

**ROBERTA COOK**

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**EDUCATION:**

- Ph.D. 1985 Michigan State University, East Lansing, Michigan  
Major: Agricultural Economics  
Areas of Concentration: Agricultural Marketing and Food Distribution,  
Agricultural Policy, Economic Analysis and Communication
- M.S. 1981 Michigan State University, East Lansing, Michigan  
Major: Agricultural Economics
- B.A. 1976 Michigan State University, East Lansing, Michigan  
Major: Economics  
Graduated with High Honor and member of MSU Honors College  
Elected to Phi Beta Kappa and Beta Gamma Sigma

**PROFESSIONAL EXPERIENCE:**

- 1985-present **Marketing Economist, University of California Cooperative Extension, Department of Agricultural and Resource Economics, UC Davis.**  
Applied research and extension program focusing on fresh produce marketing, food distribution and marketing strategy. Program designed to respond to firm and industry needs for timely information, including international trade and changing international competitive relationships in the fruit and vegetable industry, commodity outlook studies, market structure analysis, and consumer demand analysis.
- March 1992 - April 1993 **Sabbatical.**  
Cooperative Agreement with U.S. Department of Agriculture to provide analysis for use in the North American Free Trade (NAFTA) negotiations, Washington, D.C., March-May, 1992. Research on fresh produce marketing strategies at the Economish Instituut in The Hague, Holland, June-August 1992 and the Universidad Politecnica de Madrid, Spain, September-April 1993. Extensive interviews with European fresh produce handlers and importers on produce marketing issues.
- 1990-2004 **Fresh Produce Marketing Short Courses.**  
Taught short courses in Argentina, Italy, Spain, U.S., El Salvador, and Mexico. Presentations in other fresh produce marketing and postharvest handling short courses in Guatemala, Mexico, Spain, Uruguay, the Netherlands, and Chile.
- 1981-1984 **Consultant for the Trust Fund for Marketing Development (FIDEC), Central Bank of Mexico, conducted dissertation research.**  
Descriptive-Diagnostic Study of the Dry Grocery Subsector: Identification and analysis of structure, conduct, and performance elements of the dry grocery

subsector for the Mexico City foodshed. Primary data collection through wholesaler and retailer surveys, case studies, and interaction with government, chain store, and food manufacturer leaders. Research on operational efficiency, including on-site studies on materials handling methods in Mexican warehouses and store lay-out and design in small scale traditional retail outlets. Extension program to promote the establishment of voluntary food chains, via technical assistance and marketing seminars. Development of a microcomputer-based financial simulation model of marketing firms designed to evaluate the economic impact of technological or institutional innovations on firm performance.

1983 Guest Lecturer in the Graduate Business School of the Technological Institute of Monterrey (Mexico City campus).

1978-1981 **Graduate Research Assistant, Department of Agricultural Economics, Michigan State University.**

Research on Michigan economic incentive legislation and its impact on local economic development. Numerous on-site workshops on economic development for local government officials, lawyers and bankers.

**PROFESSIONAL ASSOCIATIONS:**

Agricultural and Applied Economics Association (AAEA)

Food Distribution Research Society (FDRS)

Produce Marketing Association (PMA)

United Fresh Produce Association

International Society of Horticultural Science (ISHS), Economic Division, Vice-Chair (1995-98)

**COMMITTEE AND BOARD SERVICE AND SPECIAL ACTIVITIES AND RECOGNITION:**

2011 Selected by The Packer as one of the top 25 fresh produce industry leaders for 2011 (The Packer Top 25).

2010-present UC ANR Sustainable Food Systems Strategic Initiative, Panel Member.

2007-present Appointed to the Board of Directors of Ocean Mist Farms.

2007-present Appointed to the Monsanto Vegetable Seeds Advisory Council.

2006-2008 Appointed to the PMA Education Foundation Board, later Foundation for Industry Talent (FIT).

2006-2008 Appointed to the 2007 Campaign Committee of the Produce for Better Health (PBH) Foundation.

2006-present Appointed to the PBH Research Subcommittee, chair since 2009.

2006 Participating Member, UCD Robert Mondavi Institute Center for Excellence in Fruit & Vegetable Quality.

2005-2006 AAEA Extension Awards Committee, Member (and 1996-1997).

2004-2011 Faculty director of the Pack Family/PMA Career Pathways Scholarship Program.

2004-Feb. 2006 Appointed to the Board of Directors of Sunkist.

2004 Appointed to the Editorial Board of Choices, AAEA.

2003-2011 Appointed Director of the California Agribusiness Executive Seminar Program.

2001 Received Best Article of the Year Award from USDA's Agricultural Outlook Magazine.

2001 Appointed to the Technical Advisory Committee of the UC Center for Cooperatives.

2001-2004 Elected to the Foundation Governing Board, AAEA, serving as Vice President of Programs 2002-2003.

2001 AAEA Meetings Committee.

2000-2011 Appointed to the Board of Directors of Global Berry Farms, now Naturipe Farms.

1999-present Appointed to the Food Foresight Panel, California Institute of Food and Agricultural Research (CIFAR)/Nuffer, Smith, Tucker.

1998-2003 Appointed to the Agricultural and Trade Advisory Committee (ATAC) for Fruits and Vegetables of the U.S. Department of Agriculture.

1998-2004 Appointed to the National Advisory Panel to the U.S. Department of Agriculture on Food Losses from the Farm to the Consumer.

1998 FDRS, Board of Directors, Vice President for Programs.

1997-2000 Bennett Agricultural Round Table.

1997-2000 Appointed to the Produce Marketing Association Membership Roundtable.

1997 Selected for Who's Who.

1995-1998 California Kiwifruit Commission Board of Directors, Public Member.

1997-1998 Board of Directors of California Kiwifruit Commission, Chair.

1997-1998 Executive Committee, California Kiwifruit Commission, Chair.

1996-1997 Executive Committee, California Kiwifruit Commission, Member.

1997-1998 Advertising and Promotion Committee, California Kiwifruit Commission, Member.

1995-1997 Grievance Committee, California Kiwifruit Commission Board of Directors, Chair.

1995-1998 Ad Hoc Committee on Joint Promotions, California Kiwifruit Commission, Member.

1995-1998 Export Market Development Committee, California Kiwifruit Commission, Member.

1991-1994 California Kiwifruit Commission Board of Directors, Alternate Public Member.

1996-1997 Member of the California Delegation to the International Kiwifruit Organization (IKO) meetings in Rimini, Italy and St. Jean de Luz, France.

1993-2006 California Tomato Commission (formerly CTB), Board of Directors, Public Member.

1996-1999 Market Development Committee of the California Tomato Commission, Chair.

1996-1999 Executive Committee of the California Tomato Commission, Member.

1997-1998 AAEA Extension Award Committee, Chair.

1995-1997	University of California Vegetable Research Information Center Steering Committee.
1994-1998	AAEA Ad Hoc Committee on Professional Relations with Cuba.
1994-1997	National Food and Agriculture Policy Project (NFAPP) Academic Advisory Board.
1994-1997	PMA International Advisory Council.
1992-1996	PMA Board of Governors for the Fresh Produce Academy.
1991	Received University of California Affirmative Action Award for outstanding program delivery to women and minority groups.
1990-1991	PMA Nutrition and Marketing Committee.
1987-1991	Board of Directors of the Katalysis Foundation, established to deliver development assistance in the Third World.
1987-1988	Chaired University of California/Legislative/Industry Task Force on Cooperatives that resulted in the creation of the UC Davis Center for Cooperatives.
1986-1991	Stone Fruit Liaison Committee, California Tree Fruit Agreement (CTFA).
1986	Recipient of the USDA Extension Service Scholarship to attend the Graduate Institute of Cooperative Leadership (GICL) at University of Missouri.
1985	Taught food marketing course for Mexican government officials.
1980-1981	Member of Michigan State University Women in International Development Project Advisement Task Force and Advisory Board.
1973	Temporary Clinic Director of a low-income nutrition clinic, Lima, Peru. Fluent in Spanish (both lecture and write). Farm background.
On-going	Extensive (print, T.V. and radio) media interaction on topics related to food safety, the organic industry, international competitiveness of the U.S. fresh produce industry, NAFTA, food distribution, food demand and fresh produce production and marketing, including appearances on CNN, PBS Nightly Business Report, San Francisco Evening News and Telenoticias.
On-going	Recipient of numerous grants, including USDA/LISA funding, a USDA National Competitive Initiatives grant and USDA Cooperative Agreements.
On-going	Extensive private sector consulting, including projects in Central America, Mexico, Peru, Colombia, Poland, and the United States.

## **PUBLICATIONS:**

“Fundamental Forces Affecting Growers and Marketers: Size, proximity and category management for fresh produce,” *Blueprints, The Produce Professionals’ Quarterly Journal*, Jan/Feb/March 2012, pp. 65-68, Part 1 of a three part series.

“Fundamental Forces Affecting U.S. Fresh Produce Growers and Marketers,” *Choices*, The Agricultural and Applied Economics Association, Fourth Quarter 2011, 26(4), 13 pp.

“Fundamental Forces Affecting the U.S. Fresh Berry and Lettuce/Leafy Green Subsectors,” *Choices*, The Agricultural and Applied Economics Association, Fourth Quarter 2011, 26(4), 7 pp.

- “Eye on Economics: Much More Than Dollars and Cents, Tracking Consumption Trends and Buyer Preferences,” *Blueprints, The Produce Professionals’ Quarterly Journal*, Oct/Nov/Dec 2011, pp. 86-90.
- “Eye on Economics: Do the Math,” *Blueprints, The Produce Professionals’ Quarterly Journal*, July/Aug/Sept 2010, pp. 81-84.
- “Canadian Greenhouse Tomato Industry,” (with Linda Calvin), *Practical Hydroponics and Greenhouses*, Nov/Dec 2005, pp. 46-51.
- “North American Greenhouse Tomatoes Emerge as a Major Market Force,” (with Linda Calvin), *Vegetable Notes: Fresno, Tulare and Kings Counties*, Feb. 2006, Vol. 2, no. 2, pp. 2-3.
- “Eye on Economics: North American Greenhouse Tomatoes Emerge as a Major Market Force,” (with Linda Calvin), *Blueprints, The Produce Professionals’ Quarterly Journal*, July/Aug/Sep 2005, pp. 73-79.
- “North American Greenhouse Tomatoes Emerge as a Major Market Force,” (with Linda Calvin) *Amber Waves* Vol. 3:2, Economic Research Service, U.S. Department of Agriculture, April 2005, pp. 20-27.
- “Greenhouse Tomatoes Change the Dynamics of the North American Fresh Tomato Industry,” (with Linda Calvin), Economic Research Report Number 2, Economic Research Service, U.S. Department of Agriculture, April 2005, 81 pp.
- “Worldwide Changes in Food Marketing Affect Fresh Fruits and Vegetables: Implications for Plastics,” Proceedings of the 32<sup>nd</sup> National Agricultural Plastics Congress, *Plasticulture ‘05*, American Society for Plasticulture, March 5-8, Charleston, South Carolina, pp. 161-165.
- “Supermarket Challenges and Opportunities for Producers and Shippers: US Experience,” *Australian Farm Policy Journal*, Vol. 2:1, February Quarter 2005, pp. 46-52.
- “Transgenic Produce Slow to Enter Evolving Global Marketplace,” *California Agriculture*, Vol. 58:2, April-June 2004, pp. 82-83.
- “Marketing California’s Agricultural Production,” Chapter 4 in *California Agriculture: Issues and Challenges*, Giannini Foundation, University of California Division of Agriculture and Natural Resources (with Hoy Carman and Richard Sexton), 2004, pp. 89-119.
- “A Path Dependency and Cluster Competitiveness Framework to Examine Regional Marketing Systems and Conflicts,” (with Timothy Woods), *Journal of Agricultural and Applied Economics*, 35:2, August 2003, pp. 305-312.
- “Update on the US Strawberry Industry,” posted at University of California Davis Postharvest Technology Web Site, <http://postharvest.ucdavis.edu/Pubs/strawberriesfinal1Sept02.pdf>, September 2002, 3 pp.
- “Update on the US Pear Industry,” posted at University of California Davis Postharvest Technology Web Site <http://postharvest.ucdavis.edu/Pubs/pearfinal1.pdf>, July 2002, 6 pp.
- “Emerging Hothouse Industry Poses Challenges for California’s Fresh Tomato Industry,” University of California Giannini Foundation ARE Update, Volume 5, No.3, Jan/Feb 2002, pp. 3-6.

- “The U.S. Fresh Produce Industry: An Industry in Transition,” Chapter 2 in *Postharvest Technology of Horticultural Crops*, Adel A. Kader (eds.), University of California Division of Agriculture and Natural Resources, Publication 3311, 2001, pp.5-30.
- “Contracting Crops,” Vegetables West Grower and PCA Special Pullout Section, Malcolm Media Ag Publishing, Clovis, Ca., August 2001, 3 pp.
- “Distribution of Horticultural Products in a Globalized Market,” Presentation at the American Society of Horticultural Science Annual Meeting, Sacramento, California, Presentation posted at web site <http://cook.ucdavis.edu/links/ASHS1.pdf>, July 23, 2001, 51 pp.
- “La Madre Naturaleza, Estrategias de Negocios y Los Productos Agrícolas Perecederos” (with Paul Wilson and Gary Thompson, translated by Ricardo Cavazos), Paper posted on web site <http://cook.ucdavis.edu/lamadre/Lamadre.pdf>, summer 2001, 9 pp.
- “Changing Dynamics in Produce Marketing,” (with Linda Calvin) *Agricultural Outlook*, no. AGO-279, Economic Research Service, U.S. Department of Agriculture, March 2001, pp. 10-15.
- “Emerging Trade Practices and Trends in Fruit and Vegetable Markets,” *Perishables Handling Quarterly* 105:21-25, February 2001.
- “U.S. Fresh Fruit and Vegetable Marketing: Emerging Trade Practices, Trends and Issues (co-coordinator with Linda Calvin, et al.), Agricultural Economic Report Number 795, Economic Research Service, U.S. Department of Agriculture, January 2001, 52 pp.
- “Trends and Outlook for the California Fresh Produce Industry: A Focus on Vegetables,” report distributed at the UC Vegetable Crops Continuing Conference, UC Davis campus, December 6, 2000, 5 pp.
- “Tendencias Internacionales en el Sector de Frutas y Hortalizas Frescas,” Chapter from: *Internacionalización de La Horticultura*, Rita Schwentesius Rindermann and Manuel Angel Gómez Cruz, coordinadores, Chapingo, México: Universidad Autónoma Chapingo, Centro de Investigaciones Económicas, Sociales y Tecnológicas de la Agroindustria y la Agricultura Mundial, 2000, pp. 1-29.
- “Special Issue: State of the Industry,” *Perishables Handling Quarterly* 103:36 p., (technical ed.), August 2000.
- “The Fresh Produce Industry Faces New Forces for Change and Continues to Grapple with Long-standing Challenges Associated with Fresh Produce Commodity Markets: An Introduction,” *Perishables Handling Quarterly* 103:2, August 2000.
- “Special Issue: State of the Industry: Introduction,” *Perishables Handling Quarterly* 103:1-2, August 2000.
- “Changing Structure of Produce Buyers -- Food Retailing and Wholesaling -- and Implications for Suppliers,” (with Kaufman, P. and Handy, C.), *Perishables Handling Quarterly* 103:3-6, August 2000.
- “Selected Commodity Trends: Snapshots of the California Fresh Table Grape and Orange Industries,” *Perishables Handling Quarterly* 103:6-10, August 2000.
- “Strategic Alliances and Joint Ventures Under NAFTA: Concepts and Evidence (with David Sparling), in Proceedings of the Fifth Agricultural and Food Policy Systems Information Workshop, *Policy Harmonization and Adjustment in the North American Agricultural and Food Industry*, University of Guelph, February 2000, p. 68-94.

- “U.S. - Mexico Bilateral Horticultural Trade and Investments: Trends, Barriers and Opportunities,” in Conference Proceedings *Post-NAFTA Policies and Investment in Mexican Agriculture*, Robin Marsh (eds), University of California Los Angeles (UCLA) North American Integration and Development Center, 2000, pp. 31-35.
- “Value Chains in the Fruit and Vegetable Industry,” Policy issues in the Changing Structure of the Food System: An Executive Summary from a 2000 American Agricultural Economics Association Pre-conference Workshop, Oak Brook, IL: Farm Foundation, 2000, p. 8.
- “An Overview of Key Food Industry Drivers: Implications for the Fresh Produce Industry,” *Journal of Food Distribution Research*, vol. 30:1, March 1999, pp. 1-4.
- “Production Agriculture in Transition: The Fresh Fruit and Vegetable Sector,” Food System of the Future Conference Proceedings, Purdue University, September 28, 1998, pp. 1-6. Paper posted on web site <http://cook.ucdavis.edu/rankfoodii/fruittalk.pdf>.
- “California Vegetables and Citrus: Production Trends and Implications for Labor Demand,” paper presented at the Immigration and Changing Face of Rural California Conference, UC Kearney Research Station, September 10, 1998, 20 pp.
- “The U.S. Fruit and Vegetable Sector: Structure and Economic Impacts,” Paper presented at the ISHS World Conference on Horticultural Research, Rome, Italy, June 17-19, 1998.
- “Organic Produce,” Perishables Handling Newsletter, 94:3-4, May 1998.
- “Tendencias Internacionales en El Sector de Frutas y Hortalizas Frescas”, *Revista Española de Economía Agraria*, no. 181:3 1997, pp. 183-207.
- “International Trends in the Fresh Fruit and Vegetable Sector,” chapter in *The Spanish Agricultural Review*. Paper posted on web site <http://cook.ucdavis.edu>.
- “The U.S. Asparagus Industry in a Global Environment: A Commodity Highlight,” *Situation and Outlook Report*, Vegetables and Specialties (with Linda Calvin), USDA, ERS, VGS 273, pp. 20-26, November 1997.
- “Marketing California’s Agricultural Production,” Chapter 5 in *California Agriculture: Issues and Challenges*, Giannini Foundation, University of California Division of Agriculture and Natural Resources (with Hoy Carman and Rich Sexton), pp. 125-150, August 1997.
- “World Fruit Exports by Product and Country, 1995,” Perishables Handling, University of California, No. 90, May 1997, p. 31.
- “Mother Nature, Business Strategy, and Fresh Produce,” *Choices*, The American Association of Agricultural Economics, First Quarter 1997, pp. 18-21, 24, 25 (with Paul Wilson and Gary Thompson).
- “Exporters Target U.S. Asparagus Market.” *Agricultural Outlook*, ERS, USDA, AO-239, April 1997, pp.20-23 (with Linda Calvin).
- “Trends in Market Demand: Domestic and Export,” in Proceedings of the Citrus Industry Symposium *Navels 2000: Profits in the Industry*, Visalia, California, February 20, 1997.
- “Special Issue: Marketing,” Perishables Handling, Technical Editor, University of California, No. 89, February 1997, 36 pp.
- “The U.S. Food Industry: Some Key Trends and Marketing Strategies,” University of California, No. 89, February 1997, pp. 2-6.
- “The Changing Structure of Produce Marketing, Part 2,” *Small Farm News*, Small Farm Center, University of California, September/October 1996, pp. 5, 7.

- “Mercados y Comercialización Internacional: Situación Actual y Perspectivas Futuras del Mercado Mundial de los Espárragos,” Proceedings del Simposium Internacional Sobre la Industria del Espárrago en el Perú, Ica, Perú, August 27-29, 1996, 37 pp.
- “Mercado, Comercialización y Post-Cosecha,” Proceedings del Simposio Internacional Sobre la Industria del Espárrago en el Perú, Ica, Perú, August 27-29, 1996, 8pp.
- “Consumer Demand for Food Safety-Oriented Marketing Labels: Implications for Sustainable Agriculture,” Journal of Rural Problem, Special Issue, June 1996, pp. 37-46.
- “The Changing Structure of Produce Marketing, Part 1,” Small Farm News, Small Farm Center, University of California, July/August 1996, pp. 6-7.
- “An Assessment of Potential Economic Impacts of Mexican Avocado Imports on the California Industry,” Acta Horticulturae, International Society for Horticultural Science, Number 429, August 1996. XIIIth International Symposium on Horticultural Economics, pp.227-234 (with Hoy Carman).
- “The Institutional Aspects of Fresh Fruit and Vegetable Marketing Systems: Impacts on Producers, Buyers, Consumers and Markets — The Case of the United States,” Working Group on Fruits and Vegetables, Directorate for Food, Agriculture and Fisheries, Committee for Agriculture, Organization of Economic Cooperation and Development (OECD), AGR/CA/APM/FV (96)2/aNN2, May 22, 1996, 35 pp.
- “Acuerdo de Libre Comercio en America del Norte (NAFTA),” Agricultura Revista Agropecuaria, Num. 764, Marzo 1, 1996, pp. 237-241 (with Antonio Colom Gorgues and Julian Briz Escribano).
- “Consumer Demand for Food Safety-Oriented Marketing Labels: Implications for Sustainable Agriculture,” Chapter 21 in Studies on the Environment Preserving Type of Agriculture, published in Japanese by the Association o Regional Agricultural and Forestry Economics, 1996.
- “Update on U.S.-Mexico Bilateral Fresh Produce Trade,” Perishables Handling, University of California Cooperative Extension, No. 84, November 1995.
- “Competitiveness Trends in the U.S. and Mexican Horticultural Sectors,” Paper presented at the Stanford North American Trade Forum, Palo Alto, California, May 1995.
- “The Tomato Industry in California and Baja California,” Appendix I, Case Studies and Research Reports Prepared for the Commission on Agricultural Workers 1989 - 1993 To Accompany the Report of the Commission, pp. 3-64.
- “Free Trade Agreements Now Abound in Our Hemisphere!,” Perishables Handling Newsletter, Issue No. 80, pp. 31-32, November 1994.
- “The Changing Food Distribution System in Mexico,” Perishables Handling Newsletter, Issue No. 79, August 1994.
- “Latin America Emerging as a Kiwifruit Market,” Perishables Handling Newsletter, Issue No. 79, August 1994.
- “Changing Tradewinds,” Presented at Farm Business Challenges '94, British Colombia, January 24-25, 8 pp., 1994.
- “The Evolving Bilateral U.S.--Mexico Horticultural Trading Relationship: Trends and Issues,” Acta Horticulturae No. 340, ISHS, XIIIth International Symposium on Horticultural Economics, pp. 43-52, January 1994.
- “California Vegetable Crops: Production and Markets,” Giannini Foundation Information Series No. 94-2, University of California Division of Agriculture and Natural Resources, 63 pp., January 1994.
- “Competitiveness Trends in the U.S. and Mexican Horticultural Sectors,” Presented at the North American Agricultural Policy Research Consortium, Taxco, Mexico, 16 pp., December 10, 1993.

- "El Nafta y sus Efectos en el Comercio Frutícola del Hemisferio Sur," *AgroEconomico*, Fundación Chile, No. 18, Diciembre 1993, pp. 19-26.
- "Hacia el North American Free Trade Agreement (NAFTA), Algunos Datos y Comentarios de Interés Respecto la Agricultura," Universitat de Lleida, Escola Tècnica Superior d'Enginyeria Agrària de Lleida, 30 pp., September 1993 (with Antonio Colom Gorgues).
- "From Competition to Coordination in Vegetable Trade: The Case of Mexico and California," *Vegetable Markets in the Western Hemisphere*, Iowa State University Press, Ames, Iowa, Rigoberto A. Lopez and Leo C. Polopolus, (eds.), pp. 129-147, 1992.
- "The Macroeconomic Implications of a North American Free Trade Agreement," Chapter in *North American Free Trade Agreement: Implications for California Agriculture*, Colin Carter and Harold O. Carter (eds.), Proceedings of a Conference on March 5, 1992 in Los Angeles, California, pp. 27-63 (with Sherman Robinson and Raul Hinojosa-Ojeda).
- "Panel #3 Response to Lessons from the Canadian-U.S. Free Trade Agreement," in *North American Free Trade Agreement: Implications for California Agriculture*, Colin Carter and Harold O. Carter (eds.), Proceedings of a Conference on March 5, 1992 in Los Angeles, California, pp. 158-164.
- "Mexico Abre Sus Puertas: El Presidente Salinas Libera las Inversiones Agrícolas," News Cooperative Extension, University of California - Division of Agriculture and Natural Resources press release, 8 pp., March 30, 1992.
- "Implications of NAFTA for California Agriculture," Editorial, the *UC/AIC Quarterly*, Vol. 6., No. 1, pp.2,5, 1992.
- "Economic Comparisons of Biological and Chemical Pest Control Methods in Agriculture: An Annotated Bibliography," SRB 92-08, National Agricultural Library, Beltsville, Maryland, 25 pp., March 1992 (with Kim Norris and Jayne MacLean).
- "Fruits and Vegetables," *U.S.-Mexico Free Trade*, satellite conference proceedings leaflet series, Leaflet No. 7, Southern Rural Development Center, Mississippi State University, 1992.
- "Winners and Losers in Horticultural Crops May Result from North American Free Trade Agreement," Perishables Handling, University of California Cooperative Extension, Vol. No. 73, March 1992.
- "Mexico Frees Agriculture Investment," *U.S.-Mexico Free Trade*, satellite conference proceedings leaflet series, Leaflet No. 10, Southern Rural Development Center, Mississippi State University, 1992 (with Ken Shwedel).
- "Who Will be the Winners and Losers?" *American Vegetable Grower*, Vol. 40, No. 2, pp. 30-31, February 1992.
- "Mexico Frees Up Investment in Agriculture," *Western Growers Association Magazine*, Vol. 63, No. 2, pp. 12, 17-19, February 1992.
- "Implications of the North American Free Trade Agreement for the U.S. Horticultural Sector," Fruit and Vegetable Issues, Vol. IV, *NAFTA, North American Free Trade Agreement : Effects on Agriculture*, American Farm Bureau Research Foundation, 475 pp., 1992 (with Carlos Benito, James Matson, David Runsten, Kenneth Shwedel and Timothy Taylor).
- "Implications of the North American Free Trade Agreement (NAFTA) for the U.S. Horticultural Sector," Proceedings of the Agribusiness Conference on *The Impact of the Free Trade Agreement with Mexico on the California Fruit and Vegetable Industry*, Institute of Agribusiness, Santa Clara University, pp.25-41, November 4, 1991.
- "An Overview of the Dynamic U.S. Fresh Produce Industry," Chapter in *Postharvest Technology of Horticultural Crops*, Adel A. Kader and F. Gordon Mitchell (eds.), University of California Division of Agriculture and Natural Resources, Publication 3311, 1991.

- "Catering to the American Consumer," *FOCUS 1990-91*, The Packer, pp.12-26, 1991.
- "Consumer Demand for Food Safety-Oriented Marketing Labels: Implications for Sustainable Agriculture," Paper presented at the International Agricultural Economics Association Meeting, Tokyo, Japan, August 1991.
- "Recent Lettuce Production and Acreage Trends," *Perishables Handling*, University of California Cooperative Extension, Vol. No. 70, pp.4-6, January 1991 (with Kim Norris).
- "Food Safety and Health: Discussion Summary," Challenges for Extension Economists in the 1990s, Proceedings of the AAEE Extension Conference, Vancouver, British Columbia, Canada, August 4, 1990 (with Edmund Estes and Tom Schotzko).
- "Directory: Information Sources for Marketing California Fresh Fruits and Vegetables," University of California Division of Agriculture and Natural Resources, Publication 21480, 31 pp., 1990 (with Suzanne Vaupel).
- "National Organic Industry Expanding Rapidly--But Still Small," *Small Farm News*, University of California Cooperative Extension, p. 2, Nov/Dec 1990 (with Kim Norris).
- "Marketing Food Safety: A Double-Edged Sword," *Perishables Handling*, Vol. no. 69, University of California Cooperative Extension, April 1990.
- "The Food Safety Controversy: Implications for the Fresh Produce Industry," Proceedings of the 66th Agricultural Outlook Conference, U.S. Department of Agriculture, Washington, D.C., pp.326-332, April 1990.
- "Evolving Vegetable Trading Relationships: The Case of California and Mexico," *Journal of Food Distribution Research*, Vol. 21 no. 1, pp.31-46, February 1990.
- "U.S. Fresh Produce Distribution: Challenges and Opportunities," *Journal of Food Distribution Research*, Vol. 21 no. 1, pp.67-74, February 1990.
- "Perspective on Marketing and Trade of California Agricultural Products," Chapter seven in *Agriculture in California: On the Brink of a New Millenium*, University of California Agricultural Issues Center, Harold O. Carter and Carole F. Nuckton (eds.), pp.129-148, 1990 (with Carole Nuckton and Alex F. McCalla).
- "Economic Comparison of Organic and Conventional Production Methods for Fruits and Vegetables," *Small Farm News*, University of California Cooperative Extension, pp.1,3-4, Jan/Feb 1990 (with Kim Norris and Carolyn Pickel).
- "Does Organic Mean Big Paper?" *Coastal Grower*, pp.12-18, Fall 1989 (with Kim Norris and Carolyn Pickel).
- "Terms Relating to 'Organic' and Other Non-Conventional Produce," *Small Farm News*, University of California Cooperative Extension, pp.1,3, Sept/Oct 1989 (with Kim Norris).
- "Demand Rises for Fresh Fruit, Vegetables as National Social Changes Alter Market," *Farmer Cooperatives*, U.S. Department of Agriculture, Agricultural Cooperative Service, Vol. 56 no. 5, pp.7-11, August 1989.
- "An Introduction of Terms Relating to 'Organic' and Other Non-Conventional Produce," *Organic Farming Directory*, Family Farm Series, University of California Cooperative Extension, pp.2-3, August 1989 (with Kim Norris).
- "Future Trends in Food Marketing," Proceedings of the 33rd National Bargaining Conference, Agricultural Cooperative Service, USDA, Monterey, pp.46-52, May 1989.
- "'Organic' and Other Non-Conventional Produce: What Does it Mean and How is it Monitored?" *Perishables Handling*, University of California Cooperative Extension, Vol. no. 67, pp.2-3, May 1989 (with Kim Norris).

- "Structure of the Organic Marketplace in California," *Small Farm News*, University of California Cooperative Extension, pp.1,6-7, March/April 1989.
- "The Food Safety Controversy," *Perishables Handling*, University of California Cooperative Extension, Vol. no. 66, pp.2-4, February 1989.
- "Demand Trends in the U.S. Fresh Produce Industry," paper presented at the Monterey Bay Economic Outlook Conference, Monterey, 12 pp., January 23, 1989.
- "Organization of the Fruit and Vegetable Marketing System and Implications for the Distribution of Fresh Produce with High Selenium Levels," *Selenium Content in Animal and Food Crops Grown in California*, Kenneth Tanji, ed., University of California ANR Special Publication 3330, pp. 85-88, November 1988.
- "Inspection of Fresh Produce in California," *Perishables Handling*, University of California Cooperative Extension, Vol. no. 65, pp.2-4, July 1988 (with Kim Norris).
- "Marketing Organic Commodities in California: Structure and Obstacles to Expansion," paper presented at Western Economic Association meetings, Los Angeles, 13 pp. and appendices, July 2, 1988.
- "Emerging Competition in Fresh Broccoli," *Perishables Handling*, University of California Cooperative Extension, Vol. no. 64, pp.2-3, March 1988.
- "California Broccoli and Cauliflower Growers Face Increasing Competition," in *Vegetables and Specialties Situation and Outlook Report*, U.S. Department of Agriculture, Economic Research Service, pp.27-36, February 1988.
- "Competition in the Fresh Vegetable Industry," in *Competitiveness at Home and Abroad*, Report of a 1986-87 Study Group on Marketing California Speciality Crops: Worldwide Competition and Constraints, sponsored by the University of California Agricultural Issues Center, pp.13-36, February 1988 (with Ricardo Amon).
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