

**ROBERTA COOK**

Department of Agricultural and Resource Economics  
University of California  
Davis, CA 95616-8512  
(530) 752-1531; FAX: 752-5614  
E-mail: cook@primal.ucdavis.edu  
<http://cook.ucdavis.edu>

1985-present

**Marketing Economist, University of California Cooperative Extension,  
Department of Agricultural and Resource Economics, UC Davis.**

Applied research and extension program focusing on fresh produce marketing, food distribution and marketing strategy. Program designed to respond to firm and industry needs for timely information, including supply and demand trends, changing procurement practices for fresh produce, market structure analysis, international trade and competitive relationships in the fresh fruit and vegetable industry, commodity outlook studies, and consumer demand analysis.

**EDUCATION:**

Ph.D. 1985

Michigan State University, East Lansing, Michigan  
Major: Agricultural Economics  
Areas of Concentration: Agricultural Marketing and Food Distribution,  
Agricultural Policy, Economic Analysis and Communication

M.S. 1981

Michigan State University, East Lansing, Michigan  
Major: Agricultural Economics

B.A. 1976

Michigan State University, East Lansing, Michigan  
Major: Economics  
Graduated with High Honor and member of MSU Honors College  
Elected to Phi Beta Kappa and Beta Gamma Sigma

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

2012

UC Davis Seed Central/Food Central Speaker Planning Committee.

2011

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

2010-2012

UC ANR Sustainable Food Systems Strategic Initiative, Panel Member.

2007-present

Board of Directors of Ocean Mist Farms.

2007-present

Monsanto Vegetable Seeds Advisory Council.

2006-2008

PMA Education Foundation Board, later Foundation for Industry Talent (FIT).

2006-2008

2007 Campaign Committee of the Produce for Better Health (PBH) Foundation.

2006-present

PBH Research Subcommittee, chair since 2009.

2006

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

2005-2006

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

2004	Editorial Board of Choices, AAEA.
2004-2011	Faculty director of the Pack Family/PMA Career Pathways Scholarship Program.
2004-Feb. 2006	Board of Directors of Sunkist.
2003-2011	Director of the California Agribusiness Executive Seminar Program.
2001	Received Best Article of the Year Award from USDA's Agricultural Outlook Magazine.
2001	Technical Advisory Committee of the UC Center for Cooperatives.
2001-2004	Elected to the Foundation Governing Board, AAEA, serving as Vice President of Programs 2002-2003.
2001	AAEA Meetings Committee.
2000-2011	Board of Directors of Global Berry Farms, now Naturipe Farms.
1999-present	Food Foresight Panel, California Institute of Food and Agricultural Research (CIFAR)/Nuffer, Smith, Tucker.
1998-2003	Agricultural and Trade Advisory Committee (ATAC) for Fruits and Vegetables of the U.S. Department of Agriculture.
1998-2004	National Advisory Panel to the U.S. Department of Agriculture on Food Losses from the Farm to the Consumer.
1998	FDRS, Board of Directors, Vice President for Programs.
1997-2000	Bennett Agricultural Round Table.
1997-2000	Appointed to the Produce Marketing Association Membership Roundtable.
1995-1998	California Kiwifruit Commission Board of Directors, Public Member. Service on various committees; chair of the board 1997-98.
1993-2006	California Tomato Commission (formerly CTB) Board of Directors, Public Member, and chair of various committees.
1997-1998	AAEA Extension Award Committee, Chair.
1995-1997	University of California Vegetable Research Information Center Steering Committee.
1994-1998	AAEA Ad Hoc Committee on Professional Relations with Cuba.
1994-1997	National Food and Agriculture Policy Project (NFAPP) Academic Advisory Board.
1994-1997	PMA International Advisory Council.
1992-1996	PMA Board of Governors for the Fresh Produce Academy.
1991	Received University of California Affirmative Action Award for outstanding program delivery to women and minority groups.
1990-1991	PMA Nutrition and Marketing Committee.
1987-1991	Board of Directors of the Katalysis Foundation, established to deliver development assistance in the Third World.

- 1987-1988                      Chaired University of California/Legislative/Industry Task Force on Cooperatives that resulted in the creation of the UC Davis Center for Cooperatives.
- 1986-1991                      Stone Fruit Liaison Committee, California Tree Fruit Agreement (CTFA).

## **PUBLICATIONS:**

- “International Fruit Genetics/Grapery Case Study,” California Agribusiness Executive Seminar Learning Materials, March 2014, 32 pp.
- “Fundamental Forces Affecting US Fresh Produce Growers and Marketers,” *Farm Policy Journal*, Vol. 10 No. 1, Autumn Quarter 2013, 11 pp.
- “Fundamental Forces Affecting Growers and Marketers: The Lettuce/Leafy Greens Sector,” *Blueprints, The Produce Professionals’ Quarterly Journal*, July/Aug/Sept 2012, pp. 65-68, Part 3 of a three part series.
- “Recent Trends in the Fresh Tomato Market,” Vegetables and Pulses Outlook, (with Linda Calvin and Suzanne Thornsbury), Economic Research Service, U.S. Department of Agriculture, June 28, 2012, pp. 26-35.
- “Fundamental Forces Affecting Growers and Marketers: The Dynamic U.S. Berry Sector,” *Blueprints, The Produce Professionals’ Quarterly Journal*, Apr/May/June 2012, pp. 70-72, Part 2 of a three part series.
- “Fundamental Forces Affecting Growers and Marketers: Size, proximity and category management for fresh produce,” *Blueprints, The Produce Professionals’ Quarterly Journal*, Jan/Feb/March 2012, pp. 65-68, Part 1 of a three part series.
- “Fundamental Forces Affecting U.S. Fresh Produce Growers and Marketers,” *Choices*, The Agricultural and Applied Economics Association, Fourth Quarter 2011, 26(4), 13 pp.
- “Fundamental Forces Affecting the U.S. Fresh Berry and Lettuce/Leafy Green Subsectors,” *Choices*, The Agricultural and Applied Economics Association, Fourth Quarter 2011, 26(4), 7 pp.
- “Eye on Economics: Much More Than Dollars and Cents, Tracking Consumption Trends and Buyer Preferences,” *Blueprints, The Produce Professionals’ Quarterly Journal*, Oct/Nov/Dec 2011, pp. 86-90.
- “Eye on Economics: Do the Math,” *Blueprints, The Produce Professionals’ Quarterly Journal*, July/Aug/Sept 2010, pp. 81-84.
- “Taylor Fresh Foods Case Study,” California Agribusiness Executive Seminar Learning Materials, March 2010, 37 pp.
- “Imagination Farms, Licensing and Marketing Disney Garden Fresh Produce to Children: A Case Study,” California Agribusiness Executive Seminar Learning Materials, March 2008, 35 pp.
- “Food Safety Issues Paper,” California Agribusiness Executive Seminar Learning Materials, March 2008, 40 pp.
- “Village Farms Case Study,” California Agribusiness Executive Seminar Learning Materials, Monterey, California, March 2006, 28 pp.
- “North American Greenhouse Tomatoes Emerge as a Major Market Force,” (with Linda Calvin), *Vegetable Notes: Fresno, Tulare and Kings Counties*, Feb. 2006, Vol. 2, no. 2, pp. 2-3.

- “Canadian Greenhouse Tomato Industry,” (with Linda Calvin), *Practical Hydroponics and Greenhouses*, Nov/Dec 2005, pp. 46-51.
- “Eye on Economics: North American Greenhouse Tomatoes Emerge as a Major Market Force,” (with Linda Calvin), *Blueprints, The Produce Professionals’ Quarterly Journal*, July/Aug/Sep 2005, pp. 73-79.
- “Greenhouse Tomatoes Change the Dynamics of the North American Fresh Tomato Industry,” (with Linda Calvin), *Economic Research Report Number 2*, Economic Research Service, U.S. Department of Agriculture, April 2005, 81 pp.
- “North American Greenhouse Tomatoes Emerge as a Major Market Force,” (with Linda Calvin) *Amber Waves* Vol. 3:2, Economic Research Service, U.S. Department of Agriculture, April 2005, pp. 20-27.
- “Worldwide Changes in Food Marketing Affect Fresh Fruits and Vegetables: Implications for Placticulture,” *Proceedings of the 32<sup>nd</sup> National Agricultural Plastics Congress*, Placticulture ‘05, American Society for Placticulture, March 5-8, 2005, Charleston, South Carolina, pp. 161-165.
- “Supermarket Challenges and Opportunities for Producers and Shippers: US Experience,” *Australian Farm Policy Journal*, Vol. 2:1, February Quarter 2005, pp. 46-52.
- “Transgenic Produce Slow to Enter Evolving Global Marketplace,” *California Agriculture*, Vol. 58:2, April-June 2004, pp. 82-83.
- “Marketing California’s Agricultural Production,” Chapter 4 in *California Agriculture: Issues and Challenges*, Giannini Foundation, University of California Division of Agriculture and Natural Resources (with Hoy Carman and Richard Sexton), 2004, pp. 89-119.
- “Global Berry Farms Case Study,” *California Agribusiness Executive Seminar Learning Materials*, March 2004.
- “A Path Dependency and Cluster Competitiveness Framework to Examine Regional Marketing Systems and Conflicts,” (with Timothy Woods), *Journal of Agricultural and Applied Economics*, 35:2, August 2003, pp. 305-312.
- “Update on the US Strawberry Industry,” posted at University of California Davis Postharvest Technology Web Site, <http://postharvest.ucdavis.edu/Pubs/strawberriesfinal1Sept02.pdf>, September 2002, 3 pp.
- “Update on the US Pear Industry,” posted at University of California Davis Postharvest Technology Web Site <http://postharvest.ucdavis.edu/Pubs/pearfinal1.pdf>, July 2002, 6 pp.
- “Emerging Hothouse Industry Poses Challenges for California’s Fresh Tomato Industry,” *University of California Giannini Foundation ARE Update*, Volume 5, No.3, Jan/Feb 2002, pp. 3-6.
- “The U.S. Fresh Produce Industry: An Industry in Transition,” Chapter 2 in *Postharvest Technology of Horticultural Crops*, Adel A. Kader (eds.), University of California Division of Agriculture and Natural Resources, Publication 3311, 2001, pp.5-30.
- “Contracting Crops,” *Vegetables West Grower and PCA Special Pullout Section*, Malcolm Media Ag Publishing, Clovis, Ca., August 2001, 3 pp.
- “Distribution of Horticultural Products in a Globalized Market,” Presentation at the American Society of Horticultural Science Annual Meeting, Sacramento, California, <http://cook.ucdavis.edu/links/ASHS1.pdf>, July 23, 2001, 51 pp.

- “La Madre Naturaleza, Estrategias de Negocios y Los Productos Agrícolas Perecederos” (with Paul Wilson and Gary Thompson, translated by Ricardo Cavazos), Paper posted on web site <http://cook.ucdavis.edu/lamadre/Lamadre.pdf>, summer 2001, 9 pp.
- “Changing Dynamics in Produce Marketing,” (with Linda Calvin) *Agricultural Outlook*, no. AGO-279, Economic Research Service, U.S. Department of Agriculture, March 2001, pp. 10-15.
- “Emerging Trade Practices and Trends in Fruit and Vegetable Markets,” *Perishables Handling Quarterly* 105:21-25, February 2001.
- “U.S. Fresh Fruit and Vegetable Marketing: Emerging Trade Practices, Trends and Issues (co-coordinator with Linda Calvin, et al.), Agricultural Economic Report Number 795, Economic Research Service, U.S. Department of Agriculture, January 2001, 52 pp.
- “Trends and Outlook for the California Fresh Produce Industry: A Focus on Vegetables,” report distributed at the UC Vegetable Crops Continuing Conference, UC Davis campus, December 6, 2000, 5 pp.
- “Tendencias Internacionales en el Sector de Frutas y Hortalizas Frescas,” Chapter from: *Internacionalización de La Horticultura*, Rita Schwentesius Rindermann and Manuel Angel Gómez Cruz, coordinadores, Chapingo, México: Universidad Autónoma Chapingo, Centro de Investigaciones Económicas, Sociales y Tecnológicas de la Agroindustria y la Agricultura Mundial, 2000, pp. 1-29.
- “Special Issue: State of the Industry,” *Perishables Handling Quarterly* 103:36 p., (technical ed.), August 2000.
- “The Fresh Produce Industry Faces New Forces for Change and Continues to Grapple with Long-standing Challenges Associated with Fresh Produce Commodity Markets: An Introduction,” *Perishables Handling Quarterly* 103:2, August 2000.
- “Special Issue: State of the Industry: Introduction,” *Perishables Handling Quarterly* 103:1-2, August 2000.
- “Changing Structure of Produce Buyers -- Food Retailing and Wholesaling -- and Implications for Suppliers,” (with Kaufman, P. and Handy, C.), *Perishables Handling Quarterly* 103:3-6, August 2000.
- “Selected Commodity Trends: Snapshots of the California Fresh Table Grape and Orange Industries,” *Perishables Handling Quarterly* 103:6-10, August 2000.
- “Strategic Alliances and Joint Ventures Under NAFTA: Concepts and Evidence (with David Sparling), in Proceedings of the Fifth Agricultural and Food Policy Systems Information Workshop, *Policy Harmonization and Adjustment in the North American Agricultural and Food Industry*, University of Guelph, February 2000, p. 68-94.
- “U.S. - Mexico Bilateral Horticultural Trade and Investments: Trends, Barriers and Opportunities,” in Conference Proceedings *Post-NAFTA Policies and Investment in Mexican Agriculture*, Robin Marsh (eds), University of California Los Angeles (UCLA) North American Integration and Development Center, 2000, pp. 31-35.

- “Value Chains in the Fruit and Vegetable Industry,” Policy issues in the Changing Structure of the Food System: An Executive Summary from a 2000 American Agricultural Economics Association Pre-conference Workshop, Oak Brook, IL: Farm Foundation, 2000, p. 8.
- “An Overview of Key Food Industry Drivers: Implications for the Fresh Produce Industry,” *Journal of Food Distribution Research*, vol. 30:1, March 1999, pp. 1-4.
- “Production Agriculture in Transition: The Fresh Fruit and Vegetable Sector,” Food System of the Future Conference Proceedings, Purdue University, September 28, 1998, pp. 1-6. Paper posted on web site <http://cook.ucdavis.edu/rankfoodii/fruittalk.pdf>.
- “California Vegetables and Citrus: Production Trends and Implications for Labor Demand,” paper presented at the Immigration and Changing Face of Rural California Conference, UC Kearney Research Station, September 10, 1998, 20 pp.
- “The U.S. Fruit and Vegetable Sector: Structure and Economic Impacts,” Paper presented at the ISHS World Conference on Horticultural Research, Rome, Italy, June 17-19, 1998.
- “Organic Produce,” Perishables Handling Newsletter, 94:3-4, May 1998.
- “Tendencias Internacionales en El Sector de Frutas y Hortalizas Frescas”, *Revista Española de Economía Agraria*, no. 181:3 1997, pp. 183-207.
- “International Trends in the Fresh Fruit and Vegetable Sector,” chapter in *The Spanish Agricultural Review*. Paper posted on web site <http://cook.ucdavis.edu>.
- “The U.S. Asparagus Industry in a Global Environment: A Commodity Highlight,” *Situation and Outlook Report*, Vegetables and Specialties (with Linda Calvin), USDA, ERS, VGS 273, pp. 20-26, November 1997.
- “Marketing California’s Agricultural Production,” Chapter 5 in *California Agriculture: Issues and Challenges*, Giannini Foundation, University of California Division of Agriculture and Natural Resources (with Hoy Carman and Rich Sexton), pp. 125-150, August 1997.
- “World Fruit Exports by Product and Country, 1995,” Perishables Handling, University of California, No. 90, May 1997, p. 31.
- “Mother Nature, Business Strategy, and Fresh Produce,” *Choices*, The American Association of Agricultural Economics, First Quarter 1997, pp. 18-21, 24, 25 (with Paul Wilson and Gary Thompson).
- “Exporters Target U.S. Asparagus Market.” *Agricultural Outlook*, ERS, USDA, AO-239, April 1997, pp.20-23 (with Linda Calvin).
- “Trends in Market Demand: Domestic and Export,” in Proceedings of the Citrus Industry Symposium *Navels 2000: Profits in the Industry*, Visalia, California, February 20, 1997.
- “Special Issue: Marketing,” Perishables Handling, Technical Editor, University of California, No. 89, February 1997, 36 pp.
- “The U.S. Food Industry: Some Key Trends and Marketing Strategies,” University of California, No. 89, February 1997, pp. 2-6.
- “The Changing Structure of Produce Marketing, Part 2,” *Small Farm News*, Small Farm Center, University of California, September/October 1996, pp. 5, 7.
- “Mercados y Comercialización Internacional: Situación Actual y Perspectivas Futuras del Mercado Mundial de los Espárragos,” Proceedings del Simposio Internacional Sobre la Industria del Espárrago en el Perú, Ica, Perú, August 27-29, 1996, 37 pp.

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

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



- "An Overview of the Dynamic U.S. Fresh Produce Industry," Chapter in *Postharvest Technology of Horticultural Crops*, Adel A. Kader and F. Gordon Mitchell (eds.), University of California Division of Agriculture and Natural Resources, Publication 3311, 1991.
- "Catering to the American Consumer," *FOCUS 1990-91*, The Packer, pp.12-26, 1991.
- "Consumer Demand for Food Safety-Oriented Marketing Labels: Implications for Sustainable Agriculture," Paper presented at the International Agricultural Economics Association Meeting, Tokyo, Japan, August 1991.
- "Recent Lettuce Production and Acreage Trends," *Perishables Handling*, University of California Cooperative Extension, Vol. No. 70, pp.4-6, January 1991 (with Kim Norris).
- "Food Safety and Health: Discussion Summary," *Challenges for Extension Economists in the 1990s*, Proceedings of the AAEA Extension Conference, Vancouver, British Columbia, Canada, August 4, 1990 (with Edmund Estes and Tom Schotzko).
- "Directory: Information Sources for Marketing California Fresh Fruits and Vegetables," University of California Division of Agriculture and Natural Resources, Publication 21480, 31 pp., 1990 (with Suzanne Vaupel).
- "National Organic Industry Expanding Rapidly--But Still Small," *Small Farm News*, University of California Cooperative Extension, p. 2, Nov/Dec 1990 (with Kim Norris).
- "Marketing Food Safety: A Double-Edged Sword," *Perishables Handling*, Vol. no. 69, University of California Cooperative Extension, April 1990.
- "The Food Safety Controversy: Implications for the Fresh Produce Industry," Proceedings of the 66th Agricultural Outlook Conference, U.S. Department of Agriculture, Washington, D.C., pp.326-332, April 1990.
- "Evolving Vegetable Trading Relationships: The Case of California and Mexico," *Journal of Food Distribution Research*, Vol. 21 no. 1, pp.31-46, February 1990.
- "U.S. Fresh Produce Distribution: Challenges and Opportunities," *Journal of Food Distribution Research*, Vol. 21 no. 1, pp.67-74, February 1990.
- "Perspective on Marketing and Trade of California Agricultural Products," Chapter seven in *Agriculture in California: On the Brink of a New Millennium*, University of California Agricultural Issues Center, Harold O. Carter and Carole F. Nuckton (eds.), pp.129-148, 1990 (with Carole Nuckton and Alex F. McCalla).
- "Economic Comparison of Organic and Conventional Production Methods for Fruits and Vegetables," *Small Farm News*, University of California Cooperative Extension, pp.1,3-4, Jan/Feb 1990 (with Kim Norris and Carolyn Pickel).
- "Does Organic Mean Big Paper?" *Coastal Grower*, pp.12-18, Fall 1989 (with Kim Norris and Carolyn Pickel).
- "Terms Relating to 'Organic' and Other Non-Conventional Produce," *Small Farm News*, University of California Cooperative Extension, pp.1,3, Sept/Oct 1989 (with Kim Norris).
- "Demand Rises for Fresh Fruit, Vegetables as National Social Changes Alter Market," *Farmer Cooperatives*, U.S. Department of Agriculture, Agricultural Cooperative Service, Vol. 56 no. 5, pp.7-11, August 1989.
- "An Introduction of Terms Relating to 'Organic' and Other Non-Conventional Produce," *Organic Farming Directory*, Family Farm Series, University of California Cooperative Extension, pp.2-3, August 1989 (with Kim Norris).

- "Future Trends in Food Marketing," Proceedings of the 33rd National Bargaining Conference, Agricultural Cooperative Service, USDA, Monterey, pp.46-52, May 1989.
- "'Organic' and Other Non-Conventional Produce: What does it Mean and How is it Monitored?" Perishables Handling, University of California Cooperative Extension, Vol. no. 67, pp.2-3, May 1989 (with Kim Norris).
- "Structure of the Organic Marketplace in California," *Small Farm News*, University of California Cooperative Extension, pp.1,6-7, March/April 1989.
- "The Food Safety Controversy," Perishables Handling, University of California Cooperative Extension, Vol. no. 66, pp.2-4, February 1989.
- "Demand Trends in the U.S. Fresh Produce Industry," paper presented at the Monterey Bay Economic Outlook Conference, Monterey, 12 pp., January 23, 1989.
- "Organization of the Fruit and Vegetable Marketing System and Implications for the Distribution of Fresh Produce with High Selenium Levels," *Selenium Content in Animal and Food Crops Grown in California*, Kenneth Tanji, ed., University of California ANR Special Publication 3330, pp. 85-88, November 1988.
- "Inspection of Fresh Produce in California," Perishables Handling, University of California Cooperative Extension, Vol. no. 65, pp.2-4, July 1988 (with Kim Norris).
- "Marketing Organic Commodities in California: Structure and Obstacles to Expansion," paper presented at Western Economic Association meetings, Los Angeles, 13 pp. and appendices, July 2, 1988.
- "Emerging Competition in Fresh Broccoli," Perishables Handling, University of California Cooperative Extension, Vol. no. 64, pp.2-3, March 1988.
- "California Broccoli and Cauliflower Growers Face Increasing Competition," in *Vegetables and Specialties Situation and Outlook Report*, U.S. Department of Agriculture, Economic Research Service, pp.27-36, February 1988.
- "Competition in the Fresh Vegetable Industry," in *Competitiveness at Home and Abroad*, Report of a 1986-87 Study Group on Marketing California Specialty Crops: Worldwide Competition and Constraints, sponsored by the University of California Agricultural Issues Center, pp.13-36, February 1988 (with Ricardo Amon).
- "Agricultural Producers Face Increasingly Segmented Markets and Preferences," *Farmer Cooperatives*, U.S. Department of Agriculture, Agricultural Cooperative Service, Vol. 54 no. 10, pp.15-16, January 1988.
- "Report of U.C. Task Force on Cooperatives: Needs, Priorities and Recommendations," internal briefing paper submitted to the University of California Vice President for Agriculture and Natural Resources, 27 pp. and appendices, January 20, 1988 (with Gillian Butler). "Producers Gain Strategic Marketing Expertise Through Cooperatives," *Farmer Cooperatives*, U.S. Department of Agriculture, Agricultural Cooperative Service, Vol. 54 no. 9, pp.13-15, December 1987.
- "Una Revision al Desarrollo de Cooperativas y Cadenas Voluntarias en Los Estados Unidos," *Cadenas Voluntarias en America Latina: Memorias del Ciclo de Conferencias*, FAO/IMPECSA, pp. 85-96, 1987.
- "Sources of Market Information," in *Small Farm News*, University of California Cooperative Extension, pp.1,4-6, November-December 1987 (with Suzanne Vaupel).
- "A Study of the Production-Marketing System for California Goat Cheese: Major Issues," paper presented at University of California Dairy Goat Day, Davis campus, 10 pp., November 1987 (with Lou Henslee).

- "Summary of a Study of the Marketing System for California Goat Cheese," proceedings of University of California Dairy Goat Day, pp.7-9, November 1987 (with Lou Henslee).
- "Research and Educational Needs of California Agricultural Cooperatives," white paper, University of California Cooperative Extension, June 1987.
- "Market Development Programs: An Important Part of Marketing," *Almond Facts*, pp.48-49, March-April 1987.
- "Forces for Change in the Marketing System," *Almond Facts*, pp.12-13, May-June 1987.
- The Mexican Dry Grocery Subsector: Strategies Supporting the Establishment of Voluntary Food Chains, FIDEC, Banco de Mexico, 378 pp. and appendices, January 1987.
- "Trends in Consumption Throw Down Challenges for Vegetable Industry," California-Arizona Farm Press, Farm Planning, Special Issue, Volume 8, p.11, November 22, 1986.
- "Marketing Organic Produce: Industry Outlook and Needs," proceedings of the Organic Farming Training Conference, University of California, Riverside, pp.105-112, October 1986.
- "Lessons on the Formation of Voluntary Food Chains," paper presented at the FAO Regional Conference on Food Distribution, Mexico City, 41 pp., September 1986.
- "Fresh Vegetable Marketing in the 1980s," invited paper presented at the Great Plains and Western States Agricultural Outlook Conference, Reno, Nevada, 12 pp. and appendices, August 1986.
- "Directory of Growers, Wholesalers and Retailers of California Organic and Specialty Produce," UC Cooperative Extension, 37 pp., 1986.
- "The International Experience with Voluntary and Cooperative Food Chains," FIDEC Working Paper, Banco de Mexico, 1982.
- "Las Cadenas Voluntarias: Su Papel en el Desarrollo del Comercio," *Comercio y Desarrollo*, Año IV, Vol. II, Numero 20, 1981.

#### **SELECTED WORKSHOPS AND PRESENTATIONS:**

**Selected** presentations at industry, academic, and international meetings follow.

- Panel moderator, "A Chat with the Farmers: Hear about Family Farming First-Hand," Seminis Woodland Field Day for dieticians, nutritionists and other food professionals and academics, Woodland, California, August 14, 2014.
- "A Fresh Look at Produce Production: The Dish on Today's Global Trends," Seminis Woodland Field Day for dieticians, nutritionists and other food professionals and academics, Woodland, California, August 13, 2014.
- "The U.S. Fresh Produce Industry: An Industry in Transition," UC Davis Postharvest Technology Short Course, UC Davis campus, June 20, 2014.
- "The U.S. Fresh Produce Industry: Consumer Issues in Quality and Safety," UC Davis Postharvest Technology Short Course, UC Davis campus, June 20, 2014.
- "From Weather to World Markets: Factors that Affect Food Cost in the Fresh Produce World," Culinary Institute of America (CIA) Healthy Menus R&D Collaborative Meeting, Hyde Park, New York, June 14, 2014.

- “Fresh Produce Sourcing Under Uncertainty,” CIA/Harvard School of Public Health Menu for Change Summit, Cambridge, Massachusetts, June 11, 2014.
- “The California Fresh Produce Industry and Marketing Trends Affecting Labor,” Conference on Labor, Water and California Agriculture in 2014, UC Davis Law School, UC Davis Campus, April 18, 2014.
- “Fresh Produce Industry Trends: Context for Key Ripening Fruits,” UC Davis Postharvest Technology Fruit Ripening & Retail Handling Workshop, UC Davis campus, March 26, 2014.
- “Industry Trends and How Technology Can Improve Flavor and Consumption,” speaker, session organizer and panel moderator, Produce for Better Health (PBH) Annual Conference: The Consumer Connection, Scottsdale, Arizona, March 18, 2014.
- “Fresh Tomato Trends in the N. American Market,” America Trades Produce Conference, Tubac, Arizona, March 13, 2014.
- “International Fruit Genetics and Grapery Case Study, California Agribusiness Executive Seminar, Newport Beach, California, March 2, 2014.
- “The California Fresh Produce Industry and Marketing Trends,” ARE 293, UC Davis campus, February 26, 2014.
- Keynote address, “Fresh Produce Trends: Implications for Vegetable Grower-Shippers and their Seed Suppliers,” American Seed Trade Association (ASTA) Annual Vegetable Flower and Seed Conference, Monterey, California, January 27, 2014.
- Keynote address, “Global Trade in Fresh Produce and Consumer Demand: Strategies for Increasing Consumption,” Global Trade Symposium, New York Produce Show and Conference, New York City, December 10, 2013.
- “Fresh Produce Consumption and Consumer Trends,” PLS 172, Postharvest Physiology and Handling of Horticultural Commodities, UC Davis campus, October 18, 2013.
- “Current Trends in the Marketing of Fresh Produce,” PLS 172, Postharvest Physiology and Handling of Horticultural Commodities, UC Davis campus, October 16, 2013.
- “Trends in Marketing Fresh Produce and Fresh-cut Products,” UC Davis Fresh-Cut Products: Maintaining Quality and Safety Postharvest Technology Short Course, UC Davis campus, September 26, 2013.
- “The Economic Downturn Increases Competition at All Levels of the U.S. Food Marketing System,” Ocean Mist Farms Strategic Planning Meeting, Carmel, California, August 26, 2013.
- “The U.S. Fresh Produce Industry: An Industry in Transition,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 21, 2013.
- “The U.S. Fresh Produce Industry: Consumer Issues in Quality and Safety,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 21, 2013.

- “The Economic Downturn: A Transformative Event for the U.S. Food Marketing System and Consumer Demand for Food,” Ag Against Hunger 20<sup>th</sup> Annual Women’s Luncheon, Soledad, California, June 7, 2013.
- “Fresh Produce Industry Marketing Trends: Implications for Fruit,” UC Davis Postharvest Technology Fruit Ripening & Retail Handling Workshop, UC Davis campus, March 18, 2013.
- “Trends in the Marketing of California Fresh Fruits and Vegetables,” ARE 293, UC Davis campus, March 6, 2013.
- “Understanding Vegetable Grower’s Marketing Decisions,” UC Davis/Syngenta Post Harvest Short Course, UC Davis campus, February 20, 2013.
- “Understanding Vegetable Grower’s Marketing Decisions,” UC Davis/Syngenta Post Harvest Short Course, UC Davis campus, February 13, 2013.
- “Fundamental Forces Affecting U.S. Onion Growers and Marketers,” National Onion Association Annual Meeting, Rancho Mirage, California, November 29, 2012.
- “Fresh Produce Consumption and Consumer Trends,” PLS 172, Postharvest Physiology and Handling of Horticultural Commodities, UC Davis campus, November 19, 2012.
- “Current Trends in the Marketing of Fresh Produce,” PLS 172, Postharvest Physiology and Handling of Horticultural Commodities, UC Davis campus, November 16, 2012.
- “Fresh Tomato Sector Trends and Analysis,” Seminis Forum on the Future of Fresh Tomatoes, Woodland, California, October 16, 2014.
- Keynote address, “Trends in Fresh Produce Marketing: Implications for Grower-Shippers and their Biopesticide Suppliers,” Biopesticide Industry Alliance Semi-Annual meeting, UC Davis campus, October 3, 2012.
- “The U.S. Market for Fresh Vegetables: Spotlight on Tomatoes and Peppers,” Intagri 4<sup>th</sup> International Protected Culture Short Course, webinar, September 28, 2012.
- “Understanding Vegetable Grower’s Marketing Decisions,” UC Davis/Syngenta Post Harvest Short Course, UC Davis campus, September 20, 2012.
- “Trends in Marketing Fresh Produce and Fresh-cut Products,” UC Davis Fresh-Cut Products: Maintaining Quality and Safety Postharvest Technology Short Course, UC Davis campus, September 18, 2012.
- “Fresh Produce Industry Structure: Understanding Vegetable Grower’s Marketing Decisions,” UC Davis/Syngenta Post Harvest Short Course, UC Davis campus, September 12, 2012.
- “Trends in Table Grape Markets and the US Fresh Produce Marketing System: Implications for Premium Grape Varieties,” Sweet Celebration Grape Global Summit, Bakersfield, California, August 24, 2012.
- “The U.S. Fresh Produce Industry: An Industry in Transition,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 22, 2012.

“The U.S. Fresh Produce Industry: Consumer Issues in Quality and Safety,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 22, 2012.

“Understanding the Realities of the Fresh Produce Marketing System: Barriers and Opportunities,” Lake County Local Food Forum, Kelseyville, California, June 20, 2012.

“Tendencias del Retail y su Impacto en la Categoría de Arándanos,” International Blueberry Seminar, Santiago, Chile, May 23, 2012.

“Food Distribution Trends: Focus on Fresh Produce,” California Agricultural Leadership Class 41, UC Davis campus, May 8, 2012.

“Key Trends in the North American Fresh Produce Industry: Implications for the Vegetable Seed Industry,” UC Davis Seed Central Forum, UC Davis campus, April 12, 2012.

“Marketing to the Consumer: Successful Strategies to Increase Fruit and Vegetable Sales, Produce for Better Health Annual Meeting, Monterey, California, March 30, 2012.

“Fresh Fruit Marketing and Consumer Trends,” UC Davis Postharvest Technology Fruit Ripening & Retail Handling Workshop, UC Davis campus, March 27, 2012.

Presented case study on McDonald’s, California Agribusiness Executive Seminar, Monterey, California, March 6, 2012.

“The California Fresh Produce Industry,” ARE 293, UC Davis campus, January 9, 2012.

“Current Trends in the Marketing of Fresh Produce,” PLS 172, Postharvest Physiology and Handling of Horticultural Commodities, UC Davis campus, November 23, 2011.

“Trends in Fresh Produce Consumption,” PLS 172, Postharvest Physiology and Handling of Horticultural Commodities, UC Davis campus, November 21, 2011.

“The Global Economic Downturn and Fresh Produce Marketing Trends, Invited Speaker, Global Trade Symposium, New York Produce Show and Conference, New York City, November 7, 2011.

Strengthening Our Connections: People, Issues and Policy (The Sustainable Food Systems Strategic Initiative Conference), Organizer, UC Davis campus, October 11-13, 2011.

“Monsanto Vegetable Round Table Industry Discussion,” Vegetable Grower Outreach Meeting, Sacramento, October 6, 2011.

Keynote address, “Trends in the USA Fresh Berry Market,” First International Aneberries Congress, Guadalajara, Mexico, September 29, 2011.

Keynote address, “Food Distribution Trends: Focus on Fresh Produce,” FoodLink Conference for Vegetable Shippers, Monterey, California, September 23, 2011.

“Trends in Marketing Fresh Produce and Fresh-cut Products,” UC Davis Fresh-Cut Products: Maintaining Quality and Safety Postharvest Technology Short Course, UC Davis campus, September 13, 2011.

- “The U.S. Fresh Produce Industry: An Industry in Transition,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 17, 2011.
- “The U.S. Fresh Produce Industry: Consumer Issues in Quality and Safety,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 17, 2011.
- “Mexico’s Agricultural Export Sector: Focus on Fresh Produce,” UC Davis Conference on Migration and Development: Comparing Mexico-U.S. to Turkey-Western Europe, UC Davis campus, May 6, 2011.
- “Food Distribution Trends: Focus on Fresh Produce,” California Agricultural Leadership Class 40, UC Davis campus, May 5, 2011.
- “Fresh Fruit Marketing and Consumer Trends,” UC Davis Postharvest Technology Fruit Ripening & Ethylene Management Workshop, UC Davis campus, April 26, 2011.
- “Fresh Vegetables and Berries Industry Update: Focus on the Salinas and Imperial Valleys, and World Markets,” Rabobank Relationship Managers Statewide Conference, Fresno, California, April 20, 2011.
- “Las Tendencias y Dinámicas en los Mercados de Frutas y Verduras,” (Fresh Produce Marketing Trends, Dynamics, and Implications for Suppliers), Cooperative Extension webinar for growers (in Spanish), March 21, 2011.
- “Trends in the Marketing of California Fresh Fruits and Vegetables,” ARE 293, UC Davis campus, March 9, 2011.
- “Food Marketing and Distribution Trends: Buyers Require More Services from Suppliers,” California Chapter of the Agronomy Society Annual Plant and Soil Conference, Fresno, California, February 1, 2011.
- “Fresh Produce Marketing under Volatility,” Ag in Uncertain Times, Interstate Cooperative Extension webinar, December 16, 2010.
- “Update on Food Marketing and Distribution Trends,” Leadership Education Program for California Cooperative Managers and Directors, Sacramento, November 8, 2010.
- “Strategies for Competing in a Changing Environment,” California Agribusiness Executive Seminar, Faculty Director, and case writer and presenter of Taylor Fresh Foods, Monterey, California, March 7-9, 2010.
- “Economic Recession and the California Fresh Produce Industry,” California Agricultural Leadership Program Seminar, Class 38, Davis Campus, May 5, 2009.
- “Trends in the Marketing of California Fresh Fruits and Vegetables,” ARE 293, UC Davis campus, March 10, 2009.
- “Organic Fresh Produce Marketing Trends in the USA,” Organic Agricultural Product Systems Opportunities for Chile-CA Partnerships, a Program supporting the Chile-California Partnership for the 21<sup>st</sup> Century, UC Davis campus, October, 30, 2008.

- “Strategies for Competing in a Changing Environment,” California Agribusiness Executive Seminar, Faculty Director, Organizer and Moderator, Monterey, California, March 2-4, 2008.
- “Food Safety: Overview of Regulatory Structure and Emerging Issues for California Growers,” California Agribusiness Executive Seminar, Monterey, California, March 4, 2008.
- “Imagination Farms, Licensing and Marketing Disney Garden Fresh Produce to Children: A Case Study,” California Agribusiness Executive Seminar, Monterey, California, March 3, 2008.
- “Fresh Produce Marketing Trends,” California Agricultural Leadership Program Seminar, Class 37, UC Davis Campus, January 8, 2008.
- “El Dinámico Mercado de Producción de Tomate Fresco en el área del TLCAN,” (The Dynamic NAFTA Fresh Tomato Market,) 2nd Internacional Tomato Congress, León, Guanajuato, México, via live video conference, July 11, 2007.
- “Cambios en el Mercado Norteamericano de Frutas y Hortalizas Implican Cambios para los Exportadores Mexicanos,” (Changes in the North American Fresh Produce Market: Implications for Mexican Exporters), ExpoAgro, Culiacán, Sinaloa, México, February 8, 2007.
- “PMA/Packer/Cornell Invitational Leadership Symposium, Facilitator and Discussion Leader, Dallas, Texas, January 18-20, 2007.
- “Trends in Marketing Fresh Produce and Fresh-cut Products,” UC Davis Fresh-Cut Products: Maintaining Quality and Safety Postharvest Technology Short Course, UC Davis campus, September 21, 2006.
- “Overview of the Greenhouse Vegetable Industry: Focus on Tomatoes,” The IR-4 Project Greenhouse-Grown Food Crops Workshop on Pest Control, Indianapolis, Indiana, September 11, 2006.
- “The Evolving Fresh Produce Marketing System: From Fragmentation to Supply Chain Management,” United Fresh Fruit and Vegetable Association Fellows Program, UC Davis Campus, July 27, 2006.
- “The Dynamic North American Market for Fresh Tomatoes: Changing Supply and Demand,” First International Tomato Congress, Guadalajara, Mexico, July 20, 2006.
- “Global Fresh Fruit and Vegetable Marketing Trends,” Short Course for Southern California vegetable grower-shippers and importers, and growers from the Mexicali-San Luis Valley, Mexicali, Mexico, April 18, 2006.
- “Strategies for Competing in a Changing Environment,” California Agribusiness Executive Seminar, Faculty Director, Organizer and Moderator, Monterey, California, March 5-7, 2006.
- Presented case study on “Village Farms: Growth in Greenhouse Tomato Production Poses Strategic Challenges,” California Agribusiness Executive Seminar, Monterey, California, March 6, 2006.
- “NAFTA Trends in Fresh Fruit and Vegetable Marketing,” Giannini Foundation Conference on North American Agriculture: Assessing NAFTA at 12, Sacramento, January 13, 2006.
- “Nontraditional Structures for Cooperatives,” Strategic Planning for Cooperatives: Rural Cooperatives Center Workshop for Cooperative Directors, Sacramento, November 30, 2005.



- “Changing Food Retail and Foodservice Markets: Implications for Agribusiness!,” Keynote Speaker, American Agri-Women 30th Annual Convention, Monterey, California, November 12, 2005.
- “Trends in the Global Fresh Produce Industry: Focus on Citrus,” Costco Global Produce Buyer Meeting, Atlanta, Georgia, November 5, 2005.
- “Making the Transition to Globalization: Fresh Produce Marketers, Including Cooperatives,” Organized Symposium on Strategizing for Cooperatives of the Future, AAEE Annual Meeting, Providence, Rhode Island, July 25, 2005.
- “The U.S. Fresh Produce Industry: An Industry in Transition,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 24, 2005.
- “Consumer Issues in Quality and Safety,” UCD Postharvest Technology Short Course, Campus, June 24, 2005.
- “Structural Change Affects Fresh Produce Marketing,” Global Agrifood Forum 2005, Mexico City, June 9, 2005.
- “Predictions on the Supply Chain of the Future,” PMA's Retail Produce Solutions Conference, Moderator and Speaker, Monterey, California, June 4, 2005.
- “Cambios Importantes en la Distribución de las Frutas y Hortalizas: El Caso del Tomate de Invernadero y Su Impacto Sobre el Tomate de Campo,” Seminar at CAADES, Culiacán, Sinaloa, México, April 28, 2005.
- “Trends in U.S. Fresh Produce Marketing: Towards a More Streamlined Supply Chain,” Keynote Speaker, Houston Fresh Fruit and Vegetable Association, Houston, Texas, April 13, 2005.
- “NAFTA At 11: Impact on the California Fresh Produce Industry,” Address to UC President Dynes’ Agricultural Advisory Council, Berkeley, California, April 7, 2005.
- “The Changing Marketplace for California Crops: Focus on Fruits and Vegetables,” California Agriculture Symposium, Sacramento, March 23, 2005.
- Keynote address, “Worldwide Changes in Food Marketing Affect Fresh Fruits and Vegetables: Implications for Plasticulture,” American Society for Plasticulture, Plasticulture ‘05, Charleston, South Carolina, March 6, 2005.
- “Cooperatives: Serving Customers Year- Round,” Agricultural Council Annual Meeting, Carmel, California, March 1, 2005.
- Keynote address, “Trends in U.S. Food and Fresh Produce Marketing: Implications for the Vegetable Seed Industry,” Roger’s Vegetable Seed Conference, Las Vegas, Nevada, February 2, 2005.
- “Drivers Affecting the California Fresh Produce Industry,” California Ag Leadership Program, UC Davis campus, January 14, 2005.
- “Supply, Demand, and Structural Issues Affecting the Vegetable Seed Industry,” Syngenta, Ladera Ranch, California, November, 18, 2004.

- “Economic Trends in the California Fresh Vegetable Industry,” United Farm Workers, UC Davis campus, November 12, 2004.
- “Current Trends in the Marketing of Fresh Produce,” PLB 172, UC Davis campus, November 10, 2004.
- “Trends in Marketing Fresh Produce and Fresh-cut Value-Added Products,” UNEX/UC Davis Fresh-Cut Products: Maintaining Quality and Safety Short Course, UC Davis campus, September 16, 2004.
- “Trends in U.S. Fresh Produce Marketing,” Keynote Speaker, California Fresh Produce and Floral Council, Oakland, California, September 13, 2004.
- “International Trade in Specialty Crops,” DC Ag Leadership Fellows, UC Davis campus, August 13, 2004.
- “Greenhouse Tomato Industry Marketing Challenges and Outlook Panel,” Mexican Greenhouse Producer Association 5th Annual Congress (AMPHI), Guadalajara, Mexico, July 30, 2004.
- “The Emerging N. American Greenhouse Tomato Industry Changes Dynamics in the Fresh Tomato Industry,” Mexican Greenhouse Producer Association 5th Annual Congress (AMPHI), Guadalajara, Mexico, July 28, 2004.
- “Fresh Produce Marketing: New Challenges and Opportunities,” United Fresh Fruit and Vegetable Association (FFVA) Leadership Fellows, UC Davis campus, July 16, 2004.
- “Consumer Issues in Quality and Safety,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 25, 2004.
- “The U.S. Fresh Produce Industry: An Industry in Transition,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 25, 2004.
- “Supermarket Challenges and Opportunities for Fresh Fruit and Vegetable Producers and Shippers: Lessons from the US Experience,” Conference on Supermarkets and Agricultural Development in China – Opportunities and Challenges, Shanghai, China, May 24, 2004.
- “Tendencias Internacionales en la Producción, Consumo y Distribución de Frutas y Verduras,” Agritrade, Guatemala City, Guatemala, March 24, 2004.
- “Strategies for Competing in a Changing Environment,” California Agribusiness Executive Seminar, Faculty Director, Organizer and Moderator, Coalinga, California, March 7-9, 2004.
- “Global Berry Farms Case Study,” California Agribusiness Executive Seminar, Coalinga, California, March 8, 2004.
- “The Emerging N. American Greenhouse Industry Changes Dynamics in the Fresh Tomato Industry,” North American Tomato Trade Working Group (NATTWG) and California Tomato Commission Annual Conference, Cabo San Lucas, Mexico, February 11, 2004.
- “Drivers Affecting the Ca. Fresh Produce Industry,” and Panel on “The Current Economic Scene,” California Agricultural Leadership Program Seminar, Class 34, UC Davis campus, January 16, 2004.

“Marketing Trends and Their Implications for Lake County Growers and Shippers,” Solutions for Today’s Farmers Conference, Kelseyville, California, January 10, 2004.

“Becoming Certified: Evaluating the Organic Option,” Solutions for Today’s Farmers Conference, Kelseyville, California, January 10, 2004.

Keynote address, “Globalization and Fresh Produce Marketing: Challenges and Opportunities,” Annual Meeting of the Yuma Fresh Vegetable Association, Yuma, Arizona, December 4, 2003.

“Global Fruit and Vegetable Consumption and Marketing Trends,” USA Pears Wholesale-Retail Buyer Conferences in Guadalajara and Mexico City, México, November 17 and 18, 2003.

“The Avocado Market: A Growth Market In a Mature Food Industry,” Avocado Brainstorming ’03 International Conference, Ventura, California, October 31, 2003.

“Trends in Global Fruit and Vegetable Production, Demand and Trade: Emphasis on the United States,” 23rd World Union of Wholesale Markets Conference, Lisbon, Portugal, October 6, 2003.

“Current Trends in Marketing Fresh Produce,” for PMA 2003 Asian Produce Distribution Group, UC Davis campus, October 29, 2003.

Keynote address, “Forces Driving Change in Fresh Produce Marketing: Implications for Avocados,” Avocado Society Annual Meeting, Ventura, California, September 20, 2003.

“Trends in Marketing Produce and Fresh-cut Products,” UC Davis Fresh-Cut Short Course, UC Davis campus, September 9, 2003.

“Marketing Apples in a Global Environment: Challenges and Opportunities,” Rabobank conference on Pipfruit Marketing, Hawke’s Bay, New Zealand, July 30, 2003.

Keynote address, “Globalization and Fresh Produce Marketing: Challenges and Opportunities,” Produce Plus Conference, Auckland, New Zealand, July 28, 2003.

“Globalization and Fresh Produce Marketing: Challenges and Opportunities,” United Fresh Fruit and Vegetable Association (UFFVA) Fellowship Program, UC Davis campus, July 24, 2003.

“Drivers of Change Affecting Agriculture in Monterey County: Value-Added Strategies,” Monterey County Cluster Event, Salinas, California, July 16, 2003.

“Consumer Issues in Quality and Safety,” UC Davis Postharvest Technology Short Course, UC Davis campus, June 20, 2003.

“Blueberry Outlook, Marketing Trends and Issues for California Blueberry Growers,” UC Blueberry Field Day, Kearney Ag Center, May 15, 2003.

“Globalization of Food Retailing Presents Challenges and Opportunities to Ag Suppliers,” Science Based Information in Support of Sustainable Agriculture and Organic Production Conference, UC Davis campus, May 1, 2003.

“Global Retailers Enhance the Effects of Food Industry Globalization: Get Ready!,” Rural Appraiser’s 2003 Spring Ag Outlook Forum, Sacramento, California, April 25, 2003.

- “The North American Greenhouse Tomato Industry - 2003 Market Outlook,” N. American Tomato Working Group (NATTWG), Whistler, Canada, April 23, 2003.
- “Marketing Fresh Produce in a Consolidating Food Distribution System: Implications for Strategies, Promotion and Consumer Demand,” Seminar for the UCD Center for Advanced Studies in Nutrition and Social Marketing, UC Davis campus, April 1, 2003.
- “The Consolidating US Food Distribution System: Implications for the Fresh Cherry Industry,” UCD Cherry Industry Short Course, Stockton, California, March 27, 2003.
- “World Pear Outlook and Implications for the California Industry,” Pear Advisory Board of Directors Retreat, Napa, California, March 7, 2003.
- “Marketing Apples in a Global Environment: Challenges and Opportunities,” Mid-Valley Association's California Apple Symposium, Stockton, March 6, 2003.
- “The Globalization of Retailing: Implications for Agricultural Producers,” Northwest Farm Credit System Executive Producer Roundtable Spokane, Washington, February 7, 2003.
- “Consumer Food Trends,” Purdue University Short Course for the Seed Industry, Indianapolis, Indiana, February 5, 2003.
- “Drivers Affecting the California Fresh Produce Industry,” California Ag Leadership Class, UC Davis campus, January 10, 2003.
- “Forces for Change in the Fresh Produce Industry: Implications for Fresh Tomato Growers,” Tomato Grower Summit, San Diego, California, December 17, 2002.
- “The Global Outlook for Apples and Pears,” Chilean Exporter Association Pipfruit Grower Seminar, Linares, Chile, November 29, 2002.
- “Forces for Change Affecting California Growers and Strategic Responses,” Watson Farm Group, Bakersfield, California, November 8, 2002.
- “Visioning Session on the Future of the Food Industry,” Food Distribution Research Society Annual Meeting, Miami, Florida, October 28, 2002.
- “Organic Produce Marketing Trends,” Cochrane Group, Campus, September 30, 2002.
- “Marketing of Fresh-Cut Produce,” UC Davis Fresh-Cut Products Short Course, co-sponsored by the International Fresh-Cut Produce Association (IFPA), UC Davis campus, September 10, 2002.
- “The Emerging Greenhouse Tomato Industry in the NAFTA Region: Implications for Field-Grown Tomato Producers and Trade Disputes,” Organized Symposium, AAEA Annual Meeting, Long Beach, California, July 30, 2002.
- “Principal Factors Affecting Global Fresh Produce Trade: A Perspective on Commercial Practices Influencing Trade,” Organized Symposium, AAEA Annual Meeting, Long Beach, California, July 29, 2002.

- “The US Fresh Produce Industry: Challenges and Issues,” United Fresh Fruit and Vegetable Association Produce Industry Leadership Fellows, Davis Campus, July 25, 2002.
- “Consumer Issues in Quality and Safety,” UC Davis 24<sup>th</sup> Annual Postharvest Technology Short Course, UC Davis campus, June 21, 2002.
- “The Role of Cooperatives in the US Fresh Produce Industry: Recent Trends and Future Outlook,” The Greenery, UC Davis campus, June 5, 2002.
- “The US Fresh Produce Industry Structure: Recent and Future Evolution,” Rabobank International Global Fresh Produce Conference 2002, Noordwijk, The Netherlands, May 29, 2002.
- “Grocery Industry Consolidation: Potential Effects on Agriculture,” California Seed Association (CSA) and California Crop Improvement Association Annual Seed Industry Conference, Woodland, California, May 22, 2002.
- “Situation and Outlook for the California Pear Industry,” Conference on Postharvest Issues for Bartlett Pears, UC Davis campus, April 25, 2002.
- “Drivers Affecting the California Fresh Produce Industry,” UC Davis Dean’s Advisory Council Spring Meeting, UC Davis Campus, April 17, 2002.
- “Marketing Apples Under Consolidation and Product Proliferation,” Central California Apple Symposium, Stockton, California, March 28, 2002.
- “Evolving Trends in Food Distribution: Emphasis on Fresh Fruits,” Annual UC Pomology Extension Continuing Conference (PECC), UC Davis campus, March 22, 2002.
- “Demand Trends Affecting Organic Markets,” Certified Organic Tree Crops: Transition, Growing Practices and Markets, co-sponsored by UC Cooperative Extension Sutter/Yuba Counties, UC Sustainable Agriculture Research and Extension Program, and UC Davis Department of Agricultural and Resource Economics, Yuba City, March 20, 2002.
- “Marketing Tools for Food Producers,” Organized and conducted One-Day Marketing Short Course for growers co-sponsored by University of California and Oregon State University, Klamath Falls, Oregon, March 19, 2002.
- “An Overview of the Global Horticultural Marketplace,” Workshop on Biotechnology for Horticultural Crops: Challenges and Opportunities, Convened by the Seed Biotechnology Center, the Agricultural Issues Center, and the Division of Agriculture and Natural Resources University of California, Monterey, California, March 7, 2002.
- “Marketing of Fruits and Vegetables: An Overview of the Dynamic US Industry,” ARE 293, UC Davis campus, March 5, 2002.
- “Understanding the Changing US Food Marketing System,” Winter Ag Meeting for Shasta, Lassen and Modoc Counties, McArthur, February 4, 2002.
- “A More Consolidated Marketplace Presents New Challenges to the Sweet Potato Industry,” 40th Annual Convention of the US Sweet Potato Council, Napa, California, January 21, 2002.

- “Modernization of Food Marketing Systems Improves Opportunities for Domestic and Foreign Suppliers,” INCAE/Purdue Conference on Strategies for Competing in the Global Food Industry, San Salvador, El Salvador, November 29, 2001.
- “Market Consolidation Poses New Marketing Challenges for Produce Suppliers,” Fresh Produce Association of the Americas, Nogales, Arizona, November 14, 2001.
- “Cambios Importantes en los Mercados Finales Tienen Implicaciones Transcendentes para Proveedores,” Table Grape Growers Annual Conference, San Carlos, Sonora, November 9, 2001.
- “Saturating Markets: Product Proliferation Can Lead to Oversupply,” CAADES Grower-shipper Meeting, Culiacan, Sinaloa, November 7, 2001.
- “What Retailers Really Want from Their Suppliers,” PMA Fresh Summit 2001, Philadelphia, October 29, 2001.
- “Current Trends in the Marketing of Fresh Produce,” UC Davis Postharvest Physiology and Handling of Horticultural Commodities, PLB 172, UC Davis campus, October 19, 2001.
- “Trends in Fresh Produce Marketing: Challenges and Opportunities,” Presentation to Grape Shippers, Bakersfield, California, August 21, 2001.
- “Vertical and Horizontal Arrangements in Fresh Produce Marketing,” AAEA Annual Meeting, Chicago, August 6, 2001.
- “Economics of Slotting Allowances: Empirical Evidence from the Fresh Produce Industry,” AAEA Annual Meeting, Chicago, August 6, 2001.
- “Distribution of Horticultural Products in a Globalized Market,” American Society of Horticultural Science Annual Meeting, Sacramento, July 23, 2001.
- “Fresh Produce Marketing in a New Century,” United Fresh Fruit and Vegetable Association Produce Industry Leadership Fellows, UC Davis campus, July 13, 2001.
- “Consumer Issues, Attitudes and Trends,” UCD 23rd Annual Summer Postharvest Technology Short Course, UC Davis campus, June 22, 2001.
- “Dinamiche Recenti dei Mercati dei Prodotti Ortofrutticoli Freschi negli Stati Uniti: Lezioni per l’Italia?,” Arcavacata di Rende, Italy, April 26, 2001, lecture delivered in Italian to agribusiness leaders.
- “Il Mercato dei Prodotti Ortofrutticoli Freschi negli Stati Uniti: Dinamiche Recenti dei Consumi, delle Strategie del Settore Distributivo e delle Imprese Agricole,” Arcavacata di Rende, Italy, April 23-24, 2001, lectures delivered in Italian to a Short Course of students from University of Calabria, University of Parma and government Extension personnel from the Southern region.
- “Implications of Retail Consolidation for the Monterey County Vegetable Industry: Recent Research Findings,” Salinas Vegetable Grower-Shipper Association, Salinas, CA, April 10, 2001.
- “Structural Changes in Fruit and Vegetable Markets and Implications for Small to Medium Size Farms,” Joint Meeting of the Small Farm Continuing Conference and the Farm Management Workgroup, UC Davis campus, March 30, 2001.

- “Can the Case be Made Against Further Retail Consolidation?,” The 65th Annual Meeting of the California Grape and Tree Fruit League, Napa, March 27, 2001.
- “Emerging Trade Practices in the Fresh Produce Industry: Results of a Recent USDA Study,” California Citrus Showcase, Visalia, CA, March 15, 2001 (Keynote Speaker).
- “Emerging Market and Trade Practices for Fruits and Vegetables,” USDA Agricultural Outlook Forum, Washington, D.C., February 23, 2001.
- “Trends and Outlook for the California Fresh Vegetable Industry,” UC Vegetable Crops Continuing Conference, UC Davis campus, December 6, 2000.
- “Key Drivers Affecting the Fresh Vegetable Industry: Where Do you Fit In?” 10th Annual Desert Vegetable Crop Workshop and Expo (co-sponsored by UC and U of Az. Cooperative Extension), Yuma Convention Center, November 1, 2000.
- “Survival of the Biggest: Another Look at Retail Consolidation,” Fresh Summit 2000, PMA Annual Convention, Anaheim, October 31, 2000.
- “Produce Marketing Under Consolidation,” Fresh Summit 2000, PMA Annual Convention, Anaheim, October 30, 2000.
- “La Globalizacion del Sector Alimenticio y Implicaciones para los Productores/Exportadores,” Short Course for US/Mexican Produce Firms, Caborca, Sonora, October 9, 2000.
- “El Sector del Esparrago Fresco: Situacion Actual y Pronostico,” Short Course for US/Mexican Produce Firms, Caborca, Sonora, October 9, 2000.
- “Marketing Trends in Fresh-Cut Produce,” UCD 6th Annual Short Course on Fresh-Cut Products: Maintaining Quality and Safety, campus, September 12, 2000.
- “Fruit and Vegetable Supply Chain Management: Challenges and State-of-the-Art,” Free Session on Fruit and Vegetable Supply Chain Management, Innovations and Competitiveness, AAEA Annual Meeting, Tampa, Florida, August 1, 2000.
- “Survey Results: An Overview of Recent Trends in Produce Marketing,” Organized Symposium on Recent Changes in Produce Marketing,” AAEA Annual Meeting, Tampa, Florida, July 31, 2000.
- “Value Chains in the Fruit and Vegetable Industry,” AAEA Pre-Conference Workshop on Policy Issues in the Changing Structure of the Food System, Tampa, Florida, July 29, 2000.
- Delivered the Snyder Lecture, Purdue University, Lafayette, Indiana, April 19, 2000.
- “Industry Consolidation and Its Impact on Produce: Part I: Outlook on Global Retail Trends,” United Fresh Fruit and Vegetable Association International Convention and Exposition, Phoenix, Arizona, February 27, 2000.
- “Industry Consolidation and Its Impact on Produce: Part II: Taking Charge of Change for Profit,” United Fresh Fruit and Vegetable Association International Convention and Exposition, Phoenix, Arizona, February 27, 2000.

- “Vegetable Marketing Trends,” UC Vegetable Crops Continuing Conference, Davis Campus, December 1, 1999.
- “Marketing of Non-Traditional Fruits and Vegetables,” Conference on the Marketing of Non-traditional Agricultural Products in North America, Monterrey, Mexico, November 23, 1999.
- “Challenges and Opportunities in the US Food Distribution System Facing Retailers,” Conference on the Future of Food Retailing sponsored by Safeway, Chicago, Illinois, October 27, 1999.
- Interview of Mexican presidential candidate (and vegetable grower-shipper) Vicente Fox as a Keynote Address to PMA on “Future Trends in the Global Fresh Produce Industry,” PMA International Trade Conference, Atlanta, Georgia, October 23, 1999.
- “The Impact of Industry Consolidation and Globalization,” Adapting to Industry Consolidation Grassroots Seminar, Sponsored by United Fresh Fruit and Vegetable Association and BASF, Monterey, California, October 6, 1999.
- “Describing the Value Chain,” Agricultural Education Foundation Strategic Planning Conference on Defining Agriculture in the New Millennium, Richmond, California, August 25, 1999.
- “Food Retail Consolidation, NAFTA, and the Fresh Fruit Industry,” Rabobank North American Agribusiness Advisory Board, Napa, California, August 5, 1999.
- “Consumers’ Use of Time and Its Influence on Home Meal Replacement,” HOMER ’99 Innovations in Home Meal Replacement, La Jolla, California, July 27, 1999.
- “What Do Consumers Want for Dinner? Which Consumers? Which Dinners?,” HOMER ’99: Innovations in Home Meal Replacement, La Jolla, California, July 26, 1999.
- “The Fresh Produce Industry of the Future,” United Fresh Fruit and Vegetable Association Leadership Seminar, Davis Campus, July 23, 1999.
- “Trends in Food Retailing,” Office International de la Vigne et du Vin (OIV) Wine Marketing Short course, UNEX, Davis Campus, July 22, 1999.
- “Problems Faced by Wholesale Markets,” Conacca ’99 International Seminar, Sponsored by the US ATO, Guadalajara, Mexico, July 15, 1999.
- “The Dynamic U.S. Fresh Produce Industry,” UC Davis Postharvest Technology Short Course, Plant Biology 196, UC Davis campus, June 25, 1999.
- “Culinary Solutions for Home Meal Replacement,” Speaker and Moderator, Bringing California’s Harvest to the World’s Table, Eleventh CIFAR Conference, Greystone, The Culinary Institute of America, St. Helena, California, April 30, 1999.
- “Nuevos Canales para Nuevos Retos,” Speaker and Moderator, Seminario Internacional de Frutas y Verduras, ANTAD 1999, Guadalajara, México, March 14, 1999.



- “Conceptual Basis, Effects and Evidence of Joint Ventures and Other Strategic Alliances Under NAFTA,” Fifth Canada/Mexico/US Conference on Policy Harmonization and Adjustment in the North American Agricultural and Food Industry, Acapulco, Mexico, March 4, 1999.
- “Increasing Concentration in the U.S. Food System: Implications for the Fresh Produce Industry,” Seminar to ERS/USDA, Washington, D.C., February 19, 1999.
- “The Rapidly Expanding Market for Organic Foods,” Southern California Food Industry Conference: Organic Food—Is This the Future?, Cal Poly Pomona, January 28, 1999.
- “Panel I: Fruits, Nuts and Vegetables,” Speaker, Organizer and Moderator, UC Executive Seminar on Agricultural Issues: Risks and Opportunities for California Agriculture, Sacramento, California, December 8, 1998.
- “The Great Produce Shake-up: Where Do You Fit In?,” Pacific Agribusiness Alliance, Oxnard, California, November 17, 1998.
- “Home Meal Replacement: A Fresh-Cut Approach,” International Fresh-Cut Association (IFPA) 6th Annual Technical Seminar, San Diego, California, November 16, 1998.
- “Consumer Issues Related to Fresh Produce,” UC Davis Postharvest Physiology and Handling of Horticultural Commodities, PLB 172, UC Davis campus, November 13, 1998.
- “What’s Happening in the Mandarin Market?,” Foothill Mandarin Short Course, Loomis, California, November 5, 1998.
- “Vegetable Marketing: Key Issues and Industry Structure,” ASE 110 Crop Management Systems for Vegetable Production,” UC Davis campus, November 3, 1998.
- “Globalization, Joint Ventures and Strategic Alliances,” Speaker, Organizer and Moderator, Food Distribution Research Society Annual Conference: Frontiers in Food Marketing, Monterey, California, October 27, 1998.
- Meeting Chair and Session Coordinator for the Food Distribution Research Society Annual Conference: Frontiers in Food Marketing, Monterey, California, October 25-28, 1998.
- “Effectively Selling in Changing Retail Markets,” PMA International Trade Conference, New Orleans, October 17, 1998.
- “Production Agriculture in Transition: The Fresh Fruit and Vegetable Sector,” Food System of the Future Conference, Purdue University, September 28, 1998.
- “Global Consumer Trends Drive Change in World Agriculture,” Food System of the Future Conference, Purdue University, September 28, 1998.
- “Trends in Fresh-Cut Produce Marketing,” UC Davis Short Course on Fresh-Cut Products: Maintaining Quality and Safety, UC Davis Campus, September 15, 1998.
- “Effects of Agricultural Origin, Production and Mother Nature on Produce in a Worldwide Market,” PMA Fresh Produce Academy, Monterey, CA, July 17, 1998.

- “What’s the Latest in Produce Marketing?,” United Fresh Fruit and Vegetable Association Leadership Seminar, Davis Campus, July 16, 1998.
- “Trends in Food Marketing,” Office International de la Vigne et du Vin (OIV) Wine Marketing Short Course, UNEX, Davis Campus, July 15, 1998.
- “The Dynamic U.S. Produce Industry: An Overview,” Plant Biology 196: UC Postharvest Technology of Horticultural Crops and UNEX Short Course, Davis Campus, June 26, 1998.
- “Marketing Fresh Produce,” Plant Biology 196: UC Postharvest Technology of Horticultural Crops and UNEX Short Course, Davis Campus, June 26, 1998.
- “The U.S. Fruit and Vegetable Sector: Trends in Supply, Demand and Industry Structure,” Paper presented at the joint ISHS/ASHS World Conference on Horticultural Research, June 17, 1998, Rome, Italy.
- “The California Vegetable Industry,” ARE 293, California Agriculture and Resources Seminar, Davis Campus, May 27, 1998.
- “The Evolving Latin American Market: Implications for Exporters,” USDA and United Agribusiness League Conference on Ag’s New Frontier, San Diego, May 12, 1998.
- “The Future of Fresh Cut,” Ready Pac Retailer Advisory Board, San Diego, California, April 4, 1998.
- “Consumer Perceptions About ‘Earth-Friendly’ Products,” Pomology Extension Continuing Conference (PECC), Davis Campus, April 1, 1998.
- “Understanding Consumers,” Strategic Market Planning and Business Finance: Agriculture in the Marketplace, Santa Rosa, California, March 31, 1998.
- Case Leader: California Table Grape Commission, Executive Seminar for California Agribusiness Leaders: Strategies for Competing in a Changing Environment, Monterey, California, March 18, 1998.
- Moderated session on Global Markets and presented “Consumer Update,” at the 13th North American Mushroom Conference: Gateway to Growth—Focus on Quality, San *Francisco*, California, February 23, 1998.
- “Understanding Consumer Segments,” Placer Growers Farm Conference, Lincoln, California, January 31, 1998.
- “Latin America Market Outlook and Issues,” U.C. Executive Seminar on Agricultural Issues: Where in the World are the Markets?, Sacramento, California, December 11, 1997.
- “The Climate Will Influence the Crop,” National Potato Promotion Board Strategic Planning Meeting, Denver, Colorado, November 14, 1997.
- “Tendencias en el Mercado de Alimentos,” Expo Agro-Alimentaria, Irapuato, Guanajuato, México, November 8, 1997.
- “Comercialización Actual - México - EEUU,” Expo Agro-Alimentaria, Irapuato, Guanajuato, México, November 7, 1997.

- “The Changing Roles of Commodity Boards,” Produce Marketing Association (PMA) 1997 Annual Convention and Exposition, Anaheim, California, October 21, 1997.
- “Economic Opportunities in Latin America,” PMA International Trade Conference, Anaheim, California, October 18, 1997.
- “The Advantages of Approving a National Kiwifruit Promotion Check-Off,” two speeches before Fedefruta (National Chilean Fruit Producers Federation) and the Chilean Exporter’s Association, Santiago, Chile, September 22, 1997.
- “Marketing of Fruit and Vegetable Crops in California,” Special Plenary Session on U.S./California Agriculture, XXIII International Conference of Agricultural Economists (IAEA), Sacramento, California, August 13, 1997.
- “Changes in Industry Structure and Tomato Warfare,” Symposium on Globalization of the U.S. Horticultural Sub-Sector: Implications for Analysis of Competitiveness, AAEE Annual Meetings, Toronto, Canada, July 28, 1997.
- “Trends in Food Marketing,” OIV Wine Marketing Short Course,” UC Davis campus, July 15, 1997.
- “The Dynamic Fresh Produce Industry: Implications for Strategic Planning,” Monterey Mushrooms Strategic Planning Retreat, Santa Cruz, California, June 30, 1997.
- “The Dynamic U.S. Produce Industry: An Overview,” UC Davis Postharvest Technology of Horticultural Crops, Plant Biology 196, UC Davis campus, June 20, 1997.
- “Keeping Up with Trends in the Food Industry,” Annual Meeting of Oxnard Lemon Company, Camarillo, California, June 10, 1997.
- “The California Fresh Produce Industry,” United Fresh Fruit and Vegetable Association Leadership Program, UC Davis campus, June 5, 1997.
- “International Trade: Theory and Applications,” ARE 138, International Commodity and Resource Markets, UC Davis campus, May 20, 1997.
- “Economic Analysis of the Implications of Chile’s Accession to NAFTA,” California Farm Bureau Federation Chile Trade Retreat, Napa, California, May 7-8, 1997.
- “Food Distribution Issues Facing Agribusiness in the Coming Years,” Agribusiness Conference XI, Institute of Agribusiness, Santa Clara University, May 5, 1997.
- “The Dynamic Vegetable Industry,” ARE 293, UC Davis campus, April 30, 1997.
- “Curso Corto Sobre la Comercialización de los Aguacates,” various lectures, Uruapan, Michoacán, México, April 23-24, 1997.
- “Overview of World Fruit Trade,” Pomology-Extension Continuing Conference (PECC), Kearney Agricultural Center, March 25, 1997.
- “The Changing United States Food Retailing System; Trends and Opportunities,” 35th Annual Convention, The Sweet Potato Council of the United States, Monterey, California, January 28, 1997.
- “Dynamics of the Fruit and Vegetable Industry,” Farm Foundation Bennett Agricultural Round Table Conference on U.S. and Mexico Trade, Mexico City, Mexico, January 10, 1997.
- “Value of Advertising and Promotion Programs,” UC Executive Seminar on Agricultural Issues: Marketing in a Changing Environment, Sacramento, December 11, 1996.
- Keynote address, “Keeping Up with the U.S. Food Retailing Industry: Trends and Opportunities,” National Onion Association 83rd Annual Meeting, Cancún, Mexico, Dec. 6, 1996.

Case Leader for the California Agribusiness Managers' Workshop, UC Davis, Nov. 17, 1996.

"Marketing Trends in the Vegetable Industry: A National and International Update, California Desert Vegetable Grower Meeting, Indio, California, November 15, 1996.

"NAFTA: What's the Score?," PMA International Trade Conference, Atlanta, Georgia, October 12, 1996.

"Situación del Comercio Hortofrutícola entre México y Estados Unidos," Frutales con Futuro en el Comercio Internacional: IX Curso de Actualización, Fundación Sánchez Colín, Coatepec Harinas, México, October 1, 1996.

"Overview of Recent U.S. Investment in Mexican Agriculture and U.S.-Mexican Horticultural Trade," Binational Conference on Policies to Promote Investment in Mexican Agriculture, North American Integration and Development Center, UCLA, September 27, 1996.

"Global Outlook for Fresh and Processed Asparagus," First Ica Producer Association Asparagus Symposium, Ica, Peru, August 27-28, 1996.

"Competitividad y sustentabilidad: Condiciones Necesarias para los Sectores Agroalimentarios en el Siglo XXI," Cursos del Verano de la Universidad Complutense de Madrid: La Agricultura Española del Año 2000 en el Marco del Desarrollo Sustentable, El Escorial, Spain, July 22-26, 1996.

"The Dynamic U.S. Produce Industry: An Overview," UC Davis Postharvest Technology of Horticultural Crops Short Course, UC Davis campus, California, June 21, 1996.

"The Institutional Aspects of Fresh Fruit and Vegetable Marketing Systems: The Case of the United States," Series of seminars to the Working Group on Fruits and Vegetables of the Organization on Economic Cooperation and Development (OECD), Paris, France, June 17-18, 1996.

"Value-Added and Export Markets," Enhancing the Role of Value-Added Agriculture in Tropical Island Economies, Kailua-Kona, Hawaii, June 4, 1996.

"Update on the Mexican Economy and Food Distribution System," International Advisory Council, PMA, Naples, Florida, April 24, 1996.

"NAFTA and Phytosanitary Issues: Cases and Lessons," UC Davis Law School Class 091, UC Davis campus, April 17, 1996.

"Trends in Fresh-Cut Marketing," UC Davis Postharvest Technology Workshop on Fresh-Cut Products: Maintaining Quality and Safety, UC Davis campus, March 26, 1996.

"Strategic Planning for the California Kiwifruit Industry," California Kiwifruit Commission, Shell Beach, California, March 21, 1996.

"Consumer Produce Purchasing Trends and Marketing Strategies," California Avocado Commission Retailer Advisory Council, La Costa Resort and Spa, Carlsbad, California, March 16, 1996.

1996 PMA Leadership Symposium, Facilitator, Dallas, Texas, January 11-14, 1996.

"Growth in the California Pre-cut Vegetable Industry," 1995 Vegetable Crops Workshop and Training Conference, UC Davis campus, December 12, 1995.

"Update on Specialty Crops Shipments and Acreage," UC Specialty Crops Workgroup Annual Meeting, UC Davis campus, December 11, 1995.

"Academia and Agribusiness: Providing Solutions for the Private Sector," Agribusiness Conference at the Miami Conference on the Caribbean and Latin America, Miami, Florida, December 5, 1995.

- “Agriculture,” Testimony at Hearing on The Impact of the Mexican Peso Devaluation on California’s Trade with the Americas, Subcommittee on The Americas, California Senate Finance, Investment and International Trade, Long Beach, California, November 17, 1995.
- “Fruits and Vegetables: Outlook,” U.S.-Mexico Trade Conference, American Farm Bureau Federation and Dallas Federal Reserve Bank, Dallas, Texas, November 1, 1995.
- “Fresh Produce Marketing: Issues, Trends and Outlook,” Food Distribution Research Society Conference, Myrtle Beach, North Carolina, October 23, 1995.
- “Surviving Instability in International Marketing,” International Trade Conference, Produce Marketing Association, San Diego, October 14, 1995.
- “Comments on NFAPP Fruit and Vegetable Outlook,” National Food and Agricultural Policy Project Fall Conference, Tempe, Arizona, October 6, 1995.
- “What do New Trade Regimes Mean for Wholesale Markets in the Americas?,” World Union of Wholesale Markets Congress, Baltimore, Maryland, September 25, 1995.
- “Organización de Mercados,” III Curso Internacional de Postcosecha de Frutas, Facultad de Ciencias Agrarias y Forestales de la Universidad de Chile, Santiago, Chile, September 12, 1995.
- “Comercio Internacional de Frutas y Hortalizas,” III Curso Internacional de Postcosecha de Frutas, Facultad de Ciencias Agrarias y Forestales de la Universidad de Chile, Santiago, Chile, September 12, 1995.
- “Perspectivas del Mercado Europeo de Fruta Fresca,” ExpoAgro ‘95, Santiago, Chile, September 8, 1995.
- “El Comercio de Frutas y Hortalizas entre los Países del NAFTA: Oportunidades y Restricciones,” ExpoAgro ‘95, Santiago, Chile, September 8, 1995.
- “Issues Affecting the California Fresh Produce Industry,” Ag-Media Roundtable, Fresno, August 22, 1995.
- “The Dynamic U.S. Fresh Produce Industry,” UC Davis International Postharvest Management Course, UC Davis campus, August 15, 1995.
- Keynote address, “Tendencias en los Sistemas de Distribución de Perecederos: Implicaciones para México,” EXPO CONACCA INTERNACIONAL ‘95, Monterrey, México, July 27, 1995.
- “Trends in American Marketing,” OIV Wine Marketing Short Course, UC Davis campus, July 6, 1995.
- “Outlook for Agribusiness in the Western Hemisphere,” International Agricultural Trade Research Consortium and Inter-American Institute for Cooperation on Agriculture Symposium on Economic Integration in the Western Hemisphere, San José, Costa Rica, June 8, 1995.
- “La Comercialización de Frutas y Verduras en los Estados Unidos: Realidades y Tendencias Futuras,” Agribusiness Study Tour for Peruvian Exporters, UC Davis campus, June 1, 1995.
- “Trends in Fresh-Cut Produce Marketing,” UC Davis Postharvest Technology Workshop on Fresh-Cut Products: Maintaining Quality and Safety, UC Davis campus, California, March 29, 1995.
- “Horticultural Products Forum,” Moderator and Speaker, USDA Annual Agricultural Outlook Conference, Washington, D.C., February 23, 1995.
- “A Profile of the North American Fresh Produce Sector,” Harvest and Postharvest Technologies for Fresh Fruits and Vegetables, Joint Conference sponsored by the American Society of Agricultural Engineers (ASEA) and the Mexican Association of Agricultural Engineers, Guanajuato, Mexico, February 21, 1995.

- "Consumer Attitudes About Kiwifruit," CKC Annual Meeting, Monterey, California, February 9, 1995.
- "The Regional and International Market for Vegetables," Consejo Agropecuario de Baja California, Mexicali, México, November 9, 1994.
- "Preferences for U.S. Apples in the Mexican Market," 35th Annual Food Distribution Research Society Conference, Seattle, Washington, November 1, 1994.
- "The Evolving Latin American Food Distribution System: Opportunities and Constraints for U.S. Exporters," 35th Annual Food Distribution Research Society Conference, Seattle, Washington, October 31, 1994.
- "Fresh Cut: The Next Generation," PMA Annual Convention, San Antonio, October 25, 1994.
- "NAFTA: Opportunities in the U.S., Canada and Mexico," PMA Annual Convention, San Antonio, October 24, 1994.
- "Disappearing Borders: The Impact of Free Trade Agreements," International Trade Conference at PMA Annual Convention, San Antonio, October 22, 1994.
- "Trends and Issues Facing California Agriculture," presentation to the Monterey Chapter of the Young Presidents Association (an organization of California business leaders), Monterey, October 12, 1994.
- "Food Safety Regulation in International Trade: Barrier or Boon?," Free Session, AAEA Annual Meeting, San Diego, California, August 9, 1994.
- "A Test of Political Economy and Professional Performance: What Did We Learn from the NAFTA Experience?," Organized Symposium, AAEA Annual Meeting, San Diego, California, August 9, 1994.
- "The Dynamic U.S. Produce Industry: An Overview," Postharvest Technology of Horticultural Crops Short Course, UC Davis, June 1994.
- "The Fruit and Vegetable Marketing System: The Big Picture," Desert Farm Conference, Coachella, May 27, 1994.
- "International Trade: Issues & Opportunities," Food Marketing Institute Annual Convention, Chicago, May 3, 1994.
- "La Liberalización del Comercio Internacional y las Implicaciones para las Exportaciones Hortícolas de Argentina," Seminar at Instituto Nacional de Tecnología Agraria (INTA), Buenos Aires, Argentina, April 22, 1994.
- "La Aplicación de las Estrategias de Comercialización a los Mercados Saturados," Seminar at the Escuela de Agronomos, Universidad Politécnica de Valencia, Valencia, Spain, March 22, 1994.
- "How to Capitalize on the Growing Mexican Market," California Tomato Board Annual Conference, Desert Springs, California, February, 25, 1994.
- "Global Markets: Which Doors Will Open, Which Will Close?," United Fresh Fruit and Vegetable Assn. 10th Annual International Trade Forum, San Diego, February 12, 1994.
- "GATT/NAFTA: Implications for the California Vegetable Industry," UC Annual Veg Crops Conference, Davis Campus, December 16, 1993.
- "Competitiveness Trends in the U.S. and Mexican Horticultural Sectors," North American Trade Forum, Taxco, Mexico, December 10, 1993.

- "El NAFTA y sus Efectos en el Comercio Frutícola del Hemisferio Sur," Quinto Congreso Internacional de la Fruta (5th International Winter Fruit Congress), Santiago, Chile, November 30, 1993.
- "La Globalización del Sector Hortícola: Tendencias de Oferta y Demanda," Red Iberoamericana de Tecnología Poscosecha de Frutas y Hortalizas, I Simposio Nacional de Tecnología Poscosecha de Frutas y Hortalizas, Montevideo, Uruguay, November 27, 1993.
- "NAFTA and the U.S. Fresh Produce Industry," PMA Annual Convention, Washington, October 25, 1993.
- "An Overview of the U.S. Fresh Produce Marketing System," UCD Postharvest Technology Short Course, UC Davis, June, 1993.
- "An Overview of Global Trends in the Horticultural Sector," Seminar at the Escuela de Agronomos, Universidad Politecnica de Madrid, Madrid, Spain, December 11, 1992.
- "The Structure and Competitiveness of the California Citrus Industry," World Citrus Congress, Valencia, Spain, November 11, 1992.
- "Environmental and Quality Problems," Moderator, XIIth International Symposium on Horticultural Economics, ISHS, Montpellier, France, September 8, 1992.
- "The Implications of NAFTA for the European Horticultural Sector," Seminar at ISNAR, The Hague, Amsterdam, July 15, 1992.
- "The U.S. Horticultural Sector and Mexico: A Florida vs a California Perspective," Seminar for ERS, Washington, D.C., May 11, 1992.
- "California Ag and the Washington Environment," California Farm Bureau Delegation, Washington, D.C., April 29, 1992.
- "Lessons from the Canadian-U.S. Free Trade Agreement," UC Ag Issues Center Conference on NAFTA: Implications for California Agriculture, Los Angeles, March 5, 1992.
- "Implications of NAFTA for the U.S. Horticultural Sector," American Farm Bureau Federation, Tucson, Arizona, February 25, 1992.
- "The Mexican Market for California Horticultural Exports," Board of Directors of California Tomato Board, Fresno, May 23, 1991.
- "Innovations in Fresh Produce," Food Update 1991 - The Quest for Health (for Health Professionals), repeated in 7 California locations, 1991.
- "Market Window Analysis and Related Topics," Farmers, Colusa, April 2, 1991.
- "Organic Marketplace Trends," CCOF Northern California Retailers Seminar, Marin, February 24, 1991.
- "Comercialización y Certificación de Productos Orgánicos," Farm Conference '91, San Diego, February 10, 1991.
- "Oportunidades de Exportación en el Mercado Norteamericano," Agri-Trade Guatemala, Guatemala City, November 30, 1990.
- "Food Safety: Myth vs. Reality," 15th Annual Convention of American Agri-Women, Sacramento, November 11, 1990.
- "What the Public Really Wants in Food," National Agricultural Chemicals Association 1990 Fall Conference, Washington, D.C., October 11, 1990.
- "Tendencias de Demanda y Mercadeo en Hortalizas," Rural Development Center (farm workers), Salinas, September 27, 1990.

- "Food Safety and the Organic Produce Market," Potatoes Crop Production Seminar, Tulelake, March 13, 1990.
- "Food Safety: A Marketing Strategy," Food Safety Symposium, Visalia, March 1, 1990.
- "Comercialización de Fresas: Aumento de Ganancias," Reunión sobre Producción de Fresas, Watsonville, February 27, 1990.
- "Economics of Organic vs. Conventional Agriculture," Farm Conference '90, Visalia, February 17, 1990.
- "Food Safety Facts that Work for You," United Fresh Fruit and Vegetable Association 86th Annual Convention and Exposition, San Antonio, Texas, February 13, 1990.
- "Marketing Outlook for Vegetable Crops," Agricultural Short Course on Agricultural Marketing, Gilroy, February 8, 1990.
- "What are Organic and Other Pest Management Marketing Labels?," 1990 Statewide Pest Control Advisor (PCA) Seminar Series, Salinas, January 11, 1990.
- "The Food Safety Issue: Implications for Agriculture in the 1990s," Vegetable Expo, North Carolina Fresh Vegetable Association Annual Meeting, Greenville, North Carolina, December 6, 1989.
- "Food Safety of Produce," USDA 66th Annual Agricultural Outlook Conference, Washington, D.C., November 29, 1989.
- "The Internationalization of the Fruit and Vegetable Industry," Agricultural Outlook Conference, Moses Lake, Washington, November 21, 1989.
- "Marketing Food Safety: Are We Adding Value or Misinformation?," NCR-140 Regional Research Committee on Cooperatives, Sacramento, November 1, 1989.
- "Trends in the Marketing of Organic Produce," Grower Meeting on Organic Farming and Sustainable Agriculture, San Luis Obispo, September 28, 1989.
- "Economics of Pesticides in Agriculture," Toxic Substances Compliance Training, Davis campus, September 15, 1989.
- "Evaluating Potential Markets for Horticultural Crops," Reduction of Postharvest Losses in Perishable Crops, UNEX, Davis campus, September 14, 1989.
- "Consumption and Demand Trends in the U.S. Fruit and Vegetable Industry," Reduction of Postharvest Losses in Perishable Crops, UNEX, Davis campus, September 13, 1989.
- "Comparing Economic Returns: Conventional and Organic Methods," Toxic Substance Educational Conference: Meeting the Public's Need for Information, Davis campus, September 12, 1989.
- "An Overview of Horticultural Production/Marketing Systems," Reduction of Postharvest Losses in Perishable Crops, UNEX, Davis campus, August 18, 1989.
- Moderator of Keynote Round Table session, National Institute of Cooperative Education, Indianapolis, Indiana, July 25, 1989.
- "Fresh Herb Marketing: Supply and Demand Trends," 4th Annual International Conference and Trade Show - Herbs '89, San Jose, July 23, 1989.
- "The Economic Importance of Fruits and Vegetables," International Conference on Technical Innovations in Refrigeration and Freezing of Fruits and Vegetables, Davis campus, July 10, 1989.
- "An Overview of Agriculture," 6th Annual Summer Agricultural Institute, California Farm Bureau Federation and the Foundation for Agriculture in the Classroom, Sacramento, June 26, 1989.



"Marketing of Horticultural Commodities," UC Postharvest Technology Short Course, Davis campus, June 23, 1989.

"Food Safety and Marketing Strategies: Fact and Fiction," Symposium on Produce Quality Standards and Insecticide Usage, 73rd Annual Meeting, Pacific Branch of the Entomological Society of America, Ventura, June 21, 1989.

Organized Food Safety Session and made presentations on "Food Safety Issues and Marketing Responses," Technical Committee Meeting of the S-222 Regional Committee on Competition and Change in the Fruit and Vegetable Production and Marketing System, Newport Beach, June 13, 1989.

Organized Marketing Strategies Workshop for Cooperative Extension Advisors and Specialists, gave 7 lectures and assembled accompanying manual, Davis campus, June 6-7, 1989.

"Demand Trends in the U.S. Fresh Produce Industry," paper presented at the Monterey Bay Economic Outlook Conference, Monterey, January 23, 1989.

"Economics of Pesticide Use vs. Commodities Grown Without Pesticides," UC/CAPCA (California Pest Control Association) Seminar, Salinas, January 11, 1989

"Wholesale/Retail Produce Marketing: Overview of Options," Farmers to Consumer Conference for the Lower Sacramento Valley, Sacramento, October 1988.

Chaired and moderated a session on "Issues in Vegetable Trade," A Conference on the Market for Vegetables in the Western Hemisphere: Trends, Policies and Linkages, Cook College, Rutgers University, September 1988.

"Western U.S. - Mexican Agriculture: The Comparative/Competitive Edge," Agriculture on the Border: The Present and Future for Sonora and Arizona, University of Arizona, Tucson, August 1988.

"Managing Agricultural Information," Wells Fargo Bank's Agribusiness Seminar, San Jose, July 1988.

"Marketing Planning: A Strategic Necessity," Cooperative Director Leadership Seminar, Sacramento, May 1988. Organized this 1 1/2 day program.

Presentation to Southern California farm advisors on "Marketing Fresh Produce in Southern California," Los Angeles, May 1988. Organized this 2 1/2 day Southern California Market Tour.

"Consumer Perceptions of Pesticide Residues: Implications for Producers and Marketers," Pesticide Residues in Food: Directions for the 1990's, Modesto, May 1988.

"New Developments in Fresh Produce," Food Update 1988, program held in seven locations in California from March 11 to May 12th.

"The Production Environments in California and Mexico," conference on California-Mexico Agriculture: The Comparative/Competitive Edge, San Diego, March 1988.

"Marketing Fresh Produce in a Safety-Conscious Environment," Farm Fresh Produce: Are Residues a Problem?, Bakersfield, March 1988.

"Consumption Trends and Attitudes about Health in the U.S. Food Market," Pack Alimentaire '88, International Fancy Foods Show, San Francisco, March 1988.

Keynote speaker on "The Economic Impacts of Foreign Imports on the Central California Broccoli and Cauliflower Markets," Second Annual Ag Day Breakfast, California Women for Agriculture, Salinas, March 1988.

"Outlook for Produce and Tree and Vine Crops," California Bankers Association 1988 Lenders Conference, Palm Springs, March 1988.

"Producing for a Changing Market: Changes in Markets and Consumer Demand," Future Issues in Agriculture - Can We Deal with Them?, Redding, February 1988.

"Alternative Strategies for Marketing Fresh Produce," Farm Conference '88, Santa Rosa, February 1988.

"Improving the Performance of Cooperatives," Farm Conference '88, Santa Rosa, February 1988.

"Marketing Strategies for Vegetable Farms," Small Acreage Vegetable Production, Fresno, December 1987.

Presentation to Assemblyman Hannigan, the UC Vice Chancellor for University Relations, the UC Director of Governmental Relations and others, on progress made and future plans for establishing a UC Center for Cooperatives, December 1987.

Presented testimony at hearing held by Senator Rusty Areias on competition in the California broccoli and cauliflower industry from Mexico, November 1987.

"Economic Issues and Trends with Strategic Implications," Annual Agricultural Lending Conference of the California Bankers Association, Fresno, October 1987.

"The Caribbean Basin Economic Recovery Act and the Potential for Expanded CBI Fruit and Vegetable Exports to the U.S.," to the UC Postharvest Losses in Perishable Crops class, Davis, August 1987.

Seminar on "Forces for Change in the U.S. Fresh Produce Marketing System," Congreso Nacional de la Federacion de Productores de Frutas y Hortalizas, Bogota, Columbia, July 1987.

Seminar on "Competition in the Fresh Vegetable Industry," S-178 meetings, Washington, D.C., June 1987; work funded by the UC Agricultural Issues Center.

Moderated session on "People, Income and Lifestyles: Demand Factors" at the University of California Agricultural Issues Center Symposium on Marketing California Specialty Crops: Worldwide Competition and Constraints, June 1987.

Lectures on the "Marketing of Horticultural Commodities" in the University of California Postharvest Technology Short Course, June 1987 and June 1988.

Organized a University Extension (UNEX) workshop for growers and shippers on "Marketing Strategies for Fresh Produce: How to Use Marketing Information," March 1987.

Report on "Potential Marketing Repercussions from UC Field Testing of Ice-Minus Bacteria on Potatoes at the Tulelake Field Station." Presentation made to the UC Vice President for Agriculture and Natural Resources, the Director of the Experiment Station, the Director of Cooperative Extension, and others, UC Berkeley, March 1987.

Organized and moderated a session on "Computer Applications for Agricultural Marketing" at the first annual California Computing Conference, Fresno, March 1987.

Keynote speaker on "Food Distribution in Latin America: Politics, Practices and Results," Ag Leadership banquet, UC Davis, February 1987.

Organized and jointly conducted the first Agricultural Marketing Short Course for UC farm advisor and specialists, UC Davis, November 1986.

Presented two commodity outlook papers at the Annual Agricultural Lending Conference of the California Bankers Association, Fresno, October 1986.

"An Overview of Agriculture: The U.S. Food System in Transition," California Farm Bureau Summer Agricultural Institute, Sacramento, June 1986.

Moderated session on "Optimal Organizational Structure for Cooperatives," Annual Conference of National Cooperative Planners and Economists, San Diego, June 1986.

Principal speaker and co-organizer of Board of Director Training for Agricultural Cooperatives, Fresno, May 1986.

Presented series of multi-county workshops for farm advisors on "Issues Facing U.S. Agriculture: Implications for Cooperative Extension Programs," spring 1986.