

# John Bovay

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## Current position

2019– *Assistant Professor*, Dept. of Agricultural & Applied Economics, Virginia Tech  
2020– *Affiliate Faculty*, Center for Advanced Innovation in Agriculture, Virginia Tech  
2021– *Fellow*, Center for Food Systems and Community Transformation, Virginia Tech

## Previous appointments held

2016–2019 *Assistant Professor*, Dept. of Agricultural & Resource Economics, University of Connecticut  
*Affiliate*, Institute for Collaboration on Health, Intervention, and Policy, University of Connecticut  
2014–2016 *Research Agricultural Economist*, Food Economics Division, USDA Economic Research Service, Washington, D.C.  
2010–2014 *Graduate Student Researcher*, Dept. of Agricultural & Resource Economics and Agricultural Issues Center, University of California, Davis  
2009–2010 *Teaching Assistant*, Dept. of Agricultural & Resource Economics, University of California, Davis  
2007–2009 *Research Associate*, Environment & Resources Division, Abt Associates, Inc., Bethesda, Maryland

## Education

2014 Ph.D. in Agricultural & Resource Economics, University of California, Davis  
2007 B.A. *magna cum laude* in Mathematics and Politics, Washington & Lee University, Lexington, Virginia

## Honors & awards

2021 Southern Agricultural Economics Association, Emerging Scholar Award  
2018 Agricultural and Applied Economics Association, Specialty Crop Economics Section: Honorable Mention, Outstanding Research Paper (with D.A. Sumner)  
University of Connecticut College of Agriculture, Health, and Natural Resources: David and Nancy Bull Extension Innovation Award (with UConn CAHNR GMO Team)  
2017 Washington and Lee University: Distinguished Young Alumnus Award  
2016 *Journal of Agricultural and Resource Economics*: Outstanding Journal Article (with J.M. Alston)  
2015–2016 USDA Economic Research Service: Cash Awards for Extra Effort (one in 2015, four in 2016)  
2015 USDA Economic Research Service: Quality Step Increase  
2014–2015 Food Distribution Research Society: Richardson-Applebaum Award for Best Ph.D. Dissertation  
2014 University of California, Davis: R.M. Pinkerton Agricultural Marketing Graduate Award  
2007 Washington and Lee University: Earle Bates Prize in Environmental Studies  
2006 Washington and Lee University: Omicron Delta Kappa (national leadership honor society)

## Publications and papers

### PEER-REVIEWED JOURNAL ARTICLES

- 2022 Garber, B.<sup>#</sup>, J. Alwang, G.W. Norton, and **J. Bovay**. “Beef and the Bottom Line: The Effect of Value-Added Certification on Feeder Cattle Profitability.” *Journal of Agricultural and Applied Economics*, forthcoming. DOI: 10.1017/aae.2021.33.
- Ferrier, P., C. Zhen, and **J. Bovay**. “Price and Welfare Effects of the Food Safety Modernization Act Produce Safety Rule.” *Journal of Agricultural and Resource Economics*, forthcoming.
- Tian, Y.<sup>#</sup>, R. Croog<sup>#</sup>, **J. Bovay**, A. Concepcion, T. Getchis, and M.R. Kelly. “Who Responds to Health, Environmental and Economic Information about Local Food? Evidence from Connecticut Seafood Consumers.” *Aquaculture Economics & Management*, forthcoming.
- 2021 McFadden, B.<sup>\*</sup>, **J. Bovay**<sup>\*</sup>, and C. Mullally. “What Are the Overall Implications of Rising Organic Demand for Fruit and Vegetable Consumption? Evidence from Theory and Simulations”, *Q Open*, 1(1): qoab008, DOI: 10.1093/qopen/qoab008.
- 2020 **Bovay, J.**, and W. Zhang. 2020. “A Century of Profligacy? The Measurement and Evolution of Food Waste.” *Agricultural and Resource Economics Review* 49(3): 375–409. DOI: 10.1017/age.2019.16.
- Ollinger, M., and **J. Bovay**. 2020. “Producer response to public disclosure of food-safety information.” *American Journal of Agricultural Economics* 102(1):186–201. DOI: 10.1093/ajae/aaz031.
- 2019 **Bovay, J.**, and D.A. Sumner. 2019. “Animal Welfare, Ideology, and Political Labels: Evidence from California’s Proposition 2 and Massachusetts’ Question 3.” *Journal of Agricultural and Resource Economics* 44(2):246–266.
- 2018 **Bovay, J.**, and D.A. Sumner. 2018. “Economic Effects of the U.S. Food Safety Modernization Act.” *Applied Economic Perspectives and Policy*, 40(3):402–420. DOI: 10.1093/aep/pxx039.
- Bovay, J.**, and J.M. Alston. 2018. “GMO Food Labels in the United States: Economic Implications of the New Law.” *Food Policy* 78:14–25. DOI: 10.1016/j.foodpol.2018.02.013.
- Ollinger, M., and **J. Bovay**. 2018. “Pass or Fail: Economic Incentives to Supply Safe Meat to the National School Lunch Program.” *American Journal of Agricultural Economics* 100(2):414–433. DOI: 10.1093/ajae/aax088.
- 2017 **Bovay, J.** 2017. “Demand for collective food-safety standards.” *Agricultural Economics* 48(6):793–803. DOI: 10.1111/agec.12375.
- 2016 **Bovay, J.**, and J.M. Alston. 2016. “GM Labeling Regulation by Plebiscite: Analysis of Voting on Proposition 37 in California.” *Journal of Agricultural and Resource Economics* 41(2):161–188.
- Winner, Outstanding Journal Article, *JARE*, 2016.

<sup>#</sup> M.S. student \* Senior authorship shared

### PEER-REVIEWED RESEARCH REPORTS (USDA ECONOMIC RESEARCH SERVICE)

- 2018 **Bovay, J.**, P. Ferrier, and C. Zhen. 2018. “Estimated Costs for Fruit and Vegetable Producers To Comply With the Food Safety Modernization Act’s Produce Rule.” Economic Information Bulletin Number 195, U.S. Department of Agriculture, Economic Research Service.
- 2017 Kuchler, F., C. Greene, M. Bowman, K.K. Marshall, **J. Bovay**, and L. Lynch. 2017. “Beyond Nutrition and Organic Labels—30 Years of Experience With Intervening in Food Labels.” Economic Research Report Number 239, U.S. Department of Agriculture, Economic Research Service.
- Ollinger, M., J. Wilkus, M. Hrdlicka, and **J. Bovay**. 2017. “Public Disclosure of Tests for Salmonella: The Effects on Food Safety Performance in Chicken Slaughter Establishments.” Economic Research

Report Number 231, U.S. Department of Agriculture, Economic Research Service.

2016 **Bovay, J.** 2016. "FDA Refusals of Imported Food Products by Country and Category, 2005–2013." Economic Information Bulletin Number 151, U.S. Department of Agriculture, Economic Research Service.

2015 Ollinger, M., **J. Bovay**, C. Benicio, and J. Guthrie. 2015. "Economic Incentives to Supply Safe Chicken to the National School Lunch Program." Economic Research Report Number 202, U.S. Department of Agriculture, Economic Research Service.

2014 Ollinger, M., J. Guthrie, and **J. Bovay**. 2014. "The Food Safety Performance of Ground Beef Suppliers to the National School Lunch Program." Economic Research Report Number 180, U.S. Department of Agriculture, Economic Research Service.

#### WORKING PAPERS

**Bovay, J.** "Food safety, reputation, and regulation." Invited for revisions, *Applied Economic Perspectives and Policy*.

**Bovay, J.** "Shaming reduces shirking: Evidence from food-safety inspections."

#### NON-REFEREED ARTICLES IN JOURNALS AND OTHER PERIODICALS

2019 Kelly, M.R., T. Getchis, A. Concepcion, and **J. Bovay**. 2019. "Using Online Panels to Inform Extension Programming." *Journal of Extension* 57(5): Tools of the Trade, article 3.

2017 Kuchler, F., C. Greene, M. Bowman, K.K. Marshall, **J. Bovay**, and L. Lynch. 2017. "Federal Nutrition and Organic Labels Paved the Way for Single-Trait Label Claims." *Amber Waves*, U.S. Department of Agriculture, Economic Research Service.

2016 **Bovay, J.** 2016. "Implications of the Food Safety Modernization Act for Northeast Farmers." *Knowledge Exchange Partner*, Volume 10, Issue 12, December 2016, Farm Credit East.

- Reprinted as: **Bovay, J.** 2017. "Implications of the Food Safety Modernization Act for Northeastern Farmers." *Northeast Agriculture Insights & Perspectives 2017*, Farm Credit East.

2016 **Bovay, J.** 2016. "Patterns in Food Import Refusals Highlight Most Frequently Detected Problems." *Amber Waves*, U.S. Department of Agriculture, Economic Research Service.

2015 **Bovay, J.**, and M. Ollinger. 2015. "Strict Standards Nearly Eliminate Salmonella from Ground Beef Supplied to Schools." *Amber Waves*, U.S. Department of Agriculture, Economic Research Service.

#### NUMBERED EXTENSION PUBLICATIONS (PEER-REVIEWED)

2021 Jacobs, L., **J. Bovay**, and T. Pierce<sup>#</sup>. 2021. "Animal Welfare Standards and Marketing." Virginia Cooperative Extension Publication No. APSC-177P.

2013 **Bovay, J.**, and D.A. Sumner. 2013. "How does the Food Safety Modernization Act Affect Farms and Food Marketing Firms?" OreCal Issues Brief No. 007, Oregon State University & University of California, Davis.

<sup>#</sup> M.S. student

NUMBERED EXTENSION PUBLICATIONS (NON-PEER-REVIEWED)

- 2021 Pierce, T.<sup>#</sup>, and **J. Bovay**. 2021. "The American Rescue Plan: Farms, Food, and Families." Virginia Cooperative Extension Publication No. [AAEC-293NP](#).
- Pierce, T.<sup>#</sup>, and **J. Bovay**. 2021. "GMO, Bioengineered Labeling, and Non-GMO Food." Virginia Cooperative Extension Publication No. [AAEC-283NP](#).
- Pierce, T.<sup>#</sup>, and **J. Bovay**. 2021. "Risk Management and Crop Insurance." Virginia Cooperative Extension Publication No. [AAEC-282NP](#).
- Bovay, J.**, and T. Pierce<sup>#</sup>. 2021. "Economics of Farm and Agribusiness Sustainability." Virginia Cooperative Extension Publication No. [AAEC-278NP](#).
- Pierce, T.<sup>#</sup>, and **J. Bovay**. 2021. "Corporate Social Responsibility as a Business Strategy." Virginia Cooperative Extension Publication No. [AAEC-277NP](#).
- Bovay, J.**, C. Haskins, C. Larochelle, T. Mountain, F. Price, N. Shuman, J. van Senten. 2021. "Overview of a Survey on the Impacts of the COVID-19 Pandemic on Virginia Farms and Agribusinesses, Fall 2020." Virginia Cooperative Extension Publication No. [AAEC-275NP](#).
- 2020 **Bovay, J.** 2020. "COVID-19 Resources for Virginia Farmers, Agribusinesses, and Cooperative Extension Agents and Specialists." Virginia Cooperative Extension Publication No. [AAEC-221NP](#).
- Getchis, T.L., Kelly, M.R., Concepcion, A.P. and **Bovay, J.** 2020. "The Connecticut Seafood Survey: Assessing Seafood Consumption, Knowledge, Behaviors and Preferences of Connecticut Residents." Connecticut Sea Grant, [CTSG-20-03](#).
- 2019 **Bovay, J.** 2019. "Connecticut Milk Cost of Production Estimates for April, May, and June 2019." Outreach Report No. 60, Zwick Center for Food and Resource Policy, University of Connecticut.
- Bovay, J.** 2019. "Connecticut Milk Cost of Production Estimates for January, February, and March 2019." Outreach Report No. 58, Zwick Center for Food and Resource Policy, University of Connecticut.
- Bovay, J.** 2019. "Connecticut Milk Cost of Production Estimates for October, November, and December 2018." Outreach Report No. 56, Zwick Center for Food and Resource Policy, University of Connecticut.
- 2018 **Bovay, J.** 2018. "Connecticut Milk Cost of Production Estimates for July, August, and September 2018." Outreach Report No. 53, Zwick Center for Food and Resource Policy, University of Connecticut.
- Boehm, R., and **J. Bovay**. 2018. "Consumer Purchases of Connecticut-Grown Food and Farm Products: Update 2015." Outreach Report No. 52, Zwick Center for Food and Resource Policy, University of Connecticut.
- Bovay, J.** 2018. "Connecticut Milk Cost of Production Estimates for April, May, and June 2018." Outreach Report No. 51, Zwick Center for Food and Resource Policy, University of Connecticut.
- Bovay, J.** 2018. "Connecticut Milk Cost of Production Estimates for January, February, and March 2018." Outreach Report No. 50, Zwick Center for Food and Resource Policy, University of Connecticut.
- Bovay, J.** 2018. "Connecticut Milk Cost of Production Estimates for October, November, and December 2017." Outreach Report No. 49, Zwick Center for Food and Resource Policy, University of Connecticut.
- 2017 **Bovay, J.** 2017. "Connecticut Milk Cost of Production Estimates for July, August, and September 2017." Outreach Report No. 48, Zwick Center for Food and Resource Policy, University of Connecticut.

**Bovay, J.** 2017. "Connecticut Milk Cost of Production Estimates for April, May, and June 2017." Outreach Report No. 47, Zwick Center for Food and Resource Policy, University of Connecticut.

**Bovay, J.** 2017. "Connecticut Milk Cost of Production Estimates for January, February, and March 2017." Outreach Report No. 46, Zwick Center for Food and Resource Policy, University of Connecticut.

**Bovay, J.** 2017. "Connecticut Milk Cost of Production Estimates for October, November, and December 2016." Outreach Report No. 45, Zwick Center for Food and Resource Policy, University of Connecticut.

2016 **Bovay, J.** 2016. "Connecticut Milk Cost of Production Estimates for July, August, and September 2016." Outreach Report No. 44, Zwick Center for Food and Resource Policy, University of Connecticut.

# M.S. student

#### OTHER OUTREACH PUBLICATIONS INCLUDING MULTIMEDIA

2020 **Bovay, J.** 2020. "Impacts of the Pandemic on Virginia's Agricultural Industries." Part of the report *Impacts of the COVID-19 Pandemic on U.S. and Virginia Farms and Agribusinesses: May 2020*. Department of Agricultural and Applied Economics, Virginia Tech.

**Bovay, J.** 2020. "The Pandemic and Disruptions to the U.S. Food Supply Chain." Part of the report *Impacts of the COVID-19 Pandemic on U.S. and Virginia Farms and Agribusinesses: May 2020*. Department of Agricultural and Applied Economics, Virginia Tech.

2019 UConn College of Agriculture, Health, and Natural Resources. 2019. "Science of GMOs" Fact Card. (One of 14 contributors.)

2018 **Bovay, J.** 2018. "What are GMOs? A Primer for FDA and USDA Labeling." University of Connecticut. [https://www.youtube.com/watch?v=xeyyyENJK\\_k](https://www.youtube.com/watch?v=xeyyyENJK_k). Script and narration.

2017 **Bovay, J.** 2017. "GMO Labeling." Science of GMOs website, College of Agriculture, Health, and Natural Resources, University of Connecticut. <https://gmo.uconn.edu/topics/gmo-labeling/>

**Bovay, J., J. Meader, and A. Fargo-Johnson.** 2017. "On-Farm Renewable Energy and Energy Efficiency Considerations." College of Agriculture, Health, and Natural Resources, University of Connecticut. 350 copies printed.

Fargo-Johnson, A., J. Meader, **J. Bovay**, and S. Stearns (production specialists). 2017. Series of four videos on Connecticut farm energy production and conservation. University of Connecticut Extension. <http://s.uconn.edu/farmenergy>

## Presentations

*Speaker(s) in italics.*

### PAPERS AND POSTERS PRESENTED AT PROFESSIONAL MEETINGS

- 2021 ***Bovay, J.***, C. Emlinger, and S. Stewart. “Impacts of the COVID-19 Pandemic on U.S. Bilateral Trade in Agricultural Products.” International Agricultural Trade Research Consortium Annual Meeting (San Diego and Virtual), December 12, 2021. Selected presentation.
- Bovay, J.*** “Moral hazard under discrete information disclosure: Evidence from food-safety inspections.” Southern Agricultural Economics Association Virtual Annual Meeting. February 9, 2021. Invited Session (Emerging Scholars Award).
- Bovay, J.*** “Moral hazard under discrete information disclosure: Evidence from food-safety inspections.” Allied Social Sciences Association Virtual Annual Meeting (AAEA @ ASSA), January 4, 2021. Invited Session (organizer).
- 2020 ***Bovay, J.*** “Moral hazard under discrete information disclosure: Evidence from food-safety inspections.” Southern Economic Association Annual Meeting, New Orleans/online, November 22, 2020. Selected Session (organizer).
- 2018 Ferrier, P., C. Zhen, and ***J. Bovay***. “Price and Welfare Effects of the Food Safety Modernization Act Produce Safety Rule.” 30th International Conference of Agricultural Economists, Vancouver. July 31, 2018. Selected presentation.
- Bovay, J.***, and M. Ollinger. “Producer response to public disclosure of food-safety information.” 30th International Conference of Agricultural Economists, Vancouver. July 30, 2018. Selected presentation.
- 2017 ***Bovay, J.***, and W. Zhang. “A Century of Profligacy? The ‘Food-Waste Problem’, 1917–2017.” Presented at the Agricultural & Applied Economics Association annual meeting, Chicago, August 1, 2017. Food Safety and Nutrition Section Track Session.
- 2016 Ferrier, P., C. Zhen, and ***J. Bovay***. “Cost Pass Through and Welfare Effects of the Food Safety Modernization Act.” Presented at the Agricultural & Applied Economics Association annual meeting, August 1, 2016, Boston. Selected presentation.
- 2015 ***Bovay, J.*** “Regulation of Production Practices and Product Attributes: Farm Animal Welfare and Food Safety.” Food Distribution Research Society annual meeting, Philadelphia, October 12, 2015. Dissertation Presentation, invited.
- Bovay, J.***, P. Ferrier, and C. Zhen. “Implementing FSMA Produce Rules: Cost Variation by Commodity and Region.” Presented at the Agricultural & Applied Economics Association and Western Agricultural Economics Association joint annual meeting, July 27, 2015, San Francisco. Applied Risk Analysis/Food Safety and Nutrition Section Track Session.
- Tonsor, G., J. Bovay, K. Brooks, and N. Olynk Widmar.* “Understanding Differences in Voting and Buying Behavior Expressed by the Public.” Southern Agricultural Economics Association annual meeting, Dallas, February 3, 2014. Invited Symposium.
- 2013 ***Bovay, J.***, and D.A. Sumner. “Voter and Consumer Evaluation of Restrictions on Farm Animal Management Practices.” Presented at the Agricultural & Applied Economics Association and Canadian Agricultural Economics Society Joint Annual Meeting, Washington, August 6, 2013. Selected presentation.
- Bovay, J.***, and D.A. Sumner. “Effects of the Food Safety Modernization Act on the North American Fresh Tomato Trade” Presented at the Agricultural & Applied Economics Association and Canadian Agricultural Economics Society Joint Annual Meeting, Washington, August 5, 2013. Selected

poster.

2012 **Bovay, J.** “Economics of Food Safety Regulation.” Giannini Foundation of Agricultural and Resource Economics Student Conference, Davis, California, May 26, 2012. Contributed presentation.

2011 **Bovay, J.** “Fresh tomatoes and food safety: an equilibrium displacement model.” Giannini Foundation of Agricultural and Resource Economics Student Conference, Davis, California, April 23, 2011. Contributed presentation.

#### INVITED PRESENTATIONS, ACADEMIC AND ECONOMICS DEPARTMENTS

2022 **Bovay, J.** “Shaming reduces shirking: Evidence from food-safety inspections.” Agricultural Economics and Rural Sociology Department, Auburn University, February 7, 2022.

2021 **Bovay, J., J. van Senten, A. Zeide, and W. Becker.** Panel discussion as part of the “COVID-19 in Context: A Deans’ Forum on Living with a Pandemic” series. Virginia Tech College of Liberal Arts and Human Sciences, Virginia Tech College of Agriculture and Life Sciences, and Pamplin College of Business. March 15, 2021.

**Bovay, J.** “Moral hazard under discrete information disclosure: Evidence from food-safety inspections.” U.S. Department of Agriculture Economists’ Association, February 16, 2021.

2019 **Bovay, J.** “The Economics of Food Waste and Food Insecurity.” Shepherd Program for the Interdisciplinary Study of Poverty and Human Capability and Department of Economics, Washington and Lee University. October 28, 2019.

**Bovay, J., P. Ferrier, and C. Zhen.** “Price and Welfare Effects of the Food Safety Modernization Act Produce Safety Rule.” Department of Agricultural and Applied Economics, Virginia Tech. March 12, 2019.

**Bovay, J., P. Ferrier, and C. Zhen.** “Price and Welfare Effects of the Food Safety Modernization Act Produce Safety Rule.” Department of Agricultural and Resource Economics, University of Tennessee. January 24, 2019.

**Bovay, J., P. Ferrier, and C. Zhen.** “Price and Welfare Effects of the Food Safety Modernization Act Produce Safety Rule.” Departmental Seminar, Department of Agricultural and Resource Economics, University of California, Davis, January 10, 2019.

2018 **Bovay, J.,** and M. Ollinger. “Producer response to public disclosure of food-safety information.” Departmental Seminar, Department of Agricultural and Resource Economics, University of Connecticut. November 28, 2018.

**Bovay, J.** “Trade, price, and welfare effects of the U.S. Food Safety Modernization Act.” Department of Agricultural and Resource Economics, North Carolina State University, October 10, 2018.

**Bovay, J.,** and M. Ollinger. “Producer response to public disclosure of food-safety information.” Agricultural Economics Workshop, Department of Agricultural and Resource Economics, University of California, Davis, September 19, 2018.

2017 **Bovay, J.,** and J.M. Alston. “GMO Food Labels in the United States: Economic Implications of the New Law.” Departmental Seminar, Department of Economics, Washington and Lee University, September 18, 2017.

**Ajay, D., J. Bovay, and S. Siu.** “Shepherd Career Connections.” Shepherd Program for the Interdisciplinary Study of Poverty and Human Capability, Washington and Lee University, September 15, 2017. Invited colloquium.

**Bovay, J.,** and J.M. Alston. “GMO Food Labels in the United States: Economic Implications of the New Law.” Agricultural Economics Workshop, Department of Agricultural and Resource Economics, University of California, Davis, May 18, 2017.

2016 **Bovay, J.** “Economic Effects of the U.S. Food Safety Modernization Act.” Departmental Seminar, Department of Agricultural and Resource Economics, University of Connecticut, November 4, 2016.  
**Bovay, J.**, and J.M. Alston. “GM Labeling Regulation by Plebiscite: Analysis of Voting on Proposition 37 in California.” Departmental Seminar, Department of Agricultural and Resource Economics, University of Connecticut, January 11, 2016.

2014 **Bovay, J.** “Voter and consumer evaluation of restrictions on farm animal management practices.” Departmental Seminar, Department of Economics, Connecticut College, December 8, 2014.

2013 **Bovay, J.** “Consumer, marketer, and regulator demand for farm production practices: Food safety and farm animal treatment.” Food Economics Division Seminar, Economic Research Service, U.S. Department of Agriculture, Washington, November 7, 2013.

**Bovay, J.** “Economic Effects of the Food Safety Modernization Act.” Iowa State University, November 1, 2013.

**Bovay, J.** “Voter and consumer evaluation of restrictions on farm animal management practices.” Departmental Seminar, Department of Economics, Iowa State University, October 31, 2013.

**Bovay, J.** “Consumer, marketer, and regulator demand for farm production practices: Food safety and farm animal treatment.” Brown Bag Seminar, Department of Agricultural and Resource Economics, University of California, Davis, October 1, 2013.

#### INVITED OUTREACH PRESENTATIONS

2022 **Bovay, J.** “Economics of Food Waste.” Lifelong Learning Institute at Virginia Tech, March 23, 2022. Part of the course “You Can’t Always Get What You Want: Tradeoffs in Economics.” [https://video.vt.edu/playlist/dedicated/1\\_6yvdlaab/](https://video.vt.edu/playlist/dedicated/1_6yvdlaab/)

2021 **Bovay, J.** “Impacts of COVID-19 on U.S. trade in food and agricultural products.” Global Trade Symposium New York Produce Show and Conference, Hilton Midtown, Manhattan, December 14, 2021.

**Bovay, J.** “COVID and the Agricultural Economy.” Virginia Senate Agriculture, Conservation, and Natural Resources Committee Summit, Sweet Briar College, Sweet Briar, VA. October 25, 2021.

*Harper, R., J. Bovay,* and *O. Isengildina-Massa.* “Grain Market Update.” VCE Ag Today webinar offered by Virginia Cooperative Extension, January 7, 2021. [https://www.youtube.com/watch?v=3LIuS\\_sE7h8](https://www.youtube.com/watch?v=3LIuS_sE7h8)

2020 **Bovay, J.** “Impacts of COVID-19 on Virginia Farms and Agribusinesses: October 2020.” Webinar presented during Virginia Agribusiness Council’s Annual Meeting, October 28, 2020. <https://youtu.be/MHZrfX33yQw?t=8300>.

**Bovay, J.** “COVID-19 and the CARES Act.” VCE Ag Today webinar series offered by Virginia Cooperative Extension, April 16, 2020. [https://www.youtube.com/watch?v=7N0S\\_Kgkro](https://www.youtube.com/watch?v=7N0S_Kgkro).

2019 **Bovay, J.** “What Are the Overall Implications of Rising Organic Demand for Fruit and Vegetable Consumption? Evidence from Theory and Simulations.” Presented at the New York Produce Show and Conference, Javits Center, Manhattan, December 12, 2019.

**Bovay, J.** and *A. Acho.* “Sustainability: How to Measure ROI and Implement Initiatives Successfully.” Webinar sponsored by Produce Marketing Association. June 26, 2019. <https://www.pma.com/content/articles/sustainability-measuring-roi-and-implementing-initiatives>.

**Bovay, J.** “Non-GMOs and Bioengineering: Implications of Recent Federal Laws.” Keynote address, New London County Agricultural Extension Council Annual Meeting, Norwich, CT, June 18, 2019.

**Bovay, J.** “Economics of sustainability in agriculture and food marketing.” Presented to the Board of Directors, Produce Marketing Association, Santiago, Chile, January 15, 2019.



- 2018 **Bovay, J.** “Economics of Food Waste: Measurement, Trends, and Drivers.” Presented at the New York Produce Show and Conference, Javits Center, Manhattan, December 12, 2018.
- Bovay, J.,** and **J. Bonelli.** “Update on risk management programs for dairy farmers.” Robotic Milking Conference, University of Connecticut, October 26, 2018.
- Bovay, J.** “GMO and Non-GMO Food Labels: Implications of the New Federal Law.” Center for Learning in Retirement, University of Connecticut, October 18, 2018.
- Bovay, J.** Series of four webinars on farm finance, risk management and crop insurance. University of Connecticut Extension. September 27, 2018. [https://www.youtube.com/playlist?list=PLuPJ\\_NR7ZnVskcWyt0v\\_-Y8kMC08BE-nT](https://www.youtube.com/playlist?list=PLuPJ_NR7ZnVskcWyt0v_-Y8kMC08BE-nT).
- Bovay, J.** “Enhancing Profitability for Connecticut Farms: The Farm Business Management Toolbox.” Workshop, Tolland County Extension Center, Vernon, CT, September 26, 2018.
- Bovay, J.** “An Economic Perspective on the Food-Waste Problem.” Presented to Connecticut Food Policy Council, Hartford, September 13, 2018.
- Bovay, J.** “Implications of the Food Safety Modernization Act Produce Safety Rule.” Presented at the Dyson School Agricultural and Food Business Outlook Conference, Cornell University, January 22, 2018.
- 2017 **Bovay, J.** “GMO and Non-GMO Food Labels: Implications of the New Federal Law for Growers, Marketers, and Consumers.” Presented at the New York Produce Show and Conference, Javits Center, Manhattan, December 13, 2017.
- Bovay, J.** Keynote address, New London County Farm Bureau Annual Meeting, Lebanon, CT, October 18, 2017.
- Bovay, J.** “The U.S. Food Safety Modernization Act: Impacts on farms and food marketing firms.” Roundtable Discussion, *The Wall Street Journal* Global Food Forum, Park Hyatt, Manhattan, October 10, 2017.
- Bovay, J.** “Look Before You Leap! Assessing the Profitability of Growing Different Crops or Raising Different Livestock.” Presented at workshop entitled “Enhancing Profitability for Connecticut Farms: The Farm Business Management Toolbox”. Tolland County Extension Center, Vernon, CT, September 12, 2017.
- Bovay, J.** “Risk Management and Crop Insurance.” Presented at workshop entitled “Enhancing Profitability for Connecticut Farms: The Farm Business Management Toolbox”. Tolland County Extension Center, Vernon, CT, September 12, 2017.
- Bovay, J.** “Economics of Food Safety Regulation.” Presented to Connecticut Food Policy Council, Capitol Building, Hartford, April 13, 2017.
- Bovay, J.** “Cost of milk production in Connecticut.” Connecticut Dairy Summit, Capitol Building, Hartford, January 3, 2017. Also broadcast on C-TV.
- 2016 **Bovay, J.** “Economic Effects of the U.S. Food Safety Modernization Act.” Presented at the New York Produce Show and Conference, Javits Center, Manhattan, December 7, 2016.

IN-SERVICE TRAINING SESSIONS, VIRGINIA COOPERATIVE EXTENSION

- 2022 *Ignosh, J., A. Berryhill, L. Daniels, J. Bovay, J. Fike, and R. Meyers.* “Development of Large-Scale Solar Projects in Virginia.” Presented at the Virginia Cooperative Extension 2022 Professional Development Conference, Virtual, February 2, 2022.
- 2021 **Bovay, J.** “Impacts of COVID-19 on Virginia Farms and Agribusinesses: March 2020–April 2021.” Webinar organized by the VCE Community, Local, and Regional Food Systems Program Team. November 19, 2021.
- Bovay, J.** “Food waste, food prices, the environment, and hunger.” Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. April 12, 2021.
- Bovay, J.** “The American Rescue Plan: Farms, Food, and Families”. Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. April 5, 2021.
- Bovay, J.** “Food-safety regulations.” Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. March 29, 2021.
- Ignosh, J., J. Latimer, D. Faulkner, and J. Bovay.* “Wind, solar, and geothermal energy production on farms.” Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. March 25, 2021.
- Bovay, J.** “Government and private third-party quality labels.” Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. March 15, 2021. [https://video.vt.edu/media/1\\_gty3p1ip](https://video.vt.edu/media/1_gty3p1ip).
- Bovay, J.** “Non-GMO, GMO, and bioengineered food labeling requirements” webinar. Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. February 22, 2021. [https://video.vt.edu/media/1\\_ezp6jstj](https://video.vt.edu/media/1_ezp6jstj).
- Bovay, J.** “Risk Management and Crop Insurance Basics” webinar. Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. February 16, 2021. [https://video.vt.edu/media/1\\_5figpfin](https://video.vt.edu/media/1_5figpfin).
- Jacobs, L., and J. Bovay.* “Animal Welfare Standards and Marketing” webinar. Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. February 9, 2021. [https://video.vt.edu/media/1\\_9tqvmcrg](https://video.vt.edu/media/1_9tqvmcrg).
- Bovay, J.** “Profit and Cost” webinar. Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. February 1, 2021. [https://video.vt.edu/media/1\\_nmk5xp0o](https://video.vt.edu/media/1_nmk5xp0o).
- Bovay, J.** “Corporate Social Responsibility (CSR) as a Business Strategy” webinar. Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. January 25, 2021. [https://video.vt.edu/media/1\\_hrnqaa7j](https://video.vt.edu/media/1_hrnqaa7j).
- Bovay, J.** “Business Goals and Sustainability” webinar. Part of the *Virginia Sustainable Farms and Agribusiness Education Initiative*. January 19, 2021. [https://video.vt.edu/media/1\\_tthpprpo](https://video.vt.edu/media/1_tthpprpo).
- 2020 *Nartea, T., J. Bovay, R. Slabach, and A. Vargo.* “Train the Trainer—Assisting Farmers Market Vendors to Create Attractive, Legal and Food Safety Promoting Product Signage to Increase Profitability.” Presented at the Virginia Cooperative Extension 2020 Professional Development Conference, Hotel Roanoke, Roanoke, Virginia, January 30, 2020.
- Bovay, J.** “Emerging federal and state policy and regulatory issues.” Presented at the Virginia Cooperative Extension 2020 Professional Development Conference, Hotel Roanoke, Roanoke, Virginia, January 29, 2020.
- Bovay, J.** “Economics of Farm and Agribusiness Sustainability.” Presented at the Virginia Cooperative Extension 2020 Professional Development Conference, Hotel Roanoke, Roanoke, Virginia, January 29, 2020.

## OTHER OUTREACH PRESENTATIONS

- 2022 **Bovay, J., O. Isengildina-Massa, P. Kayser, F. Ramsey, J. van Senten, and J. Friedel.** “Ag Policy & Market Outlook.” Webinar offered by Virginia Cooperative Extension and Virginia Tech Agricultural and Applied Economics, March 14, 2022.
- 2020 **Emlinger, C., J. Bovay, O. Isengildina-Massa, P. Kayser, and F. Ramsey.** “Ag Policy & Market Outlook Forum.” Webinar offered by Virginia Cooperative Extension, April 2, 2020. [https://video.vt.edu/media/t/1\\_dhmn6n6l](https://video.vt.edu/media/t/1_dhmn6n6l).

## Grants & scholarships

### FUNDED PROJECTS

- 2022–2025 Principal Investigator (45%). On-Farm Loss and Waste of Vegetables: Measurement, Drivers, and Welfare Implications. USDA National Institute of Food and Agriculture (NIFA) Agriculture and Food Research Initiative (AFRI). \$633,551.
- 2021–2023 Principal Investigator (100%). Innovations in Agricultural Production Systems. USDA Economic Research Service Cooperative Agreement. \$25,000.
- 2021–2022 Co-Principal Investigator (1.9%). A Better Solar “Panel” from Virginia Tech. CALS Strategic Plan Advancement 2021 Integrated Internal Competitive Grants Program. \$60,000. 03/01/2021–06/30/2022.
- 2020–2021 Co-Principal Investigator (40%). Implications of COVID-19 for Agricultural Trade. USDA Economic Research Service Cooperative Agreement. \$50,000.  
Principal Investigator (70%)\*. Virginia Sustainable Farms and Agribusiness Education Initiative. Southern Risk Management Education Center. \$48,584. 04/01/2020–09/30/2021. \*Note: two co-PIs who have since left VT and are no longer involved with this grant were listed at 10% effort (total) on the proposal.
- 2019 Principal Investigator (100%). Measurement of On-Farm Waste of Vegetables. University of Connecticut College of Agriculture, Health and Natural Resources. \$60,000 awarded through competitive process (forfeited upon leaving UConn), 10/1/2019–9/30/2022.
- 2018–19 Principal Investigator (100%). Optimizing Local Food Outlets: Marketplace and Customer Analysis Across New England. Evaluation subcontract for USDA Food Insecurity Nutrition Incentive (FINI) grant program funding of Farm Fresh Rhode Island project over 2018–2022. (N. Fiala took over as PI in 2019 after I announced departure from UConn.) \$195,000. 6/15/2018–6/14/2022.
- 2018 Co-Principal Investigator (8.33%). CAHNR GMO Working Group. \$2,500 awarded through Farm Credit East Northeast AgEnhancement Grant.  
Co-Principal Investigator (8.33%). CAHNR GMO Working Group. UConn Foundation/CAHNR CES Innovation Award. \$5,000.
- 2012–2014 Cooperating personnel. Economic analysis of food safety regulation. Giannini Foundation of Agricultural Economics Mini-Grant. \$25,000. 7/1/2012–6/30/2014.

### SCHOLARSHIPS

- 2010–2014 University of California, Davis: Henry A. Jastro Research Scholarships, 3 awards, \$3,800 (total)
- 2006 Washington and Lee University: A. Paul Knight Internship Program in Conservation, \$2,000
- 2003–2007 Washington and Lee University: Frank J. and Louise Gilliam Honor Scholarship, \$10,000  
Washington and Lee University: National Merit Scholarship, \$2,500

## Teaching & advising

### CLASSROOM TEACHING

VT AAEC 6984, Empirical Analysis of Markets and Policy, Spring 2022, 11 Ph.D. students (co-taught with Anubhab Gupta)

UConn ARE 3215, Business Management, Fall 2018, 33 students

UConn ARE 3215, Business Management, Fall 2017, 35 students

UConn ARE 3215, Business Management, Fall 2016, 41 students

### INDEPENDENT STUDY ADVISING

Rose Croog (M.S.), Spring 2017

Audrey Folta (B.S.), Spring 2018

Joona Kunnas (B.S.), Spring 2017

Evan Lyman (B.S.), Spring 2017

### GUEST LECTURES

VT AAEC 2434, Foundations of Agribusiness, October 28, 2021

VT AAEC 3504, Marketing Ag Products, October 6, 2021

VT AAEC 6554, Panel Data Econometrics, December 8, 2020

VT AAEC 2434, Foundations of Agribusiness, March 4, 2020

VT AAEC 3324, Environment and Sustainable Development Economics, February 26, 2020

UConn ARE 3260, Food Policy, October 31, 2017

UConn UNIV 3820.6, EcoHouse Learning Community Advanced Seminar, October 18, 2017

Washington & Lee ENV 110, Introduction to Environmental Studies, September 18, 2017

UConn ARE 3260, Food Policy, March 28, 2017

UC Davis ARE 121, Economics of Agricultural Sustainability, February 20, 2014

### TEACHING ASSISTANTSHIPS (UC DAVIS)

ARE 106, Econometrics, Spring 2010

ARE 115A, Economic Development, Winter 2010

ARE 100A, Intermediate Microeconomics, Fall 2009

### ADVISING (VIRGINIA TECH)

Committee member for Ph.D. students:

Elizabeth Chishimba, 2024

Emre Karagulle, 2024

Yangchuan Wang, 2022

Committee member for M.S. student:

Ben Garber, 2021 (initial placement: A2F Consulting)

## ADVISING (UNIVERSITY OF CONNECTICUT)

Associate advisor for Ph.D. student:

Thomas Krumel, 2020 (initial placement: USDA ERS)

Major advisor for M.S. students:

Yixing Tian, 2018 (initial placement: graduate program, China Agricultural University)

Associate advisor for M.S. student:

Rose Croog, 2017 (initial placement: Connecticut Department of Energy and Environmental Protection)

Academic advisor for two non-thesis M.S. students

Academic advisor for 9 to 18 undergraduate students (2016–19)

Also served as major advisor for two Ph.D. students briefly, before leaving UConn

## Service to the profession

### SOUTHERN ECONOMIC ASSOCIATION

2020 Session Chair and Paper Discussant, annual meeting

### AGRICULTURAL & APPLIED ECONOMICS ASSOCIATION

2021–2023 Topic Leader for review of conference submissions, Food Safety, Nutrition, and Policy

2016–2018 Topic Leader for review of conference submissions, Food and Agricultural Policy Analysis

2015–2017 Member at Large, Executive Committee, Food Safety & Nutrition Section

### NORTHEASTERN AGRICULTURAL & RESOURCE ECONOMICS ASSOCIATION

2021–2022 Co-Coordinator, Food Scholars' Circle

### COLLEGE OF AGRICULTURE & LIFE SCIENCES, VIRGINIA TECH

2021 Panelist for review of Hatch proposal

### VIRGINIA COOPERATIVE EXTENSION SERVICE

2022 Search Committee for Director/Associate Dean

2020– Co-Chair, Agribusiness Management and Economics Program Team

### DEPARTMENT OF AGRICULTURAL AND APPLIED ECONOMICS, VIRGINIA TECH

2021–2022 External Review Planning Committee

2021–2022 Search Committee for Communications & Marketing Specialist

2021 Search Committee for Instructor in Agribusiness

2020– Extension Department Leader

2019– Extension/Outreach Committee (Chair, 2020–)

2019–2022 Seminar Committee (Chair, 2020–2022)

VIRGINIA COOPERATIVES COUNCIL

2020- Advisor to Board of Directors

UNIVERSITY OF CONNECTICUT

2018 Search Committee for Dean of the College of Agriculture, Health, and Natural Resources

COLLEGE OF AGRICULTURE, HEALTH, AND NATURAL RESOURCES, UNIVERSITY OF CONNECTICUT

2018-2019 Search Committee for Department Head, ARE

2017-2019 Faculty Panel for Competitive Grants

2018 Faculty Evaluator, Graduate Research Forum

2017-2019 Undergraduate Commencement Committee

DEPARTMENT OF AGRICULTURAL AND RESOURCE ECONOMICS, UNIVERSITY OF CONNECTICUT

2016-2017 Search Committee for Assistant Professor

2016 Search Committee for Zwick Center Post-Doctoral Scholar

DEPARTMENT OF AGRICULTURAL AND RESOURCE ECONOMICS, UNIVERSITY OF CALIFORNIA, DAVIS

2011-2013 Student Coordinator, Agricultural Economics Seminar, Workshop, and Brown Bag Series

PANELIST FOR REVIEWS OF GRANT PROPOSALS

2020 USDA Hatch Multistate Proposal (ad-hoc reviewer)

2019 USDA Small Business Innovation Research Program (ad-hoc reviewer)

2017 USDA NIFA Aquaculture Research Program

2014 USDA AMS Federal-State Marketing Improvement Program

REFEREE FOR JOURNALS & CONFERENCES

*Agribusiness, Agricultural Economics, American Journal of Agricultural Economics, Applied Economic Perspectives & Policy, Choices, Ecological Economics, Food Policy, Journal of Agribusiness in Developing and Emerging Economies, Journal of Agricultural and Applied Economics, Journal of Agricultural and Resource Economics, Journal of Economic Behavior & Organization, Nature Food, Trends in Food Science & Technology, USDA ERS Economic Information Bulletins, USDA ERS Economic Research Reports, AAEE annual meetings, EAEE triennial meeting, IAAE triennial meeting, WAEA annual meeting*

## Selected media interviews & contributions

- 2022 Slott, M. "Deep Dive into the Pandemic: Virginia Tech's John Bovay Lays Out the Case for the Power of Data." *Perishable Pundit*, January 3, 2022.
- 2020 Agricultural and Applied Economics Association. [Press release](#) on "Food Quality Inspection, Certification, and Disclosure." December 7, 2020.  
Johnson, D., and M. Esterhuizen. "Virginia Cooperative Extension helps get food from the field to the table during COVID-19." *Virginia Tech News*, August 12, 2020.  
Fu, J. "FDA rolls back ingredient and calorie labeling regulations, citing supply chain disruptions." *The Counter*, May 28, 2020.  
Doar, K. "Amid Shortages, Beef Cattle Prices Falling." *The News-Gazette* (Lexington, VA), May 13, 2020.  
Broadwell, J. "Virginia Tech economist available to discuss stimulus package and COVID-19 impacts to society." *Virginia Tech News*, April 9, 2020.
- 2019 McShane, G. "NYPS Veteran Professor, John Bovay, Presents New Study On The Effect Of Organic Promotion And Its Positive Impact On Conventional Fruits And Vegetables." *Perishable Pundit*, December 9, 2019.  
Blayer, B. "John Bovay & Wei Zhang interview." *Crossroads* radio show, podcast, and YouTube channel, March 18, 2019.
- 2018 Slott, M. "Getting Down And Dirty On Food Waste: UConn Professor John Bovay Unveils New Research At New York Produce Show And Conference." *Perishable Pundit*, December 11, 2018.  
Perkowski, M. "USDA: Small farms bear greater food safety costs." *Capital Press*, August 21, 2018.  
Liu, Y.R. "Opinions differ on how merged Bayer-Monsanto affects some seed businesses." *Medill Reports Chicago*, August 6, 2018.  
Benson, J. "Too few residents taking advantage of local seafood bounty." Connecticut Sea Grant *Wrack Lines* 18:1, Spring/Summer 2018.  
Lupo, L. "The Economics of Food Safety." *Quality Assurance & Food Safety* magazine, March/April 2018.  
Markesich, K.C. "Extension and Connecticut Dept. of Ag team up to ensure state's growers FSMA compliant." *UConn Today*, January 31, 2018.  
Hancock, E. "National School Lunch Program Aces Safety Test." *UConn Today*, January 22, 2018.
- 2017 Agricultural and Applied Economics Association. [Press release](#) on "Economic Effects of the U.S. Food Safety Modernization Act." November 28, 2017.  
Sheldon, J. "Agricultural economist measures impact of forthcoming federal GMO labeling law." *UConn Today*, December 6, 2017.  
Bernardo, R. "2017's Best Foodie Cities in America." Expert panel contributor. *WalletHub*, October 10, 2017. 3,092 social media shares.  
Uffelman, L. "Designing Economic Policies to Reduce Inequality." *The Columns*, Washington and Lee University. October 4, 2017. Excerpt excerpt reprinted in *W&L* alumni magazine Winter/Spring 2018.  
Pasquini, M. "Why Are Avocados So Expensive Right Now? Here Are 3 Reasons." *People.com*. September 22, 2017.  
Young, K. "Educational Microsession: FSMA Expected to Create Winners and Losers." *Produce Business*, February 2017, p. 67.
- 2016 Sheldon, J. "Agricultural economist studies voting and farming legislation." *Naturally@UConn*, November 8, 2016.  
"Bovay Joins CAHNR." *UConn Extension Blog*, September 7, 2016.  
Flynn, D. "More refusals were headed to produce aisles than fish counters." *Food Safety News*, April 20, 2016.  
Forman-Cook, W. "USDA report: FDA refusals of food shipments stable, despite more imports." *Agri-Pulse*, March 30, 2016.

Karst, T. "Report: Fish, fruits and vegetables refused entry most often by FDA." *The Packer*, March 30, 2016.

## Selected service to the community

2018–2019

Finance Committee, St. Mark's Episcopal Chapel, Storrs, CT

2006–2007

Senior Class Representative to the Executive Committee of the Student Body, Washington and Lee University

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