/ccd/pricereports/KYPA/KYPA3yravg-19>

**Wolff, B.**, & Nang, S. L. (2019). *3-year Average Weekly Prices at Kentucky Farmers Markets: 2016-2018* (CCD-FS-12). Center for Crop Diversification, University of Kentucky.  
[https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/KYFM\\_2016-2018Avg\\_WOLFF\\_NANG.pdf](https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/KYFM_2016-2018Avg_WOLFF_NANG.pdf)

Jacobsen, K., **Wolff, B.**, & Coolong, T. (2019). *Movable High Tunnels: Opportunities and Challenges for Producers* (CCD-SP-15). Center for Crop Diversification, University of Kentucky.  
<https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/MovableHighTunnels-CCD-SP-15.pdf>

**Wolff, B.**, & Cassady, C. (2018). *Horticulture Business Assessment Tool (HortBizQuiz)*. Center for Crop Diversification, University of Kentucky.  
[https://uky.az1.qualtrics.com/jfe/form/SV\\_0OgKXJHVHkPPdxH](https://uky.az1.qualtrics.com/jfe/form/SV_0OgKXJHVHkPPdxH)

**Wolff, B.**, Béchu, M., Woods, T., & Butler, A. (2017). *Three-Year Average Prices & Quantities at Kentucky Produce Auctions: 2014-2016* (CCD-FS-6). Center for Crop Diversification, University of Kentucky.

[https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/KYPA3yragvWolff\\_Bechu\\_Woods\\_Butler.pdf](https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/KYPA3yragvWolff_Bechu_Woods_Butler.pdf)

**Wolff, B.**, Béchu, M., Woods, T., & Butler, A. (2017). *3-year Average Weekly Prices at Kentucky Farmers Markets: 2014-2016* (CCD-FS-3). Center for Crop Diversification, University of Kentucky.

[https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/KYFM3yragv\\_Wolff\\_Bechu\\_Woods\\_Butler.pdf](https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/KYFM3yragv_Wolff_Bechu_Woods_Butler.pdf)

Vijayakumar, P. P., Brady, B., & **Wolff, B.** (2017). *Produce Food Safety: Packing and Storing* (CCD-PFS-1). Center for Crop Diversification, University of Kentucky.

[https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/Vijayakumar\\_PackingStoring.pdf](https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/Vijayakumar_PackingStoring.pdf)

### Serial Extension Publications

**Wolff, B.**, & Cassady, C. (2015-2023). *Center for Crop Diversification Monthly Newsletter*. University of Kentucky Cooperative Extension Service.

<https://www.uky.edu/ccd/newsletter> (90 issues)

**Wolff, B.**, Sheffield, A., Tackett, A. R., & Knight, J. (2023). *Hort Culture Podcast*. <https://www.uky.edu/ccd/hortculturepodcast>

- Ep 29 – Agritourism 2.0, 10/8/2023
- Ep 28 – Soil Testing, 10/2/2023
- Ep 27 – Season Extension in Low Tunnels, 9/18/2023
- Ep 26 – Fall Cover Crops, 9/11/2023
- Ep 25 – Fall Garden and Landscape Cleanup, 8/27/2023
- Ep 24 – Producer Stress and Burnout, 8/21/2023
- Ep 23 – Tools and Gadgets, 8/13/2023
- Ep 22 – All about Mulch!, 8/6/2023
- Ep 21 – Talking Floral Design with Kathy and Sarah, 7/30/2023
- Ep 20 – The Kentucky Flower Market, 7/23/2023
- Ep 19 – Fall Gardening, 7/16/2023
- Ep 18 – Cut Flowers in Kentucky, 7/9/2023
- Ep 17 – Plants in Containers, 7/2/2023
- Ep 16 – Heat Stress in Plants, 6/25/2023
- Ep 15 – Garden Myths, 6/18/2023
- Ep 14 – Ecosystem Services of Landscape Plants, 6/10/2023
- Ep 13 – Reasons We Grow (Other Than Money), 6/4/2023
- Ep 12 – Summer Integrated Pest Management, 5/28/2023
- Ep 11 – Summer Cover Crops, 5/21/23

- Ep 10 – Crop Rotation, 5/14/2023
- Ep 9 – Marketing Channels, 5/5/2023
- Ep 8 – Exploring Funding Opportunities with KCARD, 4/30/2023
- Ep 7 – Interplanting and Companion Planting, 4/23/2023
- Ep 6 – Strategies for Pricing Your Hort Crops, 4/16/2023
- Ep 5 – Successino Planting, 4/9/2023
- Ep 4 – Integrated Pest Management, 4/2/2023
- Ep 3 – To Grow or Not to Grow? Using PRIMER Publication 3/26/2023
- Ep 2 – Don't call it dirt!, 3/19/2023
- Ep 1 – So You Bought a Farm..., 3/11/2023

## Video

**Wolff, B.**, & Spencer, E. (Directors). (2023, August 21). *How to use the Center for Crop Diversification Enterprise Budget Templates*.  
[https://www.youtube.com/watch?v=W3NHDoV3m0w&ab\\_channel=CCDUKY](https://www.youtube.com/watch?v=W3NHDoV3m0w&ab_channel=CCDUKY)

**Wolff, B.**, Vijayakumar, P. P., & Waldner, M. (Directors). (2023, June 23). *FSMA Worker Training Video*.  
[https://www.youtube.com/watch?v=6jZ4w0IJWT8&t=941s&ab\\_channel=CCDUKY](https://www.youtube.com/watch?v=6jZ4w0IJWT8&t=941s&ab_channel=CCDUKY)

**Wolff, B.**, & Spencer, E. (Directors). (2023, May 22). *We Like Podcasts- Here's Why—YouTube*.  
[https://www.youtube.com/watch?v=tpuvEiWmBnM&ab\\_channel=CCDUKY](https://www.youtube.com/watch?v=tpuvEiWmBnM&ab_channel=CCDUKY)

Columbia, S., Dant, C., Spencer, E., & **Wolff, B.** (Directors). (2023, May 16). *Growing Online: Growing Your Farm Business with digital marketing, analytics, and web design*.  
[https://www.youtube.com/watch?v=jgJJOACxBDg&ab\\_channel=CCDUKY](https://www.youtube.com/watch?v=jgJJOACxBDg&ab_channel=CCDUKY)

**Wolff, B.**, & Spencer, E. (Directors). (2023, May 15). *Boost Your Web Presence with these 3 Simple Steps*.  
<https://www.youtube.com/watch?v=6RJgwuNlrwo>

**Wolff, B.** (Director). (2023, April 19). *Farm Succession 5--Opportunity or Obligation? And Legal Tips*. <https://www.youtube.com/watch?v=u0AluPqR0ik>

**Wolff, B.** (Director). (2023, March 24). *Farm Succession 4: Bigger Picture-- Farm and Economic Outlook*.  
[https://www.youtube.com/watch?v=hy\\_Rf2zsCMA](https://www.youtube.com/watch?v=hy_Rf2zsCMA)

**Wolff, B.** (Director). (2023, March 22). *Farm Succession 3—Transitioning Management of the Farm Business*.

<https://www.youtube.com/watch?v=eZKdjyF23QM>

**Wolff, B.**, Tim Woods, Emily Spencer, Camille Dant, & Savannah Columbia (Directors). (2023, February 22). *Horticulture Outlook—Feb 2023*.

<https://www.youtube.com/watch?v=FiHmSIA9QMs>

**Wolff, B.** (Director). (2023, February 10). *Farm Succession 2—Communication in Transition Planning*.

<https://www.youtube.com/watch?v=Vy7f4mJh5n8>

**Wolff, B.** (Director). (2023, January 20). *Farm Succession 1 - Heirs' Property: What it is and Why it is VERY important*.

<https://www.youtube.com/watch?v=CuGIZZEembU>

**Wolff, B.** (Director). (2022, July 8). *KY SARE Producer Support*.

<https://www.youtube.com/watch?v=oDtd9r9chE>

Knight, J., Kristi Durbin, & **Brett Wolff** (Directors). (2021, December 16).

*University of Kentucky, Horticulture Research Farm—Introduction and Overview*. [https://www.youtube.com/watch?v=VB\\_n7-hnhc8](https://www.youtube.com/watch?v=VB_n7-hnhc8)

**Wolff, B.**, Laura Fincher, Kristen Coomer, Nancy Monroe, & Sharon Spencer (Directors). (2020, December 16). *Planning for the 2021 Farmers Market Season*.

<https://www.youtube.com/watch?v=L9pVfkoXly4>

**Wolff, B.**, Olivia Vogel, Savannah Columbia, & Emily Spencer (Directors). (2020, December 9). *Offseason Marketing and Customer Retention*.

<https://www.youtube.com/watch?v=bWVpuul5etE>

**Wolff, B.** & Josh Knight (Directors). (2020, November 25). *Web Design and Google Business Profiles*. <https://www.youtube.com/watch?v=LMo0maBfWys>

**Wolff, B.**, Emily Spencer, McKenzie Fox, & Bethany Prekopa (Directors). (2020, November 23). *Exploring Markets & Considering New Crops*.

<https://www.youtube.com/watch?v=p1ObxnfNuJw>

**Wolff, B.** (Director). (2020, November 11). *Basic Analytics for Social Media and Websites*. <https://www.youtube.com/watch?v=IOZ5n2D20xE>

**Wolff, B.**, Lilian Brislen, Sharon Spencer, & Nancy Monroe (Directors). (2020, June 2). *COVID-19 & Farmers Markets: Updates on Healthy at Work and Keeping Markets Safe*. <https://www.youtube.com/watch?v=oYQ-8NkvpkA>

**Wolff, B.** & Kati Bowman (Directors). (2020, May 12). *Facebook Business Page Basics*. <https://www.youtube.com/watch?v=CsSU5rvcJIY>

**Wolff, B.** (Director). (2020, May 5). *Nice, Easy Graphics and Advertisements*. <https://www.youtube.com/watch?v=OmvqTztTXxA>

**Wolff, B.**, Lilian Brislen, Sharon Spencer, Nancy Monroe, Marie Stelzer, & Jennifer Weeber (Directors). (2020, May 1). *COVID-19 & Farmers Markets: Best Practices for Managers, Vendors, and Patrons*. <https://www.youtube.com/watch?v=i7260mQxD2E>

**Wolff, B.**, Kati Bowman, & Olivia Vogel (Directors). (2020, May 1). *Promoting Sales Online*. <https://www.youtube.com/watch?v=nS8Wwmnk29s>

**Wolff, B.** & Josh Knight (Directors). (2020, April 21). *Adding Your Business to Google Maps*. <https://www.youtube.com/watch?v=sk4hm8DR7Hc>

**Wolff, B.**, Kati Bowman, & Olivia Vogel (Directors). (2020, April 14). *Pick-up, Delivery, & Shipping for Direct Marketers*. <https://www.youtube.com/watch?v=nxsA3z95iU0>

**Wolff, B.** (Director). (2020, April 7). *Low-Tech Preordering Options for Small Businesses*. <https://www.youtube.com/watch?v=M1D5jkF2648>

**Wolff, B.** (Director). (2020, March 31). *How to Build a Simple Online Store*. [https://www.youtube.com/watch?v=eZDoaK\\_b7M](https://www.youtube.com/watch?v=eZDoaK_b7M)

**Wolff, B.** (Director). (2020, March 27). *The HR Perspective on CSA Voucher Programs*. <https://www.youtube.com/watch?v=QehWyh0LNTs>

**Wolff, B.** (Director). (2020, January 13). *University CSA Farm & Voucher Programs*. <https://www.youtube.com/watch?v=9DqXUegLmus>

**Wolff, B.** (Director). (2020, January 13). *CSA-to-Workplace as a Wellness Program*. <https://www.youtube.com/watch?v=5-vtv5lqQgE>

**Wolff, B.** (Director). (2020, January 13). *Building a CSA-to-Workplace Coalition*. <https://www.youtube.com/watch?v=gjoOk4T22UE>

**Wolff, B.**, Jessica Bessin, & Jay Tucker (Directors). (2020, January 10). *Parts of a Basic Drip Irrigation System*.

<https://www.youtube.com/watch?v=FP3UFcZIA30>

**Wolff, B.**, & Alexis Sheffield (Directors). (2019, September 9). *Seasonality in Cut Flowers*. <https://www.youtube.com/watch?v=M3TP3QfsFrs>

**Wolff, B.** & Alexis Sheffield (Directors). (2019, September 9). *Quick Tips for Harvesting Cut Flowers*. <https://www.youtube.com/watch?v=wRHIITPO4tA>

**Wolff, B.** & Alexis Sheffield (Directors). (2019, September 9). *Introduction to Growing Cut Flowers*. <https://www.youtube.com/watch?v=ON0O2z9bztQ>

**Wolff, B.** & Alexis Sheffield (Directors). (2019, September 9). *Growing Cut Flowers: Bulbs, Corms, and Tubers*.

<https://www.youtube.com/watch?v=Aoow6dfuMag>

**Wolff, B.** & Alexis Sheffield (Directors). (2019, September 9). *Cut Flower Basics: Biennial vs. Perennial (including Examples!)*.

<https://www.youtube.com/watch?v=BhkGaRdBf3o>

**Wolff, B.**, & Amanda Sears (Directors). (2019, January 10). *Getting Started with Gardening*. <https://www.youtube.com/watch?v=NvUQwascmnM>

**Wolff, B.** (Director). (2019, January 9). *Online Resources: Setting Retail Prices for Farmers Markets*.

[https://www.youtube.com/watch?v=PiUCc\\_ebZRM](https://www.youtube.com/watch?v=PiUCc_ebZRM)

**Wolff, B.** & Alexis Sheffield (Directors). (2018, November 14). *Soil Blocking for Transplants*. <https://www.youtube.com/watch?v=3MWbzH9TUry>

**Wolff, B.** & Alexis Sheffield (Directors). (2018, November 13). *How to Start Transplants in Trays*. [https://www.youtube.com/watch?v=C\\_YYxbWUqTw](https://www.youtube.com/watch?v=C_YYxbWUqTw)

**Wolff, B.** (Director). (2018, September 10). *Shaker Village at Pleasant Hill—CCD Roadtrip*. <https://www.youtube.com/watch?v=rus7XZT4mVM>

**Wolff, B.** (Director). (2018, August 30). *CANE Community Kitchen (Whitesburg, KY)—CCD Roadtrip*.

<https://www.youtube.com/watch?v=hq5vYUTf8Hs>

**Wolff, B.** & Christy Cassady (Directors). (2018, April 23). *What to Look for: Pests and Diseases of Specialty Crops*.

<https://www.youtube.com/watch?v=SE3909aT9as>

**Wolff, B.** (Director). (2017, October 26). *Going Organic: A Beginner's Guide to Transition*. <https://www.youtube.com/watch?v=WetY3KVjm2U>

**Wolff, B.** & John Hendrickson (Directors). (2017, March 14). *Large & Commercial Markets: What to Think About Before You Plant*.

[https://www.youtube.com/watch?v=x4Z\\_xEE8P9w](https://www.youtube.com/watch?v=x4Z_xEE8P9w)

**Wolff, B.** (Director). (2017, March 14). *Starting a Simple Website: Growing Online*. [https://www.youtube.com/watch?v=vHs\\_AJ-e9TY](https://www.youtube.com/watch?v=vHs_AJ-e9TY)

**Wolff, B.** (Director). (2017, March 14). *Linking Instagram to Facebook*.

<https://www.youtube.com/watch?v=o5dulJN61JQ>

**Wolff, B.** (Director). (2017, March 14). *Downloading Facebook & Instagram Apps*. [https://www.youtube.com/watch?v=42FjOrpBP\\_4](https://www.youtube.com/watch?v=42FjOrpBP_4)

**Wolff, B.** (Director). (2017, March 14). *Creating an Instagram Account*.

<https://www.youtube.com/watch?v=oY3Cq2wwwGs>

**Wolff, B.** (Director). (2017, March 14). *Creating a Facebook Profile & Page*.

<https://www.youtube.com/watch?v=oHOFWpXFjuU>

**Wolff, B.** (Director). (2017, March 7). *Direct Markets-What to Think About Before You Plant*. <https://www.youtube.com/watch?v=0CbLczuAbEs>

## Funded Grants & Contracts

**Wolff, Brett.** Contract External Reviewer (Finneseth, Cindy (PI). Creating Specialty Crop Sustainable Production Community of Practice for Kentucky Agriculture Professionals, Southern SARE, \$77,615) Kentucky Horticulture Council, \$6798, June 2023.

Woods, Timothy (PI) & **Brett Wolff (Co-I)**, University of Kentucky Extension Innovation Grant Program, \$10,000, February 2023.

Woods, Timothy (PI), **Brett Wolff (Co-I)**, Savannah Columbia, & Emily Spencer, *New Digital Tools and Marketing Strategies for a Post-Covid Marketplace*, Kentucky Specialty Crop Block Grant, USDA/KY Department of Agriculture, \$55,122, November 2021.



Cassady, Christy (PI), **Brett Wolff (Co-I)**, Josh Knight (Co-I), *Production & Marketing Resources for Kentucky Specialty Crop Growers*, Kentucky Specialty Crop Block Grant, USDA/KY Department of Agriculture, \$49,999, November 2018.

Woods, Timothy (PI), **Brett Wolff (Co-I)**, *Marketing for All: Multi-Scale Specialty Crop Marketing Tools and Training*, Kentucky Specialty Crop Block Grant, USDA/KY Department of Agriculture, \$48,200, November 2017.

Cassady, Christy (PI), **Brett Wolff (Co-I)**, Matt Ernst, *Center for Crop Diversification Production and Marketing Resources for Kentucky Specialty Crop Growers*, Kentucky Specialty Crop Block Grant, USDA/KY Department of Agriculture, \$49,999, November 2016.

Cassady, Christy (PI), **Brett Wolff**, Matt Ernst, *Developing Specialty Crop Resources to Aid Farmers Seeking to Diversify*, Kentucky Specialty Crop Block Grant, USDA/KY Department of Agriculture, \$28,207, November 2015.

**Wolff, Brett.** *The Writing on the Stall*, eUreKa Summer Research and Creativity Grant, University of Kentucky Office of Undergraduate Research, \$2500, May 2009.

#### SARE Model State Program Grants

Woods, Timothy (PI), **Brett Wolff (Co-I)**, *2023 Model State Program Assistant Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$33,000 August 2023.

Woods, Timothy (PI), **Brett Wolff (Co-I)**, *2023 Model State Program Training Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$22,000 August 2023.

Woods, Timothy (PI), **Brett Wolff (Co-I)**, *2022 Model State Program Assistant Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$33,333 August 2022.

Woods, Timothy (PI), **Brett Wolff (Co-I)**, *2022 Model State Program Training Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$11,111 August 2022.

Woods, Timothy (PI), **Brett Wolff (Co-I)**, *2021 Model State Program Assistant Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$33,333 August 2021.

Woods, Timothy (PI), **Brett Wolff (Co-I)**, *2021 Model State Program Training Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$11,111 August 2021.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2020 Model State Program Assistant Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$33,333 August 2020.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2020 Model State Program Training Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$11,111 August 2020.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2019 Model State Program Assistant Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$33,333 August 2019.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2019 Model State Program Training Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$11,111 August 2019.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2018 Model State Program Training & Assistant Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$44,444 August 2018.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2017 Model State Program Training & Assistant Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$44,444 August 2017.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2016 Model State Program Assistant Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$22,222 August 2016.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2016 Model State Program Training Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$11,111 August 2016.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2015 Model State Program Assistant Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$22,222 August 2015.

Vincelli, Paul (PI), **Brett Wolff (Co-I)**, *2015 Model State Program Training Funds*, Southern Sustainable Agriculture Research and Education Program, USDA. \$11,111 August 2015.

## **Presentations**

### Professional Presentations

Spencer, Emily & **B. Wolff** (2023) *Accepting Cashless Payments*. Agriculture Direct Marketing Summit. March 14, 2023, Virtual.

**Wolff, Brett** & C. Dant (2022) *Pricing Your Product: How to Determine Your Cost and Pricing Tool Resources*, Agriculture Direct Marketing Summit. April 6, 2022, Virtual.

**Wolff, Brett** (2021) *Pricing for Direct Marketers: Looking Forward and Backward*. Kentucky Fruit & Vegetable Conference. January 5, 2021, Virtual.

**Wolff, Brett** (2021) *Using Enterprise Budgets to Frame Your Seasonal Plan*. Kentucky Fruit & Vegetable Conference. January 5, 2021, Virtual.

Wright, Ashton, B. Brady, **B. Wolff** (2020) *Knocking on Doors: Approaching Buyers*, Eastern Kentucky Farmers Conference, January 29, 2020, Morehead, KY.

**Wolff, Brett** (2020) *Choosing Your Market Channel*. Kentucky Fruit & Vegetable Conference. January 7, 2020, Lexington, KY.

**Wolff, Brett** (2019) *Making Educational Videos and Podcasts: An Agent Training*. Mason County Cooperative Extension Office. August 2019, Maysville, KY.

**Wolff, Brett**, A. Butler, & T. Woods (2019) *Visual Merchandizing*. Kentucky Fruit & Vegetable Conference. January 8, 2019, Lexington, KY.

**Wolff, Brett** & A. Butler (2019) *Retail Pricing for Farmers Markets*. Kentucky Fruit & Vegetable Conference. January 7, 2019, Lexington, KY.

**Wolff, Brett**, C. Cassady, & J. Knight (2019) *Center for Crop Diversification Tools*. Kentucky Fruit & Vegetable Conference. January 7, 2019, Lexington, KY.

**Wolff, Brett** (2018) Getting Started with Marketing. Texas Hispanic Farmer & Rancher Conference, December 7, 2018, McAllen, TX.

**Wolff, Brett** & Kati Bowman (2018) Selling in Today's Digital Market, Eastern Kentucky Farmers Conference, February 23, 2018, Hindman, KY.

Woods, Timothy & **B. Wolff** (2018) *Farmers Market Toolbox*. Kentucky Fruit & Vegetable Conference. January 8, 2018, Lexington, KY.

Woods, Timothy, **B. Wolff**, A. Butler (2018) *Marketing for All: Techniques for Direct Marketing and Beyond*. Kentucky Fruit & Vegetable Conference. January 9, 2018, Lexington, KY.

**Wolff, Brett** (2017) Creative Finance: Grants & Loans. Organic Association of Kentucky Conference, March 3, 2017. Shepherdsville, KY.

**Wolff, Brett** (2017) Setting Prices & Accepting Payment. Eastern Kentucky Farmers Conference, February 23, 2017, Hindman, KY.

**Wolff, Brett** (2016) Exploring Market Channels: Factors, Tips, & Resources. Indiana Horticulture Congress. January 19, 2016, Indianapolis, Indiana.

**Wolff, Brett** (2016) *Center for Crop Diversification Website Update: A Targeted Overview*. Kentucky Fruit & Vegetable Conference. January 5, 2016, Lexington, KY.

**Wolff, Brett** (2012) "Decoupling of Theory and Method in Food Security Measurement." Presented at the SRSA annual meeting in Birmingham, AL.

**Wolff, Brett**, Tanaka, K., Mooney, P. (2010) "Lessons Learned: Food Security in the Urban Bluegrass." Presented at the RSS annual meeting in Atlanta, GA.

### Marketing for All Extension Presentations

***Marketing for All** is an adaptable marketing training program I developed initially through a grant-funded project in 2017, and then our team enhanced MFA through an additional grant project in 2021 (see Funded Grants and Contracts). The presentations are listed below and indicate how many times I have delivered each presentation has been delivered. Other team members' presentations are not included here. For more information:*

*<https://www.uky.edu/ccd/marketingforall>*

Wolff, B. (2021-2023). *Personal Selling Skills*. 3 presentations.  
Wolff, B. (2017-2023). *Accepting More Than Just Cash*. 8 presentations.  
Wolff, B. (2017-2023). *Basics of Web Design*. 5 presentations.  
Wolff, B. (2017-2023). *Identifying & Exploring New Markets*. 7 presentations.  
Wolff, B. (2017-2023). *Market Signs that Work*. 4 presentations.  
Wolff, B. (2017-2023). *Marketing Basics*. 21 presentations.  
Wolff, B. (2017-2023). *Record Keeping for Specialty Crops*. 2 presentations.  
Wolff, B. (2017-2023). *Social Media Basics*. 18 presentations.  
Wolff, B. (2017-2023). *Understanding and Using Analytics*. 8 presentations.  
Wolff, B. (2017-2023). *Using Price Data to Make More Money*. 9 presentations.  
Wolff, B. (2017-2023). *Value Added Product Development*. 1 presentation.  
Wolff, B. (2017-2023). *Visual Merchandizing*. 7 presentations.

## Posters

Wolff, Brett, G. Jenkins, S. Columbia, T. Woods, & C. Finneseth (2021) *Small Fruit Market Snapshot*. Poster Session. Kentucky State Extension Conference, Lexington KY.

Wolff, Brett (2010) *Writing on the Stall: Graffiti, Vandalism and Social Expression*. Poster Session. University of Kentucky Showcase of Undergraduate Scholars in Lexington, KY.

## **Awards and Honors**

Outstanding Program Award (2023) *Produce Safety Program for Kentucky Fruit and Vegetable Growers*, Kentucky Association of State Extension Professionals (KASEP)

Outstanding Program Award (2022) *Marketing for All*, Kentucky Association of State Extension Professionals (KASEP)

Dr. Lisa P. Collins Outstanding Staff Award (2021) University of Kentucky College of Agriculture, Food, & Environment

Staff Member of the Year (2020) University of Kentucky

Outstanding Staff Award, fellow staff member recognition (2020) University of Kentucky

Charles T. Wethington, Jr. Fellowship (2010) University of Kentucky

A. Lee Coleman Award (2010) University of Kentucky, Sociology

Daniel R. Reedy Quality Achievement Award (2010) University of Kentucky,  
Sociology

Chellgren Undergraduate Fellowship (2007) University of Kentucky

Singleary Scholarship, National Merit Scholarship, Robert Byrd  
Scholarship, Fraternal Order of Police Scholarship, Hispanic Studies  
Departmental Scholarship (2006) University of Kentucky