

Bradley J. Rickard

Ruth and William Morgan Associate Professor
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Education

Doctor of Philosophy, Agricultural and Resource Economics
University of California, Davis. 2003. Advisor: Daniel Sumner

Master of Science, Agricultural Economics
University of Guelph, Canada. 1998. Advisor: Glenn Fox

Bachelor of Commerce, Agricultural Business
University of Guelph, Canada. 1996.
Semester Abroad, London School of Economics, United Kingdom, 1994.

Professional Experience

Associate Professor, Charles H. Dyson School of Applied Economics and Management
Cornell University, Ithaca, NY. 2015 – current.

Faculty Associate, Robert Mondavi Institute, Center for Wine Economics
University of California, Davis, CA. 2009 – current.

Assistant Professor, Charles H. Dyson School of Applied Economics and Management
Cornell University, Ithaca, NY. 2008 – 2015.

Assistant Professor, Agribusiness Department
California Polytechnic State University. San Luis Obispo, CA. 2003 – 2008.

Areas of Expertise and Specialization

Agricultural Economics
International Economics
Public Policy Analysis
Horticultural Markets

Publications – Peer-reviewed Journal Articles (* denotes that authorship is shared equally)

1. Rickard, B.J., T.J. Richards, and J. Yan. University licensing of patents for varietal innovations in agriculture. *Agricultural Economics* (forthcoming).
2. Chen, X., H.M. Kaiser, and B.J. Rickard. 2015. The impacts of inclusive and exclusive taxes on healthy eating: An experimental study. *Food Policy* 56(October): 13–24.
3. Rickard, B.J., J.J. McCluskey, and R.W. Patterson. 2015. Reputation tapping. *European Review of Agricultural Economics* 42(4): 675–701.
4. Doerflinger, F., B. Rickard, J. Nock, and C. Watkins. 2015. An economic analysis of harvest timing to manage a physiological storage disorder in ‘Empire’ apples. *Postharvest Biology and Technology* 107(September): 1–8.
5. Liaukonyte, J., T.J. Richards, H.M. Kaiser, and B.J. Rickard. 2015. Under-contribution to public goods due to self-interested inequity aversion. *European Review of Agricultural Economics* 42(3): 473–497.
6. Rickard, B.J. 2015. On the political economy of guest worker programs in agriculture. *Food Policy* 52(April): 1–8.
7. Lusk, J.L., B.R. McFadden, and B.J. Rickard. 2015. Which biotech foods are most acceptable to the public? *Biotechnology Journal* 10(1): 13–16.
8. Fang, D., T.J. Richards, and B.J. Rickard. 2015. Optimal licensing of agricultural patents: Fees versus royalties. *Journal of Agricultural and Resource Economics* 40(1): 1–22.
9. McLaughlin, E.W., H.M. Kaiser, and B.J. Rickard. 2014. Promoting fresh produce: A losing battle? *Agribusiness: An International Journal* 30(4): 370–384.
10. Richards, T.J., and B.J. Rickard. 2014. Patents as options: Path-dependency and optimal valuation strategies. *European Review of Agricultural Economics* 41(5): 817–841.
11. Ho, S.-T., B.J. Rickard, and J. Liaukonyte. 2014. Economic and nutritional implications from changes in U.S. agricultural promotion efforts. *Journal of Agricultural and Applied Economics* 46(4): 593–613.
12. Balagtas, J.V., B. Krissoff, L. Lei, and B.J. Rickard.* 2014. Has U.S. farm policy influenced fruit and vegetable production? *Applied Economic Perspectives and Policy* 36(2): 265–286.
13. Perla, J., B. Rickard, and T. Schmit. 2014. Looking for locapours: Using Zagat Survey® data to examine restaurant demand for local wine. *Agricultural and Resource Economics Review* 43(1): 69–86.

14. Rickard, B.J., M. Costanigro, and T. Garg. 2013. Economic and social implications of regulating alcohol availability in grocery stores. *Applied Economic Perspectives and Policy* 35(4): 613–633.
15. Liaukonyte, J., N.A. Streletskaia, H.M. Kaiser, and B.J. Rickard. 2013. Consumer response to “Contains” and “Free of” labeling: Evidence from lab experiments. *Applied Economic Perspectives and Policy* 35(3): 476–507.
16. Li, J., M.I. Gómez, B.J. Rickard, and M. Skinner. 2013. Factors influencing adoption of integrated pest management in Northeast greenhouse and nursery production. *Agricultural and Resource Economics Review* 42(2): 310–324.
17. Alston, J.M., A.M. Okrent, and B.J. Rickard.* 2013. Impact of agricultural policies on caloric consumption. *Trends in Endocrinology and Metabolism* 24(6): 269–271.
18. Rickard, B.J., T.M. Schmit, M.I. Gómez, and H. Lu. 2013. Developing brands for patented fruit varieties: Does the name matter? *Agribusiness: An International Journal* 29(3): 259–272.
19. Schmit, T.M., B.J. Rickard, and J. Taber. 2013. Consumer valuation of environmentally friendly production practices in wines considering asymmetric information and sensory effects. *Journal of Agricultural Economics* 64(2): 483–504.
20. Rickard, B.J., A.M. Okrent, and J.M. Alston. 2013. How have agricultural policies influenced caloric consumption patterns in the United States? *Health Economics* 22(3): 316–339.
21. Liaukonyte, J., B. Rickard, H. Kaiser, A. Okrent, and T. Richards. 2012. Economic and health effects of fruit and vegetable advertising: Evidence from lab experiments. *Food Policy* 37(5): 543–553.
22. Rickard, B.J. 2012. The economics of introducing wine into grocery stores. *Contemporary Economic Policy* 30(3): 382–398.
23. Rickard, B.J., J. Liaukonyte, H.M. Kaiser, and T.J. Richards. 2011. Consumer response to commodity-specific and broad-based promotion programs for fruits and vegetables. *American Journal of Agricultural Economics* 93(5): 1312–1327.
24. Rickard, B.J., and L. Lei. 2011. How important are tariffs and non-tariff barriers in international markets for fresh fruit? *Agricultural Economics* 42(S1): 19–31.
25. Rickard, B.J., and D.A. Sumner. 2011. Was there policy “reform”? Evolution of EU domestic support for processed fruits and vegetables. *Food Policy* 36(3): 438–449.
26. Chan, S., B. Caldwell, B. Rickard, and C. Mohler. 2011. Economic performance of organic cropping systems for vegetables in the Northeast. *Journal of Agribusiness* 29(1): 59–82.

27. Schroeter, C., J.L. Ritchie, and B.J. Rickard. 2011. Factors that influence prices for cool climate wines. *Journal of Agribusiness* 29(1): 97–116.
28. Alston, J.M., B.J. Rickard, and A.M. Okrent. 2010. Farm policy and obesity in the United States. *Choices* 25(3), article 138.
29. James, J.S., B.J. Rickard, and W.J. Rossman. 2009. Product differentiation and market segmentation: Using a choice experiment to assess the value of organic, local, and nutrition attributes. *Agricultural and Resource Economics Review* 38(3): 357–370.
30. Rickard, B.J., C.M. St. Pierre, and G.M. Becker. 2009. Drivers of demand for imported horticultural commodities: A cross-country comparison. *International Food and Agribusiness Management Review* 12(2): 19–38.
31. Rickard, B.J., and J.L. Gonsalves. 2008. How would compliance with dietary recommendations affect revenues for agricultural producers? *Food Policy* 33(5): 421–435.
32. Stuller, Z.J., and B.J. Rickard. 2008. Traceability adoption by specialty crop producers in California. *Journal of Agribusiness* 26(2): 101–116.
33. Rickard, B.J., and D.A. Sumner. 2008. Domestic support and border measures for processed horticultural products. *American Journal of Agricultural Economics* 90(1): 55–68.
34. Rickard, B.J., and D.A. Sumner. 2006. EU support reductions would benefit California tomato growers and processors. *California Agriculture* 60(4): 207–210.
35. Rickard, B.J., and G.C. Fox. 1999. Have crop yields in Ontario reached a plateau? *Food Reviews International* 15(1): 1–17.

Working Papers

1. Rickard, B.J., O. Gergaud, S.-T. Ho, and W. Hu. Trade liberalization in the presence of domestic regulations: Impacts of the proposed EU-U.S. free trade agreement on wine markets. *AAWE Working Paper No. 173*.
2. Wilson, N., B. Rickard, R. Saputo, and S.-T. Ho. Food waste: The role of date labels, package size, and product category. *AEM Working Paper No. 2015-07*.
3. Ho, S.-T., J. Ifft, B. Rickard, and C. Turvey. Alternative strategies to manage weather risk in perennial fruit crop production.
4. Qu, M., B. Rickard, M. Costanigro, and E. McLaughlin. Retail wine availability and product diversity.
5. Rickard, B.J., D. Rudell, and C. Watkins. *Ex ante* evaluation of the economic impact of new technologies for managing post-harvest physiological disorders.
6. Gergaud, O., F. Livat, B. Rickard, and F. Warzynski. The costs and benefits of collective reputation: Who gains and who loses from generic promotion programs?

Editorial Board Membership

Journal of Wine Economics (2014 to present)

Professional Reviewer

Agribusiness: An International Journal, Agricultural Economics, Agricultural Finance Review, Agricultural and Resource Economics Review, American Journal of Agricultural Economics, Applied Economic Perspectives and Policy, Applied Economics, Australian Journal of Agricultural and Resource Economics, Canadian Journal of Agricultural Economics, Empirical Economics, European Review of Agricultural Economics, Food Policy, Forum for Health Economics and Policy, HortScience, HortTechnology, Journal of Agribusiness, Journal of Agricultural Economics, Journal of Agricultural and Applied Economics, Journal of Public Economics, Journal of Wine Economics, International Food and Agribusiness Management Review, Land Economics, Resource and Energy Economics, Review of Agricultural Economics, Review of International Economics

Invited Presentations

Rickard, B.J. “Reputation Tapping.” School of Economics and Management, Free University of Bozen-Bolzano, Bolzano, Italy. November 19, 2014.

Rickard, B.J. “University licensing of patents for varietal innovations in agriculture.” Grenoble Applied Economics Laboratory (a joint laboratory of INRA and of the University Pierre Mendès-France), Grenoble, France. June 6, 2014.

Rickard, B.J. “University licensing of patents for varietal innovations in agriculture.” Department of Food, Agricultural, and Resource Economics, University of Guelph. Guelph, ON. May 20, 2014.

Rickard, B.J. “University licensing of patents for varietal innovations in agriculture.” Department of Agricultural Economics, Oklahoma State University. Stillwater, OK. November 22, 2013.

Rickard, B.J. “Regulating the availability of beer, wine, and spirits in grocery stores: Beverage-specific effects on prices, consumption, and traffic fatalities”. Department of Agricultural and Resource Economics, University of Connecticut. Storrs, CT. April 12, 2013.

Rickard, B.J. “Linkages between U.S. agricultural policies, caloric consumption, and obesity.” Harvard School of Public Health. Boston, MA. October 15, 2012.

Recent Conference and Workshop Participation (Presenting author shown in bold)

Wilson, N., B. Rickard, R. Saputo, and S.-T. Ho. 2015. "Food waste: The role of date labels, package size, and product category." Presented as a seminar in the Rural Infrastructure and Agro-industries Division, Food and Agriculture Organization of the United Nations. Rome, Italy. August 7, 2015.

Sapkota Bastola, P., K. Gallardo, J. McCluskey, and B. Rickard. 2015. "Mechanisms of patent licensing for varietal innovation." Presented at the Annual Meeting of the Agricultural and Applied Economics Association. San Francisco, CA. July 27, 2015.

Wilson, N., B. Rickard, **R. Saputo**, and S.-T. Ho. 2015. "Food waste: The role of date labels, package size, and product category." Presented at the Annual Meeting of the Agricultural and Applied Economics Association. San Francisco, CA. July 26, 2015.

Wilson, N., B. Rickard, R. Saputo, and S.-T. Ho. 2015. "Food waste: The role of date labels, package size, and product category." Presented as a seminar in the Environment in Trade and Agriculture Division, Organisation of Economic Cooperation and Development. Paris, France. July 17, 2015.

Qu, M., **B.J. Rickard**, M. Costanigro, and E. McLaughlin. 2015. "Retail wine availability and product diversity." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Newport, RI. June 27, 2015.

Qu, M., **B.J. Rickard**, M. Costanigro, and E. McLaughlin. 2015. "Retail wine availability and product diversity." Presented at the Annual Meeting of the American Association of Wine Economists. Mendoza, Argentina. May 28, 2015.

Rickard, B.J., O. Gergaud, and W. Hu. 2014. "Trade liberalization in the presence of domestic regulations: Impacts of the TTIP on agricultural markets." Presented at the Annual Meeting of the Agricultural and Applied Economics Association. Minneapolis, MN. July 28, 2014.

Rickard, B.J., O. Gergaud, and W. Hu. 2014. "Trade liberalization in the presence of domestic regulations: Impacts of the EU-U.S. free trade agreement on wine markets." Presented at the Annual Meeting of the American Association of Wine Economists. Walla Walla, WA. June 23, 2014.

Rickard, Bradley. 2013. "The political economy of guest worker programs in agriculture." Presented at the FDRS Annual Meeting. Chicago, IL. October 7, 2013.

Rickard, Bradley, Tim Richards, and Jubo Yan. 2013. "University licensing of patents for varietal innovations in agriculture." Presented at the AAEA/CAES Annual Meeting. Washington D.C. August 7, 2013.

Rickard, B.J., **J.J. McCluskey**, and R. Patterson. 2013. "Reputation Tapping." Presented at the AAEA/CAES Annual Meeting. Washington D.C. August 7, 2013.

Ho, S.T., B.J. Rickard, and J. Liaukonyte. 2013. “The Economic and nutritional implications from changes in domestic and export agricultural promotion efforts.” Poster presentation at the AAEA/CAES Annual Meeting. Washington D.C. August 6, 2013.

Richards, T.J., and **B.J. Rickard**. 2013. “Patents as options: Path-dependency and optimal valuation strategies.” Presented at the AAEA/CAES Annual Meeting. Washington D.C. August 6, 2013.

Liaukonyte, J., N. Streletskaya, H. Kaiser and B. Rickard. 2013. “Food Product Labels and Ambiguity Aversion.” Presented at the NAREA Annual Meeting. Ithaca, NY. June 24, 2013.

Rickard, Bradley, Tim Richards, and **Jubo Yan**. 2013. “University licensing of patents for varietal innovations in agriculture.” Presented at the NAREA Annual Meeting. Ithaca, NY. June 24, 2013.

Perla, J., B. Rickard, and T. Schmit. “Do restaurants cater to locapours? Using ZAGAT® survey data to examine factors that influence wine list selections.” Presented at the NAREA Pre-Conference Workshop. Ithaca, NY. June 23, 2013.

Rickard, B., and J. McCluskey. 2013. “Reputation Tapping.” Presented at the Eastern Economic Association Annual Meeting. New York, NY. May 10, 2013.

Rickard, B.J., T.J. Richards, and J. Yan. 2013. “Fees versus royalties: University revenues from licensing varietal innovations.” Presented at the Annual Meeting of NC-1034, Impact Analyses and Decision Strategies for Agricultural Research. Tucson, AZ. March 15, 2013.

Rickard, B.J., **J.J. McCluskey**, and R. Patterson. 2012. “Reputation Tapping.” Presented at the Winter Meeting of the International Agricultural Trade Research Consortium. San Diego, CA. December 9, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. “Reputation Tapping.” Presented as part of a FAMPS-EXT Track Session at the Annual Meeting of the Agricultural and Applied Economics Association. Seattle, WA. August 12, 2012.

Liaukonyte, J., T. Richards, **B. Rickard**, and H. Kaiser. 2012. Under-Contribution to Public Goods due to Self-Interested Inequity Aversion. Presented as a Poster at the Annual Meeting of the Agricultural and Applied Economics Association. Seattle, WA. August 11, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. “Do Linkages to French Regions Affect Consumers’ Willingness to Pay for Wine in the United States?” Presented at the Workshop for the International Trends in Wine Management. Dijon, France. June 22, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. “Reputation Spillovers: Consumer Response to Information about Wine Regions Using Experimental Data.” Presented at the Annual Meeting of the Canadian Agricultural Economics Society. Niagara Falls, Ontario, Canada. June 18, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. "The Role of Reputation for Emerging Wine Regions in the Eastern United States." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Lowell, Massachusetts. June 11, 2012.

Ho, S.T., and B.J. Rickard. 2012. "The Economic and nutritional implications from changes in domestic and export agricultural promotion efforts." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Lowell, Massachusetts. June 11, 2012.

Rickard, B.J., J.J. McCluskey, and R. Patterson. 2012. "Reputation Spillovers." Presented at the Annual Meeting of the American Association of Wine Economists. Princeton, New Jersey. June 8, 2012.

Rickard, Bradley J. "Examining the Optimal Licensing Structure for Patented Fruit: The Role of Price Uncertainty." Presented as part of an organized FAMPS Track Session at the Annual Meeting of the Agricultural and Applied Economics Association. Pittsburgh, Pennsylvania. July 26, 2011.

Lei, Lei, B. Rickard, and J.V. Balagtas. "A Regional Analysis of the Effects of Fruit and Vegetable Planting Restrictions: A Difference-in-Difference Approach." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Pittsburgh, Pennsylvania. July 26, 2011.

B. Rickard, **T. Garg**, and M. Costanigro. "Links between Grocery Store Alcohol Availability, Alcoholic Beverage Consumption, and Traffic Fatalities." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Pittsburgh, Pennsylvania. July 26, 2011.

Schroeter, C., and B. Rickard. "Using a Hedonic Model to Understand What Drives the Price of Riesling Wines." Presented at the Annual Meeting of the Agricultural and Applied Economics Association. Pittsburgh, Pennsylvania. July 25, 2011.

T. Schmit, B. Rickard, and J. Taber. "Consumer Valuation of Wines in the Presence of Information Concerning Environmentally-Friendly Production Practices." Presented at the Annual Meeting of the Northeast Agricultural and Resource Economics Association. Pittsburgh, Pennsylvania. July 25, 2011.

Chan, S., B. Caldwell, and B. Rickard. "The Economics of Alternative Organic Cropping Systems for Vegetables Produced in the Northeast." Presented at the Annual Meeting of the Regional Research Group WERA-72. Las Vegas, Nevada. June 10, 2011.

B. Rickard. "Links between Wine in Grocery Stores, Alcohol Consumption, and Traffic Fatalities in the United States." Presented at the Bi-Annual Meeting of the Academy of Wine Business Research. Bordeaux, France. June 9, 2011.

Schroeter, C., and B. Rickard. “Using a Hedonic Model to Understand What Drives the Price of Riesling Wines.” Presented at the Annual Meeting of the Western Agricultural Economics Association. Banff, Alberta, Canada. June 3, 2011.

Rickard, B.J., J. Liaukonyte, H.M. Kaiser, and T.J. Richards. “Consumer response to alternative advertising approaches for fruits and vegetables.” Presented at the Annual Meeting of the Food Distribution Research Society. Destin, Florida. October 19, 2010.

Schroeter, C., S. Anders, and B. Rickard “Market interrelationships between nutrition supplements and horticultural crops.” Presented at the Joint EAAE-AAEA Seminar. Munich, Germany. September 16, 2010.

Rickard, Bradley J., and J.V. Balagtas. “Implications of planting restrictions for fruits and vegetables in the Great Lakes Region.” Presented at the Annual Meeting of the Canadian Agricultural Economics Society. Denver, Colorado. July 27, 2010.

Rickard, Bradley J., and L. Lei. “Tariffs and non-tariff barriers in international markets for fresh fruit products.” Presented as part of an organized FAMPS Track Session at the Annual Meeting of the Agricultural and Applied Economics Association. Denver, Colorado. July 26, 2010.

Rickard, B.J., J. Liaukonyte, H.M. Kaiser, and T.J. Richards. “Consumer response to commodity-specific and broad-based promotion programs for fruits and vegetables.” Presented at the Annual Meeting of the Canadian Agricultural Economics Society. Denver, Colorado. July 26, 2010.

Schroeter, C., H. Brunke, and B. Rickard “Examining acreage adjustments for wine grapes in cool climate production areas.” Presented at the Annual Meeting of the American Association of Wine Economists. Davis, California. June 26, 2010.

Rickard, Bradley J. “The economics of introducing wine into grocery stores.” Presented at the Annual Meeting of the Northeastern Agricultural and Resource Economics Association. Atlantic City, New Jersey. June 14, 2010.

Rickard, Bradley J., and L. Lei “The impact of tariffs and phytosanitary barriers on international trade patterns of fresh fruit products.” Presented at the Annual Meeting of the Australian Agricultural and Resource Economics Society. Adelaide, Australia. February 12, 2010.

Rickard, Bradley J. “Introducing wine into grocery stores in New York State: Implications for global wine markets.” Presented at the Workshop for the American Association of Wine Economists. Adelaide, Australia. February 8, 2010.

Recent Extension Publications

Doerflinger, F., B. Rickard, J. Nock, and C. Watkins. 2015. Early harvest is a critical factor in decreasing flesh browning development of 'Empire' apples. *New York Fruit Quarterly* 23(3): 9–14.

Baker, P., A. De Marree, S.-T. Ho, T. Maloney, and B. Rickard. 2015. Labor Issues and Employment Practices on New York Apple Farms. *AEM Extension Bulletin No. 2015-02*.

Rickard, B.J. "Chapter 9: Outlook for Fruits and Vegetables," in the 2015 New York Economic Handbook. E.B. 2014–10, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2014.

Perla, J., B. Rickard, and T. Schmit. Do Restaurants in New York State Cater to "Locapours"? *Appellation Cornell*, Research Focus 2014-1: Cornell Viticulture and Enology. March 2014.

Rickard, B.J. "Chapter 9: Outlook for Fruits and Vegetables," in the 2014 New York Economic Handbook. E.B. 2013–18, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2013.

Perla, J., and B. Rickard. "Do restaurants cater to locapours? Using ZAGAT® survey data to examine factors that influence wine list selections." *Smart Marketing*. Charles H. Dyson School of Applied Economics and Management. June 2013.

Perla, J., and B.J. Rickard. "The Impact of Trade Liberalization with Canada on New York State Wineries." Community and Rural Development Institute, Department of Development Sociology, Cornell University. Research and Policy Brief, Issue No. 52. February 2013.

Rickard, B.J. "Chapter 9: Outlook for Fruits and Vegetables," in the 2013 New York Economic Handbook. E.B. 2012–18, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2012.

Rickard, B.J., and J. Perla. "The Trans-Pacific Partnership and its Potential Impact on Sales of NYS Wines to Canadians." *Smart Marketing*. Dyson School of Applied Economics and Management. September 2012.

Ho S.-T., B. Rickard, J. Kikkert, K. Klotzbach, S. Reiners, and M. Smith. 2011. Examining the Costs of Producing Processing Snap Beans and Green Peas in New York State. *AEM Extension Bulletin No. 2011-10*.

Schmit, T., M. Stephenson, B. Rickard, and M. Gómez. 2011. "Agricultural Markets Outlook." Community and Regional Development Institute, Cornell University. Research & Policy Brief Series, Issue No. 45. December 2011.

Rickard, B.J. “Chapter 9: Fruits and Vegetables,” in the 2012 New York Economic Handbook. E.B. 2011–09, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2011.

Rickard, B.J., T.M. Schmit, M.I. Gómez, and H. Lu. “It’s All What You Call It: The Importance of Names for New Apple Varieties.” *Smart Marketing*. Charles H. Dyson School of Applied Economics and Management. October 2011.

Rickard, B.J., T.M. Schmit, M.I. Gómez, and H. Lu. 2011. “Does the name matter? Developing brands for patented fruit varieties.” *New York Fruit Quarterly* 19(3): 5–8.

Liaukonyte, J., B. Rickard, H. Kaiser, T. Richards, and A. Okrent. 2011. “Evaluating Advertising Strategies for Fruits and Vegetables and the Implications for Obesity in the United States.” *Smart Marketing*, Dyson School of Applied Economics and Management, Cornell University. November 2011.

Rickard, B. “How Do Consumers Respond to Advertising Programs for Fruits and Vegetables?” *Smart Marketing*. Charles H. Dyson School of Applied Economics and Management. January 2011.

Gómez, M.I., and B.J. Rickard. “Chapter 10: Specialty Crops,” in the 2011 New York Economic Handbook. E.B. 2009–17, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2010.

Rickard, B.J. “Situation and Outlook for Fruit” in Federal Reference Manual for Regional Schools: Income Tax Management and Reporting for Small Businesses and Farms. E.B. 2010-23, Charles H. Dyson School of Applied Economics and Management, Cornell University. December 2010.

Chan, S., B. Caldwell, and B. Rickard. 2010. An economic analysis of alternative cropping systems in organic vegetable production. *AEM Extension Bulletin No. 2010-14*.

Other Trade and Industry Publications

Prevor, J. “Will 'GMO Free' Be The New Organic?” Featured Interview on the *Perishable Pundit*. November 2014. Available at: <http://www.perishablepundit.com/index.php?date=11/03/14#1>

Rickard, B., and A. DeMarree “Apple Outlook for 2014.” *American Agriculturalist*. March 2014.

Garris, A. “Economists explore 'loca-pouring' of wines.” Featured in the Cornell Chronicle. October 15, 2013. Available at: <http://www.news.cornell.edu/stories/2013/10/economists-explore-loca-pouring-wines>

Rickard, B. “Apple Outlook for 2013.” *American Agriculturalist*. March 2013.

Editorial Staff. “The nanny state’s biggest test: Should governments make their citizens exercise more and eat less?” Featured in an article in *The Economist*. December 15, 2012. Available at: <http://www.economist.com/news/special-report/21568074-should-governments-make-their-citizens-exercise-more-and-eat-less-nanny-states>

Prevor, J. “Immigration, One of The Hottest Post-Election Issues, Will Be Brought To The Floor Of The New York Produce Show And Conference.” Featured Interview on the *Perishable Pundit*. October 2012. Available at: <http://www.perishablepundit.com/index.php?article=2795>

Rickard, B., and J. Perla. 2012. “The Trans-Pacific Partnership and Wine Sales to Canadians.” New York Farm Bureau’s *Grassroots*: Guest Opinion. 1(10), page 5. October 2012.

Sexton, Steve. “Could it be that U.S. farm policy *isn't* making us fatter?” Featured in an article on *Freakonomics*. April 9, 2012. Available at: <http://www.freakonomics.com/2012/04/09/could-it-be-that-u-s-farm-policy-isn%E2%80%99t-making-us-fatter/>

Muirhead, Sarah. “Obesity, farm policy not linked.” Featured in an article in *Feedstuffs: The Weekly Newspaper for Agribusiness*. March 24, 2012. Available at: <http://www.feedstuffs.com/ME2/dirmod.asp?sid=F4D1A9DFCD974EAD8CD5205E15C1CB42&nm=&type=news&mod=News&mid=A3D60400B4204079A76C4B1B129CB433&tier=3&nid=83CEB318857E427C96D5CF3E51F141DC>

Rickard, B. “Apple Outlook for 2012.” *American Agriculturalist*. March 2012.

Shea, Christopher. “Do Farm Subsidies Cause Obesity?” Featured in an article in the *Wall Street Journal* (blog and print versions). February 29, 2012. Available at: <http://blogs.wsj.com/ideas-market/2012/02/29/do-farm-subsidies-cause-obesity/>

Kliff, Sarah. "The case for cheaper wine, in one chart." Featured in an article on *Washington Post's Wonkblog*. January 11, 2012. Available at: http://www.washingtonpost.com/blogs/ezra-klein/post/the-case-for-cheaper-wine-in-one-chart/2012/01/11/gIQARwjtqP_blog.html

Niiler, Eric. "Drunk Drivers More Likely to Drink Beer: Wine consumption is linked to fewer drunk driving deaths." Featured in an article on *Discovery News*. December 30, 2011. Available at: <http://news.discovery.com/human/drunken-drivers-drink-beer-111230.html>

Prevor, J. "What's in a Name? Professor Brad Rickard of Cornell Produces New Research that Indicates Shakespeare May Have Been in Error... On Apples at Least." Featured Interview with the *Perishable Pundit*. October 4, 2011. Available at: <http://www.perishablepundit.com/index.php?date=10/04/11>

Rickard, B. "Understanding How Consumers Respond to Advertising Programs for Fruits and Vegetables?" Research Perspectives Column in *Produce Business* 27(6): p.12, June 2011.

Rickard, B. "Apple Outlook for 2011." *American Agriculturalist*. March 2011.

Prevor, J. "Cornell's Brad Rickard To Unveil Generic Produce Promotion Research Done By Cornell and Arizona State University At New York Produce Show And Conference." Featured Interview on the *Perishable Pundit*. October 2010. Available at: <http://www.perishablepundit.com/index.php?date=10/25/10&pundit=1>

Wien H. Chris, Miguel I. Gómez, and Bradley Rickard. The Economics of High Tunnels. *American Vegetable Grower*. October 2010.

Rickard, B.J. "New, fairer bill could help state and industry." An Opinion-Editorial Contribution to *Buffalo News*. February 5, 2010. Available at: <http://www.buffalonews.com/2010/02/05/946420/new-fairer-bill-could-help-state.html>

Recent Extension Presentations

Rickard, Bradley. “Consumer response to the introduction of GMOs in fruit and vegetable markets.” Presented at the London Produce Show and Conference. London, UK. June 4, 2015. 40 attendees.

Rickard, Bradley J. “Retail Availability of Wine and Product Diversity.” Presented at the B.E.V. Annual Meeting. Rochester, NY. February 26, 2015. 120 attendees.

Rickard, Bradley. “Will 'GMO Free' Be the New Organic?” Presented at the New York Produce Show and Conference. New York, NY. December 3, 2014. 40 attendees.

Rickard, Bradley. “Entrepreneurship in NYS agriculture: Developing markets for Snapdragon and Rubyfrost.” Presented to the Northeast Agribusiness Seminar. Geneva, NY. July 11, 2014. 45 attendees.

Rickard, Bradley J. “The Likely Impacts of TPP and TTIP on Wine Markets.” Presented at the B.E.V. Annual Meeting. Seneca Falls, NY. February 27, 2014. 120 attendees.

Rickard, Bradley J. “The Role of Reputation for Emerging Wine Regions in the Eastern United States.” Presented at the Virginia Vinters Association’s Winter Technical Meeting. Charlottesville, VA. February 1, 2014. 150 attendees.

Welch, Dan, and B. Rickard. “Results from the first year of the Berry Farm Business Summary.” Presented at the Berry Crops Session as part of the Fruit and Vegetable Expo, Syracuse, NY. January 22, 2014. 65 attendees.

Rickard, Bradley. “Looking for locavores and locapours: Examining factors that influence restaurant demand for local products.” Presented at the New York Produce Show and Conference. New York, NY. December 11, 2013. 15 attendees.

Rickard, Bradley. “Situation and Outlook Report for Fruits and Vegetables.” Presented at the AEM Agricultural Outlook Conference. Ithaca, NY. December 10, 2013. 25 attendees.

Rickard, Bradley. “How should universities license patents for new apple varieties?” Presented at the Cornell Agriculture and Food Systems In-service: Farm Management and Marketing. Ithaca, NY. November 19, 2013. 12 attendees.

Rickard, Bradley. “Does the name matter? Examining consumer demand for the newly released apple varieties from Cornell University.” Presented to students at the Chicago High School for Agricultural Sciences. Chicago, IL. October 7, 2013.

Rickard, Bradley. “Developing cost of production studies for fruits and vegetables in NYS.” Presented at the Dyson School of Applied Economics and Management’s Annual Farm Management Retreat. Syracuse, NY. August 15, 2013. 45 attendees.

Rickard, Bradley. "University licensing of patents for varietal innovations in agriculture." Presented as an Extension Seminar in the Dyson School of Applied Economics and Management. Ithaca, NY. April 3, 2013. 25 attendees.

Perla, J. and B. Rickard. "Do restaurants cater to locapours? Examining factors that influence wine list selections at restaurants in New York State." Presented at *Vit 2013*. Rochester, NY. February 7, 2013. 50 attendees.

Rickard, Bradley. "Situation and Outlook Report for Fruits and Vegetables." Presented at the AEM Agricultural Outlook Conference. Ithaca, NY. December 18, 2012. 25 attendees.

Smith, M., T. Maloney, and B. Rickard. "An overview of labor management options and the likely effects of labor policy reform in the horticultural industry." Presented at the New York Produce Show and Conference. New York, NY. December 5, 2012. 35 attendees.

Perla, J. and B. Rickard. "Do restaurants cater to locapours? Using ZAGAT® survey data to examine factors that influence wine list selections." Presented at the Cornell Agriculture and Food Systems In-service: Cornell Recent Advances in Viticulture and Enology. Ithaca, NY. November 16, 2012. 18 attendees.

Rickard, Bradley. "The role of reputation in the development of the wine industry in New York State." Presented at the Cornell Agriculture and Food Systems In-service: Farm Management and Marketing. Ithaca, NY. November 15, 2012. 28 attendees.

Rickard, Bradley. "Developing a reputation for premium wines in the Finger Lakes region." Presented as a Seminar in the Horticulture Department, Cornell University, Ithaca, NY. March 5, 2012. 30 attendees.

Rickard, Bradley. "The role of reputation in the development of the wine industry in New York State." Presented at the Finger Lakes Wine and Grape Symposium: Wine Industry Workshop. Seneca Falls, NY. March 2, 2012. 40 attendees.

Rickard, Bradley. "The Competitiveness Situation for New York State's Processing Vegetable Industry." Presented at the Processing Vegetable Crops Session as part of the Fruit and Vegetable Expo, Syracuse, NY. January 24, 2012. 50 attendees.

Rickard, Bradley. "Situation and Outlook Report for Fruits and Vegetables." Presented at the AEM Agricultural Outlook Conference. Ithaca, NY. December 14, 2011. 25 attendees.

Rickard, Bradley. "How have agricultural policies influenced caloric consumption patterns in the United States?" Presented as a Division of Nutritional Sciences Seminar, Cornell University. November 21, 2011. 35 Attendees.

Rickard, Bradley. "Links between wine availability, alcohol consumption, and traffic fatalities." Presented at the Cornell Agriculture and Food Systems In-service: Cornell Recent Advances in Viticulture and Enology. Ithaca, NY. November 16, 2011. 18 attendees.

Rickard, Bradley. "How do agricultural policies impact food consumption and obesity?" Presented at the Cornell Agriculture and Food Systems In-service: Farm Management and Marketing. Ithaca, NY. November 15, 2011. 14 attendees.

Rickard, Bradley. "Does the name matter? Assessing demand for managed apple varieties and traditional apple varieties." Presented at the New York Produce Show and Conference. New York City, NY. November 10, 2011. 40 attendees.

Rickard, Bradley. "An Update on Horticultural Markets and Policies in NYS." Presented to Governor Cuomo's Staff, A Meeting Organized by CALS. Ithaca, NY. July 19, 2011. 15 attendees.

Rickard, Bradley. "A Framework to Assess the Decision to Adopt New Apple Varieties." Presented at the Dyson School of Applied Economics and Management's Annual Farm Management Retreat. Syracuse, NY. June 19, 2011. 25 attendees.

Rickard, Bradley. "Examining the links between wine distribution laws, alcohol consumption, and traffic fatalities." Presented at the New York Wine Industry Workshop. Geneva, NY. April 13, 2011. 100 attendees.

Rickard, Bradley. "Using the lab to understand how apple consumers will respond to the introduction of selected 'managed' varieties." Presented at the CCE-Hudson Valley Fruit School. Kingston, NY. February 16, 2011. 90 attendees.

Rickard, Bradley. "Using the lab to understand how apple consumers will respond to the introduction of selected 'managed' varieties." Presented at the CCE-Orleans County Fruit School. Albion, NY. January 19, 2011. 105 attendees.

Rickard, Bradley. "Using the lab to understand how apple consumers will respond to the introduction of selected 'managed' varieties." Presented at the CCE-Wayne County Fruit School. Newark, NY. January 18, 2011. 100 attendees.

Rickard, Bradley. "Towards a better understanding of consumer response to advertising campaigns for fruits and vegetables in the United States and Canada." Poster presented at the Food and Farm Policy Conference. Ottawa, Canada. January 12, 2011. 320 attendees.

Rickard, Bradley. "A situation and outlook report for key fruit and vegetable products in New York State." Presented at the Dyson School of Applied Economics and Management's Annual Outlook Conference, Ithaca, NY. December 14, 2010. 15 attendees.

Rickard, Bradley. "Consumer response to NY1: Results from the lab at Cornell." Presented at the NYAG Executive Committee Annual Meeting. Syracuse, NY. December 2, 2010. 45 attendees.

Rickard, Bradley. "Towards a better understanding of consumer response to broad-based advertising programs for fruits and vegetables." Presented at the Cornell Agriculture and Food

Systems In-service: Farm Management and Marketing. Ithaca, NY. November 17, 2010. 35 attendees.

Rickard, Bradley. “Towards a better understanding of consumer response to broad-based advertising programs for fruits and vegetables: Evidence from the lab at Cornell.” Presented as an Education Seminar at the New York Produce Show and Conference. New York, NY. November 10, 2010. 25 attendees.

Rickard, Bradley. “Using the lab to understand consumer response to commodity-specific and broad-based advertising programs for fruits and vegetables.” Presented as an Extension Seminar in the Dyson School of Applied Economics and Management. Ithaca, NY. September 15, 2010. 20 attendees.

Rickard, Bradley. “Introducing wine into grocery stores: Economic implications and transitional issues.” Presented to the Northeast Agribusiness Seminar. Geneva, NY. July 9, 2010. 45 attendees.

Rickard, Bradley. “Assessing how alternative promotional efforts will impact the demand for managed apple varieties and traditional apple varieties.” Presented at the CCE-Champlain Valley Fruit School. Lake George, NY. February 25, 2010. 70 attendees.

Rickard, Bradley. “Assessing how alternative promotional efforts will impact the demand for managed apple varieties and traditional apple varieties.” Presented at the CCE-Hudson Valley Fruit School. Kingston, NY. February 24, 2010. 80 attendees.

Rickard, Bradley. “Assessing how alternative promotional efforts will impact the demand for managed apple varieties and traditional apple varieties.” Presented at the CCE-Wayne County Fruit School. Newark, NY. January 20, 2010. 100 attendees.

Rickard, Bradley. “Assessing how alternative promotional efforts will impact the demand for managed apple varieties and traditional apple varieties.” Presented at the CCE-Orleans County Fruit School. Albion, NY. January 19, 2010. 95 attendees.

Recent Grant Support

Cost of production studies for processing vegetables in New York State. Lead PI: B. Rickard, Cornell University. Duration: 1/1/09 – 6/30/11. Funded by the New York Vegetable Research Council. Total Award \$8,900.

Examining the role of planting restrictions for fruits and vegetables in the United States. Lead PI: B. Rickard, Cornell University. Duration 10/1/09 – 9/30/11. Funded as a Cooperative Agreement by USDA-ERS. Total Award \$18,900.

Examining the competitiveness of key fruit and vegetable sectors in New York. Lead PI: B. Rickard, Cornell University. Duration 10/1/10 – 9/30/15. Funded by USDA-CSRESS, Hatch-Smith Lever Multistate. Total Award \$123,000

Organic Cropping Systems Project. Lead PI: Chuck Mohler, Cornell University. Duration: 10/1/09 – 9/30/13. Funded by USDA-CSRESS-OREI. Total Award \$1,507,000; Dyson Award \$45,000.

Advertising of fruits and vegetables: Understanding the effects of commodity-specific and broad-based promotion programs using experimental economics. Lead PI: B. Rickard, Cornell University. Duration: 4/1/10 – 3/31/11. Funded by Consumer Markets and Demand Network, University of Alberta, Canada. Total Award \$21,500.

A diagnostic toolbox for integrated management of apple postharvest necrotic disorders. Lead PI: D. Rudell, USDA-ARS. Duration: 10/1/10 – 9/31/14. Funded by USDA-SCRI. Total Award \$2,100,000; Dyson Award \$105,000.

Improved grape and wine quality in a challenging environment: An eastern US model for sustainability and economic vitality. Lead PI: T. Wolf, Virginia Tech University. Duration: 10/1/10 – 9/31/14. Funded by USDA-SCRI. Total Award \$4,050,000; Dyson Award \$105,000

Optimal pricing of patented perennial crops considering implications for innovation. Lead PI: B. Rickard. Duration: 1/1/12 – 12/31/14. Funded by USDA-AFRI, Markets and Trade. Total Award \$349,000; Dyson Award \$120,000.

Spillover Effects of Foreign Promotion Efforts for Fruits and Vegetables. Lead PI: B. Rickard, Cornell University. Duration: 4/1/11 – 3/31/12. Funded by Consumer Markets and Demand Network, University of Alberta, Canada. Total Award \$12,000.

Exploring Implications for Mesoclimatic Modification Systems for Fruit Farms in New York State. Lead PI: T. Robinson, Horticulture, Cornell University. Duration 1/1/12 – 12/31/14. Funded by USDA-AFRI Small Farms Program. Total Award \$400,000; Dyson Award \$110,000.

Examining Current Labor Options and the Impact of Labor Policy Reform on Specialty Crop Markets in NYS. Lead PI: B. Rickard. Duration: 4/1/13 – 3/31/15. Funded by the Specialty Crop Block Grant Program, New York State Department of Agriculture and Markets. Total Award \$96,759; Dyson Award \$91,500.

Building a Better Bottom Line for NYS Berry Growers. Lead PI: M. Pritts, Horticulture, Cornell University. Duration: 4/1/13 – 3/31/14. Funded by the New York Farm Viability Institute. Total Award \$95,000; Dyson Award \$9,000.

Examining barriers to U.S.-EU trade and the effects of the Trans-Atlantic Trade and Investment Partnership on selected commodity markets. Lead PI: B. Rickard, Cornell University. Duration 10/1/13 – 9/30/14. Funded as a Cooperative Agreement by USDA-ERS. Total Award \$15,000.

Commercialization of New Crop Varieties. Lead-PI: J. McCluskey, School of Economic Sciences, Washington State University. Duration 9/1/2014 – 8/31/2015. Funded by the Emerging Research Issues for Washington Agriculture Program. Total Award \$40,000.

Farmer Designed Systems to Reduce Tillage in Organic Vegetables. Lead PI: Anu Rangarajan, Cornell University. Duration: 10/1/14 – 9/30/19. Funded by USDA-CSRESS-OREI. Total Award \$1,996,783; Dyson Award \$148,000.