



**CURRICULUM VITAE**

**Dr. Marco A. Palma**  
**Associate Professor and Extension Economist**

**Department of Agricultural Economics**

**Texas AgriLife Extension Service**  
**Texas A&M University System**

**July 13, 2015**

**Marco A. Palma**  
**Curriculum Vitae**  
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## CURRICULUM VITAE SUMMARY

Marco A. Palma

	Total
<i>Extension Presentations</i>	235
State and District	90
National and Regional	62
International	47
Media Interviews	36
<i>Graduate Students Supervised</i>	32
PhD	10
Master's	19
Full time Research Associate	3
<i>Service Activities</i>	58
National/Regional	37
University/COALS	10
Departmental	11
<i>International Exchange Scholars</i>	8
<i>Grants and Contracts</i>	\$11,614,129 (38 contracts – Ind. Share: \$1,723,760)
<i>Publications</i>	109
Refereed	30
Presented papers (professional meetings)	23
Organized symposia	11
Books/Handbooks	4
Book Chapters	5
Proceedings	6
Other publications	30
<i>Professional Honors and Awards</i>	17

**CURRICULUM VITAE**  
**Texas AgriLife Extension Service**  
**Texas A&M University System**

**I. PERSONAL INFORMATION**

**Name:** Marco A. Palma  
**Title:** Associate Professor and Extension Economist  
**Department:** Agricultural Economics  
**Program Unit:** 755  
**Address:** 600 John Kimbrough Blvd, Suite 330D. AGLS Building, 2124 TAMU. College Station, TX.77843-2124  
**Date:** July 13, 2015  
**Date of Appointment:** May 1, 2006  
**Tenured:** September 1, 2014

**II. EDUCATION**

- **Ph.D.** Agricultural Economics, University of Florida, Gainesville, FL, December 2005.  
**Major area:** Marketing, Quantitative Methods.  
**Dissertation:** "Measuring Demand Factors Influencing Market Penetration and Frequency of Buying For Flowers."  
**Major Professor:** Ronald W. Ward
- **M.S.** Agricultural Economics, University of Florida, Gainesville, FL, December 2002.  
**Major area:** Marketing, Quantitative Methods.  
**Thesis:** "Market Preferences toward Farm-Raised Sturgeon in the Southeastern United States: A Conjoint Analysis."  
**Major Professor:** Ferdinand F. Wirth
- **B.S.** Major: Agribusiness Management; Agricultural Science. Graduated with honors, University of Florida, Gainesville, Florida. December 2000.
- **Associate** General Agriculture, Pan American School of Agriculture, El Zamorano, Honduras, December 1999.

**III. EXPERIENCE**

**Current Position:** Associate Professor and Extension Economist, Horticultural Marketing.  
**Dates:** September 1, 2012 - Present

May 1, 2006 to August 31, 2012. Assistant Professor and Extension Economist - Horticultural Marketing  
**Responsibilities:** Serve as the Horticultural Marketing Economist for Texas AgriLife Extension Service. Conduct educational programs and applied research on economics and marketing for Horticulture producers, other agribusinesses, organizations, and Extension personnel across the state.

**Detailed Job Description**

Dr. Palma's responsibilities involve statewide leadership and coordination for extension educational programs and applied research in horticultural marketing by providing technical expertise and educational program development

for industry audiences, such as producers, packers, and shippers, wholesale and retail trade. Horticultural products include fruits and vegetables, floriculture products, nursery/greenhouse products, citrus, and tree nuts.

Other relevant audiences include trade associations and federal and state professionals working with the Texas horticultural industries. Overall responsibilities require individual and team efforts to plan, develop, implement and evaluate curricula, extension education programs and applied research related to the strategic marketing, risk management and policy/trade issues facing horticultural and nursery industry clientele. Dr. Palma's activities also involve the interaction of Texas agriculture with other horticultural trading partners by providing international training, research, teaching and outreach curricula.

Educational program delivery includes publications, conferences, mass media releases, and computer and web-based teaching curricula. Dr. Palma is also responsible for developing grant & contract proposals to support the applied research and outreach efforts for the position.

In order to effectively develop and deliver a relevant and significant outreach program Dr. Palma relies on his applied research efforts to build relationships with partners across disciplines, academic institutions, private industry organizations, government entities and consumers. These relationships are essential in order to identify, understand, and address the main problems of interest to industry groups and planning for educational efforts, grantsmanship application, applied research and implement all of these in his horticulture marketing extension programming. A service component is expected in order to participate and make contributions to the Department of Agricultural Economics, the College of Agriculture and Life Sciences, Texas AgriLife Extension Service and professional associations.

**Past Positions and Experiences:**

February, 2006 - **Visiting Faculty, Agro-Food Marketing.** International Center for Advanced Mediterranean Agronomic Studies (CIHEAM). Zaragoza, Spain.

**Responsibilities:** Class instruction for the Master's Program in Agri-Food Marketing.

**Detailed Job Description:** Dr. Palma taught the course: Economic Evaluation of Promotion Programs and Advertising. This is a short intensive course where students learn the content of the class in two weeks and have 6 hours of class instruction per day. The first section of the class is about the general economic theory of promotion programs and advertising. The generic and brand advertising concepts are discussed, and the nature of products in the framework of advertising. The theory of how to measure advertising effectiveness, and quantify returns to advertising expenditures was also developed. The second section of the course is very practical; real life study cases are analyzed with generic promotion programs for beef, pork, milk, orange juice, almonds, flowers, watermelons, among other commodities.

January to May 2006 - **Adjunct Faculty.** Santa Fe Community College, Gainesville, Florida.

**Responsibilities:** Principles of Microeconomic class instruction.

**Detailed Job Description:** Dr. Palma taught the course ECO 2023 Principles of Microeconomics for two sections: 005 and 054. The course is an introductory course to microeconomics and explores basic economic theory. The main topics include introduction to the determinants of household demand, production and cost, and market prices. The students learn to apply the principles of individual decision-making behavior to understanding goods, services and resource markets.

January to May 2002 - **Teacher Assistant/Co Instructor.** University of Florida, Gainesville, Florida.

**Responsibilities:** Economics Issues, Food and You - Laboratory Instructor.

**Detailed Job Description:** Dr. Palma taught the course AEB 2014: Economic Issues, Food, and You. This is an introductory course to economics. It is a requisite course for all non-economic majors. Basic micro and macro-economic theory is explored throughout the course, including supply and demand, market structure, and macroeconomic variables.

January 2001 to December 2005 - **Graduate Research Assistant.** University of Florida, Gainesville, Florida.

**Responsibilities:** Conduct applied research in agricultural economics.

**Detailed Job Description:** Designed and conducted survey research methods for collecting data to conduct applied

research in marketing, consumer preferences, and demand analysis.

January 1997 to December 1999 - **Trainee Pan American School of Agriculture (ZAMORANO)**. El Zamorano, Honduras.

**Responsibilities:** General Agriculture field experience.

**Detailed Job Description:** Developed field experience working with people from 16 countries in horticulture, agronomy, animal science, aquaculture, forestry, natural resources, food technology, dairy production, rural development, personnel management, plant propagation, soil management, machinery, marketing, etc. In addition to the standard educational program, Zamorano has the philosophy of "learning by doing"; students spend about 4 hours a day, six days a week in general agricultural practices, ranging from simple tasks to very advanced technology oriented activities. The goal is to expose students to the real world practice of what they learn in the classroom.

#### IV. EXTENSION ACTIVITIES

##### *Program Statement:*

Dr. Palma has been employed by Texas AgriLife Extension Service since May, 2006. His primary goal is to develop relevant educational programs on issues impacting horticultural marketing and management decisions across the state, the United States and internationally. Dr. Palma uses conventional and state-of-the-art educational media such as the internet and the world-wide web to develop his programs. The horticulture business information network is a web-based page that contains relevant up-to date information about economics, management and marketing activities for horticultural crops.

One key area of Dr. Palma's outreach activity is educational programs on strategic marketing and consumer trends for horticultural products in the state of Texas and the United States. This includes consumer behavior, expenditures, attitudes and other important trends for fruits, vegetables and ornamental consumption in conventional and non-traditional markets, such as specialized direct marketing outlets (farmer markets, pick your own operations, roadside stands, community supported agriculture, internet sales, etc.) niche markets, "green markets" including consumption of organic products, earth-friendly and local products.

Dr. Palma has developed a comprehensive risk management educational program that includes basic risk management strategies, and specific risk mitigating techniques specifically designed for the horticulture industry. After conducting several trainings in the risk management arena, Dr. Palma soon realized human and legal risks constituted an area of substantial need that was being significantly underserved. He revised and published the Immigration and Labor Handbook and has successfully been conducting training on that area in Texas and other States. This is an area that has brought a lot of notoriety and national recognition, as evidenced by the demand for educational programs in this area and partnership with State and other government agencies to conduct or sponsor trainings in this area. To date more than 2000 copies of the immigration handbook have been distributed in the State of Texas alone, and the demand for this program keeps growing in and out-of-state.

Fruits and Vegetables have been perceived to be beneficial and generally associated with positive health issues. However, recent fresh produce outbreaks have brought a lot of attention to the food safety area along with good agricultural practices and best agricultural practices. Dr. Palma is partnering with other scientists to conduct applied research and to provide educational programs and applied research in the food safety area for the fresh produce industry.

Other educational programs are conducted regularly addressing transportation issues; special regulatory and policy affecting the horticulture industry; nutrition; size, scope and economic impact of the industry; potential pest and disease problems and their associated costs to the industry; international trade, markets, imports and other important trade dimensions; As part of these programs Dr. Palma strives to maintain and develop strong collaboration efforts with professional and industry associations in the State, the region and the US.

In order to effectively develop and deliver a relevant and significant outreach program Dr. Palma's philosophy is to rely on his applied research efforts to build relationships with partners across disciplines, academic institutions, private industry organizations, government entities and consumers. These relationships are essential in order to

identify, understand, and address the main problems of interest to industry groups and planning for educational efforts, grantsmanship application, applied research and implement all of these in his horticulture marketing extension programming.

Finally, it is also vital for Dr. Palma's program to include a strong international component. International development activities and training in all these areas help improve the quality and safety of agricultural products imported into the US, providing consumers a better food supply chain, and keeping Texas A&M University as one of the leaders in international agriculture.

***Program Evaluation Activity:***

Dr Palma's extension activities are evaluated as general customer satisfaction, increase in knowledge, change of attitude, plans to adopt curricula, the likely impact of his program in economic profits or savings as a direct result of clientele participation.

**Workshop Evaluations**

Webinar Series, 2009-2014. A total of 2,978 participants in 17 webinars from 2009-2014 have participated. All of the webinars have shown high increase in knowledge and adoption rates. Total economic benefits from the webinar series are estimated at \$18.5 million.

East Texas Commercial Fruit and Vegetable Conference, 2010. Participant's evaluations on educational program presentations about Marketing Horticultural Products. With 126 participants, who reported an increase in knowledge after participating in the educational program of 35.34 %.

Green Industry Workshops, 2008. A series of workshops in Houston, Austin, and Dallas with 50 participants, with 90% reporting they will use the information and take actions on it.

Southwest Growers Conference, 2008. From a total of 97 attendees, 97% reported that they were going to be able to make better decisions based on the presentations in the meeting. Participants reported an increased level of understanding in economic sustainability (105%), environmental sustainability (85%), Acquiring a legal workforce (95%), water quality and alkalinity (75%), PGR and fertilizer linkages (90%), new greenhouse pests (60%), water issues faced by growers (95%), reducing weed control (80%), pesticide laws and regulations (100%).

East Texas Commercial Fruit and Vegetable Conference, 2007. Participant's evaluations on educational program presentations about Effective Fruit Marketing. More than 130 growers responded to the evaluations asking about the increase in knowledge after participating in the educational program. Attendees reported a 130% increase in knowledge after the presentation.

***Unsolicited Comments from Clientele and County Extension Agents***

"That was enlightening, you gave me answers to questions I didn't know I had." **Kara Burke, Owner, Petals Fine Gardening Inc. Colorado.**

"This article and study is great. We have put some of the knowledge gained into practice and have had our own case study in the nursery. We typically put all out plants on sale this time of year "because we always have". This year we are holding off. So far this September we have only our dogs on sales and everything else full price. Our quantity sold is a bit lower but total dollars and profits are up. Sharing these types of stories and will only help our industry grow together and not just engage in price wars with each other." **Joe Lutey, Green Industry Grower. September 25, 2012.**

"Great presentation, this will be very useful for our industry" **Bryan Silbermann, President and CEO, Produce Marketing Association. September 20, 2012.**

"Your presentation was extremely valuable to the continued success of our attendees and the Texas Green Industry" **Chelsey Thomas, Education Manager, Texas Nursery and Landscape Association. March 10, 2011.**

"Thank you for your informative presentation yesterday at the North Texas Mid-Winter Green Industry Symposium

in Dallas. Your hard work and research in the green industry is greatly appreciated by those of us trying to succeed.” **Clint Tunnell, President, Texas Rural Living, Inc.** January 26, 2011.

“On behalf of the Perennial Plant Association, I want to thank you for your participation as a speaker at the 28<sup>th</sup> Perennial Plant Symposium. The information you provided in your presentation was what the program committee had in mind when the topic was presented. We have received many favorable comments of the quantity and quality of the information presented.” **Steven Still, Executive Director, Perennial Plant Association.** July 23, 2010.

“Most excellent. Thanks and now I know why you guys get paid the bucks.” **Robert Dolibois, Executive Vice President, American Nursery and Landscape Association.** May 14, 2010.

“Fantastic work. It’s off to its intended destination. Let’s see if we can get some trees to happen. You guys are about to be superstars.” **Corey Connors, Director of Legislative Relations, American Nursery and Landscape Association.** May 13, 2010.

“Looks like some great information. Thanks for the info.” **Jeremy Thompson, Texas Tree Farm Grower.** October 21, 2009.

“The Association of Producers and Exporters from Nicaragua (APEN) and I want to thank you for your great contribution and support to EXPOAPEN IX, and the first Regional Traceability and BMP Congress. Your support was decisive for the success of this event. Your experience and information provided will help our businesses in the area to improve.” **Enrique Zamora, President, Nicaraguan Association of Producers and Exporters.** October 19, 2009.

“Just finished reading the Economic report for the Green Industry for TEXAS in the TNLA magazine, June issue. Wonderful job !! Very nice informative information. This type of stats are nice to really show off our industry.” **Martha Trubey, Berger Peat Moss Ltd.** June, 12, 2009.

“Thank you for your contributions that made these awards possible.” **Edward Funkhouser, Honors Program.** April, 30, 2009.

“I’ve never heard anyone talk so distinctly. You did a Super job.” **Fredda Hays, Central Texas Grower.** February 6, 2009.

“I want to thank you for an outstanding program last Thursday, I look forward to working with you in the future” **Robert Whitney, Williamson County Extension Agent.** January 26, 2009.

“Thank you for your participation at the Texas Turfgrass Conference. Your presentation will provide our attendees with further knowledge in turf and we sincerely appreciate it.-Thank you.” **Texas Turfgrass Board of Directors.**

“It was nice to meet you yesterday, and I want to express my appreciation for the meeting, It was excellent material and the speakers were good. You gave us the above reference immigration and labor handbook and I have briefly looked through it last night and it is excellent. I would like to request 3 more copies be sent to me if possible.” **Bob Cartwright, Ran-Pro Farms.** May 15, 2008.

“The Texas Nursery and Landscape Association Region I Green Industry training class and myself want to thank you for your time and expertise. The April 4 class conducted in San Antonio at the Bexar County Extension Conference room on Sales and Service as well as Essentials of Effective Display was great! This educational outreach by the Texas A&M University System in support of the #1 Agricultural commodity in San Antonio-Bexar County is highly needed and greatly appreciated. Please keep in contact and hopefully we can call on you in the near future to support our Extension Horticulture Program in Bexar County. I know that this will greatly enhance the classes’ performance on their certification exam” **David Rodriguez, Bexar County Extension Horticulturist.** April, 22, 2008.

“Thank you for coming, your presentation was clearly organized and well presented; we appreciate your comments” **Joe Reilly, Acting Administrator, NASS, USDA.** February 25, 2008.

"Thank you Dr. Palma for your excellent presentation to the Denton County Farmers Market Association at their annual business meeting on February 13. Your presentation was well-received and thought provoking. I saw a lot of nodding of heads. You were telling them things about market quality and improving the market that I have had in conversation with several of the members individually but have been unable to get across to the whole group. I believe your presentation to the 15 market gardeners/farmers that were present will go a long way to making market improvements this year while increasing sales and profits for the farmers. I wish that I had asked you over sooner. I believe this was a receptive year for our group as we are trying to expand our market. Job well done Marco!" **John Cooper, Denton County Extension Horticulturist.** February 25, 2008.

"Excellent presentation, you really provided a good understanding of supply chain management." **Lloyd C. Day, Administrator Agricultural Marketing Service, United States Department of Agriculture.** November 5, 2007.

"That was a great presentation, right on target with current issues affecting the industry." **Greg Fonsah, Assistant Professor, University of Georgia.** September 25, 2007.

"Thank you for your excellent presentation, we are glad you were able to come." **Ray Prewett, President, Texas Vegetable Association.** August 11, 2006.

"This is exactly what we need, we know how to grow our products, but we need help with the marketing." **East Texas Grower.** July, 27, 2006.

***Evidence of Demand for Programs:***

The following is a list of presentations covering the period May 2006 to present. This section is provided as an indication of the frequency and scope of extension programming presentations and program development meetings. Presentations involved development of handout materials resulting from applied research, except when noted. The following are categorized by audience (location). The programs are divided into 4 categories: International, National and Regional, State and District, and Media Interviews. International work includes presentations and programs performed in the U.S. to international clientele. Length of presentation and number of attendees are included.

**Evidence of Demand for Programs Summary, May 2006-Present:**

Type	Number of Presentations
State and District	90
National and Regional	62
International	47
Media Interviews	36
Total	235

**Statewide and District**

1. 11/19/14 Ft Worth, TX "Food Consumption Trends in the US" Food Hubs Conference. (1 hour, 11 attending).
2. 10/06/14 Bryan, TX "Fruit and Vegetable Consumption and Marketing Trends in the US." Fruit Conference. (30 minutes, 65 attending).
3. 09/12/14 Houston, TX "The State of the Green Industry: Current Economic and Marketing Trends." Houston Plant Conference. (1 hour, 80 attending).
4. 08/15/14 San Antonio, TX "Economic Outlook for the green industry." Texas Nursery and Landscape Association Expo. (1 hour, 75 attending).
5. 08/04/14 College Station, TX "Economics and Marketing Strawberries." Strawberry Initiative Meeting. (1 hour, 23 attending).
6. 04/14/14 San Marcos, TX "Economics and Marketing Pecans" Texas Pecan Growers Association. (1 hour, 380 attending).
7. 07/02/14 Horseshoe Bay, TX "Eye Tracking and Neuromasurement tools for Marketing Research." Agricultural Economics Professional Development Meeting. (30 minutes, 30 attending).
8. 04/19/14 Georgetown, TX "Economic Outlook and Marketing of Pecans." Pecan Field Day. (1 hour, 35 attending).
9. 03/28/14 Texarkana, TX "Marketing Trends in the Fruit and Vegetable Industry." County Meeting. (1.5 hours, 50 attending).

10. 03/25/14 Houston, TX  
Meeting. (1.5 hours, 20 attending). "Using MarketMaker in the Fruit and Vegetable Industry." County
11. 01/17/14 Houston, TX  
Seminar. (1 hour, 200 attending). "Socioeconomic benefits of landscapes." Water Management
12. 10/02/13 Bryan, TX  
attending). "Marketing Considerations for High Tunnels." (1 hour, 70
13. 09/12/13 Mission, TX  
attending). "Promotional Efforts in Fruits and Vegetables." (1 hour, 35
14. 09/11/13 Uvalde, TX  
attending). "Promotional Efforts in Fruits and Vegetables." (1 hour, 18
15. 09/10/13 Uvalde, TX  
attending). "Cropping Systems Economic Considerations." (1 hour, 6
16. 08/17/13 Houston, TX  
Conference. (1 hour, 150 attending). "Using MarketMaker to Promote your Products." Urban
17. 08/15/13 Mission, TX  
Association. (3 hours, 6 attending). "Trade Flows of Produce in Texas." Texas International Produce
18. 08/13/13 Austin, TX  
15 attending). "Marketing using MarketReady Program." MarketReady. (6 hours,
19. 07/30/13 College Station, TX  
"Marketing Strawberries in Texas." (1 hour, 15 attending).
20. 07/15/13 Bryan, TX  
Conference. (1 hour, 450 attending). "Economics and Marketing of Pecans." Texas Pecan Growers
21. 07/19/13 College Station, TX  
"Food Security in the US" (1 hour, 15 attending).
22. 04/30/13 Bastrop, TX  
attending). "Pecan Marketing and Economics." Pecan Field Day. (1 hour, 35
23. 04/25/13 New Boston, TX  
"Marketing Directly to Consumers" (2 hours, 16 attending).
24. 04/24/13 Fort Worth, TX  
22 attending). "Marketing using MarketReady Program." MarketReady. (6 hours,
25. 04/23/13 Austin, TX  
17 attending). "Marketing using MarketReady Program." MarketReady. (6 hours,
26. 04/08/13 Weslaco, TX  
11 attending). "Marketing using MarketReady Program." MarketReady. (6 hours,
27. 02/14/13 College Station, TX  
Horticulture Department, Texas A&M University. (1 hour, 25 attending). "Economic outlook and trends in the horticulture industry." Seminar
28. 02/07/13 College Station, TX  
Institute Seminar. (1 hour, 35 attending). "International Development Programs in Guatemala." Borlaug

29. 01/18/13 Mission, TX  
Produce Association. (2 hours, 13 attending). "The Current State of Texas Produce" at Texas International
30. 12/13/12 College Station, TX  
course. (1 hour 13 attending). "Tools to Stay Competitive in Tough Economy" Landscaping Short-
31. 10/23/12 College Station, TX  
hour, 32 attending). "Results of the TNLA Economic Impact/Scope Report" Webinar. (1
32. 9/17/12 College Station, TX  
attending). "Strategic Marketing of Green Industry Products" (1 hour, 11
33. 8/28/12 College Station, TX  
attending). "The Structure of the US Fruit and Vegetable Industry" (2 hours, 10
34. 8/24/12 Weslaco, TX "Marketing for Small Acreage Producers" (1 hour, 35 attending).
35. 7/17/2012 San Marcos, TX  
Association Annual Meeting. (30 minutes, 450 attending). "Cost of Production of Texas Pecans" Texas Pecan Growers
36. 7/10/2012 Uvalde, TX  
attending). "Marketing for Small Acreage Producers in Texas" (1 hour, 7
37. 3/6/2012 College Station, TX  
attending) "Consumer Perceptions of Functional Foods" (30 minutes, 16
38. 2/10/2012 Uvalde, TX  
attending). "Fruit and Vegetable Situation and Outlook" (30 minutes, 24
39. 5/3/2011 San Antonio, TX  
attending) "Direct Marketing 101" Direct Marketing Conference. (1 hour, 32
40. 3/8/2011 San Antonio, TX.  
Landscaping Association Region I Meeting. (1 hour, 40 attending) "Green Industry Trends for 2011 and Beyond" Texas Nursery and
41. 2/25/2011 Round Rock, TX  
Association Grower Summit. (1 hour 43 attending) "Green Industry Growing Trends" Texas Nursery and Landscape
42. 1/25/2011 Dallas, TX  
Green Industry Symposium. (1 hour, 37 attending) "Green Industry Trends and Using them" North Texas Mid-Winter
43. 11/19/2010 Weslaco, TX "Strategic Marketing in Farmers Markets" (2 hours, 30 attending)
44. 11/1/2010 College Station, TX "Marketing Strategies for Small Farmers" (1 hour, 9 attending)
45. 10/29/2010 Uvalde, TX  
Cooperative Meeting. (30 minutes, 28 attending) "Marketing Pomegranates in Texas" Texas Pomegranate
46. 10/27/2010 Tyler, TX  
Nursery and Greenhouse Conference. (1 hour, 32 attending) "The State of the Green Industry: Current Trends" East Texas
47. 10/20/2010 Pleasanton, TX "Marketing Turfgrass in Texas" (1 hour, 4 attending)

48. 10/6/2010 Tyler, TX  
minutes, 8 attending) "The Economics of Food Safety in the Produce Industry" (30
49. 9/22/2010 Lubbock, TX  
minutes, 6 attending) "The Economics of Food Safety in the Produce Industry" (30
50. 9/1/2010 Uvalde, TX  
minutes, 27 attending) "The Economics of Food Safety in the Produce Industry" (30
51. 8/18/2010 McAllen, TX  
minutes, 31 attending) "The Economics of Food Safety in the Produce Industry" (30
52. 5/18/2010 Gainesville, TX  
hours, 23 attending) "Guide to Establishing and Marketing in Farmers Markets" (2
53. 4/13/2010 College Station, TX  
Crops Webinar. (2.5 hours, 116 attending) "Marketing Horticultural Crops" Small Acreage for Horticultural
54. 2/16/2010 Tyler, TX  
East Texas Commercial Fruit and Vegetable Conference. (1 hour, 195 attending). "Marketing Success Stories in the Fruit and Vegetable Industry."
55. 1/26/2010 Dallas, TX  
Winter Green Industry Symposium. (90 minutes, 40 attending) "Economic Outlook for the Green Industry." North Texas Mid-
56. 1/19/2010 Bay City, TX  
Turfgrass Association Conference. (1 hour, 80 attending) "Economic Outlook for the Turf and Landscape Industries." Texas
57. 1/16/2010 Fort Worth, TX  
attending) "Strategic Marketing for Farmers Markets Growers" (1 hour, 40
58. 11/6/2009 San Antonio, TX "Sales and Service, and Effective Display." (2 hours, 30 attending)
59. 9/12/2009 Tyler, TX  
Impact." Texas Christmas Tree Growers Association Meeting. (1 hour, 80 attending) "Commodity Promotions: Programs, Practices, and Economic
60. 8/13/2009 Dallas, TX  
Workshops. (1 hour, 70 attending) "Legal Issues Affecting the Horticulture Industry." Texas Turfgrass
61. 8/10/2009 Dallas, TX  
Landscape Association Expo. (1 hour, 6 attending) "Immigration and Labor Laws for Horticulture." Texas Nursery and
62. 6/4/2009 College Station, TX  
Programs in Texas." Horticulture Professional Development Meeting. (1 hour, 35 attending) "Effectiveness of Texas SuperStar and EarthKind Branding
63. 5/19/2009 San Antonio, TX  
Workshops. (1 hour, 12 attending) "Immigration and Labor Laws for Horticulture." Texas Turfgrass
64. 5/12/2009 McAllen, TX  
Workshops. (1 hour, 7 attending) "Immigration and Labor Laws for Horticulture." Texas Turfgrass
65. 5/4/2009 College Station, TX  
30 attending) "Economic Outlook of the Horticulture Industry in Texas." (1 hour,

66. 2/17/2009 Tyler, TX "Marketing Fruit and Vegetables on a Larger Scale, Country of Origin Label Provisions." East Texas Commercial Fruit and Vegetable Conference. (50 minutes, 140 attending).
67. 2/3/2009 Waco, TX "Direct Marketing Opportunities in Central Texas." A New Era for Food – Local Food Farming Conference. (1 hour, 30 attending).
68. 1/23/2009 Conroe, TX "Managing Your Workforce: Legal Issues Affecting the Horticulture Industry." South Texas Growers Association Meeting. (1 hour, 8 attending)
69. 1/22/2009 Taylor, TX "Marketing Strategies for Growing for Profits." Vegetable Short-Course in Williamson County. (1 hour, 51 attending).
70. 12/9/2008 Ft Worth, TX "Economic Outlook for the Turf and Landscape Industries." Texas Turfgrass Association Conference and Show. (1 hour, 80 attending).
71. 10/28/2008 Tyler, TX "Hiring a Legal Workforce." East Texas Nursery and Greenhouse Conference. (1 hour, 80 attending)
72. 9/9/2008 Buda, TX "Marketing during Difficult Times in the Green Industry." Texas Nursery and Landscape Association Regions I & VIII meeting. (1 hour, 58 attending)
73. 8/26/2008 Tomball, TX "Organic Production in Central Texas." (1 hour, 9 attending).
74. 5/16/2008 Houston, TX "Risk Management Training Workshop for the Green Industry." (1 hour, 9 people attending).
75. 5/15/2008 Austin, TX "Risk Management Training Workshop for the Green Industry." (1 hour, 22 attending).
76. 5/14/2008 Dallas, TX "Risk Management Training Workshop for the Green Industry." (1 hour, 11 attending).
77. 4/4/2008 San Antonio, TX "Sales and Service, and Effective Display." Texas Certified Nursery Professional Course. (2 hours, 25 attending).
78. 2/13/2008 Denton, TX "Effective Farmer's Marketing." Denton County Farmers Market Association Annual Meeting. (1 hour, 15 attending).
79. 2/19/2008 Tyler, TX "Effective Fruit Marketing in Texas." East Texas Commercial Fruit and Vegetable Conference. (1 hour, 130 attending).
80. 8/31/2007 Mission, TX "Texas Citrus Tree Insurance Provisions" (30 minutes, 20 attending).
81. 6/12/2007 College Station, TX "International Trade Issues Affecting the US Horticulture Industry" (1 hour, 1 attending).
82. 4/9/2007 Austin, TX "Opportunities for the Green Industry in Texas." Panel Discussion. (2 hours, 5 attending).
83. 1/24/2007 Canyon, TX "Marketing Horticultural Products in Today=s Changing Marketplace." West Texas Vegetable Conference. (30 minutes, 42 Attending).

84. 12/7/2006           Weslaco, TX                   "Economic Impact of Citrus Greening" (30 minutes, 10 attending)
85. 10/31/2006       Tyler, TX                   "Horticultural Marketing" East Texas and Greenhouse Nursery  
Conference. (30 minutes and 62 attending).
86. 9/27/2006       San Antonio, TX           "Marketing Organic Vegetables"
87. 8/11/2006       San Antonio, TX           "Emerging Opportunities for Transporting Texas Produce" Texas  
Produce Convention. (30 minutes and 47 attending).
88. 7/27/2006       Tyler, TX                   "Growing for Profits" Southwest Greenhouse Growers Conference.  
(30 minutes and 130 attending).
89. 6/27/2006       Tyler, TX                   "The Horticulture Industry in Texas" Greenhouse Crop Producers  
Advisory Committee.
90. 5/31/2006       Dallas, TX                   "Marketing Horticultural Products" (30 minutes and 35 attending).

**National and Regional**

1. 11/05/14 Springfield, MA "Low Prices Sell More Plants; But More Plants not Always Increase Revenue." Northeast Greenhouse Conference and Expo. (1 hour, 150 attending).
2. 02/19/14 Miami, FL "The State of the Green Industry in Texas" Green Industry Research Consortium. (1 hour, 12 attending).
3. 02/18/14 San Jose, CA "The State of the Green Industry: Current Economic and Marketing Trends." Big Growers Executive Summit. (1.5 hours, 35 attending).
4. 02/03/14 Dallas, TX "Analyzing Structural Changes and Trade Impacts in the Tomato Industry." Southern Agricultural Economics Association. (20 minutes, 23 attending).
5. 01/31/14 College Station, TX "Pecan marketing and economics" Pecan Shortcourse. (1.5 hours, 85 attending).
6. 01/17/14 College Station, TX "The Economic Outlook for 2014." Green Industry Educational Webinar Series. (1 hour, 168 attending).
7. 01/13/14 College Station, TX "Managing Water Quality in the Green Industry." Green Industry Educational Webinar Series. (1 hour, 53 attending).
8. 10/26/13 Santa Cruz, CA "Modeling Unobserved Consumer Heterogeneity in Experimental Auctions." Economic Science Association. (20 minutes, 10 attending).
9. 08/22/13 Portland, OR "Marketing Products in the Green Industry National Trends." Green Industry Research Consortium. (1 hour, 13 attending).
10. 08/14/13 College Station, TX "Implications of Local or Organic Labeling on Plant Sales in the Green Industry." Organized Webinar. (1 hour, 100 attending).
11. 08/05/13 Washington, DC "Trade Agreement Impacts in the Americas." Agricultural and Applied Economics Association. (1.5 hours, 25 attending).
12. 05/20/13 Rogers, AR "Retailers Buy Local Procurement Programs." National Value Added Conference. (2 hours, 28 attending).
13. 04/03/13 Denver, CO "Using Webinars to Deliver Outreach Programs: Lessons Learned." Risk Management Education Conference. (30 minutes, 25 attending).
14. 02/27/13 San Diego, CA "The State of the Green Industry in Texas." Green Industry Research Consortium. (30 minutes, 10 attending).
15. 02/04/13 Orlando, FL "Implications of U.S. Trade Agreements and U.S. Nutrition Policies for Produce Production, Demand, and Trade" Southern Agricultural Economics Association. (30 minutes, 16 attending).
16. 02/04/13 Orlando, FL "Fruits and Vegetables Situation and Outlook." Southern Agricultural Economics Association. (30 minutes, 24 attending).
17. 02/01/13 College Station, TX "Pecan Marketing and Economics." Pecan Shortcourse. (1 hour, 80 attending).

18. 01/15/13 College Station, TX "The Value of Local and Sustainable Labels." Webinar (1 hour, 60 attending).
19. 01/18/13 Denver, CO "Marketing Trends and Methodologies in Estimating Costs of Production for the Green." ProGreen Conference. (1 hour, 85 attending).
20. 11/13/12 McMinnville, TN "Identifying Marketing Trends in Plant Demand and Potential Customers, changing consumer demographics Using Electronic, Web-based, Social Media, and Other Progressive Marketing Strategies" Tennessee Master Nursery Program. (5 hours, 40 attending).
21. 10/11/12 West Lafayette, IN "Economic Outlook and Trends in the Horticulture Industry" Seminar at Purdue University. (1 hour, 28 attending).
22. 9/24/12 Atlanta, GA "Fruit and Vegetable Situation and Outlook" Southern Extension Outlook Conference. (1 hour, 30 attending).
23. 9/20/12 Naples, FL "Economic Trends for Fruits and Vegetables in the US" Florida Fruit and Vegetable Association. (1.25 hours, 190 attending).
24. 9/18/12 College Station, TX "The Latest Consumer Research in the Green Industry" Webinar. (1 hour, 63 attending).
25. 8/22/12 Fayetteville, AR "Doing Webinars as an Extension Delivery Tool" Southern Risk Management Education Center. (1.5 hours, 22 attending).
26. 8/13/12 Seattle, WA "Role of Labor in Free Trade Agreements" Agricultural and Applied Economics Association. (45 minutes, 11 attending).
27. 8/11/12 Seattle, WA "Implementing the Dietary Guidelines for Americans" Agricultural and Applied Economics Association. (1 hour, 30 attending).
28. 8/8/12 Newark, DE "Economic Impacts of the Green Industry" Green Industry Research Consortium. (1 hour, 11 attending).
29. 8/1/12 Miami, FL "Economic Outlook of Tropical Fruits and Vegetables in the US: A Consumer's view" American Society of Horticultural Science. (35 minutes, 45 attending).
30. 7/26/2012 Wellesley, MA "Strategic Marketing of Green Industry Products" Summer Conference and Trade Show. (1 hour, 175 attending).
31. 7/11/2012 College Station, TX "Effects of Advertising in Generating Grower Sales" Webinar. (1 hour, 40 attending).
32. 5/18/2012 Tucson, AZ "Strategic Marketing of Green Industry Products" Desert Horticulture Conference. (1 hour, 85 attending).
33. 3/14/12 College Station, TX "The Economics of Food Safety" Webinar. (2 hours, 120 attending).
34. 3/9/12 Stillwater, OK "Consumption Trends and Opportunities for the Horticulture Industry" (1 hour, 38 attending).

35. 2/07/12            Birmingham, AL            "Nature of Dietary Guidelines and Their Importance as a Policy Change" Southern Agricultural Economics Association Annual Meeting. (45 minutes, 16 attending).
36. 2/06/12            Birmingham, AL            "Evaluating the Factors Influencing the Number of Visits to Farmers Markets" Southern Agricultural Economics Association Annual Meeting. (20 minutes, 10 attending).
37. 10/12/2011        College Station, TX        "New Department of Labor Regulations and Their Impact on Retirement Plan Sponsors" Webinar. (1 hour, 19 attending).
38. 10/11/2011        College Station, TX        "What's a stake? An insight and Look at the Farm Bill" Webinar. (1 hour, 106 attending).
39. 10/4/2011        Asheville, SC            "Green Industry Risk Management Comprehensive Education" Southern Risk Management Education Center Council Meeting. (30 minutes, 14 attending).
40. 9/27/2011        Waikoloa, HI            "Firm Size and Advertising Returns in the Green Industry" American Society of Horticultural Sciences. (20 minutes, 30 attending).
41. 5/24/2011        College Station, TX        "Legal Issues Affecting the Green Industry" American Nursery and Landscape Association Webinar. (1 hour, 70 attending)
42. 4/12/2011        St. Louis, MO            "Green Industry Risk Management Comprehensive Education" National Extension Risk Management Education Conference. (30 minutes, 30 attending)
43. 1/19/2011        Mobile, AL            "The State of the Green Industry: National Nursery Survey Results" Southern Nursery Association Research Conference. (30 minutes, 38 attending)
44. 10/20/2010        San Antonio, TX        "Immigration Issues of Interest in the Horticulture Industry." Pickle Packers International Meeting. (1 hour, 50 attending)
45. 9/28/2010        Atlanta, GA            "The State of the Green Industry" Southern Outlook Conference. (30 minutes, 57 attending)
46. 7/19/2010        Portland, OR            "Methodology for Estimating Costs and Pricing Strategies in the Green Industry" Perennial Plant Association Annual Meeting. (4 hours, 52 attending)
47. 7/13/2010        Columbus, OH            "Green Industry Trends" Green Industry Research Consortium meeting. (1 hour, 10 attending)
48. 5/14/2010        Apopka, FL            "Consumer Demand and Economic Topics of Interest for Entomologist" Southern Entomology Association annual Meeting. (30 minutes, 27 attending)
49. 2/8/2010        Orlando, FL            "Buying Frequency for Ornamental Plants" Southern Agricultural Economics Association. (20 minutes, 14 attending)
50. 2/1/2010        Louisville, KY            "Structural Changes in the Green Industry." American Nursery and Landscape Association. (1.5 hours, 150 attending)
51. 9/29/2009        Atlanta, GA            "Outlook on Immigration and Labor Laws in Agriculture." Southern Outlook Conference. (1 hour, 30 attending)

52. 4/16/2009 College Station, TX "Economic Outlook of the Horticulture Industry in Texas and the US." Invited Seminar to Horticultural Sciences Department, Texas A&M University. (1 hour, 50 attending).
53. 2/13/2009 Atlanta, GA "Economic Impacts of the Green Industry in Texas." Southern Nursery Association Research Conference. (15 minutes, 60 attending).
54. 1/14/2009 Atlantic City, NJ "Managing Your Workforce: Legal Issues Affecting the Horticulture Industry." Atlantic Coast Agricultural Convention. (45 minutes, 45 attending).
55. 1/14/2009 Atlantic City, NJ "Pricing, Crop Mix, and Other Marketing Strategies for Growing for Profits." Atlantic Coast Agricultural Convention. (45 minutes, 40 attending).
56. 8/8/2008 Atlanta, GA "Consumer Preferences for Orchids." Southern Nursery Association Research Conference. (15 minutes, 58 attending).
57. 7/21/2008 Orlando, FL "Equity Issues in the US Fresh Produce Trade Agreements." American Society of Horticultural Science. Invited Presentation. (1 hour, 21 attending)
58. 7/9/2008 Conroe, TX "Acquiring a Legal Workforce." Southwest Growers Conference. (1 hour, 90 attending)
59. 2/26/2008 Louisville, KY "Concerns for U.S. Environmental Horticulture Industry Statistics." NASS Advisory Committee Meeting. (30 minutes, 50 attending)
60. 9/25/2007 Atlanta, GA "Fruit and Vegetable Situation and Outlook." Southern Region Outlook Conference. (1 hour, 51 attending).
61. 5/9/2007 Kansas City, KS "Risk Management Strategies for Citrus Producers." (2 hours, 10 attending).
62. 5/24/2006 Amite, LA "Marketing Horticultural Products." (2 hours and 9 attending).

#### International

1. 08/06/14 Comayagua, Honduras "Impacts of the Drug Trade on Latin American Food Production." National Autonomous University of Honduras at Comayagua. (1 hour, 45 attending).
2. 08/04/14 Zamorano, Honduras "Impacts of the Drug Trade on Latin American Food Production." Pan-American School of Agriculture, Zamorano. (1 hour, 60 attending).
3. 06/20/14 Aarhus, Denmark "Potential Impacts of Transatlantic Trade and Investment Partnership (T-TIP) on the Fresh Vegetable and Beef Trade." Food Marketing Research Symposium. (30 minutes, 43 attending).
4. 09/04/13 Delicias, Mexico "Pecan Market and Outlook." (1 hour, 50 attending).
5. 07/17/13 Zamorano, Honduras "Marketing Horticultural Crops." Pan American School of Agriculture Seminar. (2 hours, 65 attending).
6. 9/12/12 Managua, Nicaragua "Using Futures and Options as a Risk Management Strategy for Coffee" (16 hours, 12 attending).
7. 6/26/12 Pretoria, South Africa "Economics and Marketing Methods Applied to Horticultural Products" (2 hours, 15 attending).

8. 6/11/12 Shanghai, China "Economic Implications of the Food and Drug Administration's Food Safety Modernization Act" (20 minutes, 12 attending).
9. 4/14/2012 Zamorano, Honduras "Global Trends in Production and Consumption of Horticultural Crops" (2 hours, 60 attending).
10. 4/13/2012 Comayagua, Honduras "Quantitative Methods, Marketing and Management of Horticultural Crops." (24 hours, 30 attending).
11. 1/24/2012 Montreal, Canada "Strategic Marketing of Green Industry Products" Canadian Ornamental Plants Conference. (1 hour, 85 attending)
12. 1/24/2012 Montreal, Canada "The State of the Green Industry: Current Trends" Canadian Ornamental Plants Conference. (1 hour, 85 attending).
13. 10/19/2011 Chimaltenango, Guatemala "Marketing Horticultural Crops under CAFTA-DR" (8 hours, 30 attending)
14. 10/18/2011 Chimaltenango, Guatemala "Marketing Horticultural Crops under CAFTA-DR" (8 hours, 14 attending)
15. 6/21/2011 Frankfurt, Germany "Economic Feasibility of a Mobile Fast Pyrolysis System for Sustainable Bio-crude Oil Production" International Agrifood Marketing Association. (30 minutes, 3 attending)
16. 5/09/2011 Chimaltenango, Guatemala "Marketing Horticultural Crops under CAFTA-DR" (8 hours, 8 attending)
17. 5/10/2011 Chimaltenango, Guatemala "Marketing Horticultural Crops under CAFTA-DR" (8 hours, 25 attending)
18. 4/28/2010 Chimaltenango, Guatemala "Marketing Horticultural Crops under CAFTA-DR" (8 hours, 11 attending)
19. 4/27/2010 Chimaltenango, Guatemala "Marketing Horticultural Crops under CAFTA-DR" (8 hours, 25 attending)
20. 10/23/2009 Tegucigalpa, Honduras "The Impact of the Economic Crisis in Agriculture" (2 hours, 300 attending)
21. 9/25/2009 Managua, Nicaragua "Market Access and Information for Horticultural Crops in Latin America" (8 hours, 200 attending)
22. 8/6/2009 Chimaltenango, Guatemala "Strategic Marketing of Horticultural Crops" (8 hours, 45 attending)
23. 8/5/2009 Chimaltenango, Guatemala "Strategic Marketing of Horticultural Crops" (8 hours, 35 attending)
24. 8/4/2009 Guatemala, Guatemala "Strategic Marketing of Horticultural Crops." (8 hours, 40 attending)
25. 6/20/2009 Budapest, Hungary "New Generation of Standards and Potential Impacts of Food Borne Illness Incidences on Market Movements and Prices of Fresh Produce in the United States" International Food and Agribusiness Management Association. (20 minutes, 40 attending)

26. 4/1/2009 Managua, Nicaragua "The Economic Crisis of 2008-2009: Competing in a Troubled Global Economy, and Implications to the Horticulture Industry." (4 hours, 80 attending).
27. 3/11/2009 Chimaltenango, Guatemala "Strategic Marketing of Horticultural Crops." (8 hours, 40 attending).
28. 3/10/2009 Chimaltenango, Guatemala "Strategic Marketing of Horticultural Crops." (8 hours, 45 attending)
29. 3/9/2009 Guatemala, Guatemala "The US horticulture Industry Trends and Opportunities for Central America." Tropical Agricultural Research and Higher Education Center (CATIE). (1 hour, 15 attending).
30. 10/23/2008 Managua, Nicaragua "Market Access and Information Analysis Relevant to the Produce Industry in the US" (8 hours, 40 attending).
31. 10/22/2008 Managua, Nicaragua "Fruit and Vegetable Consumption and Other Trends in the US" (8 hours, 40 attending).
32. 10/21/2008 Managua, Nicaragua "Horticulture Marketing Strategies Opportunities under CAFTA-DR." Market Development Workshop. (8 hours, 40 attending)
33. 10/2/2008 Guatemala, Guatemala "Strategic Marketing of Horticultural Crops under CAFTA-DR" (8 hours, 65 attending).
34. 10/1/2008 Guatemala, Guatemala "Strategic Marketing of Horticultural Crops Under CAFTA-DR" (8 hours, 65 attending).
35. 9/30/2008 Guatemala, Guatemala "Strategic Marketing of Horticultural Crops Under CAFTA-DR" (8 hours, 80 attending).
36. 9/29/2008 Guatemala, Guatemala "Strategic Marketing of Horticultural Crops Under CAFTA-DR" (8 hours, 80 attending).
37. 8/12/2008 Managua, Nicaragua "Marketing Fruits and Vegetables in the US: Trends and Opportunities." National Agriculture Growers and Exporters Association Meeting. (1 hour, 110 attending).
38. 8/11/2008 Managua, Nicaragua "Marketing Melons in the US: Trends and Opportunities." International Melons Conference. (1 hour, 180 attending).
39. 6/1/2008 Angers, France "Horticulture Marketing in the US and the EU" (1 hour, 40 attending).
40. 5/20/2008 Chimaltenango, Guatemala "Strategic Marketing of Horticultural Crops Under CAFTA-DR" (8 hours, 60 attending).
41. 5/19/2008 Chimaltenango, Guatemala "Strategic Marketing of Horticultural Crops Under CAFTA-DR" (8 hours, 60 attending).
42. 11/5/2007 San Jose, Costa Rica "Developing Successful Supply Chains in CAFTA-DR." (1 hour, 75 attending).

43. 7/20/2007 Zamorano, Honduras "The US Horticulture Industry" Seminar Presented at the Pan American School of Agriculture. (1 hour, 50 attending).
44. 7/18/2007 Zamorano, Honduras "International Trade Challenges and Opportunities with CAFTA-DR." Seminar Presented at the Pan American School of Agriculture. (1 hour, 50 attending).
45. 9/19/2006 College Station, TX "US Horticultural Trade."
46. 7/28/2003 Montreal, ON "Evaluating Factors Influencing Grocery Store Choice." American Agricultural Economics Association Annual Meeting.
47. 5/20/2003 Bahia, Brazil "Market Preferences toward Farm-Raised Sturgeon in the Southeastern US: A Conjoint Analysis." World Aquaculture Society Annual Meeting.

#### Media Interviews

1. 4/16/14 KTRH Radio Houston "California drought and import situation for fruits and vegetables"
2. 3/2/14 WOAI Radio San Antonio "California drought implications for the produce industry"
3. 2/28/14 Bankrate.com "About the cost and benefits of organic food"
4. 12/3/13 University of Texas "Economic Impacts of Farmer's Markets and Local Foods"
5. 10/24/12 KEOS Radio "Food Security in America"
6. 10/3/12 Houston Chronicle "US-Mexico Trade Dispute of the Tomato Industry"
7. 9/21/12 Reporting Texas "The Size and Scope of the Organic Sector in Texas"
8. 8/20/12 The Eagle, BCS "Direct Marketing Trends in the US and Texas"
9. 7/23/12 Florida Fruit and Vegetable Harvester "International Trade Trends for the Fruit and Vegetable Industry in the US"
10. 8/3/12 KTSA Radio San Antonio "Farmers Market Opportunities for Small Growers in Texas"
11. 8/3/12 KUT Radio Austin "Farmers Market Trends in Texas"
12. 7/2/12 AndNowUKnow Produce Industry News "Produce Industry Trends and Marketing Strategies"
13. 3/14/12 Fort Worth Star-Telegram "Local Foods Opportunities in Texas"
14. 1/12/12 CNN Money Magazine "The effects of the Brazilian Orange Juice Outbreak to US Producers and Consumers"
15. 5/13/2011 Food Quality Magazine "Food Safety Audit Standards for the Fresh Produce Industry"

16. 4/28/2011 San Antonio Express News "International Trade Issues and Trends for the Fruit and Vegetable Industry in North America with an Emphasis to Mexico"
17. 7/26/2010 BEEF Magazine "Agricultural Labor and Immigration Controversy of the Arizona Law and Potential Impacts to Agriculture"
18. 4/26/2010 Hawaii Public Radio "Consumer Preferences for Orchids"
19. 4/15/2010 Texas Farm Bureau Radio "Organic Production in Texas"
20. 2/1/2010 Greenhouse Grower "Recession, Business Cycles and Economics for the Ornamental Industry"
21. 10/23/2009 Channel 10 News, Honduras "The Economic Crisis and the Implications to the Central American Economies"
22. 10/23/2009 El Heraldo, Honduras "The Economic Crisis and its effects on the Fruits and Vegetable Industry."
23. 10/23/2009 La Tribuna, Honduras "The Economic Crisis and its Impacts on Agriculture."
24. 10/2/2009 National Public Radio "Potential Impacts of Local Foods on Low Income Households in the U.S."
25. 1/20/2009 Vegetable Grower News "Consumer Trends and Marketing Challenges for the Horticulture Industry"
26. 10/29/2008 La Prensa, Nicaragua "Fruit and Vegetable Outlook Under the CAFTA-DR Liberalization"
27. 9/26/2008 American Journal Transport "The Future of Transportation and Trade Data of Agricultural Commodities in the US"
28. 8/12/2008 Channel 8 News "Opportunities Under CAFTA-DR for Central America Horticultural Growers"
29. 8/11/2008 La Prensa, Nicaragua "Current Trends and Opportunities for Fruit and Vegetable Markets in the US"
30. 7/27/2008 The Eagle, BCS newspaper "Brazos Valley Local Food Consumption and Trends"
31. 7/15/2008 Waco Tribune Herald "Local Food Consumption Trends and Opportunities"
32. 5/7/2008 Brownsville Herald "Labor Issues in Texas"
33. 2/27/2007 San Antonio Express News "The Economic Impacts of Zebra Chip disorder in the Texas Potato Industry"
34. 10/20/2006 Houston Press "Economic Size of the Texas Vegetable Industry."
35. 9/21/2006 Southwest Farm Press "Transportation Issues for Texas Produce."
36. 8/2/2006 Dallas Morning News "International Trade of Floriculture products."

***Professional Development Activities, Conferences Attended/Participated***

- GIS Short Course for County Agents/Extension Professionals (16 hours).
- United Fresh Produce Association Conference  
Las Vegas, NV - April 20-23, 2010.
- Small Farmers Conference.  
Jackson, MS - March 29-31, 2010
- Agile Agriculture Summit, Applied Sustainability and Local Foods Conference.  
Fayetteville, AR - June 29-July 3, 2009.
- Transportation Conference  
Washington, DC. December 1-4, 2008
- NAFTA Agrifood Market Integration Consortium  
Austin, Texas. May 21-23, 2008
- National AgriMarketing Association Meeting  
Kansas City, Missouri - April 15-18, 2008
- Texas Citrus Growers Conference  
Weslaco, TX - March 25, 2010  
Weslaco, TX - March 27, 2008
- Conjoint Analysis. Web-based Seminar Sponsored by the Agribusiness Management and Economics Section of the American Agricultural Economics Association. March, 2008
- Lower Rio Grande Valley Horticultural Society Meeting  
Weslaco, TX - January 30, 2008
- Simetar Workshop  
College Station, TX - January 7-9, 2008
- Agriculture Conference  
College Station, TX - January 2010  
College Station, TX - January 2009  
College Station, TX - January 7-11, 2008
- International Trade and Policy Issues in US Agriculture  
Washington, DC - November 15-16, 2007
- CAFTA-DR Agrifood Market Integration Consortium  
San Jose, Costa Rica. November 5-7, 2007
- IMPLAN Training  
College Station, TX - November 1-2, 2007
- Green Industry Conference  
Louisville, KY - October 23-26, 2007

- Protecting the Consumer Every Step of the Way, Conference on Food Safety  
College Station, TX - October 18, 2007
- Human Health Effects of Fruits and Vegetables  
Houston, TX - October 9-13, 2007
- Food and Agribusiness Industry Leaders Symposium  
College Station, TX - September 27, 2007
- Southern Region Agricultural Outlook Conference  
Atlanta, GA - September 26-27, 2011  
Atlanta, GA - September 25-27, 2010  
Atlanta, GA - September 29-30, 2009  
Atlanta, GA - September 22-24, 2008  
Atlanta, GA - September 24-26, 2007
- Southern Extension Committee Meetings  
Orange Beach, AL - June 9-12, 2009  
San Antonio, TX - June 23-25, 2007
- United Fresh Produce Association Public Policy Conference  
Washington, DC - September 14-16, 2010  
Washington, DC - August 10-12, 2008  
Washington, DC - August 12-14, 2007
- Texas Nursery and Landscape Expo  
San Antonio, TX - August 19-21, 2009  
Dallas, TX - August 13-15, 2009  
Houston, TX - August 14-16, 2008  
Dallas, TX - August 17-19, 2007
- Southern Nursery Association Research Conference  
Mobile, AL - January 19-20, 2011  
Mobile, AL - January 21-22, 2010  
Atlanta, GA - February 12-13, 2009  
Atlanta, GA - August 6-9, 2008  
Atlanta, GA - August 8-11, 2007
- Texas-Cuba Trade Alliance Conference  
Dallas, TX - April 25-26, 2007
- National Extension Risk Management Education Conference  
Phoenix, AZ - April 17-18, 2007
- Personnel Management Conference  
Lubbock, TX - April 2-4, 2007
- Texas Vegetable Association Meeting  
Weslaco, TX - March 29-30, 2007
- Organic Vegetable Production Meeting

College Station, TX - March 28, 2007

- American Agricultural Economics Association Annual Meetings
  - Pittsburgh, PA – July 24-27, 2011
  - Milwaukee, WI – July 25-28, 2009
  - Orlando, FL - July 28-30, 2008
  - Portland, OR - July 28-August 1, 2007
  - Long Beach, CA - July 2006
  - Providence, RI - July 25-27, 2005
  - Montreal, Canada - 2003
- S1021- Green Industry Research Consortium Meeting
  - St. Paul/Minneapolis - July 14-15, 2011
  - Tampa, FL – February 22-23, 2011
  - Columbus, OH - July 13-14, 2010
  - New Orleans, LA - February 24-26, 2010
  - Washington, DC - July 22-24, 2009
  - Savannah, GA - March 1-4, 2009
  - Atlanta, GA - August 5-8, 2008
  - Austin, TX - February 13-16, 2008
  - Portland, OR - August 20-24, 2007
  - St. Augustine, FL - February 21-23, 2007
- Southern Agricultural Economics Association Annual Meetings
  - Corpus Christi, TX – February 6-8, 2011
  - Orlando, FL - February 7-9, 2010
  - Atlanta, GA - February 1-3, 2009
  - Dallas, TX - February 2008
  - Mobile, AL - February 2007
- American Nursery and Landscape Association Management Clinic
  - Louisville, KY – January 27-30, 2011
  - Louisville, KY – January 31-February 3, 2010
  - Louisville, KY - February 6-9, 2009
  - Louisville, KY - February 8-11, 2008
  - Louisville, KY - January 31-February 3, 2007
- CSREES-USDA Grantsmanship Workshop
  - Grapevine, TX - October 17-18, 2006
- International Floriculture Seminar
  - College Station, TX- October 11, 2006
- Writing Effective Grant Proposals
  - College Station, TX - October 4, 2006
- Texas Produce Convention
  - South Padre Island, TX - August 11-13, 2010
  - Austin, TX - August 19-21, 2009
  - McAllen, TX - September 17-19, 2008
  - South Padre Island, TX - September 21-23, 2007
  - San Antonio, TX - August 10-12, 2006

- Texas Specialist Association Meeting  
Galveston, TX - August 5-8, 2007  
San Antonio, TX - August 7-9, 2006
- Agricultural Economics Development Workshop  
San Antonio, TX - June 27-30, 2007  
Fredericksburg, TX - June 20-23, 2006
- Horticulture Professional Development Workshop  
College Station, TX - June 3-5, 2009  
Tyler, TX - May 30-June 1, 2007  
Fort Worth, TX - May 31-June 2, 2006

#### ***Professional and Honorary Society Affiliations***

##### **Professional Affiliations:**

- American Agricultural Economics Association (AAEA), 2003-present.
- Southern Agricultural Economics Association (SAEA), 2006-present.
- Western Agricultural Economics Association (WAEA), 2006-present.
- International Food and Agribusiness Management Association (IFAMA), 2009-present.
- American Society of Horticultural Science (ASHS), 2008-present.

##### **Honorary Societies:**

- Gamma Sigma Delta, 2003.
- National Scholars Honor Society, 2002.

#### **V. RESEARCH ACTIVITIES**

##### ***Program Statement:***

To support Extension programming at the state, national and international levels, Dr. Palma develops applied research in the areas of horticultural marketing, economics and management. Applied research helps Dr. Palma build credibility and reputation to enhance his extension and outreach efforts. An essential component in his research activities is developing working relationships with colleagues and partners across disciplines, academic institutions, private industry organizations, government entities and consumers. Dr. Palma conducts research related to the economics, management and marketing of horticultural crops, including fruits and vegetables, nursery and landscaping products and ornamentals. Dr. Palma's research activities include assessing consumer preferences, trends and marketing of horticultural crops; advertising and promotion effects; size, scope and economic impacts of the horticultural industry in the State of Texas and national economies; Food safety impacts on consumption of horticultural crops and associated losses to the industry; potential impacts of pests and diseases; international trade and other policy and regulations; immigration reform and impacts on labor costs and availability; and other relevant topics in marketing horticultural products.

##### ***Summary of Major Achievements:***

Dr. Palma has effectively procured funding to conduct applied research in diverse areas of horticulture economics, marketing and management. In order to plan relevant research projects, and as part of his involvement in the hatch project S1051 "The Green Industry Research Consortium", he visits horticultural growers, landscapers and retailers around the country to gain better understanding of current issues of interest to the industry. His extension work and interaction with

academic colleagues, industry and government groups positions him uniquely to plan and conduct applied research that is relevant, timely and with impact to his clientele while maintaining a scholarly level.

Dr. Palma is involved in leadership roles for research groups, including chairman of the Green Industry Research Consortium; he is currently the Editor of the Journal of Food Distribution Research (Proceedings); Editor of the Economics and Marketing section of the Southern Nursery Association Research Conference. Editorial board of Horticulturae. His extension and research activities have been well received by industry groups and have been recognized by industry associations, and also been highlighted three times as one of the top 10 articles read in horticultural journals. His research efforts have been crucial in building a national reputation and credibility that increased the number of invited extension presentations in the State, and nationally, and also being able to attain more prominent leadership roles in professional associations such as election to the Board as Director of the Southern Agricultural Economics Association and Chairman of the Green Industry Research Consortium.

Dr. Palma is often called to serve as research peer reviewer for various journals for his expertise in marketing, consumer preferences for food products including survey design and implementation, and discrete choice methods. He has been a reviewer of numerous articles in several peer reviewed journals, including Journal of Economic Behavior and Organization, American Journal of Agricultural Economics, Applied Economics, Applied Economic Perspectives and Policy, Journal of Agricultural and Applied Economics, European Review of Agricultural Economics, Review of Economics of the Household, Journal of Environmental Planning and Management, Agribusiness an International Journal, The Energy Journal, Texas Journal of Agricultural and Natural Resources, International Food and Agribusiness Management Review, HortScience, HortTechnology, Choices, Aquaculture Economics and Management and International Regional Science Review. He has also been a selected papers reviewer for the Agricultural and Applied Economics Association, and the Southern Agricultural Economics Association. Dr. Palma is often called to serve as grant panel reviewer with USDA. In 2010 he was also asked to be the external reviewer and write an assessment for a fellow agricultural economics colleague who works in a similar area for his promotion and tenure package. Dr. Palma was recently recognized as the recipient of the Vice Chancellor's Award in Excellence for a Research Team.

## VI. TEACHING ACTIVITIES

### *Program Statement:*

Dr Palma is a member of the graduate school and the Intercollegiate Faculty of Agribusiness and serves in several graduate student committees for several students. Dr. Palma is a member of the PhD Qualifier Committee and also serves in the PhD Preliminary Examination Committee every other year. In order to be able to fund graduate student research Dr. Palma procures external grants and contracts. In the summer of 2008 Dr. Palma led the France FESIA study abroad program, organized by the Department of Agricultural Economics. He taught AGECO 402, Survey of International Agricultural Economics. There were 11 registered students in the course. Dr. Palma currently teaches AGEC 676, Frontiers in Markets and Information Economics. Dr Palma also teaches MB 671 International Marketing for the Master of Applied Economics, a joint program between the Agricultural Economics Department at Texas A&M University and Universidad del Valle in Guatemala. Other courses previously taught include:

- Agri-Food Marketing. International Center for Advanced Mediterranean Agronomic Studies. Spring 2006. 15 students.
- ECO 2023, Principles of Microeconomics. Santa Fe Community College. Gainesville, Fl. (2 sections). 80 students.
- AEB 2014, Economic Issues, Food and You. Food and Resource Economics Department, University of Florida. 2 Sections, 90 students.
- Co-Instructor AEB 6553, Elements of Econometrics. Food and Resource Economics Department, University of Florida. Graduate level course. 20 students.

### *Unsolicited Comments by Students*

- "Dr. Palma is the best microeconomic mentor I've ever had. I took class with him, AGEC 676 - Frontiers in Markets and Information Economics. He taught how to plan and implement the experimental design on SAS and further analyze with rank-ordered, mixed, conditional (fixed effects and random effects) Logit models on Stata to estimate the consumer willingness to pay from survey data. He has deep and profound insight on the subjects from his experiences

which revealed through real cases that he used to explain theories. He is also a major teacher who taught advanced econometrics to me.” (AGEC 676).

**Teaching Evaluation Summaries:**

**AGEC 402**

Evaluation Category	Summer 2008
1. The instructor was well informed about the subjects being taught in the course.	5.00
2. The instructor was generally well prepared for class sessions.	4.91
3. I have ample opportunity to ask questions, to discuss items, and to disagree with points.	5.00
4. The instructor provides adequate feedback on papers, exams and other assignments so I can track my progress in the course.	4.80
5. The instructor seemed interested in the subject matter in this course.	5.00
6. The instructor used examples and illustrations that were meaningful.	4.91
7. The instructor used a variety of teaching methods which are in line with the course objectives.	4.91
8. The instructor was fair and reasonable.	5.00
9. The instructor communicated effectively at levels appropriate for me (not above me, not below me).	5.00
10. The instructor encouraged independent thought.	5.00
<b>Average across all questions – Dr. Marco A Palma</b>	<b>4.95</b>
<i>Average Faculty Evaluation - Undergraduate Courses Department of Agricultural Economics</i>	<i>4.44</i>
<i>Average Faculty Evaluation - Overall Department of Agricultural Economics</i>	<i>4.38</i>
Total number of Students: 11	
----for questions 1 - 10---- 5-Strongly Agree, 4-Agree, 3-Undecided, 2-Disagree, 1-Strongly Disagree	

## AGEC 676

Evaluation Category	Spring 2012
1. I would take another course from this professor.	5.00
2. The instructor was consistently well prepared and well organized for class.	5.00
3. The instructor had a thorough knowledge of the subject.	5.00
4. The instructor stimulated my interest on the subject.	5.00
5. The instructor's presentations added to my understanding of the material.	5.00
6. The instructor treated students with respect.	5.00
7. The instructor motivated students to do their best work.	5.00
8. Reading assignments and homework contributed positively to the learning experience.	4.80
9. The exams/projects were presented and graded fairly.	5.00
10. The instructor kept students informed of their progress.	4.60
11. Help was readily available for questions and/or homework outside of class.	4.80
12. Course requirements and grading system were clear from the beginning.	4.80
13. I learned to apply principles from this course to new situations.	5.00
14. The amount of work and/or reading was reasonable for the credit hours received in the course.	4.60
15. I believe this instructor was an effective teacher.	5.00
<b>Average across all questions – Dr. Marco A. Palma</b>	<b>4.91</b>
<i>Average Faculty Evaluation - Graduate Courses Department of Agricultural Economics</i>	<i>4.22</i>
<i>Average Faculty Evaluation - Overall Department of Agricultural Economics</i>	<i>4.39</i>
Total number of Students: 6	
---for questions 1 - 10--- 5-Strongly Agree, 4-Agree, 3-Undecided, 2-Disagree, 1-Strongly Disagree	

*Committee Member on Graduate Committees*

Type	Number of Students
Ph.D.	10
Master	19

**Committee Member on Graduate Committees:**

*Doctoral Committees*

1. J. Hyung (Member) PhD, Economics, 2016.
2. D. Stephenson (Member) PhD, Economics, 2016.
3. M. Segovia (Chair) PhD, Agricultural Economics, 2017.
4. Yinjunjie, Zhang (Chair) PhD, Agricultural Economics, 2016.
5. Z, Xu (Chair) PhD, Agricultural Economics, 2015.
6. Yu, Zhang (Member) PhD, Agricultural Economics, 2015.
7. Y. Li (Chair) PhD, Agricultural Economics, 2015.
8. R. Gvillo (Member) PhD, Agricultural Economics, 2014.
9. A. King (Member) PhD, Horticultural Sciences, 2015
10. T. Jithitikulchai (Member) PhD Agricultural Economics Department, 2014.
11. A. Collart (Chair) Ph.D. 2013. Agricultural Economics Department.  
*Assistant Professor, Mississippi State University, 2014.*

*Masters Committees*

1. D. Lacey (Member) MS, Horticultural Sciences, 2015.
2. W. Zheng (Member) MS, Agricultural Economics Department, 2015.
3. M. Perez (Member) MS, Agricultural Economics Department, 2015.
4. D. Chavez (Chair) MS, Agricultural Economics Department, 2015.
5. P. Robel (Member) MS, Ag Leadership, Education and Communications, 2014.
6. M. Ness (Co-Chair) MS, Agricultural Economics Department, 2014.
7. M. Frazier (Member) MAG, Horticultural Sciences Department, 2014.
8. M. Segovia (Chair) MS, Agricultural Economics Department, 2014.
9. K. Grimshaw (Member) MS, Animal Science Department, 2013.
10. C. Chammoun (Chair) MS, Agricultural Economics Department. 2012.
11. F. Abello (Chair) MS, Agricultural Economics Department. 2012.
12. X. Luo (Member) MS, Horticultural Sciences Department. 2012.

13. J. Sterling. (Member) MS, Horticultural Sciences Department. 2011.
14. T. Austin (Member) MAG, Horticultural Sciences Department. 2011.
15. E. Salazar (Member) MS, Industrial and Systems Engineering Department. 2011.
16. C. McAdams (Chair) MSc, Agricultural Economics. 2011.
17. A. Collart (Member) M.S., Department of Agricultural Economics, (D. Leatham, Chair). *Analysis of Brand Recognition Associated With The Texas Superstar And Earth-Kind Programs In Texas*. August, 2009.
18. E. Moore (Member) M.S., Department of Agricultural Economics, May, 2008 ( G. Williams, Chair). *An economic Evaluation of the Effectiveness of the Texas Pecan Checkoff Program*.
19. A. Jeffers *Liner Production Preferences*. M.S., Department of Agricultural Economics, University of Tennessee, 2008. (W. Klingeman, Chair)
20. Y. Chen (Member) MAB., Department of Agricultural Economics, 2008 (D. Leatham, Chair). *Consumer Preferences for Orchids*.

***Full-Time Research Associates Supervised:***

1. Trang Dang, Extension Associate, Department of Agricultural Economics, Texas A&M University. 2013-present.
2. Francisco Abello, Extension Associate, Department of Agricultural Economics, Texas A&M University. 2012-2013.
3. Brad Roberson, Research Associate, Department of Agricultural Economics, Texas A&M University. 2009-2011.

***Awards Received by Students:***

- Michelle Segovia, 2015. Best Master's Thesis Award. Southern Agricultural Economics Association.
- Michelle Segovia, 2014. 2<sup>nd</sup> Place TAMU Graduate Student Council Student Research Week (Psychology, Sociology, Anthropology, Business, Education, Political Science and Economics Category).
- Chris Chammoun, 2012. 2<sup>nd</sup> Place National Extension Competition. Agricultural and Applied Economics Association.
- Callie McAdams, 2012. Honorable Mention, Master's Thesis Award. Western Agricultural Economics Association.
- Callie McAdams, 2012. Best Master's Thesis Award. Southern Agricultural Economics Association.
- Callie McAdams, 2011. 3<sup>rd</sup> Place National Extension Competition. Agricultural and Applied Economics Association.

**VII. SERVICE ACTIVITIES**

***National/Regional***

1. Agricultural and Applied Economics Selected Papers Reviewer for Behavioral Economics, 2015.
2. Grant Reviewer, Horticulture Research Institute, 2014.
3. Grant Reviewer for Federal State Marketing Improvement Program (FSMIP), Agricultural Marketing Service, United

- States Department of Agriculture, 2014.
4. Agricultural and Applied Economics Selected Papers Reviewer for Behavioral Economics, 2014.
  5. Editorial Board, Horticulturae, 2014-present.
  6. Western Agricultural Economics Association Thesis Award Committee Reviewer, 2013.
  7. Agricultural and Applied Economics Selected Papers Reviewer for Household and Labor Economics, 2013.
  8. Agricultural and Applied Economics Selected Papers Reviewer for Behavioral Economics, 2013.
  9. Value Added Conference Poster Chair, 2013.
  10. Food Distribution Research Society - Presidential Award for Excellence in Research Communication Reviewer, 2013.
  11. Journal of Food Distribution Research Editor (Proceedings Issue). 2012-Present.
  12. Food Distribution Research Society Executive Board Member. 2012.
  13. Green Industry Research Consortium Chairman, 2011-2013.
  14. International Food and Agribusiness Management Association Best Paper Judge, 2011.
  15. Small Business Innovation Research Program (SBIR) Grant Panel Ad Hoc Reviewer. Cooperative State Research, Education, and Extension Service (CSREES), U.S. Department of Agriculture, 2011.
  16. Hispanic Serving Institutions Education Grants Program (HSI). Grant Panel Ad Hoc Reviewer. National Institute of Food and Agriculture. U.S. Department of Agriculture, 2011.
  17. Southern Agricultural Economics Association Executive Board Committee Director, 2011-2013.
  18. Southern Agricultural Economics Association Selected Papers Reviewer for Production Economics. 2010.
  19. Trade Adjustment Assistance Program State of Texas Representative. 2010.
  20. Small Business Innovation Research Program (SBIR) Grant Panel Ad Hoc Reviewer. Cooperative State Research, Education, and Extension Service (CSREES), U.S. Department of Agriculture, 2009.
  21. Southern Agricultural Economics Association Master's Thesis Award Committee Chair, 2009.
  22. Agriculture and Food Research Initiative (AFRI) Grant Panel Reviewer for Agricultural Prosperity for Small and Medium Sized Farms Program. Cooperative State Research, Education, and Extension Service (CSREES), U.S. Department of Agriculture (USDA), 2009.
  23. Southern Extension Marketing Committee Chair, 2009.
  24. National Vegetable Crop Initiative member, 2008-Present.
  25. Editor, Southern Nursery Association Research Association, Economics and Marketing Section, 2008-2010.
  26. Southern Region Outlook Conference planning committee, 2008-Present.

27. Southern Extension Marketing Committee Vice-Chair, 2008.
28. Green Industry Research Consortium Planning Committee, 2008.
29. Green Industry Research Consortium Secretary, 2007-2008.
30. Southern Agricultural Economics Association Master's Thesis Award Committee Member, 2007.
31. Southern Extension Marketing Committee Secretary, 2007.
32. Southern Extension Farm Management, Policy and Marketing Committee Member, 2007-Present.
33. American Agricultural Economics Association Quiz Bowl Judge, 2007.
34. American Agricultural Economics Association Selected Papers Reviewer for Teaching, Communication, and Extension, 2007.
35. Lower Rio Grande Valley Horticultural Society Section Vice-President, 2007.
36. Chaired Presentations at the Lower Rio Grande Valley Horticultural Society Annual Meeting in Edinburg, TX. January 29, 2007.
37. Member of S1051 (formerly S1021, S219 and S103) Multi-State Regional Research Committee. Project entitled "Managing and Marketing Environmental Plants for Improved Production, Profitability, and Efficiency." 2006-Present
38. Refereed Journal Article Reviewer for:
  - Applied Economics, 2015.
  - Review of Economics of the Household, 2015.
  - Journal of Environmental Planning and Management, 2014.
  - Journal of Economic Behavior and Organization, 2014-Present.
  - Agribusiness an International Journal, 2013-Present.
  - The Energy Journal, 2013.
  - Texas Journal of Agricultural and Natural Resources, 2013.
  - American Journal of Agricultural Economics, 2013-Present.
  - International Regional Science Review, 2011-Present.
  - Applied Economic Perspectives & Policy, 2011-Present.
  - Journal of Agricultural and Applied Economics, 2010-Present.
  - European Review of Agricultural Economics, 2010-Present.
  - International Food and Agribusiness Management Review, 2009-Present.
  - HortScience, 2007-Present.
  - HortTechnology, 2007-Present.
  - Aquaculture Economics and Management, 2007.

*University/College of Agriculture and Life Sciences*

1. Internal and External SWOT Analysis of the Fruit and Vegetable Industry. 2012.
2. Agricultural and Natural Resources Policy (ANRP) Internship Program Faculty and Staff Screening Committee. 2011.
3. Gamma Sigma Delta, President, Texas A&M University Chapter. 2011.
4. Advisor to the Zamorano Alumni Association at Texas A&M University. 2010-present.

5. Gamma Sigma Delta, President Elect, Texas A&M University Chapter. 2010.
6. Internationalization of Curriculum Task Force Member, 2009.
7. Fresh Produce Food Safety Task Force, 2009-Present.
8. Gamma Sigma Delta, Secretary, Texas A&M University Chapter, 2009.
9. Gamma Sigma Delta Officer, Historian. Texas A&M University Chapter, 2008.
10. Advisor for National Agri-Marketing Association (NAMA) Texas A&M Chapter, 2007-Present.

#### *Department of Agricultural Economics*

1. Chair, Faculty Advisory Committee, 2012.
2. Member of the PhD Qualifying Committee, 2012-Present
3. Member of the PhD Preliminary Examination Committee, 2012.
4. Member of the Faculty Advisory Committee, 2011-2012.
5. Search Committee Member for Consumer Behavior and Marketing Management Position, October, 2008.
6. Member of the Agricultural Economics Spring Banquet Planning Committee, 2008- Present
7. Member of the Extension Awards Committee, Agricultural Economics Department, Texas A&M University, 2007-Present.
8. Search Committee Member for Behavioral Economics Position. September, 2007.
9. Search Committee Member for Community Economic Development Position, March, 2007.
10. Member of the Extension Advisory Committee, Agricultural Economics Department, Texas A&M University, 2006-Present.
11. Member of the Commons Committee, Agricultural Economics Department, Texas A&M University. 2006-present.

#### **VIII. INTERNATIONAL**

##### *Program Statement:*

Horticulture is a global industry, and as such it is essential for Dr. Palma to incorporate an international component to his horticulture marketing program. Dr. Palma's international work encompasses research in the horticulture industry, international trade of horticultural products, and its impact in U.S. horticulture; food safety issues relevant to consumers in the US; and educational programs for producers, handlers, processors, shippers, exporters, academic institutions, government agencies, and consumers about the importance of horticultural crops, as well as current global horticultural trends and marketing opportunities. Dr. Palma believes it is essential to train the future generation of agricultural producers, industry and government leaders, as well as students abroad, so they can improve their production and marketing practices and provide their expertise to others in order to benefit U.S. consumers and growers.

***Summary of Major Achievements:***

Dr Palma's international work is mainly in Latin America. He has been developing training opportunities in horticulture economics and marketing for small, medium and large scale producers, industry leaders, government officials, university colleagues and students. He has partnered with the Borlaug Institute and USAID to conduct workshops in Central America about CAFTA-DR and its potential benefits and opportunities to Central American economies and the US. He typically travels to the region about 4 times a year to conduct workshops, where he has been very well received.

As a result of his international work and the high demand for his programs internationally, Dr. Palma was invited to be part of the COALS Internationalization of the Curriculum Task Force with the purpose of establishing COALS as a college that meets or exceeds the standard of being a top 20 significant international and global university by the year 2020.

Dr. Palma has been very active in securing grant funds for providing opportunities for international scholars to come to TAMU and help in some of his research and extension activities in horticulture marketing. In order to create more opportunities for TAMU students for international exposure and experiential opportunities, Dr. Palma helped to update the current Memorandum of Agreement with Zamorano University, the premier agricultural institution in Latin America, to also include exchange of TAMU scholars to Zamorano. Exchange programs, now include undergraduate students, graduate students collecting data and doing research in Latin America, and also exchange of Faculty members to go teach a course in Zamorano. Dr. Palma's involvement in all these activities help maintain Texas A&M University at the top front of cutting edge international work.

***International Exchange Scholars Supervised:***

1. Lindelly Rajo, Pan American School of Agriculture, Zamorano. 2014.
2. Carolina Rivas, Institute of International Education, 2010.
3. Antonio Ruiz, Pan American School of Agriculture, Zamorano.2010.
4. Ana Mendoza, Pan American School of Agriculture, Zamorano. 2010.
5. Gabriel Garcia, Pan American School of Agriculture, Zamorano. 2009.
6. Alexis Villacis, Pan American School of Agriculture, Zamorano. 2008.
7. Nicola Rubino, Italy exchange student. 2008.
8. Denisse McLean, Pan American School of Agriculture, Zamorano. 2008.

**IX. GRANTS AND CONTRACTS AWARDED**

Type of Grant Federal/State/ Industry/Other	External or Internal	Dates of the Award	Funding Agency	Competitive Grant Y/N	Role (PI, Co-PI)	Title of Grant	Award Amount	Amount Attributable to Candidate
Industry	External	2014	Horticultural Research Institute	Y	PI	Market Demographics and Trends Affecting the Green Industry	\$35,000	\$17,500
Federal	External	2014- 2018	USDA-NIFA Specialty Crop Research Initiative	Y	Co-PI	Combating Rose Rosette Disease: Short Term and Long Term Approaches	\$4,595,401	\$476,784
Industry	External	2015- 2017	Texas Nursery and Landscape Association	Y	P.I.	Economic Contributions of the Texas Green Industry	\$75,950	\$75,950
Other	External	2014	North Carolina State University	Y	Co-PI	Texas Turfgrass Crop Profile	\$6,300	\$6,300
Other	External	2014	SRMEC	Y	PI	Using Emerging Technology to Reduce Risk in the Green Industry	\$42,525	\$14,175
Other	External	2013- 2014	National Sustainable Strawberry Initiative	Y	Collabo rator	Revitalization of Texas Strawberry Industry through Identification of Production Constraints and Introduction of New Technologies	\$158,391	\$8,050
Other	External	2013	Uvalde Water Underground Water	Y	Co-PI	Conserving Water in Rural and Urban Vegetable Farming.	\$55,000	\$27,500
Other	External	2013	National Center for Appropriate Technology	Y	Co-PI	Strategies to Enhance Quality, Taste and Production of Specialty Melons and Artichokes.	\$50,000	\$15,000
Federal	External	2013	SRMEC	Y	Co-PI	Mitigating Post-Recession Environmental, Marketing, and Financial Risks for Nursery and Greenhouse Growers	\$49,995	\$16,665
Other	Internal	2013	Texas AgriLife	Y	Co-PI	Enhancing Horticultural Crop Production and	\$66,119	\$12,000

Type of Grant Federal/State/ Industry/Other	External or Internal	Dates of the Award	Funding Agency	Competitive Grant Y/N	Role (PI, Co-PI)	Title of Grant	Award Amount	Amount Attributable to Candidate
			Initiative			Commercialization of Small-scale South African Farmers		
Other	Internal	2012	VFIC	Y	PI	Measuring consumer acceptance and willingness to pay for specialty tomatoes	\$5,450	\$5,450
Other	Internal	2012	VFIC	Y	PI	Measuring consumer acceptance and willingness to pay for health benefits in fruits and vegetables	\$19,800	\$19,800
Federal	External	2012	SRMEC	Y	PI	Managing Risk in the Green Industry	\$10,000	\$5,000
Federal	External	2012	SRMEC	Y	Co-PI	Risk Management Education for the Green Industry	\$49,694	\$24,847
Federal	External	2012	SRMEC	Y	P.I.	Direct and Intermediated Marketing of Local Foods to Enhance Profitability of Small Producers	\$42,011	\$21,005
Industry	External	2012-2014	Texas Nursery and Landscape Association	Y	P.I.	Economic Contributions of the Texas Green Industry	\$75,950	\$75,950
Industry	External	2012	Horticultural Research Institute	Y	Co-PI	The Color of Marketing	\$30,000	\$7,500
Other	Internal	2012	Texas AgriLife Initiative	Y	Co-PI	Enhancing Horticultural Crop Production and Commercialization of Small-scale South African Farmers.	\$60,000	\$12,000
Other	External	2012	Texas Water Research Institute	Y	Co-PI	Water Conservation Strategies and Water Use Efficiency for High-Value Crops in South Texas	\$62,664	\$20,888
State	External	2012	Texas Department of Agriculture	Y	Co-PI	Production and Marketing Strategies for Specialty Melons and Artichokes	\$46,000	\$15,333
State	External	2011	Texas Department of Agriculture	Y	Co-PI.	Production and Marketing Strategies for Specialty Melons and Artichokes	\$37,840	\$8,000

Type of Grant Federal/State/ Industry/Other	External or Internal	Dates of the Award	Funding Agency	Compet itive Grant Y/N	Role (PI, Co-PI)	Title of Grant	Award Amount	Amount Attributable to Candidate
Federal	External	2011- 2015	The Gulf States Marine Fisheries Commission	Y	Co-P.I.	MarketMaker Adoption and Implementation in Texas For the Gulf Seafood Industry	\$387,081	\$129,027
Federal	External	2011	SRRMEC	Y	P.I.	Managing Risk in the Environmental Horticulture Industry	\$48,311	\$24,156
Federal	External	2010- 2015	USDA-NIFA Specialty Crop Research Initiative	Y	Co-P.I.	Plant Genetics and Genomics to Improve Drought and Salinity Tolerance for Sustainable Turfglass Production in the Southern United States	\$3,802,678	\$136,976
Federal	External	2010	SRRMEC	Y	Co-P.I.	Managing Risk in the Green Industry	\$40,332	\$20,166
State	External	2010	Texas Department of Agriculture	Y	P.I.	Texas Superstar, EarthKind and Texas Herb Survey Project	\$15,000	\$15,000
State	External	2010	Texas Department of Agriculture	Y	P.I.	A Market Analysis for Pomegranate Sales in Texas	\$40,250	\$40,250
Other	Internal	2010- 2011	Texas AgriLife Research Bioenergy Initiatives Program	Y	Co-PI.	Enhancing the Quality of Marketable Products Derived from Mobile Fast Pyrolysis of Ligno- cellulosic Biomass	\$330,000	\$47,143
Federal	External	2009	CSREES	Y	Co-PI.	Marketing and Risk Management for Horticultural Producers in Texas	\$298,734	\$149,367
Industry	External	2009	Hort. Res. Initiative	Y	Co-PI	Structural Changes in the U.S. Nursery Industry	\$20,000	\$6,667
Federal	External	2009- 11	SunGrant	Y	Co-PI	Optimizing the Logistics of a Mobile Fast Pyrolysis System for Sustainable Bio-crude Oil Production	\$890,862	\$123,591
Federal	External	2008	SRRMEC	Y	P.I.	Managing Risk in the Green Industry in Texas and the Southern U.S	\$23,705	\$23,705

Type of Grant Federal/State/ Industry/Other	External or Internal	Dates of the Award	Funding Agency	Compet itive Grant Y/N	Role (PI, Co-PI)	Title of Grant	Award Amount	Amount Attributable to Candidate
Industry	External	2008	Texas Citrus Producers Board	Y	P.I.	Economic Impacts of the Texas Citrus Industry	\$6,500	\$6,500
Industry	External	2008- 10	Texas Nursery and Landscape Assoc.	Y	P.I.	Economic Impacts of the Texas Green Industry	\$65,550	\$65,550
Industry	External	2007- 08	Texas Citrus Producers Board	Y	P.I.	Changes in the Tree Insurance Policy	\$10,000	\$10,000
Federal	External	2007	SRRMEC	Y	Co-PI.	Managing Risk in the Turfgrass Industry in Texas	\$12,333	\$6,165
Federal	External	2007	SRRMEC	Y	P.I.	Managing Human Risks for Horticultural Producers in Texas	\$29,903	\$15,000
Industry	External	2006- 07	Texas Nursery and Landscape Assoc.	Y	P.I.	Economic Scope of the Green Industry in Texas	\$18,800	\$18,800
<b>TOTAL</b>							<b>\$11,579,129</b>	<b>\$1,706,260</b>

## X. PUBLICATIONS AND SELECTED PAPERS

Type	Number of Publications
Refereed	30
Presented Papers - Professional Meetings	23
Organized Symposia	11
Books/Handbooks	4
Book Chapters	5
Proceedings	6
Other Publications	30
<b>Total</b>	<b>109</b>

*Refereed (28)* <sup>1</sup> Corresponding author, <sup>2</sup> Former Graduate Student, \* Refereed Invited Paper

1. King, A.<sup>1</sup>, Palma, M.A., Behe, B., Fernandez, T., Sage, L. and C. Hall. 2015. "Water Conservation and Woody Plant Attitudes of Garden Consumer Segments." *Journal of Environmental Horticulture*. (Forthcoming).
2. Ribera, L.A., Paggi, M.S., Anderson, D.P., Palma, M.A., and R.D. Knutson. 2015. "Potential Impacts of Transatlantic Trade and Investment Partnership (T-TIP) on the Fresh Vegetable and Beef Trade." *Journal of International Food and Agribusiness Marketing*. (Forthcoming)
3. Palma, M.A., Collart, A.J.<sup>2</sup>, and C.J. Chammoun<sup>2</sup>. 2015. "Information Asymmetry in Consumer Perceptions of Quality-Differentiated Food Products." *Journal of Consumer Affairs*. (Forthcoming)
4. Knutson, R.D., Palma, M.A., Paggi, M., Seale, J., Ribera, L.A., and D. Bessler. 2014. "Role of Trade in Satisfying U.S. Fresh Fruit and Vegetable Demand." *Journal of International Food and Agribusiness Marketing*. Vol. 26(4): 326-343.
5. Abello, F.,<sup>2</sup> Palma<sup>1</sup>, M.A., Waller, M., and D. Anderson. 2014. "Evaluating the Factors Influencing the Number of Visits to Farmers' Markets." *Journal of Food Products Marketing*. Vol. 20(1): 17-35.
6. Palma, M.A., Morgan, K., Woods, T., and S. McCoy. 2013. "Response of Land Grant Universities to the Increase in Consumer Demand for Local Foods in the South." *Choices*. Vol. 28. No. 4.
7. Holcomb, R.B., Palma, M.A., and M.M. Velandia. 2013. "Food Safety Policies and Implications for Local Food Systems." *Choices*. Vol. 28. No. 4.
8. \*Paggi, M.S., Yamazaki, F., Ribera, L., Palma, M., and R. Knutson. 2013. "Domestic and Trade Implications of Leafy Green Marketing Agreement (LGMA) – Type Policies and the Food Safety Modernization Act (FSMA) For the Southern Produce Industry." *Journal of Agricultural and Applied Economics*. Vol. 45. No. 3: 453-464.

9. \*Palma, M.A., Ribera, L.A., and D. Bessler. 2013. "Implications of U.S. Trade Agreements and U.S. Nutrition Policies for Produce Production, Demand, and Trade." *Journal of Agricultural and Applied Economics*. Vol. 45. No. 3: 465-480.
10. Collart, A. <sup>2</sup>, Palma, M.A., and C. Carpio. 2013. "Consumer Response to Point of Purchase Advertising for Local Brands." *Journal of Agricultural and Applied Economics*. Vol. 45. No. 2: 229-242.
11. McAdams, C.P. <sup>2</sup>, Palma, M.A., Hall, C., and A. Ishdorj. 2013. "A Non-Hypothetical Ranking and Auction Mechanism for Novel Products" *Journal of Agricultural and Applied Economics*. Vol. 45. No. 1: 35-52.
12. Palma, M.A. and R.D. Knutson. 2012. "Implementing Dietary Goals and Guidelines" *Choices*. Vol. 27. No. 4: 1-6.
13. Palma, M.A., Hall, C.R., Campbell, B., Khachatryan, H., Behe, B., and S. Barton. 2012. "Measuring the Effects of Firm Promotion Expenditures on Green Industry Sales" *Journal of Environmental Horticulture*. Vol. 30. No. 2: 83-88.
14. Ribera, L.A., Palma, M.A., Paggi, M., Knutson, R., Masabni, J., and J. Anciso. 2012. "Economic Analysis of Food Safety Compliance Costs and Foodborne Illness Outbreaks in the United States" *HortTechnology*. Vol. 22. No. 2: 150-156.
15. Palma, M.A. and K.M. Jetter. 2012. "Will the 2010 Dietary Guidelines for Americans be Any More Effective for Consumers?" *Choices*. Vol. 27. No. 1.
16. Hall, C.R., A.W. Hodges, and M.A. Palma. 2011. "Economic Contributions of the Green Industry in the United States." *HortTechnology*. Vol. 21. No. 5: 628-638.
17. Palma, M.A. <sup>1</sup>, Richardson, J., Roberson, B., Ribera, L., Outlaw, J., and C. Munster. 2011. "Economic Feasibility of a Mobile Fast Pyrolysis System for Sustainable Bio-crude Oil Production" *International Food and Agribusiness Management Review*. Vol 14. No. 3: 1-16.
18. Palma, M.A. <sup>1</sup>, C.R. Hall and A. Collart <sup>2</sup>. 2011. "Repeat Buying Behavior for Ornamental Plants: A Consumer Profile." *Journal of Food Distribution Research*. Vol. 42. No.2: 67-77.
19. Hall, C.R., A.W. Hodges, and M.A. Palma. 2011. "Sales, Trade Flows and Marketing Practices within the U.S. Nursery Industry." *Journal of Environmental Horticulture*. Vol. 29. No. 1: 14-24.
20. Palma, M.A. <sup>1</sup>, L.A. Ribera, D. Bessler, M. Paggi and R. Knutson. 2010. "Potential Impacts of Food Borne Illness Incidences on Market Movements and Prices of Fresh Produce in the United States." *Journal of Agricultural and Applied Economics*. Vol. 42. No. 4: 731-741.
21. Palma, M.A., F. Wirth, C. Adams, and R. Degner. 2010. "Market Preferences Toward Farm-Raised Sturgeon In The Southeastern United States: A Conjoint Analysis." *Aquaculture Economics and Management*. Vol. 14. No. 3: 235-253.
22. Collart, A. <sup>2</sup>, Palma, M.A., and C. Hall. 2010. "Brand Awareness and Willingness-to-Pay Associated with the Texas Superstar TM and Earth-Kind TM Programs in Texas." *HortScience*. Vol. 45. No. 8: 1226-1231.
23. Jeffers, A.H. <sup>2</sup>, W.E. Klingeman, C.R. Hall, M.A. Palma, D.S. Buckley, and D. Kopsell. 2010. "Estimated Nursery Liner Production Costs for Woody Ornamental Plant Stock." *HortTechnology*. Vol. 20. No. 4: 804-811.
24. Palma, M.A. <sup>1</sup>, L. Ribera, M. Paggi, and R. Knutson. 2010. "Food Safety Standards for the U.S. Fresh Produce Industry." *AAEA Policy Issues*. Vol. 8: 1-6.

25. **Palma, M.A.**<sup>1</sup> and R.W. Ward. 2010. "Measuring Demand Factors Influencing Market Penetration and Buying Frequency for Flowers." *International Food and Agribusiness Management Review*. Vol. 13. No. 1: 65-81.
26. **Palma, M.A.**<sup>1,2</sup>, Y. Chen, C. Hall, D. Bessler, and D. Leatham. 2010. "Consumer Preferences for Potted Orchids in the Hawaiian Market." *HortTechnology*. Vol. 20. No. 1: 239-244. (HortTechnology Top 10 Articles Read, January 2010)
27. Moore, E.D.<sup>2</sup>, G.W. Williams, **M.A. Palma**<sup>1</sup>, and L. Lombardini. 2009. "Evaluating the Impact of the Texas Pecan Checkoff Program." *HortScience*. Vol. 44. No. 7: 1914-1920. (HortScience Top 10 Articles Read, December 2009)
28. Jeffers, A.<sup>2</sup>, **Palma, M.A.**<sup>1</sup>, Klingeman, W., Hall, C.R., Buckley, D., and D. Kopsell. 2009. "Assessments of Bare-root Liner Quality and Purchasing Decisions Made by Green Industry Professionals." *HortScience*. Vol. 44. No. 3: 717-724. (HortScience Top 10 Articles Read, July 2009).
29. Williams, G.W., O. Capps, and **M.A. Palma**<sup>1</sup>. 2008. "Effectiveness of Marketing Promotion Programs: The Case of Texas Citrus." *HortScience*. Vol. 43. No.2: 385-392.
30. Wirth, F.F., L. Love, and **M.A. Palma**. 2007. "Purchasing Shrimp for At-Home Consumption: The Relative Importance Of Credence versus Physical Product Features." *Aquaculture Economics and Management*. Vol. 11. No.1: 17-37.

#### *Working papers (10)*

1. **Palma, M.A.** "A Mechanism with Individual Heterogeneity for Ranked-Ordered Data" (second round of revisions, *Journal of Choice Modelling*).
2. **Palma, M.A.**, Ribera, L.A., and R. D. Knutson. "The Era of the Functional Consumer" (Submitted)
3. **Palma, M.A.**, Ness, M., and D. Anderson. "Fashionable Food: A Latent Class Analysis of Social Status in Food Purchases." (Submitted)
4. Segovia, M.S., and **M.A. Palma**. "Buying your Way into a Healthier Lifestyle: A Latent Class Analysis of Food Purchases and Health Behavior" (Submitted).
5. Xu, P., and **M.A. Palma**. "Heterogeneous Fair Preferences and Redistribution under Different Rooted Risks: An Experimental Study." (Submitted).
6. Collart, A., and **M.A. Palma**. "What Motivates Individuals to Participate in Economic Experiments? A Latent Class Analysis with Unobserved Heterogeneity." (Submitted)
7. Collart, A. and **M.A. Palma**. "Modeling Unobserved Consumer Heterogeneity in Experimental Auctions: An Application to the Valuation of Food Safety." (Submitted)
8. Chavez, D., and **M.A. Palma**. "A study of the choice overload paradox in food products." (Submitted)
9. **Palma, M.A.**, Ribera, L.A., and D. Bessler. "Impacts of the Drug Trade on Latin American Food Production." (Submitted)
10. King, A., **Palma, M.A.**, Behe, B., Fernandez, T., Sage, L., Hall, C., and M. Arnold. "Water Conservation and Woody Plant Attitudes of Garden Consumer Segments" (Submitted).
11. Huddleston, P.T., Behe, B., Sage, L., Fernandez, T., **Palma, M.**, and C. Hall. "The effect of product expertise and involvement on consumers' information seeking and decision making process"

**Presented Papers - Professional Meetings (23)**

1. Xu, P., and **M.A. Palma**. 2014. "Heterogeneous Fair Preferences and Redistribution under Different Rooted Risks: An Experimental Study." Economic Science Association. Ft Lauderdale, FL. October, 2014.
2. Collart, A., and **M.A. Palma**. 2014. "What Motivates Individuals to Participate in Economic Experiments? A Latent Class Analysis with Unobserved Heterogeneity." Agricultural and Applied Economics Association. Minneapolis, MN. August, 2014.
3. **Palma, M.A.**, Ribera, L. and D. Bessler. 2014. "Impacts of the Drug Trade on Latin American Food Productivity and Trade." Agricultural and Applied Economics Association. Minneapolis, MN. August, 2014.
4. Gvillo, R., Capps, O., **Palma, M.A.**, and A. Ishdorj. 2014. "Economic and Sociodemographic Drivers Associated with Vending Machine Purchasers in the United States." Agricultural and Applied Economics Association (Poster). Minneapolis, MN. August, 2014.
5. Patil, B.S., Uckoo, R.M., Jayaprakasha, G.K. and **M.A. Palma**. 2014. "Consumer Changing Perceptions of Quality: Revisiting the Science of Fruit and Vegetable Cultivation for Improved Health Benefits" International Horticulture Congress, Brisbane, Australia. August 2014.
6. Ribera, L. Paggi, M., Anderson, D., **Palma, M.A.**, and R.D. Knutson. 2014. "Potential Impacts of Transatlantic Trade and Investment Partnership (T-TIP) on the Fresh Vegetable and Beef Trade." Food Marketing Research Symposium. June, 2014. Aarhus, Denmark.
7. **Palma, M.A.**, Ribera, L. and D. Bessler. 2014. "Analyzing Structural Changes and Trade Impacts in the Tomato Industry." Southern Agricultural Economics Association. Dallas, TX. February, 2014.
8. Collart, A., and **M.A. Palma**. 2013. "Modeling Unobserved Consumer Heterogeneity in Experimental Auctions: An Application to the Valuation of Food Safety." Economic Science Association. Santa Cruz, CA. October, 2013.
9. Grimshaw, K. <sup>2</sup>, Miller, R.K., **Palma, M.A.**, and C.R. Kerth. 2013. "Consumer Perception of Beef, Pork, Lamb, Chicken and Fish." Meat Science Annual Meeting.
10. Ronald D. Knutson, **Marco A. Palma**, Mechel Paggi, James Seale, Luis A. Ribera, David Bessler. "Role of Trade in Satisfying U.S. Fresh Fruit and Vegetable Demand" Presented at Institute of Food Products Marketing. Budapest, Hungary.
11. **Palma, M.A.** and R.D. Knutson. 2012. "Implementing the Dietary Guidelines for Americans" Paper prepared for the Public Policy Education Workshop. Agricultural and Applied Economics Association Meetings. Seattle, WA. August, 2012.
12. Ribera, Luis A., R.D. Knutson, and **M.A. Palma**. 2012. "Economic Implications of the Food and Drug Administration's Food Safety Modernization Act." Presented at International Food and Agribusiness Management Association meeting. Shanghai, China.
13. Abello, F., **Palma, M.A.**, Waller, M., and D. Anderson. 2012. "Evaluating the Factors Influencing the Number of Visits to Farmers Markets" Presented at the Southern Agricultural Economics Association Meeting. Birmingham, AL. February 4-7, 2012.
14. **Palma, M.A.**, Hall, C., Campbell, B., Khachatryan, H., Behe, B., and S. Barton. 2011. "Firm Size and Advertising Returns in the Green Industry" Paper Presented at American Society of horticultural Science. Waikoloa, HI.

15. **Palma, M.A.**, Richardson, J., Roberson, B., Ribera, L., Outlaw, J., and C. Munster. 2011. "Economic Feasibility of a Mobile Fast Pyrolysis System for Sustainable Bio-crude Oil Production" Paper presented at the International Food and Agribusiness Management Association meeting. June 14, 2011. Frankfurt, Germany.
16. Collart, A.J., **Palma, M.A.**, and C. Carpio. 2011. "Promoting a Local Brand: Assessing the Economic Impact of the Texas Superstar and Earth-Kind Advertisement Campaign." Paper presented at the Southern Agricultural Economics Association Annual Meeting. Corpus Christy, TX.
17. Ha, M., M.L. Bumgardner, C.L. Munster, D.M. Vietor, S. Capareda, **M.A. Palma**, T. Provin. 2010. Optimizing the logistics of a mobile fast pyrolysis system for sustainable bio-crude oil production. American Society of Agricultural and Biological Engineers (ASABE) International Meeting, Pittsburg, PA, Paper Number 1009174. June 20-23, 2010.
18. Paggi, M., F. Yamazaki, L. Ribera, R. Knutson, J. Anciso, **M.A. Palma**, and J. Noel. 2010. "Comparative Producer Costs of GAP and GHP Standards: Can the Playing Field be Made Level?" Paper presented at the joint European Association of Agricultural Economics (EAAE) and the Agricultural and Applied Economics Association (AAEA).
19. **Palma, M.A.**, Collart, A., and C.R. Hall. 2010. "Repeat Buying Behavior for Ornamental Plants: A Consumer Profile." Paper presented at the Southern Agricultural Economics Association Annual Meeting. Orlando, FL.
20. **Palma, M.A.**, Ribera, L., Bessler, D., Paggi, M., and R. Knutson. 2009. "New Generation of Standards and Potential Impacts of Food Borne Illness Incidences on Market Movements and Prices of Fresh Produce in the US." Paper presented at the International Food and Agribusiness Management Association. Budapest, Hungary.
21. **Palma, M.A.**, Ribera, L., Bessler, D., Paggi, M., and R. Knutson. 2009. "Potential Impacts of Food Borne Ill Incidence on Market Movements and Prices of Fresh Produce in the US." Paper presented at the Southern Agricultural Economics Association Annual Meeting. Atlanta, GA.
22. **Palma, M.A.**, Emerson, R., and L. House. 2003. "Evaluating Factors Influencing Grocery Store Choice." Selected paper presented to the American Agricultural Economics Association annual meeting in Montreal, Canada.
23. **Palma, M.A.**, Wirth, F., Adams, C. and R. Degner. 2002. "Market Preferences Toward Farm-Raised Sturgeon In The Southeastern United States: A Conjoint Analysis." Presented in the World Aquaculture Society. Bahia, Brazil.

*Organized Symposia (11)*

1. Calvin, L., **Palma, M.A.**, and L. Ribera. 2014. "The Impact of the Food Safety Modernization Act on the US Produce Industry: Domestic Production and Latin American Imports." Agricultural and Applied Economics Association. Minneapolis, MN. August, 2014.
2. Knutson, R., **Palma, M.A.**, and L. Ribera. 2014. "Major Factors That Will Impact the Role of Latin America in Meeting Future Food Demand." Agricultural and Applied Economics Association. Minneapolis, MN. August, 2014.
3. **Palma, M.A.** and Ribera. 2013. "US-Latin America Free Trade Agreement Implementation and Impacts." Agricultural and Applied Economics Association. Washington, DC. August, 2013.
4. **Palma, M.A.** 2013. "Implications of U.S. Trade Agreements and U.S. Nutrition Policies for Produce Production, Demand and Trade." Southern Agricultural Economics Association. February, 2013.
5. **Palma, M.A.**, Ribera, L.A and D. Bessler. 2013. "Fruit and Vegetable Outlook." Southern Agricultural Economics Association. February, 2013.

6. Ribera, L.A. and **M.A. Palma**. 2012. "Role of Labor in Free Trade Agreements" Agricultural and Applied Economics Association Annual Meeting. Seattle, WA. August 2012.
7. Brent Pemberton, Michael Arnold, Tim Davis, Daniel Lineberger, Cynthia McKenney, David Rodriguez, Larry Stein, Charles Hall, **Marco Palma**, and Richard De Los Santos. 2011. The Texas SuperStar Program: Success through Partnership. National Floriculture Forum. HortTechnology. Vol. 21. No.6: 1-2.
8. **Palma, M.A.** 2011. "Promoting Local: A Look at State Agricultural Marketing Programs." Southern Agricultural Economics Association. Corpus Christy, TX.
9. **Palma, M.A.** 2011. "Food Safety Policy and Impacts to Producers, Consumers and International Trade." Southern Agricultural Economics Association. Corpus Christy, TX.
10. **Palma, M.A.** 2009. "Agricultural Labor Use and Trends in Southern Agriculture." Southern Agricultural Economics Association. Atlanta, GA.
11. **Palma, M.A.** 2008. "Equity Issues in U.S. Fresh Produce Trade Agreements." American Society of Horticultural Science. July 2008. Orlando, FL.

#### **Books/Handbooks (4)**

1. Leskovar, D.I., **Palma, M.A.**, Patil, B.S., Rosson, P., Landivar, J., and M. Dozier. 2013. "SWOT Analysis System of Vegetable and Fruit Industry and Texas A&M AgriLife Programs." Southern Cooperative Bulletin Series #418. ISBN: 1-58161-418-7. Available at: <http://saaesd.ncsu.edu/docholder.cfm?show=scsb/list/2010.htm>
2. Hodges, A., C. R. Hall., and **M.A. Palma** 2011. "Economic Contributions of the Green Industry in the United States, 2007." Southern Cooperative Series Bulletin #413. ISBN: 1-58161-415-2. Available at: <http://saaesd.ncsu.edu/docholder.cfm?show=scsb/list/2010.htm>
3. Hodges, A., **M.A. Palma** and C. R. Hall. 2010. "Trade Flows and Marketing Practices Within the U.S. Nursery Industry, 2008." Southern Cooperative Series Bulletin #411. ISBN: 1-58161-411-X. Available at: <http://saaesd.ncsu.edu/docholder.cfm?show=scsb/list/2010.htm>
4. **Palma, M.A.**, Shingote, A., Ribera, L., Rosson, P., Falconer, L., and J. Pena. 2008. "Immigration and Labor Handbook." Agricultural Communications, Texas A&M University System. B-10/08. Publication Number: B-6216.

#### **Book Chapters (5)**

1. Leskovar, D.I., Crosby, K., **Palma, M.A.**, and M. Edelstein. 2014. "Vegetable Crops: Linking Production, Breeding and Marketing." In: Dixon, G.R., and D.E. Aldous. Horticulture Plants for People and Places. Volume 1. Springer.
2. **Palma, M.A.** and C. M. McAdams. 2013. "Subastas Experimentales Para Estudiar Preferencias del Consumidor" in Blanco, Camarena and Salgado. "Marketing Agroalimentario: Aplicaciones Metodológicas de Casos en el Contexto Global"
3. **Palma, M.A.**, Ribera, L.A., Paggi, M., and R. Knutson. 2010. "The Economics of Food Safety in the Produce Industry." Texas GAPs and GHPs Food Safety Training Curriculum.
4. Dainello, F. and **M.A. Palma**. 2008. "Chapter 1: Introduction." Vegetable Growers Handbook. Texas AgriLife Extension Service.
5. Hall, C.R. and **M.A. Palma**. 2008. "Chapter 2: Marketing." Vegetable Growers Handbook. Texas AgriLife Extension Service.

***Proceedings (6)***

1. Hall, C., and M.A. Palma. 2013. "An Economic Dashboard for Assisting Green Industry Managers in Making Strategic Decisions." Proceedings for the Southern Nursery Association Research Conference.
2. Hodges, A., C. Hall, and M.A. Palma. 2011. "The State of the Green Industry: National Nursery Survey Results." Proceedings for the Southern Nursery Association Research Conference. Vol. 56: 121-122.
3. Palma, M.A. and C. Hall. 2009. "Economic Impacts of the Green Industry in Texas." Proceedings for the Southern Nursery Association Research Conference. Vol. 54: 301-303.
4. Palma, M.A. 2009. "Managing Your Workforce: Legal Issues Affecting the Horticulture Industry." Proceedings of the 40<sup>th</sup> Atlantic Coast Agricultural Convention.
5. Palma, M.A. 2009. "Pricing, Crop Mix, and Other Marketing Strategies for Growing for Profits." Proceedings of the 40<sup>th</sup> Atlantic Coast Agricultural Convention.
6. Palma, M.A., Chen, Y., and C.R. Hall. 2008. "Consumer Preferences for Potted Orchids in Big Island Hawaii." Proceedings for the Southern Nursery Association Research Conference. Vol. 53: 276-278.

***Other Publications (30)***

1. Hodges, A., Khachatryan, H., Hall, C.R., and M.A. Palma. 2015. "Production and Marketing Practices and Trade Flows in the United States Green Industry, 2013." Southern Cooperative Series Bulletin #420, ISBN: 1-58161-420-9.
2. Hodges, A., Khachatryan, H., Hall, C., and M. Palma. 2015. "Benchmarking Your Business: Take Aim" *Nursery Management*. April, 2015.
3. Khachatryan, H., A. Rihn, M.A. Palma, and C.R. Hall. 2014. "Advertising and Promotions in the US Green Industry" Food and Resource Economics Department, UF/IFAS Extension. EDIS FE948.
4. Ribera, L.A., Palma, M.A., Paggi, M., Knutson, R., Anciso, J., and J.G. Masabni. 2013. "Costs of Foodborne Illness Outbreaks for Vegetable Producers." Texas A&M AgriLife Extension. EHT-027-12/13.
5. Wallace, R., Masabni, J., Gu, M., Nesbitt, M., Porter, P., and M. Palma. 2013. "Specialty Crops for High Tunnel Production in Texas." Texas A&M AgriLife Extension. HT-029-10/13.
6. Palma, M.A., Adcock, F., Rosson, P., and D. Hanselka. 2013. "Economic Impacts of Increased U.S. Imports of Fresh Produce from Mexico by 2020" Center for North American Studies Issue Brief 2013-04.
7. Palma, M.A. and C.R. Hall. 2012. "The Economy and Texas Green Industry." Texas Nursery and Landscape Association Green Magazine. Vol. 15. No. 1: 30-33.
8. Palma, M.A. "Profitability Pointers" 2012. *Nursery Management*. Vol. 28. No. 11: 30-32.
9. Palma, M.A., Behe, B.K., and C. Hall. 2012. "Low Prices Do Not Sell More Plants" *Today's Garden Center Magazine*. August 17, 2012.
10. Palma, M.A. and Y. Zhang. 2012. "Elicit the Values of On- and Off-margin Consumers: Combining Choice Rankings and Auctions" Poster Presented at the Agricultural and Applied Economics Association Meeting. Seattle, WA. August, 2012.

11. **Palma, M.A.**, Hodges, A.W., and C.R. Hall. 2011. "Economic Contributions of the Green Industry to the California Economy, 2007" Report prepared for the California Landscape Contractors Association. October 2011. 21 pages.
12. McAdams C., and **M.A. Palma**. 2011. "Potential for the Pomegranate Industry in Texas" Report prepared for the Texas Pomegranates Growers Cooperative" September 2011. 72 pages.
13. McAdams, C., **M.A. Palma**, C.R. Hall and A. Ishdorj. "A Non-Hypothetical and Incentive Compatible Method for Estimating Consumer Willingness-to-Pay for a Novel Functional Food: The Case of Pomegranates" Poster Presented at the Agricultural and Applied Economics Association Meeting, Pittsburgh, PA. July, 2011.
14. **Palma, M.A.** and C.R. Hall. 2011. "Economic Impacts of the Green Industry in Texas." Texas Nursery and Landscape Association Green Magazine. January 2011. Vol. XIII. No.I: 12-13.
15. **Palma, M.A.** 2010. "Economic Scope of the Green Industry in Texas, 2009." Texas Nursery and Landscape Association Green Magazine. December 2010. Vol. XII. No.XI: 20-21.
16. Hodges, A., **M.A. Palma**, and C. Hall. 2010. "Trade Flows and Marketing Practices within the U.S. Nursery Industry, 2008." Southern Cooperative Series Bulletin #411, ISBN: 1-58161-411.
17. Jeffers, D., Klingeman, B., **Palma, M.A.**, and C. Hall. 2010. "Bareroot Liners." Nursery Management and Production. Vol. 26. No.6: 34-38.
18. Hodges, A., Hall, C.R., and **M.A. Palma**. 2010. "Projected Economic Impacts of the Proposed Small Business Administration Tree Planting Program." Prepared for American Nursery and Landscape Association. Available at [www.treesmeanjobs.com](http://www.treesmeanjobs.com)
19. **Palma, M.A.** 2009. "Economic Scope of the Green Industry in Texas, 2008." Texas Nursery and Landscape Association Green Magazine. November 2009. Vol. XI. No.X: 8-11.
20. **Palma, M.A.** and C.R. Hall. 2009. "Economic Impacts of the Green Industry in Texas." Texas Nursery and Landscape Association Green Magazine. June 2009. Vol. XI. No.VI: 6-11.
21. **Palma, M.A.** 2009. "Economic Scope of the Green Industry in Texas, 2007." Texas Nursery and Landscape Association Green Magazine. January 2009. Vol. XI. No.I: 17-19.
22. **Palma, M.A.** 2009. "Immigration and Labor – Part I." Georgia Sod Producers Association News. November 2009. Vol. XIX. No.III:6-10.
23. **Palma, M.A.** 2008. "Complying with Equal Employment Legislation." Green Industry Management Guide. National Crop Insurance Services. p: 78-81.
24. **Palma, M.A.** 2008. "Managing Legal Risks in Agriculture Production." Green Industry Management Guide. National Crop Insurance Services. p: 90-92.
25. Rosson, P.C., Adcock, F., **Palma, M.A.**, and Ribera, L. 2008. "Hired Labor Use in the Texas Fresh Fruit and Vegetable Industry." Center for North American Studies Issue Brief 2008-01.
26. **Palma, M.A.** 2007. "Economic Scope of the Green Industry in Texas, 2006." Texas Nursery and Landscape Association Green Magazine. December 2007. Vol. IX. No.XI: 10-12.
27. Rosson, P.C., Tomlinson, M.N., Pena, J.G., Adcock, F. J., **Palma, M.A.**, and Ribera, L. 2007. "An Initial Assessment of the Economic Impacts of E. Coli on the Texas Spinach Industry." Center for North American Studies Issue Brief. 2007-04. April 12, 2007.

28. Wirth, Ferdinand F., Leigh A. Love, and Marco A. Palma. 2007. "Purchasing Preferences: Survey Identifies Important Features of U.S. Farmed Shrimp." Global Aquaculture Advocate, 10(5): 41-42.
29. Williams, G.W., Capps, O., and M.A. Palma. 2007. "Effectiveness of Marketing Order 906 in Promoting Sales of Texas Grapefruit and Oranges." Report prepared for Texas Valley Citrus Committee. Mission, TX.
30. Rosson, P.C., Niemeyer, M., Palma, M.A., Ribera, L. And Adcock, F. 2007. "Economic Impacts of Greening on the Texas Citrus Industry." Center for North American Studies Issue Brief. 2007-01.
31. Palma, M.A. 2007. "Economic Scope of the Green Industry in Texas." Texas Nursery and Landscape Association Green Magazine. January 2007. Vol. IX. No.I: 20-22.
32. Rosson, P.C., Niemeyer, M., Palma, M.A., Ribera, L. And Adcock, F. 2006. "Economic Impacts of Zebra Chip on the Texas Potato Industry." Center for North American Studies Issue Brief.

#### **XI. PROFESSIONAL HONORS AND AWARDS**

1. **Agricultural and Applied Economics Association Latin American Section. Outstanding Selected Research Paper Award, 2014.** 1 National per year.
2. **Agricultural and Applied Economics Association Extension Section. Outstanding Electronic Media Education Award, 2013.** 1 National per year.
3. **Agricultural and Applied Economics Association. Distinguished Extension Program: Individual Less than Ten Years, 2012.** 1 National per year.
4. **Southern Agricultural Economics Association Distinguished Extension Program Award, 2011.** 1 in southern region per year.
5. **Vice Chancellor's Award in Excellence for a Research Team, 2010.** 1 TAMU COALS per year.
6. **Gamma Sigma Delta: Most Improved Chapter, Texas A&M University (President – elect). 2010.** 1 national per year.
7. **Southern Agricultural Economics Association Distinguished Professional Contribution Award: Master's Thesis Award Committee Chair. 2010.** 1 southern per year.
8. **Zamorano Association of Former Students Featured Zamorano Graduate. 2010.** Selected as the Zamorano of the month for contributions to Agriculture, May 2009. 1 international per month.
9. **Adviser Award. National Agri-Marketing Association. 2007-2008.**
10. **Best Dissertation in College of Agriculture and Life Sciences Major. Food and Resource Economics, University of Florida, 2005.** PhD Dissertation: "Measuring Demand Factors Influencing Market Penetration and Frequency of Buying For Flowers." 1 UF COALS per year.
11. **President of the Graduate Student Organization. University of Florida, 2002-2003.**
12. **College of Agriculture and Life Sciences Teaching and Advising Award Committee. University of Florida, 2002-2003; 2003-2004.**
13. **Member of Gamma Sigma Delta, the honor society of Agriculture 2003.**

14. **Member of the National Scholars Honor Society, 2002.**
15. **Graduated with Honors, University of Florida, 2000.**
16. **Dean's List. Pan American School of Agriculture, 1997-1999.**
17. **Pan American School of Agriculture Scholarship recipient, 1997.**