

Bradley J. Rickard

Associate Professor of Food and Agricultural Economics
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Education

Doctor of Philosophy, Agricultural and Resource Economics
University of California, Davis. 2003. Advisor: Daniel Sumner

Master of Science, Agricultural Economics
University of Guelph, Canada. 1998. Advisor: Glenn Fox

Bachelor of Commerce, Agricultural Business
University of Guelph, Canada. 1996.
Semester Abroad, London School of Economics, United Kingdom, 1994.

Professional Experience

Associate Professor, Charles H. Dyson School of Applied Economics and Management
Cornell University, Ithaca, NY. 2015 – current.

Affiliate Professor, Department of Finance and Economics
KEDGE Business School, Bordeaux, France. 2016 – current.

Faculty Fellow, Atkinson Center for Sustainability
Cornell University, Ithaca, NY. 2020 – current.

Assistant Professor, Charles H. Dyson School of Applied Economics and Management
Cornell University, Ithaca, NY. 2008 – 2015.

Assistant Professor, Agribusiness Department
California Polytechnic State University. San Luis Obispo, CA. 2003 – 2008.

Areas of Expertise and Specialization

Agricultural Economics; International Economics; Public Policy Analysis; Horticultural Markets

Publications – Peer-reviewed Journal Articles

49. Adalja, A., F. Livat, B.J. Rickard, and A. Susskind. 2021. Old world and new world sparkling wines: Consumer decisions and insights for retailers. *Cornell Hospitality Quarterly* 62(2): forthcoming.
48. Ellison, B., B. McFadden, B. Rickard, and N. Wilson. 2021. Examining food purchase behavior and food values during the COVID-19 pandemic. *Applied Economic Perspectives and Policy* 43(1): forthcoming.
47. Weersink, A. M. von Massow, N. Bannon, J. Ifft, J. Maples, K. McEwen, M. McKendree, C. Nicholson, A. Novakovic, A. Rangarajan, T. Richards, B. Rickard, J. Rude, M. Schipanski, G. Schnitkey, L. Schultz, D. Schuurman, K. Schwartzkopf-Genswein, M. Stephenson, J. Thompson, and K. Wood. 2021. COVID-19 and the Agri-Food System in the United States and Canada. *Agricultural Systems* 188(March), Article 103039.
46. Lunardo, R., and B. Rickard. 2020. How do consumers respond to fun wine labels? *British Food Journal* 122(8): 2603–2619.
45. Richards, T.J., and B.J. Rickard. 2020. COVID-19 impact on fruit and vegetable markets. *Canadian Journal of Agricultural Economics/Revue Canadienne d'Agroéconomie* 68(2): 189–194.
44. Petit, O., R. Lunardo, and B.J. Rickard. 2020. Small is beautiful: The role of anticipated food waste in consumers' avoidance of large packages. *Journal of Business Research* 113(May): 326–336.
43. Akhundjanov, S.B., R.K. Gallardo, J.J. McCluskey, and B.J. Rickard. 2020. Commercialization of a demand-enhancing innovation: The release of a new apple variety by a public university. *Economic Modelling* 86(March): 88–100.
42. Kelley, K.M., J. Bruwer, J. Zelinskie, D. Gardner, R. Govindasamy, J. Hyde, and B. Rickard. 2020. Wine consumers' willingness to adopt environmentally friendly packaging practices at tasting rooms. *British Food Journal* 122(1): 309–327.
41. Ho, S.-T., J.E. Ifft, B.J. Rickard, and C.G. Turvey. 2018. Alternative strategies to manage weather risk in perennial fruit crop production. *Agricultural and Resource Economics Review* 47(3): 452–476.
40. Rickard, B.J., O. Gergaud, S.-T. Ho, and F. Livat. 2018. Trade liberalization in the presence of domestic regulations: Public policies applied to EU and U.S. wine markets. *Applied Economics* 50(18): 2028–2047.
39. Kelley, K., J. Zelinskie, M. Centinari, D.M. Gardner, R. Govindasamy, J. Hyde, B. Rickard, and K. Storchmann. 2017. Consumer preferences for sustainable wine attributes: A Conjoint Analysis. *Journal of Wine Economics* 12(4): 416–425.

38. Gergaud, O., F. Livat, B. Rickard, and F. Warzynski. 2017. Evaluating the net benefits of collective reputation: The case of Bordeaux wine. *Food Policy* 71(August): 8–16.
37. Wilson, N., B. Rickard, R. Saputo, and S.-T. Ho. 2017. Food waste: The role of date labels, package size, and product category. *Food Quality and Preference* 55(January): 35-44.
36. Rickard, B.J., D. Rudell, and C. Watkins. 2016. *Ex ante* economic evaluation of technologies for managing postharvest physiological disorders: The case of ‘Empire’ apples in New York State. *HortScience* 51(5): 537–542.
35. Rickard, B.J., T.J. Richards, and J. Yan. 2016. University licensing of patents for varietal innovations in agriculture. *Agricultural Economics* 47(1): 3–14.
34. Chen, X., H.M. Kaiser, and B.J. Rickard. 2015. The impacts of inclusive and exclusive taxes on healthy eating: An experimental study. *Food Policy* 56(October): 13–24.
33. Rickard, B.J., J.J. McCluskey, and R.W. Patterson. 2015. Reputation tapping. *European Review of Agricultural Economics* 42(4): 675–701.
32. Doerflinger, F., B. Rickard, J. Nock, and C. Watkins. 2015. An economic analysis of harvest timing to manage a physiological storage disorder in ‘Empire’ apples. *Postharvest Biology and Technology* 107(September): 1–8.
31. Liaukonyte, J., T.J. Richards, H.M. Kaiser, and B.J. Rickard. 2015. Under-contribution to public goods due to self-interested inequity aversion. *European Review of Agricultural Economics* 42(3): 473–497.
30. Rickard, B.J. 2015. On the political economy of guest worker programs in agriculture. *Food Policy* 52(April): 1–8.
29. Lusk, J.L., B.R. McFadden, and B.J. Rickard. 2015. Which biotech foods are most acceptable to the public? *Biotechnology Journal* 10(1): 13–16.
28. Fang, D., T.J. Richards, and B.J. Rickard. 2015. Optimal licensing of agricultural patents: Fees versus royalties. *Journal of Agricultural and Resource Economics* 40(1): 1–22.
27. McLaughlin, E.W., H.M. Kaiser, and B.J. Rickard. 2014. Promoting fresh produce: A losing battle? *Agribusiness: An International Journal* 30(4): 370–384.
26. Richards, T.J., and B.J. Rickard. 2014. Patents as options: Path-dependency and optimal valuation strategies. *European Review of Agricultural Economics* 41(5): 817–841.
25. Ho, S.-T., B.J. Rickard, and J. Liaukonyte. 2014. Economic and nutritional implications from changes in U.S. agricultural promotion efforts. *Journal of Agricultural and Applied Economics* 46(4): 593–613.

24. Balagtas, J.V., B. Krissoff, L. Lei, and B.J. Rickard. 2014. Has U.S. farm policy influenced fruit and vegetable production? *Applied Economic Perspectives and Policy* 36(2): 265–286.
23. Perla, J., B. Rickard, and T. Schmit. 2014. Looking for locapours: Using Zagat Survey® data to examine restaurant demand for local wine. *Agricultural and Resource Economics Review* 43(1): 69–86.
22. Rickard, B.J., M. Costanigro, and T. Garg. 2013. Economic and social implications of regulating alcohol availability in grocery stores. *Applied Economic Perspectives and Policy* 35(4): 613–633.
21. Alston, J.M., A.M. Okrent, and B.J. Rickard. 2013. Impact of agricultural policies on caloric consumption. *Trends in Endocrinology and Metabolism* 24(6): 269–271.
20. Liaukonyte, J., N.A. Streletskaya, H.M. Kaiser, and B.J. Rickard. 2013. Consumer response to “Contains” and “Free of” labeling: Evidence from lab experiments. *Applied Economic Perspectives and Policy* 35(3): 476–507.
19. Li, J., M.I. Gómez, B.J. Rickard, and M. Skinner. 2013. Factors influencing adoption of integrated pest management in Northeast greenhouse and nursery production. *Agricultural and Resource Economics Review* 42(2): 310–324.
18. Rickard, B., T. Schmit, M. Gómez, and H. Lu. 2013. Developing brands for patented fruit varieties: Does the name matter? *Agribusiness: An International Journal* 29(3): 259–272.
17. Schmit, T.M., B.J. Rickard, and J. Taber. 2013. Consumer valuation of environmentally friendly production practices in wines considering asymmetric information and sensory effects. *Journal of Agricultural Economics* 64(2): 483–504.
16. Rickard, B.J., A. Okrent, and J.M. Alston. 2013. How have agricultural policies influenced caloric consumption patterns in the United States? *Health Economics* 22(3): 316–339.
15. Liaukonyte, J., B. Rickard, H. Kaiser, A. Okrent, and T. Richards. 2012. Economic and health effects of fruit and vegetable advertising: Evidence from lab experiments. *Food Policy* 37(5): 543–553.
14. Rickard, B.J. 2012. The economics of introducing wine into grocery stores. *Contemporary Economic Policy* 30(3): 382–398.
13. Rickard, B.J., and L. Lei. 2011. How important are tariffs and non-tariff barriers in international markets for fresh fruit? *Agricultural Economics* 42(S1): 19–31.
12. Rickard, B.J., J. Liaukonyte, H.M. Kaiser, and T.J. Richards. 2011. Consumer response to commodity-specific and broad-based promotion programs for fruits and vegetables. *American Journal of Agricultural Economics* 93(5): 1312–1327.

11. Rickard, B.J., and D.A. Sumner. 2011. Was there policy “reform”? Evolution of EU domestic support for processed fruits and vegetables. *Food Policy* 36(3): 438–449.
10. Chan, S., B. Caldwell, B. Rickard, and C. Mohler. 2011. Economic performance of organic cropping systems for vegetables in the Northeast. *Journal of Agribusiness* 29(1): 59–82.
9. Schroeter, C., J.L. Ritchie, and B.J. Rickard. 2011. Factors that influence prices for cool climate wines. *Journal of Agribusiness* 29(1): 97–116.
8. Alston, J.M., B.J. Rickard, and A.M. Okrent. 2010. Farm policy and obesity in the United States. *Choices* 25(3), article 138.
7. James, J.S., B.J. Rickard, and W.J. Rossman. 2009. Product differentiation and market segmentation: Using a choice experiment to assess the value of organic, local, and nutrition attributes. *Agricultural and Resource Economics Review* 38(3): 357–370.
6. Rickard, B.J., C.M. St. Pierre, and G.M. Becker. 2009. Drivers of demand for imported horticultural commodities: A cross-country comparison. *International Food and Agribusiness Management Review* 12(2): 19–38.
5. Rickard, B.J., and J.L. Gonsalves. 2008. How would compliance with dietary recommendations affect revenues for agricultural producers? *Food Policy* 33(5): 421–435.
4. Stuller, Z.J., and B.J. Rickard. 2008. Traceability adoption by specialty crop producers in California. *Journal of Agribusiness* 26(2): 101–116.
3. Rickard, B.J., and D.A. Sumner. 2008. Domestic support and border measures for processed horticultural products. *American Journal of Agricultural Economics* 90(1): 55–68.
2. Rickard, B.J., and D.A. Sumner. 2006. EU support reductions would benefit California tomato growers and processors. *California Agriculture* 60(4): 207–210.
1. Rickard, B.J., and G.C. Fox. 1999. Have crop yields in Ontario reached a plateau? *Food Reviews International* 15(1): 1–17.

Publications – Book Chapters

1. Akhundjanov, S.B., R.K. Gallardo, J.J. McCluskey, and B.J. Rickard. 2018. Commercialization Mechanisms for New Plant Varieties. pp. 371–382 in N. Kalaitzandonakes et al. (eds.), *From Agriscience to Agribusiness*, Innovation, Technology, and Knowledge Management. Springer International Publishing.

Working Papers and Work in Progress

1. Richards, T.J., and B.J. Rickard. 2020. Dynamic model of beer pricing and buyouts.
2. Rickard, B.J., S.-T. Ho, F. Livat, and A. Okrent. 2020. Date labels, food waste, and implications for dietary quality. *AEM Working Paper* 2020-01.
3. Ho, S.-T., J.E. Ifft, and B.J. Rickard. 2020. Availability of federal crop insurance and the supply response of specialty crops.
4. Adalja, A., F. Livat, B.J. Rickard, and A. Susskind. 2021. Peer reviews: Category leaders, home bias, and sensory evaluation.
5. C. Weis, B.J. Rickard, D.M. de Souza Monteiro, and A. Narang. 2021. Consumer response to alternative date labeling approaches in the United States and the United Kingdom.
6. Gergaud, O., S.-T. Ho, F. Livat, and B.J. Rickard. 2021. Eat, Drink, and Vote.
7. Ho, S.-T., and B.J. Rickard. 2020. Regulation and purchase diversity: Empirical evidence from the U.S. alcohol market. *AAWE Working Paper* No. 247.

Editorial Board Membership

Journal of Wine Economics (2014 to present)

Graduate Field Membership at Cornell University

Applied Economics and Management; Horticulture; Public Affairs

Professional Reviewer

Agribusiness: An International Journal, Agricultural Economics, Agricultural Finance Review, Agricultural and Resource Economics Review, Agricultural Systems, American Journal of Agricultural Economics, Applied Economic Perspectives and Policy, Applied Economics, Australian Journal of Agricultural and Resource Economics, Canadian Journal of Agricultural Economics, Empirical Economics, European Review of Agricultural Economics, Food Policy, Food Quality and Preference, Forum for Health Economics and Policy, HortScience, HortTechnology, International Food and Agribusiness Management Review, International Journal of Wine Business Research, Journal of Agribusiness, Journal of Agricultural Economics, Journal of Agricultural and Applied Economics, Journal of Agricultural and Food Industrial Organization, Journal of Food Distribution Research, Journal of Food Products Marketing, Journal of Public Economics, Journal of Public Policy and Marketing, Journal of Wine Economics, Land Economics, PLOS ONE, Resource and Energy Economics, Review of Agricultural Economics, Review of International Economics, Wine Economics and Policy.

Invited Presentations

Rickard, B.J. "Food waste, date labels, and nutrient consumption." University of Rhode Island, Department of Environmental & Natural Resource Economics, Kingston, RI. November 17, 2017.

Rickard, B.J. "Retail availability regulations in the U.S. alcohol market." Newcastle University, School of Agriculture, Food and Rural Development, Newcastle, UK. April 5, 2017.

Rickard, B.J. "U.S. retail regulations for alcohol and product purchase diversity." Wageningen University, Agricultural Economics and Rural Policy Group, Netherlands. November 10, 2016.

Rickard, B.J. "U.S. retail regulations for wine: Rent-seeking, social issues, and consumer choice." KEDGE Business School, Bordeaux, France. November 24, 2015.

Rickard, B.J. "Reputation Tapping." School of Economics and Management, Free University of Bozen-Bolzano, Bolzano, Italy. November 19, 2014.

Rickard, B.J. "University licensing of patents for varietal innovations in agriculture." Grenoble Applied Economics Laboratory (a joint laboratory of INRA and of the University Pierre Mendès-France), Grenoble, France. June 6, 2014.

Rickard, B.J. "University licensing of patents for varietal innovations in agriculture." Department of Food, Agricultural, and Resource Economics, University of Guelph. Guelph, ON. May 20, 2014.

Rickard, B.J. "University licensing of patents for varietal innovations in agriculture." Department of Agricultural Economics, Oklahoma State University. Stillwater, OK. November 22, 2013.

Rickard, B.J. "Regulating the availability of beer, wine, and spirits in grocery stores: Beverage-specific effects on prices, consumption, and traffic fatalities". Department of Agricultural and Resource Economics, University of Connecticut. Storrs, CT. April 12, 2013.

Rickard, B.J. "Linkages between U.S. agricultural policies, caloric consumption, and obesity." Harvard School of Public Health. Boston, MA. October 15, 2012.

Recent Conference and Workshop Participation (Presenting author shown in bold)

Wilson, N., B. Ellison, B. McFadden, and B. Rickard. 2021. Examining food purchase behavior during COVID-19. Presented as part of the ASSA-AAEA session on COVID-19 at the annual meeting of the Allied Social Science Association (virtual conference). January 3, 2021.

Adalja, A., F. Livat, B.J. Rickard, and A. Susskind. 2020. Peer reviews and the home bias: Examining consumer demand for sparkling wines.” Presented at the annual meeting of the Northeast Agricultural and Resource Economics Association (virtual conference). June 16, 2020.

Gallardo, K., B.J. Rickard, and J.A. Alston. 2020. Evaluating consumer preferences for table grape attributes using a choice experiment. Presented at the annual meeting of the Food Distribution and Research Society (virtual conference). October 14, 2020.

Rickard, B., S.T. Ho, A. Okrent. 2019. “Food waste mitigation and household nutrient availability.” Presented at the *Food Forum* at the National Academy of Science. Washington, DC. August 8, 2019.

Richards, T.J., and B. Rickard. 2019. “Dynamic model of mergers and pricing in the beer industry.” Presented at the Annual Meeting of the Agricultural and Applied Economics Association. Atlanta, GA. July 22, 2019.

Ho, S.-T., and B. Rickard. 2019. “One-stop or multi-stop shopping for wine, beer, and spirits? A case study of the U.S. alcohol market.” Presented at the Annual Meeting of the American Association of Wine Economics. Vienna, Austria. July 16, 2019.

Lunardo, R., and B. Rickard. 2018. “Too Funny, for Everybody? How Fun Elements in Wine Labels Decrease Willingness-to-Pay and Intentions as a Function of Risk Propensity.” Presented at the Annual Meeting of the Society for Marketing Advances. West Palm Beach, FL. November 1, 2018.

Rickard, B., S.T. Ho, A. Okrent. 2018. “Food waste, biosensors, and household nutrient availability.” Presented at the Annual Meeting of the Agricultural and Applied Economics Association. Washington, DC. August 7, 2018.

Lunardo, R., and B. Rickard. 2018. “Too Funny, for Everybody? How Fun Elements in Wine Labels Decrease Willingness-to-Pay and Intentions as a Function of Risk Propensity.” Presented at the Annual Meeting of the American Association of Wine Economists. Ithaca, NY. June 12, 2018.

Lunardo, R., and **B. Rickard.** 2018. “Too Funny, for Everybody? How Fun Elements in Wine Labels Decrease Willingness-to-Pay and Intentions as a Function of Risk Propensity.” Presented at the 2nd Annual Meeting of the Wine and Hospitality Alliance, Lausanne, Switzerland. May 14, 2018.

Rickard, B. 2017. “Food waste mitigation strategies: Implications for nutrient consumption and caloric intake.” Presented in a plenary session at the Annual Meeting of the Food Distribution Research Society. Honolulu, HI. October 23, 2017.

Ho, S.-T., Ifft, J., and B. Rickard. 2017. “Using ARMS data to explore how participation in federal crop insurance affects the supply response of specialty crops.” Presented at the Annual Meeting of the Agricultural and Applied Economics Association. Chicago, IL. July 29, 2017.

Gergaud, O., F. Livat, and **B. Rickard.** 2017. “Eat, Drink, Vote.” Presented at the Annual Meeting of the American Association of Wine Economics. Padova, Italy. June 29, 2017.

Gergaud, O., **F. Livat,** and B. Rickard. 2017. “Eat, Drink, Vote.” Presented at the Annual Meeting of the Canadian Agricultural Economics Society. Montreal, Quebec. June 18, 2017.

Akhundjanov, S.B., J. McCluskey, K. Gallardo, and B. Rickard. 2017. “Innovator Commercialization Strategies and Adopter Willingness to Pay: The Case of New Fruit Varieties.” Poster presentation at the Annual Meeting of the American Economics Association. Chicago, IL. January 6, 2017.

Gallardo, K., J. McCluskey, B. Rickard, and S.B. Akhundjanov. 2016. “Assessing innovator and grower profit potential under different new plant variety commercialization strategies.” Presented at the Annual Meeting of the Agricultural and Applied Economics Association. Boston, MA. August 2, 2016.

Ho, S.-T., M. Qu, **B.J. Rickard,** M. Costanigro, and E. McLaughlin. 2016. “Retail alcohol availability and product diversity.” Presented at the Annual Meeting of the Agricultural and Applied Economics Association. Boston, MA. August 1, 2016.

Gergaud, O., H. Remaud, and **B. Rickard.** 2016. “Product Diversity and Consumer Choice in Markets for Wine, Beer, and Spirits.” Presented at the Annual Meeting of the American Association of Wine Economists. Bordeaux, France. June 23, 2016.

Rickard, B.J., O. Gergaud, S.-T. Ho, and W. Hu. 2015. “Trade liberalization in the presence of domestic regulations: Impacts of the TTIP on agricultural markets.” Presented at the GMCC-15 Meeting. Amsterdam, Netherlands. November 18, 2015.

Wilson, N., **B. Rickard,** R. Saputo, and S.-T. Ho. 2015. “Food waste: The role of date labels, package size, and product category.” Presented at the Annual Meeting of the Food Distribution Research Society. Philadelphia, PA. October 12, 2015.

Qu, M., **B.J. Rickard,** M. Costanigro, and E. McLaughlin. 2015. “Retail alcohol availability and product diversity.” Presented at the Beeronomics Meeting, Seattle, WA. September 8, 2015.

Wilson, N., B. Rickard, R. Saputo, and S.-T. Ho. 2015. “Food waste: The role of date labels, package size, and product category.” Presented as a seminar at the Food and Agriculture Organization of the United Nations. Rome, Italy. August 7, 2015.

Sapkota Bastola, P., K. Gallardo, J. McCluskey, and B. Rickard. 2015. “Mechanisms of patent licensing for varietal innovation.” Presented at the Annual Meeting of the Agricultural and Applied Economics Association. San Francisco, CA. July 27, 2015.

Wilson, N., B. Rickard, **R. Saputo**, and S.-T. Ho. 2015. “Food waste: The role of date labels, package size, and product category.” Presented at the Annual Meeting of the Agricultural and Applied Economics Association. San Francisco, CA. July 26, 2015.

Wilson, N., B. Rickard, R. Saputo, and S.-T. Ho. 2015. “Food waste: The role of date labels, package size, and product category.” Presented as a seminar at the Organisation of Economic Cooperation and Development. Paris, France. July 17, 2015.

Qu, M., **B.J. Rickard**, M. Costanigro, and E. McLaughlin. 2015. “Retail wine availability and product diversity.” Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Newport, RI. June 27, 2015.

Qu, M., **B.J. Rickard**, M. Costanigro, and E. McLaughlin. 2015. “Retail wine availability and product diversity.” Presented at the Annual Meeting of the American Association of Wine Economists. Mendoza, Argentina. May 28, 2015.

Rickard, B.J., O. Gergaud, and W. Hu. 2014. “Trade liberalization in the presence of domestic regulations: Impacts of the TTIP on agricultural markets.” Presented at the Annual Meeting of the Agricultural and Applied Economics Association. Minneapolis, MN. July 28, 2014.

Rickard, B.J., O. Gergaud, and W. Hu. 2014. “Trade liberalization in the presence of domestic regulations: Impacts of the EU-U.S. free trade agreement on wine markets.” Presented at the Annual Meeting of the American Association of Wine Economists. Walla Walla, WA. June 23, 2014.

Rickard, Bradley. 2013. “The political economy of guest worker programs in agriculture.” Presented at the FDRS Annual Meeting. Chicago, IL. October 7, 2013.

Rickard, Bradley, Tim Richards, and Jubo Yan. 2013. “University licensing of patents for varietal innovations in agriculture.” Presented at the AAEA/CAES Annual Meeting. Washington D.C. August 7, 2013.

Rickard, B.J., **J.J. McCluskey**, and R. Patterson. 2013. “Reputation Tapping.” Presented at the AAEA/CAES Annual Meeting. Washington D.C. August 7, 2013.

Ho, S.T., B.J. Rickard, and J. Liaukonyte. 2013. “The Economic and nutritional implications from changes in domestic and export agricultural promotion efforts.” Poster presentation at the AAEA/CAES Annual Meeting. Washington D.C. August 6, 2013.

Richards, T.J., and **B.J. Rickard**. 2013. “Patents as options: Path-dependency and optimal valuation strategies.” Presented at the AAEA/CAES Annual Meeting. Washington D.C. August 6, 2013.

Liukonyte, J., N. Streletskaia, H. Kaiser and B. Rickard. 2013. "Food Product Labels and Ambiguity Aversion." Presented at the NAREA Annual Meeting. Ithaca, NY. June 24, 2013.

Rickard, Bradley, Tim Richards, and **Jubo Yan**. 2013. "University licensing of patents for varietal innovations in agriculture." Presented at the NAREA Annual Meeting. Ithaca, NY. June 24, 2013.

Perla, J., B. Rickard, and T. Schmit. "Do restaurants cater to locapours? Using ZAGAT® survey data to examine factors that influence wine list selections." Presented at the NAREA Pre-Conference Workshop. Ithaca, NY. June 23, 2013.

Rickard, B., and J. McCluskey. 2013. "Reputation Tapping." Presented at the Eastern Economic Association Annual Meeting. New York, NY. May 10, 2013.

Rickard, B.J., T.J. Richards, and J. Yan. 2013. "Fees versus royalties: University revenues from licensing varietal innovations." Presented at the Annual Meeting of NC-1034, Impact Analyses and Decision Strategies for Agricultural Research. Tucson, AZ. March 15, 2013.

Rickard, B.J., **J.J. McCluskey**, and R. Patterson. 2012. "Reputation Tapping." Presented at the Winter Meeting of the International Agricultural Trade Research Consortium. San Diego, CA. December 9, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. "Reputation Tapping." Presented as part of a FAMPS-EXT Track Session at the Annual Meeting of the Agricultural and Applied Economics Association. Seattle, WA. August 12, 2012.

Liukonyte, J., T. Richards, **B. Rickard**, and H. Kaiser. 2012. Under-Contribution to Public Goods due to Self-Interested Inequity Aversion. Presented as a Poster at the Annual Meeting of the Agricultural and Applied Economics Association. Seattle, WA. August 11, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. "Do Linkages to French Regions Affect Consumers' Willingness to Pay for Wine in the United States?" Presented at the Workshop for the International Trends in Wine Management. Dijon, France. June 22, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. "Reputation Spillovers: Consumer Response to Information about Wine Regions Using Experimental Data." Presented at the Annual Meeting of the Canadian Agricultural Economics Society. Niagara Falls, Ontario, Canada. June 18, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. "The Role of Reputation for Emerging Wine Regions in the Eastern United States." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Lowell, Massachusetts. June 11, 2012.

Ho, S.T., and B.J. Rickard. 2012. "The Economic and nutritional implications from changes in domestic and export agricultural promotion efforts." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Lowell, MA. June 11, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. "Reputation Spillovers." Presented at the Annual Meeting of the American Association of Wine Economists. Princeton, New Jersey. June 8, 2012.

Rickard, Bradley J. "Examining the Optimal Licensing Structure for Patented Fruit: The Role of Price Uncertainty." Presented as part of an organized FAMPS Track Session at the Annual Meeting of the Agricultural and Applied Economics Association. Pittsburgh, Pennsylvania. July 26, 2011.

Lei, Lei, B. Rickard, and J.V. Balagtas. "A Regional Analysis of the Effects of Fruit and Vegetable Planting Restrictions: A Difference-in-Difference Approach." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Pittsburgh, Pennsylvania. July 26, 2011.

B. Rickard, **T. Garg**, and M. Costanigro. "Links between Grocery Store Alcohol Availability, Alcoholic Beverage Consumption, and Traffic Fatalities." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Pittsburgh, Pennsylvania. July 26, 2011.

Schroeter, C., and B. Rickard. "Using a Hedonic Model to Understand What Drives the Price of Riesling Wines." Presented at the Annual Meeting of the Agricultural and Applied Economics Association. Pittsburgh, Pennsylvania. July 25, 2011.

T. Schmit, B. Rickard, and J. Taber. "Consumer Valuation of Wines in the Presence of Information Concerning Environmentally-Friendly Production Practices." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Pittsburgh, Pennsylvania. July 25, 2011.

Chan, S., B. Caldwell, and B. Rickard. "The Economics of Alternative Organic Cropping Systems for Vegetables Produced in the Northeast." Presented at the Annual Meeting of the Regional Research Group WERA-72. Las Vegas, Nevada. June 10, 2011.

B. Rickard. "Links between Wine in Grocery Stores, Alcohol Consumption, and Traffic Fatalities in the United States." Presented at the Bi-Annual Meeting of the Academy of Wine Business Research. Bordeaux, France. June 9, 2011.

Schroeter, C., and B. Rickard. "Using a Hedonic Model to Understand What Drives the Price of Riesling Wines." Presented at the Annual Meeting of the Western Agricultural Economics Association. Banff, Alberta, Canada. June 3, 2011.

Rickard, B.J., J. Liaukonyte, H.M. Kaiser, and T.J. Richards. "Consumer response to alternative advertising approaches for fruits and vegetables." Presented at the Annual Meeting of the Food Distribution Research Society. Destin, Florida. October 19, 2010.

Schroeter, C., S. Anders, and B. Rickard “Market interrelationships between nutrition supplements and horticultural crops.” Presented at the Joint EAAE-AAEA Seminar. Munich, Germany. September 16, 2010.

Rickard, Bradley J., and J.V. Balagtas. “Implications of planting restrictions for fruits and vegetables in the Great Lakes Region.” Presented at the Annual Meeting of the Canadian Agricultural Economics Society. Denver, Colorado. July 27, 2010.

Rickard, Bradley J., and L. Lei. “Tariffs and non-tariff barriers in international markets for fresh fruit products.” Presented as part of an organized FAMPS Track Session at the Annual Meeting of the Agricultural and Applied Economics Association. Denver, Colorado. July 26, 2010.

Rickard, B.J., J. Liaukonyte, H.M. Kaiser, and T.J. Richards. “Consumer response to commodity-specific and broad-based promotion programs for fruits and vegetables.” Presented at the Annual Meeting of the Canadian Agricultural Economics Society. Denver, Colorado. July 26, 2010.

Schroeter, C., H. Brunke, and B. Rickard “Examining acreage adjustments for wine grapes in cool climate production areas.” Presented at the Annual Meeting of the American Association of Wine Economists. Davis, California. June 26, 2010.

Rickard, Bradley J. “The economics of introducing wine into grocery stores.” Presented at the Annual Meeting of the Northeastern Agricultural and Resource Economics Association. Atlantic City, New Jersey. June 14, 2010.

Rickard, Bradley J., and L. Lei “The impact of tariffs and phytosanitary barriers on international trade patterns of fresh fruit products.” Presented at the Annual Meeting of the Australian Agricultural and Resource Economics Society. Adelaide, Australia. February 12, 2010.

Rickard, Bradley J. “Introducing wine into grocery stores in New York State: Implications for global wine markets.” Presented at the Workshop for the American Association of Wine Economists. Adelaide, Australia. February 8, 2010.

Recent Extension and Outreach Publications

Rickard, B., and M. Wiltberger. 2020. Perspectives on Fruits and Vegetables. In the Cornell-CALS Report titled “Impact of COVID-19 on New York Agriculture.”

Ellison, B., B. McFadden, B. Rickard, and N. Wilson. 2020. Food Loss and Waste in the United States during COVID-19. In CAST Commentary: Economic Impacts of COVID-19 on Food and Agricultural Markets. Available at: <https://www.cast-science.org/wp-content/uploads/2020/06/QTA2020-3-COVID-Impacts.pdf>

- Livat, F., and B. Rickard. "US tariffs on French wine: big talk, potentially unintended consequences." *The Conversation*. September 5, 2019. Available at: <https://theconversation.com/us-tariffs-on-french-wine-big-talk-potentially-unintended-consequences-122975>
- Kelley, K., J. Bruwer, J. Zelinskie, D.M. Gardner, R. Govindasamy, J. Hyde, and B.J. Rickard. 2019. "Travel group member type effects in wine tourism." *Tourism Recreation Research* 44(1): 54–65.
- Rickard, B.J., T.M. Schmit, M.I. Gómez, and H. Lu. 2018. "Brand personalities; the importance of names for new apple varieties." *Fruit World* 18(1): 99–105.
- A. Miller, K.M. Kelley, D.M. Gardner, R. Govindasamy, J. Hyde, B. Rickard, and K. Storchmann. 2018. Assisting Mid-Atlantic wine industry stakeholders develop more consumer-centric marketing strategies: Results from an internet study. *Journal of Extension* 56(1): 1–12.
- Rickard, B., T. Schmit, and P. Shapiro. 2016. The economic implications of using New York State farm products in school lunches. Community and Rural Development Institute, Department of Development Sociology, Cornell University. Research and Policy Brief, Issue No. 72. April 2016.
- Gerling, C., O. Padilla-Zakour, A.K. Mansfield, D.C. Manns, C. McGregor, B. Rickard, and M. Sugrue. 2016. Fermentation optimization and consumer acceptance evaluation of New York apple varieties a base for hard cider. *New York Fruit Quarterly* 24(1): 20–23.
- Maloney, T., M. Smith, R. Saputo, and B. Rickard. 2015. Workforce Issues: Profiles of Specialty Crop Farms in New York State. *AEM Extension Bulletin No. 2015-13*.
- Doerflinger, F., B. Rickard, J. Nock, and C. Watkins. 2015. Early harvest is a critical factor in decreasing flesh browning development of 'Empire' apples. *New York Fruit Quarterly* 23(3): 30–34.
- Baker, P., A. De Marree, S.-T. Ho, T. Maloney, and B. Rickard. 2015. Labor Issues and Employment Practices on New York Apple Farms. *AEM Extension Bulletin No. 2015-02*.
- Rickard, B.J. "Chapter 9: Outlook for Fruits and Vegetables," in the 2015 New York Economic Handbook. E.B. 2014–10, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2014.
- Perla, J., B. Rickard, and T. Schmit. Do Restaurants in New York State Cater to "Locapours"? *Appellation Cornell*, Research Focus 2014-1: Cornell Viticulture and Enology. March 2014.
- Rickard, B.J. "Chapter 9: Outlook for Fruits and Vegetables," in the 2014 New York Economic Handbook. E.B. 2013–18, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2013.

Perla, J., and B. Rickard. “Do restaurants cater to locapours? Using ZAGAT® survey data to examine factors that influence wine list selections.” *Smart Marketing*. Charles H. Dyson School of Applied Economics and Management. June 2013.

Perla, J., and B.J. Rickard. The Impact of Trade Liberalization with Canada on New York State Wineries. Community and Rural Development Institute, Department of Development Sociology, Cornell University. Research and Policy Brief, Issue No. 52. February 2013.

Rickard, B.J. “Chapter 9: Outlook for Fruits and Vegetables,” in the 2013 New York Economic Handbook. E.B. 2012–18, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2012.

Rickard, B.J., and J. Perla. “The Trans-Pacific Partnership and its Potential Impact on Sales of NYS Wines to Canadians.” *Smart Marketing*. Dyson School of Applied Economics and Management. September 2012.

Ho S.-T., B. Rickard, J. Kikkert, K. Klotzbach, S. Reiners, and M. Smith. 2011. Examining the Costs of Producing Processing Snap Beans and Green Peas in New York State. *AEM Extension Bulletin No. 2011-10*.

Schmit, T., M. Stephenson, B. Rickard, and M. Gómez. 2011. “Agricultural Markets Outlook.” Community and Regional Development Institute, Cornell University. Research & Policy Brief Series, Issue No. 45. December 2011.

Rickard, B.J. “Chapter 9: Fruits and Vegetables,” in the 2012 New York Economic Handbook. E.B. 2011–09, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2011.

Rickard, B.J., T.M. Schmit, M.I. Gómez, and H. Lu. “It’s All What You Call It: The Importance of Names for New Apple Varieties.” *Smart Marketing*. Charles H. Dyson School of Applied Economics and Management. October 2011.

Rickard, B.J., T.M. Schmit, M.I. Gómez, and H. Lu. 2011. “Does the name matter? Developing brands for patented fruit varieties.” *New York Fruit Quarterly* 19(3): 5–8.

Liaukonyte, J., B. Rickard, H. Kaiser, T. Richards, and A. Okrent. 2011. “Evaluating Advertising Strategies for Fruits and Vegetables and the Implications for Obesity in the United States.” *Smart Marketing*, Dyson School of Applied Economics and Management, Cornell University. November 2011.

Rickard, B. “How Do Consumers Respond to Advertising Programs for Fruits and Vegetables?” *Smart Marketing*. Dyson School of Applied Economics and Management. January 2011.

Gómez, M.I., and B.J. Rickard. “Chapter 10: Specialty Crops,” in the 2011 New York Economic Handbook. E.B. 2009–17, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2010.

Rickard, B.J. “Situation and Outlook for Fruit” in Federal Reference Manual for Regional Schools: Income Tax Management and Reporting for Small Businesses and Farms. E.B. 2010-23, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2010.

Chan, S., B. Caldwell, and B. Rickard. 2010. An economic analysis of alternative cropping systems in organic vegetable production. *AEM Extension Bulletin No. 2010-14*.

Other Trade and Industry Publications

Prevor, J. “Using Wine Studies to Predict Produce Demand Based On Peer Reviews, Expert Reviews And Local/National Preferences.” Featured Interview on the *Perishable Pundit*. December 9 2019. Available at: <http://www.perishablepundit.com/#4>

Silverberg, D. “Can a new apple take over the world?” Featured on the *BBC, Business*. October 17, 2019. Available at: <https://www.bbc.com/news/business-50048782>

Pellechia, T. “Research Shows That Wine Tariffs Are Not Easy; Increasing Them May Be Harder.” Featured on *Forbes*. September 10, 2019. Available at: <https://www.forbes.com/sites/thomaspellechia/2019/09/10/research-shows-that-wine-tariffs-are-not-easy-increasing-them-may-be-harder/#124ccfb3400b>

Rand, B. “New York vintners urged to pop their corks at annual wine event.” Featured in the *Cornell Chronicle*. March 1, 2018. Available at: <http://news.cornell.edu/stories/2018/03/new-york-vintners-urged-pop-their-corks-annual-wine-event>

Goldmark, Alex. “Episode 813: The Produce Show” Featured on the *Planet Money* podcast. December 15, 2017. Available at: <https://www.npr.org/sections/money/2017/12/15/571122509/episode-813-the-produce-show>

Prevor, J. “Quantity, Value and Diversity: The 10-Year Evolution Of Consumer Purchase Preferences For Packaged Produce”. Featured Interview on the *Perishable Pundit*. June 2017. Available at: <http://www.perishablepundit.com/index.php?date=06/06/17>

Ramanujan, K. “School lunch subsidy could boost local farms, economies.” Featured in the *Cornell Chronicle*. May 9, 2016. Available at: <http://www.news.cornell.edu/stories/2016/05/school-lunch-subsidy-could-boost-local-farms-economies>

Rickard, B. “Apple Outlook for 2016.” *American Agriculturalist*. March 2016.

Prevor, J. “What’s in A Word? Sell By, Use By, Best By And Fresh By. Can A Word Alter Food Waste Significantly?” Featured Interview on the *Perishable Pundit*. November 2015. Available at: <http://www.perishablepundit.com/index.php?date=11/12/15>

Rickard, B., and K. Gallardo. "Apple Outlook for 2015." *American Agriculturalist*. March 2015.

Prevor, J. "Will 'GMO Free' Be The New Organic?" Featured Interview on the *Perishable Pundit*. November 2014. Available at: <http://www.perishablepundit.com/index.php?date=11/03/14#1>

Rickard, B., and A. DeMarree "Apple Outlook for 2014." *American Agriculturalist*. March 2014.

Garris, A. "Economists explore 'loca-pouring' of wines." Featured in the Cornell Chronicle. October 15, 2013. Available at: <http://www.news.cornell.edu/stories/2013/10/economists-explore-loca-pouring-wines>

Rickard, B. "Apple Outlook for 2013." *American Agriculturalist*. March 2013.
Editorial Staff. "The nanny state's biggest test: Should governments make their citizens exercise more and eat less?" Featured in an article in *The Economist*. December 15, 2012. Available at: <http://www.economist.com/news/special-report/21568074-should-governments-make-their-citizens-exercise-more-and-eat-less-nanny-states>

Prevor, J. "Immigration, One of The Hottest Post-Election Issues, Will Be Brought To The Floor Of The New York Produce Show And Conference." Featured Interview on the *Perishable Pundit*. October 2012. Available at: <http://www.perishablepundit.com/index.php?article=2795>

Rickard, B., and J. Perla. 2012. "The Trans-Pacific Partnership and Wine Sales to Canadians." New York Farm Bureau's *Grassroots*: Guest Opinion. 1(10), page 5. October 2012.

Sexton, Steve. "Could it be that U.S. farm policy *isn't* making us fatter?" Featured in an article on *Freakonomics*. April 9, 2012. Available at: <http://www.freakonomics.com/2012/04/09/could-it-be-that-u-s-farm-policy-isn%E2%80%99t-making-us-fatter/>

Muirhead, Sarah. "Obesity, farm policy not linked." Featured in an article in *Feedstuffs: The Weekly Newspaper for Agribusiness*. March 24, 2012. Available at: <http://www.feedstuffs.com/ME2/dirmod.asp?sid=F4D1A9DFCD974EAD8CD5205E15C1CB42&nm=&type=news&mod=News&mid=A3D60400B4204079A76C4B1B129CB433&tier=3&nid=83CEB318857E427C96D5CF3E51F141DC>

Rickard, B. "Apple Outlook for 2012." *American Agriculturalist*. March 2012.
Shea, Christopher. "Do Farm Subsidies Cause Obesity?" Featured in an article in the *Wall Street Journal* (blog and print versions). February 29, 2012. Available at: <http://blogs.wsj.com/ideas-market/2012/02/29/do-farm-subsidies-cause-obesity/>

Kliff, Sarah. "The case for cheaper wine, in one chart." Featured in an article on *Washington Post's Wonkblog*. January 11, 2012. Available at: http://www.washingtonpost.com/blogs/ezra-klein/post/the-case-for-cheaper-wine-in-one-chart/2012/01/11/gIQARwjtqP_blog.html

Niiler, Eric. “Drunk Drivers More Likely to Drink Beer: Wine consumption is linked to fewer drunk driving deaths.” Featured in an article on *Discovery News*. December 30, 2011. Available at: <http://news.discovery.com/human/drunken-drivers-drink-beer-111230.html>

Prevor, J. “What’s in a Name? Professor Brad Rickard of Cornell Produces New Research that Indicates Shakespeare May Have Been in Error... On Apples at Least.” Featured Interview with the *Perishable Pundit*. October 4, 2011. Available at: <http://www.perishablepundit.com/index.php?date=10/04/11>

Rickard, B. “Understanding How Consumers Respond to Advertising Programs for Fruits and Vegetables?” Research Perspectives Column in *Produce Business* 27(6): p.12, June 2011.

Rickard, B. “Apple Outlook for 2011.” *American Agriculturalist*. March 2011.

Prevor, J. “Cornell’s Brad Rickard To Unveil Generic Produce Promotion Research Done By Cornell and Arizona State University At New York Produce Show And Conference.” Featured Interview on the *Perishable Pundit*. October 2010. Available at: <http://www.perishablepundit.com/index.php?date=10/25/10&pundit=1>

Wien H. Chris, Miguel I. Gómez, and Bradley Rickard. The Economics of High Tunnels. *American Vegetable Grower*. October 2010.

Rickard, B.J. “New, fairer bill could help state and industry.” An Opinion-Editorial Contribution to *Buffalo News*. February 5, 2010. Available at: <http://www.buffalonews.com/2010/02/05/946420/new-fairer-bill-could-help-state.html>

Recent Extension Presentations

Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the Dyson School Agricultural Outlook (Virtual) Conference. Ithaca, NY. January 25, 2021. 25 attendees.

Adalja, A., F. Livat, B.J. Rickard, and A. Susskind. “Examining consumer demand for New York sparkling wines: The roles of peer reviews.” Presented at the Cornell Recent Advances in Viticulture and Enology (CRAVE) annual (virtual) conference. December 10, 2020. 35 attendees.

Rickard, Bradley. “The impact of COVID-19 on fruit and vegetable markets in the Northeast.” Presented as part of the Farm Credit East webinar series. June 25, 2020. 50 attendees.

Rickard, Bradley. “COVID-19 and its effects on New York State agricultural markets.” Presented as a CALS-Dyson webinar to NYS legislators. May 18, 2020. 90 attendees.

Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 17, 2020. 20 attendees.

Adalja, A., and B. Rickard. “Dissonant opinions and the home bias: A study of consumer demand for local products.” Presented at the New York Produce Show and Conference. New York, NY. December 12, 2019. 40 attendees.

Rickard, Bradley. “Findings from recent Cornell research examining consumers of fresh produce.” Presented as part of the Future-Leaders-in-Produce Foundational Excellence Program at New York Produce Show and Conference. New York, NY. December 10, 2019. 75 attendees.

Rickard, Bradley. “An overview of regulations facing the U.S. wine market.” Presented to visitors from CHANGINS School of Viticulture and Enology in Switzerland. Ithaca, NY. June 18, 2019. 12 attendees.

Rickard, Bradley. “The Economic Implications of Adopting Geneva Apple Rootstocks” Presented at the 62nd Annual meeting of the International Tree Fruit Association. Rochester, NY. February 25, 2019. 250 attendees.

Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 18, 2019. 20 attendees.

Gallardo, R.K., and B. Rickard. “A Comparison of Supply Chain Agents’ Willingness to Pay for Fruit Quality Attributes.” Presented at the New York Produce Show and Conference. New York, NY. December 12, 2018. 40 attendees.

Rickard, Bradley. “Findings from recent Cornell research examining consumers and fresh produce.” Presented as part of the Future-Leaders-in-Produce Foundational Excellence Program at New York Produce Show and Conference. New York, NY. December 10, 2018. 75 attendees.

Rickard, Bradley. “The Economic Implications of Adopting Geneva Apple Rootstocks” Presented at the Cornell Agriculture and Food Systems In-service: Farm Management and Marketing. Ithaca, NY. November 15, 2018. 12 attendees.

Rickard, Bradley J. “Consumer Response to French and American “Fun” Wine Labels” Presented at the B.E.V. Annual Meeting. Rochester, NY. February 28, 2018. 120 attendees.

Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 22, 2018. 20 attendees.

Rickard, Bradley. “Food waste, date labels, and consumption of fruits and vegetables.” Presented at the New York Produce Show and Conference. New York, NY. December 13, 2017. 40 attendees.

Rickard, Bradley. “Key consumer trends and issues for food retailers.” Presented as part of the Future-Leaders-in-Produce Foundational Excellence Program at New York Produce Show and Conference. New York, NY. December 11, 2017. 75 attendees.

Zelinskie, J., K. Kelley, D. Gardner, R. Govindasamy, J. Hyde, B. Rickard, and K. Storchmann. “An assessment of winery tasting room marketing strategies based on Mid-Atlantic (New Jersey, New York, and Pennsylvania) consumer surveys.” Presented at the Annual Meeting of the American Society of Enology and Viticulture/Eastern Section. Charlottesville, VA. July 10, 2017. 50 attendees.

Kelley, K. M., J. Zelinskie, M. Centinari, D. Gardner, R. Govindasamy, J. Hyde, B. Rickard, and K. Storchmann. “Consumer preferences for sustainable wine attributes: A conjoint analysis.” Presented at the Annual Meeting of the American Association of Wine Economists. Padua, Italy. June 30, 2017. 35 attendees.

Saputo, R. and B. Rickard. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 24, 2017. 25 attendees.

Rickard, B. “Matching Market Supply with Demand in NY Fruit and Vegetable Markets.” Presented at the NYBA Annual Conference. Batavia, New York. July 8, 2016. 60 attendees.

Kelley, K., A. Miller, D. Gardner, R. Govindasamy, J. Hyde, B. Rickard, and K. Storchmann. “Characteristics of Wine Consumers in the Mid-Atlantic States: An Econometric Analysis.” Presented at the Annual Meeting of the American Association of Wine Economists. Bordeaux, France. June 22, 2016. 65 attendees.

Rickard, Bradley. “Food waste: The role of package size and date labels.” Presented at the London Produce Show and Conference. London, UK. June 3, 2016. 50 attendees.

Rickard, Bradley J. “Consumer Purchasing Patterns for Wine: National Trends and Regional Observations.” Presented at the B.E.V. Annual Meeting. Rochester, NY. March 3, 2016. 120 attendees.

Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 20, 2016. 25 attendees.

Rickard, Bradley. “Food waste: The role of package size and date labels.” Presented at the New York Produce Show and Conference. New York, NY. December 2, 2015. 40 attendees.

Rickard, Bradley. “Consumer response to the introduction of GMOs in fruit and vegetable markets.” Presented at the London Produce Show and Conference. London, UK. June 4, 2015. 40 attendees.

Rickard, Bradley. “The economics of adopting higher density apple orchards.” Presented as part of the Master Pomologist Course Workshop, *Training Smallholder Farmers in China for Sustainable Production and Domestic Market Access*. Shandong and Shanxxi Provinces, China. March 4 to 16, 2015.

Rickard, Bradley J. “Retail Availability of Wine and Product Diversity.” Presented at the B.E.V. Annual Meeting. Rochester, NY. February 26, 2015. 120 attendees.

Rickard, Bradley. “Will 'GMO Free' Be the New Organic?” Presented at the New York Produce Show and Conference. New York, NY. December 3, 2014. 40 attendees.

Rickard, Bradley. “Entrepreneurship in NYS agriculture: Developing markets for Snapdragon and Rubyfrost.” Presented to the Northeast Agribusiness Seminar. Geneva, NY. July 11, 2014. 45 attendees.

Rickard, Bradley J. “The Likely Impacts of TPP and TTIP on Wine Markets.” Presented at the B.E.V. Annual Meeting. Seneca Falls, NY. February 27, 2014. 120 attendees.

Rickard, Bradley J. “The Role of Reputation for Emerging Wine Regions in the Eastern United States.” Presented at the Virginia Vintners Association’s Winter Technical Meeting. Charlottesville, VA. February 1, 2014. 150 attendees.

Welch, Dan, and B. Rickard. “Results from the first year of the Berry Farm Business Summary.” Presented at the Berry Crops Session as part of the Fruit and Vegetable Expo, Syracuse, NY. January 22, 2014. 65 attendees.

Rickard, Bradley. “Looking for locavores and locapours: Examining factors that influence restaurant demand for local products.” Presented at the New York Produce Show and Conference. New York, NY. December 11, 2013. 15 attendees.

Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the AEM Agricultural Outlook Conference. Ithaca, NY. December 10, 2013. 25 attendees.

Rickard, Bradley. “How should universities license patents for new apple varieties?” Presented at the Cornell Agriculture and Food Systems In-service: Farm Management and Marketing. Ithaca, NY. November 19, 2013. 12 attendees.

Rickard, Bradley. “Does the name matter? Examining consumer demand for the newly released apple varieties from Cornell University.” Presented to students at the Chicago High School for Agricultural Sciences. Chicago, IL. October 7, 2013.

Rickard, Bradley. “Developing cost of production studies for fruits and vegetables in NYS.” Presented at the Dyson School of Applied Economics and Management’s Annual Farm Management Retreat. Syracuse, NY. August 15, 2013. 45 attendees.

Rickard, Bradley. “University licensing of patents for varietal innovations in agriculture.” Presented as an Extension Seminar in the Dyson School of Applied Economics and Management. Ithaca, NY. April 3, 2013. 25 attendees.

Perla, J. and B. Rickard. “Do restaurants cater to locapours? Examining factors that influence wine list selections at restaurants in New York State.” Presented at *Vit 2013*. Rochester, NY. February 7, 2013. 50 attendees.

Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the AEM Agricultural Outlook Conference. Ithaca, NY. December 18, 2012. 25 attendees.

Smith, M., T. Maloney, and B. Rickard. “An overview of labor management options and the likely effects of labor policy reform in the horticultural industry.” Presented at the New York Produce Show and Conference. New York, NY. December 5, 2012. 35 attendees.

Perla, J. and B. Rickard. “Do restaurants cater to locapours? Using ZAGAT® survey data to examine factors that influence wine list selections.” Presented at the Cornell Agriculture and Food Systems In-service: Cornell Recent Advances in Viticulture and Enology. Ithaca, NY. November 16, 2012. 18 attendees.

Rickard, Bradley. “The role of reputation in the development of the wine industry in New York State.” Presented at the Cornell Agriculture and Food Systems In-service: Farm Management and Marketing. Ithaca, NY. November 15, 2012. 28 attendees.

Rickard, Bradley. “Developing a reputation for premium wines in the Finger Lakes region.” Presented as a Seminar in the Horticulture Department, Cornell University, Ithaca, NY. March 5, 2012. 30 attendees.

Rickard, Bradley. “The role of reputation in the development of the wine industry in New York State.” Presented at the Finger Lakes Wine and Grape Symposium: Wine Industry Workshop. Seneca Falls, NY. March 2, 2012. 40 attendees.

Rickard, Bradley. “The Competitiveness Situation for New York State’s Processing Vegetable Industry.” Presented at the Processing Vegetable Crops Session as part of the Fruit and Vegetable Expo, Syracuse, NY. January 24, 2012. 50 attendees.

Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the AEM Agricultural Outlook Conference. Ithaca, NY. December 14, 2011. 25 attendees.

Rickard, Bradley. “How have agricultural policies influenced caloric consumption patterns in the United States?” Presented as a Division of Nutritional Sciences Seminar, Cornell University. November 21, 2011. 35 Attendees.

Rickard, Bradley. “Links between wine availability, alcohol consumption, and traffic fatalities.” Presented at the Cornell Agriculture and Food Systems In-service: Cornell Recent Advances in Viticulture and Enology. Ithaca, NY. November 16, 2011. 18 attendees.

Rickard, Bradley. “How do agricultural policies impact food consumption and obesity?” Presented at the Cornell Agriculture and Food Systems In-service: Farm Management and Marketing. Ithaca, NY. November 15, 2011. 14 attendees.

Rickard, Bradley. “Does the name matter? Assessing demand for managed apple varieties and traditional apple varieties.” Presented at the New York Produce Show and Conference. New York City, NY. November 10, 2011. 40 attendees.

Rickard, Bradley. “An Update on Horticultural Markets and Policies in NYS.” Presented to Governor Cuomo’s Staff, A Meeting Organized by CALS. Ithaca, NY. July 19, 2011. 15 attendees.

Rickard, Bradley. “A Framework to Assess the Decision to Adopt New Apple Varieties.” Presented at the Dyson School of Applied Economics and Management’s Annual Farm Management Retreat. Syracuse, NY. June 19, 2011. 25 attendees.

Rickard, Bradley. “Examining the links between wine distribution laws, alcohol consumption, and traffic fatalities.” Presented at the New York Wine Industry Workshop. Geneva, NY. April 13, 2011. 100 attendees.

Rickard, Bradley. “Using the lab to understand how apple consumers will respond to the introduction of selected ‘managed’ varieties.” Presented at the CCE-Hudson Valley Fruit School. Kingston, NY. February 16, 2011. 90 attendees.

Rickard, Bradley. “Using the lab to understand how apple consumers will respond to the introduction of selected ‘managed’ varieties.” Presented at the CCE-Orleans County Fruit School. Albion, NY. January 19, 2011. 105 attendees.

Rickard, Bradley. “Using the lab to understand how apple consumers will respond to the introduction of selected ‘managed’ varieties.” Presented at the CCE-Wayne County Fruit School. Newark, NY. January 18, 2011. 100 attendees.

Rickard, Bradley. “Towards a better understanding of consumer response to advertising campaigns for fruits and vegetables in the United States and Canada.” Poster presented at the Food and Farm Policy Conference. Ottawa, Canada. January 12, 2011. 320 attendees.

Rickard, Bradley. “A situation and outlook report for key fruit and vegetable products in New York State.” Presented at the Dyson School of Applied Economics and Management’s Annual Outlook Conference, Ithaca, NY. December 14, 2010. 15 attendees.

Rickard, Bradley. “Consumer response to NY1: Results from the lab at Cornell.” Presented at the NYAG Executive Committee Annual Meeting. Syracuse, NY. December 2, 2010. 45 attendees.

Rickard, Bradley. “Towards a better understanding of consumer response to broad-based advertising programs for fruits and vegetables.” Presented at the Cornell Agriculture and Food Systems In-service: Farm Management and Marketing. Ithaca, NY. November 17, 2010. 35 attendees.

Rickard, Bradley. “Towards a better understanding of consumer response to broad-based advertising programs for fruits and vegetables: Evidence from the lab at Cornell.” Presented as an Education Seminar at the New York Produce Show and Conference. New York, NY. November 10, 2010. 25 attendees.

Rickard, Bradley. “Using the lab to understand consumer response to commodity-specific and broad-based advertising programs for fruits and vegetables.” Presented as an Extension Seminar in the Dyson School of Applied Economics and Management. Ithaca, NY. September 15, 2010. 20 attendees.

Rickard, Bradley. “Introducing wine into grocery stores: Economic implications and transitional issues.” Presented to the Northeast Agribusiness Seminar. Geneva, NY. July 9, 2010. 45 attendees.

Rickard, Bradley. “Assessing how alternative promotional efforts will impact the demand for managed apple varieties and traditional apple varieties.” Presented at the CCE-Champlain Valley Fruit School. Lake George, NY. February 25, 2010. 70 attendees.

Rickard, Bradley. “Assessing how alternative promotional efforts will impact the demand for managed apple varieties and traditional apple varieties.” Presented at the CCE-Hudson Valley Fruit School. Kingston, NY. February 24, 2010. 80 attendees.

Rickard, Bradley. “Assessing how alternative promotional efforts will impact the demand for managed apple varieties and traditional apple varieties.” Presented at the CCE-Wayne County Fruit School. Newark, NY. January 20, 2010. 100 attendees.

Rickard, Bradley. “Assessing how alternative promotional efforts will impact the demand for managed apple varieties and traditional apple varieties.” Presented at the CCE-Orleans County Fruit School. Albion, NY. January 19, 2010. 95 attendees.

Recent Grant Support

Cost of production studies for processing vegetables in New York State. Lead PI: B. Rickard, Cornell University. Duration: 1/1/09 – 6/30/11. Funded by the New York Vegetable Research Council. Total Award \$8,900.

Examining the role of planting restrictions for fruits and vegetables in the United States. Lead PI: B. Rickard, Cornell University. Duration 10/1/09 – 9/30/11. Funded as a Cooperative Agreement by USDA-ERS. Total Award \$18,900.

Examining the competitiveness of key fruit and vegetable sectors in New York. Lead PI: B. Rickard, Cornell University. Duration 10/1/10 – 9/30/15. Funded by USDA-CSRESS, Hatch-Smith Lever Multistate. Total Award \$123,000

Organic Cropping Systems Project. Lead PI: Chuck Mohler, Cornell University. Duration: 10/1/09 – 9/30/13. Funded by USDA-CSRESS-OREI. Total Award \$1,507,000; Dyson Award \$45,000.

Advertising of fruits and vegetables: Understanding the effects of commodity-specific and broad-based promotion programs using experimental economics. Lead PI: B. Rickard, Cornell University. Duration: 4/1/10 – 3/31/11. Funded by Consumer Markets and Demand Network, University of Alberta, Canada. Total Award \$21,500.

A diagnostic toolbox for integrated management of apple postharvest necrotic disorders. Lead PI: D. Rudell, USDA-ARS. Duration: 10/1/10 – 9/31/14. Funded by USDA-SCRI. Total Award \$2,100,000; Dyson Award \$105,000.

Improved grape and wine quality in a challenging environment: An eastern US model for sustainability and economic vitality. Lead PI: T. Wolf, Virginia Tech University. Duration: 10/1/10 – 9/31/14. Funded by USDA-SCRI. Total Award \$4,050,000; Dyson Award \$105,000

Optimal pricing of patented perennial crops considering implications for innovation. Lead PI: B. Rickard. Duration: 1/1/12 – 12/31/14. Funded by USDA-AFRI, Markets and Trade. Total Award \$349,000; Dyson Award \$120,000.

Spillover Effects of Foreign Promotion Efforts for Fruits and Vegetables. Lead PI: B. Rickard, Cornell University. Duration: 4/1/11 – 3/31/12. Funded by Consumer Markets and Demand Network, University of Alberta, Canada. Total Award \$12,000.

Exploring Implications for Mesoclimatic Modification Systems for Fruit Farms in New York State. Lead PI: T. Robinson, Horticulture, Cornell University. Duration 1/1/12 – 12/31/14. Funded by USDA-AFRI Small Farms Program. Total Award \$400,000; Dyson Award \$110,000.

Examining Current Labor Options and the Impact of Labor Policy Reform on Specialty Crop Markets in NYS. Lead PI: B. Rickard. Duration: 4/1/13 – 3/31/15. Funded by the Specialty Crop Block Grant Program, New York State Department of Agriculture and Markets. Total Award \$96,759; Dyson Award \$91,500.

Building a Better Bottom Line for NYS Berry Growers. Lead PI: M. Pritts, Horticulture, Cornell University. Duration: 4/1/13 – 3/31/14. Funded by the New York Farm Viability Institute. Total Award \$95,000; Dyson Award \$9,000.

Examining barriers to U.S.-EU trade and the effects of the Trans-Atlantic Trade and Investment Partnership on selected commodity markets. Lead PI: B. Rickard, Cornell University. Duration 10/1/13 – 9/30/14. Funded as a Cooperative Agreement by USDA-ERS. Total Award \$15,000. Commercialization of New Crop Varieties. Lead-PI: J. McCluskey, School of Economic Sciences, Washington State University. Duration 9/1/2014 – 8/31/2015. Funded by the Emerging Research Issues for Washington Agriculture Program. Total Award \$40,000.

Farmer Designed Systems to Reduce Tillage in Organic Vegetables. Lead PI: Anu Rangarajan, Cornell University. Duration: 10/1/14 – 9/30/18. Funded by USDA-CSRESS-OREI. Total Award \$1,996,783; Dyson Award \$148,000.

Food Waste: Consumer Response to Information, Technology, and Risk. Lead PI: B. Rickard. Duration: 1/1/16 – 12/31/17. Funded by USDA-AFRI, Markets and Trade. Total Award \$499,000; Dyson Award \$260,000.

Designing crop insurance programs for specialty crops. Lead PI: D. Sumner, UC Davis. Duration: 1/1/16 – 12/31/17. Funded by USDA-AFRI, Markets and Trade. Total Award \$499,000; Dyson Award \$120,000.

Accelerating the Development, Evaluation, and Adoption of New Apple Rootstock Technologies to Improve Apple Growers Profitability and Sustainability. Lead PI: L. Chang, Cornell University. Duration: 10/1/16 – 9/31/21. Funded by USDA-SCRI. Total Award \$4,281,000; Dyson Award \$542,800.

VitisGEN2: Application of next generation technologies to accelerate grapevine cultivar development. Lead PI: B. Reisch, Cornell University. Duration: 10/1/17 – 9/31/22. Funded by USDA-SCRI. Total Award \$7,024,8000; Dyson Award \$100,500.