

Mario A. Ortez
Email: omario@vt.edu
Google Scholar [Link](#)

EDUCATION:

Ph.D. Agricultural Economics, Purdue University, West Lafayette, IN	2022
MSc. Agricultural Economics, Kansas State University, Manhattan, KS	2015
BSc. Agribusiness Administration, Panamerican Agricultural School Zamorano, Honduras	2011

FIELDS OF CONCENTRATION:

Agribusiness, Finance, Price Analysis, Production Economics, Consumer Demand.

ACADEMIC EXPERIENCE:

Assistant Professor of Agribusiness & Bridge Experience Director **2026-Present**
Virginia Tech, Department of Agricultural and Applied Economics

Collegiate Assistant Professor of Agribusiness & Entrepreneurship 2024-2026
Virginia Tech, Department of Agricultural and Applied Economics

James A. and Renae C. Pearson Collegiate Faculty Fellow (Endowed Fellowship) 2024-2026
The Kohl Centre at Virginia Tech

PRIVATE SECTOR EXPERIENCE:

Co-investor and Farm Owner. *Specialty Coffee.* Nicaragua **2015- 2023**

- Invested in and managed two specialty coffee farms, integrating decisions in investment, production, and marketing.
- Planned and implemented strategic capital and agronomic improvements in infrastructure, processing, and product offerings.
- Led annual pricing negotiations across targeted international specialty-coffee markets.

Investment Associate. *Teays River Investments.* Zionsville, IN **2022-2024**

- Supported investment analysis and portfolio management across agrifood sectors in the U.S. and overseas.
- Built and maintained financial models, monitored performance, and contributed to strategy and reporting for institutional investors.
- Worked with management teams to strengthen operational analytics and financial long-term planning.

Beef Pricing Manager. *JBS USA.* Greeley, CO **2017-2019**

- Directed daily pricing and contract strategy for the U.S. based fed beef business.
- Negotiated formula contracts and optimized revenue in domestic and export markets.
- Mentored junior analysts.

Beef Pricing Analyst. *JBS USA.* Greeley, CO **2016-2017**

- Analyzed supply, demand, and margin data to guide pricing decisions in boxed-beef markets.

- Partnered with IT and analytics teams to transition from spreadsheet-based systems to interactive data dashboards.
- Provided ongoing market analysis to inform sales and procurement strategy.

Corporate Trainee. *JBS USA.* Greeley, CO

2015-2016

- Completed rotations in feedlot operations, beef processing, exports and pricing.
- Participated in management training workshops on leadership and operational efficiency.
- Gained hands-on experience in production economics and supply-chain coordination within large-scale livestock systems.

Internships:

<i>Teays River Investments.</i> Zionsville, IN	2021
<i>The Chicago Mercantile Exchange (CME) Group.</i> Chicago, IL	2014
<i>INVESA.</i> Nicaragua	2012
<i>Nahuel Foundation.</i> Ecuador	2011
<i>Group of Agro-Exporters Non-Traditional of Panama.</i> Panama	2011

GRANT ACTIVITIES

Awarded:

Pilot Benchmarking System for Virginia’s Farmers and Nonindustrial Forest Private Landowners
2025-2026

Virginia Cooperative Extension

PIs: **M. Ortez**, S. Schons, S. Chakravarty, L. Wang, G. Amacher, & J. Sullivan
\$120,000

The TFP Growth Frontier: The Case of Saskatchewan Crops
2026

Saskatchewan Crop Commissions

PIs: J. Agnew, N. Legrand, **M. Ortez**, L. Wang, J. Grant.
\$135,739

Liquidity Initiative: Experiential Finance Education for Virginia Verified Beef Success
2025-2026

Virginia Cattle Industry Board (VCIB)

PIs: **M. Ortez**
\$6,258

Enhancing Dairy Sector Resilience through Data-Driven Infrastructure and Forecast Modeling
2025-2026

The Dairy Alliance

PIs: **M. Ortez** & M. Cary
\$60,000

Financial Tools for Today's Agribusinesses: Empowering Opportunities

2025-2026

USDA-NIFA

PIs: **M. Ortez**, J. Bovay & L. Wang

\$75,000

Assessment of domestic and export market opportunities for Virginia soybeans

2024-2025

Virginia Soybean Board

PIs: **M. Ortez**, O. Isengildina Massa & J. Grant

\$50,000

Flourishing Main Street Buena Vista: Thriving community through thriving businesses

2025

Main Street Buena Vista

PIs: **M. Ortez**, M. Cary & L. Wang

\$8,800

Data-Science for grain marketing: Planting progress and Crop Condition Interactive Dashboard

2025-2026

Virginia Corn Board

PIs: **M. Ortez**, M. Cary & L. Wang

\$9,000

Agribusiness Experiential Learning: Global Agribusiness Case Study Competition

2025

CALS Global Seed Grants

PIs: **M. Ortez** & L. Wang

\$10,000

Under Sponsor Consideration:

Bridging Research and Extension to Cultivate the Next Generation of Agribusiness Leaders: A Multi-Institutional Collaboration

USDA NIFA

PIs: M. Hejazi (CSU Chico), J. Rudi Polloshka (Michigan State), M. Barrowclough (Illinois State), **M. Ortez**

\$608,712

Farm Financial Conditions Index: A Composite Measure for Agricultural Finance Decision-Making

USDA NIFA (Predoctoral Fellowship)

PI: William McWilliams. *Primary Mentors:* Olga Massa & S. Stewart. *Collaborating Mentor:* **M. Ortez**

\$180,000

NSF-BSF: The Future of Sugar from Local to Global - Exploring current and future implications for the evolution of technology, value-chains, and environmental performance

NSF

PIs: J. Russell & **M. Ortez**. Collaborators: M. Chertow (Yale), T. Makov (Ben-Gurion University, Israel) & Alon Shepon (Tel Aviv University, Israel).
\$450,000

From Safety Concerns to Market Uptake: The Future of Cultured Foods in Israel and the U.S.
US-Israel Binational Agricultural Research and Development Fund (BARD)
PIs: A. Herziger (Technion, Israel) & **M. Ortez**. Collaborators: A. Grinstein (Northeastern University) & C. Zhenshan (VT).
\$593,000

Evaluation of Harvest Weed Seed Control Tactics in US Cropping Systems
USDA NIFA
PIs: V. Singh, M. Flessner & **M. Ortez**
\$749,442

Optimizing Unmanned Aerial Systems (UAS) for Cover Crop Seeding Operations
USDA NIFA
PIs: V. Singh, M. Reiter & **M. Ortez**
\$649,617

Invasive Aquatic Threats Early Detection
USDA NIFA
PIs: M. Dong, J. van Senten, T. Wood, M. Schwarz, M. Cary & **M. Ortez**
\$300,000

RESEARCH ACTIVITIES

Journal Articles:

Ortez, M., Smith, M., & Widmar, N. (2026). Public Perceptions of “Environmental, Social and Governance (ESG)” Investments. *Journal of Consumer Policy*, 49 (5). ([LINK](#))

Ortez, M., Smith, M., & Widmar, N. (2026). Saving and Investing for Retirement in the United States: Knowledge, Perceptions and Trust. *The Journal of Retirement*, 13 (3). ([LINK](#))

Cary, M. & **Ortez, M.** (2026). Gone with the Wind: Renewable Energy Projects and Population Change. *Energy Economics*, 158. ([LINK](#))

Jung, J., Barrett, L., Widmar, N., & **Ortez, M.** (2025). Public Perceptions of Universities as Public Entities during the COVID-19 Pandemic Era. *Sage Open*, 15(3). ([LINK](#))

Mogaka, B., Gitau, R.K., Bett, H., & **Ortez, M.** (2026). Innovation bundling and food security nexus among smallholder farmers in Kenya’s drylands. A triple hurdle approach. *Frontiers in Sustainable Food Systems*, 10. ([LINK](#))

Mogaka, B., Gitau, R.K., Bett, H., & **Ortez, M.** (forthcoming). Drivers and crop productivity impacts of agricultural innovation bundling among smallholder farmers in the drylands of Kenya. *Discover*

Agriculture.

Medeiros, J., McMechan, J., Elmore, J., Roger, W., **Ortez, M.**, Proctor, C., & Ortez, O. (forthcoming). Hybrid and seeding rate effects on corn yield and economic return across eight site-years in Nebraska. *Crop, Forage, & Turfgrass Management*.

Neuhofer, Z., Lusk, J., & **Ortez, M.** (2025). Demand for Plant-Based Meat Alternatives and the Role of Habit Formation and Variety Seeking. *Journal of Agricultural and Applied Economics*. Published online 2025:1-27 ([LINK](#))

Smith, M., **Ortez, M.**, & Widmar, N. (2025). Quantifying popular discussion of ESG in online media, comparing the USA to the UK. *The Journal of Impact and ESG Investing (Accepted)*.

Ortez, M., Thompson, T., Kilders, V., & Widmar, N. (2024). Quantifying Demand and Willingness to Pay for Local Food Production. *Q Open*, Volume 4, Issue 1. ([LINK](#))

Ortez, M., Tolhurst, T., Thompson, N., & Widmar, N. (2023). Not all Beef-Cut Price Shocks are Alike: Disentangling Supply and Demand Shocks in the US Beef Market. *Journal of the Agricultural and Applied Economics Association*. 1–16 ([LINK](#))

Ortez, M., Widmar, N., Mallory, M., Wolf, C., & Bir, C. (2022). Online media in dairy markets: a US dairy futures market study. *Agricultural Finance Review*. Vol. 83 No. 1, pp. 168-185. ([LINK](#))

Ortez, M., Widmar, N., Thompson, N., & Kim, Y.H.B. (2022). Valuation of dry and wet aged beef by U.S. consumers. *QOpen*. Volume 2, Issue 1. ([LINK](#))

Ortez, M., Widmar, N., Thompson, N., & Kim, Y.H.B. (2022). What do U.S. consumers care about regarding beef and its supply chain?. *Meat Science*. Volume 187. ([LINK](#))

Ortez, M., Thompson, N., & Widmar, N. (2021). Filet Mignon: It's What's for Dinner? COVID-19 Impacts on the Relative Wholesale Prices of beef cuts. *Choices*. 4th Quarter 2021. ([LINK](#))

Ortez, M., Bir C., Widmar, N., & Townsend, J. (2021). Dairy Product Purchasing in Households with and Without Children. *JDS Communications*. 2(1), 7-12. ([LINK](#))

Highlight: this publication was deemed of broad relevance by the American Dairy Science Association and on January 15, 2021 a Press release ([LINK](#)) was dispatched from their desk about our findings which generated a variety of media attention both in the U.S. and overseas.

Ortez, M., Bir C., Widmar, N., & Wolf, C.A. (2020). Perceptions of Prominent Animal Welfare and Veterinary Care Organizations in the United States. *Animals*. 10(3), 472. ([LINK](#))

Bir, C., **Ortez, M.**, Widmar, N., Wolf, C.A., Hansen, C., & Ouedraogo, F.B. (2020). Familiarity and Use of Veterinary Services by US Resident Dog and Cat Owners. *Animals* .10 (3), 483. ([LINK](#))

Ortez, M. & Tonsor, G.T. (2016). Structural Change and Forecasting of Agricultural Commodity Realized Volatilities. *International Journal of Business and Applied Social Science*. 2:1-18. ([LINK](#))

Academic Articles in Progress:

Ortez, M., Stuart, S., & Mashange, G. Returns and volatility of stocks in the Agrifood sector: The case of the S&P Food & Beverage Select Industry Index. *The North-American Journal of Economics and Finance (Under Review)*.

Ortez, M., & Fiechter, C. Do Broad Equity Markets Influence U.S. Agricultural Producer Sentiment? Evidence from the Ag Economy Barometer. *Agricultural Finance Review (R&R)*.

Ortez, M. Agri-food Finance as Strategy: Integrating Financials into an Experiential Capstone Course in Agricultural and Applied Economics. *Applied Economics Teaching Resources (AETR) (R&R)*

Stuart, S., & **Ortez, M.** Profits on a Platter? The Interconnectedness of Food Price Inflation and Agri-Food Stock Market Returns. *Applied Economic Perspectives and Policy (Under Review)*.

Nisnik, M., Fishman, T., **Ortez, M.,** Shepon, A., & Makov, T. Global flows, losses, and circularity of sugar from cultivation to end users. *Resources, Conservation & Recycling (R&R)*.

Ortez, M., Isengildina Massa, O., Smith, M., & Widmar, N. Weathering the Market: Investigating Weather-Online Media's Association with U.S. Agricultural Futures. *Agribusiness (R&R)*.

Mair, M., **Ortez, M.,** Smith, M., Widmar, N. Early Warnings from the Web: Monitoring Online Data to Anticipate Corn Crop Conditions. *Agronomy Journal (Submitted)*.

Ortez, M., Smith, M., & Widmar, N. From Shadow to Sanctioned: Company Policy and Workplace Use of Generative AI Across Locations and Devices. *International Journal of Information Management (Submitted)*.

Hughes, M., Fiechter, C., Mintert, J., Langemeier, M., & **Ortez, M.** Economic Uncertainty and Farmer Sentiment Uncertainty. *In preparation*.

Ma, Y., Fiechter, C., & **Ortez, M.** Market Signals and Farm Mood: Recency Bias and Price Expectations. *In preparation*.

Ac Pangan, W. **Ortez, M.,** Cary, M., & Zhang, Y. Regional Corn Yield Forecasts: Vegetative Indexes and Crop Conditions. *In preparation*.

Duong, T., **Ortez, M.,** Cary, M., Mills, B., & Stephenson, K. Log term effect of THI fluctuation on dairy productivity: A Remote Sensing Approach. *In preparation*.

Ortez, M., & Fiechter, C. Supply Chain Signals: Farmer Sentiment and Stock Market Performance Across the Food System. *In Preparation*

Smith, M., Widmar, N., & **Ortez, M.** Understanding Why People Value Working from Home or Hybrid Workplace Flexibility. *In preparation*.

Smith, M., Widmar, N., & **Ortez, M.** Working Habits: Variations between working environments. *In preparation*.

Ortez, M., & Cary, M. To contract or to direct hire? U.S. Patterns of Immigration and Their Impact on Farm Labor. *In Preparation*.

Cary, M., Moy, S., & **Ortez, M.** Saving Lives Doesn't Happen Overnight: Solar Energy Facilities and Suicides. *In preparation*.

Book Chapters

Ortez, M. "In favor of Differentiation". *Decisions That Shape Supply Chains*, Purdue University Press, 2025, pp. 18–20. *JSTOR*, <https://doi.org/10.2307/jj.35370892.9>.

Ortez, M. "Thoughts On Value, Cost, And Price." *Decisions That Shape Supply Chains*, Purdue University Press, 2025, pp. 28–30. *JSTOR*, <https://doi.org/10.2307/jj.35370892.12>.

Ortez, M. "Divergent Market Movements On Varying Beef Cuts." *Markets We Thought We Knew*, Purdue University Press, 2025, pp. 56–60. *JSTOR*, <https://doi.org/10.2307/jj.35003807.16>.

Other Publications

Ortez, M. & M. Smith (2025, forthcoming). Investigating Public Perceptions of the Environmental, Social, Governance (ESG) Investment Framework using Online Media Data, by Region in the United States. *Consumer Corner*.

Ortez, M. (2025). From Hype to Habit: The Story of Plant-Based Meat Products Unfolds. *Campus to Commonwealth*. ([LINK](#))

Ortez, M. (2024). The economics of technological adoption: Thoughts from the 2024 GAP Report™ Launch. *Kohl Insights*. ([LINK](#))

Ortez, M. (2024). Q & A with Allison Crittenden '16. *Kohl Insights*. ([LINK](#))

Ortez, M. (2022). Consumers' Knowledge and Willingness-to-Pay for Wet-Aged and Dry-Aged Beef. *Letter*

15. Purdue's Consumer Corner. ([LINK](#))

Ortez, M. (2022). Food Production and Population Growth: A Cautionary Tale. PAER-2022-17. Purdue Agricultural Economics Report ([LINK](#))

Ortez, M. (2021). Divergent Market Movements on Varying Beef Cuts. Letter 38. Purdue's Consumer Corner. ([LINK](#))

Ortez, M. (2021). A Gentle Critique of Agricultural Supply Theory. PAER-2021-5. Purdue Agricultural Economics Report ([LINK](#))

Ortez, M., Nguyen C., & Neuhofer, Z. (2021). Sustainability, productivity, and market access of smallholder sugarcane farmers: The Case of Central America. PAER-2021-7. Purdue Agricultural Economics Report ([LINK](#))

Ortez, M. (2020). In Favor of Differentiation. *Letter 14*. Purdue's Consumer Corner. ([LINK](#))

Ortez, M. (2020). Thoughts on Value, Cost and Price. *Letter 26*. Purdue's Consumer Corner. ([LINK](#))

EDITORSHIP ROLES

Lead Editor. Purdue Agricultural Economics Report-Graduate Student Research Issue (2022). ([LINK](#))
Guest Editor. Purdue Agricultural Economics Report-Graduate Student Research Issue (2021). ([LINK](#))

TEACHING ACTIVITIES

Virginia Tech

Foundations of Agribusiness (Undergrad). *Revamped* Fall 2025
Applied Economic Forecasting (Grad) Spring 2025
Applied Economic Analytics (Grad) Fall 2024
Applied Problem Solving (Undergrad). *Revamped* Spring 2025

- *For this Capstone “Experiential-Learning class” I developed a network of professional partners, including investment professionals, entrepreneurs, investors, city administrators, and policymakers, to provide real-world, high-impact projects for agribusiness students, fostering collaboration with industry leaders.*
- *Additionally, I pioneered the integration of investment and financial planning into the agribusiness curriculum, equipping students with skills in market analysis, strategic decision-making, and financial analysis.*

New Courses Developed (Virginia Tech)

Decision Analytics for the Life Sciences (AAEC 2014) 2024- 2025
Pathway 5 Course (Foundational Quantitative and Computational Thinking)

Agri-Food Finance (AFF) Fellowship. The Kohl Centre at Virginia Tech

Drawing on my private sector background and the Kohl Centre’s advanced analytics focus, I co-created this unique, year-long fellowship at Virginia Tech. This initiative offers highly competitive CALS students practical exposure in agribusiness through industry projects, field visits, and customized seminars.

Graduate Teaching Assistant (Purdue)

Farm Management (Undergrad) Spring 2020, 2021 & 2022
Agribusiness Strategy (Grad). *Joint with IU’s Kelly School of Business* Spring 2021
Quantitative Managerial Decision Making (Grad). *Joint with IU’s Kelly School of Business*
Fall 2020 & 2021

Guest Lectures Delivered:

Supply Chain Management Capstone, *University of Illinois Urbana-Champaign* Spring 2026
Small Business Management, *Virginia Tech* Spring 2025
Research & Professional Development Seminar, *Virginia Tech* Spring 2025
Marketing Agricultural Products. *Virginia Tech* Fall 2024
Introduction to Data Analytics. *Purdue University* Spring 2024
Agribusiness Management. *Western Illinois University* Spring 2023
Agricultural Finance. *West Virginia University* Spring 2023
Dairy Markets and Economics. *Purdue University* Spring 2022

STUDENT ADVISING

Graduate Advising

William McWilliams (Ph.D.)	2026
Duong Ta (Ph.D.)	2026
Isaac Albores (MSc)	2025
Bwema Ombati (Ph.D.). MOU Between VT and Egerton University, Kenya	2024-2026
Sara Cox (MSc./MBA) <i>Joint between Purdue and Indiana University's Kelly School of Business</i>	2024-2025

Undergraduate Advising

2026

Zach Cooper. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Melissa Jacobucci. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Abby Jhonson. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Elisabeth McFee. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Lucia Salvato. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Adam Sarnovsky. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*

2025

Maryam Rehmatulla. *DSPG Summer Project & Kohl Junior Fellowship*
 Julia Brady. *DSPG Summer Project & Kohl Junior Fellowship*
 Kealyn Greenwell. *Kohl Centre Fellowship. Research Study Supervisor*
 Billy Stoneman. *Kohl Centre Fellowship. Research Study Supervisor*
 McKenzie Marker. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Alex Brandon. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Miru Yim. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Colby Crutchfield. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Michele Mickelwait. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*
 Diego Cuadra. *Kohl Centre Fellowship. Agri-food Finance Fellow (AFF) Supervisor*

EXTENSION AND OUTREACH

In the news:

- Newsday. *Why beef costs more—and what Long Island Steakhouses are doing about it.* December 2025 ([LINK](#))
- The Week. *Why are beef prices rising? And how is politics involved?* October, 2025. ([LINK](#))
- Yahoo Finance. *Beef prices are spiking, but protein-obsessed shoppers keep coming back.* September, 2025. ([LINK](#))
- Meatingplace. *High Priced Beef: What's the Future?.* September, 2025. ([LINK](#))
- Digital Journal. *Science: Increased risk of red meat diet.* August, 2025. ([LINK](#))
- AGRI-VIEW. *Beef love persists despite prices.* August, 2025. ([LINK](#))
- VT News. *Experts discuss factors driving beef prices so high.* August 2025. ([LINK](#))
- Newswise. *Experts Discuss Factors Driving Beef Prices So High.* August, 2025. ([LINK](#))

- CVILLE Right Now. *Beef prices high at Charlottesville stores as U.S. cattle herd is at a record-low.* June, 2025. ([LINK](#))
- California Ag Network. *Experts Discuss Factors Driving Up Beef Prices.* August, 2025. ([LINK](#))
- IFAMA. *Our Rising Stars.* July, 2025. ([LINK](#))
- VT News. *Virginia Tech's Kohl Centre, Virginia Soybean Association partner to provide student experiential learning opportunities.* December, 2024. ([LINK](#))
- VT News. *Agricultural productivity growth falls short of meeting global demands, Virginia Tech report says.* October, 2024. ([LINK](#))
- COWSMO. *Study shows that American consumers find dairy products are an important part of a healthy diet fed to children.* June 2021. ([LINK](#))
- Hoard's Dairyman. *Those with kids buy more higher fat dairy.* January, 2021. ([LINK](#))
- AGPROUD. *Weekly Digest: Kids drive family milk, dairy purchases.* January, 2021. ([LINK](#))
- Oklahoma State News. *Dairy products continue to be popular purchase in households with children.* January, 2021. ([LINK](#))
- EurekAlert. *Dairy product purchasing differs in households with and without children.* January, 2021. ([LINK](#))
- Food Technology & Manufacturing. *Study: Households with children buy more higher-fat milk.* January 2021. ([LINK](#))
- News Medical Life Sciences. *Survey: Households with children purchase higher-fat and larger quantities of dairy products.* January, 2021. ([LINK](#))
- Dairy Industries International. *Dairy product purchasing differs in households with and without children.* January, 2021. ([LINK](#))
- Med India. *Households with Children Purchase Higher Amounts of Dairy Products.* January, 2021. ([LINK](#))
- Yumda Food & Drink Business Info. *Dairy product purchasing differs in households with and without children.* January, 2021. ([LINK](#))
- Morning Ag Clips. *Dairy product purchasing habits analyzed.* January 2021. ([LINK](#))

Podcast Guest and Interviews:

Canadian Broadcasting Corporation (CBC)'s. *Why is coffee so expensive right now?* 2025
[Available Online.](#)

The National Provisioner. *Beef market insights with Virginia Tech's Mario Ortez.* 2025
[Available online.](#)

WLS News (Interview). *What's causing rising beef prices?* 2025
[Available Online](#)

Real Virginia (A Farm Bureau TV Show). *Virginia Beef Prices Soar: What's Behind the Record- High Costs?* 2025
[Available Online](#)

Farming the Future Podcast. *Coffee Production & AgriMarketing.* 2024
[Available online.](#)

The Grower and the Economist. *Why Small Producers Should Pick Specialty Production.*
[Available Online.](#)

Faculty Lead, Agribusiness Workshop Series

Organizing and leading a statewide series of applied agribusiness workshops fostering collaboration across Virginia's agricultural ecosystem — including producers, commodity associations, ag lenders, business owners, and the Virginia Farm Bureau. These programs advance producer capacity for value-

added innovation, financial resilience, and market differentiation across multiple commodity sectors. Funded by Southern Extension Risk Management Education (SERME)/NIFA.

Workshops:

- **Adding Value in Fruit and Orchard Enterprises.** *Winchester, VA (Oct 23, 2025)*
Hands-on training in farm-based product diversification and agritourism for orchard producers.
Guest speakers: Virginia Farm Bureau and Horizon Farm Credit.
- **Differentiation & Direct-to-Consumer Sales in Viticulture.** *Winchester, VA (Oct 23, 2025)*
Strategies for branding, agritourism, and DTC sales in Virginia's wine industry.
Guest speakers: Paul Briedé (Briedé Family Vineyards); Virginia Farm Bureau; Horizon Farm Credit
- **Business Strategies for Row Crop Operations.** *Warsaw, VA (Dec 5, 2025)*
Financial evaluation of alternative business models (e.g. regenerative or niche grain markets)
Guest speakers: Eric Chou (Hodo Foods); Virginia Farm Bureau.

Speaker and Panelist Engagement:

Virginia Cooperative Extension (VCE)'s AME In-service Training. <i>Virginia Beach, VA</i> Topic: Financial Tools for Decision Making	2026
Virginia's Grape Integrated Pest Management (IMP) Workshop. <i>Nelson County, VA</i> Topic: Financial Tools for Decision Making in Viticulture	2026
Virginia's Fruit School. <i>Winchester, Carrol County, Nelson VA</i> Topic: Financial Tools for Decision Making in Orchard Operations	2026
Virginia's Five County Agricultural Conference. <i>Doswell and Topping, VA</i> Topic: Thoughts on the Ag Economy: And a bit of what can we do about it	2026
Virginia Governor School of Agriculture (Summer school for Highschoolers). <i>Blacksburg, VA</i> Topic: The Future of Food: Careers in Agribusiness and the Power of Economics	2025
Central Virginia Crops Expo. <i>Brookneal, VA</i> Topic: Data Science for Ag Marketing Decision Making	2025
Virginia Cooperative Extension (VCE) Producer Meeting. <i>Blackstone and Harrisonburg, VA.</i> Topic: A Solid Agribusiness Model & Financial Statements	2025
Virginia Cooperative Extension (VCE) Winter Conference. <i>Blacksburg, VA.</i> Topic: AI in Food and Agricultural Industries: Taking the Pulse	2025
Southern Regional Intercollegiate Dairy Challenge. <i>Radford, VA</i>	2024
Global Agricultural Productivity (GAP) Report at Virginia Tech. <i>Washington DC</i>	2024

Academic Presentations

IFAMA's 2025 Global Academic Symposium. *Returns and Volatility of Stocks in the Agrifood Sector: The Case of the S&P Food & Beverage Select Industry Index*. Ribeirão Preto, Brazil.

IFAMA's 2025 Global Academic Symposium. *Quantifying Popular Discussion of ESG in Online Media, Comparing the USA to the UK*. Ribeirão Preto, Brazil.

SERVICE

Committees' Service (Virginia Tech)

- Open Rank Agribusiness Faculty Search Committee
- Department Head Search Committee
- Research Associate Search Committee
- External Partnerships and Experiential Learning
- MS Online
- Undergraduate

Academic Advisor (Virginia Tech)

- IFAMA 2026 Case Study Competition
- IFAMA 2025 Venture Building Challenge
- IFAMA 2025 Case Study Competition
- IFAMA 2024 Venture Building Challenge
- Ag Econ Club (2025)

Referee

Journal of Agricultural and Applied Economics (1)

Agribusiness (1)

Agricultural Finance Review (2)

Applied Economics Teaching Resources (1)

Resources, Conservation & Recycling (3)

International Food and Agribusiness Management Review (1)

AAEA Teaching, Communication, & Extension (TLC) Topic Reviewer (2 years)

AWARDS

Diggs Teaching Scholar Award, 2026
Virginia Tech

Rising Star Award, 2025

International Food and Agribusiness Management Association (IFAMA), Ribeirão Preto, Brazil

LANGUAGES

Spanish: Native proficiency

English: Bilingual proficiency