

Karen L. DeLong

(September 2026)

CONTACT INFORMATION

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EDUCATION

Ph.D. Business Administration (Agribusiness) Arizona State University <i>W.P. Carey School of Business, Morrison School of Agribusiness</i>	May 2014 Tempe, AZ
M.S. Agriculture, Food & Resource Economics Michigan State University <i>Department of Agriculture, Food & Resource Economics</i>	March 2010 East Lansing, MI
B.S. (<i>Cum Laude</i>)-General Mathematics & Economics Western Michigan University <i>Department of Mathematics and Department of Economics</i>	May 2008 Kalamazoo, MI

EMPLOYMENT

Professor (with tenure) University of Tennessee, Knoxville Department of Agricultural and Resource Economics	2025 to Present Knoxville, TN
Associate Professor (with tenure) Assistant Professor University of Tennessee, Knoxville Department of Agricultural and Resource Economics	2020 to 2025 2014 to 2020 Knoxville, TN
Director of the Farm Credit Mid-America Enrichment Program Director of the Peter Howard Endowment for Wine & Ag Tourism Director of the Farm Credit Scholars Program Co-Director of the Farm Credit Scholars Program University of Tennessee, Knoxville Herbert College of Agriculture	2024 to Present 2024 to Present 2022 to 2023 2019 to 2021 Knoxville, TN

AWARDS & HONORS

¹major advisor of graduate student. ²graduate student for whom Dr. DeLong was committee member.

- 2025-2026 Anderson Center for Entrepreneurship and Innovation Fellow. University of Tennessee, Knoxville. August 2025.
- 2024-2025 Athletics Professor of Excellence. University of Tennessee, Knoxville. Presented by the UT Provost and supported by the UT Athletics Department. The designation recognizes professional excellence and outstanding university citizenship at the departmental, college, and/or university levels. Knoxville, TN. August 2024.

- 2024 Agricultural and Applied Economics Association, China Section, Best Paper Award. Gao, S.², C. Grebitus, and **K.L. DeLong**. 2023. “Chinese Consumers’ Preferences for Beef Quality Labeling.” *European Review of Agricultural Economics*, 50(3):1,064-1,102. <https://doi.org/10.1093/erae/jbad009>. 2024 Agricultural and Applied Economics Association Annual Meeting. New Orleans, LA. July 28-30, 2024.
- 2023 Newton Entrepreneurial and Critical Thinking Award. Presented to a faculty or staff member whose work and/or teaching helps students develop their entrepreneurial skills, particularly if they have resulted in an entrepreneurial venture. University of Tennessee, Herbert College of Agriculture, Knoxville, TN. April 2023.
- 2021 Southern Agricultural Economics Emerging Scholar Award. Southern Agricultural Economics Association Annual Meeting. Virtual due to Covid-19. February 2021.
- 2020 W.S. Overton Faculty Award of Merit. Presented annually for outstanding classroom teaching, effective student advising, positive contributions, and work with student organizations and/or outstanding direction of graduate student theses and dissertations. University of Tennessee, Herbert College of Agriculture, Knoxville, TN. April 2020.
- 2020 W.F. and Golda Moss Outstanding Teaching Award for a faculty member with fewer than ten years of experience. University of Tennessee, Herbert College of Agriculture, Knoxville, TN. April 2020.
- 2020 North American Colleges and Teachers of Agriculture Teaching Award of Merit Certificate. University of Tennessee, Herbert College of Agriculture, Knoxville, TN. April 2020.
- Ellis, J.¹, **K.L. DeLong**, D.M. Lambert, S. Schexnayder, P. Krawczel, and S. Oliver. “Analysis of Closed Versus Operating Dairies in the Southeastern United States.” Poster. University of Tennessee Beef and Forage Center Research and Recommendations Meeting. 2nd Place in Graduate Research Poster Symposium & Competition. Knoxville, TN. December 2018.
- 2014 Inductee to the University of Tennessee’s Gamma Sigma Delta (Honor Society of Agriculture) Chapter, 2014-present.
- 2014 International Agricultural Trade Research Consortium Best Dissertation Award Winner. International Agricultural Trade Research Consortium, San Diego, CA. December 2014.

PUBLICATIONS

Note: Karen E. Lewis was my former name. ¹major advisor of graduate student. ²graduate student for whom Dr. DeLong was committee member. ³supervised undergraduate student.

Peer-Reviewed Journal Articles-Published/Accepted (72)

1. Trejo-Pech, C., **K. L. DeLong**, and R. Johansson. 2026. “The Accuracy of Equity Analysts’ Earnings Per Share Forecasts of Agribusinesses and Sugar-Using Firms.” Accepted and Forthcoming. *Agricultural Economics*.

2. Williams, H., A. Rihn, **K.L. DeLong**, P. Bajgain, R. Chen. 2026. "Evaluating Consumer Willingness-to-pay for State Marketing Program Branded Products: An Eye Tracking Study." Accepted and Forthcoming. *Agribusiness: an International Journal*.
3. Rihn, A.L., H. Williams², R. Chen, **K.L. DeLong**, and K. Jensen. 2026. "Factors Driving Tennessee Produce Purchases: A Cluster Analysis." Accepted and Forthcoming. *Journal of Food Distribution Research*.
4. Wei, Xiaohan², X. Chen, and **K.L. DeLong**. 2026. "Consumer Willingness to Pay for Organic, Transitional Organic, and Non-Genetically Modified Food Products: An Analysis of Familiar versus Unfamiliar Labels." Accepted and Forthcoming. *Agribusiness: an International Journal*. <https://doi.org/10.1002/agr.22041>
5. Muhammad, A., M.D. Hossen, and **K.L. DeLong**. 2026. "Analysis of Japanese Beef Imports: Exploring Source and Primal Differentiation and their Implications for Tariff Liberalization." *Australian Journal of Agricultural and Resource Economics*, 70(1): 193-207. <https://doi.org/10.1111/1467-8489.70069>
6. Barua, S., C. Boyer, **K.L. DeLong**, A.P. Griffith, and C.C. Martinez. 2026. "The Use of Price Risk Management Tools by Cattle Producers." *Agricultural Finance Review*, 86(3): 379-391. <https://doi.org/10.1108/AFR-11-2024-0179>
7. **DeLong, K.L.**, C. Trejo-Pech, and R. Johansson. 2026. "An Updated Evaluation of United States Department of Agriculture Sugar Production and Consumption Forecasts." *Sugar Tech*, 28: 278-289. <https://doi.org/10.1007/s12355-025-01676-1>
8. Slater, C.G.², A. Muhammad, **K.L. DeLong**. 2025. "Does Quality Matter? Examining the Influence of Product Quality and Source on Japanese Beef Imports." *Journal of Agriculture and Food Research*, 21: 101857. <https://doi.org/10.1016/j.jafr.2025.101857>
9. Hagan, A.G.³, **K.L. DeLong**, A.P. Griffith, C.N. Boyer, C. Martinez, K.L. Jensen, and S.M. Schexnayder. 2025. "Feedlot Willingness to Pay for Genomic Tested Feeder Cattle." *Journal of Extension*, 63(3): 1-9. <https://open.clemson.edu/joe/vol63/iss3/7>
10. Dahal, B.¹, **K.L. DeLong**, A. Muhammad, M. Prince, R. Nisengwe, H.S. Goertz, and T. Gill. 2025. "Assessing Preferences for Broiler Chicken and Indigenous Chicken in Rwandan Restaurants: Implications for Sustainable Poultry Industry Development." *International Food and Agribusiness Management Review*, 28(1): 74-92. <https://doi.org/10.22434/ifamr.1006>
11. Dahal, B.R.¹, **K.L. DeLong**, S. Gao, C. Grebitus, and A. Muhammad. 2025. "Factors Affecting Chinese Consumers' Beef Purchase Frequency." *Agribusiness: an International Journal*, 41 (2): 521-543. <https://doi.org/10.1002/agr.21906>
12. Huseynov, S., C.N. Boyer, C.C. Martinez, **K.L. DeLong**, and A.P. Griffith. 2025. "The Role of Recency Bias and Price Salience in Insurance Take-Up Decision." *Journal of Agricultural and Resource Economics*, 50(1): 21-38. <https://doi.org/10.22004/ag.econ.344679>

13. Velandia, M., C. Trejo-Pech, D. M. Butler, L. Chen, A. L. Wszelaki, **K. L. DeLong**, S. M. Schexnayder, and H. H. Shanto. 2025. "Tennessee Fruit and Vegetable Farmers' Willingness to Adopt Alley Cropping Systems." *HortTechnology*, 35(2):166-176.
<https://doi.org/10.21273/HORTTECH05582-24>
14. Dahal, B.R.¹, **K.L. DeLong**, S. Gao, and C. Grebitus. 2024. "Consumers' Beef Purchasing Behavior Across Countries." *Meat Science*, 217: 109611.
<https://doi.org/10.1016/j.meatsci.2024.109611>
15. Boyer, C.N., **K.L. DeLong**, A.P. Griffith, and C.C. Martinez. 2024. "Factors influencing United States cattle producers use of livestock risk protection" *Agricultural Economics*, 4(55):677-689. <https://doi.org/10.1111/agec.12838>
16. Ray, B.¹, **K.L. DeLong**, K. Jensen, S. Burns, and C. Luckett. 2024. "Consumer Preferences for Foods with Varying Best if Used-By Dates: An Experimental Auction and Sensory Evaluation Analysis." *Food Policy*, 125:102650. <https://doi.org/10.1016/j.foodpol.2024.102650>
17. Gao, S.², C. Grebitus, and **K.L. DeLong**. 2024. "Explaining Consumers' Willingness to Pay for Country-of-Origin Labeling for Beef with Ethnocentrism." *Canadian Journal of Agricultural Economics*, 72(2): 149-166. <https://doi.org/10.1111/cjag.12359>
18. Yenerall, J., A. Muhammad, **K.L. DeLong**, and T. Malone. 2024. "Navigating the Challenges of Building More Resilient Infant Formula Industry." *Applied Economic Perspectives and Policy*, 46(2): 499-513. <https://doi.org/10.1002/aep.13416>
19. Boyer, C.N., E. Park, **K.L. DeLong**, A.P. Griffith, and C.C. Martinez. 2023. "Feeder and Fed Cattle Purchases of Livestock Risk Protection." *Agricultural Finance Review*, 83(4/5): 720-733. <https://doi.org/10.1108/AFR-06-2023-0063>
20. Velandia, M., R. Denton, J. Yenerall, **K.L. DeLong**, C.J.O. Trejo-Pech, K. Tanaka, K. Rignall, X. Chen, and S. Schexnayder. 2023. "Evaluating Factors Influencing Tennessee and Kentucky Farmers' Willingness to Sell Produce Through Fresh Stop Markets." *Frontiers in Sustainable Food Systems*, 28(7): 1-9. <https://doi.org/10.3389/fsufs.2023.1212764>
21. Muhammad, A., J. Yenerall, **K.L. DeLong**, and T. Malone. 2023. "Formula for Disaster: Exploring the Links Between Federal Policies and the Infant Formula Crisis." *Choices*, 38(3):1-7. <https://www.choicesmagazine.org/choices-magazine/submitted-articles/formula-for-disaster-exploring-the-links-between-federal-policies-and-the-infant-formula-crisis>
22. Smith, K.¹, **K.L. DeLong**, A.P. Griffith, C. Boyer, C. Martinez, and K.L. Jensen. 2023. "Cow-Calf Producer Preferences for Bull Genomic-Enhanced Expected Progeny Differences." *Journal of Agricultural and Resource Economics*, 48(3): 520-539.
<https://doi.org/10.22004/ag.econ.322848>

23. Gao, S.², C. Grebitus, and **K.L. DeLong**. 2023. “Chinese Consumers’ Preferences for Beef Quality Labeling.” *European Review of Agricultural Economics*, 50(3):1,064-1,102. <https://doi.org/10.1093/erae/jbad009>
24. **DeLong, K.L.**, K.L. Jensen, C.N. Boyer, A.P. Griffith, and C. Martinez. 2023. “Feeder Cattle Genomic Tests: Analyzing Cattle Producer Adoption Decisions.” *Journal of the Agricultural and Applied Economics Association*, 2(2): 334-349. <https://doi.org/10.1002/jaa2.61>
25. Trejo-Pech, C.J.O., **K.L. DeLong**, and R. Johansson. 2023. “How Does the Financial Performance of Sugar-Using Firms Compare to other Agribusinesses? An Accounting and Economic Profit Rates Analysis.” *Agricultural Finance Review*, 83(3): 453:477. <https://doi.org/10.1108/AFR-08-2022-0103>
26. Muhammad, A., M. Prince., **K.L. DeLong**, and T Gill. 2023. “The Effects of Timing, Customer, and Location on Smallholder Broiler Sales in Rwanda.” *Journal of Applied Poultry Research*, 32(2): 1-11. <https://doi.org/10.1016/j.japr.2022.100268>
27. Yenerall, J.N., Jensen, K.L., D.W. Hughes, C. Trejo-Pech, and **K.L. DeLong**. 2022. “Demographics, Alcoholic Beverage Purchase Patterns, and Attitudes Driving Hard Cider Expenditures.” *Journal of Food Products Marketing*, 28(5):228-241. <https://doi.org/10.1080/10454446.2022.2096423>
28. Cheng, H., D.M. Lambert, **K.L. DeLong**, and K.L. Jensen. 2022. “Controlling for Inattention and Availability Bias in Attribute Premium Estimation for a Biobased Product.” *Agricultural Economics*, 53: 274-288. <https://doi.org/10.1111/agec.12679>
29. Jensen, K.L., **K.L. DeLong**, S. Upendram, and E. Eckelkamp. 2022. “Consumer Preferences for “Made with Tennessee Milk” Processed Dairy Products.” *Journal of Food Distribution Research*, 53(2):76-97. https://www.fdrsinc.org/wp-content/uploads/2022/11/JFDR53.2_4_Jensen.pdf
30. **DeLong, K.L.** and C. Trejo-Pech. 2022. “Factors Affecting Sugar-Containing-Product Prices.” *Journal of Agricultural and Applied Economics*, 54(2): 334-356. <https://doi.org/10.1017/aae.2022.12>
31. Smith, K.V.¹, **K.L. DeLong**, C. Boyer, J.M. Thompson, S. Lenhart, W. C. Strickland, E. R. Burgess, IV, Y. Tian, J. Talley, E. T. Machtinger, and R. T. Trout Fryxell. 2022. “A Call for the Development of a Sustainable Pest Management Program for the Economically Important Pest Flies of Livestock: a Beef Cattle Perspective”. *Journal of Integrated Pest Management*, 13(1): 1-18. <https://doi.org/10.1093/jipm/pmac010>
32. Smith, K.V.¹, **K.L. DeLong**, A.P. Griffith, C.N. Boyer, C. Martinez, S. Schexnayder, and R.T. Trout Fryxell. 2022. “Costs of Horn Fly (Diptera: Muscidae) Control in Tennessee and Texas, 2016.” *Journal of Economic Entomology*, 115(1): 371-380. <https://doi.org/10.1093/jee/toab239>

33. Jensen, K.L., D. Hughes, **K.L. DeLong**, C.O. Trejo-Pech, and M.B. Gill. 2021. "Factors Influencing Tennessee Adults' Craft Hard Apple Cidery Visit Expenditures and Travel Distance." *Journal of Food Distribution Research*, 52(2): 1-23.
34. **DeLong, K.L.**, Syrengelas, K.G.¹, C. Grebitus, and R.M. Nayga Jr. 2021. "Visual versus Text Attribute Representation in Choice Experiments." *Journal of Behavioral and Experimental Economics*, 94: 101729. <https://doi.org/10.1016/j.socec.2021.101729>
35. Boyer, C.N., A.P. Griffith, and **K.L. DeLong**. 2021. "Evaluating Optimal Purchasing and Selling Decisions of Beef Cattle Replacement Females." *Agricultural Finance Review*, 81(3): 430-443. <https://doi.org/10.1108/AFR-08-2020-0118>
36. Jensen, K.L., **K.L. DeLong**, M. Gill, and D. Hughes. 2021. "Consumer Willingness to Pay for Locally Produced Hard Cider in the USA." *International Journal of Wine Business Research*, 33(3): 411-431. <https://doi.org/10.1108/IJWBR-06-2020-0029>
37. Ellis, J.¹, **K.L. DeLong**, K.J. Jensen, and A.P. Griffith. 2021. "The Impact of a Visual Cheap Talk Script in an Online Choice Experiment." *International Journal of Food System Dynamics*, 12(1): 19-36. <https://doi.org/10.18461/ijfsd.v12i1.73>
38. Velandia, M., K. Jensen, **K.L. DeLong**, A. Wszelaki, and A. Rihn. 2020. "Tennessee Fruit and Vegetable Farmer Preferences and Willingness to Pay for Plastic Biodegradable Mulch." *Journal of Food Distribution Research*, 51(3): 63-87. <https://ageconsearch.umn.edu/record/309030?ln=en>
39. Muhammad, A., J. Thompson, and **K.L. DeLong**. 2020. "Implications of KORUS on U.S. beef in South Korea." *International Journal of Trade and Global Markets*, 13(4): 378-393. <https://doi.org/10.1504/IJTGM.2020.10023006>
40. Boyer, C.N., A.P. Griffith, and **K.L. DeLong**. 2020. "Reproductive Failure and Long-Term Profitability of Spring- and Fall-Calving Beef Cows." *Journal of Agricultural and Resource Economics*, 45(1): 78-91. <https://doi.org/10.22004/ag.econ.298435>
41. **DeLong, K.L.**, K.L. Jensen, S. Upendram, E.A. Eckelkamp. 2020. "Consumer Preferences for Tennessee Milk." *Journal of Food Distribution Research*, 51(2): 111-130. <https://www.fdrsinc.org/wp-content/uploads/2020/07/JFDR51.2.pdf>
42. Velandia, M., R. Rejesus, C. Clark, **K.L. DeLong**, A. Wszelaki, S. Schexnayder, and K. Jensen. 2020. "Evaluating the Relationship between Fruit and Vegetable Growers Use of Plastic Biodegradable Mulches, and Environmental Stewardship and Labor Savings: The Case of Tennessee Fruit and Vegetable Farmers." *Sustainability*, 12(5): 1-16. <https://doi.org/10.3390/su12052075>
43. Ellis, J.¹, **K.L. DeLong**, D.M. Lambert, S. Schexnayder, P. Krawczel, and S. Oliver. 2020. "Analysis of Closed Versus Operating Dairies in the Southeastern United States." *Journal of Dairy Science*, 103(6): 5148-5161. <https://doi.org/10.3168/jds.2019-17516>

44. Velandia, M., **K. DeLong**, A. Wszelaki, S. Schexnayder, C. Clark, and K. Jensen. 2020. "Use of Polyethylene and Biodegradable Mulches among Tennessee Fruit and Vegetable Growers." *HortTechnology*, 30(2): 212-218. <https://doi.org/10.21273/HORTTECH04559-19>
45. Trejo-Pech, C.J.O., **K.L. DeLong**, D.M. Lambert, and V. Siokos. 2020. "The Impact of US Sugar Prices on the Financial Performance of US Sugar-Using Firms." *Agricultural and Food Economics*, 8(6): 1-17. <https://doi.org/10.1186/s40100-020-00161-5>
46. Kennedy, P.L., A. Schmitz, and **K.L. DeLong**. 2019. "Biotechnology and Demand Concerns: The Case of Genetically Modified Sugar Beets." *AgBioForum*, 22(1): 1-13. <http://www.agbioforum.org/v22n1/v22n1-kennedy.htm>
47. McKay, L.¹, **K.L. DeLong**, K.L. Jensen, A.P. Griffith, C.N. Boyer, and D.M. Lambert. 2019. "Restaurant Willingness to Pay for Local Beef." *Agribusiness: an International Journal*, 35(4): 610-624. <https://doi.org/10.1002/agr.21605>
48. McLeod, E.², K.L. Jensen, **K.L. DeLong**, and A.P. Griffith. 2019. "A Multiple Indicators, Multiple Causes Analysis of Beef Cattle Farmers' Information Use." *Journal of Extension*, 57(3):1-13. <https://www.joe.org/joe/2019june/a2.php>
49. McKay, L.¹, **K.L. DeLong**, S. Schexnayder, A.P. Griffith, D.B. Taylor, P. Olfason, and R.T. Trout Fryxell. 2019. "Cow-calf Producers' Willingness to Pay for Bulls Resistant to Horn Flies (Diptera: Muscidae)." *Journal of Economic Entomology*, 112(3): 1476-1484. <https://doi.org/10.1093/jee/toz013>
50. **DeLong, K.L.**, K.L. Jensen, A.P. Griffith, and E. McLeod. 2019. "Beef Cattle Farmers' Marketing Preferences for Selling Local Beef." *Agribusiness: an International Journal*, 35(3):343-357. <https://doi.org/10.1002/agr.21579>
51. De Matteis², M.C., T.E. Yu, C.N. Boyer, and **K.L. DeLong**. 2019. "Analyzing Determinants of U.S. Distillers Dried Grains with Solubles Exports." *Agribusiness: an International Journal*, 35(2):168-181. <https://doi.org/10.1002/agr.21575>
52. Boyer, C.N., K. Campbell, A.P. Griffith, **K.L. DeLong**, J. Rhinehart, and D. Kirkpatrick. 2019. "Price Determinants of Performance Tested Bulls Over Time " *Journal of Agricultural and Applied Economics*, 51(2): 304-314. <https://doi.org/10.1017/aae.2019.3>
53. McLeod, E.², K. Jensen, A.P. Griffith, and **K.L. DeLong**. 2018. "Tennessee Beef Producers' Willingness to Participate in a State Branded Beef Program." *Journal of Agricultural and Applied Economics*, 50(4):579-601. <https://doi.org/10.1017/aae.2018.16>
54. Syrengelas, K.G.¹, **K.L. DeLong**, C. Grebitus, and R.M. Nayga, Jr. 2018. "Is the Natural Label Misleading? Examining Consumer Preferences for Natural Beef." *Applied Economic Perspectives and Policy*, 40(3):445-460. <https://doi.org/10.1093/aep/ppx042>
55. De Matteis, M.C.², T.E. Yu, C.N. Boyer, **K.L. DeLong**, and J. Smith. 2018. "Economic and Environmental Implications of Incorporating Distillers' Dried Grains with Solubles in Feed

Rations of Growing and Finishing Swine in Argentina.” *International Food and Agribusiness Management Review*, 21(6):803–816. <https://doi.org/10.22434/IFAMR2017.0073>

56. **DeLong, K. L.** and C. Grebitus. 2018. “Genetically Modified Labeling: The Role of Consumers’ Trust and Personality.” *Agribusiness: an International Journal*, 34(2):266-282. <https://doi.org/10.1002/agr.21521>
57. Merritt, M.G.², **K.L. DeLong**, A.P. Griffith, and K.L. Jensen. 2018. “Consumer Willingness to Pay for Tennessee Certified Beef.” *Journal of Agricultural and Applied Economics*, 50(2):233-254. <https://doi.org/10.1017/aae.2017.35>
58. **DeLong, K.L.**, D.M. Lambert, S. Schexnayder, P. Krawczel, M. Fly, L. Garkovich, and S. Oliver. 2017. “Farm Business and Operator Variables Associated with Bulk Tank Somatic Cell Count from Dairy Herds in the Southeastern United States.” *Journal of Dairy Science*, 100(11):9298-9310. <https://doi.org/10.3168/jds.2017-12767>
59. Tang, M.¹, **K.E. Lewis**, D.M. Lambert, A.P. Griffith, and C.N. Boyer. 2017. “Beef Cattle Retained Ownership and Profitability in Tennessee.” *Journal of Agricultural and Applied Economics*, 49(4):571-591. <https://doi.org/10.1017/aae.2016.44>
60. Merritt, M.G.², A.P. Griffith, C.N. Boyer, and **K.E. Lewis**. 2017. “Probability of Receiving an Indemnity Payment from Feeder Cattle Livestock Risk Protection Insurance.” *Journal of Agricultural and Applied Economics*, 49(3):363-381. <https://doi.org/10.1017/aae.2016.44>
61. **Lewis, K.E.**, C. Grebitus, G. Colson, and W. Hu. 2017. “German and British Consumer Willingness to Pay for Beef Labeled with Food Safety Attributes.” *Journal of Agricultural Economics*, 68(2):451-470. <https://doi.org/10.1111/1477-9552.12187>
62. **Lewis, K.E.**, C. Grebitus, and R. Nayga, Jr. 2016. “U.S. Consumer Preferences for Imported and Genetically Modified Sugar: Examining Policy Consequentiality in a Choice Experiment.” *Journal of Behavioral and Experimental Economics*, 65:1-8. <https://doi.org/10.1016/j.socec.2016.10.001>
63. **Lewis, K.E.**, C. Grebitus, and R. Nayga, Jr. 2016. “The Impact of Brand and Attention on Consumers’ Willingness to Pay: Evidence from an Eye Tracking Experiment.” *Canadian Journal of Agricultural Economics*, 64(4):753-777. <https://doi.org/10.1111/cjag.12118>
64. Henry, G., C. Boyer, A.P. Griffith, S.A. Smith, J.A. Larson, and **K.E. Lewis**. 2016. “Risk and Returns of Spring- and Fall- Calving for Beef Cattle in Tennessee.” *Journal of Agricultural and Applied Economics*, 48(3):257-278. <https://doi.org/10.1017/aae.2016.11>
65. **Lewis, K.E.**, A.P. Griffith, C.N. Boyer, and J. Rhinehart. 2016. “Does Pre-partum Supplemental Feed Impact Beef Cattle Profitability through Finishing?” *Journal of Agricultural and Applied Economics*, 48(2):173-191. <https://doi.org/10.1017/aae.2016.9>
66. **Lewis, K.E.** and C. Grebitus. 2016. “Why U.S. Consumers Support Country of Origin Labeling: Examining the Impact of Ethnocentrism and Food Safety.” *Journal of International*

Food & Agribusiness Marketing, 28(3):254-270.
<https://doi.org/10.1080/08974438.2015.1110548>

67. Lewis, K.E., C. Grebitus, and R. Nayga, Jr. 2016. "The Importance of Taste in Experimental Auctions: Consumers' Valuation of Calorie and Sweetener Labeling of Soft Drinks." *Agricultural Economics*, 47:47-57. <https://doi.org/10.1111/agec.12208>
68. Lewis, K.E. and T.G. Schmitz. 2015. "The Impact of Partial Mexican Government Ownership on U.S. and Mexican Sugar Trade." *Journal of Agribusiness*, 33(1):17-38.
69. Schmitz, T.G. and K.E. Lewis. 2015. "Impact of NAFTA on U.S. and Mexican Sugar Markets." *Journal of Agricultural and Resource Economics*, 40(3):387-404.
<http://www.waeonline.org/UserFiles/file/JARESeptember20153Schmitzpp387-404.pdf>
70. Lewis, K.E., M.R. Manfredo, I. Altman, and D.R. Sanders. 2015. "Risk Premiums and Forward Basis: Evidence from the Soybean Oil Market." *Agribusiness: an International Journal*, 31(3):388-398. <https://doi.org/10.1002/agr.21410>
71. Lewis, K.E. and M.R. Manfredo. 2012. "An Evaluation of the USDA Sugar Production and Consumption Forecasts." *Journal of Agribusiness*, 30(2):155-172.
<https://ageconsearch.umn.edu/record/260199/files/An%20Evaluation%20of%20the%20USDA%20Sugar%20Production%20and%20Consumption%20Forecasts.pdf>
72. Lewis, K.E. and G.T. Tonsor. 2011. "The Impact of Ethanol Production on Spatial Grain Market Relationships." *International Food and Agribusiness Management Review*, 14(4):201-213. <https://www.ifama.org/resources/Documents/v14i4/Lewis-Tonsor.pdf>

Book Chapters (1)

1. Kennedy, P.L., K.E. Lewis, and A. Schmitz. 2017. "Food Security through Biotechnology: The Case of Genetically Modified Sugar Beets in the United States." In *World Agricultural Resources and Food Security*, Schmitz, A., P.L. Kennedy, T.G. Schmitz (Eds.), Volume 17, *Frontiers of Economics and Globalization*. Bingley, UK: Emerald Group Publishing Limited.
<https://www.emeraldinsight.com/doi/abs/10.1108/S1574-871520170000017003>

Reviews in Academic Journals (1)

1. DeLong, K.L. and D. Hughes. 2019. "A Land-Use Map Heard All Around Social Media." A review of "Here's How America Uses Its Land," by Dave Merrill and Lauren Leatherby, July 31, 2018, accessed August 31, 2018 at <https://www.bloomberg.com/graphics/2018-us-land-use/>. *American Journal of Agriculture Economics*, 101(3):988-990.
<https://doi.org/10.1093/ajae/aay084>

Industry Reports (7)

1. Griffith, A.P., A.G.³ Hagan, **K.L. DeLong**, C.N. Boyer, C. Martinez, K.L. Jensen, and S.M. Schexnayder. 2025. "Feedlot Willingness to Pay for Genomic Tested Feeder Cattle." *Livestock Companion*, 23, October. <https://utbeef.tennessee.edu/live-stock/>
2. Johansson, R., M. Deliberto, and **K.L. DeLong**. 2025. "The 2025 United States Sugar Market Supply and Outlook." *Sugar Producer Magazine*, September 2025. <https://www.sugarproducer.com/2025/09/the-2025-united-states-sugar>
3. Hughes, D.W., A. Rihn, and **K.L. DeLong**. 2025. "The Economic and Community Impacts of the Tennessee Wine Industry". Report prepared for the Tennessee Wine and Grape Board, Tennessee Department of Agriculture. University of Tennessee, Knoxville.
4. **DeLong, K.L.**, A. Muhammad, C. Grebitus, and S. Gao. 2025. "Global Appetite: International Demand for American Beef." *Tennessee Cattlemen's Association Magazine*. January 2025, p. 14. <https://www.tncattle.org/magazine>
5. Gao, S.², **K.L. DeLong**, C. Grebitus, and A. Muhammad. 2022. "How Will the New Mexican Beef Grading System affect U.S. Beef Exports to Mexico?" *Arizona Food Industry Journal*, September 2022, p. 14, <https://afmaaz.org/magazine/>
6. Trejo-Pech, C. and **K.L. DeLong**. 2022. "How Does the Financial Performance of Sugar-using Firms Compare to other Agribusinesses? An Economic Value-Added Analysis." Report Prepared for the American Sugar Alliance. <https://sugaralliance.org/wp-content/uploads/2022/09/Submitted-Report-Sugar-Financials-062322.pdf>
7. **DeLong, K.L.** and C. Trejo-Pech. 2021. "Analyzing Determinants of Sugar-Containing-Product Prices." Report Prepared for the American Sugar Alliance. <https://sugaralliance.org/wp-content/uploads/2021/10/DeLong-Sugar-Report-October-2021.pdf>

Refereed Electronic Publications (10)

1. **DeLong, K.L.**, and C. Trejo-Pech. 2026. "How to Ensure a Domestic Sugar Industry: Increase the Tier 2 Sugar Tariff." *Southern Ag Today*. April 23, 2026. <https://southernagtoday.org/2026/02/05/how-to-ensure-a-domestic-sugar-industry-increase-the-tier-2-sugar-tariff/>
2. Deliberto, M., B. Hilbun, and **K.L. DeLong**. 2025. "Sugarbeet and Sugarcane Production and Farm Trends." *Southern Ag Today*. June 25, 2025. <https://southernagtoday.org/2025/06/25/sugarbeet-and-sugarcane-production-and-farm-trends/>
3. Deliberto, M., and **K.L. DeLong**. 2025. "The 2025 Sugar Market Domestic Supply and Outlook." *Southern Ag Today*. May 28, 2025. <https://southernagtoday.org/2025/05/21/the-2025-sugar-market-domestic-supply-and-outlook/>

4. Deliberto, M., **K.L. DeLong**, and B.L. Fischer. 2024. “Analyzing World and U.S. Sugar Price Dynamics.” *Southern Ag Today*. May 20, 2024.
<https://southernagtoday.org/2024/05/17/analyzing-world-and-u-s-sugar-price-dynamics/>
5. Deliberto, M., **K.L. DeLong**, and B.L. Fischer. 2024. “Navigating U.S. Sugar Imports From 70 Countries.” *Southern Ag Today*. April 18, 2024.
<https://southernagtoday.org/2024/04/18/navigating-us-sugar-imports-from-70-countries/>
6. Deliberto, M. and **K.L. DeLong**. 2024. “The 2024 Sugar Market Domestic Supply and Outlook.” *Southern Ag Today*. April 1, 2024. <https://southernagtoday.org/2024/04/02/the-2024-sugar-market-domestic-supply-and-outlook/>
7. Deliberto, M. and **K.L. DeLong**. 2023. “Examining Sugarcane and Sugarbeet Production Costs.” *Southern Ag Today*. December 11, 2023.
<https://southernagtoday.org/2023/12/11/examining-sugarcane-and-sugarbeet-production-costs/>
8. **DeLong, K.L.**, M. Deliberto, and B.L. Fischer. 2023. “Evaluation of the Recent Government Accountability Office Sugar Program Report.” *Southern Ag Today*. November 30, 2023.
<https://southernagtoday.org/2023/11/30/evaluation-of-the-recent-government-accountability-office-sugar-program-report/>
9. Boyer, C.N., C. Martinez, E. Park, A.P. Griffith, and **K.L. DeLong**. 2023. “Uptick in Livestock Risk Protection for Feeder Cattle.” *Southern Ag Today*. June 13, 2023.
<https://southernagtoday.org/2023/06/13/uptick-in-livestock-risk-protection-for-feeder-cattle/>
10. Boyer, C.N., C. Martinez, E. Park, A.P. Griffith, and **K.L. DeLong**. 2023. “Uptick in Livestock Risk Protection for Fed Cattle.” *Southern Ag Today*. June 20, 2023.
<https://southernagtoday.org/2023/06/20/uptick-in-livestock-risk-protection-for-fed-cattle/>

University of Tennessee Publications (21)

1. Griffith, A.P., A.G. Hagan³, **K.L. DeLong**, C.N. Boyer, C. Martinez, and S.M. Schexnayder. 2025. “Feedlot Willingness to Pay for Genomic Tested Feeder Cattle.” *University of Tennessee Extension*, W1356. <https://utia.tennessee.edu/publications/wp-content/uploads/sites/269/2025/12/W1356.pdf>
2. **DeLong, K.L.**, Griffith, A.P., C. Cremerius, and H. McElhaney. 2023. “Tennessee Beef Evaluation: Profitability of Retained Ownership, 2021 Update.” *University of Tennessee Extension*, W1217. <https://utia.tennessee.edu/publications/wp-content/uploads/sites/269/2023/12/W1217.pdf>
3. Griffith, A.P., Smith, K.V., **K.L. DeLong**, C.N. Boyer, C. Martinez, S. Schexnayder, and R. Trout Fryxell. 2023. “Costs of Horn Fly Control for Cow-calf Producers in Tennessee and Texas.” *University of Tennessee Extension*, W1189.
<https://utia.tennessee.edu/publications/wp-content/uploads/sites/269/2023/10/W1189.pdf>

4. Griffith, A.P., **K.L. DeLong**, K.L. Jensen, C.N. Boyer, and C. Martinez. 2023. “Feeder Cattle Genomic Tests: Analyzing Cattle Producer Adoption Decisions.” *University of Tennessee Extension*, W1183. <https://extension.tennessee.edu/publications/Documents/W1183.pdf>
5. Luo, L.², **K.L. DeLong**, A.P. Griffith, S. Schexnayder, and R.T. Trout Fryxell. 2023. “Tennessee and Texas Cow-calf Producers’ Perception of Livestock Pests.” *University of Tennessee Extension*, W1181. <https://extension.tennessee.edu/publications/Documents/W1181.pdf>
6. Ingram, S., C. Martinez¹, **K.L. DeLong**, A.P. Griffith, and C. Boyer. 2023. “Importance of Information in the Tennessee Bull Market.” *University of Tennessee Extension*, W1172. <https://extension.tennessee.edu/publications/Documents/W1172.pdf>
7. **DeLong, K.L.**, O.G. Murphy, D.W. Hughes, C.D. Clark, and H. Crissy. 2023. “Evaluating Potential Land Use of Utility-Scale Photovoltaics (Solar Panels) on Farmland in Tennessee.” *University of Tennessee Institute of Agriculture Research Report*, RR 23-002. <https://ageconsearch.umn.edu/record/337419>
8. Griffith, A.P., C.N. Boyer, and **K.L. DeLong**. 2021. “Purchasing and Selling Decisions of Beef Cattle Replacement Females.” *University of Tennessee Extension*, W 1004. <https://extension.tennessee.edu/publications/Documents/W1004.pdf>
9. Griffith, A.P., C.N. Boyer, K. Campbell, **K.L. DeLong**, and J. Rhinehart. 2020. “Price Determinants of Performance-tested Bulls Over Time in Tennessee.” *University of Tennessee Extension*, W 873. <https://extension.tennessee.edu/publications/Documents/W873.pdf>
10. Boyer, C., **K.L. DeLong**, and J. Menard. 2020. “Tennessee Cattle Auction Market Trends.” *University of Tennessee Extension*, W 870. <https://extension.tennessee.edu/publications/Documents/W870.pdf>
11. Jensen, K., D. Hughes, H. Wright, **K.L. DeLong**, M. Gill, and J. Menard. 2019. “Tennessee Consumers’ Views About Cidery Visits.” *University of Tennessee Extension*, W 856. *DeLong Contribution: Assisted with writing.* <https://extension.tennessee.edu/publications/Documents/W856.pdf>
12. Upendram, S., K.L. Jensen, **K.L. DeLong**, J. Menard, and E.A. Eckelkamp. 2019. “Consumer Dairy Product Expenditures and Preferences for Dairy Products Made With Tennessee Milk.” *University of Tennessee Extension*, W 851. <https://extension.tennessee.edu/publications/Documents/W851.pdf>
13. Griffith, A.P., C.N. Boyer, and **K.L. DeLong**. 2019. “Reproductive Failure Impacts on Retained Beef Heifer Profitability.” *University of Tennessee Extension*, W850. <https://extension.tennessee.edu/publications/Documents/W850.pdf>

14. Upendram, S., K.L. Jensen, **K.L. DeLong**, J. Menard, and E.A. Eckelkamp. 2019. "Consumer Milk Expenditures and Preferences for Tennessee Milk." *University of Tennessee Extension*, W 842. <https://extension.tennessee.edu/publications/Documents/W842.pdf>
15. Griffith, A.P., McKay, L., **K.L. DeLong**, K.L. Jensen, A.P. Griffith, C.N. Boyer, and D.M. Lambert. 2019. "Estimating Restaurant Willingness to Pay for Local Beef." *University of Tennessee Extension*, W 830. <https://extension.tennessee.edu/publications/Documents/W830.pdf>
16. Griffith, A.P. L. McKay, **K.L. DeLong**, R.T. Trout Fryxell. S. Schexnayder, D.B. and Taylor, P. Olfason. 2019. Cow-calf Producers' Willingness to Pay for Bulls Resistant to Horn Flies, *Haematobia irritans* (L.) (Diptera: Muscidae). *University of Tennessee Extension*, W 821. <https://extension.tennessee.edu/publications/Documents/W821.pdf>
17. Griffith, A.P., K.L. Jensen, **K.L. DeLong**, and E. McLeod. 2018. "Tennessee Branded Beef Program: The Producers' Perspective and Willingness to Participate." *University of Tennessee Extension*, W 484-A. <https://extension.tennessee.edu/publications/Documents/W484-A.pdf>
18. Griffith, A.P., **K.L. DeLong**, K.L. Jensen, and M.G. Merritt. 2018. "Consumer Willingness to Pay for Tennessee Certified Beef." *University of Tennessee Extension*, W 484-B. <https://extension.tennessee.edu/publications/Documents/W484-B.pdf>
19. **DeLong, K.L.**, A.P. Griffith, M. Tang, D.M. Lambert, and C.N. Boyer. 2017. "Profitability of Retained Ownership: Tennessee Beef Evaluation." *University of Tennessee Extension*, W 427-A. <https://extension.tennessee.edu/publications/Documents/W427-A.pdf>
20. **DeLong, K. L.**, A.P. Griffith, M. Tang, D.M. Lambert, and C.N. Boyer. 2017. "Summary of Profitability of Retained Ownership: Tennessee Beef Evaluation." *University of Tennessee Extension*, W 427-B. <https://extension.tennessee.edu/publications/Documents/W427-B.pdf>
21. Griffith, A.P., C.N. Boyer, G.W. Henry, J.A. Larson, S.A. Smith, and **K.E. Lewis**. 2017. "Fall Versus Spring Calving: Considerations and Profitability Comparison." *University of Tennessee Extension*, W 419. <https://extension.tennessee.edu/publications/Documents/W419.pdf>

GRANTS (~\$4.33 million in awarded grants)

Note: AREC=University of Tennessee Department of Agricultural and Resource Economics

Completed

1. Griffith, A.P. (Lead PI), **K.L. DeLong (Co-PI)**, C. Martinez (Co-PI), and C. Boyer (Co-PI). 2022-2025. "Factors Influencing Valuation of Hay to Improve Price Discovery and Transparency." USDA Agricultural Marketing Service, Federal-State Marketing Improvement Program. AREC Funds: \$250,000. Total Funds: \$250,000
2. Hughes, D.W. (PI), A. Rihn (Co-PI), and **K.L. DeLong (Co-PI)**. 11/04/2024-5/31/2025. "Assessing the Growing Impact of the Tennessee Wine Industry on the Tennessee Economy."

Tennessee Department of Agriculture, Tennessee Wine and Grape Board. AREC Funds: \$45,845.00. Total Funds: \$45,845.00.

3. Rihn, A. (Lead PI), **K.L. DeLong (Co-PI)**, X. Chen (Co-PI), and K. Jensen (Co-PI). 2021-2025. “Quantifying Consumer Preferences, Valuation, and Marketing Channel Effectiveness for the Pick Tennessee Products Program.” USDA Agricultural Marketing Service, Federal-State Marketing Improvement Program. AREC Funds: \$119,218. Total Funds: \$219,218.
4. Grebitus, C. (Lead PI), **K.L. DeLong (Co-PI)**, and A. Muhammad (Co-PI). 2020-2025. “Strengthening U.S. Beef Export Markets: Analysis of Consumer Willingness to Pay and Import Demand.” USDA National Institute of Food and Agriculture, Agriculture and Food Research Initiative, Economics, Markets and Trade. AREC Funds: \$235,314. Total Funds: \$477,131.
5. Boyer, C. (Lead PI), **K.L. DeLong (Co-PI)**, A. Griffith (Co-PI), and C. Martinez (Co-PI). 2022-2024. “Sustaining Small and Medium Cattle Producers by Evaluating and Developing Innovative Price Risk Management Tools.” USDA National Institute of Food and Agriculture, Small and Medium-Sized Farms. AREC Funds: \$650,000. Total Funds: \$650,000.
6. Jensen, K. (Lead PI), **K.L. DeLong (Co-PI)**, C. Luckett (Co-PI), J. Yenerall (Co-PI), E. Yu (Co-PI), and C.R. Chen (Co-PI). 2021-2024. “Food Loss and Waste (FL&W) Reduction at the Consumer-Grocery Retailer Interface.” USDA National Institute of Food and Agriculture, Agriculture and Food Research Initiative, Economics, Markets and Trade. AREC Funds: \$354,030. Total Funds: \$423,316.
7. Boyer, C. (Lead PI), C. Stripling (Co-PI), **K.L. DeLong (Co-PI)**, C. Trejo-Pech (Co-PI), and C. Stephens (Co-PI). 2020-2024. “Developing Tennessee Secondary Teachers' Agribusiness Content and Pedagogical Content Knowledge.” USDA National Institute of Food and Agriculture, Education and Workforce Development: Professional Development for Secondary School Teachers and Educational Professionals (PD-STEP) (A7501). AREC Funds: \$99,782. Total Funds: \$300,000.
8. **DeLong, K.L. (Lead-PI)**, D. Hughes (Co-PI), C. Clark (Co-PI), and H. Crissy (Consultant). 2023. “Tennessee Solar Industry Production: Implications and Considerations.” Tennessee Solar Energy Industries Association. AREC Funds Awarded: \$11,458. Total Funds Awarded: \$11,458.
9. **DeLong, K.L. (Lead PI)**, A.P. Griffith (Co-PI), C. Boyer (Co-PI), and K. Jensen (Co-PI). 2019-2022. “Value-Added Opportunities for Marketing Tennessee Cattle Using Genetic Information.” USDA Agricultural Marketing Service, Federal-State Marketing Improvement Program. AREC Funds: \$129,032. Total Funds: \$156,408.
10. Okafor, C. (Lead PI), B. Whitlock (Co-PI), J. Beever (Co-PI), R. Trout Fryxell (Co-PI), **K.L. DeLong (Co-PI)**, L. Strickland (Co-PI), and J. Rhinehart (Co-PI). 2020-2021. “Occurrence and Costs of Bovine Anaplasmosis and Theileriosis to TN Beef Producers and Targeted Measures to Prevent Spread.” Tennessee Beef Promotion Board. AREC Funds: \$0. Total Funds: \$18,860.

11. A. Smith (Lead PI), J. Thompson (Co-PI), and **K.L. DeLong (Co-PI)**. 2020-2021. “Spatial Quantification of Corn Supply and Demand and Market Access Restrictions in Tennessee.” Tennessee Corn Promotion Council. AREC Funds: \$15,000. Total Funds: \$15,000.
12. T. Gill (Lead PI), Muhammad, A. (Co-PI), and **K.L. DeLong (Co-PI)**. “Building and Expanding a Viable Commercial Broiler Sector in Rwanda.” 2019-2021. USDA Foreign Agricultural Service Scientific Cooperation Research Program. AREC Funds: \$37,777. Total Funds: \$49,943.
13. P. Keyser (Lead PI), Auge (Co-PI), J. DeBruyn (Co-PI), A. Ashworth (Co-PI), H. Toler (Co-PI), E. Bernard (Co-PI), A. Griffith (Co-PI), J. Mullniks (Co-PI), and **K.L. DeLong (Co-PI)**. 2016-2020. “Enhancing Agro-Grasslands Sustainability through Innovation and Improved Soil Biodiversity.” USDA National Institute of Food and Agriculture, Agriculture and Food Research Initiative. AREC Funds: \$14,301. Total Funds: \$375,000.
14. Trout Fryxell, B. (Lead PI), J. Schaefer (Co-PI), D. Grove (Co-PI), R. Gerhold (Co-PI), J. Ivey (CO-PI), L. Strickland (CO-PI), K. Vail (CO-PI), A. Odoi (Co-PI), L. Russo (CO-PI), A.P. Griffith (Co-PI), G. Hickling (Co-PI), G. Bates (CO-PI), and **K.L. DeLong (Co-PI)**. 2019. “Development of Prevention, Detection, and Response Strategies for the Asian Longhorned Tick (*Haemaphysalis longicornis*).” Foundation for Food and Agriculture Research - Rapid Outcomes from Agriculture Research. AREC Funds: \$0. Total Funds: \$150,000
15. R. Trout Fryxell (Lead PI), **K.L. DeLong (Co-PI)**, S.M. Schexnayder (Co-PI), and A.P. Griffith (Co-PI). 2017-2018. “Developing Horn Fly Resistant Cattle for Sustainable Beef Production.” University of Tennessee AgResearch Innovation Grants Program. AREC Funds: \$6,570. Total Funds: \$38,670.
16. Griffith, A.P. (Lead PI), **K.E. Lewis (Co-PI)**, D. Hughes (Co-PI), K. Jensen (Co-PI). 2015-2017. “Regionally Branded Beef Market Valuation and Producer Willingness to Cooperate.” USDA Agricultural Marketing Service, Federal-State Marketing Improvement Program. AREC funds: \$91,235. Total funds: \$91,235.
17. **DeLong, K.L. (PI)**. “Travel to the 2018 Agricultural and Applied Economics Association Annual Meeting.” 2018. UT AgResearch Travel Support to Present a Paper at a Professional Meeting with Abstract. Total Funds: \$1,500. AREC Funds: \$1,500.
18. Duncan, L. (Lead PI), N. Bumgarner (Co-PI), F. Critzer (Co-PI), J. Edwards (Co-PI), K. Gwinn (Co-PI), L. Muller (Co-PI), C. Stephens (Co-PI), M. Velandia (Co-PI), **K.E. Lewis (Co-PI)**, et al. 2015-2016. “Fostering aGIRLculture: a girls STEM camp solving the Grand Challenges of the 21st Century.” USDA-NIFA Women and Minorities in Science Technology, Engineering, and Mathematics Fields Program. AREC Funds: \$1,200. Total Funds: \$53,105.
19. **Lewis, K.E. (PI)**. 2016. “Travel to the 2016 Agricultural and Applied Economics Association Annual Meeting.” UT AgResearch Travel Support to Present a Paper at a Professional Meeting with Abstract. 2016. Total Funds: \$1,500. AREC Funds: \$1,500.

20. **Lewis, K.E. (PI).** 2016. “Invited Speaker Presentation Travel to the 2016 American Sugarbeet Growers Association Annual Meeting.” American Sugarbeet Growers Association. Total Funds: \$2,000. AREC Funds: \$2,000.
21. **Lewis, K.E. (PI).** 2015. “Travel to the 2015 Agricultural and Applied Economics Association Annual Meeting.” UT AgResearch Travel Support to Present a Paper at a Professional Meeting with Abstract. Total Funds: \$1,500. AREC Funds: \$1,500.
22. **Lewis, K.E. (PI).** 2015. “Workshop Stipend to attend the 2015 Agricultural and Applied Economics Association Annual Meeting Post-Conference Workshop.” Agricultural and Applied Economics Association. Total Funds: \$200. AREC Funds: \$200.
23. **Lewis, K.E. (PI).** 2014. “Travel Award to the International Agricultural Trade Research Consortium Annual Meeting.” International Research Trade Consortium. Total Funds: \$1,025. AREC Funds: \$1,025.
24. Keyser, P. (Lead PI), G. Bates (Co-PI), T. Mulliniks (Co-PI), **K.E. Lewis (Co-PI)**, R. Nave (Co-PI). 2014. “Fescue-Belt Forage Innovation: Improving System Sustainability through Integration of Warm-Season Grasses.” University of Tennessee AgResearch Innovation Grants Program. AREC Funds: \$0. Total Funds: \$9,500.
25. **Lewis, K.E. (Lead PI).** 2013-2014 “Consumers’ Preferences for Sweeteners in Soft Drinks: The Role of Taste.” Arizona State University Graduate Research Support Program. Total Funds: \$2,000.
26. C. Grebitus (Lead PI), **K.E. Lewis (Co-PI).** 2012-2013. “Solutions to Increase the Consumer Interest and Valuation for Sustainable Products in Markets.” Henkel Consumer Goods Inc. Total Funds: \$25,000.
27. C. Grebitus (Lead PI), **K.E. Lewis (Co-PI).** 2012-2013. “Choose Healthy Arizona – Analyzing Drivers of Consumers’ Food Choices.” Arizona State University College of Technology and Innovation Scholarship Support & Enhancement Grant Program. Total Funds: \$10,000.
28. **Lewis, K.E. (Lead PI).** 2012. “An Analysis of the United States Sweetener Industry’s Characteristics and Federal Policies.” Arizona State University Graduate College. Total Funds: \$3,900.

Funded and In Progress

1. **K.L. DeLong. (Lead-PI).** 2026. “Examination of how Wine Sales Correlate with Website and Social Media Visits.” University of Tennessee, Herbert College of Agriculture, Herbert Experiential Research Opportunities (HERO) Program Award to work with an undergraduate student. AREC Funds: \$2,000. Total Funds: \$2,000.
2. Morgan, K. (Lead-PI), **K.L. DeLong (Co-PI)**, and D. Hughes (Co-PI). 2026-2027. “Tennessee Agritourism Industry Impact Study.” Tennessee Department of Agriculture. AREC Funds: \$36,557. Total Funds: \$36,557.

3. **DeLong, K.L. (Lead-PI)**, D. Hughes (Co-PI), A. Rihn (Co-PI), and M. Gill (Co-PI). 2026-2028. “Extending the Development of a Successful Marketing Channel for Rural Wineries in Tennessee. USDA Agricultural Marketing Service, Federal-State Marketing Improvement Program. AREC Funds: \$189,810. Total Funds: \$189,810.
4. Trout Fryxell, B. (Lead-PI) and **K.L. DeLong (Co-PI)**, plus subawards to University of Georgia, Kansas State University, and Texas A&M University. 2024-2027. “REEVES-Research & Extension Experience in Veterinary Entomology for Students.” USDA, NIFA, AFRI, Research and Extension Experiences for Undergraduates. AREC Funds: \$10,832. Total Funds: \$749,188.
5. **DeLong, K.L. (Lead-PI)**, D. Hughes (Co-PI), A. Rihn (Co-PI), X. Chen (Co-PI), and R. Painter (Co-PI). 2023-2027. “Developing a Successful Marketing Channel for Rural Wineries in Tennessee.” USDA Agricultural Marketing Service, Federal-State Marketing Improvement Program. AREC Funds: \$241,138. Total Funds: \$241,138.

Multi-State Hatch Project

1. **DeLong, K.L. (PI)**, T.E. Yu (PI), A. Muhammad (PI). “S1072: U.S. Agricultural Trade and Policy in a Dynamic Global Market Environment.” Multi State HATCH Project. TEN00460. 2018-2022. Served as PI, 10%
2. **DeLong, K.L. (PI)**, T.E. Yu (PI). “S1062: The Importance of U.S. Food and Agricultural Trade in a New Global Market Environment.” Multi State HATCH Project. TEN00460. 2014-2018. Served as PI, 10%

PRESENTATIONS

Notes: K.E. Lewis was my previous name. *presenter; ¹denotes major advisor of graduate student ²graduate student for whom Dr. DeLong was committee member

Presentations and Posters at Professional Conferences and Invited Seminars

1. Clark, C.D.*, **K.L. DeLong**, and D. Hughes. “Land Use, Farmland, and the Future of Solar in Tennessee.” Invited Presentation. 2026 Tennessee Valley Solar + Storage Conference. Chattanooga, TN. September 2-3, 2026.
2. **DeLong, K.L.*** University of Tennessee, Knoxville New Faculty Orientation. Invited speaker on the “Advice for New Faculty” panel. Knoxville, TN. August 7, 2026.
3. Pitawala, D., K. Fuller, S.B. Cash, N.T. Blackstone, **K.L. DeLong**, and A. Blanchette. “Eliciting Beef Producers’ Attitudes around Cell-Cultivated Meat: A Best-Worst Scaling Choice Experiment.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Kansas City, MO. July 26-28, 2026.
4. **DeLong, K.L.***, O. Adegbuyiro, S. Gao, A. Rihn, M. Gill, and D. Hughes. “Consumer Preferences for Wine Quality Assurance Labels.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Kansas City, MO. July 26-28, 2026.

5. Adegbuyiro, O., **K.L. DeLong**, A. Rihn, M. Gill, and D. Hughes. "An Analysis of the Tennessee Wine Industry's Social Media Marketing Efforts." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Louisville, KY. January 31- February 3, 2026.
6. Adegbuyiro, O., **K.L. DeLong**, S. Gao, A. Rihn, M. Gill, and D. Hughes. "Consumer Preferences for Tennessee Quality Certified Wines." Selected Poster. Southern Agricultural Economics Association Annual Meeting. Louisville, KY. January 31- February 3, 2026.
7. Pranesh, D., A. Smith, L. Chen, and **K.L. DeLong**. "Evaluating Attribution of Wildlife Damage in U.S. Crop Insurance Cause of Loss Data." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Louisville, KY. January 31- February 3, 2026.
8. Velandia, M*, C. Trejo-Pech, D. Butler, **K.L. DeLong**, L. Chen, A. Wszelaki, H.H. Shanto, and S. Schexnayder. Factors Correlated with Specialty Crop Farmers' Willingness to Adopt Alley Cropping Systems: The Case of Tennessee Fruit and Vegetable Farmers. Food Distribution Research Society Conference. San Diego, CA. October 12-15, 2025.
9. **DeLong, K.L.** "What are Sugarbeets?" Prep Day for National FFA CDEs. Herbert College of Agriculture, University of Tennessee, Knoxville. September 30, 2025.
10. **DeLong, K.L.** "Unlocking Potential: Scholarships and Funding Opportunities through the University of Tennessee Herbert College of Agriculture Endowments." Department Presentation. Knoxville, TN. September 25, 2025.
11. Grebitus, C.*, **K.L. DeLong**, S. Gao, and T.G. Schmitz. "A Decade of Estimating German and British Consumer Preferences for Beef Quality and Safety Attributes." Poster. European Association of Agricultural Economists Congress. Bonn, Germany. August 26-29, 2025.
12. **DeLong, K.L.*** University of Tennessee, Knoxville New Faculty Orientation. Invited speaker on the "Advice for New Faculty" panel. Knoxville, TN. August 7, 2025.
13. Ray, T.*¹, **K.L. DeLong**, A. Griffith, C. Boyer, and C. Martinez. "Evaluating Buyer and Seller Preferences for Hay and Other Forages as a Feedstuff." Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Denver, CO. July 27-29, 2025.
14. Adegbuyiro, O.*¹, **K.L. DeLong**, A. Rihn, R. Chen, D. Hughes. "Factors Influencing the Tennessee Wine Industry's Marketing Efforts." Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Denver, CO. July 27-29, 2025.
15. **DeLong, K.L.*** "The Farm Credit Mid-America Enrichment Program." Invited Presentation. Farm Credit Mid-America Tennessee Sales Team Meeting. Knoxville, TN. April 2, 2025.
16. **DeLong, K.L.*** "Wine Marketing Surveys and the Peter Howard Wine and Ag Tourism Endowment." Invited Presentation. Tennessee Viticultural and Oenological Society Annual Meeting. Chattanooga, TN. March 1, 2025.

17. Ray, T.*,¹, **K.L. DeLong**, A.P. Griffith, C. Martinez, C. Boyer. “Producer and Consumer Preferences for Hay as a Feedstuff.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Irving, TX. February 1-4, 2025.
18. **DeLong, K.L.*** “The Economic Impact of the Sugar Industry on the U.S. Agricultural and General Economy.” Invited Presentation. MACS Academy. Fort Myer, FL. November 6, 2024.
19. Trejo-Pech, C.* , **K.L. DeLong**, R. Johansson. “The Accuracy, Bias, and Dispersion in Financial Analysts’ Earnings Per Share Forecasts of Sugar-Using Firms.” Selected Presentation. Food Distribution Research Society Annual Conference 2024. Puerto Rico. October 20-22, 2024.
20. Rihn, A.* , H. Williams, R. Chen, **K.L. DeLong**. 2024. “Do State Marketing Programs Impact Consumer Preferences for Tomato Transplants?” American Society for Horticultural Sciences. Honolulu HI, September 22-27, 2024.
21. **DeLong, K.L.*** , S. Gao², C. Grebitus, and T.G. Schmitz. 2024. “German and British Consumer Preferences for Country of Origin Labeled Beef throughout the Decade.” Selected Presentation. 2024 Agricultural and Applied Economics Association Annual Meeting. New Orleans, LA. July 28-30, 2024.
22. Hagan, A.G.*², J. Yenerall, **K.L. DeLong**, E. Yu, and R. Chen. 2024. “Can Grocery Store Food Loss and Waste Reduction Practices Attract Shoppers?” Selected Presentation. 2024 Agricultural and Applied Economics Association Annual Meeting. New Orleans, LA. July 28-30, 2024.
23. Boyer, C.N.* , **DeLong, K.L.**, A.P. Griffith, and C. Martinez. 2024. “Examining How Risk Preferences and Information Affect Livestock Risk Protection Use.” Selected Presentation. 2024 Agricultural and Applied Economics Association Annual Meeting. New Orleans, LA. July 28-30, 2024.
24. **DeLong, K.L.*** “USDA AMS Federal-State Marketing Improvement Wine Grant.” Invited Presentation. Tennessee Wine and Grape Board Meeting (was supposed to be on Zoom but lightning knocked out their power, so it was over the phone). Nashville, TN. July 10, 2024.
25. **DeLong, K.L.*** “Drivers of Beef Purchase Behavior Across Countries.” Invited Presentation. Assessing the Competitiveness of U.S. Beef in Major Global Markets Zoom Seminar. June 17, 2024.
26. **DeLong, K.L.*** “Remembering James L. Herbert.” Invited Presentation. Herbert Family Celebration of Life Event for James L. Herbert. Herbert College of Agriculture. Knoxville, TN. April 30, 2024.
27. **DeLong, K.L.**, C. Trejo-Pech*, and R. Johansson. 2024. “An Evaluation of How Forecasting Efficiency Leads to Reduced Firm Risks.” Selected Presentation. NCCC-134 Conference on

Applied Commodity Price Analysis, Forecasting, and Market Risk Management. April 22-23, 2024. St. Louis, MO.

28. **DeLong, K.L.*** “University of Tennessee Food Loss/Food Waste Research.” Invited Presentation. Joint Southern Association of Agricultural Experiment Station Directors and Association of Southern Rural Extension Directors Conference 2024. Lexington, KY, March 26, 2024.
29. Dahal, B.¹, **K.L. DeLong***, S. Gao, and C. Grebitus. “Consumers’ Beef Purchasing Behavior Across Countries.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Atlanta, GA. February 4-6, 2024.
30. Barua, S.*², C. Boyer, **K.L. DeLong**, A. Griffith, and C. Martinez. “Price Risk Management Use Impact on Technical Efficiency for Cattle Producers.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Atlanta, GA. February 4-6, 2024.
31. Rihn, A., H.E. Williams*, X. Chen, and **K.L. DeLong**. “Factors Impacting Tennesseans’ Purchase of Local Products.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Atlanta, GA. February 4-6, 2024.
32. **DeLong, K.L.*** “Evaluating Potential Land Use of Utility-Scale Photovoltaics on Farmland in Tennessee.” Invited Presentation. Tennessee Valley Solar Conference. Chattanooga, TN. October 18, 2023.
33. Gao, S.*², C. Grebitus, and **K.L. DeLong**. “US Consumer Preferences for Different Quality Grade Labels.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Washington, D.C. July 23-26, 2023.
34. Gao, S.*², C. Grebitus, and **K.L. DeLong**. “Effect of Product and Country Image on U.S. Consumers’ Domestic Beef Preferences.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Washington, D.C. July 23-26, 2023.
35. Boyer, C.N.*², E. Park, A.P. Griffith, **K.L. DeLong**, and C. Martinez. Impact of Subsidy on Livestock Risk Protection for Fed and Feeder Cattle.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Washington, D.C. July 23-26, 2023.
36. **DeLong, K.L.*** “Will the United States Continue to Produce Sugar?”. Invited Presentation. The University of Tennessee Science Forum. Zoom. February 17, 2023.
37. Barua, S.*², C.N. Boyer, **K.L. DeLong**, A.P. Griffith, C. Martinez, and K.L. Jensen. “US Cattle Producer’s Use of Price Risk Management Tools.” Selected Poster. Southern Agricultural Economics Association Annual Meeting. Oklahoma City, OK. February 5-7, 2022.
38. Hagan, A.G.*¹, **K.L. DeLong**, A.P. Griffith, C.N. Boyer, C. Martinez, and K.L. Jensen. “Feedlot Willingness to Pay for Genomic Tested Feeder Cattle.” Selected Poster. Southern

Agricultural Economics Association Annual Meeting. Oklahoma City, OK. February 5-7, 2022.

39. Ray, B.*¹, **K.L. DeLong**, K.L. Jensen. “An Experimental Sensory Approach to Analyzing how Consumers Utilize Best-if-Used-by Dates as a Cue for Wasting Food.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Oklahoma City, OK. February 5-7, 2022.
40. Dahal, B.R.*¹, **K.L. DeLong**, C. Grebitus, A. Muhammad and S. Gao. “Factors Affecting Chinese Beef Consumers’ Purchases Frequency.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Oklahoma City, Oklahoma. February 5-7, 2023.
41. Dahal, B.R.*¹, **K.L. DeLong**, A. Muhammad, M. Prince., R. Nisengwe, H.S. Goertz, and T. Gill. “Rwandan Restaurant Willingness to Purchase Rwandan Broiler Chicken.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Oklahoma City, Oklahoma. February 5-7, 2023.
42. Muhammad, A., **K.L. DeLong**, C. Valdes, and C. Grebitus. “Effects of Policy and Exporter Competition on Imported Beef Demand in China.” Selected Presentation. International Agricultural Trade Research Consortium Annual Meeting. Clearwater Beach, Florida. December 11-13, 2022.
43. **DeLong, K.L.*** “Survey and Experimental Techniques for Agricultural Economics Research. Invited Presentation to visiting Cambodian Cochran Fellows. University of Tennessee, Knoxville. August 26, 2022.
44. Yonezawa, K., C. Grebitus*, **K.L. DeLong**, and S. Gao. “Consumer Preferences for Country-of-Origin Labeling on Beef: Insights from Japan.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Anaheim, CA. July 31- August 2, 2022.
45. Gao, S.*², C. Grebitus, and **K.L. DeLong**. “Effect of Food Safety Concerns on Mexican Consumer Preferences for Beef from Different Countries.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Anaheim, CA. July 31- August 2, 2022.
46. Gao, S.*², C. Grebitus, and **K.L. DeLong**. “Explaining Consumers’ Willingness to Pay for Country-of-Origin Labeling for Beef with Ethnocentrism.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Anaheim, CA. July 31- August 2, 2022.
47. Gao, S.*², C. Grebitus, and **K.L. DeLong**. “Promoting Food Quality of U.S. Beef in Mexico using a Discrete Choice Experiment.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Anaheim, CA. July 31- August 2, 2022.
48. Ray, B.*¹, **K.L. DeLong**, K.L. Jensen, S. Burns, and C. Luckett. “Consumer Preferences for Salads and Lunch Meat with Varying Best if Used-By Dates: An Experimental Auction Approach with Sensory Evaluation.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Anaheim, CA. July 31- August 2, 2022.

49. Velandia, M^{*}, R. Denton, **K.L. DeLong**, C.O. Trejo-Pech, K. Tanaka, K. Rignall, X. Chen, and J. Yenerall. "Evaluating Factors Influencing Tennessee and Kentucky Farmers' Willingness to Sell Produce Through Fresh Stop Markets." Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Anaheim, CA. July 31- August 2, 2022.
50. **DeLong, K.L.**^{*}, and C. Trejo-Pech. "Does United States Sugar Policy Affect Sugar-Containing-Product Prices?" Selected Presentation. Southern Agricultural Economics Association Annual Meeting. New Orleans, LA. February 12-15, 2022.
51. **DeLong, K.L.**^{*}, K. Jensen, C. Boyer, A. Griffith, and C. Martinez. "Producer Preferences Towards Adopting Feeder Cattle Genomic Tests." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. New Orleans, LA. February 12-15, 2022.
52. Jensen, K.^{*}, **K.L. DeLong**, S. Upendram, L. Eckelkamp, and S. Gerloff. "How Far is Local? Tennessee Consumer Perceptions About Travel Distance for Milk and Dairy Products." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. New Orleans, LA. February 12-15, 2022.
53. Greer, C.D.^{*.2}, A. Muhammad, and **K.L. DeLong**. "A Disaggregated Analysis of Beef Import Demand in Japan." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. New Orleans, LA. February 12-15, 2022.
54. Jensen, K.^{*}, **K.L. DeLong**, D. Hughes, and C. Trejo-Pech. "Demographic and Socioeconomic Attributes of Hard Apple Cider Consumers." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. New Orleans, LA. February 12-15, 2022.
55. Gao, S.^{*.2}, P. Aceves, G. Martinez, A. Finkbeiner, C. Grebitus, and **K.L. DeLong**, A. Muhammad. "The Implications of COOL on Chinese Consumer's Perception of Domestic and Imported Beef Products." Selected Poster. Southern Agricultural Economics Association Annual Meeting. New Orleans, LA. February 12-15, 2022.
56. Boyer, C.N.^{*}, C.T. Stripling, **K.L. DeLong**, and K. Martin. "University of Tennessee Agribusiness Academy: Developing Tennessee Secondary Teachers' Agribusiness Content Knowledge." Selected Poster. Southern Agricultural Economics Association Annual Meeting. New Orleans, LA. February 12-15, 2022.
57. **DeLong, K.L.**^{*}. "Cattle Producer Preferences for Bull EPDs and Cattle Genomic Testing." Invited Presentation. Virginia Sustainable Farms and Agribusiness Education: An Educational Webinar Series for Farms and Agribusinesses. Virginia Tech University, Department of Agricultural and applied Economics. Virtual over Zoom. September 8, 2021.
58. Gao, S.^{*.2}, C. Grebitus and **K.L. DeLong**. "Effect of Clean Labels on Willingness to Pay for Beef: Example of Chinese Consumers' Valuation for Organic and Green-Food." Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Austin, TX. August 1-3, 2021.

59. Gao, S.*², C. Grebitus and **K.L. DeLong**. “Promoting Food Quality for Beef in China in Light of COVID-19”. Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Austin, TX. August 1-3, 2021.
60. Gao, S.*², C. Grebitus and **K.L. DeLong**. “Chinese Consumers' WTP for Beef from Different Countries - Testing Interaction Effects”. Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Austin, TX. August 1-3, 2021.
61. **DeLong, K.L.***. “Tennessee Cattle Producer Preferences for Bull Expected Progeny Differences (EPDs).” Emerging Scholar Award Invited Presentation. Southern Agricultural and Applied Economics Association Annual Meeting. Virtual Conference due to Covid-19. February 6-9, 2021.
62. Smith, K.V.^{1,*}, **K.L. DeLong**, A.P. Griffith, C.N. Boyer, S. Schexnayder, and R.T. Trout Fryxell. “Evaluation of Farm Demographics and Producer Perceptions that Influence Cow-Calf Producer Horn Fly Management Costs in Tennessee and Texas.” Selected Presentation. Southern Agricultural and Applied Economics Association Annual Meeting. Virtual Conference due to Covid-19. February 6-9, 2021.
63. **DeLong, K.L.***. “Tennessee Cattle Producer Preferences for Bull Expected Progeny Differences (EPDs).” Invited Presentation. Auburn University Department of Agricultural Economics and Rural Sociology. Virtual over Zoom due to Covid-19. February 1, 2021.
64. Smith, K.¹, **K.L. DeLong***, C. Boyer, A. Griffith, K. Jensen, and C. Martinez. “A Survey of Tennessee Cattle Producer Preferences for Bull Expected Progeny Differences.” Invited Presentation. Beef and Forage Center Research and Recommendation Meeting. Virtual Conference due to Covid-19. December 15, 2020.
65. Smith, K.V.^{1,*}, **K.L. DeLong**, A.P. Griffith, C.N. Boyer, S. Schexnayder, and R.T. Trout Fryxell. “Evaluation of Farm Demographics and Producer Perceptions that Influence Cow-Calf Producer Horn Fly Management Costs in Tennessee and Texas.” Selected Presentation. Entomological Society of America Annual Meeting. Virtual Conference due to Covid-19. November 11-25, 2020.
66. Wei, X*², X. Chen, X. Gao, K.L. Jensen, T. Yu, and **K.L. DeLong**. “The Reference Price Effect on Willingness-to-Pay Estimates: Evidence from Eco-labeled Food Products.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Virtual Conference due to Covid-19. August 10-11, 2020.
67. Smith, K.^{1,*}, **K.L. DeLong**, C. Boyer, A. Griffith, K. Jensen, and C. Martinez. “Cow-Calf Producer Preferences for Cattle Genomics and Genetic Testing.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Virtual Conference due to Covid-19. August 10-11, 2020.
68. Regmi, H.P.*², S. Upendram, K. Jensen, and **K.L. DeLong**. “Consumer Preferences for Dairy Products Logoed as Made with Tennessee Milk.” Selected Poster. Agricultural and Applied

Economics Association Annual Meeting. Virtual Conference due to Covid-19. August 10-11, 2020.

69. **DeLong, K.L.***, S. Upendram, and K.L. Jensen. "Consumer Milk Expenditures and Preferences for Tennessee Milk." Selected Presentation. Southern Agricultural and Applied Economics Association Annual Meeting. Louisville, KY, February 1-4, 2020.
70. K.L. Jensen*, D.W. Hughes, H.E. Wright, R.J. Menard, M.B. Gill, and **K.L. DeLong**. "Consumer Willingness to Pay for Locally Produced Hard Cider." Selected Presentation. Southern Agricultural and Applied Economics Association Annual Meeting. Louisville, KY, February 1-4, 2020.
71. **DeLong, K.L.***, C. Grebitus, and T. Schmitz. "British Consumer Preferences for Growth Hormone Free Beef." Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Atlanta, GA. July 21-23, 2019.
72. **DeLong, K.L.***, R.T. Trout Fryxell, S. Schexnayder, A.P. Griffith, D.B. Taylor, P. Olafson, and L. McKay¹. "Implementation of a Producer Survey: Examining Cattle Producer Management of Horn Flies." Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Atlanta, GA. July 21-23, 2019.
73. Schexnayder, S.M.* **K.L. DeLong**, J. Ellis¹, P. Krawczel, G.M. Pighetti, and S.P. Oliver. "Insights into the Relationship among Dairy Farmers, Milk Quality, and Farm Closure in the Southeastern United States." Invited Presentation. American Dairy Science Association. Cincinnati, Ohio. June 23–26, 2019.
74. **DeLong, K.L.***, L. McKay¹, K.L. Jensen, A.P. Griffith, C. Boyer, and D. Lambert. "Tennessee Certified Branding Programs- Restaurant Willingness to Pay." Selected Presentation. Agribusiness Scholarship Emphasizing Competitiveness (WERA72) Annual Meeting. Fargo, ND. June 11-12, 2019.
75. Ellis, J.*¹, **K.L. DeLong**, D.M. Lambert, S. Schexnayder, P. Krawczel, and S. Oliver. "Analysis of Closed Versus Operating Dairies in the Southeastern United States." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Birmingham, AL. February 2-5, 2019.
76. McKay, L.¹, **K.L. DeLong**, K.L. Jensen*, A.P. Griffith, C. Boyer, and D. Lambert. "Demand for a Tennessee Certified Beef Program." Invited Presentation. Beef and Forage Center Research and Recommendation Meeting. Knoxville, TN. December 18, 2018.
77. Trout Fryxell, R.T.*¹, L. McKay, **K.L. DeLong**, S. Schexnayder, A. Griffith, M. Staton, E. Psota, D. Taylor, K. Friesen, L. Kuehn, J. Keele, and P. Olafson. "Finding the Trait in the Pasture: Some Cattle ARE Resistant to Haematobia irritans and Producers are Willing to Pay for the Trait." Selected Presentation. Entomological Society of America Meeting. Vancouver, B.C., CA. November 11-14, 2018.

78. **DeLong, K.L.*** “Restaurant Willingness to Pay for Tennessee Certified Beef.” Invited Presentation. Arizona State University, Morrison School of Agribusiness, W.P. Carey School of Business. Mesa, AZ. September 7, 2018.
79. Ellis, J.¹, **K.L. DeLong***, K.J. Jensen, and A.P. Griffith. “The Impact of a Visual Cheap Talk Script on Willingness to Pay in a Choice Experiment.” Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Washington, D.C. August 5-7, 2018.
80. Tang, M.* , N.M. Thompson, **K.L. DeLong**, D.M. Lambert, A.P. Griffith, and C.M. Boyer. “Seasonal Variation of Fed Cattle Profitability.” Selected Poster. Agricultural and Applied Economics Association Annual Meeting. Washington, D.C. August 5-7, 2018.
81. Trout Fryxell, R.T.* , L. McKay, **K.L. DeLong**, S. Schexnayder, A. Griffith, M. Staton, E. Psota, D. Taylor, K. Friesen, L. Kuehn, J. Keele, and P. Olafson. “A Justification to Produce Sustainable Beef & our 5-year Plan to Get Us Moving in that Direction.” Selected Presentation. Livestock Insects Workers Conference. San Juan, PR. June 2018.
82. McKay, L.*¹, **K.L. DeLong**, K.L. Jensen, A.P. Griffith, and C. Boyer. “Restaurants’ Willingness to Pay for Tennessee Certified Beef.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Jacksonville, FL. February 2-6, 2018.
83. Boyer, C.N., K. Campbell, **K.L. DeLong**, and A.P. Griffith*. “Has the Value of Information about Performance Tested Bulls Changed Over Time?” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Jacksonville, FL. February 2-6, 2018.
84. Siokos, V.*², C. Trejo-Pech, **K.L. DeLong**, C. Boyer, D. Lambert, and C. Clark. “The Financial Performance of U.S. Sugar Consumer Agribusinesses.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Jacksonville, FL. February 2-6, 2018.
85. Jensen, K.L.* , A.P. Griffith, **K.L. DeLong**, and E. McLeod. “Tennessee Beef Cattle Farmers’ Preferences Regarding Marketing Tennessee Branded Beef.” Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Jacksonville, FL. February 2-6, 2018.
86. **DeLong, K.L.*** “Consumer Preferences for Tennessee Certified Beef.” Invited Presentation. University of Georgia Department of Agricultural and Applied Economics Graduate Seminar Series. Athens, GA. October 20, 2017.
87. Hadziabdic D.*, L. Duncan, N. Bumgarner, F. Critzer, L. Edwards, K. Gwinn, L. Muller, C. Stephens, M. Velandia. C. Buschermohle, J. DeBruyn, E. Gall, J. Logan, A. Ludwig, A. Wszelaki, B. Trout Fryxell, H. Kelly, B. Ownley, **K. Lewis**, D. D’Souza, K. Jones, S. Jean-Philippe, E. Willcox, and M. Prado. “Fostering aGIRLculture: STEM Camp Solving the Grand Challenges of the 21st Century.” Selected Presentation. American Phytopathological Society Annual Meeting, San Antonio, TX. August 5-9, 2017.

88. Merritt, M.G.^{2,*}, **K.E. Lewis**, A.P. Griffith, and K.L. Jensen. "Consumer Willingness to Pay for Tennessee Certified Beef." Selected Presentation. Southern Agricultural Economics Association Annual Meeting, Mobile, AL. February 4-7, 2017.
89. Syrengelas, K.G.^{*1}, **K.E. Lewis**, C. Grebitus, and R.M. Nayga, Jr. "Consumer Willingness to Pay for 'Natural' Beef." Selected Presentation. Southern Agricultural Economics Association Annual Meeting, Mobile, AL. February 4-7, 2017.
90. McLeod, E.^{*2}, K. Jensen, A.P. Griffith, and **K.E. Lewis**. "Tennessee Beef Producers' Willingness to Participate in a Tennessee Branded Beef Program." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Mobile, AL. February 4-7, 2017.
91. De Matteis, M.C.^{*2}, T.E. Yu, C. Boyer, and **K.E. Lewis**. "Determinants of the Export Demand of U.S. Distillers Dried Grains with Solubles." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. Mobile, AL. February 4-7, 2017.
92. **Lewis, K.E.*** and C. Grebitus. "Does Consumers' Trust in Institutions Affect their Attitudes Towards Genetically Modified Labeling?" Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Boston, MA. July 31- August 2, 2016.
93. **Lewis, K.E.**, C. Grebitus*, and R. Nayga. "How Important are Brands in the Food Market Space? Disentangling the Effects of Attention on Consumer Valuation of Branded versus Unbranded Products using Eye Tracking." Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Boston, MA. July 31- August 2, 2016.
94. Tang, M.^{*1}, **K.E. Lewis**, A.P. Griffith, and C.N. Boyer. "Identifying Factors that Impact Returns to Retained Ownership of Cattle." Selected Presentation. Southern Agricultural Economics Association Annual Meeting. San Antonio, TX. February 6-9, 2016.
95. **Lewis, K.E.***, M. Tang, A.P. Griffith, and C.N. Boyer. "Retained Ownership Profitability Determinants and Trends for Tennessee Beef Cattle." Invited Speaker. Beef and Forage Center Research and Recommendation Meeting. Knoxville, TN. December 2015.
96. **Lewis, K.E.*** "U.S. Sugar Policy in the World of Academia." Invited Presentation. American Sugarbeet Growers Association Annual Meeting. Scottsdale, AZ. February 7-9, 2016.
97. Schexnayder, S.^{*}, **K.E. Lewis**, D.M. Lambert, L.E. Garkovich, J.M. Fly, P.D. Krawczel, and S.P. Oliver. "Farmer and Farm Characteristics Associated with Bulk Tank Somatic Cell Counts on Dairy Farms." Selected Poster. 2016 National Mastitis Council 55th Annual Meeting, Glendale, AZ. February 2016.
98. **Lewis, K.E.***, C. Grebitus, and R. Nayga. "Analyzing the Determinants of Consumers' Willingness to Pay for Soft Drinks Labeled with Calorie and Sweetener Information." Selected Presentation. Agricultural and Applied Economics Association and Western Agricultural Economics Association Annual Meeting. San Francisco, CA. July 2015.

99. **Lewis, K.E.***, C. Grebitus, G. Colson, and W. Hu. "Examining how German and British Consumers' Food Safety Concerns Moderate their Country of Origin Preferences for Beef." Selected Presentation. Agricultural and Applied Economics Association and Western Agricultural Economics Association Annual Meeting. San Francisco, CA. July 2015.
100. **Lewis, K.E.***, A.P. Griffith, C.N. Boyer, and M. Tang. "Retained Ownership Profitability Determinants and Trends for Tennessee Beef Cattle." Invited Presentation. 2015 Farming for... Profit? 22nd Annual Meeting. Moose Jaw, Saskatchewan, Canada. June 2015.
101. **Lewis, K.E.***, A.P. Griffith, C.N. Boyer, and J. Rhinehart. "Returns to Tennessee Beef Cattle Retained Ownership through Finishing." Selected Presentation. 2015 Southern Agricultural Economics Association Annual Meeting. Atlanta, GA. February 2015.
102. Griffith, A.P.*, C.N. Boyer, and **K.E. Lewis**. "Timing the Purchase of Livestock Risk Protection Insurance for Feeder Cattle." Selected Presentation. 2015 Southern Agricultural Economics Association Annual Meeting. Atlanta, GA. February 2015.
103. **Lewis, K.E.*** "Analysis of the United States' Sugar Industry." Invited Presentation. 2014 International Agricultural Trade Research Consortium Annual Meeting. San Diego, CA. December 2014.
104. **Lewis, K.E.***, C. Grebitus, and R. Nayga. "Consumers' Valuation of Soft Drinks Labeled with Calorie and Sweetener Information: The Impact of Taste." Selected Presentation. 2014 European Association of Agricultural Economists Congress. Ljubljana, Slovenia. August 2014.
105. **Lewis, K. E.***, C. Grebitus, and R. Nayga. "Consumers' Valuation of Imported and Genetically Modified Sugar: The Role of Consequentiality." Selected Poster. Agricultural and Applied Economics Association Annual Meeting. Minneapolis, MN. July 2014.
106. **Lewis, K. E.***, C. Grebitus, and R. Nayga. "Consumers' Valuation of Sweetener and Calorie Labeled Soft Drinks: The Role of Taste." Selected Poster. Agricultural and Applied Economics Association Symposium on Social Networks, Social Media and the Economics of Food Symposium. Montreal, Quebec. June 2014.
107. **Lewis, K. E.*** and C. Grebitus. "Consumers' Attitudes towards Country of Origin Labeling for Sugar." Selected Presentation. Agricultural and Applied Economics Association Annual Meeting. Washington, D.C. August 2013.
108. **Lewis, K.E.***, M.R. Manfredo, I. Altman, and D. R. Sanders. "Risk Premiums and Forward Basis: Evidence from the Soybean Oil Market." Selected Presentation. NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management. St. Louis, MO. April 2013.

109. **Lewis, K.E.*** and M. R. Manfredo. “An Evaluation of the USDA Sugar Production and Consumption Forecasts.” Selected Presentation. NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management. St. Louis, MO. April 2012.

Extension Poster Presentations by Graduate Students

1. Hagan, A.G.*¹, **K.L. DeLong**, A.P. Griffith, C.N. Boyer, C. Martinez, and K.L. Jensen. “Feedlot Willingness to Pay for Genomic Tested Feeder Cattle.” Poster. University of Tennessee Beef and Forage Center Research and Recommendations Meeting. Knoxville, TN. December 11, 2023.
2. Dahal, B.R.*¹, **K.L. DeLong**, C. Grebitus, A. Muhammad, and S. Gao. “Factors Affecting How Often Chinese Consumers Purchase Beef. Poster. University of Tennessee Beef and Forage Center Research and Recommendations Meeting. Knoxville, TN. December 20, 2022.
3. Gao, S.*², **K. L. DeLong**, C. Grebitus, and A. Muhammad. “How will the new Mexican Beef Grading System affect U.S. Beef Exports to Mexico?” Poster. Arizona State University, Institute for Social Science Research, Graduate Student Poster Contest. November 2022.
4. Hagan, A.G.*¹, **K.L. DeLong**, A.P. Griffith, C.N. Boyer, C. Martinez, and K.L. Jensen. “Feedlot Willingness to Pay for Genomic Tested Feeder Cattle.” Poster. University of Tennessee Extension Intern Presentation Day. Knoxville, TN. July 28, 2022.
5. Gao, S.*², P. Aceves, G. Martinez, A. Finkbeiner, C. Grebitus, and **K. DeLong**. “Chinese Consumers' Perception of Domestic and Imported Beef Products.” Selected Poster. Arizona State University Institute for Social Science Research Graduate Student Poster Contest. November 2021.
6. Smith, K.*¹, **K.L. DeLong**, A.P. Griffith, C.N. Boyer, S.M. Schexnayder, and R.T. Trout Fryxell. “Evaluation of Farm Demographics and Producer Perceptions that Influence Cow-Calf Producer Horn Fly Management Costs in TN and TX.” Poster. University of Tennessee Beef and Forage Center Research and Recommendations Meeting. Knoxville, TN. December 15, 2020.
7. Ellis, J.*¹, **K.L. DeLong**, D.M. Lambert, S. Schexnayder, P. Krawczel, and S. Oliver. “Analysis of Closed Versus Operating Dairies in the Southeastern United States.” Poster. University of Tennessee Beef and Forage Center Research and Recommendations Meeting. Knoxville, TN. December 18, 2018.
8. McKay, L.*¹, **K.L. DeLong**, K.L. Jensen, A.P. Griffith, and C. Boyer. “Restaurants’ Willingness to Pay for Tennessee Certified Beef.” Poster. Southern Extension Economics Committee Meeting. Myrtle Beach, SC. June 11-13, 2018.
9. McKay, L.*¹, S. Schexnayder, **K.L. DeLong**, A. Griffith, M. Staton, J. Keele, L. Kuehn, D. Taylor, K. Friesen, P. Olafson, and R.T. Trout Fryxell. “Tennessee Cow-Calf Producers’ Value

of Horn Fly Resistant Beef Cattle.” Poster. Southern Extension Economics Committee Meeting. Myrtle Beach, SC. June 11-13, 2018.

10. McKay, L.*¹, **K.L. DeLong**, K.L. Jensen, A.P. Griffith, and C. Boyer. “Restaurants’ Willingness to Pay for Tennessee Certified Beef.” Poster. University of Tennessee Beef and Forage Center Research and Recommendations Meeting. Knoxville, TN. December 19, 2017.
11. McKay, L.*¹, S. Schexnayder, **K. L. DeLong**, A. Griffith, M. Staton, J. Keele, L. Kuehn, D. Taylor, K. Friesen, P. Olafson, and R.T. Trout Fryxell. “Tennessee Cow-Calf Producers’ Value of Horn Fly Resistant Beef Cattle.” Poster. University of Tennessee Beef and Forage Center Research and Recommendations Meeting. Knoxville, TN. December 19, 2017.
12. Merritt, M.G.*¹, **K.E. Lewis**, A.P. Griffith, and K.L. Jensen. “Consumer Willingness to Pay for Tennessee Certified Beef.” Poster. University of Tennessee Beef and Forage Center Research and Recommendation Meeting. Knoxville, TN. December 2016.
13. Syrengelas, K.G.*¹, **K.E. Lewis**, C. Grebitus, and R.M. Nayga, Jr. “Consumer Willingness to Pay for “Natural” Beef.” Poster. University of Tennessee Beef and Forage Center Research and Recommendation Meeting. Knoxville, TN. December 2016.
14. McLeod, E.*², K. Jensen, A.P. Griffith, and **K.E. Lewis**. “Tennessee Beef Producers’ Willingness to Participate in a Tennessee Branded Beef Program.” Poster. University of Tennessee Beef and Forage Center Research and Recommendation Meeting. Knoxville, TN. December 2016.

TEACHING

University of Tennessee, Department of Agriculture and Resource Economics (AREC), Knoxville, TN

Courses Taught

AREC 395: The James L. Herbert Executive Seminar Series

Global and local leaders in agriculture and agricultural-related fields engaging students in discussions of a range of cutting-edge topics facing the food and agriculture industry. Semesters Taught: Fall 2026 (3 credits); Fall 2025 (3 credit hours); Fall 2024 (3 credit hours); Co-taught with Dr. Bill Johnson in Fall 2023 (3 credit hours) and Fall 2022 (1 credit hour); co-taught with Dr. Keith Barber in Fall 2021 (1 credit hour); co-taught with Dr. Chris Boyer in Fall 2020, 2019, 2018, and 2017 (1 credit hour)

AREC 352: Futures and Options Markets

Examination of futures and options markets. Emphasis is placed on using futures and options in a risk management and pricing context pertaining to trading, marketing, hedging, and procurement of agricultural commodities and natural resources in relation to the agribusiness/agricultural sectors (3 credit hours). Semesters Taught: Spring 2026, 2025, 2024, 2023, 2022, 2021, 2016; Semesters Taught as 2 credit hours: Spring 2019, 2018, 2017

AGNR 491: Study Abroad-Food, Culture and Sustainability in Greece

Co-led a study abroad to Greece through Perrotis College (the American Farm School) in Thessaloniki, Greece. Co-led with Dr. Golden. We took 24 Herbert students abroad during the mini-winter term. Semester taught: Spring 2025 (2 credits), Mini Winter 2026 (1 credit)

AREC 350: The Food and Agricultural Marketing System

Survey of U.S. food and fiber marketing system; marketing functions; industry structure; market channels; marketing options of farmers; basic analysis of marketing problems. (3 credit hours).

Semesters Taught: Spring 2024

AREC 332: Food Policy

Economic rationale for and effects of policies and programs relating to food production and consumption, including hunger and nutrition, safety, labeling, advertising, organic production, and local food systems. (2 credit hours). Semesters Taught: Spring 2023, 2022, 2021, 2020 (co-taught with Mrs. Ruthann Geib), and 2019 (co-taught with Mrs. Ruthann Geib)

AREC 499: Undergraduate Research

Research course designed for undergraduate students on a range of research topics. Semesters Taught: Fall 2026 (3 credits), Spring 2023 (1 credit), Fall 2021 (3 credits), Spring 2021 (3 credits), Spring 2020 (2 credits, co-taught with Dr. Muhammad (50% effort); percent of effort for Dr. DeLong=50%).

AREC 110: Opportunities in Agricultural, Food and Resource Economics

Overview of current issues and career opportunities for AREC majors and non-majors. (1 credit hour). Semester Taught: Fall 2020 (co-taught with Ms. Anna Will) and 2019

AREC 420: International Agricultural Trade and Marketing

Introduction to real and monetary aspects of international trade effect on agricultural commodity flows; partial equilibrium analysis of international trade in agricultural products; institutional aspects of international marketing of agricultural products (3 credit hours).

Semesters Taught: Spring 2019, 2018, 2017, 2016, 2015

AREC 493: Independent Study

Undergraduate independent study designed on the basis of a student's research interests. Semesters Taught: Spring 2020 (1 credit hour), Summer 2019 (3 credit hours; co-taught with Dr. Jada Thompson), 2018 (1 credit hour), Fall 2015 (1 credit hour)

Guest Lecturer

University of Tennessee

AGNR 481: How to Feed the World

Fall 2019, 2020, 2024, 2025, 2026

AREC 350: The Food and Agricultural Marketing System

Spring 2019, 2026

AREC 493: Quiz Bowl

Fall 2019

AREC 331: Agricultural Commodity Policy

Fall 2016

AREC 430/540: Food and Agricultural Policy

Fall 2015

Howard Baker School for Public Policy Undergraduate Seminar

Spring 2015

Rutgers

Agriculture and Natural Resource Management: Critical

Advising

Advising Responsibilities		
Year	Undergraduates Advised	Graduate Student Major Advisor
2026	0	1
2025	0	1
2024	0	1
2023	1	2
2022	1	2
2021	10	1
2020	25	1
2019	30	2
2018	22	2
2017	19	2
2016	14	2
2015	14	1
2014	0	1

Undergraduate Honors Theses

1. Kelsey Vourazeris. Summer 2017. "Analysis of Japanese International Agricultural Trade Practices." Chancellor's Honors Program Undergraduate Thesis.
https://trace.tennessee.edu/utk_chanhonoproj/2145/

Graduate Students Theses

M.S. Agricultural and Resource Economics Major Advisor:

1. Olusola Adegbuyiro Fall 2024-Spring 2026
M.S. thesis title: "Two Essays on Wine: Social Media Marketing Efforts of Tennessee Wineries and Consumer Preferences for Tennessee Quality Certified Wines."
2. Billie Ray Fall 2021-Spring 2023
M.S. thesis title: "An Analysis of How Consumers Use Best-if-Used-By Dates As a Cue for Evaluating Food Products"
https://trace.tennessee.edu/utk_gradthes/9948/
3. Bhishma Dahal Fall 2021-Spring 2023
M.S. thesis title: "Two Essays on International Beef and Poultry Consumer Demand"
https://trace.tennessee.edu/utk_gradthes/9238/
4. Katy Smith Fall 2019- Spring 2021
M.S. Thesis title: "Analysis of Cattle Producer Surveys about Horn Fly Management and Expected Progeny Differences"
https://trace.tennessee.edu/utk_gradthes/6182/

5. Jade Ellis Fall 2017- Spring 2019
M.S. thesis title: "Two Essays on Surveys Regarding Beef Cattle and Dairy Cattle"
https://trace.tennessee.edu/utk_gradthes/5446/
6. Lettie McKay Fall 2017- December 2018
M.S. thesis title: "Two Essays on Beef: Restaurants' Preferences for Tennessee Certified Beef and Cattle Producers' Preferences for Horn Fly (*Haematobia irritans*(L.)) Resistant Cattle."
https://trace.tennessee.edu/utk_gradthes/5382/
7. Konstantinos G. Syrenelas Fall 2015- Spring 2017
M.S. thesis title: "Consumer Preferences and Willingness to Pay for Natural Beef: a Discrete Choice Experiment Approach."
https://trace.tennessee.edu/utk_gradthes/4781/
8. Minfeng Tang Fall 2014- Summer 2016
M.S. thesis title: "Analysis of Retained Ownership Profits of Beef Cattle Originating in Tennessee."
https://trace.tennessee.edu/utk_gradthes/4081/

M.S. Agricultural and Resource Economics Committee Member:

1. Calvin Carey. Fall 2025-Spring 2027
2. Pranesh Dey Fall 2024-Summer 2026
M.S. Thesis title: "Wildlife Damage in U.S. Crop Insurance: Trends, Contract Design, and Reporting Incentives"
3. Aisling Hagan Fall 2023-Spring 2025
M.S. Thesis title: "The Impact of Food Loss and Waste Reduction Practices on Consumer Grocery Store Choice"
4. Tim Ray Fall 2023-Spring 2025
M.S. Thesis title: "Factors Affecting the Valuation of Hay: Producer & Consumer Preferences, Price Determinants, and Attribute Importance"
5. Kortni Blalock Fall 2023-Spring 2025
M.S. thesis title: "How the Russia-Ukraine Conflict is Shaping U.S. Wood Pellet Exports and EU Import Demand"
6. Hasibul Shanto Fall 2023-Spring 2025
M.S. thesis title: "Evaluating Tennessee Fruit and Vegetable Farmers' Willingness to Adopt Alley Cropping"
7. Sourav Barua Fall 2023-Summer 2024
M.S. thesis title: "Risk Preferences Impact on Cattle Producers' Use of Price Risk Management Tools"

8. Lun Luo Fall 2021-Spring 2023
M.S. thesis title: "Food Insecurity and the Value of Best of Used By Dates"
9. Sam Gerloff Fall 2021-Spring 2023
M.S. thesis title: "Consumer's Familiarity with and Attitudes Toward Flatheaded Borer Controls in Fresh Fruits and Garden Plants"
10. Christina Greer Spring 2021-Spring 2022
M.S. thesis title: "A Disaggregated Analysis of Beef Import Demand in Japan"
11. Xiaohan Wei Fall 2019-Spring 2021
M.S. thesis title: "Reference Price Effect on Consumer Preference: Evidence from Food Labeling"
12. Vasileios Siokos Fall 2016- Spring 2018
M.S. thesis title: "The Financial Performance of the U.S. Sugar Consumer Agribusinesses"
13. Maria Celeste De Matteis Fall 2015- Summer 2017
M.S. thesis title: "Determinants of the Demand for Distiller's Dried Grains with Solubles"
14. Meagan Merritt Fall 2015- Spring 2017
M.S. thesis title: "Tennessee Consumers' Willingness to Pay for Tennessee Produced Beef"
15. Elizabeth McLeod Fall 2015- Spring 2017
M.S. thesis title: "Tennessee Beef Producers' Willingness to Participate in and Supply to an In-State Federally Inspected Slaughter Facility and/or a Tennessee Branded Beef Program"
16. Laura Medwid Fall 2014- Spring 2016
M.S. thesis title: "Willingness to Adopt Best Management Practices Among Beef Cattle Producers in Southeastern Tennessee"

University of Tennessee Department Agricultural Leadership, Education, and Communications, Ph.D. Committee Member:

1. Michelle Hung Fall 2025-Spring 2027
Ph.D. dissertation title: "Economic Sustainability, Food Security, and Gender in Pluralistic Extension Systems: Evidence from Rwanda's Tworore Inkgoko Broiler Project."

University of Tennessee Department of Entomology and Plant Pathology, Ph.D. Committee Member:

1. Katy Smith Fall 2021-Spring 2024
Ph.D. dissertation title: "TBD."

Arizona State University Morrison School of Agribusiness, Ph.D. Committee Member:

1. Shijun Gao Fall 2017-Fall 2022
Ph.D. dissertation title: "Chinese Consumer Preferences for Beef."

Arizona State University, Morrison School of Agribusiness (AGB), Mesa, AZ

Courses Taught

AGB 366: Agribusiness Production Technologies

Current events in the agricultural industry are discussed ranging from the Farm Bill to genetically modified organisms (3 credit hours).

Semesters Taught: Spring 2013, Fall 2012, Spring 2012, Fall 2011

Guest Lecturer

AGB 561: Applied Econometrics

Fall 2011

AGB 552: International Agricultural Policy

Spring 2014

UNIVERSITY OF TENNESSEE SERVICE

University of Tennessee, Knoxville

Athletics Professor of Excellence Awards Committee, 2025

Faculty Senator: 2024-2027

Faculty Senate Finance and Benefits Committee, 2024-2027

Faculty Senate Finance and Benefits Committee Co-Chair, 2025-2027

Department Agricultural and Resource Economics:

100th Anniversary Planning Committee: 2019

Ag Day Committee: 2014 to 2018

Bylaws Committee: 2021-present

Department Head Search Committee: Spring 2024

Communications Committee: 2021-2022

Faculty Mentor: Dr. Gabriela Perez Quesada (Chair, 2023-present), Dr. Ben Leard (Assistant Chair, 2022-2024), Dr. Ricky Chen (Assistant Chair, 2024-Present)

Faculty Meeting Secretary: 2016 to 2017

Faculty Search Committee Member: Fall 2026 (Chair), Fall 2025 (Chair), Spring 2025,

Graduate Committee: 2014 to 2018

Harley and Juanita Irwin AREC Seed Grant Committee, 2026

Library Representative: 2016 to 2017

Mentoring Committee: Fall 2026 (Chair)-present

Part Time Lecturer Search: Fall 2020 (Chair)

Peer Teaching Evaluations: 2025 (Chair), 2023 (Chair), 2021 (Chair), 2020 (Committee Member)

Seminar Committee: 2022

Summer 2024, Fall 2022 (Chair), Fall 2018, Fall 2016, Fall 2015

Strategic Planning Outreach Committee: 2014

Undergraduate Advisor for Food and Agricultural Business Majors (2020-2023)

Undergraduate Committee: 2016 to 2022; 2024-Present

Herbert College of Agriculture:

Awards Committee: 2021

Bylaws Committee: 2021-2025

Fall Kickoff: Fall 2018

Graduation College Marshall: Spring 2022

Scholarship Committee: 2021-2025

Strategic Plan: 2020

Student Success Advisor Search Committee: Spring 2020

University of Tennessee Foundation:

Search Committee Member, Herbert College of Agriculture Director of Advancement:

February 2023, May 2023

UTIA Team Leader, Big Orange Family Campaign, February 2026

University of Tennessee Institute of Agriculture

Research Administration Assessment Faculty Input Team, 2025

UT Beef & Forage Center Executive Committee, July 2026 to present

University of Tennessee Office of Sponsored Programs (OSP):

Search Committee Member, Associate Award Coordinator, Sponsored Programs UTIA

Award Team, October 2025

Office of Sponsored Programs New Budget Template Committee, 2025-2026

PROFESSIONAL SERVICE

Agricultural and Applied Economics Association (AAEA)

Abstract Reviewer for Annual Meetings, 2015, 2016, 2017, 2018, 2019, 2022, 2023, 2024, 2025, 2026

Trust Committee, 2018-2021

Experimental Economics Section Past-President, 2022; President, 2021; President-Elect, 2020

Nominating Committee for the Experimental Economics Section, 2016

Track Session Co-Organizer:

“Trends in Experimental and Behavioral Economics,” Austin, TX, August 1-3, 2021.

“How Do You Choose Your Food? Insights from Behavioral Economics,” Boston, July 31-August 2, 2016.

Article Reviewer:

Agribusiness: an International Journal; Agricultural Economics; American Journal of Agricultural Economics; Appetite; Agricultural and Resource Economics Review; Applied Economic Perspectives and Policy; British Food Journal; Canadian Journal of Agricultural Economics; Ecological Economics; European Review of Agricultural Economics; Food Policy; International Food and Agribusiness Management Review; International Journal of Wine Business Research; Journal of Agricultural and Applied Economics; Journal of Agricultural and Resource Economics; Journal of Extension; Journal of Food Distribution Research; Poultry Science; Southern Ag Today; The International Trade Journal; University of Tennessee Extension

Journal of Agricultural and Applied Economics
Editor (with Drs. Trejo Pech, Yum and Schaefer), 2026-2029

Journal of Agricultural and Resource Economics
Editorial Board Council, 2021-2024

National Science Foundation Grant Reviewer. Decision, Risk, and Management Sciences Program.
February 2020.

S1062: The Importance of U.S. Food and Agricultural Trade in a New Global Market Environment
Multistate HATCH project
President, 2017, 2023; Secretary, 2016

Southern Agricultural Economics Association (SAEA)
Emerging Scholars Award Committee, 2025-2026
Outstanding Poster Award Committee, 2024-2026

United States Department of Agriculture, National Institute of Food and Agriculture
Grant Panel Manager for the Economics, Markets and Trade Priority Area (A1641) and the
Environmental and Natural Resource Economics Priority Area (A1651)
Grant Panelist Reviewer for the Economics, Markets and Trade Priority Area (A1641) on
two separate occasions.

University of Kentucky, Department of Agricultural Economics, External Review Committee
Member. April 2023.

PROFESSIONAL MEMBERSHIP

American Association for the Advancement of Science (AAAS), 2024 to present
International Agricultural Trade Research Consortium, 2019 to present
Tennessee Cattlemen's Association, 2016 to present
Tennessee Farm Bureau, 2016 to present
Gamma Sigma Delta: The Honor Society of Agriculture, 2014 to present
Southern Agricultural Economics Association, 2014 to present
Agricultural and Applied Economics Association, 2013 to present