

# CURRICULUM VITAE<sup>1</sup>

## Kristen Park

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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).

### 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.

## **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).

## **Department Bulletins and Working Papers**

Park, K. S. (2023). *2022 New York Berry Price Information*. Dyson School of Applied Economics and Management Extension Bulletin [2023-04](#). March 2023.

Severson, Roberta M., Kristen Park, and Miguel I. Gómez. (2023) *Examination of Impact of Changes of Minimum Wage and Overtime Thresholds to New York State Berry Farmers*. Dyson School of Applied Economics and Management Extension Bulletin [2023-03](#), March 2023.

Gabriel, Steve, and Rangajaran, Anu (2022) *Specialty Mushroom Grower Survey Report*. Dyson School of Applied Economics and Management Extension Bulletin [2022-13](#), August 2022.

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.
- 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. 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.

## 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/>

### Other Extension Publications

Park, Kristen (2023). "New Extension Bulletins from Dyson" In *Smart Marketing* (Kristen Park, Ed.) Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.

Park, Kristen (2023). "Results from the 2022 Berry Prices Survey" In *Smart Marketing* (Kristen Park, Ed.) Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.

Park, Kristen (2023). "Marketing Changes for Specialty Mushroom Growers in 2020" In *Smart Marketing* (Kristen Park, Ed.) Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.

Park, Kristen (2023). "Small Farms Specialty Mushroom Program Surveys Growers" In *Smart Marketing* (Kristen Park, Ed.) Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.

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.

Park, Kristen (2017). "USDA's Local Food Marketing Practices Survey: What Can We Learn?" In *Smart Marketing* (Kristen Park, Ed.) Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.