

Bradley J. Rickard

Professor of Food and Agricultural Economics
Charles H. Dyson School of Applied Economics and Management
SC Johnson College of Business
College of Agriculture and Life Sciences
Cornell University
450C Warren Hall
Ithaca, NY 14853

Office: 607.255.7417

Mobile: 607.262.0324

E-mail: b.rickard@cornell.edu

<https://orcid.org/0000-0002-2245-747X>

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

Professor (2022 – current), Associate Professor (2015 – 2022), Assistant Professor (2008 – 2015)
Charles H. Dyson School of Applied Economics and Management.
Cornell University, Ithaca, NY.

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

Affiliate Professor (2016 – 2024)
Department of Finance and Economics. KEDGE Business School, Bordeaux, France.

Assistant Professor (2003 – 2008)
Agribusiness Department. California Polytechnic State University. San Luis Obispo.

Areas of Expertise and Specialization

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

Publications – Peer-reviewed Journal Articles

61. Ho, S.-T., O. Gergaud, F. Livat, and B.J. Rickard. Eat, Drink, and Vote. 2026. *Cornell Hospitality Quarterly* (forthcoming). Available at: <https://doi.org/10.1177/19389655251397>
60. Malinovskaya, A., T.J. Richards, and B.J. Rickard. 2026. Destination categories, channel choice, and beer distribution laws. *American Journal of Agricultural Economics* 108(1): 143–175. Available at: <https://doi.org/10.1111/ajae.12516>
59. Corsi, A., D. Jaud, R. Lunardo, B. Rickard, and C. Saintives. 2025. Why and When Should Brands Turn Organic? A Twofold Market-Offering Perspective. *European Journal of Marketing* 59(13): 1–30. Available at: <http://doi.org/10.1108/EJM-12-2023-0889>
58. Krasovskaia, E., B.J. Rickard, B. Ellison, B. McFadden, and N. Wilson. 2024. Food labeling: Ingredient exemptions and product claims. *Agricultural and Resource Economics Review* 53(2): 298–319. Available at: <https://doi.org/10.1017/age.2024.2>
57. Cariou, P. R.A. Halim, and B.J. Rickard. 2023. Ship-owner response to carbon taxes: Industry and environmental implications. *Ecological Economics* 212(October), Article 107917. Available at: <https://doi.org/10.1016/j.ecolecon.2023.107917>
56. Uddin, A., R.K. Gallardo, B.J. Rickard, J.M. Alston, O. Sambucci. 2023. Consumers' willingness to accept gene edited fruit? An application to quality traits for fresh table grapes. *Q Open: A Journal of Agricultural, Climate, Environmental, Food, Resource, and Rural Development Economics* 3(1): 1–30. Available at: <https://doi.org/10.1093/qopen/qoad008>
55. Rickard, B.J., S.-T. Ho, F. Livat, and A. Okrent. 2023. Date labels, food waste, and supply chain implications. *European Review of Agricultural Economics* 50(1): 29–58. Available at: <https://doi.org/10.1093/erae/jbac021>
54. Uddin, A., R.K. Gallardo, B.J. Rickard, J.M. Alston, O. Sambucci. 2022. Consumer acceptance of new plant-breeding technologies: An application to the use of gene editing in fresh table grapes. *PLoS ONE* 17(12): e0270792. Available at: <https://doi.org/10.1371/journal.pone.0270792>
53. Ho, S.-T., and B.J. Rickard. 2021. Regulation and purchase diversity: Empirical evidence from the U.S. alcohol market. *International Review of Law and Economics* 68(December), Article 106008.
52. Richards, T.J., and B.J. Rickard. 2021. Dynamic model of beer pricing and buyouts. *Agribusiness: An International Journal* 37(4): 685–712.
51. Weis, C., A. Narang, B.J. Rickard, and D. Souza Monteiro. 2021. Effects of date labels and freshness indicators on food waste patterns in the United States and the United Kingdom. *Sustainability* 13(14), Article 7897. Available at: <https://doi.org/10.3390/su13147897>

50. 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(3): 346–356.
49. Chenarides, L. T.J. Richards, and B.J. Rickard. 2021. COVID-19 impact on fruit and vegetable markets: One year later. *Canadian Journal of Agricultural Economics/Revue Canadienne d'Agroéconomie* 69(2): 203–214.
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): 58–72.
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.

Working Papers

1. Adalja, A., F. Livat, B.J. Rickard, and A. Susskind. Peer reviews and within-category consumer response.
2. Wansink, V., M. Smith, B. Rickard, J. E. Vanden Heuvel, and O. Bynke. Introducing new wine varieties: Does the message matter?

3. Chang, Y.-P., A. Byrne, J. Li, and B.J. Rickard. Demand for non-alcoholic beverages in the United States.
4. Cariou, P. R.A. Halim, and B.J. Rickard. Maritime environmental policy and agricultural trade.
5. Rickard, B.J., Y.-P. Chang, A. Susskind, and J. E. Vanden Heuvel. Economics of Winegrape Adaptation: Technology Adoption, Cultivar Selection, or Migration?

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.

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, Psychology & Marketing, Resource and Energy Economics, Review of Agricultural Economics, Review of International Economics, Sustainability, Wine Economics and Policy.

Professional Service

Journal of Wine Economics, Co-Editor (2021 to present)
Board Member, Northeast Agricultural and Resource Economics Association (2020 to 2023)

Graduate Field Membership at Cornell University

Applied Economics and Management; Horticulture; Public Affairs

Selected Awards

Sun West Foods Outstanding Agribusiness Faculty Member Award, California Polytechnic State University, San Luis Obispo. 2005.

New York Wine and Grape Foundation, Research and Education Award. 2015
CALS Outstanding Accomplishments in Science and Public Policy Award, Cornell University. 2024.

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)

Rickard, B.J., Y.-P. Chang, A. Susskind, and J. E. Vanden Heuvel. Economics of Winegrape Adaptation: Technology Adoption, Cultivar Selection, or Migration? Presented at the Annual Meeting of the American Association of Wine Economics. San Luis Obispo, CA. June 19, 2025.

Rickard, B.J., Y.-P. Chang, and A. Susskind. Evaluating climate adaptation strategies for winegrape growers: Adopt, select, or migrate? Presented at the 6th Workshop of the Alliance for Research on Wine & Hospitality Management. Reims, France. June 27, 2024.

Rickard, B.J. Introducing alcoholic beverages into grocery stores: Industry, social, and consumer implications. Presented at the Vine to Mind Symposium: Decanting Wine's Future with Data Science & AI. Harvard University, Cambridge, MA. June 14, 2024.

Chang, Y.-P., A. Byrne, J. Li, and B.J. Rickard. Estimating demand elasticities for fruit juices in the United States. Presented as a Selected Paper at the annual meeting of the Agricultural and Applied Economics Association. July 23, 2023.

Malinovskaya, A., T.J. Richards, and **B.J. Rickard**. Destination categories, channel choice, and beer distribution laws. Presented at the Annual Meeting of the American Association of Wine Economics. Cape Town, South Africa. June 26, 2023.

Krasovskaia, E., B.J. Rickard, B. Ellison, B. McFadden, and N. Wilson. Food labeling: Ingredient exemptions and product claims. Presented at the annual meeting of the Northeast Agricultural and Resource Economics Association. June 12, 2023.

Uddin, A., R.K. Gallardo, B. Rickard, J.M. Alston, O. Sambucci. 2021. Are Consumers Willing to Accept Gene Edited Fruit? An Application to Quality Traits for Fresh Table Grapes. Presented as a Selected Paper at the annual meeting of the Agricultural and Applied Economics Association. August 4, 2021.

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 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.

Recent Extension and Outreach Publications

Robinson, T.L., L. Gonzalez Nieto, S.-T. Ho, B.J. Rickard, G. Reig, J. Lordan, G. Fazio, S.A. Hoying, M.J. Fargione, and M. Miranda Sazo. 2024. Economic Impact of Fire Blight with Susceptible and Resistant Rootstocks. *Fruit Quarterly* 32(3): 15–22. Available at: https://nyshs.org/wp-content/uploads/2024/11/NYFQ-BOOK-Fall-2024_v3.pdf

Robinson, T.L., L. Gonzalez Nieto, S.-T. Ho, B.J. Rickard, G. Reig, J. Lordan, G. Fazio, S.A. Hoying, M.J. Fargione, and M. Miranda Sazo. 2024. Apple Orchard Economics: Effects of Cultivar, Planting Density. And Rootstock. *Fruit Quarterly* 32(2): 4–11. Available at: https://nyshs.org/wp-content/uploads/2024/08/NYFQ-BOOK-Summer-2024_FINAL_CC_052524.pdf

Gonzalez, L., S.-T. Ho, B.J. Rickard, G. Fazio, G. Reig, J. Lordan, S.A. Hoying, M.J. Fargione, M. Miranda Sazo, and T.L. Robinson. 2024. Estimated Economic Impacts of Fire Blight on Long-Term Orchard Economic Performance with Susceptible and Disease Resistant Rootstocks. *Scientia Horticulturae* 337, Article 113478. Available at: <https://www.sciencedirect.com/science/article/pii/S0304423824006356>

Ho, S.-T., L.G. Nieto, B.J. Rickard, G.Reig, J. Lordan, G. Fazio, S.A. Hoying, M.J. Fargione, M. Miranda Sazo, and T.L. Robinson. 2024. Effects of cultivar, planting density and rootstock on long-term economic performance of apple orchards in the Northeastern U.S. *Scientia Horticulturae* 332, Article 113194. Available at: <https://www.sciencedirect.com/science/article/pii/S0304423824003534>

Astill, G., E. Higgins, S. Raszap Skorbiansky, and B.J. Rickard. 2023. The use of whole-farm revenue protection by specialty crop producers in New York State. *Fruit Quarterly* 31(4): 12–17. Available at: https://nyshs.org/wp-content/uploads/2024/01/NYFQ-BOOK-Winter-2023_FINAL.pdf

Astill, G., E. Higgins, S. Raszap Skorbiansky, and B.J. Rickard. 2023. On the use of whole-farm revenue protection by specialty crop producers in New York State. *Dyson Extension Bulletin* 2023-11. Available at: https://dyson.cornell.edu/wp-content/uploads/sites/5/2023/11/EB_2023-11.pdf

Rickard, B.J., S.G. Ćimović, G. Fazio, and C. Silver. 2023. An economic evaluation of alternative methods to manage fire blight in apple production. *Fruit Quarterly* 31(1): 23–28. Available at: https://nyshs.org/wp-content/uploads/2023/06/NYFQ-BOOK-Spring-2023_v3.pdf

Stup, R., E. Higgins, J. Karszes, B. Rickard, and C. Wolf. 2022. How New York farmers adapted to new farm labor overtime requirements. Cornell Cooperative Extension; Agricultural Workforce Development. Available at: <https://cornell.app.box.com/s/ag2da6v9zv1r9lnnmrlhtqmt0h3cx932>

Raszap Skorbiansky, S., G. Astill, S. Rosch, E. Higgins, J. Ifft, and B.J. Rickard. 2022. Specialty Crop Participation in Federal Risk Management Programs. Economic Information Bulletin Number 241. United States Department of Agriculture, Economic Research Service. Available at: <https://www.ers.usda.gov/publications/pub-details/?pubid=104776>

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.” Available at: <https://cals.cornell.edu/sites/default/files/2020-10/covid19-impacts-white-paper-from-cornell-university.pdf>

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/QT2020-3-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 as a base for hard cider. *New York Fruit Quarterly* 24(1): 20–23.

Other Recent Trade and Industry Publications

Prevor, J. “Consumers, grapes, and gene-editing.” Featured Interview on the *Perishable Pundit*. January 3, 2022. Available at: http://www.perishablepundit.com/index.php?date=01/03/22&utm_source=sendgrid.com&utm_medium=email&utm_campaign=website#7

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>

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>

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>

Recent Extension Presentations

Rickard, Bradley. "Situation and Outlook Report for Fruits and Vegetables." Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 12, 2026. 20 attendees.

Rickard, Bradley. "Marketing Strategies for Produce." Presented as part of the Future-Leaders-in-Produce Foundational Excellence Program at New York Produce Show and Conference. New York, NY. December 2, 2025. 75 attendees.

Rickard, Bradley. "Tariffs and other issues facing the U.S. wine industry." Presented in the C-FARE Webinar titled Navigating Uncertainty: Supply Chain Challenges in the Wine & Spirits Industry. Washington, DC. May 9, 2025. 50 attendees.

Rickard, Bradley. "Situation and Outlook Report for Fruits and Vegetables." Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 17, 2025. 20 attendees.

Rickard, Bradley. "Situation and Outlook Report for Fruits and Vegetables." Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 19, 2024. 10 attendees.

Rickard, Bradley. "Situation and Outlook Report for Fruits and Vegetables." Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 20, 2023. 30 attendees.

Rickard, B.J. "Introducing beer into grocery stores in Colorado: Examining the implications for food sales." Presented at the Cornell Recent Advances in Viticulture and Enology (CRAVE) annual (virtual) conference. January 18, 2023. 30 attendees.

Rickard, B.J. "Introducing beer into supermarkets in Colorado: Implications for other food categories." Presented at the New York Produce Show and Conference. New York, NY. December 1, 2022. 40 attendees.

Rickard, Bradley. "Situation and Outlook Report for Fruits and Vegetables." Presented at the Dyson School Agricultural Outlook Conference. Ithaca, NY. January 19, 2022. 20 attendees.

Rickard, Bradley. "Impact of COVID-19 on the Fruit and Vegetable Industry in New York". Presented at the NYS Tree Fruit (Virtual) Conference. Ithaca, NY. February 3, 2021. 140 attendees.

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.

Recent Grant Support

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.

Risk management for organic farmers: Theory and experiments. Lead PI: J. Ifft, Cornell University. Duration 9/19/17 – 9/30/21. Funded by USDA-ERS Cooperative Agreement. Total Award \$50,000.

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.

The mighty concord: Improving NY grape growers' and processors' bottom-line by identifying marketing barriers and creating opportunities. Lead PI: M. Gomez, Cornell University. Duration: 9/30/18 – 9/29/2021. Funded by NYDAM (AMS). Total Award \$124,742.

The Economic Impacts of Citrus Imports in the United States: Counter-Seasonality and Welfare Effects. Lead PI: B. Rickard, Cornell University. Duration 10/1/21 – 9/30/23. Funded as a Cooperative Agreement by USDA-ERS. Total Award \$60,000.

Benefits of and barriers to dynamic controlled atmosphere (DCA) storage: Analyses needed for technology uptake by the U.S. apple industry. Lead PI: C. Watkins, Cornell University. Duration 09/15/2023 – 09/14/2027. Funded by USDA-SCRI. Total Award \$3,302,474.

Preparing U.S. pome fruit production for extreme temperatures in a changing climate. Lead PI: L. Kalcsits, Washington State University. Duration 09/01/24 – 08/31/28. Funded by USDA-SCRI. Total Award \$2,114,011.00.