

# CURRICULUM VITAE<sup>1</sup>

## Kristen Park

Dyson School of Applied Economics and Management  
Cornell University  
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### Education

- MS** Cornell University, Ithaca, NY 1999  
Major: *Applied Resource and Managerial Economics*  
Supporting area of emphasis: Food Industry Management
- MS** Michigan State University, East Lansing, MI 1986  
Major: *Animal Science*  
Supporting area of emphasis: Poultry Science  
Additional Coursework: MBA - 44 credit hours
- BS** Michigan State University, East Lansing, MI 1982  
Major: *Animal Husbandry*  
Supporting area of emphasis: Poultry Science

### Extension and Outreach Program

Develop outreach to our clientele in the food industry by developing applied research projects in line with the needs of the industry. Transmit information to via *Smart Marketing* newsletter, food industry executive programs, industry presentations and workshops, and others as needed. The goal is to help maintain a vital and efficient food chain. The end purpose is to benefit society with a sustainable and affordable food system.

Core applied research activities include:

- researching and benchmarking supply chain practices from shipping point to retail
  - assessing retail procurement practices and establishing recommendations to improve supply chain efficiencies

### Professional Experience

2004-Present **Extension Associate**, Food Industry Management Program, Department of Applied Economics & Management, Cornell University.  
*- plan, develop, and implement research and outreach programs for food industry practitioners*

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<sup>1</sup> KSP, 8/26/2019

- *project manager for the Business of Food college initiative*  
- *special assignment 2004-2006: coordinate activities of the Agricultural Innovation Center (AIC) for the New York Food Viability Institute*

1993-2004     **Extension Support Specialist**, Food Industry Management Program, Department of Applied Economics & Management, Cornell University.  
- *support the outreach programs and activities of the Food Industry Management Program.*

1996 Jan-Mar   **Professional Intern**, Andersen Consulting Smart Store, Windsor, U.K.  
- *conduct secondary research in consumer trends that support home shopping programs in Europe using the resources of the Andersen Consulting Smart Store; completed presentations regarding home shopping trends and current research to be used by Andersen with clientele*

1986-1993     **Extension Associate**, Cornell Cooperative Extension, Cornell University  
- *plan, develop, and implement Extension programs for the poultry industry in New York State*  
- *conduct workshops, training, newsletters and on-farm visits to extend the knowledge and research-based information from the university setting*

## RESEARCH

### Presentations Given

Park, K. S., A. Brumberg, K. Yonezawa, M. I. Gómez, "Changes in Consumer Meal Preparation during COVID-19 and Impact on Food Purchases", AAEE Invited Session topic Consumer Market Responses in the Covid-Era – Implications from Observed Expenditures and Values.

Park, K. S., G. Hawkes, and E. W. McLaughlin, The Convergence of Policy Issues in Produce Research, AAEE Post-Conference Workshop, "The Role of Retailers in Produce Food Safety", USDA-Economic Research Service. (2018).

Park, K. S., Gómez, M., Clancy, K. Agriculture, Food, and Human Values Society Annual Meeting, "The role of regional supply chains in independent supermarkets: case study findings", Agriculture, Food, and Human Values Society. (2017).

Park, K. S., Gómez, M. Food Distribution Research Society Annual Meeting, "Do price premiums exist for local products", Food Distribution Research Society. (2010).

Park, K. S., Schmit, T. M., Henahan, B. M., Hall, J., Food Distribution Research Society Annual Meeting, Values Based Food Supply Chains, "Assessing the future of food and beverage manufacturers in New York State", Food Research Distribution Society. (2009).

Park, K. S. Food Distribution Research Society Annual Meeting, "Estimates of produce sales through retail, foodservice, and wholesale channels", Food Distribution Research Society. (2008).

Park, K. S., Henehan, B. M., Gloy, A., Weybright, R., Barry, J., Food Distribution Research Society Annual Meeting, "Evaluation of distribution channels as a market expansion barrier for New York's perishable product producers", Food Distribution Research Society. (2007).

Park, K. S. and Gomez, M. Food Distribution Research Society Annual Meeting, "Predicting coupon use from demographic and behavioral characteristics", Food Distribution Research Society. (2003).

Park, Kristen, and John L. Park. Food Distribution Research Society Annual Meeting, "The decision to enter consumer direct initiatives by supermarket companies". Food Distribution Research Society. 1999.

Park, Kristen and Edward W. McLaughlin. "The fresh produce wholesaling system: trends, challenges, and opportunities." XXVth International Horticultural Congress, 1998.

### **Publications (peer reviewed)**

Fuchs, M., C. V. Almeyda, M. Al Rwahnih, S. S. Atallah, E. J. Cieniewicz, K. Farrar, W. R. Foote, D. A. Golino, M. I. Gómez, S. J. Harper, M. K. Kelly, R. R. Martin, T. Martinson, F. M. Osman, K. Park, V. Scharlau, R. Smith, I. E. Tzanetakis, G. Vidalakis, and R. Welliver. (2021) Economic Studies Reinforce Efforts to Safeguard Specialty Crops in the United States. *Plant Disease*, Vol. 105, No. 1 January 2021. <https://doi.org/10.1094/PDIS-05-20-1061-FE>

Clancy, K. Bonanno, A., Canning, P., Cleary, R., Conrad, Z., Fleisher, D., Gómez, M., Griffin, T., Lee, R., Kane, D., Palmer, A., Park, K., Peters, C. J., and Tichenor, N. (2017). Using a market basket to explore regional food systems. *Journal of Agriculture, Food Systems, and Community Development*, Volume 7, Issue 4 / Fall 2017.

Park, K. S., Schmit, T. M., Henehan, B. M., Hall, J. (2010). Assessing the future of food and beverage manufacturing in New York State. *Journal of Food Distribution Research*, 41 (1), 24.

Park, K. S., Gomez, M. (2010). Do price premiums exist for local products? *Journal of Food Distribution Research*, 42 (1).

Barry, J. A., Park, K. S., Weybright, R. (2007). Beyond growing – strategies and technologies that transform products to meet market demand. *Stewart Postharvest Review*, 3 (1), 1-5.

Park, K. S., Gomez, M. (2004). Predicting coupon use from demographic and behavioral characteristics. *Journal of Food Distribution Research*, 35 (1), 162-168.

### **Other Publications**

Minor, Travis, Gerard Hawkes, Edward W. McLaughlin, Kristen S. Park, and Linda Calvin. (2019). *Food Safety Requirements for Produce Growers: Retailer Demands and the Food Safety*

*Modernization Act*, EIB-206, U.S. Department of Agriculture, Economic Research Service, April 2019.

Gómez, Miguel I., McLaughlin, Edward W., & Park, Kristen S. (2014). Apple Case Studies in the Syracuse MSA. In Robert P. King, Michael S. Hand, & Miguel Gómez (Eds.), *Growing Local: Case Studies on Local Food Supply Chains* (pp. 267-290). Lincoln, NE: University of Nebraska Press.

Park, Kristen S., Gómez, Miguel I., Ortmann, Gerald F., & Horwich, Jeffrey (2014). Product Prices and Availability. In Robert P. King, Michael S. Hand, & Miguel Gómez (Eds.), *Growing Local: Case Studies on Local Food Supply Chains* (pp. 267-290). Lincoln, NE: University of Nebraska Press.

Gómez, M., McLaughlin, E. W., Park, K. S. “Apple case studies in the Syracuse, New York MSA”. chapter in *Case studies on local food supply chains*. Minneapolis, Minnesota USA: The Food Industry Center, University of Minnesota. (2010) (Online publication—URL: [http://foodindustrycenter.umn.edu/Local\\_Foods\\_Case\\_Studies/index.htm](http://foodindustrycenter.umn.edu/Local_Foods_Case_Studies/index.htm)).

Kaufman, Phil R., Charles R. Handy, Kristen Park, and Geoffrey M. Green. 2000. “Evolving Marketing Channels Reveal Dynamic U. S. Produce Industry”. Economic Research Service, U.S. Department of Agriculture. Food Review, Vol 23 Issue 2.

Kaufman, Phil R., Charles R. Handy, Edward W. McLaughlin, Kristen Park, and Geoffrey M. Green. 2000. *Understanding the Dynamics of Produce Markets: Consumption and Consolidation Grow*. Economic Research Service, U.S. Department of Agriculture. Agricultural Information Bulletin, no. 758.

Drake, William and Kristen Park. “Category Management Information,” Elsevier Food International, *Executive Outlook*, volume 5, number 1, March 2005.

Park, Kristen and Debra Perosio. 1994. “Perceptions of Undergraduate College Students and Career Counselors.” Research report prepared for Catalyst, Inc. for publication by The Food Marketing Institute. May 1994.

## **Department Research Bulletins and Working Papers**

Yeh, D. Adeline, Kristen Park, Miguel Gómez, and Marc Fuchs. (2019). *A Review of Economic Studies on Pathogen-Tested Plant Materials and Clean Plant Programs for Specialty Crops*. WP 2019-12, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. and M. I. Gómez. 2004. *The Coupon Report: A Study of Coupon Discount Methods*. R.B. 2004-07. Department of Applied Economics and Management, Cornell University, Ithaca, NY.

Perosio, Debra J., Edward W. McLaughlin, Sandra Cuellar, and Kristen Park. 2001. *FreshTrack 2001: Supply Chain Management in the Produce Industry*. R.B. 2001-05, Department of

Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY.

Park, Kristen, and John L. Park. 2000. *The Decision to Enter Consumer Direct Initiatives by Supermarket Companies*. R.B. 2000-04. Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY.

McLaughlin, Edward W., Kristen Park, Debra J. Perosio, and Geoffrey M. Green. 1999. *FreshTrack 1999: The New Dynamics of Produce Buying and Selling*. R.B. 99-10, Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY.

McLaughlin, E. W., K. Park, D. J. Perosio, and G. M. Green. 1998. *FreshTrack 1998: Marketing and Performance Benchmarks for the Fresh Produce Industry with a Focus on People*. R.B. 98-08, Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY

McLaughlin, E. W., and K. Park. 1997. *FreshTrack 1997: The Fresh Produce Wholesaling System: Trends, Challenges, and Opportunities*. R.B. 97-16, Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY

McLaughlin, E. W., K. Park, and D. J. Perosio. 1997. *FreshTrack 1997: Marketing and Performance Benchmarks for the Fresh Produce Industry*. R.B. 97-15, Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY.

McLaughlin, Edward W., Gerard Hawkes, Kristen Park, Debra Perosio. 1995. *Supermarket Bakery Consumers: Attitudes, Preferences, Behaviors*. R.B. 95-01, Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY.

## EXTENSION/OUTREACH

### Smart Marketing newsletter series. Editor 2008 - Current

**Impact Summary:** The Smart Marketing newsletter is a series of articles written to teach marketing concepts and to provide marketing research results to New York's agricultural community. The articles are sent to Cornell Cooperative Extension offices and regional teams, and educators and affiliates use the articles in their newsletters. This is a critical component of the newsletters, providing communication from university faculty, researchers, and specialists to the field. Educators say Smart Marketing provides great topics and is used in newsletters to farmers, stores, restaurants, suppliers, etc. Newsletter URL: <https://dyson.cornell.edu/outreach/smart-marketing-newsletter/>

### Presentations and Webinars

Park, K. S., "The U.S. Produce System and Fresh Produce." Foundational Excellence, New York, NY, November 29, 2022.

Park, K. S. and Zoey Yang, "2020 Berry Pricing Study Results." Empire State Producers Expo.

January 12, 2022

Park, K. S., “The U.S. Produce System and Fresh Produce.” Foundational Excellence, New York, NY, December 13, 2021.

Park, K. S., “The U.S. Produce System.” Foundational Excellence, New York, NY, December 10, 2019.

Park, K. S., “The U.S. Produce System.” Agricultural In-Service, Cornell Cooperative Extension, Ithaca, NY, November 6, 2019.

Park, K. S., “Changes in U.S. Food Retailing.” Northeast Dairy Convention, Cooperstown, NY, September 12, 2019.

Park, K. S., “The U.S. Produce System.” Foundational Excellence, New York, NY, December 10, 2018.

Park, K. S., “The U.S. Produce System.” Foundational Excellence, New York, NY, December 11, 2017.

Park, K. S., Gómez, M., Clancy, K. “The role of regional supply chains in independent supermarkets: case study findings”, Agriculture, Food, and Environmental Systems In-service, Cornell Cooperative Extension. Ithaca, NY, November 15, 2017.

Drake, W. E. and Park, K. S., “Supermarket simulation” Presentation of supermarket simulation game to Ahold Delhaize executive program. The Netherlands, May 7-12, 2017.

Park, K. S., “The U.S. Produce System.” Foundational Excellence, New York, NY, December 5, 2016.

Park, K. S., “Supply Chain Case Studies.” Enhancing Food Security in the Northeast through Regional Food Systems, Greenbelt, MD, December 11, 2015.

Park, K. S., “The U.S. Produce System.” Foundational Excellence, New York, NY, November 30, 2015.

McLaughlin, E. M., G. Hawkes, and K. S. Park “Produce Procurement.” United Fresh Produce Executive Development Program, Ithaca, NY, March 13, 2015.

Park, K. S., “Marketing Small Fruit” Wisconsin Fresh Fruit and Vegetable Conference, Baraboo, WI. January 26, 2015.

Park, K. S., “Marketing Apples: The Good, Bad, and Ugly” Wisconsin Fresh Fruit and Vegetable Conference, Baraboo, WI. January 26, 2015.

Park, K. S., “Marketing Your \_”, Cornell Cooperative Extension of Steuben County growers meeting. January 14, 2015.

Park, K. S., “Forecast for the Future” New Supermarket Association of Japan Food Executive Program, Ithaca, NY. July 8, 2014.

Park, K. S., “U.S. Retail Food Trends” Sathguru Agri-Business Management Program, Ithaca, NY. July 29, 2014.

Park, K. S., “Lessons from the Retail Industry”. February 27, 2014. Farmers Market Manager Conference, Binghamton, NY. February 27 – March 1, 2014.

Park, K. S., "Quantitative and Qualitative Measures of Fruit and Vegetable Production in the Genesee Valley Region". Webinar June 8, 2012.

Park, K. S., “Conventional Shoppers and Organic Shoppers Talk about Food Safety”. Marketing School for Growers, Canandaigua, January 16, 2009.

Park, K. S., “Conventional Shoppers and Organic Shoppers Talk about Food Safety”. Organic PWT meeting, December 15, 2008.

Park, K. S., “Inside the Minds of Retailers and Consumers”. 2008 International Advance Technology, Food, & Agriculture Conference, Canandaigua, NY November 18, 2008.

Park, K. S., “A Consumer Perspective of Food Safety and Its Effect on Marketing”. panel moderator, 2008 Cornell Strategic Marketing Conference, Wappinger Falls, NY, October 28, 2008.

Park, K. S., “Turning Product Safety Requirements into an Opportunity for Business Growth: The Issues”. 2008 Cornell Strategic Marketing Conference, Wappinger Falls, NY, October 28, 2008.

McLaughlin, E. W., D. J. Perosio, and K. S. Park, “Inside the Minds of Retailers and Consumers”. Produce Marketing Association Fresh Summit workshop, Houston, TX, October 14, 2007.

Park, K. S., “Market Potential for CEA Crops in New York”. Controlled Environment Agriculture Conference, panel participant, March 30, 2007.

Park, K. S., “Local Produce in the Supermarket Channel: Apples in Syracuse”. Agricultural Finance and Management Retreat, Syracuse, NY. June 3, 2009.

Park, K. S., “Moving from a Commodity to a Marketing Position”. Premier Apple Marketing Forum, June 29, 2004.

Park, K. S., “A Retail Update”. Becker Forum, February 10, 2003.

Park, K. S., "Produce According to Retail". Cornell Strategic Marketing Workshop, September 24, 2002.

Park, K. S., "Supply Chain Management in the Produce Industry". Food Science and Technology seminar series, February 6, 2002.

Park, K. S., "What's in Store: Supermarket Shopping from Home". Seeley Conference, Ithaca, NY, June 24, 2001.

Park, K. S., "New Dynamics of Buying and Selling". Michigan Produce Marketing Conference, Grand Rapids, MI, March 8, 2000.

Park, K. S., "New Dynamics of Buying and Selling". International Cabbage Workshop, Niagara Falls, Ontario, January 2000.

Park, K. S., "The Food System, New Impacts on Agriculture". Thriving in a Time of Change conference, May 17, 1999

Park, K. S., "Perishables" Vietnam Food Executive Program, Ithaca, NY, May 12, 1999.

Park, K. S., "Perishables" Africa Food Executive Program, Ithaca, NY, April 27, 1999.

Park, K. S., "Perishables" Southeast Asia Food Executive Program, Ithaca, NY, April 26, 1999.

Park, K. S., "Trends in Food Retailing". Grower-Processor meeting and banquet (potatoes), Hornell, NY, February 18, 1999.

McLaughlin, E. W., D. J. Perosio, and K. S. Park, "FreshTrack 1998: Marketing and Performance Benchmarks for the Fresh Produce Industry with a Focus on People". Produce Marketing Association Fresh Summit, New Orleans, LA, October 19, 2008.

Park, K. S., "Trends in Food Retailing" Agricultural Leadership Series, Goshen, NY, January 6, 1998.

Park, K. S., "Marketing and Performance Strategies to Serve Your Produce Customers" Agribusiness Economic Outlook Conference, Ithaca, NY, December 16, 1997.

Park, K. S., "Wholesaling/Retailing Trends" LEAD New York Workshop, Albany, NY, December 5, 1997.

McLaughlin E. W. and K. S. Park, "FreshTrack 1997: The Fresh Produce Wholesaling System: Trends, Challenges, and Opportunities". Produce Marketing Association Annual Convention, Anaheim, October, 1997.



McLaughlin E. W. and K. S. Park, “FreshTrack 1997: Marketing and Performance Benchmarks for the Fresh Produce Industry”. Produce Marketing Association Annual Convention, Anaheim, CA, October, 1997.

Park, K. S., “U. S. Food Consumption Trends” China Food Executive Program, Ithaca, NY, May 1995.

## Department Extension Bulletins

Park, Kristen, Gabriel, Steve, and Rangajaran, Anu (2022) *Specialty Mushroom Grower Survey Report*. Dyson School of Applied Economics and Management Extension Bulletin [2022-13](#), August 2022. [https://dyson.cornell.edu/wp-content/uploads/sites/5/2022/12/Mushroom\\_survey\\_bulletin\\_Final-VD.pdf](https://dyson.cornell.edu/wp-content/uploads/sites/5/2022/12/Mushroom_survey_bulletin_Final-VD.pdf).

Yang, Zoey, Park, K. S. (2021). *2020 New York Berry Price Information*. E.B. 2021-03, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., A. Brumberg, K. Yonezawa. (2020). *The Covid-19 Shopper: Online Shopping*. E.B. 20-14, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., A. Brumberg, K. Yonezawa. (2020). *The Covid-19 Shopper: Shopping Habits during Covid-19*. E.B. 20-15, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., A. Brumberg, K. Yonezawa. (2020). *The Covid-19 Shopper: Food Preparation Changes*. E.B. 20-16, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2018). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: A Cross Case Comparison of 11 Case Studies*. E.B. 18-02, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Syracuse Store 2, New York*. E.B. 17-16, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Syracuse Store 1, New York*. E.B. 17-15, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Pittsburgh Store, Pennsylvania*. E.B. 17-14, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Onondaga Store, New York*. E.B. 17-13, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: New York City Store, New York*. E.B. 17-12, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Madison County Store, New York*. E.B. 17-11, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Kent County Store 2, Delaware*. E.B. 17-10, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Kent County Store 1, Delaware*. E.B. 17-09, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Charleston Store, West Virginia*. E.B. 17-08, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Baltimore Store 2, Maryland*. E.B. 17-07, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., Gómez, M., Clancy, K. (2017). *Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast: Baltimore Store 1, Maryland*. E.B. 17-06, Dyson School of Applied Economics and Management, Ithaca, NY.

McLaughlin, Edward. W., Kristen S. Park, and Gerard Hawkes (2015). *Produce Industry Procurement: Changing Preferences and Practices*. E.B. 15-10, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2015*. E.B. 14-10, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2014*. E.B. 13-17, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2013*. E.B. 12-14, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S. (2012). *Quantitative and Qualitative Measures of Fruit and Vegetable Production in the Genesee Valley Region*. E.B. 12-10, Dyson School of Applied Economics and Management, Ithaca, NY.

Schmit, T. M., Park, K. S., Henehan, B. M., Hall, J. (2012). *A Study of Food and Beverage Manufacturers in New York State*. E.B. 12-07, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2012*. E.B. 11-08, Dyson School of Applied Economics and Management, Ithaca, NY.

*A Compilation of Smart Marketing Articles: January 2008 - October 2010*. Park, K. and Schmit, T.M. (Ed.), E.B 10-16. Charles H. Dyson School of Applied Economics and Management.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2011*. E.B. 10-17, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2010*. E.B. 09-20, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2009*. E.B. 08-25, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2008*. E.B. 07-20, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2007*. E.B. 06-20, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S. and M. I. Gómez, “The Marketing System”, in *New York Economic Handbook, 2006*. E.B. 05-14, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S. and M. I. Gómez, “The Marketing System”, in *New York Economic Handbook, 2005*. E.B. 04-20, Dyson School of Applied Economics and Management, Ithaca, NY.

Drake, W. E. and K. S. Park, “The Marketing System”, in *New York Economic Handbook, 2004*. E.B. 03-22, Dyson School of Applied Economics and Management, Ithaca, NY.

Drake, W. E. and K. S. Park, “The Marketing System”, in *New York Economic Handbook, 2003*. E.B. 02-21, Dyson School of Applied Economics and Management, Ithaca, NY.

Drake, W. E. and K. S. Park, “The Marketing System”, in *New York Economic Handbook, 2002*. E.B. 01-16, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2001*. E.B. 00-17, Dyson School of Applied Economics and Management, Ithaca, NY.

Park, K. S., “The Marketing System”, in *New York Economic Handbook, 2000*. Dyson School of Applied Economics and Management, Ithaca, NY.

McLaughlin, Edward W., Geoffrey M. Green, and Kristen Park. 1999. *Changing Distribution Patterns in the US Fresh Produce Industry: Mid/Late-70s to Mid/Late-90s*. E.B. 99-03, Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY.

German, G. A. and K. S. Park, "The Marketing System", in *New York Economic Handbook, 1999*. Dyson School of Applied Economics and Management, Ithaca, NY.

German, G. A. and K. S. Park, "The Marketing System", in *New York Economic Handbook, 1998*. Dyson School of Applied Economics and Management, Ithaca, NY.

Park, Kristen, Edward W. McLaughlin, and Craig Kreider. 1997. *Changing Patterns of Fruit and Vegetable Production in New York State, 1970-94*. E.B. 97-01, Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY.

German, G. A. and K. S. Park, "The Marketing System", in *New York Economic Handbook, 1997*. Dyson School of Applied Economics and Management, Ithaca, NY.

Park, Kristen, Debra Perosio, Gene A. German, Edward W. McLaughlin. 1996. *What's in Store for Home Shopping?* E.B. 96-05, Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY. April 1996.

McLaughlin, Edward W., Kristen Park. 1995. *A Presentation Guide to: The U.S. Food Industry*. E.B. 95-08, Department of Agricultural, Resource, and Managerial Economics, Cornell University, Ithaca, NY. May 1995.

### **Other Extension Publications**

Park, Kristen (2022) Snapshot Part I: New York by the Numbers – A Review of the Literature. In Center for Agricultural Development and Entrepreneurship (Ed.), *Vision 2050* (pp. 23-49). Oneonta, NY: Center of Agricultural Development and Entrepreneurship.  
[https://www.cadefarms.org/\\_files/ugd/46780e\\_175797d4ae264ebcb05469e3fb7fb67c.pdf](https://www.cadefarms.org/_files/ugd/46780e_175797d4ae264ebcb05469e3fb7fb67c.pdf)

Funes, Mauricio Guerra and Park, Kristen (2022) Case Study – Apples. In Center for Agricultural Development and Entrepreneurship (Ed.), *Vision 2050* (pp. 114-123). Oneonta, NY: Center of Agricultural Development and Entrepreneurship.  
[https://www.cadefarms.org/\\_files/ugd/46780e\\_175797d4ae264ebcb05469e3fb7fb67c.pdf](https://www.cadefarms.org/_files/ugd/46780e_175797d4ae264ebcb05469e3fb7fb67c.pdf)

Park, K.S. and Stup, R. "Farm Labor Laws: What Will It Mean for Strawberry Fields?" New York State Berry Growers Association newsletter. April 2022.

Park, Kristen (2018). "2019 Food System Outlook" In *Smart Marketing* (Kristen Park, Ed.) Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.

Park, Kristen (2018). “Case Studies Show Value of Food Produced in the Northeast” In *Smart Marketing* (Kristen Park, Ed.) Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.

Park, Kristen and Roberta Cook (2018). “Blueberries: Is Supply Developing More Rapidly Than Demand?” In *Smart Marketing* (Kristen Park, Ed.) Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.

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