

Curriculum Vitae

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

RECENT APPOINTMENT HISTORY

Visiting Scholar, CESAER/INRA, AgroSup Dijon, Dijon, France, February 2016 to July 2016.
Extension Professor, Department of Agricultural Economics, University of Kentucky, July 2007 to date.
Associate Extension Professor, Dept of Agricultural Economics, Univ. of Kentucky, July 2001 to July 2007.
Visiting Professor, East European University of Economics and Management, Cherkassy, Ukraine, August, 2004-July 2005
Staff Economist, Kentucky Governor's Office of Agricultural Policy, September 2000 to October 2001.
Asst Extension Professor, Dept. of Agricultural Economics, Univ. of Kentucky, August 1995 to July 2001.
Research and Teaching Assistant, Dept. of Agricultural Economics, Michigan State University, 1990-1995.
Research Associate, Department of Agricultural and Resource Economics, University of Maine, 1988-1990.

EDUCATION

Michigan State University, PhD Agricultural Economics, 1996
Texas A&M University, M.S. Agricultural Economics, 1988
Purdue University, B.S. Agricultural Economics, 1985

PROGRAM HIGHLIGHTS

My current appointment involves 80% Extension and 20% Resident Instruction. The Extension program emphasis area is agribusiness management and marketing with special emphasis on horticulture, food business development, consumer and direct markets, and farm entrepreneurship.

Extension and teaching efforts have been supported with applied research activities and collaborations that are intended to enhance effectiveness in outreach and resident instruction. Grant monies have been secured and invested over the last 19 years that have facilitated special in-service training opportunities, employment of undergraduate and graduate students, and participation in special workshops. This includes serving as PI or co-PI for **16 active competitive grants during the past two years**. It has been my primary objective to provide leadership through the College of Agriculture in developing marketing and development programs for an agricultural economy in Kentucky that has been in transition from a commodity marketing world to more specialized markets. To that end, active leadership and participation in regional extension and research committees, international projects and collaborations, and professional associations have been pursued with a view toward bringing innovative marketing programs and opportunities to Kentucky.

- **Center for Crop Diversification**, Faculty Director. This multidisciplinary center provides production, food safety and marketing information for specialty crop farmers and agency professionals. It is the home for the regional research group SERA-45, a collaboration of approximately 20 scientists in 8 states regionally working on specialty crop issues. While primarily a virtual center, www.uky.edu/CCD, considerable field work is also coordinated through the Center.
- Local foods marketing has been a major thrust for my extension programming. I developed **MarketReady**, a producer training program designed to educate producers on best business practices associated with selling to grocery, restaurant, wholesale, and other institutional markets has been adapted for delivery to IL, IA, OH, IN, WV, SC, NC, LA, MS, TX, AR, TN, NY, VI, VA and AL and now delivered to over 3,000 producers nationally.

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- The **UK Food Systems Innovation Center** was created in 2009. I was one of the four PI's establishing the Center. The FSIC has become one of the core service centers for food entrepreneurs in Kentucky. The Center was awarded an initial grant from the KY Ag Development Board and has grown considerably. It houses a wide range of educational programming (including MarketReady) and technical service support.

RECENT GRANTS AND CONTRACTS FUNDED

Various projects on cooperatives, marketing, industry development, small farm entrepreneurship, horticulture and local food systems marketing, marketing infrastructure, and food safety have been funded at substantial levels during the work at the University of Kentucky. Approximately \$3 million in funding has been provided to 16 active projects for which I am either a principal or co-principal investigator – most of these nationally competitive.

- **Timothy Woods**, Brett Wolff, Savannah Columbia, and Emily Spencer, “*New Digital Tools and Marketing Strategies for a Post-Covid Marketplace*”, KY Specialty Crop Block Grant, USDA/KY Dept of Ag, 2021-2024
- **Timothy Woods**, *Local and Regional Food Systems Recovery and Resilience 2.0*, USDA-AMS Cooperative Agreement, Subaward with Colorado St University, 2020-2022
- **Timothy Woods**, *Strengthening Kentucky's Direct Marketing Network*, USDA-AMS-LFPP subaward with KY Horticulture Council, 2020-2022
- **Timothy Woods**, *Diversifying Income and Adding Value by Manufacturing Dairy Products – Phase 2*, USDA-AMS subaward with University of Tennessee, 2020-2023
- **Timothy Woods** and Jairus Rossi, *Kentucky Farm Share Coalition: Expanding Community Supported Agriculture (CSA) Markets for Organic Farmers*, USDA-AMS-FMPP subaward with Organic Association of Kentucky, 2020-2023
- **Timothy Woods**, *Kentucky Local Food System Expansion Initiative*, USDA-AMS-RFSP subaward with KCARD, 2020-2022
- **Timothy Woods**, *Digital Center for Risk Management Education – National MarketReady Activities*, USDA-RME subaward through University of Minnesota, 2020-2021
- **Timothy Woods** and Lilian Brislen, *Covid-19 Local and Regional Food Systems Covid 19 Rapid Response*, USDA-AMS Cooperative Agreement, 2020-2021
- Krista Jacobsen, **Timothy Woods** and Rachel Rudolph, *Soil Health Practices for High Tunnels*, USDA-Specialty Crop Research Initiative Planning Grant, 2020-2021
- **Timothy Woods**, Alison Davis, Jairus Rossi, *Best Practices of Financially Sustainable Incentive Programs for Sourcing and Verifying Local Food in Restaurants*, USDA-FSMIP, 2019-2021
- Rudolph, Rachel, Ricardo Bessin, **Timothy Woods** (Co-PI), John Obrycki, Krista Jacobsen, and Emily Pfeufer, “*Experiential High Tunnel Training for Cooperative Extension Service Agents in Kentucky*”, USDA-SSARE, 2019-2021
- **Timothy Woods** (PI), Jairus Rossi, Dave Lamie, Stacey McCullough, Aleta Botts, Joanna Lelekacs, Becky Bowen, Karen Rignall, Paul, Vijayakumar, J. Dara Bloom, ” *Measuring and Building on Local Food System Vitality for Communities in the South*”, National Institute of Food and Agriculture/USDA, 2018-2021
- **Timothy Woods** (PI) and Jairus Rossi, *Developing a CSA Network Community of Practice and Shared Technical Assistance*, USDA-AMS-LFPP subaward with WI FairShare Coalition, 2018-2021

RECENT PUBLICATIONS

Journal Articles

- Zare, Mahla, and **Timothy Woods** (2022), “Consumer Willingness-to-pay For Local Food in Alternative Restaurant Formats”, Journal of International Food & Agribusiness Marketing, accepted for publication.
- Hu, Lijiao, Yuqing Zheng, **Timothy A. Woods**, Yoko Kusunose, and Steven Buck. (2022). “The market for private food safety certifications: Conceptual framework, review, and future research directions.” Applied Economic Perspectives and Policy 1–24. <https://doi.org/10.1002/acpp.13226>
- Edmonson, Hailey, MacKenzie Gill, Becca Jablonski, Jessica Ladd, Jairus Rossi, Samantha Schafstall, Dawn Thilmany, **Tim Woods**, (2021) “The Effect of the Covid-19 Pandemic on Food Insecurity”, Choices. Quarter 4. 2021. <https://www.choicesmagazine.org/choices-magazine/data-visualizations/us-consumer-food-insights-during-the-covid-19-pandemic>
- Biddle MJ, Kang J, Derringer J, Rose A., Brewer, D., Lennie, T., Mudd-Martin, G, **Woods, T.** (2021), *Examining Food Security, Choices and Barriers among Community Supported Agriculture Participants during COVID-19 in Kentucky*, Journal of Hunger & Environmental Nutrition. 2021:1-11.
- Thilmany, Dawn, Lillian Brislen, Hailey Edmonson, Mackenzie Gill, Becca B.R. Jablonski, Sarah Rucker, Jairus Rossi, **Tim Woods**, and Samantha Schaffstall (2021), *Novel methods for an interesting time: Exploring U.S. local food systems’ impacts and initiatives to respond to Covid*, Australian Journal of Agricultural and Resource Economics November 2021, <https://doi.org/10.1111/1467-8489.12456>
- Rossi, Jairus, and **Timothy Woods** (2021), “Incentivizing wellness through community supported agriculture: Reflections on shareholder impacts of an employer-based CSA program”, Journal of Agriculture, Food Systems, and Community Development 11(1) :1-18, <https://doi.org/10.5304/jafscd.2021.111.005>
- O’Hara, Jeff, **Timothy Woods**, Nony Dutton and Nick Stavely (2021), “COVID-19’s Impact on Farmers Market Sales in the Washington, D.C., Area”, Journal of Agriculture and Applied Economics 53(1):94-109
- Rossi, Jairus, **Tim Woods**, and Alison Davis (2020), “Resident perspectives on local food system performance and development priorities: A pilot analysis of the local food vitality index”, Local Development and Society, 1(2):116-139, Dec 2020, <https://doi.org/10.1080/26883597.2020.1854037>
- Rossi, Jairus, and **Tim Woods**, (2020), “Understanding Shareholder Satisfaction and Retention in CSA Incentive Programs”, Journal of Food Distribution Research, 51(3): 16-40
- Yang, S.-H., and **T. A. Woods**. (2020), “A Nutrition Comparison Strategy on Bison Marketing: Do Consumers Really Care?” Taiwanese Agricultural Economic Review 26(1): 29-56. Doi: 10.6196/TAER.202006_26(1).0002
- Zare, Samane, Mahdi Asgari, **Timothy Woods**, Yuqing Zheng (2020), “Consumer proximity and brand loyalty in craft soda marketing: A case study of Ale-8-One” Agribusiness: An International Journal, 36(4): 522-541
- Jairus Rossi, **Timothy A. Woods**, and Alison Davis (2018), “The Local Food System Vitality Index: A pilot analysis to demonstrate a process for measuring system performance and development”, Journal of Agriculture, Food Systems, and Community Development. Advanced publication on-line November 16: <https://doi.org/10.5304/jafscd.2018.083.014>
- Woods, Timothy** and Dawn Thilmany (2018), “Engaging Consumers in the Dynamic Local Foods Marketplace”, Choices 33(3) <http://www.choicesmagazine.org/choices-magazine/theme-articles/engaging-consumers-in-the-dynamic-local-foods-marketplace/engaging-consumers-in-the-dynamic-local-foods-marketplace>
- Woods, Tim**, Ali Asgari, and Jairus Rossi (2018), “Trust Signals and Legitimacy in Local Products for Local Markets”, Choices (3) <http://www.choicesmagazine.org/choices-magazine/theme-articles/engaging-consumers-in-the-dynamic-local-foods-marketplace/trust-signals-and-legitimacy-in-local-products-for-local-markets>

- Thilmany, Dawn and **Timothy A. Woods** (2018), "*Local Food Coming of Age: The Evolution of the Local Brand, Policy Initiatives and Role of Direct Markets in the Agriculture Portfolio*", Choices 33(3):1-2
- Holcomb, Rodney B., Clinton L. Neill, Joanna Lelekacs, Margarita Velandia, **Timothy A. Woods**, H.L. Goodwin, and Ronald L. Rainey (2018), "*A Local Food System Glossary: A Rose by Any Other Name*", Choices 33(3)
- Rossi, Jairus J., **Timothy A. Woods**, and James E. Allen IV (2017), "*Impacts of a Community Supported Agriculture (CSA) Voucher Program on Food Lifestyle Behaviors: Evidence from an Employer-Sponsored Pilot Program*", Sustainability <http://dx.doi.org/10.3390/su9091543>
- Rossi, Jairus, James E. Allen, **Timothy A. Woods**, and Alison F. Davis (2017), "*CSA Shareholder Food Lifestyle Behaviors: A Comparison Across Different Consumer Groups*", Journal of Agriculture and Human Values, doi:10.1007/s10460-017-9779-7, <http://link.springer.com/article/10.1007/s10460-017-9779-7>
- Katchova, A.L. and **T.A. Woods**. (2016) "*Competitive Advantages in Sourcing and Marketing Local Foods by Food Cooperatives.*" Journal of Agribusiness 34 (2):121-136.
- Allen, James, IV, Jairus Rossi, **Timothy Woods**, Alison Davis, (2016) "*Do community supported agriculture programmes encourage change to food lifestyle behaviours and health outcomes? New evidence from shareholders.*" International Journal of Agricultural Sustainability, doi: 10.1080/14735903.2016.1177866. <http://www.tandfonline.com/10.1080/14735903.2016.1177866>
- Vassalos, Michael, Wuyang Hu, **Timothy Woods**, Jack Schieffer and Carl Dillon (2016), "*Risk Preferences, Transaction Costs and Choice of Marketing Contracts: Evidence from a Choice Experiment with Fresh Vegetable Producers*", Agribusiness, 32(3):379-396, <http://onlinelibrary.wiley.com/doi/10.1002/agr.21450/full>
- Woods, Timothy** and Debra Tropp (2015), "*CSAs and the Battle for the Local Food Dollar*", Journal of Food Distribution Research 46(2):17-29, <https://www.fdrsinc.org/wp-content/uploads/2015/10/2-113-Tim-Woods.pdf>
- Woods, Timothy A.**, Xueting Deng, Lia Nogueira, and Bruce Yang (2015), "*Local Wine Expenditure Determinants in the Northern Appalachian States*", Journal of Food Distribution Research 46(2):30-50. <https://www.fdrsinc.org/wp-content/uploads/2015/10/3-108-Tim-Woods.pdf>
- Ingram, Dewayne L., **Timothy A. Woods**, Wuyang Hu, and Susmitha S. Nambuthiri (2015), "*Willingness-to-pay Comparisons for Flats of Groundcover Plants in Plantable Containers: Consumers versus Commercial Buyers in Kentucky*", HortScience 50(3):408-411, <http://hortsci.ashspublications.org/content/50/3/408.full.pdf?ijkey=1dnMXc3y7VE7Ydu&keytype=ref>
- Maes, Thong, Wuyang Hu, **Timothy Woods**, Marv Batte, and Stan Ernst (2014), "*Substitutes or Complements? Consumer Preference for Local and Organic Food Attributes*", American Journal of Agricultural Economics, doi:10.1093/

Abstracts

- Biddle, M.J. Kang, J., Brewer, D., **Woods, T.** (Nov. 2021). *Reducing Cardiovascular Risk among Participants in a Community Supported Agriculture Program*. Circulation supplement; 144: A10560, American Heart Association. https://www.ahajournals.org/doi/10.1161/circ.144.suppl_1.10560

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Other Selected Refereed and Numbered Publications

Thompson, Tiffany, Mark Williams, **Tim Woods**, Carl Dillon, and Ric Bessin, “*Economic Analysis of the University of Kentucky Community Supported Agriculture Organic Vegetable Production System*”, University of Kentucky Ag Experiment Station Publication SR-111, July 2017.

<http://www2.ca.uky.edu/agcomm/pubs/SR/SR111/SR111.pdf>

Timothy Woods, Matthew Ernst, and Debra Tropp. “*Community Supported Agriculture – New Models for Changing Markets*”. U.S. Department of Agriculture, Agricultural Marketing Service, April 2017.

<https://www.ams.usda.gov/sites/default/files/media/CSANewModelsforChangingMarketsb.pdf>

Yang, Shang-Ho, and **Timothy Woods**, “*Consumer Meat Purchasing Survey: Observations of Millennial and Urban/Rural Residence Trends in Meat Purchasing in Kentucky, Tennessee, Ohio, Illinois, and Indiana*”, Agriculture Economics Extension Report 2016-12, May, 2016

www.uky.edu/ag/agecon/pubs/extConsumerMeatSur46.pdf

Selected Recent Symposia, Presented Papers, Posters, and Published Proceedings

I have authored or co-authored 25 posters and presentations delivered in professional meetings in the past 4 years.

PROFESSIONAL SERVICE

State and National Committee and Board Appointments

Kentucky Sustainable Ag Research and Education State Coordinator – Oversight for state-level support for USDA-SARE projects, 2021 to date.

Kentucky Center for Agriculture and Rural Development (formerly the Kentucky Center for Cooperative Development), ex officio member, Board of Directors, 2002 to date.

Kentucky Department of Agriculture, Kentucky Proud Advisory Council, At large member, 2018 to date

Kentucky Farm Bureau - UK representative to the board for KFB Certified Roadside Farm Market program launched in 1996. Service to date.

Kentucky Farm Bureau - UK representative to the board for KFB Emerging Ag Enterprises Advisory Committee, 2019. Service to date.

Food Distribution Research Society – At large board member 2011-12. Selected as president elect 2012-14. President, 2013-2015. Past President, 2016.

Southern Agricultural Economics Association – Selected as president elect 2020, president 2020-21, past president 2021-22

RECENT AWARDS

Outstanding Extension Program, Western Agricultural Economics Program, 2022, “*Local and Regional Food Systems Response to COVID-19*” (with Dawn Thilmany and Becca Jablonski)

Outstanding Program Award, Kentucky Association of State Extension Professionals, “*Marketing for All*” (with Brett Wolff, Alex Butler, Savannah Columbia, and Camille Dant)

Human Resources Innovation Award, National College and University Professional Association for Human Resources, 2019, with Jairus Rossi and UK Health and Wellness team, “*Community Supported Agriculture Voucher Project*”, May 2019.

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Outstanding Extension Program, Southern Agricultural Economics Association, 2019, “MarketReady”,
Birmingham, AL, February 2019.

Distinguished Professional Contribution Award, Poster, Southern Agricultural Economics Association, 2019,
with Brannon Hamm, Vijay Subramaniam, and Alex Butler, “*Analyzing Economic Feasibility of Extending the
Growing Season for Vegetable Production*”, Birmingham, AL, February 2019.

Distinguished Professional Contribution Award, Poster, Southern Agricultural Economics Association, 2018,
with Mahla Mehrjerdi, ‘*Local Food Purchasing Frequency by Locavores across Market Channels – Implications for
Local Food System Development*’. February, 2018

Frank Panyko Award for Distinguished Service, Food Distribution Research Society, 2017

**OSEKI International Sustainable Food Supply Chains Case Study Competition, 1st Place, Bari, Italy, University
of Kentucky Student Team, 2021-22.** team coach

**FDRS Food Marketing Case Study Challenge, 1st Place, Virtual competition, University of Kentucky Student
Team, 2021,** team coach

**FDRS Food Marketing Case Study Challenge, 4th Place, Virtual competition, University of Kentucky Student
Team, 2020,** team coach

**FDRS Food Marketing Case Study Challenge, 3rd Place, Washington, DC, University of Kentucky Student
Team, 2018,** team coach

**FDRS Food Marketing Case Study Challenge, 2nd Place, New Orleans, LA, University of Kentucky Student
Team, 2016,** team coach