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EDUCATION

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| 2007 | Doctor of Philosophy, Food and Resource Economics, University of Florida, Gainesville, Florida |
| 1997 | Master of Science, Food and Resource Economics, University of Florida, Gainesville, Florida |
| 1993 | Bachelor of Science, Animal Science, University of Florida, Gainesville, Florida |

PROFESSIONAL EXPERIENCE

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| 2026-present | Associate Professor, Extension Economist, Greever Chair of Agribusiness Development, Agriculture and Resource Economics Department,, University of Tennessee, Knoxville, TN |
| 2020-2025 | Associate Professor, Extension Economist, Food and Resource Economics Department, Southwest Florida Research and Extension Center, University of Florida, Immokalee, Florida |
| 2019-2020 | Associate Professor, Extension Economist, Kohl Junior Faculty Fellow, Agricultural and Applied Economics Department, Virginia Polytechnic Institute & State University, Blacksburg, Virginia |
| 2013-2019 | Assistant Professor, Extension Economist, Kohl Junior Faculty Fellow, Agricultural and Applied Economics Department, Virginia Polytechnic Institute & State University, Blacksburg, Virginia |
| 2008-2013 | Assistant Professor, Agricultural Economics Department, Mississippi State University, Mississippi State, Mississippi |
| 2002-2021 | Adjunct Economics Faculty, Southern New Hampshire University, Manchester, New Hampshire |
| 2000-2008 | Coordinator, Economic Analysis, Florida Agricultural Market Research Center, Food and Resource Economics Department, University of Florida, Gainesville, Florida |
| 1999-2000 | Biological Scientist, Large Animal Clinical Science Department, College of Veterinary Medicine, University of Florida, Gainesville, Florida |
| 1998-1999 | USDA National Needs Fellow, Agricultural Economics Department, Purdue University, West Lafayette, Indiana |
| 1996-1997 | Teaching and Research Assistant, Food and Resource Economics, University of Florida, Gainesville, Florida |
| 1993-1995 | Veterinary Technician, Aalatah Animal Hospital East/West, Gainesville, Florida |
| 1990-1991 | Veterinary Technician, Town & Country Animal Hospital, Gainesville, Florida |
| 1988-1994 | Owner/Operator of The Complete Horse, on-site horse and rider instruction, Gainesville, Florida |

REFEREED JOURNAL ARTICLES

* Indicates author is a graduate student.

1. Gargiulo, O., K.T. Morgan, L. Durso, Y. Li, P.A. Moore, Jr., K. Pavuluri, K.L. Morgan, T. Ayankojo, G. Teixeira. 2026, forthcoming. Agricultural Byproduct–Based Organomineral Fertilizers as Alternative Nutrient Sources for Crop Production: A Review. *Agronomy Journal*
2. Morgan, K.L. 2025. Skill Economies Address the Supply Chain Squeeze. *Choices* 40(1). Available online at <https://www.choicesmagazine.org/choices-magazine/theme-articles/mechanization-theme/theme-overview-why-is-mechanization-in-specialty-crops-so-hard>
3. Thornsby, S., and K.L. Morgan. 2025. Theme Overview: Why is Mechanization in Specialty Crops so Hard? *Choices* 40(1). Available online at <https://www.choicesmagazine.org/choices-magazine/theme-articles/mechanization-theme/skill-economies-address-the-supply-chain-squeeze>
4. Magnier, A., L. Chen, L., B. Kassas, and K.L. Morgan. 30 January 2025. Beyond Borders: An Empirical Analysis of the “Fresh From Florida” State Marketing Program. *Journal of Agricultural and Applied Economics*, 1-22: <https://doi.org/10.1017/aae.2024.39>
5. Neill, C.L. and K.L. Morgan. 6 December 2024. Few Differences in Rural and Urban Adoption of Veterinary Telehealth Services. *Journal of American Veterinary Medicine Association* <https://doi.org/10.2460/javma.24.08.0508>
6. Beverly, M*, C.N. Neill, and K.L. Morgan. 2024. Reactions to Food Safety Recalls Among Food Insecure and Food Secure Households. *Journal of Food Distribution Research* 55(3): https://www.fdrsinc.org/wp-content/uploads/2024/12/JFDR55.3_2_Neill.pdf
7. Cui X.*, Guan Z., Morgan K.L., Huang K-M, Hammami A.M. 2022. Multitiered Fresh Produce Supply Chain: The Case of Tomatoes. *Horticulturae* 8(12):1204. <https://doi.org/10.3390/horticulturae8121204>
8. Neill, C.L., and K.L. Morgan. 2021. Beyond Scale and Scope: Exploring Economic Drivers of U.S. Specialty Crop Production with an Application to Edamame. *Frontiers in Sustainable Food Systems*, Vol. 4: 582834.
9. Mark, A.R.*, K.L. Morgan, C.L. Neill, and K. Niewolny. 2019. Optimal Farm Household Labor Allocation of New and Beginning Vegetable Operations. *Journal of Agribusiness* 37(2): 141-156.
10. Maples, M.C.*, M.G. Interis, K.L. Morgan, and A. Harri. 2018. Consumer Willingness to Pay for Environmental Production Attributes of Fresh Tomatoes. *Journal of Agricultural and Applied Economics* 50(1): 1-21.
11. Thapaliya, S.*, M.G. Interis, A. Collart, L. Walters, and K.L. Morgan. 2017. Are Consumer Health Concerns Influencing Direct-from-Producer Purchasing Decisions? *Journal of Agricultural and Applied Economics* 49(2): 211-231.
12. Morgan, K.L. and M.G. Interis. 2017. Who Buys MORE Directly from Producers in the Southeastern United States? *Journal of Food Distribution Research* 48(2): 22-34.
13. Rodgers, A.*, K.L. Morgan, A. Harri, and J. Tack. 2017. Technology Adoption and Risk Preferences: The Case of Machine Harvesting by Southeastern Blueberry Producers. *Journal of Food Distribution Research* 48(2): 1-21.
14. Marchant, M.A. and K.L. Morgan. 2016. Lessons Learned from Teaching Large Classes. *North American Colleges and Teachers of Agriculture Journal* 60(4): 447-448.
15. Morgan, K.L. and M.C. Maples*. 2015. Using Audience Response Systems for Extension Programming Impact Evaluation: Findings from Market Ready Farm-to-Restaurant Workshops Conducted in Mississippi and Arkansas. *Journal of Food Distribution Research* 46(2):51-65.

16. Palma, M.A., K.L. Morgan, T. Woods and S. McCoy. 2013. Response of Land-Grant Universities to the Increase in Consumer Demand for Local Foods in the South. *Choices Magazine*, 284. Link: <http://purl.umn.edu/162617>
17. Morgan, K.L. and M. Olmstead. 2013, August. A Diversification Strategy for Perennial Horticulture in Florida. *HortTechnology* 23(4):482-489.
18. Maples, M.C.*, K.L. Morgan, M.G. Interis, and A. Harri. 2013, August. Who Buys Food Directly from Producers in the Southeastern United States? *Journal of Agricultural and Applied Economics* 45(3):1-10.
19. Morgan, K.L., S. Larkin, and C. Adams 2011. Empirical Analysis of Media versus Environmental Impacts on Park Attendance. *Tourism Management* 32(4): 852-859.
20. Morgan, K.L., S. Larkin, and C. Adams. 2010. Red Tides and Participation in Marine-based Activities: Estimating the Response of Southwest Florida Residents. *Harmful Algae* 93:333-341
21. Morgan, K.L., S. Larkin, and C. Adams. 2009. Firm-level Economic Effects of HABs: A Tool for Business Loss Assessment. *Harmful Algae* 82:212-218.

WORK IN PROGRESS

- Aiya, F.*, L. Chen, A. Magnier, and K.L. Morgan. Under review. Shifting Contemporary Food Lifestyles Amid Macroeconomic Shocks, 2019-2023.
- Romero, M.*, V. Contreras*, J.A. Molina, R.C. Vines, S. Bush, and K.L. Morgan. Under review. Navigating Leadership: Perspectives from an Agricultural University in Central America. *Journal of Leadership Studies*
- Morgan, K.L. and K. Athearn. Forthcoming. Chapter (marketing and labor) contributors to Florida Direct Marketing Handbook, 3rd edition.
- F. Aiya*, L. Chen, K.L. Morgan, B. Kassis, and A. Magnier. Under review. Developing and Validating the State-Image Construct to Explain Out-of-State Consumers' Behavioral Intentions toward State-Sponsored Marketing Programs.
- Neill, C., M. Beverly, and K.L. Morgan. Preparation for submission. A Bayesian Approach to Gender Wage Gaps Across Time in Professional Services.

BOOKS CHAPTER CONTRIBUTOR

- Morgan, K.L., J. Baros, L.A. Ribera, and M.A. Palma. 2017, December. Things to Consider when Looking at Alternative Specialty Crops, pp. 34-37. In *Surviving the Farm Economy Downturn*, link: <https://www.afpc.tamu.edu/extension/resources/downturn-book/Surviving-the-Farm-Economy-Downturn.pdf>, Southern Extension Economics Committee.
- Adams, C.M., S. Larkin, K. Morgan, R. Degner, and J. Stevely. 2008. Measuring the Economic Implications of Red Tide Events on the Gulf Coast of Florida, USA: An Overview of University of Florida Research Efforts, pp. 223-232. In *Mitigating Impacts of Natural Hazards on Fishery Ecosystems*. K.D. McLaughlin [ed.] American Fisheries Society, Symposium 64, Bethesda, MD.

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1. Morgan, K.L. and S. Thornsby. 30 May 2025. High-Tech Tools, Real-World Problems: Farmers' Views on Mechanization Challenges. *Southern Ag Today* 5(22.5). Link: <https://southernagtoday.org/2025/05/30/high-tech-tools-real-world-problems-farmers-views-on-mechanization-challenges/>
2. Morgan, K.L. 1 November 2024. Opportunities for Southeastern-grown Value-added Mango Products: Conversations with fresh-cut produce professionals. *Southern Ag Today* 4(44.5). Link: <https://southernagtoday.org/2024/11/01/opportunities-for-southeastern-grown-value-added-mango-products/>
3. Morgan, K.L. 29 March 2024. Part II: Cultivating Resilience and Innovation in US Specialty Crop Economics: Navigating Market Dynamics, Labor Challenges, and Global Realities. *Southern Ag Today* 4(13.5) link:

- <https://southernagtoday.org/2024/03/29/part-2-cultivating-resilience-and-innovation-in-us-specialty-crop-economics-navigating-market-dynamics-labor-challenges-and-global-realities/>
4. Morgan, K.L. 16 February 2024. Part I: Cultivating Resilience and Innovation in US Specialty Crop Economics: Navigating Market Dynamics, Labor Challenges, and Global Realities. *Southern Ag Today* 4(13.5) link
<https://southernagtoday.org/2024/02/16/cultivating-resilience-and-innovation-in-us-specialty-crop-economics-navigating-market-dynamics-labor-challenges-and-global-realities/>
 5. Morgan, K.L. and J. Ryals. 2024. Imperfect Competition Yields Profits Beyond the Farm Gate. University of Florida, Institute of Food and Agricultural Sciences Extension, Gainesville, Florida, EDIS FE1151. DOI: <https://doi.org/10.32473/edis-FE1151-2024>
 6. Morgan, K.L. 3 March 2023. Economies of Scale and Scope in Fresh Produce Technologies: Managing Markets Using the AgTools Database. *Southern Ag Today* 3(9.5), link: <https://southernagtoday.org/2023/03/03/strongeconomies-of-scale-and-scope-in-fresh-produce-technologies-managing-markets-using-the-agtools-database-strong/>
 7. Morgan, K.L. 2022. Market Trends for US Berry Crops: Implications for Florida Blueberry, Blackberry, and Raspberry Producers. University of Florida, Institute of Food and Agricultural Sciences Extension, Gainesville, Florida, EDIS FE 1123: <https://doi.org/10.32473/edis-FE1123-2022>
 8. Morgan, K.L., X. Cui, and Z. Guan. 11 November 2022. Fresh Tomato Supply Chain: Challenges in Production & Marketing. *Southern Ag Today* 2(46.5), link: <https://southernagtoday.org/2022/11/fresh-tomato-supply-chain-challenges-in-production-marketing/>
 9. Morgan, K.L. 25 March 2022. Market Trends for U.S. Blueberry: Implications for Southeastern U.S. Producers. *Southern Ag Today* 2(13.5), link: <https://southernagtoday.org/2022/03/market-trends-for-u-s-blueberry-implications-for-southeastern-u-s-producers/>
 10. Morgan, K.L., Wade, T., Athearn, K., Prevatt, C., Singerman, A., Evans, E., Blare, T., Khachatryan, H., and Guan, Z. 2021. An Introduction to Florida commodity enterprise budgets: An Extension tool to improve farm financial planning. University of Florida, Institute of Food and Agricultural Sciences Extension, Gainesville, Florida, EDIS FE 1109: <https://doi.org/10.32473/edis-FE1109-2021>
 11. Morgan, K.L., P. Callan, A. Mark, K. Niewolny, T. Nartea, K. Scott, and J. Hilleary. 2016. Farm Financial Risk Management Series Part I: Overview of Financial Systems for New and Beginning Farmers. Virginia Cooperative Extension Service Publication, AAEC 114-P.
 12. Morgan, K.L., P. Callan, A. Mark, K. Niewolny, T. Nartea, K. Scott, and J. Hilleary. 2016. Farm Financial Risk Management Series Part II: Introduction to Farm Financial Statements for New and Beginning Farmers. Virginia Cooperative Extension Service Publication, AAEC 115-P.
 13. Morgan, K.L., P. Callan, A. Mark, K. Niewolny, T. Nartea, K. Scott, and J. Hilleary. 2016. Farm Financial Risk Management Series Part III: Introduction to Farm Planning Budgets for New and Beginning Farmers. Virginia Cooperative Extension Service Publication, AAEC 116-P.
 14. Nartea, T., and K.L. Morgan. 2015. Selling Directly to Buyers: How to Price Your Products, Virginia Cooperative Extension Service Publication, AAEC-97P. Link: <https://pubs.ext.vt.edu/AAEC/AAEC-97/AAEC-97-PDF.pdf>
 15. Olmstead, M. and K.L. Morgan 2013. Establishment and Production Budgets for Peach Production in Florida. Gainesville, FL: Department of Horticultural Sciences, IFAS, University of Florida, EDIS HS1223.
 16. Morgan, K.L. 2012. Electronic MarketPlaces: Three Dimensions of Profitable Online Agribusiness Marketing and Sales Opportunities. Mississippi State University Extension Service Publication #2740.
 17. Morgan, K.L., K. Hood and A. Myles. 2012. Mississippi Sweet Potato 2012 Industry Evaluation. Mississippi State University Extension Service Information Sheet #2734.
 18. Morgan, K.L. and K. Hood. 2012. Product Pricing and Breakeven Concept. Mississippi State University Extension Service Information Sheet #1948.

19. Morgan, K.L. 2011. Electronic Marketplaces: How to 'Net Your Customers. Mississippi State University Extension Service, Information Sheet #1893.
20. Morgan, K.L., T.J. Stevens, R.L. Degner, S. Larkin, and C. Adams. 2010. Economic Impacts of Alternative Regulatory Scenarios on the Half-Shell Oyster Industry: A Study of Potential Outcomes. Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. 3 pp. EDIS FE835
21. Hood, K., and K. Morgan 2009. Consider a Co-packer: A Risk Management Tool. Mississippi State University Extension Service Information Sheet #2567.
22. Hood, K., and K. Morgan 2009. Marketing a Food Product: Marketing Considerations for a Small-Scale Food Processor. Mississippi State University Extension Service Information Sheet #2565.
23. Sturmer, L. N., Morgan, K. L. & Degner, R. L. 2005. Nutritional Composition and Marketable Shelf-Life of Blood Ark Clams and Ponderous Ark Clams. Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. EDIS FE568.
24. Stevens, T. J., House, L. A., Morgan, K. L. & Degner, R. L. 2005. Market Development Strategies for Florida Fresh Sweet Corn: Findings from a Consumer Survey, 2001. Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. EDIS FE377.
25. Degner, R. L., Southwell, T., Sturmer, L. N. & Morgan, K. L. 2005. Marketing Opportunities for Blood Ark Clams and Ponderous Ark Clams. Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. EDIS FE478.
26. Evans, E. A., Morgan, K. L. & Degner, R. L. 2005. Seis Maneras de Mejorar las Ganancias de Lichi en el Sur de Florida. Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. EDIS FE548
27. Evans, E., R. L. Degner, and K. L. Morgan. 2004, Dec. Six Ways to Improve the Profitability of Lychee in South Florida. Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida, EDIS FE497.
28. Degner, R. L. and K. L. Morgan. 2001. E-Commerce: Marketing Gift Fruit on the Internet. Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida, EDIS FE430.

NON-REFEREED PUBLICATIONS

1. Morgan, K.L., X. Cui, and Z. Guan. 10 November 2022. Trends in Florida Tomato Production and Markets. Vegetable and Specialty Crop News (VSCNews) Magazine, AgNet Media, Inc., link: <https://specialtycropindustry.com/trends-in-florida-tomato-production-and-markets/>
2. Morgan, K.L. 13 January 2022. Blueberry Market Trends and Implications for Growers. Vegetable and Specialty Crop News (VSCNews) Magazine, AgNet Media, Inc., link: <https://specialtycropindustry.com/blueberry-market-trends-and-implications-for-growers/>
3. Morgan, K.L. and T. Wade. 26 January 2021. Enterprise Planning Budgets for Growers. Vegetable and Specialty Crop News (VSCNews) Magazine, AgNet Media, Inc., link: <https://vscnews.com/enterprise-planning-budgets-for-growers/>
4. Morgan, K.L. and J. Ryals. 28 January 2021. Imperfect Competition Yields Profitable Market Opportunities. Vegetable and Specialty Crop News (VSCNews) Magazine, AgNet Media, Inc., link: <https://vscnews.com/imperfect-competition-yields-profitable-market-opportunities/>
5. Morgan, K.L. 24 December 2020. Safety Training Program Protects Ag Workers During the Pandemic. Vegetable and Specialty Crop News (VSCNews) Magazine, AgNet Media, Inc., link: <https://vscnews.com/safety-training-program-protects-ag-workers-during-the-pandemic/>
6. Nunoo, N., Mason, G., Niewolny, K., and K.L. Morgan. 2020. Managing Farm Financial Stress for a Healthy Farm and a Healthy Farm Family. Virginia Cooperative Extension Service Publication, ALCE-220NP, Blacksburg, VA

7. Morgan, K.L., N. Nunoo, G. Mason, and K. Niewolny. 2020. Farmer Financial Health and Wellbeing Assessment: A Tool for Fostering Supportive Financial Conversations. Virginia Cooperative Extension Service Publication, ALCE-226NP, Blacksburg, VA
8. Garber, B., K.L. Morgan, M. Shadler, A. Mark, and K. Niewolny. 2019. Market Ready Farm to Restaurant – Delivery Considerations. AAEC177-NP. Virginia Cooperative Extension, Virginia Tech
9. Garber, B., K.L. Morgan, M. Shadler, A. Mark, and K. Niewolny. 2019. Market Ready Farm to Restaurant – Product Supply Recommendations. AAEC178-NP. Virginia Cooperative Extension, Virginia Tech
10. Garber, B., K.L. Morgan, M. Shadler, A. Mark, and K. Niewolny. 2019. Market Ready Farm to Restaurant – A Conversation about Pricing. AAEC176-NP. Virginia Cooperative Extension, Virginia Tech
11. Garber, B., K.L. Morgan, M. Shadler, A. Mark, and K. Niewolny. 2019. Market Ready Farm to Restaurant – Storage Considerations. AAEC180-NP. Virginia Cooperative Extension, Virginia Tech
12. Garber, B., K.L. Morgan, M. Shadler, A. Mark, and K. Niewolny. 2019. Market Ready Farm to Restaurant – Invoicing Considerations. AAEC181-NP. Virginia Cooperative Extension, Virginia Tech
13. Garber, B., K.L. Morgan, M. Shadler, A. Mark, and K. Niewolny. 2019. Market Ready Farm to Restaurant – Food and Food Product Packaging Considerations. AAEC179-NP. Virginia Cooperative Extension, Virginia Tech
14. Garber, B., K.L. Morgan, M. Shadler, A. Mark, and K. Niewolny. 2019. Market Ready Farm to Restaurant – Product Liability Insurance Considerations. AAEC175-NP. Virginia Cooperative Extension, Virginia Tech
15. Schlenker, J., K. West, C. Neill, J. Baros, J. Eifert, and K.L. Morgan. 2019. One Bite at a Time: Virginia and North Carolina Food as a Business Program. AAEC172-NP. Virginia Cooperative Extension, Virginia Tech
16. Garber, B., K.L. Morgan, M. Shadler, A. Mark, and K. Niewolny. 2019. Market Ready Farm to Restaurant – Product Supply Recommendations. AAEC178-NP. Virginia Cooperative Extension, Virginia Tech
17. Husain, L., B. Garber, B., W. Jones, C. Haskins, and K.L. Morgan. 2019. Broadband Internet to Promote Economic Development in Southside Virginia. AAEC173-NP. Virginia Cooperative Extension, Virginia Tech
18. Garber, B., K.L. Morgan, H. Scoggins, and L. Seigle. 2019. User Notes for Small-scale Virginia Commercial Hops Production Enterprise Budgets and Financial Statements. AAEC170-NP. Virginia Cooperative Extension, Virginia Tech
19. Mark, A., K. Niewolny, K.L. Morgan, P. Callan, K. Scott, T. Nartea, C. Kloetzli, J. Hilleary, and R. Jeter. 2015. Introduction to Labor Issues for Beginning Farmers. AEE-106NP. Virginia Cooperative Extension. Virginia Tech.
20. Waldron, S., A. Pickett, and K.L. Morgan 2014. Sometimes, Half the Road Is Not Enough™: A Public Safety Awareness Message to Improve Farm Equipment Safety on Public Roadways. AAEC70-NP. Virginia Cooperative Extension, Virginia Tech.
21. Price, E.F., K. Baugh, and K.L. Morgan 2014. AgCache: An Innovative Marketing Tool for your Agribusiness. AAEC72-NP, Virginia Cooperative Extension, Virginia Tech.

Proceedings edited

1. Contreras, V., K.L. Morgan, and W. Weng. Pending. Data-Driven Simulation to Forecast Economic Outcomes and Guide Fertilizer Decisions. *Florida State Horticultural Society Proceedings* Vol. 138.
2. Price, E.F. and K.L. Morgan. Pending. Values Based Marketing and Supply Chains for Florida Produce Industry. *Florida State Horticultural Society Proceedings* Vol. 138.
3. Morgan, K.L. Pending. The Economics of Markets and Marketing Risk for Florida Fresh Produce Growers. *Florida State Horticultural Society Proceedings* Vol. 138.
4. Atta A., K.T. Morgan, M.A. Ritenour, M.A. Shahid, A. Wright, L. Rossi, K.L. Morgan, and D. M. Kadyampakeni. Pending. Site-specific Nitrogen and Phosphorus BMPs of HLB-affected sweet orange. *Florida State Horticultural Society Proceedings* Vol. 137.

5. Contreras, V. and K.L. Morgan. Pending. Florida Statute 576.045: Analysis of Economic Impacts on Florida's Tomato Growers. *Florida State Horticultural Society Proceedings* Vol. 137.
6. Contreras, V. and K.L. Morgan. Pending. A Risk Analysis for Florida Fresh Snap Bean: Using Enterprise Budgets to Assess Profitability of Management Decisions. *Florida State Horticultural Society Proceedings* Vol. 137.
7. Morgan, K.L. March 2024. Using information technology advances to better manage economic risks along specialty crop supply chains. *Florida State Horticultural Society Proceedings* Vol. 136.
8. Morgan, K.L. March 2023. Market Trends for U.S. Berry Crops: Implications for Florida Berry Producers. *Florida State Horticultural Society Proceedings* Vol. 135.
9. Morgan, K.L., T. Wade, B. Hyman, G. McAvoy, C. Thissen, C. Asuaje, J. Carson, M. Bayer, and R. Davalos. 2022. 2021 UF–IFAS Farmworker Safety Training Program During Global Pandemic: Lessons Learned on How to Reduce Risks & Protect Your People. *Florida State Horticultural Society Proceedings* Vol. 134.
10. Garber, B., K.L. Morgan, H. Scoggins, and L. Seigle. 2019, March. An Overview of Small-Scale Commercial Hops Production in Virginia. *Journal of Food Distribution Research* 50(1): pp. 89-92.
11. Marchant, M.A. and K.L. Morgan. 2016. Conversation: Lessons Learned from Teaching Large Classes. *2016 Proceedings on the Conference for Teaching Large Classes*, Blacksburg, VA.
12. Archibald, T., K.L. Morgan, R. Jeter, and M. Walker. 2015. Pathways to Engagement: Systems Evaluation Tools to Support Community-Engaged, Interdisciplinary, Undergraduate Project Teams. *2015 Conference on Higher Education Pedagogy*, Blacksburg, VA.
13. Marchant, M.A., K.L. Morgan, G.F.C. Ferreira, S. Asebedo, and R. Jeter. 2015. Lessons Learned from CIDER Certificate Programs: A Focus on Teaching Large Courses in Agricultural and Applied Economics. *2015 Proceedings on the Conference for Teaching Large Classes*, Blacksburg, VA.
14. Stafne, E., K. Morgan, and G.C. Pavlis. 2015. Expanding the Vision for Blueberry Extension. *Proceedings of the 12th North American Blueberry Research and Extension Workers Conference*. Available at Rutgers University Community Repository website.
15. Morgan, K.L., and M. Olmstead. 2013. Peach Orchard Establishment and Production Planning Budgets for Florida. *Proceedings of the Florida State Horticultural Society*, Vol. 126, pp.
16. Hood, K., R. Little, K. Morgan, and K. Coatney. 2013, March. Seasonal Price Analysis to Determine Economic Gains Associated with High-Tunnel Season Extension for Mississippi Vegetable Producers. *Journal of Food Distribution Research* 44(1): pp. 98-99.
17. Morgan, Adams, C., S. Larkin, and K. Morgan. 2005. Red Tides and Coastal Business: Measuring Economic Consequences in Florida, pp. 41. *Proceedings of the 14th Biennial Coastal Zone Conference*, NOAA Coastal Services Center, Charleston, SC.
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19. Olson, C. B., Degner, R. L., Morgan, K. L. & Stevens III., T. J. 2005. Perennial Peanut Hay Marketing Survey Provides Valuable Price and Industry Information for Current and Potential Producers. *Proceedings of the Florida Associations of Extension Professionals*.
20. Morgan, K. L., R. N. Muruli, R. L. Degner, A. Wysocki. 2001. Publicly Funded Promotional Programs for Fruit and Vegetable Commodities: A National Survey of State Departments of Agriculture. *Proceedings of the Florida State Horticultural Society*, Vol. 114, pp. 11-18.
21. Degner, R. L. and K. L. Morgan. 2000 E-Commerce: Marketing Gift Fruit on the Internet. *Proceedings of the Florida State Horticultural Society*, Vol. 113, pp. 49-52.

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5. Hodges, A. W., Degner, R. L., Carter, D. R., Stevens III., T. J., Langholtz, M. & Morgan, K. L. 2005. Market Enhancement for Small Diameter Timber in Florida. Gainesville, FL: Department of Food and Resource Economics, IFAS, University of Florida. 54 pp.
6. Stevens, T. J., R. L. Degner and K. L. Morgan. 2002, October. Agricultural Producer Attitudes Toward Agri-tourism in Miami-Dade County, Florida. FAMRC Industry Report 02-01, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences.
7. Degner, R.L., T. J. Stevens and K. L. Morgan, editors. 2002, April. Miami-Dade County Agricultural Land Retention Study, Volumes One through Six. FAMRC Industry Report 02-02, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences, 1038 pages.
8. Morgan, K.L., J. Searcy, R.L. Degner and E. Childs. 2002. Structural Changes in the U. S. Food Distribution System: A View to the Future of Miami-Dade County Producers. Compiled for inclusion in Miami-Dade County Agricultural and Rural Land Retention Study, FAMRC Industry Report 02-2.
9. Morgan, K.L. and R.L. Degner. 2002, April. Section 2: Review and Recommendations: Market Development Strategies for Miami-Dade Produce and Nursery Agribusiness. Appendix C: International Trade and Marketing, Miami-Dade County Agricultural Land Retention Study, FAMRC Industry Report 02-02, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences.
10. Morgan, K.L. and R.L. Degner. 2002, April. Section 3: Marketing Strategies for Miami-Dade Produce and Nursery Agribusinesses. Appendix C: International Trade and Marketing, Miami-Dade County Agricultural Land Retention Study, FAMRC Industry Report 02-02, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences.
11. Degner, R.L., T. J. Stevens and K. L. Morgan, editors. 2002, April. Miami-Dade County Agricultural Land Retention Study, Volumes One through Six. FAMRC Industry Report 02-02, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences, 1038 pages.
12. Degner, R., K. Morgan, C. DeBodisco, and L. House. 2001, Dec. Market Development Strategies for Fresh Sweet Corn Based Upon Consumer and Trade Surveys. FAMRC Industry Report 01-1, Florida Agricultural Market Research Center, Institute of Food and Agricultural Sciences.

Newsletters and blog posts

1. Morgan K.L. 2015, August. Virginia Market Maker, Part II: Featured Virginia Agribusiness on Virginia Market Maker! AAEC Extension Update.
2. Morgan K.L. 2015, August. Virginia Market Maker and VT Kohl Centre students win 2015 Farm Credit National Market Maker Innovation Award. AAEC Extension Update.
3. Morgan K.L., and T. Nartea. 2015, August. Selling Directly to Buyers: How to Price Your Products. AAEC Extension Update.

4. Morgan K.L. 2015, August. Virginia Market Maker, Part III: Virginia Market Maker Offers Added Value to Registered Farms and Agribusinesses! AAEC Extension Update.
5. Morgan K.L. 2015, June. Virginia Market Maker, Part I: Introduction. AAEC Extension Update
6. Morgan K., G. Ferreira, F. Price, A. Mitcheltree, C. Abbott, and C. Stephan. 2015, April. Exploring Consumer Interest in Agritourism Venues Located in the New River Valley. AAEC Extension Update.
7. Boyd S., G. Chambers, M. Harris, M. McCarthy, G. Groover, and K.L. Morgan. 2015, April. Using Market Maker to Connect Virginia Meat Producers and Processors. AAEC Extension Update.
8. Morgan, K.L. 2013, May 29. Market Research and Analysis: Know Your Customers. Blog post written for eXtension Entrepreneurs and Their Communities, Link: <http://entrepreneursandtheircommunities.wordpress.com/2013/05/29/market-research-and-analysis/>
9. Morgan, K.L. 2012, July 9. Community-Supported Agriculture CSA: A Profitable Direct Marketing Option for Mississippi Growers. Blog post written for Agricultural Marketing Resource Center.
10. Morgan, K.L. 2012. Blueberries Profile – An Update. Agricultural Marketing Resource Center.
11. Morgan, K.L. 2012. Blackberries Profile – An Update. Agricultural Marketing Resource Center.
12. Morgan, K.L. 2012. Figs Profile – An Update. Agricultural Marketing Resource Center.
13. Morgan, K.L. 2012. Peaches Profile – An Update. Agricultural Marketing Resource Center.
14. Morgan, K.L. 2012. Commodity Strawberries Profile – An Update. Agricultural Marketing Resource Center.
15. Morgan, K.L. 2012. Pecans Profile – An Update. Agricultural Marketing Resource Center.

ABSTRACTS

1. Head, Susan, K.L. Morgan, J.M. Riley. 2011, September. U.S. Supply and Demand for Blueberries: A Regression Analysis. *HortScience* 469 Suppl.:S186-7.
2. Roy, H., N. Hummel, D. Attaway, K. Machtmes, E. Coneva, K.L. Morgan, and W. Cline. 2011. Collaborative Development of Nutrition Information for the All About Blueberries eXtension Community of Practice. *Journal of Nutrition Education and Behavior* 43(4S1) Abstracts: S38.
3. Coneva, E.D., N. Hummel, D. Attaway, K. L. Morgan, W. O. Cline, D. Marshall, D. Ferrin, K. Machtmes, H. Roy, D. G. Himelrick, and R.T. Boozer. 2011, September. Developing Content for Commercial Blueberry Producers On the All about Blueberries Extension.Org Web Portal. *HortScience* 469 Suppl.:S114-5.
4. Hummel, N., D. Attaway, E.D. Coneva, K. L. Morgan, W.O. Cline, D. Marshall, D. Ferrin, K. Machtmes, and H. Roy. 2011, September. Working Across State Lines to Create a Multi-Disciplinary SCRI Team Proposal: The All about Blueberries Extension.Org Story. *HortScience* 469 Suppl.:S85
5. Scherm, H., Krewer, G., Cline, W.O., Harmon, P.F., Morgan, K., and Takeda, F. 2010. Advancing blueberry production efficiency by enabling mechanical harvest, improving fruit quality and safety, and managing emerging diseases. *HortScience* 458 Suppl.:200-201.
6. Li, C., H. Schwartz, K. Mohan, J. Molnar, K. Morgan, R. Gitaitis, G. Hawkins, D. MacLean, R. Shewfelt, C. Thai, W. Tollner. 2010. Holistic approach to advance onion postharvest handling efficiency and sustainability. *HortScience* 458 Suppl.:200-201.
7. Adams, C.M., S. Larkin, R. Degner, and K. Morgan. 2006. The Economic Consequences of Red Tide Events on the Gulf Coast of Florida, USA, p. 2-3. In *Abstracts of the 12th International Conference on Harmful Algae*. International Society for the Study of Harmful Algae ISSHA.
8. Larkin, S., C.M. Adams, K. Morgan, and R. Degner. 2006. Using Beachfront Restaurant Sales in Southwest Florida to Determine the Localized Impacts of HAB Events, p. 91. In *Abstracts of the 12th International Conference on Harmful Algae*. . International Society for the Study of Harmful Algae ISSHA.
9. Morgan, K., S. Larkin, and C. Adams. 2006. Red Tide Events and Tourism in Coastal Florida. In *Proceedings of the Gulf of Mexico Karenia brevis Workshop: State of the Science and Priorities for Future Research*, Center for Sponsored Coastal Ocean
10. Morgan, K. and S. Larkin. 2006. Economic Impacts of Red Tide Events on Restaurant Sales, *Journal of Agriculture and Applied Economics* abstract, Vol. 383: 663.

11. Larkin, S., Adams, and K. Morgan. 2005. Public Awareness of Red Tide Effects and Response to Blooms, pp. 50. In *Proceedings of the 14th Biennial Coastal Zone Conference*, NOAA Coastal Services Center, Charleston, SC.
12. Adams, C., S. Larkin, and K. Morgan. 2005. Red Tides and Coastal Business: Measuring Economic Consequences in Florida, pp. 41. In *Proceedings of the 14th Biennial Coastal Zone Conference*, NOAA Coastal Services Center, Charleston, SC.
13. Morgan, K. L., R. L. Degner, and T. J. Stevens. 2004, August. A Probit Model Analysis of Factors Affecting Consumption of Fresh Sweet Corn in Major U. S. Markets. *Journal of Agriculture and Applied Economics* abstract, Vol. 362: 519.
14. Morgan, K., S. Larkin, and C. Adams. 2004. Red Tide Events and Tourism in Coastal Florida, pp. 213. *IIFET 2004 Japan: What are Responsible Fisheries?* Book of Abstracts. IIFET Secretariat, Corvallis, OR.

RESEARCH PAPERS AND PRESENTATIONS

1. Thornsby, S., K.L. Morgan, A. Schmitz, and E. Muyombo. 4 January 2026. Impacts of Shifting Trade Policy on Import-Competing Sectors. Invited Paper Session: U.S. Agricultural Trade at a Crossroads: Navigating Protectionism, Global Competition, and Economic Integration, American Economic Association at the 2026 Allied Social Science Associations Annual Meeting, Philadelphia, PA.
2. Aiya, F., L. Chen, B. Kassas, K.L. Morgan, A. Magnier, P. Adhikaria. 4 September 2025. Perceptions of the “Fresh from Florida” Program: Findings from Conversations with Florida, New York, and Canadian Fresh Produce Consumers. Selected talk at 2025 Florida Tomato Annual Conference.
3. Thornsby, S. and K.L. Morgan. 28 July 2025. De-risking Structural Change – Why is Mechanization in Specialty Crops So Hard? SCE/CWAE Track Session: The Specialty Crop Labor Puzzle: Why Finding Solutions is So Hard. 2025 Agricultural and Applied Economics Association Annual Meeting, Denver, CO.
4. K.L. Morgan. 10 June 2025. The Economics of Markets and Marketing Risk Analytics for Florida Fresh Produce Growers. 138th Annual Florida State Horticultural Society Meeting – Krome Memorial Section, Bonita Springs, FL.
5. Price, E.F. and K.L. Morgan. 10 June 2025. Values Based Marketing and Supply Chains for Florida Produce Industry. 138th Annual Florida State Horticultural Society Meeting – Krome Memorial Section, Bonita Springs, FL.
6. Contreras, V., K.L. Morgan, and W. Weng. 10 June 2025. Data-Driven Simulation to Forecast Economic Outcomes and Guide Fertilizer Decisions. 138th Annual Florida State Horticultural Society Meeting – Krome Memorial Section, Bonita Springs, FL.
7. Vu, A., M. Bammer, K. Athearn, K.L. Morgan, J. Ellis, C. Jack, and J. Diaz. 11 January 2025. Leveling Up: A Beekeeping Business Program. American Bee Research Conference 2025, Reno, NV.
8. Chen, L., S. Zhao, B. Kassas, A. Magnier, and K.L. Morgan. 18-20 June 2024. Buying into State Affinity: Consumer Behavioral Intention toward State-sponsored Marketing Programs. Selected presentation for the International Food Marketing Research Symposium, Tromsø, Norway.
9. Atta A., K.T. Morgan, M.A. Ritenour, M.A. Shahid, A. Wright, L. Rossi, K.L. Morgan, and D. M. Kadyampakeni. 10 June 2024. Site-specific Nitrogen and Phosphorus BMPs of HLB-affected sweet orange. 137th Annual Florida State Horticultural Society Meeting – Best Management Practices Section, Orlando, FL.
10. Contreras, V. and K.L. Morgan. 10 June 2024. Florida Statute 576.045: Analysis of Economic Impacts on Florida’s Tomato Growers. 137th Annual Florida State Horticultural Society Meeting – Vegetable Section, Orlando, FL.

11. Contreras, V. and K.L. Morgan. 10 June 2024. A Risk Analysis for Florida Fresh Snap Bean: Using Enterprise Budgets to Assess Profitability of Management Decisions. 137th Annual Florida State Horticultural Society Meeting – Vegetable Section, Orlando, FL.
12. Morgan, K.L. 24 July 2023. Shock-Resistant Shortened Supply Chains. Competitiveness in Seasonal and Perishable Produce Markets Track Session, Applied Agricultural Economic Association Annual Meeting, Washington, DC.
13. Morgan, K.L. 12 June 2023. Using information technology advances to better manage economic risks along specialty crop supply chains. 136th Annual Florida State Horticultural Society Meeting – Krome Memorial Section, Daytona Beach, FL.
14. Morgan, K.L. 5 June 2023. AI in Agriculture: Managing Market Risk in Fresh Produce using the AgTools database. Southern Extension Economics Committee, Pensacola Beach, FL.
15. Morgan, K.L., and G. McAvoy. 7 June 2022. Rising prices worrying specialty crop producers: Valuation of BMPs in Florida. In-Service Training: Working with Clients to Measure Water Savings and Nutrient Load Reductions Associated with their BMP Implementation, 135th Annual Florida State Horticultural Society Meeting, Sarasota, FL
16. Morgan, K.L. 6 June 2022. Market trends for US berry crops: Implications for Florida growers. 135th Annual Florida State Horticultural Society Meeting – Krome Memorial Section, Sarasota, FL.
17. Morgan, K.L., T. Wade, B. Hyman, G. McAvoy, C. Thissen, C. Asuaje, J. Carson, M. Bayer, and R. Davalos. 18 October 2021. Impact of the 2020-21 UF-IFAS Farm Labor Supervisor (FLS) COVID-19 Farmworker Safety Training Program on the Long-Term Viability of the US Food Supply Chain During the Global Pandemic. Food Distribution Research Society Annual Meeting, Dallas, TX.
18. Morgan, K.L., T. Wade, B. Hyman, G. McAvoy, C. Thissen, C. Asuaje, J. Carson, M. Bayer, and R. Davalos. 27 September 2021. 2021 UF-IFAS Farmworker Safety Training Program During Global Pandemic: Lessons Learned on How to Reduce Risks & Protect Your People. Florida State Horticultural Society - Krome Memorial Section, Daytona Beach, FL.
19. Morgan, K.L. 6 August 2020. Why we do what we do. Teaching Tips from AAEE Award Winners, Applied Agricultural Economics Association 2020 Joint Track Session, Teaching and Learning Committee (TLC) and Graduate Student Section (GSS) Webinar.
20. Morgan, K.L. 2018, August 8. Technology Adoption: The Case of Machine Harvesting by Southeastern Blueberry Producers. Selected speaker for Post-Conference Workshop (PC55): The Convergence of Policy Issues in Produce Research: Labor/Mechanization, NAFTA, and the Food Safety Modernization Act, 2018 Applied Agricultural Economics Association Annual Meetings, Washington, D.C.
21. Morgan, K.L. 2018, August 7. Direct Market Risk Tools for Mid-South Producers. Invited Paper and Session Co-Organizer for Current Topics in Food and Specialty Crop Risk Management track session, 2018 Applied Agricultural Economics Association Annual Meetings, Washington, D.C.
22. Mark, A. and K.L. Morgan. 2018, August 7. Effects of Farm and Household Decisions on Labor Allocation and Profitability of Beginning Vegetable Farms in Virginia: a Linear Programming Model. Invited Paper and Session Co-Organizer for Current Topics in Food and Specialty Crop Risk Management track session, 2018 Applied Agricultural Economics Association Annual Meetings, Washington, D.C.
23. Morgan, K.L., and K. Niewolny. 2017, February 7. A Risk Management Initiative of the Virginia Beginning Farmer and Rancher Coalition Program. Invited Presenter for the Organized Symposium Successful Extension Risk Management Outreach Programming, 2017 Southern Agricultural and Applied Economics Association Annual Meetings, Mobile, AL.
24. Morgan, K.L., L. Walters, T. Woods, W. Harrison, and M. Woods. 2017, February 6. Student Perceptions of a Community-Engaged, Interdisciplinary, Project-Based Undergraduate Learning Experience: Lessons from the Kohl Centre at Virginia Tech. Organizer and Presenter for Invited Session Applied Economic

- Problem-Solving: Three Applications of Directed Experiential Student Learning in Extension Programming, 2017 Southern Agricultural and Applied Economics Association Annual Meetings, Mobile, AL.
25. Morgan, K.L., L. Walters, J. McCluskey, S. Turner, and J. Sterns. 2016, August 1. How to get what you need to thrive: Achieving extraordinary productivity AND work-life balance. Organizer and Presenter for Committee for Women in Agricultural Economics track session, 2016 Applied Agricultural Economics Association Annual Meetings, Boston, MA.
 26. Morgan, K.L, R. Jeter, and E. Bendfeldt. 2015, October. Proposed Research Initiatives Related to MarketMaker Interactive Mapping Database. Invited paper for the 2015 Food Distribution Research Society Annual Meetings, Philadelphia, PA.
 27. Thapaliya, S., Interis, M., Morgan, K.L., L. Walters, and Collart, A. 2015, October. Are Consumer Health Concerns Influencing Direct-from-Producer Purchasing Decisions? Invited paper for the 2015 Food Distribution Research Society Annual Meetings, Philadelphia, PA.
 28. Archibald, T.G. and K.L.Morgan. 2015, Feb.. Pathways to Engagement: Systems Evaluation Tools to Support Community-Engaged, Interdisciplinary, Undergraduate Project Teams. Paper presented at the 2015 Conference on Higher Education Pedagogy, Blacksburg, VA.
 29. Morgan, K.L. and Maples, M.C. 2014, June 30. Using Audience Response Systems for Extension Programming Impact Evaluation: Findings from Market Ready Farm-to-Restaurant Workshops Conducted in Mississippi and Arkansas. Selected paper for the 2014 Western Education and Research Activities-72, in co-sponsored Section S1050: Assessing the Consumer Behavior, Market Coordination and Performance of the Consumer-Oriented Fruit and Vegetable Sector, Santa Clara, CA
 30. Stafne, E., K. Morgan, and G.C. Pavlis. 2014, June 25. Expanding the Vision for Blueberry Extension. Selected paper for the 12th North American Blueberry Research and Extension Workers Conference, Atlantic City, NJ.
 31. Maples, M., K.L. Morgan, M. Interis, A. Harri. 2014, February 4. Consumer Willingness to Pay for Environmental Production Attributes in Tomatoes: A Southeastern Consumer Survey. Selected paper for the 2014 Southern Agricultural Economics Association Annual Meetings, Dallas, TX.
 32. Rodgers, A., K.L. Morgan, A. Harri 2014, February 4. Determining Willingness to Adopt Machine Harvesters among Southeast Blueberry Farmers. Selected paper for the 2014 Southern Agricultural Economics Association Annual Meetings, Dallas, TX.
 33. Maples, M.C., K.L. Morgan, M.G. Interis, and A. Harri 2013, October 8. Factors Influencing Consumers to Enter, and Return, to Direct-from-Producer Marketplaces. Invited paper for the 2013 Food Distribution Research Society Annual Meetings, Chicago, IL
 34. Morgan. K.L. 2013, August 5. Buy Local: Federal and State Level Policies and Incentive Programs. Organized Symposium, 2013 Agricultural and Applied Economics Association Annual Meetings, Washington, D.C.
 35. Maples, M.C., K.L. Morgan, M.G. Interis, and A. Harri. 2013, February 5. Developing Targeted Direct Marketing Strategies for Mississippi Specialty Crop Producers using Regional Consumer Market Research. Invited paper for the 2013 Southern Agricultural Economics Association Annual Meetings, Orlando, FL.
 36. Olmstead, M. and K.L. Morgan. 2013, June 3. Peach Economics of Establishment and Production. Paper presented at Florida State Horticultural Society Annual Meetings, Sarasota, FL.
 37. Morgan, K.L., M.G. Interis, and M. Crabtree. 2012, August 14. Factors Influencing Regional Consumption of Locally Grown Foods: Southeastern U.S. Consumer Survey. Invited paper for the 2012 CENET-IBES Joint Section Track Session, American Applied Economics Association Annual Meeting, Seattle, WA.
 38. Morgan, K.L. 2011, October 19. Key Concepts Influencing Technology Adoption: Interviews with U.S. Specialty Crops Supply Chain Participants. Selected paper presented at 2011 Food Distribution Research Society Annual Conference, Portland, OR.

39. Head, Susan, K.L. Morgan, J.M. Riley. 2011, September 27. U.S. Supply and Demand for Blueberries. Selected paper presented at 2011 American Society of Horticultural Science Annual Meeting, Economics and Marketing Working Group Sections, Waikoloa, HI
40. Coneva, E.D., N.Hummel, D. Attaway, K. L. Morgan, W. O. Cline, D. Marshall, D. Ferrin, K. Machtmes, H.Roy, D. G. Himelrick, and R.T. Boozer. 2011, September 26. Developing Content for Commercial Blueberry Producers On the All about Blueberries Extension.Org Web Portal. Selected paper presented at 2011 American Society of Horticultural Science Annual Meeting, Viticulture & Small Fruits Section, Waikoloa, HI
41. Hummel, N., D. Attaway, E.D. Coneva, K. L. Morgan, W.O. Cline, D. Marshall, D. Ferrin, K. Machtmes, and H. Roy. 2011, September 26. Working Across State Lines to Create a Multi-Disciplinary SCRI Team Proposal: The All about Blueberries Extension.Org Story. Selected paper presented at 2011 American Society of Horticultural Science Annual Meeting, eXtension.org Working Group, Waikoloa, HI
42. Konangi, V., R.D. Little, K. Coatney, W.B. Evans, M. Gu, K.E. Hood, and K.L. Morgan. 2010, June 30. Season Extension Technology for the Sustainable Production of Specialty Crops: An Investment Analysis. Selected paper, 2010 Western Economics Association International Annual Conference. Portland, Oregon
43. Morgan, K. L. and S. L. Larkin. 2006, Feb. Economic Impacts of Red Tide Events on Restaurant Sales. Selected paper presented at the Southern Agricultural Economics Association Annual Meetings, Orlando, FL.
44. Degner, R. L., K. L. Morgan., T. J. Stevens and C. Olson. 2003, June. How Does Perennial Peanut Hay Stack Up Against Alfalfa Hay? Paper presented at the Perennial Peanut Hay Producers 3rd Annual Meeting, Moultrie, GA
45. Morgan, K. L., T. J. Stevens and R. L. Degner. 2002, June. Current Perennial Peanut Hay Market Research. Paper presented at the Perennial Peanut Hay Producers 2nd Annual Meeting, Moultrie, GA.
46. Morgan, K. L., R.N. Muruli, R.L. Degner, and A. Wysocki. 2001, June. Publicly Funded Promotional Programs for Fruit and Vegetable Commodities: A National Survey of State Departments of Agriculture. Paper presented at the Florida Horticultural Society Annual Meetings, Stuart, Florida.

RESEARCH POSTERS AND PRESENTATIONS

1. Vu, A., M. Bammer, K. Athearn, K.L. Morgan, J. Ellis, C. Jack, and J. Diaz. 29 July 2025. Outcomes from a Two-year Business Beekeeping Cohort. Selected poster and winner of both Regional and State NACAA Research and Education poster contests, 2025 National Association of County Agricultural Agents Annual Meeting, Billings, MO.
2. Aiya, F., L. Chen, B. Kassas, A. Magier, and K.L. Morgan. 28 July 2025. Developing and Validating the State-Image Construct to Explain Out-of-State Consumers' Behavioral Intentions Towards State-Sponsored Marketing Programs. Selected poster for the 2025 Agricultural and Applied Economics Association Annual Meeting, Denver, CO.
3. Contreras, V., K.L. Morgan, and W. Weng. 2 June 2025. Simulation-Based Analysis to Improve Fertilizer Decision-Making in Florida Citrus Production. Southern Extension Economics Committee Annual Meeting, Pensacola Beach, FL.
4. Hevesh, A., S. Agehara, J. Crane, M. Dutt, K.L. Morgan, and A. Sarkhosh. 12-15 May 2025. Introducing Alternative Crops to Citrus Growers. Selected poster for 2025 Extension Professionals Associations of Florida Annual Extension Symposium Conference, Daytona Beach, Florida
5. Aiya, F., L. Chen, B. Kassas, A. Magier, K.L. Morgan, and P. Adhikari. Enhancing the Local, National, and International Reach of Florida Agricultural Products: Analyzing the Determinants of Consumer Preferences for the Fresh from Florida Program. 7 May 2025. Selected poster and 2nd place winner of 1st Florida Agri-Policy Poster Competition, 10th Annual UF-CALS Agricultural Policy Conference, Citra, FL.

6. Contreras, V., K.L. Morgan, and W. Weng. 4 February 2025. Economic Analysis of Nutrient Use Efficiency in Florida Citrus. Selected poster for the 2025 Southern Agricultural Economics Association Meeting, Irving, TX.
7. Aiya, F.O., L. Chen, L.A. House, and K.L. Morgan. 2023, July. Shifting Food Lifestyle Patterns Among Food Consumers. Selected Poster for the 2023 Agricultural and Applied Economics Association Annual Meeting, Washington, D.C.
8. McKay, S., G.F. Ferreira, O. Isengildina-Massa, and K.L. Morgan. 2017, June. What is Hampering the Expansion of U.S. Organic Feed Grains and Oilseeds Production? An Evaluation of Historic (or 2007-2016) Price Premiums. Peer-reviewed poster selected for presentation at the Northeast Agricultural and Resource Economics Association Annual Meeting, Washington, D.C.
9. Marchant, M., K.L. Morgan, G. Ferreira, S. Asebedo, and R. Jeter. 2015, July 23. Lessons Learned from CIDER Certificate Programs: A Focus on Teaching Large Courses in Agricultural and Applied Economics. Peer reviewed poster selected for presentation at the VT Conference on Teaching Large Classes. Blacksburg, VA.
10. Head, S.E., K.L. Morgan, J.M. Riley and A. Harri. 2012, August 13. Southeastern Blueberry Growers' Willingness to Adopt Alternative Production Practices. Selected Poster for the 2012 American Applied Economics Association Annual Meeting, Seattle, WA
11. Coneva, E.D., N.Hummel, D. Attaway, K. L. Morgan, W. O. Cline, D. Marshall, D. Ferrin, K. Machtmes, H.Roy, and D.G. Himelrick. 2012, July 15. The newly developed 'All About Blueberries' eXtension.org web portal offers credible information on blueberry production. Poster selected for presentation at 2012 NACAA Extension Education Annual Meeting, Charleston, SC.
12. Morgan. K.L., and N. Hummel. 2011, October 17. Viability via Visibility: An eXtension.org Blueprint. Poster selected for presentation at 2011 Food Distribution Research Society Annual Conference, Portland, OR.
13. Hood, K., R. Little, K. Coatney, and K.L. Morgan. 2011 October 17. Exploring the Potential for Increasing Revenues of Small Farms in Mississippi: Utilizing High Tunnel Technology for Market Season Extension. Poster selected for presentation at the at 2011 Food Distribution Research Society Annual Conference, Portland, OR
14. Morgan, K.L. 2011, January 25. Electronic Direct Marketing Solutions for Family Farms: Food Industry MarketMaker Version 3.0. Poster selected for presentation at Southern Sustainable Agriculture Working Group Annual Conference, Chattanooga, TN
15. Li, C., H. Schwartz, K. Mohan, J. Molnar, K. Morgan, R. Gitaitis, G. Hawkins, D. MacLean, R. Shewfelt, C. Thai, W. Tollner. 2010. Holistic approach to advance onion postharvest handling efficiency and sustainability. Invited poster presentation at ASHS annual meeting. Palm Desert, California, August 1-3, 2010.
16. Scherm, H., P. Brannen, G. Krewer, R. Shewfelt, D. MacLean, C. Li, A. Malladi, K. Morgan, W. Cline, J. Ballington, F. Takeda, P. Harmon, P. Lyrene, D. Hopkins, J. Olmstead, and M. Tertuliano. 2010, August 2 Advancing Blueberry Production Efficiency by Enabling Mechanical Harvest, Improving Fruit Quality & Safety, and Managing Emerging Diseases. Poster presented at the SCRI – Project Directors Poster Session at the American Society of Horticultural Science Annual Meetings, Palm Desert, CA.
17. Morgan, K.L. 2010, May 19. Local Economic Impacts of Coastal Hazards on Public Agencies. Selected poster, Center for Natural Resource Economics and Policy 3rd National Conference, New Orleans, LA.
18. House, L.A., Gao, Z. and K.L. Morgan 2009, July 27. Marketing Opportunities and Alternative Production Methods To Enhance Prosperity For Small & Medium-Sized Southeast Blueberry Farms. Poster presented at the Pre-conference Workshop USDA-Grantsmanship Workshop and National Research Initiative PD, Agricultural and Applied Economics Association Annual Meetings, Milwaukee, WI.
19. Morgan, K.L and J. S. Harris 2009, May 18. Media Coverage of Coastal Weather Events: Impacts on Attendance Levels at Northern Gulf State Parks. Poster presented at the Northern Gulf Institute Annual Conference, Mobile, AL.

20. Morgan, K. L., R. L. Degner. 2006, Feb. A Tale of Two Clams: Blood Ark Clams and Ponderous Ark Clams, Market Diversification Opportunities for Florida's Hard Clam Industry. Selected poster presented at the Southern Agricultural Economics Association Annual Meetings, Orlando, FL.

EXTENSION PRESENTATIONS

1. Morgan, K.L. 29 September 2025. Specialty Crops Update: Why Labor and Artificial Intelligence Represent a Leveling-Up Event for Extension Economists. Southern Agricultural Outlook Conference, Knoxville, TN.
2. Morgan, K.L., and E.F. Price. 20 August 2025. Updates on Florida's Ag Labor Situation: UF/IFAS Farm Labor Supervisor Certification Program. Presented to Florida Farm Bureau' Ag Labor Advisory Committee, Bartow, FL.
3. Morgan, K.L. 6 February 2025. Economics of Specialty Crops in SW FL: A Brief Overview. Presented to Leadership Lee County, Immokalee, FL, 60 attendees.
4. Morgan, K.L. 6 February 2025. Transportation Consideration to Bee Safe. USDA-BFRDP Leveling Up Beekeeper cohort, Gainesville, FL, 30 attendees.
5. Morgan, K.L. 6 February 2025. "Heat Illness Prevention to Bee Safe" Delivered to USDA-BFRDP Leveling Up Beekeeper cohort, Gainesville, FL, 30 attendees.
6. Morgan, K.L. 3 February 2025. Dare to be Different: Marketing Alternative Crops. UF/IFAS Highlands County Alternative Crops Panel, Sebring, FL, 25 attendees.
7. Morgan, K.L. 22 January 2025. Thoughts on the Economics of Nutrient Use Efficiency in Florida Citrus. UF-CREC Citrus Nutrition Day, Lake Alfred, FL, 41 attendees.
8. Morgan, K.L., M. Bayer, and J. Ojeda. 3-4 May 2024. Heat Illness Prevention (English). UF/IFAS 33rd Annual Farm Safety Day, SWFREC, Immokalee, FL.
9. Morgan, K.L. 11 March 2024. Who's Doing the Heavy Lifting? SW FL Specialty Crops Economics. Environmental Protection Agency Office of Pesticide Programs and the Farmworker Association of Florida, SWFREC, Immokalee, FL.
10. Morgan, K.L. 23 February 2024. Economics of Specialty Crops in SW FL: Brief Overview. 2024 Leadership Lee County Ag Day, SWFREC, Immokalee, FL.
11. Morgan, K.L. 3 October 2023. Specialty Crops Update. Southern Agricultural Outlook Conference, Knoxville, TN.
12. Morgan, K.L. 23 August 2023. Update on UF/IFAS Farm Labor Supervisor Training Program. Florida Farm Bureau Labor Advisory Committee, Bartow, FL.
13. Morgan, K.L. 16 August 2023. BMP Economics: IFAS Nutrient Management Research Update. 2023 Citrus, Vegetable, and Specialty Crop Expo, Tampa, FL
14. Morgan, K.L., M. Bayer, and J. Ojeda. 23-24 June 2023. Heat Illness Prevention. UF/IFAS 32nd Annual Farm Safety Day, SWFREC, Immokalee, FL.
15. Morgan, K.L., M. Bayer, and J. Ojeda. 6-7 May 2023. Heat Illness Prevention. UF/IFAS 31st Annual Farm Safety Day, SWFREC, Immokalee, FL.
16. Morgan, K.L. 18 April 2023. Technology and Farm Risk Management: Why Market Information Drives Long-Term Profitability. Invited, AI in Agriculture: Innovation and Discovery to Equitably Meet Producer Needs and Perceptions Conference, Orlando, FL.
17. Morgan, K.L. 10 February 2023. Economics of Specialty Crops in SW FL: Brief Overview. 2023 Leadership Lee County Ag Day, SWFREC, Immokalee, FL.
18. Morgan, K.L. 7 November 2022. Bridging Tech & Farming. Invited virtual talk for AgTools, in collaboration with Barney Debnam, W Director Agribusiness Microsoft.

19. Morgan, K.L., X. Cui, and Z. Guan. 18 August 2022. Florida Tomato Industry Update: Trends in Production & Markets. Invited, 2022 Citrus and Specialty Crop Expo, Fort Myers, FL
20. Morgan, K.L. 21 March 2022. Florida fresh produce: Direct market & production trends. 7th Annual Florida Agricultural Policy Outlook Conference, Apopka, FL.
21. Morgan, K.L., and G. McAvoy. 21 January 2022. Embrace the change: Nothing gold can stay. Statewide Agricultural & Turf Suppliers Trade Group, National Association of Credit Management (virtual).
22. Morgan, K.L. 19 August 2021. Managing Farm Business Risks and Protecting Your People During a Global Pandemic. Citrus, Vegetable, and Specialty Crop Expo, Fort Myers, FL.
23. Morgan, K.L. 29 April 2021. Economics in Ag Tech & Innovation: Why?? Invited guest lecture (virtual), Robotics and AI for Agriculture 16-689 Spring 2021 Guest Lecture, Carnegie-Mellon University.
24. Thissen, C., and K.L. Morgan. 28 October 2020. The Farm Labor Supervisor Training Program: An Overview. Invited speaker, Virtual Farmworker Community Visit Mini-Series No. 2, U.S. Environmental Protection Agency, Washington D.C.
25. Morgan, K.L. 9 September 2020. Using the Farm Financial Stress Assessment Tool: A Webinar for Extension Professionals. Virginia Cooperative Extension Farm Safety, Health, & Wellness Initiative Webinar Series, Blacksburg, VA.
26. Morgan, K.L. 28 August 2020. Switching to Direct Sales: What Producers Need to Know to Make It So. Invited speaker, Agritourism and Local Foods Lunch Break Webinar Series, Mississippi State University, MS State, MS.
27. Morgan, K.L. 2020, March 11. 2019-20 Update on AAEC, Kohl Centre, and Scroggs-Raper Scholarship Recipients. Invited speaker, Virginia Cooperative Council and Virginia Cooperative Foundation Annual Meetings, Staunton, VA. (78 participants, state)
28. Morgan, K.L., and K. Niewolny. 2019, June 4. Doing More with Less: Collaborative Creation on Online Master Certificate Programs Aimed at State/Regional/National Producer Audiences to Mitigate Marketing and Financial Risk. Selected speaker, Southern Extension Economics Committee Annual Summer Meeting, Nashville, TN. (64 participants, national).
29. Morgan, K.L. 2019, May 29. Business Structure Considerations for Your Food Business. Invited speaker, Virginia Food as a Business Workshop, Blacksburg, VA (20 participants, local).
30. Morgan, K.L. 2019, May 29. Market Sector Pricing Considerations for Your Food Business. Invited speaker, Virginia Food as a Business Workshop, Blacksburg, VA (20 participants, local).
31. Morgan, K.L. 2019, March 8. Customer's Mouth to Your Market: Find the WHY! Invited speaker, Central Virginia Vegetable Production Meeting – Greene County. Stanardsville, VA. (29 participants, state).
32. Morgan, K.L. 2019, March 6. 2018-19 Update on AAEC, Kohl Centre, and Scroggs-Raper Scholarship Recipients. Invited speaker, Virginia Cooperative Council and Virginia Cooperative Foundation Annual Meetings, Staunton, VA. (78 participants, state)
33. Morgan, K.L. 2019, February 13. Why Perceptions Drive Buyer Behavior...and How to Communicate Value in Prices. Invited speaker, Mid-Atlantic Women in Agriculture Conference, Dover, DE. (32 participants, regional).
34. Morgan, K.L. 2019, January 23. Farm Financial Risk Management: Introduction to Farm Planning Budgets. Invited speaker, Eastern Shore Agricultural Conference and Trade Show, Exmore, VA. (42 participants, state).
35. Morgan, K.L., and A. Vallotton. 2019, January 13. Accessing Virginia's Market Sectors by Understanding Buyer Purchasing Requirements. Invited speaker, Virginia Biological Farming Conference, Richmond, VA. (50 participants, state).

36. Morgan, K.L., and K. Niewolny. 2018, June 12. Farm to Fork Direct Market Initiative of the Virginia Beginning Farmer and Rancher Coalition (VBFRC) Program: An Update. Selected speaker, Southern Extension Economics Committee Annual Summer Meeting, Myrtle Beach, S.C. (55 participants, national).
37. Morgan, K.L. 2018, April 13-25. Coloring in Your Lines. Invited speaker, 2018 Virginia Institute of Cooperative Education Youth Leadership Conference, Syria, VA. (42 participants, state).
38. Morgan, K.L. 2018, March 26. Farmer's Market Vendor Promotional Strategies: Getting to WHY. Invited speaker at Danville Farmers' Market Vendor Workshop, Danville, VA. (25 participants, local).
39. Morgan, K.L. 2018, March 7. 2017-18 Update on AAEC, Kohl Centre, and Scroggs-Raper Scholarship Recipients. Invited speaker, Virginia Cooperative Council and Virginia Cooperative Foundation Annual Meetings, Staunton, VA. (49 participants, state),
40. Morgan, K.L. 2018, March 3. Niche Marketing Strategic Plan: The Case of VA Hops. Invited speaker, South Atlantic Hops Conference, Blacksburg, VA. (38 participants, regional).
41. Morgan, K.L. 2018, February 9. A Risky Business: Why Successful Marketing IS a Numbers Game. Invited speaker at MidAtlantic Women in Agriculture Conference, Dover, DE. (58 participants, regional)
42. Morgan, K.L. 2017, December 9. Effective Marketing Strategies: Promoting your Farm Products. Invited speaker at inaugural Virginia Women in Agriculture Workshop, Abingdon, VA. (15 participants, local).
43. Morgan, K.L. 2017, December 6. Finding Local Food in Virginia: The Value of Social Networks on Food Choices. Invited speaker at Virginia Farm to Table Conference Workshop, Weyers Cave, VA. (24 participants, regional).
44. Morgan, K.L., and B. Garber. 2017, October 12. Basic Economics of Direct Marketing: The Meat of the Matter. Invited speaker at Direct Marketing 101 Workshop Series, Rustburg, VA. (20 participants, local).
45. Morgan, K.L. 2017, July 27. Farm Business Planning & Record-Keeping for Small Scale Berry Crops. Invited speaker for VSU 2017 Agribusiness and Financial Management Course for Berry Producers, Petersburg, VA. (18 participants, regional)
46. Morgan, K.L. 2017, July 27. Market trends for US berry crops. Invited speaker for VSU 2017 Agribusiness and Financial Management Course for Berry Producers, Petersburg, VA. (18 participants, regional)
47. Morgan, K.L. 2017, March 31 – April 2. Coloring in Your Lines. Invited speaker, 2017 Virginia Institute of Cooperative Education Youth Leadership Conference, Syria, VA. (38 participants, state).
48. Morgan, K.L. 2017, March 20. Key Budget Considerations for your Farmers' Market Business. Invited speaker at Local Food Systems Farmer Market Vendor Training, Danville, VA. (30 participants, local).
49. Morgan, K.L. 2017, March 15. Effective Promotional Strategies for your Farm Products. Invited speaker at Delaware State University Cooperative Extension Small Farms Program, Dover, DE. (32 participants, regional)
50. Morgan, K.L. 2017, March 14. Direct Marketing: Adding Value to the Local Food System. Invited speaker at Delaware State University Cooperative Extension Small Farms Program, Dover, DE. (28 participants, regional)
51. Morgan, K.L. 2017, March 8. 2016-17 Update on AAEC, Kohl Centre, and Scroggs-Raper Scholarship Recipients. Invited speaker, Virginia Cooperative Council and Virginia Cooperative Foundation Annual Meetings, Syria, VA. (49 participants, state)
52. Morgan, K.L. 2017, February 15. Farm Business Planning: Financial Risk Management. Part II: Enterprise Analysis. Invited workshop at New and Beginning Farmer Workshop Series, VCE - Louisa County, Louisa, VA. (12 participants, local)
53. Morgan, K.L. 2017, February 9. Farm Product Labeling Considerations. MidAtlantic Women in Agriculture Conference, Dover, DE. (45 participants, regional)

54. Morgan, K.L. 2017, January 26. Farm Business Planning: Financial Risk Management. Part I: Financial Statements. Invited workshop at New and Beginning Farmer Workshop Series, VCE - Louisa County, Louisa, VA. (12 participants, local)
55. Morgan, K.L. 2016, July 23. Coloring in Your Lines. Invited speaker, 2016 National Institute of Cooperative Education Youth Leadership Conference, Blacksburg, VA.
56. Morgan, K.L. and R. Jeter. 2016, June 14. Diversifying Markets to Mitigate Risk... Using Technology to Engage & Connect with Suppliers and Customers. Invited workshop for VDACS Marketing Specialists, Virginia Department of Agriculture and Consumer Services (VDACS), Richmond, VA.
57. Morgan, K.L. 2016, April 6. Selling on the Farm. Invited speaker, Agritourism in Virginia's New Economy Conference, South Boston, VA.
58. Morgan, K.L. 2016, April 1-2. Coloring in Your Lines. Invited speaker, 2016 Virginia Institute of Cooperative Education Youth Leadership Conference, Syria, VA.
59. Morgan, K.L. 2016, March 18. Virginia MarketMaker: Adding value to registered farms & agribusinesses. Invited speaker, Cultivating Connections: A Marketing & Networking Event for Beginning Farmers, Farmville, VA.
60. Morgan, K.L., and R. Jeter. 2016, March 2. 2015-16 Update on AAEC, Kohl Centre, and Scroggs-Raper Scholarship Recipients. Invited speaker, Virginia Cooperative Council and Virginia Cooperative Foundation Annual Meetings, Syria, VA.
61. Morgan, K.L. 2016, February 11. Product Promotion. MidAtlantic Women in Agriculture Conference, Dover, DE.
62. Groover, G., K.L. Morgan, K. Niewolny, and M. Walker. 2016, February 3. Innovations in Agricultural Marketing, Management, and Farm Start-up. 2016 VCE Professional Development Conference, Blacksburg, VA.
63. Morgan, K.L. 2016, January 19. The Kohl Centre: Beyond the Classroom Experiential Learning Update. Invited speaker at the College of Agriculture and Life Sciences' Retired Faculty Breakfast, Blacksburg, VA.
64. Morgan, K.L. 2015, November 5. Financial Systems Workshop: Introduction to Farm Planning Budgets. Appalachian Sustainable Development, Wytheville, VA.
65. Morgan, K.L. 2015, October 22. Financial Systems Workshop: Introduction to Farm Financial Statements. Appalachian Sustainable Development, Wytheville, VA.
66. Morgan, K.L. 2015, April 28. Pricing for Success. Local Food Systems: Farmer Market Vendor Training, Danville, VA.
67. Morgan, K.L. 2015, March 13. Market Trends for US Berry Crops. 2015 Berry Production & Marketing Conference, Virginia State University, Petersburg, VA.
68. Morgan, K.L. 2015, February 13. Enterprise Analysis: Growing your Profits. 2015 Eastern Shore Agricultural Conference, Melfa, VA.
69. Morgan, K.L. 2015, February 11. Enterprise Analysis: Growing your Profits. 2015 MidAtlantic Women in Agriculture Conference, Dover, DE.
70. Morgan, K.L., K. Niewolny and A. Mark 2015, February 3. Financial Elements of a Startup. Virginia Growers; Academy, Wytheville, VA.
71. Morgan, K.L. 2015, January 20. The Secret of Pricing IN THE LONG RUN. Local Food Systems: Preparing for Direct Sales, Pearisburg, VA.
72. Morgan, K.L., and P. Callan. January 15, 2015. Enterprise Budgets for Beginning Farmers - Taking the Guesswork out of Growing Profits. Invited Workshop, Virginia State University, Petersburg, VA.

73. Marks, A., K.L. Morgan and K. Niewolny. 2014, December 2. Labor Issues for Beginning and Start Up Farmers: A Workshop of the Virginia Beginning Farmer and Rancher Coalition Program. 2014 Virginia Farm-to-Table Conference, Weyer's Cave, VA.
74. Morgan, K.L. 2014, December 9. The Kohl Centre: Beyond the Classroom Experiential Learning Year One Update. Invited speaker at the College of Agriculture and Life Sciences Deans' Advisory Council Annual Meeting, Blacksburg, VA.
75. Morgan, K.L. 2014, September 11. The Kohl Centre: Beyond the Classroom Experiential Learning. Invited speaker at the Virginia Agribusiness Board of Directors' Annual Meeting, Blacksburg, VA.
76. Morgan, K.L. 2014, June 9. The Kohl Centre: Beyond the Classroom Experiential Learning in Extension. Southern Extension Economics Committee Annual Summer Meeting, Chattanooga, TN.
77. Morgan, K.L. 2013, November 16. Small Business Plan Development. Invited Speaker, 2013 Virginia Aquaculture Conference, Newport News, VA.
78. Morgan, K.L. 2013, May 15. Farmers Market Customers: What Do They Really Want? Invited speaker, Neshoba County Commercial Vegetable Growers Workshop, hosted by Neshoba County Farm Bureau, Philadelphia, MS.
79. Morgan, K.L. 2013, April 11. Mississippi Annie's Project – Economics. Invited speaker, Mississippi Women for Agriculture Annie's Project, Raymond, MS.
80. Morgan, K.L. 2013, April 10. Mississippi State University's Extension Service – How the Agricultural Economics Faculty Can Support the Mississippi Food Policy Council Membership. Invited speaker, Mississippi Food Policy Council meeting, hosted by MS Farm Bureau, Jackson, MS.
81. Morgan, K.L. 2013, April 4. Farmers Market Customers: What Do They Really Want? Invited speaker, Mississippi Farmer's Market Manager Workshop hosted by MS Department of Agriculture and Commerce, Jackson, MS.
82. Morgan, K.L. 2013, March 6. U.S. Greenhouse Tomato Industry: 2013 Market Situation and Outlook. Invited speaker, Greenhouse Tomato Short Course, Raymond, MS.
83. Morgan, K.L. 2013, March 5. St. Bethany Fresh: 2012 Marketing Program and Beyond. Invited speaker, Greenhouse Tomato Short Course, Raymond, MS.
84. Morgan, K.L. 2012, March 13. Annie's Project – Direct Marketing. Invited speaker, Mississippi Women for Agriculture Annie's Project, Franklin County, MS.
85. Morgan, K.L. 2013, January 19 & February 22. Ready, Set to Market...or Not?! Invited presentation, Sustainable and Low Input Agriculture Workshops, sponsored by the Appalachian Regional Commission. Booneville, MS, January 19, 2013; Louisville, MS, February 22, 2013.
86. Morgan, K.L. 2012, March 7. Mississippi Market Ready™. Invited speaker, Greenhouse Tomato Short Course, Raymond, MS.
87. Morgan, K.L. 2012, March 6. Direct Marketing Motivation. Invited speaker, Greenhouse Tomato Short Course, Raymond, MS.
88. Morgan, K.L. 2011, June 27. Integrated eXtension Team Dynamics: Viability versus Visibility. Invited speaker, 2011 eXtension National CoP Workshop, Louisville, KY.
89. Roy, H., D. Attaway, E. Coneva, and K.L. Morgan. 2011, June 27. All About Blueberries CoP Collaborative Effort. Invited speaker, 2011 eXtension National CoP Workshop, Louisville, KY.
90. Morgan, K.L. 2011, May 2. Critter Catching In the Long Run. Invited speaker, North Mississippi Research and Extension Center Small Farms Series, Verona, MS.
91. Morgan, K.L. 2011, March 10. High Tunnels in the Long Run. Invited speaker at High Tunnel Field Day held at Mississippi Truck Crops Experiment Station, Crystal Springs, MS.

92. Morgan, K.L. 2011, Jan 14. E-marketing & Social Media: How to NET Your Customers. Invited speaker, Mississippi Fruit and Vegetable Association Inaugural Annual Conference, Natchez, MS
93. Morgan, K.L., H. Scherm, J. Olmstead, and G. Krewer. 2011, Jan 7. Economics of Hand and Mechanical Harvest of New Crispy Flesh Cultivars from Florida. Invited speaker, 2011 Blueberry Educational Session, Annual Southeast Regional Fruit and Vegetable Conference, Savannah, GA.
94. Li, C., H. Schwartz, K. Mohan, J. Molnar, K. Morgan, R. Gitaitis, G. Hawkins, D. MacLean, R. Shewfelt, C. Thai, W. Tollner. 2010, December 8-10. Specialty Crop Research Initiative Project: Advance onion postharvest handling efficiency and sustainability through multidisciplinary approach. Invited presentation at the National Allium Research Conference, Reno, NV.
95. Morgan, K.L., H. Scherm, J. Olmstead, and G. Krewer 2010, October 21. Comparison of hand and mechanical harvest of new crispy flesh Florida cultivars. Invited speaker, 2010 Fall Blueberry Short Course, Florida Blueberry Growers Association, Bushnell, FL.
96. House, L., Z. Gao, K. Morgan. 2010, September 16-17. USDA-NRI Project # 2009-55618-05077: Marketing Opportunities And Alternative Production Methods To Enhance Prosperity For Small To Medium Sized Southeast Blueberry Farms. Presented at NRI/AFRI Agricultural Prosperity for Small and Medium-sized Farms Program Project Directors Annual Meeting. Washington, D.C.
97. Morgan, K.L. 2010, May 27. Impacts of Media Coverage of Coastal Weather Events on Attendance Levels at Northern Gulf State Parks. Invited speaker, Center for Natural Resource Economics and Policy 3rd National Conference, New Orleans, LA.
98. Morgan, K.L. 2010, April 29. Integrated Grants + Extension: Extension Roles & Tools. Invited by Dr. Harald Scherm, Professor of Plant Pathology, Assistant Dean for Research, College of Agricultural and Engineering Sciences CAES, University of Georgia, Athens, Georgia for AFRI Grant Proposal Development Webinar Series.
99. Morgan, K.L. 2009, July. Electronic Marketing: Alternative Venues to Net Your Customers. Invited speaker, presented to MidSouth Greenhouse Growers' Retail Garden Center & Landscape Annual Conference, Raymond, MS.
100. Morgan, K. L. 2008, December. E-Commerce: The Net Effect on Horticulture Marketing. Invited speaker, presented to Southeastern fruit and vegetable producers and industry members at the Deep South Fruit and Vegetable Association Annual Meetings, Mobile, AL.
101. Morgan, K. L. 2008, December. Bringing in the Tourist Harvest. Invited speaker, presented to Southeastern agritourism entrepreneurs and industry members at the Deep South Fruit and Vegetable Association Annual Meetings, Mobile, AL.
102. Adams, C.M., S. Larkin, K. Morgan, B. Degner, and J. Stevely. 2007, September. Measuring the Economic Implications of Red Tide Events on the Gulf Coast of Florida, USA: Recent and On-Going Research Efforts. The 137th American Fisheries Society Annual Meeting, San Francisco, CA.
103. Degner, R. L., Morgan, K. L., C. Adams, T. J. Stevens, and S. L. Larkin. 2006, March. Economic Impacts of Alternative Fresh Half-shell Closure Periods on the Florida Oyster Industry. Presented to members of the Florida oyster industry, Apalachicola, FL.
104. Adams, C.M., S. Larkin, R. Degner, and K. Morgan. 2006, September. The Economic Consequences of Red Tide Events on the Gulf Coast of Florida, USA. 12th International Conference on Harmful Algae. Copenhagen, Denmark.
105. Larkin, S., C.M. Adams, K. Morgan, and R. Degner. 2006, September. Using Beachfront Restaurant Sales in Southwest Florida to Determine the Localized Impacts of HAB Events. 12th International Conference on Harmful Algae. Copenhagen, Denmark.
106. Morgan, K., S. Larkin, and C. Adams. 2006, July. Red Tide Events and Tourism in Coastal Florida. Gulf of Mexico *Karenia Brevis* Workshop: State of the Science and Priorities for Future Research. Sponsored by

NOAA's National Centers for Coastal Ocean Science/Center for Sponsored Coastal Ocean Research CSCOR, Mote Marine Laboratory, and the Florida Fish and Wildlife Research Institute Sarasota, FL

107. Degner, R. L. & Morgan, K. L. 2005, July. Microeconomics for Agribusiness Decision Makers. Presented at Workshop with attendees that included city and county planners, Ag. Extension personnel, and agribusiness owners and managers, Homestead, FL.
108. Degner, R. L., K. L. Morgan, T. J. Stevens. 2001, Jan. Using Demographic, Socioeconomic, Psychographic and Lifestyle Data to Target Your Customers. Presented at State Major Program FL-111 to Tropical Fruit Growers in Miami, FL.
109. Degner, R. L., K. L. Morgan . 2001, Jan. Using Demographic, Socioeconomic, Psychographic and Lifestyle Data to Target Your Customer. Presented to the Tropical Fruit Growers of South Florida, Homestead, FL.
110. Degner, R. L., K. L. Morgan, R. Muruli, A. Wysocki. 2000, Oct. Publicly Funded Promotional Programs for Fruit and Vegetable Commodities: A National Survey of State Departments of Agriculture. Presented at the Food Distribution Research Society annual meeting, Roanoke, Virginia.
111. Degner, R. L. and K. L. Morgan. 2000, July. E-Commerce: Marketing Gift Fruit on the Internet. Presented at the Florida State Horticultural Society annual meetings, Orlando, Florida.
112. Degner, R. L. and K. L. Morgan. 2000, June. Money Really Does Grow on Trees. Presented at the Trees Florida 2000 Conference, Tarpon Springs, Florida.
113. Degner, R. L., D. Mulkey, and K. L. Morgan. 2000, April. The Economic and Social Impacts of Fairs in Florida. Presented at the Florida Federation of Fairs meeting, Miami, Florida, April 30, 2000.
114. Degner, R. L. and K. L. Morgan. 2000, April. E-Commerce: The 'Net' Effect on Tropical Fruit Marketing. Presented at the Tropical Fruit Growers Workshop 2000, Homestead, Florida.
115. Degner, R. L. and K. L. Morgan 2000, March. Gift and Internet Sales of Fresh Produce. Presented at the 2000 Florida Post-harvest Horticulture Institute meeting, Gainesville, Florida.

EXTENSION ACTIVITIES

- Invited speaker at the 10 June 2025 In-Service Training "Introducing Emerging Crops and Enhancing Their Productivity Through Adapted Cultivars and Optimized Practices - Dare to be Different: Considerations for Marketing Alternative Crops" at 138th Florida State Horticultural Society Annual Meeting, Bonita Springs, FL, 19 UF-IFAS Extension personnel participated.
- Served as member of the C-FARE and participated in a visit to the Hill 28-29 February 2025 to speak with members of Congressional staff and aides about needs of our states' agricultural industries.
- Served as panelist (K.L. Morgan, C. Neill, Martha Montoya, and S. Thornsberry) at the 21 October 2024 Food Distribution Research Society Annual Conference symposium "Asking Better Questions About Scaling Technology in Food and Agriculture Industries," Fajardo, Puerto Rico, 50+ attendees.
- Developed and delivered 2-day workshop and curriculum titled "Nine Steps to Create your Own Marketing Plan," for USDA-BFRDP Leveling Up Beekeeper cohort, 13-14 September 2024, Gainesville, FL, 30 attendees.
- Served as invited Subject Matter Expert on Coastal Communities Workforce Economics to address the Gulfstream Aquaculture and Ocean Era, Inc., Community Advisory Panel, talk titled "Fish and Folk of Key West," 15 August 2024, Key West, FL, 18 attendees.
- Served as panelist (K.L. Morgan, B. Jablonski, K. Fuller, M. Taylor, and M. Beverly) at the 22 July 2024 Agricultural and Applied Economics Annual Conference track session "Communicating Research to Non-Academic Audiences," New Orleans, LA, 40+ attendees.

- Served as invited panelist (K.L. Morgan, J. Reeves, K. Ellajosyula, and M. Bear) at the 15 July 2024 International Food Technology Business FIRST Panel discussion "[Future-Proofing Ingredient Supply Chains Against Climate Change](#)," Chicago, IL, 200+ attendees.
- Developed and delivered 4-hour In-Service Training "Managing Labor Risk to Improve Profitability: The UF/IFAS Farm Labor Supervisor Program Certification" at FSHS Annual Meeting, 11 June 2024, 13 UF-IFAS Extension personnel participated.
- Delivered Heat Illness Prevention training at 3-4 May 2024 UF/IFAS SWFREC Heat Safety Days, English and Spanish (by my MS student Victor Contreras), 87 attendees.
- Served as moderator (speakers J. Boatright, J. Fussell, and N. Palardy) at the 17 April 2024 Agricultural Labor Policy Panel Discussion. 9th Annual Florida Agricultural Policy Outlook Conference, Wimauma, FL.
- Conducted virtual training per request (Frey Farms, IL, IN, FL), 16 attendees, English, 27-28 February 2024
- Served as panelist at the 23 February 2024 Leadership Lee County Ag Day, "Economics of SW FL Specialty Crops," UF/IFAS SW FL Research and Education Center, Immokalee, FL, 60+ attendees.
- Conducted 2023 on-site trainings per request (Lippman Farms, Immokalee, FL, Feb 21& 22), 100+ attendees, Spanish and English.
- Delivered Heat Illness Prevention training at 2023 UF/IFAS SWFREC Heat Safety Days, English and Spanish (by my MS student Victor Contreras), 89 attendees.
- Delivered Heat Illness Prevention training at 2022 UF/IFAS SWFREC Heat Safety Days, English, 106 attendees
- Conducted April 2022 meeting of FLS Advisory Panel
- Conducted 2022 on-site FLS training per request (Wish Farms, Duette, FL Nov 7-8), 18 attendees
- Conducted 2021 on-site training for the public (SWFREC, Immokalee, FL, Dec 11-12), 42 attendees, Spanish and English
- Conducted 2021 on-site training per request (Everglades Hauling & Harvesting, Labelle, FL October 16&17), 16 attendees, Spanish
- Conducted 2020 virtual training per request (A. Duda & Sons, FL, Oct 27&28), 40 attendees, English
- UF/IFAS Farm Labor Supervisor COVID Trainings offered while UF was under 'work-from-home' mandate and during SW Florida's peak growing, harvesting, packing, and shipping season.

UF-IFAS Farm Labor Supervisor (FLS) COVID-19 Farmworker Safety Training Attendance				
Webinar Date	English	Spanish	Total	
8/19/2020	269	60	329	
8/25/2020	215	74	289	
9/16/2020	34	7	41	
9/24/20	45	40	85	
10/7/20	27	4	31	
10/21/20	10	14	24	
TOTAL	600	199	799	
*60% male 40% female				
*48% Spanish, Hispanic, or Latino origin, 49% White, 3% Black/African-American				
*78% had NEVER attended previous UF/IFAS Farm Labor Supervisor Training Courses				
*based on Qualtrics evaluation responses (n=83)				

- Virginia Market Ready Farm-to-Restaurant Workshop. Driven by VCE agent survey results and upon receipt of competitive grant funds from SRMEC, I developed this full day workshop which was offered in Keysville, VA

(4-23-19, 10 participants), Arlington, VA (12-12-17, 20 participants), Wytheville, VA (11-30-17, 23 participants), Winchester, VA (11-16-17, 37 participants) and Harrisonburg, VA (11-10-16, 38 participants)

- Team Building and Coloring in Your Lines Program*. Virginia Institute of Cooperative Education Youth Leadership Conference, March 29-31, 2019 (46); April 11-13, 2018. (42); March 31- April 1, 2017 (38); April 1-2. 2016 (41); March 27-29, 2015 (45); April 4-6, 2014 (38), Syria, VA.
- Groover, G., K.L. Morgan, M. Walker, J. Pease, and G. Ferreira. What's new from AAEC: Farm Bill, Agritourism, Market Marker, and Use Value Taxation! 2015 VCE Professional Development Conference, March 5, 2015, Blacksburg, VA.
- Beyond Commodity Marketing. 2014 VCE In-service training, October 6-8, 2014, Blacksburg, VA
- National Institute of Cooperative Education Youth Leadership Conference – Invited participant and speaker, July 26-29, 2014, Blacksburg, VA.
- Mississippi Market Ready™ Training workshops – jointly offered as MSU-ES In-service Training Sessions. Raymond, MS, Dec. 9, 2011; Hattiesburg, MS, Jan. 20. 2012; Little Rock, AR, Feb. 2, 2012 Pontotoc, MS, March 2, 2012, Biloxi, MS, July 19, 2012, Starkville, MS, February 13, 2013.
- Mississippi Farmer Market Managers Roundtable. Invited facilitator, Mississippi Farmer's Market Manager Workshop hosted by MS Department of Agriculture and Commerce, Jackson, MS, May 10, 2012.
- Comparison of Hand and Mechanical Harvest of New Crisp Flesh Florida Cultivars. Invited speaker, Blueberry Mechanical Harvesting Workshop Agent Training, Gainesville, FL, April 25, 2012.
- Morgan, K.L. and M. Olmstead. Economics and Marketing of Peach Production in Florida. Invited speaker, 2012 University of Florida Stone Fruit Field Day, Citra, FL. April 24, 2012.
- Community Support Grows for Farm Shares. Interviewed by Keri Lewis, MSU Extension Service Family, Youth and Consumer News, 2011, August 25
- Delta Council Meeting, Stoneville, MS – Invited participant, May 31, 2011.
- Mississippi Farm Bureau Farm Bill Committee Meeting, Jackson, MS – Invited participant, September 2011.
- Mississippi Fruit and Vegetable Growers Association, Inaugural Annual Conference Planning Committee Member and Conference Chair of General Session, March 2010 – January 2011
- Retail Avenues and Alternatives for Sales of Fruits and Vegetables Workshops 4-hosted MSU-ES and Mississippi Department of Agriculture and Commerce– offered as MSU-ES In-service Training Sessions. Biloxi, MS, September 27, 2010; Hattiesburg, MS, September 28, 2010; Jackson, MS, October 4, 2010; Pontotoc, MS, November 30, 2010
- National Value-Added Agriculture Conference, Host Planning Committee Member, June 27-29, 2010, Biloxi, MS
- Farmers Market Managers Workshop, co-hosted MSU-ES and Mississippi Department of Agriculture and Commerce, Raymond, MS, May 5, 2010 – offered as MSU-ES In-service Training Session
- South Georgia/ North Florida Peach Update – Invited speaker, January 27, 2010, Quitman, GA
- Middle Georgia Peach Update – Invited speaker, January 26, 2010, Byron, GA
- MS Blueberry Field Day, Great Southern Farms, Richton, MS, September 29, 2009, Invited speaker interviewed by Farm Week, segment aired October 16, 2009 Show#3315

PRESS INTERVIEWS/SOCIAL MEDIA FEATURES

- Alachua County farmers emphasize the importance of agricultural conservation as development encroaches. 16 September 2025. Written by Shaine Davison, WUFT, Gainesville, FL: Link: <https://www.wuft.org/environment/2025-09-16/alachua-county-farmers-emphasize-the-importance-of-agricultural-conservation-as-development-encroaches>

- UF/IFAS Farm Labor Supervisor Certification Program Launches October 1, 2025. Research Connections – Commercial Vegetable Production, Hendry County Newsletter, UF/IFAS. Link: <https://commercialveg.ifas.ufl.edu/research-connections/>
- Farming about training people and creating machines to work smarter, by Kimberly L. Morgan. Ran in both the Fort Myers News-Press and the Naples Daily News – Opinion, 18 May 2025. Link: <https://www.naplesnews.com/story/opinion/2025/05/18/farming-about-getting-people-machines-to-work-smarter-opinion/83630635007/>
- Find yourself shopping at Publix often? That’s by design. The grocer dominates the city, crowds Gainesville market. 11 December 2024. Written by Natalie Kaufman, The Independent Florida Alligator. Link: <https://www.alligator.org/article/2024/12/gainesville-publix-marketshare>
- Labor-sparing Technology: Exploration of Economics of Skills in Agriculture, by Kimberly L. Morgan, CFARE Market Corner, May 2024. Link: <https://www.cfare.org/items/marketcornermay24>
- When pricing produce to sell directly to consumers, farmers urged to know their costs. 14 August 2024. Blog post authored by Brad Buck, UF/IFAS Communications. Link: [When pricing produce to sell directly to consumers, farmers urged to know their costs - News](#)
- Leveling the Playing Field: UF Agriculture Economist Using AgTools to Give Growers an Edge. by Michelle Trice, Central Florida Ag News, 6 December 2023. Link: <https://centralfloridaagnews.com/leveling-the-playing-field>
- DeSantis immigration law may worsen labor shortages in Florida as planting season begins. Miami Herald, 5 September 2023; Link: <https://www.miamiherald.com/news/local/immigration/article278376839.html#storylink=cpy>
- Technological Changes and Shock-Resistant Shortened Food Supply Chains, By Kimberly Morgan, CFARE Market Corner, August 2023 Newsletter; Link: <https://www.cfare.org/items/qw1g0yopr8m8rqxsl80140t0le384>
- CWAE #GreatWomenWednesday featured on LinkedIn August 2023
- Much Ado About Mangoes: How UF/IFAS collaboration with National Mango Board is facilitating research for industry success. by Alena Poulin, UF/IFAS FRE Blog, 26 June 2023. Link: <https://blogs.ifas.ufl.edu/fredept/2023/06/26/much-ado-about-mangoes-how-uf-ifas-collaboration-with-national-mango-board-is-facilitating-research-for-industry-success/>
- NBC-2 Interview shown live on 26 May 2023
- Crunching the Numbers for Tomato using AgTools Technology, By Kimberly Morgan, UF/IFAS Research Connections, South Florida Vegetable Pest and Disease Hotline, 3 March 2023. Link: <https://commercialveg.ifas.ufl.edu/research-connections/>
- C-FARE Newsletter: Market Corner: August 2022. Link: <https://www.cfare.org/s/August-2022.pdf>
- NIFA-Funded Researcher Spotlight: Dr. Kimberly Morgan 8-11-22 Link: <https://www.nifa.usda.gov/about-nifa/blogs/nifa-funded-researcher-spotlight-dr-kimberly-morgan>
- Peaches in Florida can be profitable by third year. 29 January 2014. Farm Progress. Link: <https://www.farmprogress.com/orchard-crops/peaches-in-florida-can-be-profitable-by-third-year>

WEBINARS

- Episode 16: Let’s talk about wage and hour regulations for H-2A workers. 7 July 2025. Invited talk with Michael Bayer, Curran Bayer Consulting, for the University of Tennessee’s Let’s Talk About Labor podcast with Dr. Margarita Velandia.
- Labor for Small Farm: Overview & Tips. 1 July 2025. Invited talk with Michael Bayer, Curran Bayer Consulting, for the University of Kentucky’s The Center for Crop Diversification.
- Episode 15: Let’s Talk About Farm Labor Contractors. 8 June 2025. Invited talk with Michael Bayer, Curran Bayer Consulting, for the University of Tennessee’s Let’s Talk About Labor podcast with Dr. Margarita Velandia.

- Two Bees in a Podcast: Episode 159: Farm Safety and H2A Amy Vu and Jamie Ellis hosts, Kim Morgan invited guest. Released 9 April 2024. Link: <https://podcasters.spotify.com/pod/show/ufhbreel/episodes/Episode-158-Global-Beekeeping-e2hrttj>
- AgTools sponsored Bridging Tech and Farming talk with Barney Debnam, WW Director Agribusiness, Redmond, WA 11-7-22
- Florida Peanut Federation Podcast Episode 21: Farm Safety and Health Week 9-23-22 <https://www.youtube.com/watch?v=pnZDWqECvAg>
- UF/IFAS SWFREC Farm Labor Supervisor programs posted on UF SWFREC YouTube channel (see also UF/IFAS Farm Labor Supervisor Facebook page: Facebook.colm/FLSTraining15) recorded live on 21 May 2021:
 - o Actualizaciones de Seguridad COVID-19. Link: <https://www.youtube.com/watch?v=Gocz9Tj1p9I>
 - o COVID-19 Safety Update. Link: <https://www.youtube.com/watch?v=A1TLauXsRyc>
- Morgan, K.L. 28 August 2020. Switching to Direct Sales: What Producers Need to Know to Make It So. Invited speaker, Agritourism and Local Foods Lunch Break Webinar Series, Mississippi State University, MS State, MS.
- Morgan, K.L. 9 September 2020. Using the Farm Financial Stress Assessment Tool: A Webinar for Extension Professionals. Virginia Cooperative Extension Farm Safety, Health, & Wellness Initiative Webinar Series, Blacksburg, VA.
- Morgan, K.L. and B. Garber. 2 July 2018. The State of the Craft: Virginia Hops Enterprise Budget and Market Analysis. Link: <https://www.vabeginningfarmer.alce.vt.edu/webinar/Archive/20180702Hops.html>
- Morgan, K.L. 22 June 2017. Market Ready Farm to Restaurant. LINK: <http://vabeginningfarmer.alce.vt.edu/webinar/Archive/MarketReady.html>
- Morgan, K.L. and B. Garber. 30 March 2017. Using Virginia Market Maker to Save Time, Make Connections, and Add Value. LINK: <https://viriniatech.webex.com/viriniatech/ldr.php?RCID=a5cb811fd9a188ac8e1432aff2a1d95a>
- Morgan, K.L. 2015, July 20. Virginia Beginning Farmer and Rancher Coalition Program: Enterprise Analysis. LINK: <http://vabeginningfarmer.alce.vt.edu/webinar/Archive/Enterprise-Analysis.html>

FLORIDA COOPERATIVE EXTENSION WEBSITES:

SW Florida Research and Education Center – Agricultural Economics Link: [Agricultural Economics - Southwest Florida Research & Education Center - University of Florida, Institute of Food and Agricultural Sciences - UF/IFAS](#)

UF/IFAS Farm Labor Supervisor Facebook.com: @FLSTraining15

VIRGINIA COOPERATIVE EXTENSION WEBSITES:

The following two websites were constructed by Virginia Tech's College of Agriculture and Life Sciences Information Technology Support personnel, and the layout and design guided by the needs of my program audience. I provided and/or directed the creation of all educational content and resources included on the sites.

Market Ready Farm-to-Fork Direct Marketing Resources: The goal of the Market Ready portal is to provide profitable alternatives to Virginia farmers and ranchers who are ready to explore direct marketing opportunities beyond the farm gate to meet consumer demand for food and fiber products provided by trusted sources. To reach our goal, we support the development of direct marketing curriculum and training, online resources, social networking, and farmer-to-buyer connections. LINK: <http://ext.vt.edu/agriculture/market-ready.html>

Virginia Market Maker: The Market Maker portal is the largest and most in-depth national database for the agricultural industry. The portal provides a simple search tool to connect buyers, farmers/ranchers, fisheries, farmers markets, processors/packers, wineries, restaurants and more. With the generous support of our partners and stakeholders, LINK: <http://ext.vt.edu/agriculture/market-maker.html>

GRANTS RECEIVED

1. Florida Dept of Ag and Consumer Services, HB 5001, Specific Appropriation 1480A for Nutrient Management Research SB 1000 for Nutrient Application Rates. Developing site-specific N and P rates for young and mature sweet oranges, grapefruits and mandarins in Florida. \$??? (co-PI, \$80,392). 08/01/25-07/31/26
2. USDA-Southern Risk Management and Education Center, 2024 Competitive Grants Program. UF/IFAS Farm Labor Supervisor Certification Program: Managing Human and Legal Risk in Florida's Agriculture Industry. \$74,718. (PI). 4/1/24-12/31/25.
3. Florida Dept of Ag and Consumer Services, HB 5001, Specific Appropriation 1480A for Nutrient Management Research SB 1000 for Nutrient Application Rates. Developing site-specific N and P rates for young and mature sweet oranges, grapefruits and mandarins in Florida. \$??? (co-PI, \$80,392). 08/01/24-07/31/25
4. Florida Dept of Ag and Consumer Services, HB 5001, Specific Appropriation 1480A for Nutrient Management Research SB 1000 for Nutrient Application Rates. Developing site-specific N and P rates for young and mature sweet oranges, grapefruits and mandarins in Florida. \$1,057,244 (co-PI, \$60,734). 08/01/23-08/31/24.
5. Florida Dept of Ag and Consumer Services, HB 5001, Specific Appropriation 1480A for Nutrient Management Research SB 1000 for Nutrient Application Rates. Developing phosphorus recommendations and site-specific management for tomato, potato, and green beans through large-scale participatory research with stakeholders. \$1,796,882 (co-PI, \$67,820). 07/28/23-07/31/24.
6. USDA Foreign Ag Service. Fertilizer Price Hike Resilience – Group 1. \$97,212 (co-PI, \$71,336). 09/29/23-09/29/27.
7. USDA-NIFA Specialty Crop Research Initiative. Long-term Competitiveness of U.S. Seasonal and Perishable Agricultural Products: Research and Extension Planning Project Proposal. (co-PI \$46,826) 9/1/23-8/31/24
8. USDA Agricultural Marketing Service, Federal-State Marketing Improvement Program. Enhancing the Local, National and International Reach of Florida Agricultural Products: Analyzing the Determinants of Consumer Preferences for the Fresh from Florida Program. \$480,960 (co-PI, \$48,625). 9/30/23-9/29/26.
9. National Mango Board. Costs and benefits for fresh-cut mango product. \$48,448 (Lead PI, \$41,548). 1/1/23 – 04/30/24.
10. Florida Tomato Committee. An Evaluation of the Florida Tomato Committee Education and Promotion Program 2017-2022. \$6,952. Lead PI, 11/1/2022 – 2/1/2023. USDA-AFRI Rapid Response to Extreme Weather Events across Food and Agricultural System. AI-enhanced rapid response tool for extreme weather events utilizing aerial and ground remote sensing. \$300,000 (co-PI). 02/01/23 – 01/31/24.
11. Florida Dept of Ag and Consumer Services, HB 5001, Specific Appropriation 1480A for Nutrient Management Research SB 1000 for Nutrient Application Rates. Developing site-specific N and P rates for young and mature sweet oranges, grapefruits and mandarins in Florida. \$1,363,617 (co-PI). 07/28/22-07/31/23.
12. Florida Dept of Ag and Consumer Services, HB 5001, Specific Appropriation 1480A for Nutrient Management Research SB 1000 for Nutrient Application Rates. Developing phosphorus recommendations and site-specific management for tomato, potato, and green beans through large-scale participatory research with stakeholders. \$2,064,170 (co-PI). 07/28/22-07/31/23.
13. USDA-NIFA Beginning Farmer and Rancher Development Program. Leveling Up: Providing Innovative Tools and Resources for Florida Beekeepers to Improve Business Start-Up Success. \$783,674 (co-PI). 09/15/22-9/14/2025
14. State of Florida Department of Economic Opportunity (DEO), Rebuild Florida General Planning Support (GPS) program. A Resiliency Strategy for Local Food Systems in Southwest Florida. \$390,000 (co-PI). 06/01/20-05/31/23.
15. USDA-Southern Risk Management and Education Center, 2019 Competitive Grants Program. Reducing Human and Financial Risk for Beginning, Military Veteran, and Historically Underserved Farmers through Farm Stress, Wellness, and Safety Education. \$49,734. (Co-PI). 4/1/19-9/30/20.

16. USDA Agricultural Marketing Service, Local Food Promotion Program, 2018 Competitive Grants Program. Catalyzing Agricultural and Educational Resources to Move the Local Food Value Chain Needle in the Shenandoah Valley and Northern Piedmont Regions of Virginia. \$497,255. (co-PI). September 2018 – September 2021
17. American Veterinary Medical Association. Investing in Women: Dissecting the Veterinarian Gender Wage Gap. \$50,000. (Co-PI). 4/1/18 – 9/1/18.
18. National Fish and Wildlife Foundation. Strategic Initiatives to Achieve Regional Phosphorus Balance in the Chesapeake Bay Watershed. \$283,843. (co-PI). October 2016 – June 2020.
19. USDA-Southern Risk Management and Education Center, 2017 Competitive Grants Program. Food as a Business Initiative of the Virginia Beginning Farmer and Rancher Coalition Program. \$50,000. (Co-PI). 4/1/18-9/30/19.
20. USDA-Southern Risk Management and Education Center, 2016 Competitive Grants Program. Farm to Fork Direct Market Initiative of the Virginia Beginning Farmer and Rancher Coalition Program. \$50,000. (Co-PI). 4/1/17-9/30/18.
21. USDA-NIFA Beginning Farmer and Rancher Development Program. Virginia Beginning Farmer and Rancher Coalition Program VBFRCP: A Participatory Beginning Farmer and Rancher Education and Training Initiative. Co-PI, (\$74,848), \$724,828, 12/14 – 11/17
22. USDA-Southern Region Risk Management and Education Center, 2014 Competitive Grants Program. A Risk Management Initiative of the Virginia Beginning Farmer and Rancher Coalition Program. – Co-PI, (\$24,000), \$48,073, 07/14 – 12/15
23. USDA-Southern Region Risk Management and Education Center, 2013 Competitive Grants Program Managing Marketing and Legal Risks Associated with Direct-to-Intermediaries Sales Strategies for Locally Grown Food and Food Products: Mississippi Market Ready Training - Lead PI, \$35,170, 07/13 – 06/14
24. National Fish and Wildlife Foundation. Collectively Improving Watershed Health and Nutrient Improvement across the Shenandoah and Rappahannock River Basins – Co-PI, (\$41,327), \$654,300, 12/13 – 12/16
25. CALS 2013 Integrated Internal Competitive Grants Program, Virginia Tech University Shaping Virginia's Agribusiness Education, Research and Extension Programs: A Direct Needs Assessment of Agricultural Sector Stakeholders co-PI, (\$6,000), \$18,000, 03/13 -06/14
26. USDA, Mississippi Department of Agriculture and Commerce, Specialty Crop Block Grant Developing Targeted Direct Marketing Strategies for Mississippi Specialty Crop Producers Using Regional Consumer Market Research. – Lead PI, \$20,020, 10/12 – 09/14
27. USDA, Southern Region Risk Management, 2011 Competitive Grants Program Minimizing Production, Marketing and Legal Risks Associated with Adopting Alternative Technologies for Locally Grown Produce - Lead PI, \$43,143, 07/11– 08/13
28. USDA, NIFA, SCRI Development of an eXtension Community of Practice CoP – All about Blueberries - co-PI MSU lead (\$13,428) \$518,749, 09/09 – 12/12
29. USDA, Florida Department of Agriculture and Consumer Sciences, Specialty Crop Block Grant Building a Foundation for Florida Stone Fruit: Economic Analyses of Orchard Establishment and Production. Co-PI MSU lead (\$12,164) \$16,664, 1/1/11 – 12/31/12
30. USDA, CSREES, SCRI Advancing Onion Postharvest Handling Efficiency And Sustainability By Multimodal Quality Sensing, Disease Control, And Waste Stream Management - co-PI MSU lead (\$29,231) \$774,581, 09/09 – 08/12
31. USDA, CSREES, SIPM Reduced-Risk Pre- and Postharvest Management of Multiple Fungicide-Resistant Populations of the Peach Brown Rot Fungus *Monilinia fructicola* - co-PI MSU lead (\$9,979) \$139,989, 01/09 – 12/10

32. USDA, NRI Marketing Opportunities and Alternative Production Methods to Enhance Prosperity for Small to Medium Sized Southeast Blueberry Farms - co-PI MSU lead (\$156,923), \$498,994, 09/08 – 08/12
33. USDA, CSREES,SCRI Advancing Blueberry Production Efficiency by Enabling Mechanical Harvesting, Improving Fruit Quality and Safety, and Managing Emerging Diseases - co-PI MSU lead (\$65,897) \$1,700,000, 09/08 – 12/12
34. Northern Gulf Institute Developing a Foundation for Analysis of Natural and Human-Induced Disturbances to Coastal Economies - co-PI, (\$50,000) \$910,000, 02/09-01/10

UNDERGRADUATE TEACHING

Agricultural Marketing, Virginia Governor's School for Agriculture (GSA) (5-hr curriculum designed for gifted high school students), 2016, 2018, and 2019

Economics of Food and Fiber System (Virginia Tech)

Foundations of Agribusiness (Virginia Tech)

Advanced Agricultural Finance (Virginia Tech)

Advanced Agricultural Marketing (Virginia Tech)

Applied Economic Problem-Solving (Virginia Tech)

National Agri-Marketing Association Competition Course & Club Advisor, 2015 -2019 (Virginia Tech)

Co-Advisor, MSU National Agri-Marketing Association Undergraduate Competition Team, April 2009 Semi-finalists, April 2010 Semi-finalists, April 2011 Voted Most Friendly Team (Mississippi State)

DIRECTED GRADUATE STUDENT THESES AND DISSERTATIONS

Ph.D. Graduate Student Co-Chair, UF-FRE, Faith Aiya, August 2023 to present

Ph.D. Graduate Student Committee Member, Wen Liu, March 2024 -May 2025: Three Essays on Agricultural Labor Economics: Policy Impacts, Risk Management, and Labor Supply

Ph.D. Graduate Student Committee Co-Chair, UF-FRE, Yefan Nian, April 2022-August 2023: Specialty Crop Producers' Risk Preference, Technology Adoption, and Adaptation to Climate Change.

Ph.D. Graduate Student Committee Co-Chair, VT-AAEC, Josh Beverly, August 2018 to August 2022: All Quiet on the Appalachian Front: A Study of Labor Force Participation and the Appalachian Region.

Ph.D. Graduate Student Committee Co-Chair, VT-AAEC, Mariah Beverly, August 2017 to May 2022: Examining Intra-County Trade and Food Insecurity in the United States.

Ph.D. Graduate Student Committee Co-Chair, VT-AAEC, Ruoding Shi, June 2015 to September 2019: Applications of Applied Econometrics in Food and Health Economic and Agribusiness Topics.

Ph.D. Graduate Student Committee Member, VT-AAEC, Namhoon Kim, August 2015 to August 2018: Three Essays on Econometric Modeling and Application: Health and Consumer Behaviors.

Ph.D. Graduate Student Committee Member, UF-FRED, Lijia Shi, August 2010-12: Three Essays on the Elicitation of Willingness-To-Pay.

M.S. Graduate Student Chair, UF-FRE, Victor JosueContreras, August 2023-August 2025: Assessing the Economic Impacts of Varying Fertilizer Application Rates on Citrus Production.

M.S. Graduate Student Committee Member, UF-ABE, Adam Fuerst, August 2022 to May 2024: Sustainable Intensification Strategies for Reducing the Environmental Footprint of Fresh Vegetable.

M.S. Graduate Student Committee Member, Master of Agribusiness, Kansas State University, Cheyenne Rhodes, January 2017 – May 2020

M.S. Graduate Student Committee Member, Online Master of Agricultural and Life Sciences, VT, Charley Maxwell, January 2016 to December 2017

M.S. Graduate Student Committee Member, Online Master of Agricultural and Life Sciences, VT, Oliva Gill Preisser, August 2016 to December 2017

M.S. Graduate Student Committee Member, VT-AAEC, Zachary Horton, August 2016 – May 2017: Assessing the Impacts of Relative Tariff Rate Ratios on U.S. Beef Exports to Southeastern and Eastern Asian Markets.

M.S. Graduate Student Committee Chair, VT-AAEC, Samantha Norman, January - August 2016: Sell What You Grow: A Guide to Navigating Your Virginia Farm Product Marketing Options.

M.S. Graduate Student Committee Chair, VT-AAEC, Sarah McKay, August 2015-May 2016: Understanding Organic Prices: An Analysis of Organic Price Risk and Premiums.

M.S. Graduate Student Committee Chair, VT-AAEC, Meredith Adams, August 2015-May 2016: Beyond the Glass: Examining Wine Tasting Room Profitability Using the 4Ps of the Marketing Mix.

M.S. Graduate Student Committee Chair, VT-AAEC, Allyssa Mark, August 2014-May 2016: Effects of Farm and Household Decisions on Labor Allocation and Profitability of Beginning Vegetable Farms in Virginia: a Linear Programming Model.

M.S. Graduate Student Committee Member, MSU-AEC, Sudha Thapaliya, May 2014 – August 2015: Health Motivation for Purchasing Local Foods in the Southeastern United States.

M.S. Graduate Student Committee Member, VT-AAEC, Shu He, August 2013 – August 2014: Building Marketing Capacity of Local Food Systems: Case Studies from the Shenandoah Valley.

M.S. Graduate Student Co-chair, MSU-AEC, McKenzie Maples, August 2012 – June 2014: Consumer willingness to pay for environmental impacts of fresh tomato production.

M.S. Graduate Student Co-Chair, MSU-AEC, Aaron Rodgers, August 2012 – June 2014: Determining Willingness to Adopt Mechanical Harvesters among Southeastern Blueberry Producers.

M.S. Graduate Student Co-chair, MSU-AEC, Susan Head, August 2010 – May 2012: Blueberry Growers' Willingness to Adopt New Production Practices.

UNIVERSITY SERVICE

Chair, UF/IFAS Farm Labor Supervisor Advisory Committee, August 2021 to present

UF/IFAS SWFREC Social Committee/ Open House Chair, September 2021 to present

UF-FRE Department Graduate Committee, December 2021 to June 2024

Chair, UF Departmental Faculty Awards Committee, December 2020 to December 2023

UF-SWFREC Awards Committee, May 2021 to December 2023

UF Departmental Faculty Search Committee, Environment/Water Resources positions (2), November 2022 – January 2024

UF Departmental Faculty Search Committee, Resource/Water position, November 2021 – March 2022

UF Departmental Faculty Search Committee, Agricultural Policy position, January – July 2021

VT Departmental Promotion and Tenure Committee, May 2019 to August 2020

VT Departmental Extension Program Leader, May 2018 to August 2020

VT Departmental Faculty Search Committee, Extension/Research position, March-May, 2019

VT Departmental Staff Search Committee, Land Use Analyst position, December 2019 – May 2019

VT Departmental Faculty Search Committee, Collegiate Faculty/Endowed Chair position, December 2017 -March 2018

CALS Committee on Extension and Research Program Policy (CERPP) (elected), July 2017 – June 2019

VT Departmental Governance Committee (elected), May 2017 – May 2019

VT Departmental Faculty Search Committee, Department Head position, February – May 2017
 VT Departmental Faculty Search Committee, Extension/Teaching position, October 2016 – April 2017
 VT Departmental Agribusiness Curriculum Committee, August 2013 – April 2017
 VT Departmental Faculty Search Committee, Teaching position, January – May 2014
 VT Departmental Communications Committee, January 2014 – April 2017
 MSU Robert Holland Faculty Senator, April 2012 – June 2013
 MSU Scholarship of Outreach Committee, September 2011 – June 2013
 MSU Departmental Faculty Search Committee, Two Extension positions, September 2011 – March 2012
 MSU Departmental Faculty Search Committee, Research/Teaching position, January – May 2011
 MSU Departmental Budget Committee Chair, Fruit & Nut section, July 2009 – June 2013
 MSU Departmental Undergraduate Recruitment Committee, August 2009 – June 2013
 MSU Departmental Website Committee Chair, August 2008 – June 2013

PROFESSIONAL SERVICE

Professional or Academic Organizations

- Treasurer, Florida State Horticultural Society, June 2024 to present
- Treasurer, Food Distribution Research Society, May 2022 to present
- Board Member, Council on Food, Agricultural and Resource Economics (C-FARE), 1 March 2021 to present
- Member, Finance Committee, Council on Food, Agricultural and Resource Economics (C-FARE), July 2020 – present
- Topic Area Coordinator (Specialty Crops), Southern Ag Today, August 2020 to present – edited 30+ submissions
- Vice President Richardson-Applebaum Scholarship Fund, Food Distribution Research Society, October 2020 to present
- Member, State Lead, S-1088 Multistate: Specialty Crops and Food Systems: Exploring Markets, Supply Chains and Policy Dimensions, 2010 - present
- President and Vice-President, Florida State Horticultural Society, Krome Memorial Section, September 2021 to December 2023
- Member, Applied Agricultural Economics Association 2020-22 Mentoring Award Committees
- President-Elect, President, Past-President, Food Distribution Research Society, October 2017 to October 2020
- Invited Steering Committee Member, Agricultural and Applied Economics Priorities and Solutions Project Steering Committee, AAEA-CFARE partnership, March 2016 to 2018.
- Secretary-Treasurer, Food Distribution Research Society, October 2012-2017
- Nominated participant, Inaugural Southern Region Women's Agricultural Leadership Summit, Athens, GA, 2016
- Chair, Chair-Elect, Past-Chair, Committee on Women in Agricultural Economics, Agricultural and Applied Economics Association, 2014 - 2017

Boards, Commissions or Advisory Committees

- Technical Advisor, Florida Farm Bureau Labor Advisory Committee, January 2022 to present
- Member/Advisor, SW FL IFAS Vegetable Advisory Committee, August 2020 to present
- Member/Advisor, SW FL IFAS Citrus Advisory Committee, August 2020 to present
- Florida State Lead, Policy Advisory Committee member, National Market Maker, 2015 to present
- Member/Advisor, SW FL Research and Education Foundation, Inc., August 2020 to July 2022

- Educational Advisor & Board Member, Colonial Farm Credit Agricultural Educational Foundation, 2014 to 2020
- Planning Committee member, Midatlantic Women in Agriculture 2014-2020 Conferences
- Educational Advisor & Board Member, Virginia Cooperative Council, August 2013 – August 2020
- Gaining Ground Sustainability Institute, Board Member, 2012 - 2013
- Educational Advisor and Board Member, Mississippi Fruit and Vegetable Growers Association, March 2010 – August 2013

Reviews, Grant Panels, and Other Service

- External Examiner, The University of the West Indies, 2022 to present
- Invited Member, Advisory Panel for UF/IFAS SARE Chickpea project, 2022 - 2024
- Reviewer, Journal of Extension, May 2021, January 2023, March 2024
- Reviewer, Journal of Food Distribution Research, June 2018, November 2020, July 2023
- Reviewer, Journal of Agricultural and Applied Economics, October 2021, August 2022
- Reviewer, Agricultural and Applied Economics Association 2019 Annual Meeting, Agricultural Economics and Management, Selected Posters and Papers Section.
- Panel Member, USDA 2018 Specialty Crop Research Initiative Competitive Grants Program, May 2018.
- Reviewer, Agricultural and Applied Economics Association 2015 Annual Meeting, Food and Agricultural Marketing, Selected Posters and Papers Section.
- Ad-hoc Reviewer, USDA-NIFA Small Business Innovation Research Program, February 2015
- Reviewer, Richardson-Applebaum Outstanding Dissertation Award, Food Distribution Research Society, July 2014
- Judge, 2013 Virginia Cooperative Extension State Program Excellence Awards, March 2014
- Reviewer, *Environmental Communication: A Journal of Nature and Culture*, April 2014
- Panel Member, USDA-NIFA Small Business Innovation Research Program, February 2014
- Reviewer, Applied Agricultural Economics Association 2014 Annual Meeting, Food and Agricultural Marketing, Selected Posters and Papers Section.
- Reviewer, Virginia Cooperative Extension Service Peer-Reviewed Content, September 2013
- Reviewer, *Journal of Agricultural and Applied Economics*, October 2013
- Reviewer, *Choices Magazine*, June 2013
- Reviewer, Mississippi State University Cooperative Extension Service Peer-Reviewed Content, January 2013
- Reviewer, *HortScience*, August 2012
- Reviewer, *Environment, Development and Sustainability*, August 2012
- Reviewer, Applebaum Outstanding Dissertation Award, Food Distribution Research Society, July 2012
- Reviewer, Applied Agricultural Economics Association 2013 Annual Meeting, Food and Agricultural Marketing, Selected Posters and Papers Section.
- Reviewer, Applied Agricultural Economics Association 2012 Annual Meeting, Food and Agricultural Marketing, Selected Posters and Papers Section.
- Subject Area Coordinator, Southern Agricultural Economics Association 2012 Annual Meeting, Resource and Environmental Economics Selected Papers Section.
- Reviewer, Mississippi State University Cooperative Extension Service Peer-Reviewed Content, June 2012
- Reviewer, *Journal of Agricultural Education and Extension JAEE*, January 2010
- Reviewer, MSU-MAFES Bulletin, 2008-09
- Reviewer, *State and Local Government Review*, February 2009

- Panel Member, USDA – NIFA - AFRI Markets and Trade Competitive Grant Program, August 2009
- Panel Member, USDA – NIFA - AFRI 1890 Institution Teaching, Research and Extension Capacity Building Grants CBG Competitive Grant Program Research Panel, April 2010

PROFESSIONAL AFFILIATIONS

- American Agricultural Economics Association
- Southern Agricultural Economics Association
- Food Distribution Research Society
- Southern Extension Economics Committee
- Florida Association of County Agricultural Agents
- Florida State Horticultural Society
- National Agri-Marketing Association
- Virginia Association of Agriculture and Extension Agents
- Virginia Cooperative Council
- Colonial Farm Credit Agricultural Education Foundation
- Mississippi Food Policy Council
- American Society of Horticultural Science
- Mississippi Agricultural Economics Association
- Gaining Ground Sustainability Institute
- Mississippi Fruit and Vegetable Grower Association

AWARDS RECEIVED

- 2025 Outstanding Extension Project Award (Southern Agriculture Today), Southern Agricultural Economics Association
- 2024 Frank Panyko Award for Distinguished Service, Food Distribution Research Society
- 2021 UF/IFAS Professional Enhancement Award – Extension Entrepreneurial Team Award (\$5,000)
- 2020 Extension Award (group category, Surviving the Farm Economy Downturn publication), Southern Agricultural Economics Association
- 2019 Outstanding Teaching of a Course Award (Applied Economic Problem-Solving), Southern Agricultural Economics Association
- 2019 Distinguished Teaching Award, Less Than Ten Years' Experience, Agricultural and Applied Economics Association
- 2019 Farm Credit National Market Maker Innovation Award (with French Price)
- 2017 Southern Risk Management and Extension Center award for Outstanding Outreach Project (with Kim Niewolny)
- 2015 Farm Credit National Market Maker Innovation Award (with Gordon Groover and Rose Jeter)
- 2014 Virginia Tech Teacher of the Week
- 2014 Patrick J. Byrne Emerging Leadership Award, Food Distribution Research Society
- Mississippi State University 2010 State Pride Award
- Mississippi State University 2011 State Pride Award