

## DAVID SCOTT CONNER

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### EDUCATION:

**Doctor of Philosophy, Agricultural Economics, Cornell University, 2002** Department of Applied Economics and Management.

Emphasized Food Marketing, Policy Analysis, Consumer Economics and Farm Management. Dissertation Title: *The Organic Label and Sustainable Agriculture: Consumer Preferences and Values*.

Coursework emphases: Microeconomic Theory (culminating in successful completion of Cornell University's Department of Economics' Microeconomics Qualifying Examination); Econometrics; Sustainable Agriculture and Community Development; Experimental Economics; Agricultural Markets.

**Master of Extension Education, University of Vermont, 1997.** Department of Community Development and Applied Economics.

GPA: 3.97.

Thesis title: *Using Labels to Make Ethical Purchasing Decisions: the Case of rBST Labels in Vermont*.

**Bachelor of Science, Pennsylvania State University, 1987.**

Major: Life Sciences; Minor: Philosophy.

GPA: 3.54.

### ACADEMIC EXPERIENCE:

Assistant Professor, Department of Community Development and Applied Economics and Management, University of Vermont, 2010-present. Teaches and conducts research in community entrepreneurship and food systems.

Assistant Professor (fixed term), C. S. Mott Group for Sustainable Food Systems, Department of Community, Agriculture, Recreation and Resource Studies, *Michigan State University, 2009-2010*. Conducted research on economic opportunities and outcomes of sustainable agriculture and food systems, including cost of production, marketing and supply chain analyses

Research Specialist, C. S. Mott Group for Sustainable Food Systems, *Michigan State University, 2004-2009*. Conducted research on economic opportunities and outcomes of sustainable agriculture and food systems.

Consultant, *Rodale Institute, Farm, Select Program*, 2005.

Assisted in gathering, creating and vetting enterprise budgets for selected organic and conventional crops.

Research Specialist, Emerging Markets Program, Northeast Organic Network (NEON), Department of Applied Economics and Management, *Cornell University*, 2002-2004.

- Created enterprise budgets for 12 selected organic crops in the Northeast, including instrument design, and data collection and analysis.
- Designed instrument for whole farm business analysis of organic farms.
- Conducted situational analysis of the organic market.
- Conducted research on organic market channels, emphasizing Community Supported Agriculture, including price comparisons and member satisfaction surveys.
- Evaluated marketing strategies of exemplary organic farmers.
- Measured consumer's attitudes about labels such as organic and Fair Trade

Research Fellow, Department of Applied Economics and Management, *Cornell University*, 2000-2002.

Utilized survey and experimental methods of measuring willingness to pay for food characteristics.

Research Assistant, Department of Agricultural, Resource and Managerial Economics, *Cornell University*, 1999-2000.

Conducted research on organic agriculture, labeling and information, and community development.

Graduate Research Assistant, Center for Rural Studies, *University of Vermont*, 1995-1997.

Conducted research in rural community development, including survey design, data analysis, grant writing, publication of results. Evaluated Northeast SARE Professional Development training.

Teaching Assistant, Department of Agricultural, Resource and Managerial Economics, *Cornell University*. 1998-1999.

Taught sections in International Trade and Finance, and Futures and Options Trading.

Sustainable Agricultural Technical Trainer, CHP International, *Thies, Senegal*, 1995 and 1998.

Designed and conducted the technical component of the 12 week Pre-Service Training for 20 Peace Corps Agriculture Trainees.

Taught soil conservation, seed selection and propagation, gardening, agro-forestry, and integrated pest management.

Earned highest overall evaluation grade for each contract period.

Instructor, CDAE 085, *University of Vermont*, 1995-1997.

Assisted in design and taught class on computer applications for undergraduates, including Internet applications; word processing; spreadsheets, graphs and tables integrated into word processing documents; web page design.

### **PROFESSIONAL EXPERIENCE:**

Marketing Manager, New Morning Farm, *Hustontown, PA*, 1997.

Coordinated all retail and wholesale activities on a 100 acre organic farm, including: harvest coordination, inventory, packing, processing, tracking revenues, ordering baked goods and other products for retail market, serving as liaison to grower's cooperative of which farm is a member.

Sustainable Agriculture Extension Agent, Zone Coordinator, Peace Corps Sustainable Agriculture Program, *Senegal, West Africa*, 1992-1994.

Designed and implemented 4-part soil conservation program that served as pilot program of national project plan.

Taught the following skills to local farmers: gardening, agro-forestry techniques, seed selection and saving.

Conducted informal sessions in health and hygiene, nutrition, math, French and English.

Coordinated and reported work of 12 agriculture and natural resource volunteers to Peace Corps program directors and local government agents.

Crew Leader, Tait Farm, *Boalsburg, PA*, 1990-1992, 1994.

Led 5-15 person crews, performing tasks such as: planting, pruning and harvesting apples, raspberries, asparagus and Christmas trees.

### **PEER REVIEWED JOURNAL PUBLICATIONS:**

Thilmany, D., Conner, D., Curtis, K., Liang, K., Mulik, K., O'Hara, J., Sullins, M., & Woods, T. (2013). Researching market and supply-chain opportunities for local foods systems: Setting priorities and identifying linkages. *Journal of Agriculture, Food Systems, and Community Development*. Advance online publication.

<http://dx.doi.org/10.5304/jafscd.2013.034.018>

Conner, D., Estrin, H. and Becot, F. (Accepted for publication July 2, 2013). High School Harvest: Combining Food Service Training and Institutional Procurement. *Journal of Extension*.

Buckley, J., Conner, D., Matts, C. and Hamm, M. (Accepted for publication May 6 2013). Social relationships and farm-to-institution initiatives: complexity and scale in local food systems. *Journal of Hunger and Environmental Nutrition*

Conner, D., Becot, F., Kahler, E., Sawyer, S. Hoffer, D., and Berlin, L. (2013). Measuring Current Consumption of Locally Grown Foods in Vermont: Methods for Baselines and Targets. *Journal of Agriculture, Food Systems and Community Development* 3 (3), 83-94

Becot, F., Nickerson, V., Conner, D. & Kolodinsky, J. (2012). Costs of Food Safety Certification on Fresh Produce Farms in Vermont. *HortTechnology*, 22(5). 705-714.

Roche, E., Buckwalter, E. Conner, D., Kolodinsky, J., Berlin, L. and Powers, A. (2012). Social Cognitive Theory as a framework for considering farm to school programming. *Childhood Obesity* 8(4) 322-328.

Getter, K., Behe, B. Howard, P. and Conner, D. (Accepted for publication March 5, 2012). Pasture-raised milk: the market for a differentiated product. *Journal of Food Products Marketing*.

Stanley, L., Colasanti, K. and Conner, D. (2012). A "Real Chicken" Revolution: How Two Large Districts are Shifting the School Poultry Paradigm with Scratch Cooking. *Childhood Obesity* 8(4), 384-387.

Conner, D., King, B., Kolodinsky, J., Roche, E., Koliba, C. and Trubek, A. (2012). You can know your school and feed it too: Vermont farmers' motivations and distribution practices in direct sales to school food services. *Agriculture and Human Values*. 29 (3) 321-332.

Conner, D., Izumi, B., Liquori, T. and Hamm, M. (2012). Sustainable School Food Procurement in Large K-12 Districts: Prospects for Value Chain Partnerships. *Agricultural and Resource Economics Review* 41 (1)100–113.

Waldman, K., Conner, D., Montri, A., Biernbaum, J. and Hamm, M. (2012). Determinants of hoophouse profitability: A case study of 12 novice Michigan farmers. *HortTechnology* 22 (2) 215-223.

Conner, D., Nowak, A., Berkenkamp, J., Feenstra, G., Van Soelen Kim, J. Liquori, T. and Hamm, M. (2011). Value chains and sustainable procurement in large school districts: Scholar and practitioner efforts to foster partnerships. *Journal of Agriculture, Food Systems and Community Development* 1 (4).  
[http://www.agdevjournal.com/attachments/article/172/JAFSCD\\_Value\\_Chains\\_and\\_Large\\_School\\_Districts\\_June-2011.pdf](http://www.agdevjournal.com/attachments/article/172/JAFSCD_Value_Chains_and_Large_School_Districts_June-2011.pdf)

Conner, D. King, B., Koliba, C., Kolodinsky, J. and Trubek, A. (2011) Mapping Farm to School Networks Implications for Research and Practice. *Journal of Hunger and Environmental Nutrition*, 6 (2) 133-152.

Haan, M., Conner, D. and Taylor, P. (2011). Pasture-based Dairying in Michigan: Farmer Practices and Needs. *Journal of Extension* 49 (3). <http://www.joe.org/joe/2011june/rb3.php>

Conner, D., Montri, A., Waldman, K., Biernbaum, J. and Hamm, M. (2011). Hoophouse Contributions to Farm Profitability and Food System Sustainability: Lessons from Michigan. *Journal of Extension* 49 (1). <http://www.joe.org/joe/2011february/tt9.php>

Conner, D., Abate, G., Liquori, T., Hamm, M. and Peterson H. (2010). Prospects for More Healthful, Local and Sustainably-Produced Food in School Meals. *Journal of Hunger and Environmental Nutrition*, 5 (4) 416-433.

Conner, D., Waldman, K., Montri, A., Hamm, M. and Biernbaum, J. (2010). Hoophouse Contributions to Economic Viability: Nine Michigan Case Studies. *HortTechnology* 20 (5): 877-88.

Colasanti, K., Conner, D. S., & Smalley, S. B. (2010). Understanding Barriers to Farmers' Market Patronage in Michigan: Perspectives from Marginalized Populations. *Journal of Hunger and Environmental Nutrition*, 5(3), 316-338.

Conner, D., Smalley, S., Colasanti, K. and Ross, R. (2010). Increasing Farmers' Markets Patronage: A Michigan Survey. *Journal of Food Distribution Research* 41 (2) 26-35.

Conner, D. Colasanti, K., Smalley, S. and Ross, R. (2009). Locally Grown Foods and Farmers Markets: Consumer Attitudes and Behaviors. *Sustainability*, 2, 742-756

Conner, D., Montri, A., Montri, D. and Hamm, M. (2009). Consumer demand for local produce at extended season farmers' markets: guiding farmer marketing strategies. *Renewable Agriculture and Food Systems*, 24(4); 251-259.

Martinez, L., Bingen, J., Conner, D. (2009). Handlers Perspectives on Sourcing Organic Produce From the Great Lakes Region. *Choices, the magazine of food, farm and resource issues*, 24 (3).

Conner, D. and Rangarajan, A. (2009). Production Costs of Organic Vegetable Farms: Two Case Studies from Pennsylvania. *HortTechnology*, 19 (1) 193-196.

Conner, D. and Oppenheim, D. (2008) Demand for Pasture-Raised Livestock Products: Results from Michigan Retail Surveys. *Journal of Agribusiness*, 26 (1) 1-20.

Conner, D. Knudson, W. Hamm, M. and Peterson, C. (2008). The Food System as an Economic Driver: Strategies and Applications for Michigan. *Journal of Hunger and Environmental Nutrition* 3 (4) 371-383.

Conner, D., Cocciarelli, S., Mutch, B. and Hamm, M. (2008). Community-Based Food Systems in Michigan: Cultivating Diverse Collaborations from the Ground Up. *Journal of Extension* 46 (4). <http://www.joe.org/joe/2008august/iw1.shtml>

Conner, D. Campbell-Arvai, V. and Hamm, M. (2008). Consumer preferences for pasture-raised livestock products: results from Michigan. *Journal of Food Distribution Research* 39 (2)12-25.

Wright, W., Score, M, and Conner, D. (2008). Food System Makers: Motivational Frames for Renewing Food and Agriculture Through Multi-Stakeholder Collaboration. *Journal of the Community Development Society*, 38 (3):39-59.

Worosz, M., Harris, C. Knight, A. and Conner, D. (2008). Regulatory Barriers to Sustainability in the Specialty Red Meat Sector. *Southern Rural Sociology* 23 (1) 170-207.

Conner, D. Campbell-Arvai, V. and Hamm, M. (2008) Value in the Values: Opportunities for Pasture-raised Livestock Products in Michigan. *Renewable Agriculture and Food Systems* 23(1) 62-29

Conner, D. and Levine, R. (2006). Circles of Association: The Connections of Community-Based Food Systems. *Journal of Hunger and Environmental Nutrition* 3 (1) 5-25.

Conner, D. (2004). Expressing Values in Agricultural Markets: an Economic Policy Perspective. *Agriculture and Human Values*, 21(1), 27-35.

Conner, D. (2003). Pesticide and Genetic Drift: Alternative Property Rights Scenarios. *Choices: the magazine of food, farm and resource issues*. First Quarter 2003.

Conner, D. (2002). Consumer Preferences for Organic Standards: Does the Final Rule Reflect Them? *Journal of Sustainable Agriculture*, 23 (3) 125-143.

Kolodinsky, J. Wang, Q. and Conner, D. (1998) rBST labeling and notification: lessons from Vermont. *Choices: the magazine of food, farm and resource issues*, 13 (3): 38-40.

Conner, D. and Kolodinsky, J. (1997) Can you teach an old dog new tricks? An evaluation of extension training in sustainable agriculture. *Journal of Sustainable Agriculture*, 10 (4): 5-20.

Kolodinsky, J. and Conner, D. (1997). Problems, Complaint Action, and Resolution of Problems in a Managed Care Health Benefits Plan: Implications for Consumer Education. *Journal of Consumer Education*, 15: 49-56.

Kolodinsky, J., Conner, D. and Wang, Q. (1997). Who Gets It Right? Consumer Experience with Mandatory Labeling of Dairy Products in Vermont." *Consumer Interests Annual* 43: 96-101.

#### **NON-PEER REVIEWED PUBLICATIONS:**

Conner, D. (2013). Institutional Food Service. Encyclopedia of Agricultural and Food Ethics (P.

Thompson, Editor)

Conner, D., Kahler, E., Berlin, L. and Hoffer, D. (2011). *Economic Opportunity in Local Food Systems: Baselines and Targets*. Opportunities for Agriculture Working Paper Series. Volume 2 Number 1. Food System Research Collaborative at the University of Vermont Center for Rural Studies.

<http://www.uvm.edu/foodsystems/documents/workingpapers/vol2/01WorkingPaperConner.pdf>

Waldman, K., Conner, D., Montri, A. Hamm, M. and Biernbaum, J. (2010). *Hoophouse Farming Startup: Economics, Efforts and Experiences of Twelve Novice Farmers*. Michigan State University Extension Bulletin 3138, December 2010.

<http://www.hoophouse.msu.edu/assets/custom/files/Hoophouse%20Farming%20Startup.pdf>

Conner, D. (2010). *Model Business Plan for Season Extension with Hoophouses*. Michigan State University Extension Bulletin 3112, June 2010.

<http://www.mottgroup.msu.edu/uploads/files/59/HoopHouseBulletin.pdf>

Abate, G., Conner, D., Brayley, D., & Modzelewski, M. (2009a). *Learnings from the Lab: Sourcing Local Produce in Saint Paul, Minnesota*. School Food FOCUS. Retrieved from

<http://www.schoolfoodfocus.org/site/wp-content/uploads/2010/02/Learnings-from-the-Lab-Produce-with-RFP.pdf>

Abate, G., Conner, D., Brayley, D., & Modzelewski, M. (2009b). *Learnings from the Lab: Improving Milk in Saint Paul, Minnesota*. School Food FOCUS. Retrieved from

<http://www.schoolfoodfocus.org/site/wp-content/uploads/2010/02/Learnings-from-the-Lab-Milk-with-survey-results-and-memo.pdf>

Conner, D. and Campbell-Arvai, V. (2009). Consumer demand for pasture-raised dairy products: Results from Michigan. *Journal of Soil and Water Conservation* 64 (6)

Abatekassa, G., Conner, D. and Matts, C. (2008). Farm-to-MSU Efforts: Research to Guide Closer Ties with Michigan Agriculture. C.S. Mott Group for Sustainable Food Systems, Michigan State University.

<http://www.mottgroup.msu.edu/Portals/0/downloads/FarmToMSU%20fianl%20report-rev.pdf>

Conner, D. (2008) Eight MSU professors begin new sustainable agriculture research projects. *New Ag Network* Vol. 4, No. 10: September 10, 2008.

Conner, D. and Montri, A. (2008). Hoop houses for season extension: Are they right for you? *New Ag Network* Vol. 5, No. 8: August 13, 2008. <http://www.ipm.msu.edu/new-ag/issues08/8-12.htm#1>

Conner, D. (2007). The Prospects for Pasture-based Agriculture in Michigan: Overview of Findings. C.S. Mott Group Handout.  
<http://www.mottgroup.msu.edu/Portals/0/PastureBasedAgOverview.pdf>

Conner, D. and Montri, A. (2007).Farmer Tips on Hoop House Use. C.S. Mott Group Handout.  
<http://www.mottgroup.msu.edu/Portals/mottgroup/downloads/FarmerTips%20handout.pdf>

Conner, D. (2007). *Evaluation of the Saginaw County Family Gardening Project. Report of Findings from Project Director Interviews.* C. S. Mott Group Report.  
<http://www.mottgroup.msu.edu/Portals/mottgroup/downloads/ReportForWebsite-WIN%20Family%20Garden.pdf>

Conner, D., Heller, M., Cocciarelli, S. and Hamm, M. (2007). *Enhancing the Future of Michigan Dairy Farms: An Aid to Rural Revitalization.* C.S. Mott Group White Paper.  
<http://www.mottgroup.msu.edu/Portals/mottgroup/Opportunities%20in%20Grazing%20Dairy%20Farms.pdf>

Conner, D. and Hamm, M. (2007). The Economics of Pasture Raised Animal Products: Food, Markets and Community. A white paper of the C.S. Mott Group for Sustainable Food Systems at Michigan State University.  
<http://www.mottgroup.msu.edu/Portals/0/EconPastureRaisedAg.pdf>

Cantrell, P., Conner, D., Ericckek, G. and Hamm, M.W. (2006). Eat Fresh and Grow Jobs, Michigan. <http://www.mottgroup.msu.edu/portals/1/downloads/EatFresh.pdf>.

Conner, D. (2006). The Economic of Organic Vegetable Production. New Ag Network On-line Newsletter Vol. 3 Number 1, April 12, 2006. <http://www.new-ag.msu.edu/#2>

Conner, D. and Mabaya, E. (2006). *Consumer Preferences for Organic and Fair Trade Chocolate: Implications for Sustainable Agriculture in the Developing World.* Staff Paper SP 2006-02, Department of Applied Economics and Management, Cornell University, Ithaca NY 14853-7801.

Conner, D., Smalley, S., Hamm, M. and Williams, D. (2005). *Pasture-based Agriculture: Opportunities for Pubic Research Institutions.* Summary of findings from Animals in the Food System conference. C.S. Mott Group Occasional White Paper

Conner, D. (2005). Marketing Pasture-raised Animal Products: Opportunities and Obstacles. *Michigan Hay and Grazier, Fall 2005.* Michigan Forage Council.

Conner, D. (2005). The Science and Business of Pasture-Based Farming. *Small Farm Quarterly*, January 10, 2005, p.9.



Conner, D. (2004). Shortcuts to Measuring Crop Profitability: Are They Misleading? *Smart Marketing*, May, 2004.

Conner, D., Ford, M., Fowler-Decatur, E., Mabaya, E. and Robinson, K. (2003). *Ithaca Fine Chocolates*. Case Study, Emerging Markets Program, Department of Applied Economics and Management, Cornell University, Ithaca NY 14853-7801

Conner, D. (2003). *Community Supported Agriculture Pricing and Promotion Strategies: Lessons from Two Ithaca NY Area Farms*. Extension Bulletin, Department of Applied Economics and Management, Cornell University, Ithaca NY 14853-7801 (EB 2003-7).

Conner, D. (2003). Marketing Strategies of Exemplary Organic Farmers. *Smart Marketing*, June 2003.

Conner, D. (2002). *Prospects for the Market for Locally Grown Organic Food in the Northeast US*. Research Bulletin, Department of Applied Economics and Management, Cornell University, Ithaca NY 14853-7801 (RB 2002-12).

Conner, D. 2002. Does the Organic Label Really Mean What Consumers Want It To Mean? *Smart Marketing*, September 2002.

#### **PUBLICATIONS IN CONFERENCE PROCEEDINGS:**

Sevoian, N. and Conner, D. (2012) "Providing the Local Story of Produce to Consumers at Institutions in Vermont: Implications for Supply Chain Members." *Journal of Food Distribution Research* 43 (1) 75-80

Conner, D., Montri, A. and Hamm, M. (2009). Demand for Local Produce from Passive Solar Greenhouses: Contributions to Sustainable Food Systems. *Journal of Food Distribution Research* 25 (1) 47-52

Martinez, L., Conner, D., Bingen, J. and Reardon, E. (2009). Great Lakes Organic Produce in Wholesale and Retail Grocery Outlets: Opportunities and Challenges from Michigan. *Journal of Food Distribution Research* 25 (1) 118-122.

Conner, D. (2004). Beyond Organic: Information Provision for Sustainable Agriculture in a Changing Market. *Journal of Food Distribution Research* 35 (1) 34-39.

Conner, D. and Christy, R. (2004). The Organic Label: How to Reconcile its Meaning with Consumer Preferences. *Journal of Food Distribution Research* 35 (1) 40-43.

Conner, D. (2003). The Organic Label: Does The USDA Definition Conform To Consumer Preferences? In Lockeretz, W., Editor, *Ecolabels and the Greening of the Food Market, Proceedings of a Conference, Boston MA, November 7-9, 2002*. Tufts University, Boston, MA, 35-40.

Conner, D. and Christy, R. (2002). Consumer Preferences for Organic Standards: Guiding Demand Expansion Strategies for Organic Food. *Journal of Food Distribution Research* 33 (1) 46-51.

### **INVITED PRESENTATIONS:**

“Market Development for New Farmers: Implications for Service Providers.” Presented to UVM Extension New Farmer Program Training, Montpelier, VT, September 5, 2013.

“Food Systems Collaboration in Vermont “ Presented to Open Forum to Strengthen Collaborations between Research, Outreach and Education for the Northeast Food System (webinar). May 31, 2012.

“Local Food Metrics: Whys, Hows and Lessons Learned.” Presented to the Northeast Sustainable Agriculture Working Group annual meeting, Saratoga NY, February 12, 2013.

“Experiential Learning at UVM.” Presented to the Counselor in Vermont symposium, University of Vermont Admissions, January 25, 2013.

“Keys to Hoophouse Success.” Presented to Purdue Extension for High Tunnel Crop Talk (Webinar) June 18, 2012.

“Pointers on Marketing to Schools and Institutions.” Presented to Mid-Atlantic Fruit and Vegetable Convention, January 31, 2012, Hershey, PA

“Sustainable School Food Procurement: Knowledge and Relationships,” Presented to the School Food FOCUS Annual Meeting, June 3, 2011, Denver, CO.

“Emerging Research in Farm to School: Needs and Issues.” Presented to the Food Assistance and Nutrition Research Conference: Emerging Issues and Recent Findings. USDA Economic Research Service, Washington DC, September 24, 2010.

“Evaluating Effective Partnerships.” Presented to the Research and Evaluation Short Course, Farm to Cafeteria Conference, Detroit MI, May 17, 2010.

“Participatory and Experiential Learning Approaches in Supply Chain Research: The School Food Learning Lab.” Presented to the Annual Meeting of the Food Distribution Research Society, Broomfield CO, November 2, 2009. <http://fdrs.ag.utk.edu/09conf/Conner.pdf>

“How to Develop and Implement Strong Integrated Projects: The Michigan Hoop House Project.” Presented to the Project Directors’ meeting of USDA CSREES NRI Small and Medium Scale Farm Viability Program, Milwaukee, WI. July 27, 2009.

“Does Year-round Hoop House Production Pencil Out?” Presented to the Oregon State University Extension Small Farms Conference , Corvallis OR, February 17, 2008

“Economics of Hoop House Construction and Winter Production.” Presented to the Indiana Horticulture Congress, Indianapolis, IN, January 31, 2007.

“Marketing Strategies for Pasture-raised Livestock Products,” MIFFS Family Farm conference, Battle Creek MI, March 17, 2006.

“Marketing Strategies for Pasture-Raised Pork.” Presented at the 2006 Niche Pork Conference, Michigan State University Extension, Kalamazoo, MI, February 17, 2006.

“The Economics of Organic Vegetable Production.” Presented to the Beginning Organic Farmers Workshop, Purdue University Extension, West Lafayette, IN, Feb. 1, 2006

“Food with a Story: Marketing Strategies for Pasture-Based Meat Products.” Presented to the Beginning Organic Farmers Workshop, Purdue University Extension, West Lafayette, IN, Feb. 1, 2006

“Pros and Cons of State Meat Inspection.” Presented to Chippewa County Community Food Partnership, Goetzville, MI, September 30, 2005.

“Overview of the Economics of Organic Tree Fruit Production.” Presented to Fruit Tree Organic Workshop, The Sail Inn, Benzonia, MI, March 14, 2005. Hosted by Northwest Michigan Horticultural Research Station and MSU Extension.

“The Current State of Organic Meat Processing in Michigan.” Presented to the Michigan Organic Conference, Michigan State University, East Lansing, MI, March 5, 2005.

“Information and Labeling to Promote Sustainable Agriculture: Are They Enough?” to Ecological Farm and Food Stewardship, Michigan State University. February 4, 2005, East Lansing, MI.

“Values Based Value Chains: Opportunities for Michigan Agriculture” to West Michigan Environmental Action Council. September 29, 2004, Grand Rapids, MI (with Susan Smalley).

“Organic Vegetable Enterprise Budgets.” Presented to Pennsylvania Association for Sustainable Agriculture/Northeast Organic Network Field Day, October 13, 2003 at Beech Grove Farm, Trout Run, PA.

“Economic Measurements for Organic Farmers. Presented to Pennsylvania Association for Sustainable Agriculture/Northeast Organic Field Day, July 9, 2003 at Spiral Path Farm, Loysville, PA.

### **PRESENTATIONS TO PROFESSIONAL MEETINGS:**

Conner, D. "Enhancing Local Food Systems Through Collaborative Efforts: Two Vermont Cases Studies." Presented to Agricultural and Applied Economics Association Annual Meeting, Washington DC, August 8, 2013.

Conner, D. "Local Food Systems as Drivers of Community Economic Development Policy: Metrics, Methods and Implications for Applied Economists." Presented to the Agriculture, Food and Human Values Society Annual Meeting, East Lansing MI June 22, 2013.

Becot, F. and Conner, D. "Fostering Sustainable Agri-food Entrepreneurship through Education." Presented to the Agriculture, Food and Human Values Society Annual Meeting, East Lansing MI June 22, 2013.

Colasanti, K. and Conner, D. "Good bye chicken nuggets? How Chicago Public Schools is Changing the face of school lunch with scratch--cooked fresh poultry. " Presented to the Agriculture, Food and Human Values Society Annual Meeting, New York City, June 23 2012.

Becot, F., Nickerson, G., Conner, D. and Kolodinsky, J. "Costs of Food Safety Certification and Policy Implications on Fresh Produce Farms in Vermont." Presented to the Agriculture, Food and Human Values Society Annual Meeting, New York City, June 23 2012.

Conner, D. "Farm to Fork: Sustainable Food Systems Research in Vermont." Presented to the Agriculture, Food and Human Values Society Annual Meeting, New York City, June 23 2012.

Sevoian, N. and Conner, D. "Providing the Local Story of Produce to Consumers at Institutions in Vermont: Implications for Supply Chain Members." to the Food Distribution Research Society Annual Meeting, Portland, Oregon, October 19, 2011

Conner, D. and Sevoian, N. "Value Chains and Farm to Institution: Prospects and Caveats." Presented to the Agriculture, Food and Human Values Society Annual Meeting, University of Montana, Missoula MT, June 11, 2011.

Howard, P., Getter, K., Behe, B. and Conner, D. "Grassing Up: Can Pasture-based Milk Products Be Positively Distinguished from Organic in the Marketplace?" Presented to the Agriculture, Food and Human Values Society Annual Meeting, University of Montana, Missoula MT, June 11, 2011.

Gillespie, G. Joseph, H. Long. L. and Conner, D. "Reflections on the Internet's Potential as a Medium for Informed Discussion about Food and Agriculture Issues." Presented to the Agriculture, Food and Human Values Society Annual Meeting, University of Montana, Missoula MT, June 10, 2011.

Sevoian, N. and Conner, D. "Overcoming barriers of Institutional Local Produce Procurement in Vermont." Paper presented at The Future of Food and Nutrition: Tufts Student Research Conference, Boston, MA, April 2, 2011 .

Ross, R. B., Shanoyan, A. and Conner, D. S. "Consumer Participation and Expenditure at Michigan Farmers' Markets: Implications for Agrifood Entrepreneurs." Paper presented at the 20th Annual World Symposium of the International Food and Agribusiness Management Association, Boston, MA, June 19-20.

Conner, D., Abate, G. and Feenstra, G. "Lessons from Farm-to-Institution studies: competition, cooperation and compromise." Presented to the Agriculture, Food and Human Values Society Annual Meeting, Bloomington IN, June 3, 2010.

Feenstra, G., Abatekassa, G., Conner, D. et al. "A Radio Panel: Learnings from Large Urban School Districts." Presented to Farm to Cafeteria Conference, Detroit, MI, May 18, 2010

Abatekassa, G. and Conner, D. "Farm to School Supply Chain Characteristics and Changes: Findings from Case Studies of School Districts." Food Distribution Research Society Annual Meeting, Broomfield, CO, November 3, 2009.

Conner, D. and Smalley, S. "Farmers' Markets' Contributions to Sustainable Food and Farming Systems: Lessons from Michigan." 5<sup>th</sup> Annual USDA Small Farms Conference, Springfield, IL. September 16, 2009.

Ross, R. Brent, Conner, D. and Smalley, S. "Increasing Farmers' Market Customer Participation in Michigan: Opportunities and Barriers." 2009 Agricultural and Applied Economics Association & American Council on Consumer Interest Joint Meeting, Milwaukee, WI. July 26, 2009.

Conner, D., Colasanti, K., Smalley, S. and Ross, B. "Increasing farmers market patronage in Michigan: Quantitative Results." Presented to the Agriculture, Food and Human Values Society Annual Meeting, Penn State University, May 29, 2009.

Colasanti, K., Conner, D., Smalley, S. and Ross, B. "Increasing farmers market patronage in Michigan: Qualitative results." Presented to the Agriculture, Food and Human Values Society Annual Meeting, Penn State University, May 29, 2009.

Conner, D., Montri, A. and Hamm, M. "Demand for Local Produce from Passive Solar Greenhouses: Contributions to Sustainable Food Systems." Food Distribution Research Society Annual Meeting. October 11 – 14, 2008 Columbus, OH.

Abatekassa, G., Conner, D. and Matts, C. "Institutional Procurement of Local, Sustainably Grown Products: Current Practices and Opportunities at Michigan State University." Food Distribution Research Society Annual Meeting. October 11 – 14, 2008 Columbus, OH.

Martinez, L, J. Bingen, D. Conner and E. Reardon “Great Lakes Organic Produce in Wholesale and Retail Grocery Markets: Opportunities and Challenges from Michigan” Food Distribution Research Society Annual Meeting. October 11 – 14, 2008 Columbus, OH.

Martinez, L, J. Bingen, D. Conner and E. Reardon “Market Opportunities and Barriers for Fresh Organic Produce in Michigan and the Midwest” Michigan Organic Reporting Session. March 5, 2008. East Lansing, MI.

Martinez, L, J. Bingen, D. Conner and E. Reardon “Wholesale and Retail Market Opportunities and Barriers for Fresh Organic Produce in Michigan and the Midwest” Organic Farming Conference and Symposium. February 21-23, 2008. LaCrosse, WI.

Conner, D. and Oppenheim, D. Demand for pasture-raised livestock products in Michigan: results of consumer surveys and experimental auctions. Presented to 2007 Food Distribution Research Society Annual Conference, New Orleans, LA. November 7, 2007.

Wright, W. Score, M. and Conner, D. (2007). Stakeholder Frames in Community Food Systems: Cooperation & Resistance. Presented to 2007 Agriculture, Food and Human Values Society Annual Meeting, Victoria, B.C.

Conner, D. and Hamm, M. (2005). Adventures in Pasture-based Agriculture: Opportunities, Obstacles and Outlook. Presented to the 2005 Agriculture, Food and Human Values Society Annual Meeting, Portland OR.

Conner, D. (2004). Beyond Organic: Information Provision for Sustainable Agriculture in a Changing Market. Presented to the 2003 Food Distribution Research Society Annual Meeting, Biloxi, MS.

Conner, D. and Christy, R. (2004). The Organic Label: How to Reconcile its Meaning with Consumer Preferences. Presented to the 2002 Food Distribution Research Society Annual Meeting, Miami, FL.

Conner, D. (2003). The Organic Label: Does The USDA Definition Conform To Consumer Preferences? Presented to Ecolabels and the Greening of the Food Market, Conference, November 7-9, 2002. Tufts University, Boston, MA.

Conner, D. and Christy, R. (2002). Consumer Preferences for Organic Standards: Guiding Demand Expansion Strategies for Organic Food. Presented to the 2001 Food Distribution Research Society Annual Meeting, Mesa, AZ.

Conner, D. (2002). Consumer Preferences for Organic Standards: Does the Final Rule Reflect Them? Presented to the Northeast Agricultural and Resource Economics Association Annual Meeting, Bar Harbor, ME.

#### **POSTERS:**

Becot, F. Nickerson, G. and Conner, D. Economic impact of food safety certification on diversified farmers in Vermont. Northeast Organic Farming Association of Vermont Annual Meeting, Burlington VT, February 12, 2011.

Sevoian, N. and Conner, D. Overcoming The Barriers of Institutional Local Produce Procurement in Vermont. Northeast Organic Farming Association of Vermont Annual Meeting, Burlington VT, February 12, 2011.

Nickerson, V. and Conner, D. Economic Impacts of USDA Good Agricultural Practices (GAPS) Certification for Vermont Produce Growers. University of Vermont Food Systems Symposium, Burlington VT, November 1, 2010.

Conner, D. and Matts, C. Farm to Institution. Emerging Opportunities in Michigan. Presented to Great Lakes Fruit and Vegetable Expo, Grand Rapids MI, December 8-10, 2009

Conner, D. and Montri, A. The Economics of Hoop Houses in Michigan: Profitability, Consumer Demand and Farmer Strategies. Presented to Great Lakes Fruit and Vegetable Expo, Grand Rapids MI, December 9-11. 2008.

Conner, D. Montri, A. Montri, D. and Brown, E. (2007). MSU-Partner collaborations for improved vegetable farm viability. Presented to Great Lakes Fruit and Vegetable Expo, Grand Rapids MI, December 4-6, 2007.

Martinez, L., Bingen, J., Conner, D. and Reardon, E. (2007). Marketing Opportunities & Barriers for Michigan Organic Fresh Fruits & Vegetables. Presented to Great Lakes Fruit and Vegetable Expo, Grand Rapids MI, December 4-6, 2007.

Conner, D. and Campbell-Arvai, V. (2007). The Market for Pasture-Based Livestock Products: Meeting Consumer Demand and Enhancing Opportunities for Producers. Presented to the Animal Agriculture and the Environment Open House, Michigan State University, East Lansing MI, October 13, 2007

Conner, D., Lucas, J. and Montri, A. (2007). The Sault Farmer's Market: Creating Space for Community Development. Presented to the Michigan State University Extension Fall Conference., East Lansing MI, October 9-11, 2007.

Conner, D. and Hamm, M. (2005). *Pasture-based Agriculture: Opportunities and Constraints*. Presented to the Michigan Land Use Summit, Lansing, MI, May 19-20, 2005.

Conner, D., Heller, M., Hamm, M., Smalley, S., Mutch, B., Cocciarelli, S., Lorraine, and Shedd, M. (2005). *Circles of Association: A Hypothesis for Community-Based Food Systems*. Presented to the Michigan Land Use Summit, Lansing, MI, May 19-20, 2005.

Conner, D. (2004). *Opportunities and Constraints in the Market for Pasture-based Animal Products: Preliminary Results*. Presented to the Animals in the Food Systems Conference. Hickory Corners, MI, November 3-4, 2004.

#### **GRANTS:**

*From Milking to Marketing: Evaluating and Promoting Animal Health, Milk Quality and Food Safety for Vermont's On-Farm Artisan Cheese-makers and Value-Added Dairy Producers*. University of Vermont, 2012-2015. (Barlow, PI, Conner, Heiss et al co-PIs). \$300,002

*Synergies and Trade-Offs Between Climate Change Adaptation and Mitigation Policy, Governance and Agricultural Practice in the Lake Champlain Basin (LCB) of Vermont*. University of Vermont, 2012-2015. (Mendez, PI, Conner, Zia, Koliba et al., co-PIs). \$447,704.

*Fostering sustainable livestock production in Vermont: prospects for value chain partnerships*. Vermont Agricultural Experiment Station, 2012-2014. (Conner, PI). \$34,905

*Food system engagement and dietary decisions: quantitative inquiry*. Vermont Agricultural Experiment Station, 2012-2013. (Conner, PI). \$11,239

*Enhancing the Sustainability of Food Systems through Service-Learning-Based Education and Outreach*. USDA NIFA, Agriculture and Food Research Initiative, 2011-2014. (Conner, PI and Williams Howe, co-PI). \$300,233.

*Civic Agriculture and the Engaged Consumer: Prospects for Public Health and Community Economic Development*. Vermont Agricultural Experiment Station. 2010-2011. \$15,000.

*Measuring Current Consumption of Locally Grown Foods: Developing and Testing Method*. University of Vermont Food Systems Minigrant. 2011-2012. (Kahler, Conner, Hoffer and Berlin, PIs). \$11,232.

*Farm to Institution: Opportunities for Vermont Vegetable Farmers*. Vermont Agricultural Experiment Station. 2010-2011. \$10,000.

*Farm-to-Institution: Guiding Marketing and Pricing Decision for Small and Medium Sized Farms*. USDA AFRI Prosperity for Small and Medium Sized Farms. 2010-2013. (Conner, PI; Matts and Hamm, co-PIs). \$ 331,800.

*Sustainable Agriculture 2009: Developing Sustainable Agriculture and Food Systems*. USDA CSREES Special Research Project. 2009-2011. (Hamm, PI; Conner and Smalley, co-PIs). \$247,988.

*Business Plan Development for Hoop House*. Project GREEN. 2009-2010. (Conner, PI). \$22,000.



*Enhancing the Local Food System of Flint/Genesee County: Development of the Food System Assessment and Community Network.* Ruth Mott Foundation. 2008-2009. (Hamm, PI) \$107,800

*National Urban School Meals Network.* W.K. Kellogg Foundation. 2008-2010. (Hamm, PI). \$3,500,000

*Sustainable Agriculture 2008: Developing Sustainable Agriculture and Food Systems.* USDA CSREES Special Research Project. 2008-2010. (Hamm, PI; Conner, co-PI). \$266,000.

*MSU as Catalyst in Farm Business Development.* Michigan Agricultural Experiment Station. 2007-2009. (Conner and Abatekassa, PIs), \$15,000

*Hoop houses for On- Farms Sale: Economic Viability Analyses.* Michigan Agricultural Experiment Station, Michigan State University Extension and Project GREEN (jointly funded). 2007-2008. (Conner, PI). \$37,000.

*Constraints to Red Meat Entrepreneurship.* Michigan State University Families and Communities Together (FACT) Coalition. 2007-2008. (Harris, PI; Conner , Knight and Worosz , co-PIs.)

*Enhancing Small and Medium Farm Viability Through Season Extension Technologies.* USDA CSREES NRI Small and Medium Scale Farm Viability Program. 2006-2009. (Conner ,PI; Hamm, co-PI), \$269,000

*Marketing Pasture-raised Animal Products: Guiding Promotion and Pricing.* USDA Sustainable Agriculture Special Project. 2006-2007. (Conner, PI). \$20,000

*Increasing Farmers Market Sales in Michigan.* USDA AMS Federal State Market Improvement Program. 2006-2008. (Conner, PI; Smalley, co-PI). \$31,000

*Evaluation of Watershed Initiative Network Gardening Project.* Part of Michigan Food Stamp Nutrition Education. 2006. (Martin ,PI), \$9,000

*Farmers Markets: A Real Opportunity for Michigan Fruit and Vegetable Growers.* NCR-SARE. 2006-2009. (Bingen, PI). \$80,000

*Specialty Meat Markets in Michigan* MSU FACT Planning Grant. 2006. (Harris PI), \$10,000

*Partnering to Cultivate Organic Agriculture in Michigan and the Midwest .* USDA Organic Transitions. 2006-2008. (Snapp, PI; Bingen, Mutch, Biernbaum, Ngouajio, Brewer, co-PIs), \$940,000.

*Northeast Organic Network.* USDA Initiative for Future Agriculture and Food Systems. 2002-2004. (Rangarajan, PI). \$1.2 million.

Robinson Endowment, 2002. Total funding, approximately \$500. Received funds to conduct experimental auction on consumer preferences for organic standards, as part of dissertation research.

USDA and Cooperative State Research, Extension and Education Service. Hatch Proposal NYC-121401. 2002-2004. *Measuring Consumers Willingness to pay for Components of Organic Standards*, 2001. \$20,000. Received grant to fund Ph.D. research, experimental auctions, publication costs, etc.

#### **PEER REVIEWER:**

Serves as member of advisory board of *Journal of Agriculture, Food Systems and Community Development*. Serves as member of editorial board of *Agroecology and Sustainable Food Systems* and *Journal of Rural Social Sciences*.

Served as reviewer for the following journals: *Journal of Agricultural and Environmental Ethics*; *Journal of Rural Studies*; *Journal of Agriculture, Food Systems and Community Development*; *Agriculture and Human Values*; *HortTechnology*; *Journal of Rural Social Sciences*; *Journal of Food Distribution Research*; *Community Development*; *Cities and the Environment*; *Childhood Obesity*; *Choices*; *Renewable Agriculture and Food System*; *Sustainability*; *Journal of Sustainable Agriculture*; *Agriculture and Resource Economics Review*; *Food Policy*; *International Journal of Sustainability in Higher Education*.

Served as a reviewer of grant proposals for: USDA-FSMIP, USDA-AFRI “Prosperity for Small and Medium Sized Farms” program panel; Technical Review Panel for USDA People's Garden School Pilot Program; review panel for USDA Small Business Innovation Research; North Central Region SARE and reviewer of applicants for the MSU Product Center Business Awards

#### **PROFESSIONAL AFFILIATIONS:**

Fellow, Center for Sustainable Agriculture, University of Vermont, 2011-2012

Member, American Applied Economics Association and Food Distribution Research Society

#### **LEADERSHIP:**

Member, Editorial Board, *Journal of Agriculture, Food Systems and Community Development*, 2010-present.

Chair, Membership Committee and Member, Council, Agriculture Food and Human Values Society, 2011-present

Member, Board of Editors, *Journal of Sustainable Agriculture*, 2012-present

Member, Editorial Board, *Journal of Rural Social Sciences*, 2013-present

Coordinator, NC1036, “Research and Education Support for the Renewal of an Agriculture of the Middle”, 2009-2010.

Member, Advisory Committee, Michigan Market Maker, 2007-present. Represented Mott Group on activities related to Michigan’s joining of Market Maker initiative.

Member, planning committee, “Balancing Animal Agriculture and Communities conference, February 29, 2008, Michigan State University.

Eligible Member, Graduate Committees. Applied for and was granted special eligibility to serve on graduate student committees. College of Agriculture and Natural Resources, Michigan State University, 2007-present

Principal Investigator (PI) by Special Arrangement. Was granted eligibility to serve as PI on funded research projects, 2004-present

Chair, search committee for Director of C.S. Mott Group, 2006-2007.

Michigan Representative, NC1036, “Research and Education Support for the Renewal of an Agriculture of the Middle”, 2006-present

Co-leader, Middle School Youth Fellowship, Edgewood United Church, East Lansing MI, 2006-present

Facilitator, Circles of Faith small group ministry, Edgewood United Church, East Lansing MI. 2005-2006

Member, Advisory Committee, *Social Justice in Agriculture*. Advised the creation and implementation of social justice standards for sustainable agriculture products, with emphasis on economic viability of certification process. 2004-2008.

Leader of Mott Group web page development committee, 2004-2006

Member, Council (Board of Directors), and Chair, Membership Committee, *GreenStar Cooperative Market*, Ithaca NY, 2003-2004.

Member, Board of Directors, *Project Growing Hope* (Ithaca Community Garden), Ithaca NY, 2003.

Member, *Green Star Education Committee*. Ithaca, NY, 2002-2003. Developed and distributed education materials to promote knowledgeable purchases by members of a cooperative health food market. Focused on issues such as corporate ownership of health food lines, and environmental and social impacts of food purchases.

President, *Graduate Student Association*, Department of Applied Economics and Management, Cornell University, 2000-2001. Duties included: evaluation of faculty candidates; organizing graduate seminars, professional development and social activities

Treasurer, *International Association of Camel Breeders*, Cornell University Chapter, 1998-2000. Responsible for budgeting and funding all activities of an international development interest group.

Manager, Department Intramural Summer Softball team, Department of Applied Economics and Management, Cornell University, 1999 and 2001.