

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.

- 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. Nearly 500 producers have completed the rigorous 1-day program in Kentucky. The program is delivered in partnership with the KY Dept of Ag, KCARD, FSIC, and buyers to provide on-going technical assistance in marketing. MarketReady was recognized at the 2012 National Value Added Conference with the Farm Credit Innovation Award and by the USDA Southern Risk Management Education Center as a Featured Program. The program 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. MarketReady was introduced by the SRMEC as one of their featured programs – one of two projects designated funding to do on-going economic impact analysis. Other extensions are being pursued with emphasis on institutional and farm-to-school markets, and the program continues to attract funding to expand from a variety of sources.

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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. The FSIC has opened its door to many new client and grant opportunities, including partnerships for marketing assistance on USDA Value-Added Producer Grants, Capacity Building Grants (KSU Sorghum and Pawpaw Products Project), KY Association of Food Banks, and the creation of a substantial database on local food consumer demand trends. A Food Entrepreneurs for Economic Development conference was organized in collaboration with the St. Louis Federal Reserve Bank in 2014 bringing together lenders, insurance firms, and business development agencies to share ideas to better support Kentucky food businesses.
- My work with specialty crops and local foods over the past few years has expanded significantly. We have been able to develop model local foods programs with various agency partners serving farm markets, CSAs, auctions, food consumer cooperatives, direct-to-retail (restaurant/grocery) and farm-to-school. Much of this initial work has been possible through the generous support of the **KY Horticulture Council** and the **Center for Crop Diversification**. Survey work on CSA business practices, farm market prices, winery marketing, and demand for various local food products has received national attention. The Center for Crop Diversification has become a true regional platform for delivering Extension specialty crops programs with the **creation of the SERA-45 project, "Crop diversification opportunities to enhance the viability of small farms"** approved by both Southern Experiment Station and Extension Directors. I was the initial Chair of this committee.
- The USDA Ag Marketing Service awarded a highly selective **cooperative agreement to conduct national studies on multi-farm CSAs**. Case studies of innovative CSAs were followed by a national survey to document trends with this rapidly changing and important business model associated with the local food movement. Results of this work have been presented to national agency and grower audiences.
- The CSA work with AMS opened an opportunity to pursue a project in Kentucky to explore the **health behavior impacts of CSAs** on individuals at-risk for selected health concerns combined with a voucher program. Funding for this project was just announced. This project collaborated with the UK Health and Wellness program, five CSAs, two hospitals, and partners in the SE Kentucky Promise Zone to implement this effort over the past two years. The success of this earlier project has translated into a much larger LFPP project with potential for additional funding toward a national program on employer-funded CSA vouchers.
- I have been appointed by the USDA SRMEC to lead a team charged with **identifying local foods research and extension priorities for the Southern U.S.** This team has published a series of position papers highlighting these priorities, emphasizing opportunities for regional collaborations among Land Grants on a variety of local food systems topics.
- I have continued to be active in national committees, including what I consider to be two very influential regional research committees – WERA-72 **Research on Agribusiness Competitiveness** and S-1050/S-1067 **Fruit and Vegetable Supply-Chain Management, Innovations, and Competitiveness**. I have represented the University of Kentucky to both of these committees and actively collaborate with research and extension colleagues within these committees. WERA-72 hosted a joint program with S-1050 in 2014, with S-1050 presenting a series of papers that were published in the Journal of Food Distribution Research in 2015.
- Finally, I have recently served as the **president for the Food Distribution Research Society** and continue on the Executive Committee. I have been active with this group for many years, including bringing teams to case competitions, publishing, and leaning on food industry leaders that have been mentors to me throughout my career. FDRS is a well-recognized academic and industry society that has collaborated on food supply chain issues since being founded in 1967. I have honored to have the opportunity to serve FDRS in this capacity.

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Resident Instruction

My primary instructional duties involve teaching the capstone **Agribusiness Management course – AEC 422**. This is a core course for our undergraduate students, integrating their marketing, management, finance, and economics training into an applied management setting. The vast majority of our undergraduates take the agribusiness option, including minoring in business. I also teach **AEC 317, Marketing Horticultural Products**, a 1-credit module.

- **Rural Development and International Food Business (AEC 300-007, AEC 396-720, ISP 599)** is a newly designed international experiential learning course offered in collaboration with the UK Study Abroad program. This course involved developing an extensive **5 credit international branding and marketing systems** orientation program featuring a two week study program of food businesses, markets, and marketing institutions in France and Switzerland.
- I have been the faculty advisor for the **Agribusiness Club**. The club has hosted speakers and conducted in-state and out-of-state agribusiness tours during the past two years. I work with the officer team to connect with alumni and speakers, raise funds, schedule trips, and recruit new membership. Although the Club experienced a hiatus while I was in France, it has enjoyed strong support with our growing enrollment in the department.
- I have taken teams each year to participate in the national Food Distribution Society Case Study competition. The most recent team competing in New Orleans won **second place in the national Food Marketing Challenge case study competition**. Three teams competed in Philadelphia, PA. Other recent sites included Salt Lake City in 2014, following competitions in Chicago and San Juan, Puerto Rico. The UK team won the national competition in 2008 and 2014 we have been striving to regain the top position ever since.
- The **Kentucky Center for Ag and Rural Development** has sponsored a **lucrative undergraduate internship** in the department for the past two years as part of our UK-KCARD partnership. The intern works directly with me and the KCARD staff on a variety of joint projects. This has provided a great learning opportunity for students interested in business development, coops and extension. I am in the process of recruiting the fourth intern. Kevin Heidemann, the first KCARD intern, now works for them full time after working for me as an Extension Associate for the MarketReady program.

INTERNATIONAL WORK

My agribusiness and horticulture industry development work has received international recognition. Many of the market development and agribusiness development needs are evident in other countries. There have been many opportunities to extend many of the programs developed in Kentucky to situations all over the world. These programs have helped develop new partnerships with the University of Kentucky and international universities, development agencies, and international scientists.

Most recently, I have been involved with programs for both Extension and Education in **France, Germany, and Switzerland**. I participated with Extension colleagues from Clemson University on a sustainable agriculture and rural development study tour in Summer 2013. This tour and contacts set the stage for the creation of the new Education Abroad course on Rural Development and International Food Business that included site visits in Spring and Summer 2014, repeated in 2016.

I have just completed a **sabbatical at CESAER (Centre d'Economie et Sociologie appliquees a l'Agriculture et aux Espaces Ruraux) with AgroSup Dijon** to explore joint agribusiness programs, food business extension linkage strategies, and applied joint research projects. The 6 months in Dijon have been spent interacting with faculty, business leaders, and agency leaders in the food sector while also exploring opportunities to expand teaching and research exchanges. My research and extension programs have been shared through lectures and seminars throughout this time.

RECENT GRANTS AND CONTRACTS FUNDED

Various projects on cooperatives, marketing, industry development, small farm entrepreneurship, horticulture and aquaculture marketing, marketing infrastructure, and food safety have been funded at substantial levels during the work at the University of Kentucky. About \$2.9 million in funding has been provided to 16 projects active during the recent evaluation period for which I was either a principal or co-principal investigator.

RECENT GRANTS AND CONTRACTS FUNDED

- **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, 2018-2020
- Mark Williams and **Timothy Woods**, “*CSA Coalitions – Travel to Madison, WI FairShare Coalition and Partner Farm Sites*”, SSARE Travel Award, 2018
- **Timothy Woods**, Alison Davis, and Mark Williams, “*Bluegrass Harvest: Expanding CSA Markets*”, 2016-2019, USDA-AMS-LFPP
- Alison Davis, **Timothy Woods**, Wuyang Hu, “*Growing Local Food Demand: Evaluating the Kentucky Restaurant Rewards Program*”, 2016-2018, USDA-AMS-FSMIP
- **Timothy Woods**, “*Legitimacy in Local Foods: KY Food Consumer Survey*”, UK Research Activity Award, 2016
- Newman, Melissa, **Timothy Woods** (Co-PI), Gregg Rentfrow, Paul Vijayakumar, “*Southern Training, Education, Extension, Outreach, and Technical Assistance Center to Enhance Produce, Safety*”, USDA-NIFA, 2015-2018, \$1,197,751 subcontract to UK from University of Florida
- Jacobsen, Krista, Erin Haramoto, Timothy Phillips, **Timothy Woods** (Co-PI), Annette Wszelaki, Suzanne O’Connell, “*Covers Crops Under Cover: Evaluating Costs, Benefits, and Ecosystem Services of Cover Crops in Year-Round High Tunnel Production Systems*”, 2016-2018, USDA-SSARE
- Gleason, Mark, Ajay Nair, Donald Lewis, Mark Hanna, Kurt Rosentrater, Laura Jesse, Hayley Nelson, Mark Williams, Ric Bessin, **Timothy Woods** (Co-PI),” *Reinventing sustainable protection systems for cucurbit production*”, USDA-NIFA Organic Transitions Program, 2015-2017
- **Woods, Timothy (PI)** , James Allen, Marissa Aull, Alison Davis, “*Going to the Farm-acy: The Effect of CSA-Backed Produce Prescriptions on Eating Behaviors and Health Outcomes in Rural Kentucky*”, USDA Farm Market Promotion Program, 2014-2016
- **Woods, Timothy (PI)**, “*MarketReady Training for Specialty Crop Growers*”, USDA Specialty Crop Block Grant, 2014-2016
- **Woods, Timothy (PI)**, Alison Davis, and Erica Flores, “*Rural Development and International Food Business*”, University of Kentucky International Center Grant for Education Abroad program development, 2013-14
- **Timothy Woods** (Co-PI) and Bob Houtz, “*Center for Crop Diversification*”, KY Ag Development Board, 2013-14
- **Woods, Timothy (PI)**, “*National Study of Community Supported Agriculture (CSA) Operations: Emerging Marketing and Business Strategies and Implications for Business Resilience and Profitability*”, USDA-AMS, 2012-2014

RECENT PUBLICATIONS

Journal Articles

- 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.ashspublishings.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/

Other Refereed and Numbered Publications

Ernst, Matthew, **Timothy Woods**, John Strang, Shawn Wright, "2017 Kentucky Blackberry Cost and Return Estimates for Erect, Thornless Erect, and Thornless Semi-Erect Blackberries", ID-149, University of Kentucky College of Agriculture, Food and the Environment CES Publication, September, 2017.
<http://www2.ca.uky.edu/agcomm/pubs/ID/ID149/ID149.pdf>

Wolff, B., M. Béchu, **T. Woods** & A. Butler (2017) *Three-Year Average Prices & Quantities at Kentucky Produce Auctions: 2014-2016*. CCD-FS-6. Lexington, KY: Center for Crop Diversification.
www.uky.edu/ccd/pricereports/KYPA3yavg

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>

Wolff, Brett, Martin Bechu, **Tim Woods**, and Alex Butler, "KY Farmers Market 3-Year Average Weekly Prices", University of Kentucky CCD Fact Sheet CCD-FS-3, April 2017.
http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/KYFM3yavg_Wolff_Bechu_Woods_Butler.pdf

Woods, Tim, Matt Ernst, and Patsy Wilson, "2016 Kentucky Grape Costs and Returns: Budget Summaries and Assumptions", Center for Crop Diversification, University of Kentucky, CCD-BG-6, July 2016.
<http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/grapecostreturns2016.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.

Rossi, Jairus, Heather Hyden, **Timothy Woods**, Alison Davis, Lilian Brislen, and James Allen IV, "Fayette County Local Food Demand Assessment," Staff Paper No. 493, Department of Agricultural Economics, University of Kentucky, December 2015. http://cedik.ca.uky.edu/files/final_fayette_co_lfd_exec_summary.pdf;
http://cedik.ca.uky.edu/files/full_report_-_fayette_co_local_food_demand.pdf

Lamie, David, Matt Ernst, **Tim Woods**, Gary Bullen, and Blake Lansford, "Choosing Wholesale Markets for Local Food Products", eXtension series on wholesaling, September, 2015.
<http://articles.extension.org/pages/71021/choosing-wholesale-markets-for-local-food-products>

Brislen, Lilian, **Timothy Woods**, Lee Meyer, and Nathan Routt, "Grasshoppers Distribution: Lessons Learned and Lasting Legacy", University of Kentucky Experiment Station Special Report Series, SR-108, 26 p.
<http://www2.ca.uky.edu/agc/pubs/SR/SR108/SR108.pdf>, January, 2015.

Miranda Combs, Matt Ernst, and **Tim Woods**, "Center for Crop Diversification Feedback Survey", AEC Extension Publication AEC-2014-16, <http://www.uky.edu/Ag/NewCrops/CCDsury.pdf>, September, 2014.

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Recent Symposia, Presented Papers, Posters, and Published Proceedings

Woods, Tim, Jairus Rossi, and Jody Ensman, “*CSA Produce Subscription Vouchers: Evaluating Employee Impacts on Diet-Related Pharmacy and Medical Expenditures*”, 11th Annual Kentucky Health and Wellness Conference, Lexington, KY, March 2019.

Butler, Alex, **Tim Woods**, Mike Reed, and Brad Bergefurd, “*A Produce Price Analysis of Regional Ohio Valley Produce Auctions*”, paper presented at the 22nd International Farm Management Association Congress, Launceston, Australia, March 2019.

Hamm, Brannon, Vijay Subramaniam, Alex Butler and **Tim Woods**, “*Analyzing Economic Feasibility of Extending the Growing Season for Vegetable Production*”, poster presented at the Southern Agricultural Economics Association Annual Meeting, Birmingham, AL, February 2019.

Zare Mehrjerdi, Mahla, **Tim Woods**, Alison Davis, and Wuyang Hu, “*Consumers’ Willingness to Pay for Local Food in Alternative Restaurant Formats: An Application of the Latent Class Approach*”, selected paper presented at the Southern Agricultural Economics Association Annual Meeting, Birmingham, AL, February 2019.

Zare, Mahla, Jairus Rossi, Alison Davis, and **Timothy Woods**, “*Local Food System Vitality – Looking at Components across Consumer Age Groups*”, Selected poster prepared for Agricultural and Applied Economics Association meeting, Washington, DC, June 2018. <https://ageconsearch.umn.edu/record/274062>

Zare, Mahla, and **Tim Woods**, “*Local food purchasing frequency by locavores across market channels - implications for local food system development*”, poster presented at the Southern Agricultural Economics Association Annual Meeting, Jacksonville, FL, February 2-6, 2018.

Butler, Alex, **Tim Woods**, Martin Bechu, and Mike Reed “*Structural Changes in Demand During Early and Peak Season in Kentucky Produce Auctions*”, selected paper presented the Southern Agricultural Economics Association Annual Meeting, Jacksonville, FL, February 2-6, 2018. <https://ageconsearch.umn.edu/record/266716>

Butler, Alex, Tyler Mark, Todd Davis, and **Timothy Woods**, “*Argentina... A Quest for its Return to International Prominence in Beef Production and Exports*”, poster presented at the Southern Agricultural Economics Association Annual Meeting, Jacksonville, FL, February 2-6, 2018.

Woods, Timothy, Jairus Rossi, and Alison Davis, “*Local Food Vitality Index: Utilizing Resident Consumer Views of Food System Performance to Create a Development Road Map*”, plenary session for Food Distribution Research Society, Honolulu, HI, October, 2017.

Nordesty, Wilson, Shang-Ho Yang, and **Timothy A. Woods**, “*Facing Market and Production Issues: Can Fair Trade Be the Solution for Coffee Sector in Haiti?*”, Presented paper, Food Distribution Research Society, Honolulu, HI, October, 2017.

Bergefurd, Brad, **Tim Woods**, Martin Bechu, Alex Butler, and Brett Wolff, “*Local versus Regional Engagement in Ohio Valley Produce Auctions: A Price Analysis*”, Presented paper, Food Distribution Research Society, Honolulu, HI, October, 2017.

Woods, Timothy and Jaime Davis, “*Is That Farmers Market Right for You?*”, Selected presentation at the Southern Sustainable Ag Workers Conference, Lexington, KY January 2017.

Woods, Timothy, Jairus Rossi and Alison Davis, “*Local Food Vitality Index: Measuring Consumer Attitudes of Food System Attributes*”, Selected presentation at the Food Distribution Research Society, New Orleans, LA, October, 2016.

Woods, Timothy, “*How Can Agricultural Economists Contribute to Defining Local and Understanding the Changing Market Environment?*” Selected presentation at the Southern Extension Outlook Conference. <http://blog.caes.uga.edu/southernoutlook/files/2016/10/2016-woods-local-foods.pdf>. September, 2016

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- Zare, Samane, Yuqing Zheng, **Timothy Woods**, and Steven Buck, “*Examining the Effect of Food Recalls on Demand: The Case of Ground Beef in the U.S.*”, Selected poster prepared for Agricultural and Applied Economics Association meeting, Boston, MA, August, 2016.
- Tropp, Debra and **Timothy Woods**, “*Emerging CSA Business Models and What They Say About Consumer Preference*”, Selected symposium prepared for Agricultural and Applied Economics Association meeting, Boston, MA, August, 2016.
- Ilunga, Yves, **Timothy Woods**, Marvin Batte, and Samane Zarebanadkoki, “*Home Cooking and Willingness to Pay: Local Blueberry Pancake, Muffin, and Banana Bread Mixes in a Take-and-Bake Experiment*”, Selected paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, San Antonio, TX, February 6-9, 2016.
- Asgari, Ali, **Timothy A. Woods**, and Sayed H. Saghaian, “*Prices of Domestic and Imported Riesling Wine in the U.S. Market: A Hedonic Price Approach*”, Selected Paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, San Antonio, TX, February 6-9, 2016.
- Alia, Didier, Ani Katchova, and **Timothy A. Woods**, “*Assessing the Performance of Food Co-ops in the U.S.*”, Selected Paper prepared for presentation at the Southern Agricultural Economics Association Annual Meeting, San Antonio, TX, February 6-9, 2016. <http://EconPapers.repec.org/RePEc:ags:saea16:230140>
- Zare, Samane and **Timothy Woods**, “*The Merchandising Reach of the Kentucky Proud Brand – Awareness and Purchase Linkages*”, selected paper presented at the Food Distribution Research Society meeting, Philadelphia, PA, October, 2015.
- Yang, Shang-Ho, Diogo Souza Montiero, Mei-Yen Chan, and **Timothy Woods**, “*Preference for Meat Labeling in Taiwanese Wet Markets: What do Consumers Want?*”, selected paper presented at the Food Distribution Research Society meeting, Philadelphia, PA, October, 2015.
- Velandia, Margarita, **Tim Woods**, Eric Bendfelt, Joanna Lelekacs, Rodney Holcomb, Marco Palma, David Lamie, Rebecca Dunning, Lee Meyer, HL Goodwin, Ron Rainey, Alba Collart, and Deacue Fields, “*Opportunities for Local Food Systems Research and Extension on the South – A Land Grant University System Initiative*”, selected paper presented at the Food Distribution Research Society meeting, Philadelphia, PA, October, 2015.
- Curtis, Kynda, Whitney McCarthy, Ruby Ward, **Timothy Woods**, and Lydia Zepeda, “*Emerging Trends in Local Food Marketing: Future Research and Outreach Perspectives*”, Symposia for Agricultural and Applied Economics Association meeting, San Francisco, CA, July, 2015.
- Woods, Timothy**, and Debra Tropp, “*Adapting Community Supported Agriculture to Modern Markets – Where is it Working?*”, Selected poster for Agricultural and Applied Economics Association meeting, San Francisco, CA, <http://purl.umn.edu/205885>, July, 2015.
- Woods, Timothy**, Jairus Rossi, James Allen, and Graham Soley, “*Comparative Wellness Metrics – CSA Shareholders versus Everybody Else*”, Selected paper presented at the WERA-72 Regional Research for Agribusiness annual meeting, Las Vegas, NV, June, 2015.
- Zare, Samane, **Timothy Woods**, Wuyang Hu, and Marv Batte, “*What are Students’ Preferences for Local Blueberry Foods in School Meals?*”, Selected poster presented at Southern Sustainable Agriculture Working Group Conference, Mobile, AL, www.uky.edu/ag/agecon/pubs/erssawg-poster33.pdf, January, 2015.
- Soley, Graham, **Tim Woods**, Shang-Ho Yang and Wuyang Hu, “*Looking at Meat Label Purchases with a Consumer Behavior Motivation Index*”, selected paper for presentation at the Food Distribution Research Society Meeting, Salt Lake City, UT, November, 2014.

Electronic Media

1. **Web-based marketing, farm market & auction prices, and enterprise budget materials have been maintained for the Center for Crop Diversification (Formerly New Crop Opportunity Center):**

www.uky.edu/CCD

Recent Crop Profile Fact Sheets – 2 page quick market facts, regional and national trends on selected horticultural products sold in Kentucky. A total of **178 crop profiles reports** have been developed for various enterprises, including fruits, nuts, vegetables, sod, nursery, greenhouse, ornamental, organic crops, herbs, agroforestry, and specialty grains.

Price Reports – Kentucky **farmers' market reports** and **produce auction reports** have been maintained and archived on the site with collaboration from market managers and auction managers. Additional price reports on prices paid for wine grapes by wineries are also published on this site. This reporting has been expanded through partnerships with USDA-AMS (auctions) and in collaboration with the University of Tennessee, University of Illinois Extension, Purdue University Extension, and WVU Extension/WV Dept of Ag programs (farm markets).

Enterprise Budgets (each authored by Matt Ernst and Timothy Woods) – Extensive enterprise budgets for many horticultural crops have been developed and regularly updated to reflect current input costs and market prices.

2. **Web-based resources have been developed for MarketReady – both for prospective participants, alumni, and trainers:**

www.uky.edu/MarketReady

The newly revised site contains the MarketReady Blog and video links to buyers that have helped develop the program. Training materials on best practices selling to restaurants, grocery, and wholesale are all provided with password access.

3. **Food Systems Innovation Center**

www.uky.edu/FSIC

This Center was launched in 2009 through a grant from the KY Ag Development Board to provide technical and marketing assistance to food-based businesses, particularly emphasizing entrepreneurial ventures in Kentucky. Product development and education have been provided to individuals and groups through a collaboration primarily between Animal and Food Science and Ag Economics faculty. The Center provides fee-based services as well as technical support on grant projects in addition to training and education.

PROFESSIONAL SERVICE

State and National Committee and Board Appointments

Kentucky Center for Agriculture and Rural Development (formerly the Kentucky Center for Cooperative Development), ex officio member, Board of Directors, 2002-2016.

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.

Kentucky State University Aquaculture Advisory Board - UK and ag economist representative to the Board charged with establishing the direction and development of this KSU program area of distinction; includes faculty search and graduate program development, 2000-16.

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

Recent Professional Affiliations

American Ag Economics Assoc, AAEA Extension Section, AAEA Agribusiness Economics and Management Section, Southern Ag Economics Association, American Economic Assoc, Intl Agribusiness Management Association, Association of Christian Economists, Food Distribution Research Society, Association of Kentucky Extension Specialists

RECENT AWARDS

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.

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

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

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