

SHERMAIN D. HARDESTY

Agricultural & Resource Economics, University of California Davis, CA 95616

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EDUCATION:

Ph.D., University of California, Davis, 1984, Agricultural Economics

M.S., University of California, Davis, 1974, Agricultural Economics

B.A., University of California, Davis, 1973, Economics

PROFESSIONAL EXPERIENCE:

DEPARTMENT OF AGRICULTURAL & RESOURCE ECONOMICS,

University of California, Davis, CA

Extension Specialist Emerita, July, 2017 to present.

Extension Specialist, March, 2002 – June, 2017

Director, Rural Cooperatives Center, July, 2004 – June 2007.

Responsible for developing and conducting applied research and educational programs related to food systems, marketing, and cooperatives, including instructor for class, ARE132- Cooperative Business Enterprises.

SMALL FARM PROGRAM, University of California, Davis, CA

Director, July, 2007 – December, 2009; **Leader**, January, 2010 – June, 2017.

Responsible for establishing program priorities, seeking and managing extramural funding, and coordinating program delivery activities.

CENTER FOR COOPERATIVES, University of California, Davis, CA

Director, March, 2002 - December, 2003.

Responsible for overall program direction of the Center and its staff. Provide technical assistance to new and existing cooperatives, conduct research and education programs.

UNIVERSITY OF CALIFORNIA-University Extension, Davis, CA.

Instructor, 1993 - 2008.

- Instructor for weekend course, Getting Started in the Specialty Food Business.

FOOD MARKETING & ECONOMICS GROUP, Davis, CA

Principal, 1991 – 2002.

Specialized in assessing market opportunities and developing strategies and programs to maximize profits. Projects included:

- Conducted market research and developed marketing strategy for agricultural firm entering market for processed bean products.

- Formulated business plan for fruit growers to enhance their returns and capitalize on local tourism by producing value-added foods from cull fruit.
- Developed positioning for commodity promotion programs by conducting survey of consumers' and food service sector's usage and attitudes of the products.
- Assessed the effects of cooperative principles and regulations on agricultural marketing cooperatives' ability to compete.

RICE GROWERS ASSOCIATION OF CALIFORNIA, West Sacramento, CA.

Senior Economist, 1986 - 1990.

- Direct market research regarding new product development, package design, product positioning and program evaluation
- Develop marketing plans & recommend programs for new distribution
- Analyze projected returns from all major business transactions
- Evaluate & restructure member equity program

MICHIGAN STATE UNIVERSITY, Lansing, MI.

Assistant Professor, 1984 - 1986.

- Teach and conduct research in agricultural finance.

UNIVERSITY OF CALIFORNIA, Davis, CA.

Postgraduate Research Agricultural Economist & Research Asst., 1980 - 1984.

- Research various agricultural marketing and finance issues.

UNIVERSITY OF CALIFORNIA, Davis, CA.

Senior Administrative Analyst, Planning & Budget Office, 1975 - 1980.

- Forecast student demand for graduate and undergraduate programs
- Analyze faculty workload data
- Conduct special studies for Chancellor's Office

CALIFORNIA HOSPITAL ASSOCIATION, Sacramento, CA.

Research Associate, 1974 – 1975.

- Analyze hospital care cost data
- Develop consolidated hospital data reporting system

AWARDS

USDA-National Institute of Food and Agriculture. 2010 National Diversity Award
University of California-Davis, 2007 Office of Administration Collaboration Award
National Tax Association. 1984 Outstanding Dissertation-Honorable Mention

PUBLIC & PROFESSIONAL SERVICE:

Advisory Board Member, Western Center for Risk Management Education, June, 2015-present.

Board Member, California Small Farm Conference, August, 2007-January 2018
Executive Committee, June, 2011-January 2018
Strategic Planning Committee, June, 2015-April, 2017.
Member, CDFA Direct Marketing Ad Hoc Advisory Committee, September 2011-December 2012.
Associate Editor, *California Agriculture*, 2010-2013.
Advisory Board Member, *Journal of Agriculture, Food Systems and Community Development*. April, 2010-ongoing.
Board Member, Davis Farmers Market Foundation, January 2008 – January 2013.
Vice-Chair, May 2012-January 2013.
Board Member, Davis Farmers Market Association, January 2008 – January 2010.
Board Member, Bay Area Farmers Association, October 2004 – December 2007.
Board Member, California Sheep Commission, April 2003 – May 2016.
Board Member, National Cooperative Business Association, May 2003 – May 2006.
President, American Marketing Association, Sacramento Valley Chapter,
1996 - 1997. Board Member, 1992 – 1998.
Troop Leader, Tierra del Oro Girl Scouts, 1997-1999.
Member, City of Davis General Plan, Economic Development Committee, 1994 - 1997.
Member, California Rice Promotion Board, 1989-1990.
Planning Commissioner, City of Davis, 1977-1984.
Member, Board of Zoning Adjustments, City of Davis, 1975-1977.

PUBLICATIONS:

Lev, L., G. Feenstra, S. Hardesty, L. Houston and R.P. King. 2018. [How Can Sourcing Directly from Farmers Benefit Specialty Food Manufacturers?](#) (Benefits)

Lev, L., G. Feenstra, S. Hardesty, L. Houston and R.P. King. 2018. [What Criteria Must You Meet to Sell to Specialty Food Manufacturers?](#) (Criteria)

Lev, L., G. Feenstra, S. Hardesty, L. Houston and R.P. King. 2018. [How Can Farmers and Specialty Food Manufacturers Connect?](#) (Connections)

Lev, L., G. Feenstra, S. Hardesty, L. Houston and R.P. King. 2018. [What Do You Need to Know about the Standards That Must Be Met?](#) (Standards)

Lev, L., G. Feenstra, S. Hardesty, L. Houston and R.P. King. 2018. [Should You Produce Your Own Specialty Food Products?](#) (Value Added)

Hardesty, S., R.P. King, G. Feenstra, L. Houston, J. Joannides, and L. Lev. 2018. Exploring Supplier-Manufacturer Relationships in the Specialty Food Sector. *Journal of Food Distribution Research*, 49(1): 6-12.

Feenstra, G, S. Hardesty, L. Lev, L. Houston, R.P. King, and J. Joannides. 2018. Beyond Fresh and Direct: Exploring the Specialty Food Industry as a Market Outlet for Small and Medium-sized Farms. *Renewable Agriculture and Food Systems*.
<https://doi.org/10.1017/S1742170517000722>

King, R.P., L. Lev, L. Houston, G. Feenstra, S. Hardesty, and J. Joannides. 2017. "A Survey of Specialty Food Manufacturers to Assess Whether They Represent an Attractive Outlet for Small and Medium-size Farmers." Staff Paper P17-05, Department of Applied Economics, University of Minnesota. <http://ageconsearch.umn.edu/record/263408/files/Staff%20Paper%20P17-05--Robert%20P%20King%2C%20et%20al--9-22-17.pdf>

Feenstra, G. and S. Hardesty. 2016. Values-Based Supply Chains as a Strategy for Supporting Small and Mid-Scale Producers in the United States. *Agriculture* 6(3): 39-; doi: 10.3390/agriculture6030039.

Hardesty, S. 2016. Direct Marketing Farms Have Double the Economic Impact. NSAC Guest Blog August 5, 2016. http://sustainableagriculture.net/blog/direct-market-economic-impact/?utm_source=roundup&utm_medium=email

Hardesty, S., L. Christensen, E. McGuire, G. Feenstra, C. Ingels, J. Muck, J. Boorinakis-Harper, C. Fake and S. Oneto. 2016. Economic Impact of Local Food Marketing in the Sacramento Region. http://ucanr.edu/blogs/smallfarm//blogfiles/37478_original.jpg

Hardesty, S., P. Leff, A. Baameur, J.L. Aguiar, M.J. Jimenez, Y. Zeltser and L.L. Kaiser. 2015. WIC fruit and vegetable vouchers: Small farms face barriers in supplying produce. *California Agriculture* 69(2):98-104. DOI: 10.3733/ca.v069n02p98.

Hardesty, S. 2015. [New CDFR Regulations Related to Direct Marketing and Food Safety](#). Small Farm News. Blog post published on: April 22, 2015 <http://ucanr.edu/blogs/smallfarm/>

Hardesty, S. 2014. "Spring Mix Case Studies in the Sacramento MSA," in *Growing Local: Case Studies in Local Food Supply Chains*, edited by R. King, M. Hand and M. Gómez, Lincoln: University of Nebraska Press.

McLaughlin, E., S. Hardesty, and M. Gómez. 2014. "Can Local Food Markets Expand?" in *Growing Local: Case Studies in Local Food Supply Chains*, edited by R. King, M. Hand and M. Gómez, Lincoln: University of Nebraska Press.

Surls, R., G. Feenstra, S. Golden, R. Galt, S. Hardesty, N. Napawan, and C. Wilen. 2014. Gearing Up to Support Urban Farming in California: Preliminary Results of a Needs Assessment. *Renewable Agriculture and Food Systems*. <http://journals.cambridge.org/download.php?file=%2FRAF%2FS1742170514000052a.pdf&code=8a6687b05126260f83c2e95bce65491e> DOI:10.1017/S1742170514000052.

Hardesty, S., G. Feenstra, D. Visher, T. Lerman, D. Thilmany-McFadden, A. Bauman, T. Gillpatrick, and G. Rainbolt. 2014. Values-Based Supply Chains: Supporting Regional Food and Farms. *Economic Development Quarterly*. 28:1,17-27. <http://edq.sagepub.com/content/28/1/17.full.pdf> DOI:10.1177/0891242413507103.

Hardesty, S. and J. Harper. 2013. Mendocino County Meat Plant Study - Staying Local. University of California Cooperative Extension Mendocino County, University of California Davis, Department of Agricultural and Resource Economics, Mendocino Economic Development and Financing Corporation, Award No. 07 79 06702, U. S. Department of Commerce, Economic Development Administration. 92 pages.

<http://cemendocino.ucanr.edu/files/171140.pdf>

Molinar, R. and S. Hardesty. 2013. Food Safety on the Farm. USDA Small Farm Digest. Volume 16: Summer 2013: 4-9.

http://www.csrees.usda.gov/newsroom/newsletters/smallfarmdigest/sfd_s13.pdf

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<http://californiaagriculture.ucanr.org/landingpage.cfm?article=ca.v066n01p15&fulltext=yes>
DOI#10.3733/ca.v066n01p15

Leff, P. and S. Hardesty. 2012. "YoCal Produce Cooperative—The Growers' Story and the Cooperative Principles. University of California Small Farm Program Research Report. June.

<http://sfp.ucdavis.edu/events/11collaborating/yocal.pdf>

Henehan, B., S. Hardesty, M. Shultz, and J. Wells. 2011. "New Cooperative Development Issues." *Choices*. <http://www.choicesmagazine.org/choices-magazine/theme-articles/critical-issues-for-agricultural-cooperatives/new-cooperative-development-issues>

Rilla, E., S. Hardesty, C. Getz and H. George. 2011. "California Agritourism Operations Are Growing." *California Agriculture*. 65:2, 57-65.

<http://californiaagriculture.ucanr.edu/landingpage.cfm?article=ca.v065n02p57&fulltext=yes>
DOI#10.3733/ca.v065n02p57

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<http://californiaagriculture.ucanr.edu/landingpage.cfm?article=ca.v065n02p56a&fulltext=yes>
DOI#10.3733/ca.v065n02p56a

Feenstra, G., P. Allen, S. Hardesty, J. Ohmart and J. Perez. 2011. "Using a supply chain analysis to assess the sustainability of farm-to-institution programs." *Journal of Agriculture, Food Systems, and Community Development*. <http://dx.doi.org/10.5304/jafscd.2011.014.00X>

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Hardesty, S., P. Allen, G. Feenstra, J. Ohmart, T. Perkins and J. Perez. 2010. "Institutional Food Distribution Systems: Bringing Students, Farmers and Food Service to the Table." *Journal of Food Distribution Research*, XLI:1, 58-63.

S. Hardesty

Page 6

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King, R., M. Hand, G. DiGiacomo, K. Clancy, M. Gomez, S. Hardesty, L. Lev and E. McLaughlin. 2010. *Comparing the Structure, Size, and Performance of Local and Mainstream Food Supply Chains*. USDA, Economic Research Service, ERR-99.
<http://www.ers.usda.gov/publications/err99/>

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<http://foodindustrycenter.umn.edu/vd/LFSCSpringMixCaseStudies.pdf>

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Hardesty, S. and P. Leff. 2010. "Determining marketing costs and returns in alternative marketing channels." *Renewable Agriculture and Food Systems*, 25:1, 24-34.

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Page 7

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S. Hardesty

Page 8

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Hardesty, S. and Roberta Cook. 2002. "Niche Marketing Opportunities for Small Producers." One-day conference, Klamath Falls.

Hardesty, S. 2001. "Grocery Produce Trade Survey, 2001." California Pear Advisory Board.

Hardesty, S. 2001. "Grocery Produce Trade Survey, 2001." California Cherry Advisory Board.

Hardesty, S. 2001. "Marketing Opportunities For Pacific Coast Oysters." Pacific Coast Shellfish Growers Association.

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Hardesty, S. 2001. "Dry Bean Market Analysis For Bean Cooperatives in Common." Center for Cooperatives, University of California.

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S. Hardesty

Page 9

J.D. Franz Research and S. Hardesty. 2000. "Marketing Opportunities For Wild King Salmon." State of California, Department of Food and Agriculture.

Hardesty, S. 2000. "Instore Consumer Interviews." California Salmon Council.

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Hardesty, S. 1999. "Food Service Industry Survey." Mushroom Council.

Hardesty, S. 1999. "Grocery Produce Trade Survey, 1999." California Kiwifruit Commission.

Hardesty, S. 1999. "Instore Consumer Survey." California Tomato Commission.

Hardesty, S. 1999. "Prospects For Processed Mushrooms in the United States Market." Great Canadian Mushroom Company.

Hardesty, S. 1999. "Grocery Produce Trade Survey, 1998." California Pear Advisory Board.

Villarejo, D., S. Hardesty and D. Runston. 1998. "Kick the Can: Production and Employment in the West Coast Fruit and Vegetable Processing Industries." U.S. Department of Labor.

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Hardesty, S. 1997. "Consumer Testing." California Pear Advisory Board.

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Hardesty, S. 1997. "Sales & Marketing Program Review." Carter-Thomas.

Hardesty, S. and R. Cook. 1997. "Prospects in the US Fresh Asparagus Market." Proexport Colombia.

Hardesty, S. 1996. "Promotion Program Effectiveness Test." California Apple Commission.

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Hardesty, S. 1996. "Review of Market Opportunities For Carrot Juice Concentrate." Bolthouse Farms.

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Hardesty, S. 1995. "Grocery Produce Trade Survey, 1995." California Pear Advisory Board.

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Page 11

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Page 12

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