

**Kimberly L. Morgan**  
970 Magnolia Lane  
Christiansburg, VA, 24073 USA  
Telephone: 540-750-1536; Email: morgankiml@gmail.com

---

## **EDUCATION**

- 2007            Doctor of Philosophy, Food and Resource Economics, University of Florida, Gainesville, Florida  
1997            Master of Science, Food and Resource Economics, University of Florida, Gainesville, Florida  
1993            Bachelor of Science, Animal Science, University of Florida, Gainesville, Florida

## **PROFESSIONAL EXPERIENCE**

- 2013-present    Assistant Professor, Kohl Junior Faculty Fellow, Virginia Polytechnic Institute & State University, Blacksburg, Virginia  
2002-2013      Adjunct Economics Faculty, Southern New Hampshire University, Manchester, New Hampshire  
2008-2013      Assistant Professor, Mississippi State University, Mississippi State, Mississippi  
2000-2008      Coordinator, Economic Analysis, Florida Agricultural Market Research Center, Food and Resource Economics Department, University of Florida, Gainesville, Florida  
1999-2000      Biological Scientist, Large Animal Clinical Science Department, College of Veterinary Medicine, University of Florida, Gainesville, Florida  
1998-1999      USDA National Needs Fellow, Agricultural Economics Department, Purdue University, West Lafayette, Indiana  
1996-1997      Teaching and Research Assistant, Food and Resource Economics, University of Florida, Gainesville, Florida  
1993-1995      Veterinary Technician, Aalatah Animal Hospital East/West, Gainesville, Florida  
1990-1991      Veterinary Technician, Town & Country Animal Hospital, Gainesville, Florida  
1988-1994      Owner/Operator of The Complete Horse, on-site horse and rider instruction, Gainesville, Florida

## **REFEREED JOURNAL ARTICLES**

\*Indicates author is a graduate student.

- Maples, M.C.\*, M.G. Interis, K.L. Morgan, and A. Harri. 2018. Consumer Willingness to Pay for Environmental Production Attributes of Fresh Tomatoes. *Journal of Agricultural and Applied Economics* 50(1): 1-21.
- Thapaliya, S.\*, M.G. Interis, A. Collart, L. Walters, and K.L. Morgan. 2017. Are Consumer Health Concerns Influencing Direct-from-Producer Purchasing Decisions? *Journal of Agricultural and Applied Economics* 49(2): 211-231.
- Morgan, K.L., and M.G. Interis. 2017. Who Buys MORE Directly from Producers in the Southeastern United States? *Journal of Food Distribution Research* 48(2): 22-34.
- Rodgers, A.\*, K.L. Morgan, A. Harri, and J. Tack. 2017. Technology Adoption and Risk Preferences: The Case of Machine Harvesting by Southeastern Blueberry Producers. *Journal of Food Distribution Research* 48(2): 1-21.
- Marchant, M.A. and K.L. Morgan. 2016. Lessons Learned from Teaching Large Classes. *North American Colleges and Teachers of Agriculture Journal* 60(4): 447-448.
- Morgan, K.L. and M.C. Maples\*. 2015. Using Audience Response Systems for Extension Programming Impact Evaluation: Findings from Market Ready Farm-to-Restaurant Workshops Conducted in Mississippi and Arkansas. *Journal of Food Distribution Research* 46(2):51-65.
- Morgan, K.L. and M. Olmstead. 2013, August. A Diversification Strategy for Perennial Horticulture in Florida. *HortTechnology* 23(4):482-489.

- Maples, M.C.\*, K.L. Morgan, M.G. Interis, and A. Harri. 2013, August. Who Buys Food Directly from Producers in the Southeastern United States? *Journal of Agricultural and Applied Economics* 45(3):1-10.
- Morgan, K.L., S. Larkin, and C. Adams 2011. "Empirical Analysis of Media versus Environmental Impacts on Park Attendance." *Tourism Management* 32(4): 852-859.
- Morgan, K.L., S. Larkin, and C. Adams. 2010. "Red Tides and Participation in Marine-based Activities: Estimating the Response of Southwest Florida Residents." *Harmful Algae* 93:333-341
- Morgan, K.L., S. Larkin, and C. Adams. 2009. "Firm-level Economic Effects of HABs: A Tool for Business Loss Assessment." *Harmful Algae* 82:212-218.

### **WORK IN PROGRESS**

- Ferreira, G.F., K.L. Morgan, O. Isengildina-Massa, and S. McKay. Under review. "A Tale of Two Markets: Testing Volatility and Linkages between Organic and Conventional Feed Grain Prices in the United States."
- Archibald, T., K.L. Morgan, R. Jeter, and M. Walker. "Pathways to Engagement: Systems Evaluation Tools to Support Community-Engaged, Interdisciplinary, Undergraduate Project Teams."
- Adams, M.\*, K.L. Morgan, G.F.C. Ferreira, and M.A. Marchant. "Beyond the Glass: Examining Key Profit Factors and Best Management Practices for Wine Tasting Room Profitability Based on the Marketing Mix."

### **BOOKS CHAPTER CONTRIBUTOR**

- Adams, C.M., S. Larkin, K. Morgan, R. Degner, and J. Stevely. 2008. "Measuring the Economic Implications of Red Tide Events on the Gulf Coast of Florida, USA: An Overview of University of Florida Research Efforts," pp. 223-232. In *Mitigating Impacts of Natural Hazards on Fishery Ecosystems*. K.D. McLaughlin [ed.] American Fisheries Society, Symposium 64, Bethesda, MD.

### **REFEREED PUBLICATIONS**

- Norman, S.\*, K.L. Morgan, T. McNaughton, A. Vargo, A. Mark, K. Damian, K. Scott, C. Miller, S. Sharpe, and L. DuBois. 2017, forthcoming. "Sell What You Grow: A Guide to Navigating Your Virginia Farm Product Marketing Options." Virginia Cooperative Extension Service Publication.
- Morgan, K.L., P. Callan, A. Mark, K. Niewolny, T. Nartea, K. Scott, and J. Hilleary. 2016. "Farm Financial Risk Management Series Part I: Overview of Financial Systems for New and Beginning Farmers." Virginia Cooperative Extension Service Publication, AAEC 114-P.
- Morgan, K.L., P. Callan, A. Mark, K. Niewolny, T. Nartea, K. Scott, and J. Hilleary. 2016. "Farm Financial Risk Management Series Part II: Introduction to Farm Financial Statements for New and Beginning Farmers." Virginia Cooperative Extension Service Publication, AAEC 115-P.
- Morgan, K.L., P. Callan, A. Mark, K. Niewolny, T. Nartea, K. Scott, and J. Hilleary. 2016. "Farm Financial Risk Management Series Part III: Introduction to Farm Planning Budgets for New and Beginning Farmers." Virginia Cooperative Extension Service Publication, AAEC 116-P.
- Nartea, T., and K.L. Morgan. 2015. "Selling Directly to Buyers: How to Price Your Products," Virginia Cooperative Extension Service Publication, AAEC-97P. Link: <https://pubs.ext.vt.edu/AAEC/AAEC-97/AAEC-97-PDF.pdf>
- Palma, M.A., K.L. Morgan, T. Woods and S. McCoy. 2013. "Response of Land-Grant Universities to the Increase in Consumer Demand for Local Foods in the South." *Choices Magazine*, 284. Link: <http://purl.umn.edu/162617>
- Olmstead, M. and K.L. Morgan 2013. "Establishment and Production Budgets for Peach Production in Florida." Gainesville, FL: Department of Horticultural Sciences, IFAS, University of Florida, EDIS HS1223.
- Morgan, K.L. 2012. "Electronic Market Places: Three Dimensions of Profitable Online Agribusiness Marketing and Sales Opportunities." Mississippi State University Extension Service Publication #2740.
- Morgan, K.L., K. Hood and A. Myles. 2012. "Mississippi Sweet Potato 2012 Industry Evaluation." Mississippi State University Extension Service Information Sheet #2734.
- Morgan, K.L. and K. Hood. 2012. "Product Pricing and Breakeven Concept." Mississippi State University Extension Service Information Sheet #1948.

- Morgan, K.L. 2011. "Electronic Marketplaces: How to 'Net' Your Customers." Mississippi State University Extension Service, Information Sheet #1893.
- Morgan, K.L., T.J. Stevens, R.L. Degner, S. Larkin, and C. Adams. 2010. "Economic Impacts of Alternative Regulatory Scenarios on the Half-Shell Oyster Industry: A Study of Potential Outcomes." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. 3 pp. EDIS FE835
- Hood, K., and K. Morgan 2009. "Consider a Co-packer: A Risk Management Tool." Mississippi State University Extension Service Information Sheet #2567.
- Hood, K., and K. Morgan 2009. "Marketing a Food Product: Marketing Considerations for a Small-Scale Food Processor." Mississippi State University Extension Service Information Sheet #2565.
- Sturmer, L. N., Morgan, K. L. & Degner, R. L. 2005. "Nutritional Composition and Marketable Shelf-Life of Blood Ark Clams and Ponderous Ark Clams." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. EDIS FE568.
- Stevens, T. J., House, L. A., Morgan, K. L. & Degner, R. L. 2005. "Market Development Strategies for Florida Fresh Sweet Corn: Findings from a Consumer Survey, 2001." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. EDIS FE377.
- Degner, R. L., Southwell, T., Sturmer, L. N. & Morgan, K. L. 2005. "Marketing Opportunities for Blood Ark Clams and Ponderous Ark Clams." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. EDIS FE478.
- Evans, E. A., Morgan, K. L. & Degner, R. L. 2005. "Seis Maneras de Mejorar las Ganancias de Lichi en el Sur de Florida." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. EDIS FE548
- Evans, E., R. L. Degner, and K. L. Morgan. 2004, Dec. "Six Ways to Improve the Profitability of Lychee in South Florida." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida, EDIS FE497.
- Degner, R. L. and K. L. Morgan. 2001. "E-Commerce: Marketing Gift Fruit on the Internet." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida, EDIS FE430.

### **NON-REFEREED PUBLICATIONS**

- Mark, A., K. Niewolny, K.L. Morgan, P. Callan, K. Scott, T. Nartea, C. Kloetzli, J. Hilleary, and R. Jeter. 2015. "Introduction to Labor Issues for Beginning Farmers." AEE-106NP. Virginia Cooperative Extension. Virginia Tech.
- Waldron, S., A. Pickett, and K.L. Morgan 2014. "Sometimes, Half the Road Is Not Enough™: A Public Safety Awareness Message to Improve Farm Equipment Safety on Public Roadways." AAEC70-NP. Virginia Cooperative Extension, Virginia Tech.
- Price, E.F., K. Baugh, and K.L. Morgan 2014. "AgCache: An Innovative Marketing Tool for your Agribusiness." AAEC72-NP, Virginia Cooperative Extension, Virginia Tech.

### ***Proceedings edited***

- Marchant, M.A. and K.L. Morgan. 2016. "Conversation: Lessons Learned from Teaching Large Classes." *2016 Proceedings on the Conference for Teaching Large Classes*, Blacksburg, VA.
- Archibald, T., K.L. Morgan, R. Jeter, and M. Walker. 2015. "Pathways to Engagement: Systems Evaluation Tools to Support Community-Engaged, Interdisciplinary, Undergraduate Project Teams." *2015 Conference on Higher Education Pedagogy*, Blacksburg, VA.
- Marchant, M.A., K.L. Morgan, G.F.C. Ferreira, S. Asebedo, and R. Jeter. 2015. "Lessons Learned from CIDER Certificate Programs: A Focus on Teaching Large Courses in Agricultural and Applied Economics." *2015 Proceedings on the Conference for Teaching Large Classes*, Blacksburg, VA.

- Stafne, E., K. Morgan, and G.C. Pavlis. 2015. "Expanding the Vision for Blueberry Extension." *Proceedings of the 12<sup>th</sup> North American Blueberry Research and Extension Workers Conference*. Available at Rutgers University Community Repository website.
- Morgan, K.L., and M. Olmstead. 2013. "Peach Orchard Establishment and Production Planning Budgets for Florida." *Proceedings of the Florida State Horticultural Society*, Vol. 126, pp.
- Hood, K., R. Little, K. Morgan, and K. Coatney. 2013, March. "Seasonal Price Analysis to Determine Economic Gains Associated with High-Tunnel Season Extension for Mississippi Vegetable Producers." *Journal of Food Distribution Research* 441: pp. 98-99.
- Morgan, Adams, C., S. Larkin, and K. Morgan. 2005. "Red Tides and Coastal Business: Measuring Economic Consequences in Florida," pp. 41. *Proceedings of the 14th Biennial Coastal Zone Conference*, NOAA Coastal Services Center, Charleston, SC.
- Larkin, S., Adams, and K. Morgan. 2005. "Public Awareness of Red Tide Effects and Response to Blooms," pp. 50. *Proceedings of the 14th Biennial Coastal Zone Conference*, NOAA Coastal Services Center, Charleston, SC.
- Olson, C. B., Degner, R. L., Morgan, K. L. & Stevens III., T. J. 2005. "Perennial Peanut Hay Marketing Survey Provides Valuable Price and Industry Information for Current and Potential Producers." *Proceedings of the Florida Associations of Extension Professionals*.
- Morgan, K. L., R. N. Muruli, R. L. Degner, A. Wysocki. 2001. "Publicly Funded Promotional Programs for Fruit and Vegetable Commodities: A National Survey of State Departments of Agriculture." *Proceedings of the Florida State Horticultural Society*, Vol. 114, pp. 11-18.
- Degner, R. L. and K. L. Morgan. 2000 "E-Commerce: Marketing Gift Fruit on the Internet." *Proceedings of the Florida State Horticultural Society*, Vol. 113, pp. 49-52.

#### **Academic department paper numbered series**

- Morgan, K.L., Braswell, J., Matta, F., Ingram, D., and Layton, B. 2010, June 2010 Fruit and Nut Planning Budgets. Mississippi State University Department of Agricultural Economics Budget Reports 2010-01, 2010-02, 2010-03, 2010-04, 2010-05, 2010-06, 2010-07 and 2010-08
- Morgan, K.L., T.J. Stevens, R.L. Degner, S. Larkin, and C. Adams. 2010. "Economic Impacts of Alternative Regulatory Scenarios on the Half-Shell Oyster Industry: A Study of Potential Outcomes." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. 84 pp. Industry Report 10-1.
- Morgan, K.L., S. Larkin, and C. Adams. 2008, February. "Public Costs of Florida Red Tides: A Survey of Local Managers." FAMRC 08-1, Florida Agricultural Market Research Center Industry Report, University of Florida, Gainesville, Florida.
- Degner, R. L., Southwell, T., Sturmer, L. N. & Morgan, K. L. 2005. "Marketing Opportunities for Two Ark Clam Species: Blood Ark Clam and Ponderous Ark Clam." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. 84 pp. Industry Report 05-1.
- Hodges, A. W., Degner, R. L., Carter, D. R., Stevens III., T. J., Langholtz, M. & Morgan, K. L. 2005. "Market Enhancement for Small Diameter Timber in Florida." Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. 54 pp.
- Stevens, T. J., R. L. Degner and K. L. Morgan. 2002, October. "Agricultural Producer Attitudes Toward Agri-tourism in Miami-Dade County, Florida." FAMRC Industry Report 02-01, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences.
- Degner, R.L., T. J. Stevens and K. L. Morgan, editors. 2002, April. "Miami-Dade County Agricultural Land Retention Study, Volumes One through Six." FAMRC Industry Report 02-02, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences, 1038 pages.
- Morgan, K.L., J. Searcy, R.L. Degner and E. Childs. 2002. "Structural Changes in the U. S. Food Distribution System: A View to the Future of Miami-Dade County Producers." Compiled for inclusion in Miami-Dade County Agricultural and Rural Land Retention Study, FAMRC Industry Report 02-2.

- Morgan, K.L. and R.L. Degner. 2002, April. "Section 2: Review and Recommendations: Market Development Strategies for Miami-Dade Produce and Nursery Agribusiness." Appendix C: International Trade and Marketing, Miami-Dade County Agricultural Land Retention Study, FAMRC Industry Report 02-02, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences.
- Morgan, K.L. and R.L. Degner. 2002, April. "Section 3: Marketing Strategies for Miami-Dade Produce and Nursery Agribusinesses." Appendix C: International Trade and Marketing, Miami-Dade County Agricultural Land Retention Study, FAMRC Industry Report 02-02, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences.
- Degner, R.L., T. J. Stevens and K. L. Morgan, editors. 2002, April. "Miami-Dade County Agricultural Land Retention Study, Volumes One through Six." FAMRC Industry Report 02-02, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences, 1038 pages.
- Degner, R., K. Morgan, C. DeBodisco, and L. House. 2001, Dec. "Market Development Strategies for Fresh Sweet Corn Based Upon Consumer and Trade Surveys." FAMRC Industry Report 01-1, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences.

### ***Newsletters and blog posts***

- Morgan K.L. 2015, August. Virginia Market Maker, Part II: Featured Virginia Agribusiness on Virginia Market Maker! AAEC Extension Update.
- Morgan K.L. 2015, August. Virginia Market Maker and VT Kohl Centre students win 2015 Farm Credit National Market Maker Innovation Award. AAEC Extension Update.
- Morgan K.L., and T. Nartea. 2015, August. Selling Directly to Buyers: How to Price Your Products. AAEC Extension Update.
- Morgan K.L. 2015, August. Virginia Market Maker, Part III: Virginia Market Maker Offers Added Value to Registered Farms and Agribusinesses! AAEC Extension Update.
- Morgan K.L. 2015, June. Virginia Market Maker, Part I: Introduction. AAEC Extension Update
- Morgan K., G. Ferreira, F. Price, A. Mitcheltree, C. Abbott, and C. Stephan. 2015, April. Exploring Consumer Interest in Agritourism Venues Located in the New River Valley. AAEC Extension Update.
- Boyd S., G. Chambers, M. Harris, M. McCarthy, G. Groover, and K.L. Morgan. 2015, April. Using Market Maker to Connect Virginia Meat Producers and Processors. AAEC Extension Update.
- Morgan, K.L. 2013, May 29. "Market Research and Analysis: Know Your Customers." Blog post written for eXtension Entrepreneurs and Their Communities, Link: <http://entrepreneursandtheircommunities.wordpress.com/2013/05/29/market-research-and-analysis/>
- Morgan, K.L. 2012, July 9. "Community-Supported Agriculture CSA: A Profitable Direct Marketing Option for Mississippi Growers." Blog post written for Agricultural Marketing Resource Center.
- Morgan, K.L. 2012. "Blueberries Profile – An Update." Agricultural Marketing Resource Center.
- Morgan, K.L. 2012. "Blackberries Profile – An Update." Agricultural Marketing Resource Center.
- Morgan, K.L. 2012. "Figs Profile – An Update." Agricultural Marketing Resource Center.
- Morgan, K.L. 2012. "Peaches Profile – An Update." Agricultural Marketing Resource Center.
- Morgan, K.L. 2012. "Commodity Strawberries Profile – An Update." Agricultural Marketing Resource Center.
- Morgan, K.L. 2012. "Pecans Profile – An Update." Agricultural Marketing Resource Center.

### **ABSTRACTS**

- Head, Susan, K.L. Morgan, J.M. Riley. 2011, September. "U.S. Supply and Demand for Blueberries: A Regression Analysis." *HortScience* 469 Suppl.:S186-7.
- Roy, H., N. Hummel, D. Attaway, K. Machtmes, E. Coneva, K.L. Morgan, and W. Cline. 2011. "Collaborative Development of Nutrition Information for the All About Blueberries eXtension Community of Practice." *Journal of Nutrition Education and Behavior* 43(4S1) Abstracts: S38.



- Coneva, E.D., N. Hummel, D. Attaway, K. L. Morgan, W. O. Cline, D. Marshall, D. Ferrin, K. Machtmes, H. Roy, D. G. Himelrick, and R.T. Boozer. 2011, September. "Developing Content for Commercial Blueberry Producers On the "All about Blueberries" Extension.Org Web Portal." *HortScience* 469 Suppl.:S114-5.
- Hummel, N., D. Attaway, E.D. Coneva, K. L. Morgan, W.O. Cline, D. Marshall, D. Ferrin, K. Machtmes, and H. Roy. 2011, September. "Working Across State Lines to Create a Multi-Disciplinary SCRI Team Proposal: The All about Blueberries Extension.Org Story." *HortScience* 469 Suppl.:S85
- Scherm, H., Krewer, G., Cline, W.O., Harmon, P.F., Morgan, K., and Takeda, F. 2010. Advancing blueberry production efficiency by enabling mechanical harvest, improving fruit quality and safety, and managing emerging diseases. *HortScience* 458 Suppl.:200-201.
- Li, C., H. Schwartz, K. Mohan, J. Molnar, K. Morgan, R. Gitaitis, G. Hawkins, D. MacLean, R. Shewfelt, C. Thai, W. Tollner. 2010. "Holistic approach to advance onion postharvest handling efficiency and sustainability." *HortScience* 458 Suppl.:200-201.
- Adams, C.M., S. Larkin, R. Degner, and K. Morgan. 2006. "The Economic Consequences of Red Tide Events on the Gulf Coast of Florida, USA," p. 2-3. In *Abstracts of the 12th International Conference on Harmful Algae*. International Society for the Study of Harmful Algae ISSHA.
- Larkin, S., C.M. Adams, K. Morgan, and R. Degner. 2006. "Using Beachfront Restaurant Sales in Southwest Florida to Determine the Localized Impacts of HAB Events," p. 91. In *Abstracts of the 12th International Conference on Harmful Algae*. International Society for the Study of Harmful Algae ISSHA.
- Morgan, K., S. Larkin, and C. Adams. 2006. "Red Tide Events and Tourism in Coastal Florida." In *Proceedings of the Gulf of Mexico Karenia brevis Workshop: State of the Science and Priorities for Future Research*, Center for Sponsored Coastal Ocean
- Morgan, K. and S. Larkin. 2006. "Economic Impacts of Red Tide Events on Restaurant Sales," *Journal of Agriculture and Applied Economics* abstract, Vol. 383: 663.
- Larkin, S., Adams, and K. Morgan. 2005. "Public Awareness of Red Tide Effects and Response to Blooms," pp. 50. In *Proceedings of the 14th Biennial Coastal Zone Conference*, NOAA Coastal Services Center, Charleston, SC.
- Adams, C., S. Larkin, and K. Morgan. 2005. "Red Tides and Coastal Business: Measuring Economic Consequences in Florida," pp. 41. In *Proceedings of the 14th Biennial Coastal Zone Conference*, NOAA Coastal Services Center, Charleston, SC.
- Morgan, K. L., R. L. Degner, and T. J. Stevens. 2004, August. "A Probit Model Analysis of Factors Affecting Consumption of Fresh Sweet Corn in Major U. S. Markets." *Journal of Agriculture and Applied Economics* abstract, Vol. 362: 519.
- Morgan, K., S. Larkin, and C. Adams. 2004. "Red Tide Events and Tourism in Coastal Florida," pp. 213. *IIFET 2004 Japan: What are Responsible Fisheries?* Book of Abstracts. IIFET Secretariat, Corvallis, OR.

## **RESEARCH PAPERS AND PRESENTATIONS**

- Morgan, K.L. 2018, August 8. "Technology Adoption: The Case of Machine Harvesting by Southeastern Blueberry Producers." Selected speaker for Post-Conference Workshop (PC55): The Convergence of Policy Issues in Produce Research: Labor/Mechanization, NAFTA, and the Food Safety Modernization Act, 2018 Applied Agricultural Economics Association Annual Meetings, Washington, D.C.
- Morgan, K.L. 2018, August 7. "Direct Market Risk Tools for Mid-South Producers." Invited Paper and Session Co-Organizer for Current Topics in Food and Specialty Crop Risk Management track session, 2018 Applied Agricultural Economics Association Annual Meetings, Washington, D.C.
- Mark, A. and K.L. Morgan. 2018, August 7. "Effects of Farm and Household Decisions on Labor Allocation and Profitability of Beginning Vegetable Farms in Virginia: a Linear Programming Model." Invited Paper and Session Co-Organizer for Current Topics in Food and Specialty Crop Risk Management track session, 2018 Applied Agricultural Economics Association Annual Meetings, Washington, D.C.
- Morgan, K.L., and K. Niewolny. 2017, February 7. "A Risk Management Initiative of the Virginia Beginning Farmer and Rancher Coalition Program." Invited Presenter for the Organized Symposium "Successful Extension

- Risk Management Outreach Programming”, 2017 Southern Agricultural and Applied Economics Association Annual Meetings, Mobile, AL.
- Morgan, K.L., L. Walters, T. Woods, W. Harrison, and M. Woods. 2017, February 6. “Student Perceptions of a Community-Engaged, Interdisciplinary, Project-Based Undergraduate Learning Experience: Lessons from the Kohl Centre at Virginia Tech.” Organizer and Presenter for Invited Session “Applied Economic Problem-Solving: Three Applications of Directed Experiential Student Learning in Extension Programming”, 2017 Southern Agricultural and Applied Economics Association Annual Meetings, Mobile, AL.
- Morgan, K.L., L. Walters, J. McCluskey, S. Turner, and J. Sterns. 2016, August 1. “How to get what you need to thrive: Achieving extraordinary productivity AND work-life balance.” Organizer and Presenter for Committee for Women in Agricultural Economics track session, 2016 Applied Agricultural Economics Association Annual Meetings, Boston, MA.
- Morgan, K.L, R. Jeter, and E. Bendfeldt. 2015, October. “Proposed Research Initiatives Related to MarketMaker Interactive Mapping Database.” Invited paper for the 2015 Food Distribution Research Society Annual Meetings, Philadelphia, PA.
- Thapaliya, S., Interis, M., Morgan, K.L., L. Walters, and Collart, A. 2015, October. “Are Consumer Health Concerns Influencing Direct-from-Producer Purchasing Decisions?” Invited paper for the 2015 Food Distribution Research Society Annual Meetings, Philadelphia, PA.
- Archibald, T.G. and K.L.Morgan. 2015, Feb.. “Pathways to Engagement: Systems Evaluation Tools to Support Community-Engaged, Interdisciplinary, Undergraduate Project Teams.” Paper presented at the 2015 Conference on Higher Education Pedagogy, Blacksburg, VA.
- Morgan, K.L. and Maples, M.C. 2014, June 30. “Using Audience Response Systems for Extension Programming Impact Evaluation: Findings from Market Ready Farm-to-Restaurant Workshops Conducted in Mississippi and Arkansas.” Selected paper for the 2014 Western Education and Research Activities-72, in co-sponsored Section S1050: Assessing the Consumer Behavior, Market Coordination and Performance of the Consumer-Oriented Fruit and Vegetable Sector, Santa Clara, CA
- Stafne, E., K. Morgan, and G.C. Pavlis. 2014, June 25. “Expanding the Vision for Blueberry Extension.” Selected paper for the 12th North American Blueberry Research and Extension Workers Conference, Atlantic City, NJ.
- Maples, M., K.L. Morgan, M. Interis, A. Harri. 2014, February 4. “Consumer Willingness to Pay for Environmental Production Attributes in Tomatoes: A Southeastern Consumer Survey.” Selected paper for the 2014 Southern Agricultural Economics Association Annual Meetings, Dallas, TX
- Rodgers, A., K.L. Morgan, A. Harri 2014, February 4. “Determining Willingness to Adopt Machine Harvesters among Southeast Blueberry Farmers.” Selected paper for the 2014 Southern Agricultural Economics Association Annual Meetings, Dallas, TX
- Maples, M.C., K.L. Morgan, M.G. Interis, and A. Harri 2013, October 8. “Factors Influencing Consumers to Enter, and Return, to Direct-from-Producer Marketplaces.” Invited paper for the 2013 Food Distribution Research Society Annual Meetings, Chicago, IL
- Morgan. K.L. 2013, August 5. “Buy Local: Federal and State Level Policies and Incentive Programs.” Organized Symposium, 2013 Agricultural and Applied Economics Association Annual Meetings, Washington, D.C.
- Maples, M.C., K.L. Morgan, M.G. Interis, and A. Harri. 2013, February 5. “Developing Targeted Direct Marketing Strategies for Mississippi Specialty Crop Producers using Regional Consumer Market Research.” Invited paper for the 2013 Southern Agricultural Economics Association Annual Meetings, Orlando, FL.
- Olmstead, M. and K.L. Morgan. 2013, June 3. “Peach Economics of Establishment and Production.” Paper presented at Florida State Horticultural Society Annual Meetings, Sarasota, FL.
- Morgan, K.L., M.G. Interis, and M. Crabtree. 2012, August 14. “Factors Influencing Regional Consumption of Locally Grown Foods: Southeastern U.S. Consumer Survey.” Invited paper for the 2012 CENET-IBES Joint Section Track Session, American Applied Economics Association Annual Meeting, Seattle, WA.

- Morgan, K.L. 2011, October 19. "Key Concepts Influencing Technology Adoption: Interviews with U.S. Specialty Crops Supply Chain Participants." Selected paper presented at 2011 Food Distribution Research Society Annual Conference, Portland, OR.
- Head, Susan, K.L. Morgan, J.M. Riley. 2011, September 27. "U.S. Supply and Demand for Blueberries." Selected paper presented at 2011 American Society of Horticultural Science Annual Meeting, Economics and Marketing Working Group Sections, Waikoloa, HI
- Coneva, E.D., N.Hummel, D. Attaway, K. L. Morgan, W. O. Cline, D. Marshall, D. Ferrin, K. Machtmes, H.Roy, D. G. Himelrick, and R.T. Boozer. 2011, September 26. "Developing Content for Commercial Blueberry Producers On the "All about Blueberries" Extension.Org Web Portal." Selected paper presented at 2011 American Society of Horticultural Science Annual Meeting, Viticulture & Small Fruits Section, Waikoloa, HI
- Hummel, N., D. Attaway, E.D. Coneva, K. L. Morgan, W.O. Cline, D. Marshall, D. Ferrin, K. Machtmes, and H. Roy. 2011, September 26. "Working Across State Lines to Create a Multi-Disciplinary SCRI Team Proposal: The All about Blueberries Extension.Org Story." Selected paper presented at 2011 American Society of Horticultural Science Annual Meeting, eXtension.org Working Group, Waikoloa, HI
- Konangi, V., R.D. Little, K. Coatney, W.B. Evans, M. Gu, K.E. Hood, and K.L. Morgan. 2010, June 30. "Season Extension Technology for the Sustainable Production of Specialty Crops: An Investment Analysis." Selected paper, 2010 Western Economics Association International Annual Conference. Portland, Oregon
- Morgan, K. L. and S. L. Larkin. 2006, Feb. "Economic Impacts of Red Tide Events on Restaurant Sales." Selected paper presented at the Southern Agricultural Economics Association Annual Meetings, Orlando, FL.
- Degner, R. L., K. L. Morgan., T. J. Stevens and C. Olson. 2003, June. "How Does Perennial Peanut Hay Stack Up Against Alfalfa Hay?" Paper presented at the Perennial Peanut Hay Producers 3rd Annual Meeting, Moultrie, GA
- Morgan, K. L., T. J. Stevens and R. L. Degner. 2002, June. "Current Perennial Peanut Hay Market Research." Paper presented at the Perennial Peanut Hay Producers 2nd Annual Meeting, Moultrie, GA.
- Morgan, K. L., R.N. Muruli, R.L. Degner, and A. Wysocki. 2001, June. "Publicly Funded Promotional Programs for Fruit and Vegetable Commodities: A National Survey of State Departments of Agriculture." Paper presented at the Florida Horticultural Society Annual Meetings, Stuart, Florida.

## **RESEARCH POSTERS AND PRESENTATIONS**

- McKay, S., G.F. Ferreira, O. Isengildina-Massa, and K.L. Morgan. 2017, June. "What is Hampering the Expansion of U.S. Organic Feed Grains and Oilseeds Production? An Evaluation of Historic (or 2007-2016) Price Premiums." Peer-reviewed poster selected for presentation at the Northeast Agricultural and Resource Economics Association Annual Meeting, Washington, D.C.
- Marchant, M., K.L. Morgan, G. Ferreira, S. Asebedo, and R. Jeter. 2015, July 23. "Lessons Learned from CIDER Certificate Programs: A Focus on Teaching Large Courses in Agricultural and Applied Economics." Peer reviewed poster selected for presentation at the VT Conference on Teaching Large Classes. Blacksburg, VA.
- Head, S.E., K.L. Morgan, J.M. Riley and A. Harri. 2012, August 13. "Southeastern Blueberry Growers' Willingness to Adopt Alternative Production Practices." Selected Poster for the 2012 American Applied Economics Association Annual Meeting, Seattle, WA
- Coneva, E.D., N.Hummel, D. Attaway, K. L. Morgan, W. O. Cline, D. Marshall, D. Ferrin, K. Machtmes, H.Roy, and D.G. Himelrick. 2012, July 15. "The newly developed 'All About Blueberries' eXtension.org web portal offers credible information on blueberry production." Poster selected for presentation at 2012 NACAA Extension Education Annual Meeting, Charleston, SC.
- Morgan, K.L., and N. Hummel. 2011, October 17. "Viability via Visibility: An eXtension.org Blueprint." Poster selected for presentation at 2011 Food Distribution Research Society Annual Conference, Portland, OR.
- Hood, K., R. Little, K. Coatney, and K.L. Morgan. 2011 October 17. "Exploring the Potential for Increasing Revenues of Small Farms in Mississippi: Utilizing High Tunnel Technology for Market Season Extension." Poster selected for presentation at the at 2011 Food Distribution Research Society Annual Conference, Portland, OR



- Morgan, K.L. 2011, January 25. "Electronic Direct Marketing Solutions for Family Farms: Food Industry MarketMaker Version 3.0." Poster selected for presentation at Southern Sustainable Agriculture Working Group Annual Conference, Chattanooga, TN
- Li, C., H. Schwartz, K. Mohan, J. Molnar, K. Morgan, R. Gitaitis, G. Hawkins, D. MacLean, R. Shewfelt, C. Thai, W. Tollner. 2010. "Holistic approach to advance onion postharvest handling efficiency and sustainability." Invited poster presentation at ASHS annual meeting. Palm Desert, California, August 1-3, 2010.
- Scherm, H., P. Brannen, G. Krewer, R. Shewfelt, D. MacLean, C. Li, A. Malladi, K. Morgan, W. Cline, J. Ballington, F. Takeda, P. Harmon, P. Lyrene, D. Hopkins, J. Olmstead, and M. Tertuliano. 2010, August 2 "Advancing Blueberry Production Efficiency by Enabling Mechanical Harvest, Improving Fruit Quality & Safety, and Managing Emerging Diseases." Poster presented at the SCRI – Project Directors Poster Session at the American Society of Horticultural Science Annual Meetings, Palm Desert, CA.
- Morgan, K.L. 2010, May 19. "Local Economic Impacts of Coastal Hazards on Public Agencies." Selected poster, Center for Natural Resource Economics and Policy 3<sup>rd</sup> National Conference, New Orleans, LA.
- House, L.A., Gao, Z. and K.L. Morgan 2009, July 27. "Marketing Opportunities and Alternative Production Methods To Enhance Prosperity For Small & Medium-Sized Southeast Blueberry Farms." Poster presented at the Pre-conference Workshop "USDA-Grantsmanship Workshop and National Research Initiative PD," Agricultural and Applied Economics Association Annual Meetings, Milwaukee, WI.
- Morgan, K.L and J. S. Harris 2009, May 18. "Media Coverage of Coastal Weather Events: Impacts on Attendance Levels at Northern Gulf State Parks." Poster presented at the Northern Gulf Institute Annual Conference, Mobile, AL.
- Morgan, K. L., R. L. Degner. 2006, Feb. "A Tale of Two Clams: Blood Ark Clams and Ponderous Ark Clams, Market Diversification Opportunities for Florida's Hard Clam Industry." Selected poster presented at the Southern Agricultural Economics Association Annual Meetings, Orlando, FL.

### **EXTENSION PRESENTATIONS**

- Morgan, K.L., and K. Niewolny. 2018, June 12. "Farm to Fork Direct Market Initiative of the Virginia Beginning Farmer and Rancher Coalition (VBFRC) Program: An Update." Selected speaker, Southern Extension Economics Committee Annual Summer Meeting, Myrtle Beach, S.C. (55 participants, national).
- Morgan, K.L. 2018, April 11-13. "Coloring in Your Lines." Invited speaker, 2018 Virginia Institute of Cooperative Education Youth Leadership Conference, Syria, VA. (42 participants, state).
- Morgan, K.L. 2018, March 26. "Farmer's Market Vendor Promotional Strategies: Getting to WHY." Invited speaker at Danville Farmers' Market Vendor Workshop, Danville, VA. (25 participants, local).
- Morgan, K.L. 2018, March 7. "2017-18 Update on AAEC, Kohl Centre, and Scroggs-Raper Scholarship Recipients." Invited speaker, Virginia Cooperative Council and Virginia Cooperative Foundation Annual Meetings, Syria, VA. (49 participants, state),
- Morgan, K.L. 2018, March 3. "Niche Marketing Strategic Plan: The Case of VA Hops." Invited speaker, South Atlantic Hops Conference, Blacksburg, VA. (38 participants, regional).
- Morgan, K.L. 2018, February 9. "A Risky Business: Why Successful Marketing IS a Numbers Game." Invited speaker at MidAtlantic Women in Agriculture Conference, Dover, DE. (58 participants, regional)
- Morgan, K.L. 2017, December 9. "Effective Marketing Strategies: Promoting your Farm Products." Invited speaker at inaugural Virginia Women in Agriculture Workshop, Abingdon, VA. (15 participants, local).
- Morgan, K.L. 2017, December 6. "Finding Local Food in Virginia: The Value of Social Networks on Food Choices." Invited speaker at Virginia Farm to Table Conference Workshop, Weyers Cave, VA. (24 participants, regional).

- Morgan, K.L., and B. Garber. 2017, October 12. "Basic Economics of Direct Marketing: The Meat of the Matter." Invited speaker at Direct Marketing 101 Workshop Series, Rustburg, VA. (20 participants, local).
- Morgan, K.L. 2017, July 27. "Farm Business Planning & Record-Keeping for Small Scale Berry Crops." Invited speaker for VSU 2017 Agribusiness and Financial Management Course for Berry Producers, Petersburg, VA. (18 participants, regional)
- Morgan, K.L. 2017, July 27. "Market trends for US berry crops." Invited speaker for VSU 2017 Agribusiness and Financial Management Course for Berry Producers, Petersburg, VA. (18 participants, regional)
- Morgan, K.L. 2017, March 31 – April 2. "Coloring in Your Lines." Invited speaker, 2017 Virginia Institute of Cooperative Education Youth Leadership Conference, Syria, VA. (38 participants, state).
- Morgan, K.L. 2017, March 20. "Key Budget Considerations for your Farmers' Market Business." Invited speaker at Local Food Systems Farmer Market Vendor Training, Danville, VA. (30 participants, local).
- Morgan, K.L. 2017, March 15. "Effective Promotional Strategies for your Farm Products." Invited speaker at Delaware State University Cooperative Extension Small Farms Program, Dover, DE. (32 participants, regional)
- Morgan, K.L. 2017, March 14. "Direct Marketing: Adding Value to the Local Food System." Invited speaker at Delaware State University Cooperative Extension Small Farms Program, Dover, DE. (28 participants, regional)
- Morgan, K.L. 2017, March 8. "2016-17 Update on AAEC, Kohl Centre, and Scroggs-Raper Scholarship Recipients." Invited speaker, Virginia Cooperative Council and Virginia Cooperative Foundation Annual Meetings, Syria, VA. (49 participants, state)
- Morgan, K.L. 2017, February 15. "Farm Business Planning: Financial Risk Management. Part II: Enterprise Analysis." Invited workshop at New and Beginning Farmer Workshop Series, VCE - Louisa County, Louisa, VA. (12 participants, local)
- Morgan, K.L. 2017, February 9. "Farm Product Labeling Considerations." MidAtlantic Women in Agriculture Conference, Dover, DE. (45 participants, regional)
- Morgan, K.L. 2017, January 26. "Farm Business Planning: Financial Risk Management. Part I: Financial Statements." Invited workshop at New and Beginning Farmer Workshop Series, VCE - Louisa County, Louisa, VA. (12 participants, local)
- Morgan, K.L. 2016, July 23. "Coloring in Your Lines." Invited speaker, 2016 National Institute of Cooperative Education Youth Leadership Conference, Blacksburg, VA.
- Morgan, K.L. and R. Jeter. 2016, June 14. "Diversifying Markets to Mitigate Risk... Using Technology to Engage & Connect with Suppliers and Customers." Invited workshop for VDACS Marketing Specialists, Virginia Department of Agriculture and Consumer Services (VDACS), Richmond, VA.
- Morgan, K.L. 2016, April 6. "Selling on the Farm." Invited speaker, Agritourism in Virginia's New Economy Conference, South Boston, VA.
- Morgan, K.L. 2016, April 1-2. "Coloring in Your Lines." Invited speaker, 2016 Virginia Institute of Cooperative Education Youth Leadership Conference, Syria, VA.
- Morgan, K.L. 2016, March 18. "Virginia MarketMaker: Adding value to registered farms & agribusinesses." Invited speaker, Cultivating Connections: A Marketing & Networking Event for Beginning Farmers, Farmville, VA.
- Morgan, K.L., and R. Jeter. 2016, March 2. "2015-16 Update on AAEC, Kohl Centre, and Scroggs-Raper Scholarship Recipients." Invited speaker, Virginia Cooperative Council and Virginia Cooperative Foundation Annual Meetings, Syria, VA.

- Morgan, K.L. 2016, February 11. "Product Promotion." MidAtlantic Women in Agriculture Conference, Dover, DE.
- Groover, G., K.L. Morgan, K. Niewolny, and M. Walker. 2016, February 3. "Innovations in Agricultural Marketing, Management, and Farm Start-up." 2016 VCE Professional Development Conference, Blacksburg, VA.
- Morgan, K.L. 2016, January 19. "The Kohl Centre: Beyond the Classroom Experiential Learning Update." Invited speaker at the College of Agriculture and Life Sciences' Retired Faculty Breakfast, Blacksburg, VA.
- Morgan, K.L. 2015, November 5. "Financial Systems Workshop: Introduction to Farm Planning Budgets." Appalachian Sustainable Development, Wytheville, VA.
- Morgan, K.L. 2015, October 22. "Financial Systems Workshop: Introduction to Farm Financial Statements." Appalachian Sustainable Development, Wytheville, VA.
- Morgan, K.L. 2015, April 28. "Pricing for Success." Local Food Systems: Farmer Market Vendor Training, Danville, VA.
- Morgan, K.L. 2015, March 13. "Market Trends for US Berry Crops." 2015 Berry Production & Marketing Conference, Virginia State University, Petersburg, VA.
- Morgan, K.L. 2015, February 13. Enterprise Analysis: Growing your Profits. 2015 Eastern Shore Agricultural Conference, Melfa, VA.
- Morgan, K.L. 2015, February 11. Enterprise Analysis: Growing your Profits. 2015 MidAtlantic Women in Agriculture Conference, Dover, DE.
- Morgan, K.L., K. Niewolny and A. Mark 2015, February 3. Financial Elements of a Startup. Virginia Growers; Academy, Wytheville, VA.
- Morgan, K.L. 2015, January 20. The Secret of Pricing IN THE LONG RUN. Local Food Systems: Preparing for Direct Sales, Pearisburg, VA.
- Morgan, K.L., and P. Callan. January 15, 2015. "Enterprise Budgets for Beginning Farmers - Taking the Guesswork out of Growing Profits." Invited Workshop, Virginia State University, Petersburg, VA.
- Marks, A., K.L. Morgan and K. Niewolny. 2014, December 2. "Labor Issues for Beginning and Start Up Farmers: A Workshop of the Virginia Beginning Farmer and Rancher Coalition Program." 2014 Virginia Farm-to-Table Conference, Weyer's Cave, VA.
- Morgan, K.L. 2014, December 9. "The Kohl Centre: Beyond the Classroom Experiential Learning Year One Update." Invited speaker at the College of Agriculture and Life Sciences Deans' Advisory Council Annual Meeting, Blacksburg, VA.
- Morgan, K.L. 2014, September 11. "The Kohl Centre: Beyond the Classroom Experiential Learning." Invited speaker at the Virginia Agribusiness Board of Directors' Annual Meeting, Blacksburg, VA.
- Morgan, K.L. 2014, June 9. "The Kohl Centre: Beyond the Classroom Experiential Learning in Extension." Southern Extension Economics Committee Annual Summer Meeting, Chattanooga, TN.
- Morgan, K.L. 2013, November 16. "Small Business Plan Development." Invited Speaker, 2013 Virginia Aquaculture Conference, Newport News, VA.
- Morgan, K.L. 2013, May 15. "Farmers Market Customers: What Do They Really Want?" Invited speaker, Neshoba County Commercial Vegetable Growers Workshop, hosted by Neshoba County Farm Bureau, Philadelphia, MS.
- Morgan, K.L. 2013, April 11. "Mississippi Annie's Project – Economics." Invited speaker, Mississippi Women for Agriculture Annie's Project, Raymond, MS.

- Morgan, K.L. 2013, April 10. "Mississippi State University's Extension Service – How the Agricultural Economics Faculty Can Support the Mississippi Food Policy Council Membership." Invited speaker, Mississippi Food Policy Council meeting, hosted by MS Farm Bureau, Jackson, MS.
- Morgan, K.L. 2013, April 4. "Farmers Market Customers: What Do They Really Want?" Invited speaker, Mississippi Farmer's Market Manager Workshop hosted by MS Department of Agriculture and Commerce, Jackson, MS.
- Morgan, K.L. 2013, March 6. "U.S. Greenhouse Tomato Industry: 2013 Market Situation and Outlook." Invited speaker, Greenhouse Tomato Short Course, Raymond, MS.
- Morgan, K.L. 2013, March 5. "St. Bethany Fresh: 2012 Marketing Program and Beyond." Invited speaker, Greenhouse Tomato Short Course, Raymond, MS
- Morgan, K.L. 2012, March 13. "Annie's Project – Direct Marketing." Invited speaker, Mississippi Women for Agriculture Annie's Project, Franklin County, MS.
- Morgan, K.L. 2013, January 19 & February 22. "Ready, Set to Market...or Not?!" Invited presentation, Sustainable and Low Input Agriculture Workshops, sponsored by the Appalachian Regional Commission. Booneville, MS, January 19, 2013; Louisville, MS, February 22, 2013
- Morgan, K.L. 2012, March 7. "Mississippi Market Ready™." Invited speaker, Greenhouse Tomato Short Course, Raymond, MS.
- Morgan, K.L. 2012, March 6. "Direct Marketing Motivation." Invited speaker, Greenhouse Tomato Short Course, Raymond, MS.
- Morgan, K.L. 2011, June 27. "Integrated eXtension Team Dynamics: Viability versus Visibility." Invited speaker, 2011 eXtension National CoP Workshop, Louisville, KY.
- Roy, H., D. Attaway, E. Coneva, and K.L. Morgan. 2011, June 27. "All About Blueberries CoP Collaborative Effort." Invited speaker, 2011 eXtension National CoP Workshop, Louisville, KY.
- Morgan, K.L. 2011, May 2 "Critter Catching In the Long Run." Invited speaker, North Mississippi Research and Extension Center Small Farms Series, Verona, MS.
- Morgan, K.L. 2011, March 10. "High Tunnels in the Long Run." Invited speaker at High Tunnel Field Day held at Mississippi Truck Crops Experiment Station, Crystal Springs, MS.
- Morgan, K.L. 2011, Jan 14. "E-marketing & Social Media: How to "NET" Your Customers." Invited speaker, Mississippi Fruit and Vegetable Association Inaugural Annual Conference, Natchez, MS
- Morgan, K.L., H. Scherm, J. Olmstead, and G. Krewer. 2011, Jan 7. "Economics of Hand and Mechanical Harvest of New "Crispy" Flesh Cultivars from Florida." Invited speaker, 2011 Blueberry Educational Session, Annual Southeast Regional Fruit and Vegetable Conference, Savannah, GA.
- Li, C., H. Schwartz, K. Mohan, J. Molnar, K. Morgan, R. Gitaitis, G. Hawkins, D. MacLean, R. Shewfelt, C. Thai, W. Tollner. 2010, December 8-10. Specialty Crop Research Initiative Project: Advance onion postharvest handling efficiency and sustainability through multidisciplinary approach. Invited presentation at the National Allium Research Conference, Reno, NV.
- Morgan, K.L., H. Scherm, J. Olmstead, and G. Krewer 2010, October 21. "Comparison of hand and mechanical harvest of new "crispy" flesh Florida cultivars." Invited speaker, 2010 Fall Blueberry Short Course, Florida Blueberry Growers Association, Bushnell, FL.
- House, L., Z. Gao, K. Morgan. 2010, September 16-17. USDA-NRI Project # 2009-55618-05077: Marketing Opportunities And Alternative Production Methods To Enhance Prosperity For Small To Medium Sized Southeast Blueberry Farms. Presented at NRI/AFRI Agricultural Prosperity for Small and Medium-sized Farms Program Project Directors Annual Meeting. Washington, D.C.
- Morgan, K.L. 2010, May 27. "Impacts of Media Coverage of Coastal Weather Events on Attendance Levels at Northern Gulf State Parks." Invited speaker, Center for Natural Resource Economics and Policy 3<sup>rd</sup> National Conference, New Orleans, LA.

- Morgan, K.L. 2010, April 29. "Integrated Grants + Extension: Extension Roles & Tools." Invited by Dr. Harald Scherm, Professor of Plant Pathology, Assistant Dean for Research, College of Agricultural and Engineering Sciences CAES, University of Georgia, Athens, Georgia for AFRI Grant Proposal Development Webinar Series.
- Morgan, K.L. 2009, July. "Electronic Marketing: Alternative Venues to "Net" Your Customers." Invited speaker, presented to MidSouth Greenhouse Growers' Retail Garden Center & Landscape Annual Conference, Raymond, MS.
- Morgan, K. L. 2008, December. "E-Commerce: The Net Effect on Horticulture Marketing." Invited speaker, presented to Southeastern fruit and vegetable producers and industry members at the Deep South Fruit and Vegetable Association Annual Meetings, Mobile, AL.
- Morgan, K. L. 2008, December. "Bringing in the Tourist Harvest." Invited speaker, presented to Southeastern agritourism entrepreneurs and industry members at the Deep South Fruit and Vegetable Association Annual Meetings, Mobile, AL.
- Adams, C.M., S. Larkin, K. Morgan, B. Degner, and J. Stevely. 2007, September. "Measuring the Economic Implications of Red Tide Events on the Gulf Coast of Florida, USA: Recent and On-Going Research Efforts." The 137th American Fisheries Society Annual Meeting, San Francisco, CA.
- Degner, R. L., Morgan, K. L., C. Adams, T. J. Stevens, and S. L. Larkin. 2006, March. "Economic Impacts of Alternative Fresh Half-shell Closure Periods on the Florida Oyster Industry." Presented to members of the Florida oyster industry, Apalachicola, FL.
- Adams, C.M., S. Larkin, R. Degner, and K. Morgan. 2006, September. "The Economic Consequences of Red Tide Events on the Gulf Coast of Florida, USA." 12th International Conference on Harmful Algae. Copenhagen, Denmark.
- Larkin, S., C.M. Adams, K. Morgan, and R. Degner. 2006, September. "Using Beachfront Restaurant Sales in Southwest Florida to Determine the Localized Impacts of HAB Events." 12th International Conference on Harmful Algae. Copenhagen, Denmark.
- Morgan, K., S. Larkin, and C. Adams. 2006, July. "Red Tide Events and Tourism in Coastal Florida." Gulf of Mexico *Karenia Brevis* Workshop: State of the Science and Priorities for Future Research. Sponsored by NOAA's National Centers for Coastal Ocean Science/Center for Sponsored Coastal Ocean Research CSCOR, Mote Marine Laboratory, and the Florida Fish and Wildlife Research Institute Sarasota, FL
- Degner, R. L. & Morgan, K. L. 2005, July. "Microeconomics for Agribusiness Decision Makers." Presented at Workshop with attendees that included city and county planners, Ag. Extension personnel, and agribusiness owners and managers, Homestead, FL.
- Degner, R. L., K. L. Morgan, T. J. Stevens. 2001, Jan. "Using Demographic, Socioeconomic, Psychographic and Lifestyle Data to Target Your Customers." Presented at State Major Program FL-111 to Tropical Fruit Growers in Miami, FL.
- Degner, R. L., K. L. Morgan . 2001, Jan. "Using Demographic, Socioeconomic, Psychographic and Lifestyle Data to Target Your Customer". Presented to the Tropical Fruit Growers of South Florida, Homestead, FL.
- Degner, R. L., K. L. Morgan, R. Muruli, A. Wysocki. 2000, Oct. "Publicly Funded Promotional Programs for Fruit and Vegetable Commodities: A National Survey of State Departments of Agriculture." Presented at the Food Distribution Research Society annual meeting, Roanoke, Virginia.
- Degner, R. L. and K. L. Morgan. 2000, July. "E-Commerce: Marketing Gift Fruit on the Internet." Presented at the Florida State Horticultural Society annual meetings, Orlando, Florida.
- Degner, R. L. and K. L. Morgan. 2000, June. "Money Really Does Grow on Trees." Presented at the Trees Florida 2000 Conference, Tarpon Springs, Florida.
- Degner, R. L., D. Mulkey, and K. L. Morgan. 2000, April. "The Economic and Social Impacts of Fairs in Florida." Presented at the Florida Federation of Fairs meeting, Miami, Florida, April 30, 2000.
- Degner, R. L. and K. L. Morgan. 2000, April. "E-Commerce: The 'Net' Effect on Tropical Fruit Marketing." Presented at the Tropical Fruit Growers Workshop 2000, Homestead, Florida.



Degner, R. L. and K. L. Morgan 2000, March. "Gift and Internet Sales of Fresh Produce." Presented at the 2000 Florida Post-harvest Horticulture Institute meeting, Gainesville, Florida.

## **WEBINARS**

Morgan, K.L. Market Ready Farm to Restaurant. June 22, 2017 LINK: <http://vabeginningfarmer.alce.vt.edu/webinar/Archive/MarketReady.html>

Morgan, K.L. and B. Garber. 2017, March 30. "Using Virginia Market Maker to Save Time, Make Connections, and Add Value." LINK: <https://virginiatech.webex.com/virginiatech/ldr.php?RCID=a5cb811fd9a188ac8e1432aff2a1d95a>

Morgan, K.L. 2015, July 20. "Virginia Beginning Farmer and Rancher Coalition Program: Enterprise Analysis." LINK: <http://vabeginningfarmer.alce.vt.edu/webinar/Archive/Enterprise-Analysis.html>

## **VIRGINIA COOPERATIVE EXTENSION WEBSITES:**

The following two websites were constructed by Virginia Tech's College of Agriculture and Life Sciences Information Technology Support personnel, and the layout and design guided by the needs of my program audience. I provided and/or directed the creation of all educational content and resources included on the sites.

Market Ready Farm-to-Fork Direct Marketing Resources: The goal of the Market Ready portal is to provide profitable alternatives to Virginia farmers and ranchers who are ready to explore direct marketing opportunities beyond the farm gate to meet consumer demand for food and fiber products provided by trusted sources. To reach our goal, we support the development of direct marketing curriculum and training, online resources, social networking, and farmer-to-buyer connections. LINK: <http://ext.vt.edu/agriculture/market-ready.html>

Virginia Market Maker: The Market Maker portal is the largest and most in-depth national database for the agricultural industry. The portal provides a simple search tool to connect buyers, farmers/ranchers, fisheries, farmers markets, processors/packers, wineries, restaurants and more. With the generous support of our partners and stakeholders, LINK: <http://ext.vt.edu/agriculture/market-maker.html>

## **GRANTS RECEIVED**

American Veterinary Medical Association. "Investing in Women: Dissecting the Veterinarian Gender Wage Gap." \$50,000. (Co-PI). 4/1/18 – 9/1/18.

USDA-Southern Risk Management and Education Center, 2017 Competitive Grants Program. "Food as a Business Initiative of the Virginia Beginning Farmer and Rancher Coalition Program." \$50,000. (Co-PI). 4/1/18-9/30/19.

USDA-Southern Risk Management and Education Center, 2016 Competitive Grants Program. "Farm to Fork Direct Market Initiative of the Virginia Beginning Farmer and Rancher Coalition Program." \$50,000. (Co-PI). 4/1/17-9/30/18.

USDA-NIFA Beginning Farmer and Rancher Development Program. "Virginia Beginning Farmer and Rancher Coalition Program VBFRCP: A Participatory Beginning Farmer and Rancher Education and Training Initiative." Co-PI, (\$74,848), \$724,828, 12/14 – 11/17

USDA-Southern Region Risk Management and Education Center, 2014 Competitive Grants Program. "A Risk Management Initiative of the Virginia Beginning Farmer and Rancher Coalition Program." – Co-PI, (\$24,000), \$48,073, 07/14 – 12/15

USDA-Southern Region Risk Management and Education Center, 2013 Competitive Grants Program “Managing Marketing and Legal Risks Associated with Direct-to-Intermediaries Sales Strategies for Locally Grown Food and Food Products: Mississippi Market Ready Training” - Lead PI, \$35,170, 07/13 – 06/14

National Fish and Wildlife Foundation. “Collectively Improving Watershed Health and Nutrient Improvement across the Shenandoah and Rappahannock River Basins” – Co-PI, (\$41,327), \$654,300, 12/13 – 12/16

CALS 2013 Integrated Internal Competitive Grants Program, Virginia Tech University “Shaping Virginia’s Agribusiness Education, Research and Extension Programs: A Direct Needs Assessment of Agricultural Sector Stakeholders” co-PI, (\$6,000), \$18,000, 03/13 -06/14

USDA, Mississippi Department of Agriculture and Commerce, Specialty Crop Block Grant “Developing Targeted Direct Marketing Strategies for Mississippi Specialty Crop Producers Using Regional Consumer Market Research.” – Lead PI, \$20,020, 10/12 – 09/14

USDA, Southern Region Risk Management, 2011 Competitive Grants Program “Minimizing Production, Marketing and Legal Risks Associated with Adopting Alternative Technologies for Locally Grown Produce” - Lead PI, \$43,143, 07/11– 08/13

USDA, NIFA, SCRI “Development of an eXtension Community of Practice CoP – All about Blueberries” - co-PI MSU lead (\$13,428) \$518,749, 09/09 – 12/12

USDA, Florida Department of Agriculture and Consumer Sciences, Specialty Crop Block Grant “Building a Foundation for Florida Stone Fruit: Economic Analyses of Orchard Establishment and Production.” Co-PI MSU lead (\$12,164) \$16,664, 1/1/11 – 12/31/12

USDA, CSREES, SCRI “Advancing Onion Postharvest Handling Efficiency And Sustainability By Multimodal Quality Sensing, Disease Control, And Waste Stream Management” - co-PI MSU lead (\$29,231) \$774,581, 09/09 – 08/12

USDA, CSREES, SIPM “Reduced-Risk Pre- and Postharvest Management of Multiple Fungicide-Resistant Populations of the Peach Brown Rot Fungus *Monilinia fructicola*” - co-PI MSU lead (\$9,979) \$139,989, 01/09 – 12/10

USDA, NRI “Marketing Opportunities and Alternative Production Methods to Enhance Prosperity for Small to Medium Sized Southeast Blueberry Farms” - co-PI MSU lead (\$156,923), \$498,994, 09/08 – 08/12

USDA, CSREES, SCRI “Advancing Blueberry Production Efficiency by Enabling Mechanical Harvesting, Improving Fruit Quality and Safety, and Managing Emerging Diseases” - co-PI MSU lead (\$65,897) \$1,700,000, 09/08 – 12/12

Northern Gulf Institute “Developing a Foundation for Analysis of Natural and Human-Induced Disturbances to Coastal Economies” - co-PI, (\$50,000) \$910,000, 02/09-01/10

### **UNDERGRADUATE TEACHING**

Agricultural Marketing, Virginia Governor’s School for Agriculture (GSA) (5-hr curriculum designed for gifted high school students)

Economics of Food and Fiber System

Foundations of Agribusiness

Advanced Agricultural Finance

Advanced Agricultural Marketing

Applied Economic Problem-Solving

National Agri-Marketing Association Competition Course & Club Advisor, 2015 to present

Co-Advisor, MSU National Agri-Marketing Association Undergraduate Competition Team, April 2009 Semi-finalists, April 2010 Semi-finalists, April 2011 Voted Most Friendly Team

### **DIRECTED GRADUATE STUDENT THESES AND DISSERTATIONS**

Ph.D. Graduate Student Committee Co-Chair, VT-AAEC, Mariah Beverly, August 2017 to present

Ph.D. Graduate Student Committee Co-Chair, VT-AAEC, Ruoding Shi, June 2015 to present

Ph.D. Graduate Student Committee Member, VT-AAEC, Namhoon Kim, August 2015 to present

M.S. Graduate Student Committee Member, Master of Agribusiness, Kansas State University, Cheyenne Rhodes, January 2017 - present

M.S. Graduate Student Committee Member, Online Master of Agricultural and Life Sciences, VT, Charley Maxwell, January 2016 to December 2017

M.S. Graduate Student Committee Member, Online Master of Agricultural and Life Sciences, VT, Oliva Gill Preisser, August 2016 to December 2017

M.S. Graduate Student Committee Member, VT-AAEC, Zachary Horton, August 2016 – May 2017: “Assessing the Impacts of Relative Tariff Rate Ratios on U.S. Beef Exports to Southeastern and Eastern Asian Markets.”

M.S. Graduate Student Committee Chair, VT-AAEC, Samantha Norman, January - August 2016: “Sell What You Grow: A Guide to Navigating Your Virginia Farm Product Marketing Options.”

M.S. Graduate Student Committee Chair, VT-AAEC, Sarah McKay, August 2015-May 2016: “Understanding Organic Prices: An Analysis of Organic Price Risk and Premiums.”

M.S. Graduate Student Committee Chair, VT-AAEC, Meredith Adams, August 2015-May 2016: “Beyond the Glass: Examining Wine Tasting Room Profitability Using the 4Ps of the Marketing Mix.”

M.S. Graduate Student Committee Chair, VT-AAEC, Allyssa Mark, August 2014-May 2016: “Effects of Farm and Household Decisions on Labor Allocation and Profitability of Beginning Vegetable Farms in Virginia: a Linear Programming Model.”

M.S. Graduate Student Committee Member, MSU-AEC, Sudha Thapaliya, May 2014 – August 2015: “Health Motivation for Purchasing Local Foods in the Southeastern United States.”

M.S. Graduate Student Committee Member, VT-AAEC, Shu He, August 2013 – August 2014: “Building Marketing Capacity of Local Food Systems: Case Studies from the Shenandoah Valley.”

M.S. Graduate Student Co-chair, MSU-AEC, McKenzie Maples, August 2012 – June 2014: “Consumer willingness to pay for environmental impacts of fresh tomato production.”

M.S. Graduate Student Co-Chair, MSU-AEC, Aaron Rodgers, August 2012 – June 2014: “Determining Willingness to Adopt Mechanical Harvesters among Southeastern Blueberry Producers.”

M.S. Graduate Student Co-chair, MSU-AEC, Susan Head, August 2010 – May 2012: “Blueberry Growers’ Willingness to Adopt New Production Practices.”

Ph.D. Graduate Student Committee Member, UF-FRED, Lijia Shi, August 2010-12: “Three Essays on the Elicitation of Willingness-To-Pay.”

## **UNIVERSITY SERVICE**

VT Departmental Faculty Search Committee (nominated), Collegiate Faculty/Endowed Chair position, December 2017 to present

CALS Committee on Extension and Research Program Policy (CERPP) (elected), July 2017 – June 2019

VT Departmental Governance Committee (elected), May 2017 - present

VT Departmental Faculty Search Committee (nominated), Department Head position, February – May 2017

VT Departmental Extension Committee, August 2013 to present

VT Departmental Faculty Search Committee, Extension/Teaching position, October 2016 – April 2017

VT Departmental Agribusiness Curriculum Committee, August 2013 – April 2017

VT Departmental Faculty Search Committee, Teaching position, January – May 2014

VT Departmental Communications Committee, January 2014 – April 2017

MSU Robert Holland Faculty Senator, April 2012 – June 2013

MSU Scholarship of Outreach Committee, September 2011 – June 2013  
MSU Departmental Faculty Search Committee, Two Extension positions, September 2011 – March 2012  
MSU Departmental Faculty Search Committee, Research/Teaching position, January – May 2011  
MSU Departmental Budget Committee Chair, Fruit & Nut section, July 2009 – June 2013  
MSU Departmental Undergraduate Recruitment Committee, August 2009 – June 2013  
MSU Departmental Website Committee Chair, August 2008 – June 2013

## **PROFESSIONAL SERVICE**

### ***Professional or Academic Organizations***

- Invited Steering Committee Member, Agricultural and Applied Economics Priorities and Solutions Project Steering Committee, AAEA-CFARE partnership, March 2016 to present
- Nominated participant, Inaugural Southern Region Women's Agricultural Leadership Summit, Athens, GA, 2016
- Chair, Chair-Elect, Past-Chair, Committee on Women in Agricultural Economics, Agricultural and Applied Economics Association, 2014 - 2017
- Secretary-Treasurer, Food Distribution Research Society, October 2012-2017
- President-Elect, Food Distribution Research Society, October 2017 to present

### ***Boards, Commissions or Advisory Committees***

- Educational Advisor & Board Member, Colonial Farm Credit Agricultural Educational Foundation, 2014 to present
- Policy Advisory Committee member, National Market Maker, 2015 to present
- Planning Committee member, Midatlantic Women in Agriculture 2014-2018 Conferences
- Educational Advisor & Board Member, Virginia Cooperative Council, August 2013 - present
- Gaining Ground Sustainability Institute, Board Member, 2012 - 2013
- Educational Advisor and Board Member, Mississippi Fruit and Vegetable Growers Association, March 2010 – August 2013

### ***Reviews, Grant Panels and Other Service***

- Reviewer, USDA 2018 Specialty Crop Research Initiative Competitive Grants Program, May 2018.
- Reviewer, Applied Agricultural Economics Association 2015 Annual Meeting, Food and Agricultural Marketing, Selected Posters and Papers Section.
- Ad-hoc Reviewer, USDA-NIFA Small Business Innovation Research Program, February 2015
- Reviewer, Richardson-Applebaum Outstanding Dissertation Award, Food Distribution Research Society, July 2014
- Judge, 2013 Virginia Cooperative Extension State Program Excellence Awards, March 2014
- Reviewer, *Environmental Communication: A Journal of Nature and Culture*, April 2014
- Panel Member, USDA-NIFA Small Business Innovation Research Program, February 2014
- Reviewer, Applied Agricultural Economics Association 2014 Annual Meeting, Food and Agricultural Marketing, Selected Posters and Papers Section.
- Reviewer, Virginia Cooperative Extension Service Peer-Reviewed Content, September 2013
- Reviewer, *Journal of Agricultural and Applied Economics*, October 2013
- Reviewer, *Choices Magazine*, June 2013
- Reviewer, Mississippi State University Cooperative Extension Service Peer-Reviewed Content, January 2013
- Reviewer, *HortScience*, August 2012
- Reviewer, *Environment, Development and Sustainability*, August 2012

- Reviewer, Applebaum Outstanding Dissertation Award, Food Distribution Research Society, July 2012
- Reviewer, Applied Agricultural Economics Association 2013 Annual Meeting, Food and Agricultural Marketing, Selected Posters and Papers Section.
- Reviewer, Applied Agricultural Economics Association 2012 Annual Meeting, Food and Agricultural Marketing, Selected Posters and Papers Section.
- Subject Area Coordinator, Southern Agricultural Economics Association 2012 Annual Meeting, Resource and Environmental Economics Selected Papers Section.
- Reviewer, Mississippi State University Cooperative Extension Service Peer-Reviewed Content, June 2012
- Reviewer, *Journal of Agricultural Education and Extension JAE*, January 2010
- Reviewer, MSU-MAFES Bulletin, 2008-09
- Reviewer, *State and Local Government Review*, February 2009
- Panel Member, USDA – NIFA - AFRI Markets and Trade Competitive Grant Program, August 2009
- Panel Member, USDA – NIFA - AFRI 1890 Institution Teaching, Research and Extension Capacity Building Grants CBG Competitive Grant Program Research Panel, April 2010

### **EXTENSION ACTIVITIES**

- Groover, G., K.L. Morgan, M. Walker, J. Pease, and G. Ferreira. “What’s new from AAEC: Farm Bill, Agritourism, Market Marker, and Use Value Taxation! 2015 VCE Professional Development Conference, March 5, 2015, Blacksburg, VA.
- “Coloring in Your Lines.” Virginia Institute of Cooperative Education Youth Leadership Conference – Invited participant and speaker, March 27-29, 2015, Syria, VA.
- “Beyond Commodity Marketing.” 2014 VCE In-service training, October 6-8, 2014, Blacksburg, VA
- National Institute of Cooperative Education Youth Leadership Conference – Invited participant and speaker, July 26-29, 2014, Blacksburg, VA.
- Virginia Institute of Cooperative Education Youth Leadership Conference – Invited participant and speaker, April 4-6, 2014, Syria, VA.
- Mississippi Market Ready™ Training workshops – jointly offered as MSU-ES In-service Training Sessions. Raymond, MS, Dec. 9, 2011; Hattiesburg, MS, Jan. 20, 2012; Little Rock, AR, Feb. 2, 2012 Pontotoc, MS, March 2, 2012, Biloxi, MS, July 19, 2012, Starkville, MS, February 13, 2013.
- “Mississippi Farmer Market Managers Roundtable.” Invited facilitator, Mississippi Farmer’s Market Manager Workshop hosted by MS Department of Agriculture and Commerce, Jackson, MS, May 10, 2012.
- “Comparison of Hand and Mechanical Harvest of New ‘Crispy’ Flesh Florida Cultivars.” Invited speaker, Blueberry Mechanical Harvesting Workshop Agent Training, Gainesville, FL, April 25, 2012.
- Morgan, K.L. and M. Olmstead. “Economics and Marketing of Peach Production in Florida.” Invited speaker, 2012 University of Florida Stone Fruit Field Day, Citra, FL. April 24, 2012.
- “Community Support Grows for Farm Shares.” Interviewed by Keri Lewis, MSU Extension Service Family, Youth and Consumer News, 2011, August 25
- Delta Council Meeting, Stoneville, MS – Invited participant, May 31, 2011.
- Mississippi Farm Bureau Farm Bill Committee Meeting, Jackson, MS – Invited participant, September 2011.
- Mississippi Fruit and Vegetable Growers Association, Inaugural Annual Conference Planning Committee Member and Conference Chair of General Session, March 2010 – January 2011
- Retail Avenues and Alternatives for Sales of Fruits and Vegetables Workshops 4-hosted MSU-ES and Mississippi Department of Agriculture and Commerce– offered as MSU-ES In-service Training Sessions. Biloxi, MS, September 27, 2010; Hattiesburg, MS, September 28, 2010; Jackson, MS, October 4, 2010; Pontotoc, MS, November 30, 2010



- National Value-Added Agriculture Conference, Host Planning Committee Member, June 27-29, 2010, Bilxoi, MS
- Farmers Market Managers Workshop, co-hosted MSU-ES and Mississippi Department of Agriculture and Commerce, Raymond, MS, May 5, 2010 – offered as MSU-ES In-service Training Session
- South Georgia/ North Florida Peach Update – Invited speaker, January 27, 2010, Quitman, GA
- Middle Georgia Peach Update – Invited speaker, January 26, 2010, Byron, GA
- MS Blueberry Field Day, Great Southern Farms, Richton, MS, September 29, 2009, Invited speaker interviewed by Farm Week, segment aired October 16, 2009 Show#3315

### **PROFESSIONAL AFFILIATIONS**

- American Agricultural Economics Association
- Southern Agricultural Economics Association
- National Agri-Marketing Association
- Food Distribution Research Society
- Virginia Association of Agriculture and Extension Agents
- Virginia Cooperative Council
- Colonial Farm Credit Agricultural Education Foundation
- Mississippi Food Policy Council
- American Society of Horticultural Science
- Mississippi Agricultural Economics Association
- Gaining Ground Sustainability Institute
- Mississippi Fruit and Vegetable Grower Association

### **AWARDS RECEIVED**

- Nominated recipient of a Mississippi State University 2010 State Pride Award
- Nominated recipient of a Mississippi State University 2011 State Pride Award
- Nominated 2014 Virginia Tech Teacher of the Week
- Recipient of 2014 Patrick J. Byrne Emerging Leadership Award, Food Distribution Research Society
- Recipient (with Gordon Groover and Rose Jeter) of 2015 Farm Credit National Market Maker Innovation Award
- Recipient (with Kim Niewolny) of 2017 Southern Risk Management and Extension Center award for Outstanding Outreach Project