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Miguel I. Gómez

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CURRICULUM VITAE
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EDUCATION

- 1999 PhD in Agricultural and Consumer Economics. University of Illinois at Urbana-Champaign
- 1995 MS in Agricultural and Consumer Economics. University of Illinois at Urbana-Champaign
- 1990 BS in Industrial Engineering. Universidad de Los Andes, Bogotá, Colombia

AREAS OF EXPERTISE

Food distribution and marketing, pricing and price analysis, quantitative methods

CURRENT ACADEMIC POSITION

2014-Present *Associate Professor*. Charles H. Dyson School of Applied Economics & Management, Cornell University.

OTHER PROFESSIONAL EXPERIENCE

- 2008-2014 *Ruth and William Morgan Assistant Professor*. Charles H. Dyson School of Applied Economics & Management, Cornell University.
- 2007-2008 Assistant Professor. Department of Agricultural and Consumer Economics, University of Illinois. Courses: Food Marketing (senior and MS level), International Agribusiness Management (senior and MS level).
- 2001-2006 Research Associate. Food Industry Management Program, Department of Applied Economics & Management, Cornell University.
- 2006 Principal Investigator (one-year leave from Cornell University). Banco de La República

- (Colombian Central Bank), Bogotá, Colombia. Research Project: Food prices formation and forecasting.
- 2004-2005 Lecturer. Johnson Graduate School of Management, Cornell University.
Courses: Marketing Management, Marketing Channels (MBA level)
- 1999-2001 Assistant Professor, Illinois State University.
- 1998 Research Associate (field work of dissertation). Economics Program, International Center for Maize and Wheat Improvement. Mexico D.F., Mexico.
- 1993-1997 Research Assistant. Department of Agricultural and Consumer Economics. University of Illinois at Urbana-Champaign.
- 1995-1996 Visiting Lecturer - Civic Education Project. Economics Faculty, Latvian University of Agriculture, Jelgava - Latvia, East Europe.
- 1992-1993 Research Associate. Instituto SER de Investigación. Bogotá, Colombia.
- 1990-1992 "EL ROSAL" FLOWERS. Production and Marketing Planning Manager, Bogotá, Colombia.

PUBLICATIONS - REFEREED JOURNAL ARTICLES

1. Sönmez, E., D. Lee, M.I. Gómez, and X. Fan. 2015. "Improving Food Bank Gleaning Operations: An Application in New York State" *American Journal of Agricultural Economics*, 1-14 (doi:10.1093/ajae/aav069).
2. Richards, T.J., M.I. Gómez, and I. Printezis. 2015. "Hysteresis, Price Acceptance, and Reference Prices." *American Journal of Agricultural Economics* 1-28 (doi:10.1093/ajae/aav059).
3. Nicholson, C.F., X. He, M.I. Gómez, H.O. Gao, and E. Hill. 2015. "Environmental and Economic Impacts of Localizing Food Systems: The Case of Dairy Supply Chains in the Northeastern U.S." *Environmental Science and Technology*, 49(20): 12005-12014.
4. Shrinivas, A. and M.I. Gómez. Forthcoming. "Asymmetric Price Transmission in the Cotton Supply Chain in Vidarbha." *Agricultural Economics: An International Journal*.
5. Ricketts, K. M.I. Gómez, S.S. Atallah, M.F. Fuchs, T.E. Martinson, M.C. Battany, L.J. Bettiga, M.L. Cooper, P.S. Verdegaal and R.J. Smith. 2015. "Reducing the economic impact of grapevine leafroll disease in California: Identifying optimal disease management strategies" *American Journal of Enology and Viticulture*, 66:138-147.
6. Judy Lee, M.I. Gómez, and W.B. Miller. 2015. "Paclobutrazol and Flurprimidol Control Stem Elongation of Potted Star of Bethlehem." *HortTechnology*, August 25(4): 480-486.
7. Atallah, S.S., M.I. Gómez, T. Björkman. 2014. "Localization effects for a fresh vegetable product supply chain: Broccoli in the eastern United States." *Food Policy*, 49: 151–159.

8. Atallah, S.S., M.I. Gómez, J. Conrad and J. Nyrup. 2014. “An Agent-Based Computational Bioeconomic Model of Plant Disease Diffusion and Control: Grapevine Leafroll Disease.” Forthcoming, *American Journal of Agricultural Economics*, (DOI:10.1093/ajae/aa032).
9. Richards, T.J, M.I. Gómez and J. Lee. 2014. “Pass-Through and Consumer Search: An Empirical Analysis.” *American Journal of Agricultural Economics*, 96 (4): 1049-1069.
10. Lin, S, M.I. Gómez, F. Chaddad and R.B. Ross. 2014. “Distribution Channel Choice of Wineries in Emerging Cool Climate Regions.” *Agricultural and Resource Economics Review*, 43(1), 87-103.
11. Gómez, M.I. and M. Shapiro. 2014. “Customer Satisfaction and Sales Performance in Wine Tasting Rooms.” *International Journal of Wine Business Research*, 26(1), 45-60.
12. Thomas, L., M.I. Gómez and A.K. Mansfield. 2014. “The Effect of Tasting Sheet Sensory Descriptors on Tasting Room Sales.” *International Journal of Wine Business Research*, 26(1), 61-72.
13. Yuan, H., M.I. Gómez, and V.R. Rao. 2013. “Trade Promotion Decisions under Demand Uncertainty: A Market Experiment Approach.” *Management Science*, July, 2013, 59:1709-1724 (DOI: 10.1287/mnsc.1120.1652).
14. Gómez, M.I. and K.D. Ricketts. 2013. “Food Value Chain Transformations in Developing Countries: Selected Hypotheses on Nutritional Implications.” *Food Policy*, 42 (2013) 139–150 (DOI: 10.1016/j.foodpol.2013.06.010).
15. Gómez, M.I., C.B. Barrett, T. Raney, P. Pinstrup-Andersen, J. Meerman, A. Croppenstedt, B. Carisma and B. Thompson. 2013. “Post-Green Revolution Food Systems and the Triple Burden of Malnutrition.” *Food Policy*, 42 (2013) 129–138 (DOI:10.1016/j.foodpol.2013.06.009).
16. Gómez M.I, T.J. Richards and J. Lee. 2013. “Trade Promotions and Consumer Search in Supermarket Retailing.” *American Journal of Agricultural Economics*, 95(5): 1209-1215 (DOI: 10.1093/ajae/aat044).
17. Miljkovic, D. and M.I. Gómez. “A Mechanism Design of Dispute Resolution Systems in a Regional Free Trade Agreement.” *Journal of Agriculture and Food Industrial Organization*, 2013; 11(1): 1–16.
18. Lentz, E.C., C.B. Barrett, M.I. Gómez, and D.G. Maxwell. 2013. “On The Choice and Impacts of Innovative International Food Assistance Instruments.” *World Development*, Vol. 49, pp. 1–8, (<http://dx.doi.org/10.1016/j.worlddev.2013.01.016>).
19. Violette, W.J., Harou, A.P., Upton, J.B., Bell, S.D., Barrett, C.B., Gómez, M.I., and Lentz, E.C. 2013. “Recipients’ Satisfaction with Locally Procured Food Aid Rations: Comparative Evidence from a Three Country Matched Survey.” *World Development*, Vol. 49, pp. 30–43 (<http://dx.doi.org/10.1016/j.worlddev.2013.01.019>).
20. Garg, T., Barrett, C.B., Gómez, M.I., Lentz, E.C., and Violette, W. 2013. “Price Impacts of Local and Regional Procurement and Distribution: A Multi-Country Analysis.” *World Development*, Vol.

- 49, pp. 19–29 (<http://dx.doi.org/10.1016/j.worlddev.2013.01.018>).
21. Harou, A.P, J.B. Upton, E.C. Lentz, C.B. Barrett, and M.I. Gómez. 2013. “Tradeoffs or Synergies? Assessing local and regional food aid procurement through case studies in Burkina Faso and Guatemala.” *World Development*, Vol. 49, pp. 44–57 (<http://dx.doi.org/10.1016/j.worlddev.2013.01.020>).
 22. Lee, J. and M.I. Gómez. 2013. “Impacts of the End of the Coffee Export Quota System on International-to-Retail Price Transmission.” *Journal of Agricultural Economics*, 64(2): 343–362. (DOI: 10.1111/j.1477-9552.2012.00372.x.)
 23. Simon, D.H., M.I. Gómez. 2013. “Customer Satisfaction, Competition, and Firm Performance: An Empirical Investigation.” Forthcoming, *Managerial and Decision Economics*.
 24. Li, J., M.I. Gómez B.R. Rickard and M. Skinner. 2013. “Factors Influencing Adoption of Integrated Pest Management in Northeast Greenhouse and Nursery Production.” *Agricultural and Resource Economics Review*, 42/2 (August 2013): 310–324.
 25. Smith, B., H.M. Kaiser and M.I. Gómez. “Identifying Factors Influencing a Hospital’s Decision to Adopt a Farm-to-Hospital Program.” *Agricultural and Resource Economics Review*, 43 (3): 508-517.
 26. Rickard, B., T. Schmit, M.I. Gómez and H. Luo. 2013. “Does the Name Matter? Developing Brands for Patented Fruit Varieties.” *Agribusiness: An International Journal*, 29 (3): 259-272.
 27. Gómez, M.I., E. González, and L.F Melo. 2012. “Forecasting Food Inflation in Developing Countries with Inflation Targeting Regimes.” *American Journal of Agricultural Economics*, 94(1): 153–173.
 28. Richards, T.J., M.I. Gómez, and G. Pofahl. 2012. “A Multiple Discrete / Continuous Model of Price Promotions.” *Journal of Retailing*, 88(2): 206-225.
 29. Cho, J. L. W. Tauer, Y. H. Schukken, M. I. Gómez, R. L. Smith, Z. Lu, and Y. T. Grohn. 2012. “Economic Analysis of Mycobacterium avium subspecies paratuberculosis vaccines in Dairy Herds.” *Dairy Science*, 95:1855–1872.
 30. Atallah S.S., M.I. Gómez, M.F Fuchs, and T.E. Martinson. 2012. “Economic Impact of Grapevine Leafroll Disease on Vitis vinifera cv. Cabernet franc in Finger Lakes Vineyards of New York.” *American Journal of Enology and Viticulture*, 63(1): 73-79.
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 32. Gómez, M.I., C. B. Barrett, L. E. Buck, H. De Groote, S. Ferris, H. O. Gao, E. McCullough, D. D. Miller, H. Outhred, A. N. Pell, T. Reardon, M. Retnanestri, R. Ruben, P. Struebi, J. Swinnen, M. A. Touesnard, K. Weinberger, J. D. H. Keatinge, M. B. Milstein and R. Y. Yang. 2011. “Research Principles for Developing Country Food Value Chains.” *Science*, 3, Vol. 332 no. 6034: 1154-1155.
 33. Nicholson, C.F., Gómez, M.I., Gao, H. 2011. “The Cost of Increased Localization for a Multiple-

- Product Food Supply Chain: Dairy in the United States.” *Food Policy*, 36 (2): 300-310.
34. Schmit, T., Gómez, M.I. 2011. “Developing Viable Farmers Markets in Rural Communities: An Investigation of Vendor Performance Using Objective and Subjective Valuations.” *Food Policy*, 36 (2): 119-127.
 35. Jablonski, B.R, J. Perez-Burgos, and M.I. Gómez. 2011. “Food Value Chain Development in Central New York: CNY Bounty.” *Journal of Agriculture Food Systems Planning and Community Development*, 1 (3).
 36. Park, K. and M.I. Gómez. 2010. “Do Price Premiums Exist for Local Products?” *Journal of Food Distribution Research*, 42 (1).
 37. Gómez, M.I., J. Lee, J. Koerner. 2010. “Do retail coffee prices rise faster than they fall? Asymmetric price transmission in France, Germany and the United States.” *Journal of International Agricultural Trade and Development*, 6(2): 173-194.
 38. King R.P., Gómez, M.I., DiGiacomo, G., 2010. “Can Local Food Go Mainstream?” *Choices*, 25(1).
 39. Gómez, M.I., J. Frank, E. Kunda and P. Garcia. 2009. “Cash Settlement of Lean Hog Futures Contracts Reexamined.” *Review of Futures Markets*, 18(2).
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 41. Simon, D.H., M.I. Gómez, E.W. McLaughlin, and D.R. Wittink. 2009. “Employee Attitudes, Customer Satisfaction, and Sales Performance: Assessing the Linkages in US Grocery Stores.” *Journal of Managerial and Decision Economics*, 30, p. 27-41.
 42. Gómez, M.I, V.R. Rao and E.W. McLaughlin. 2007. “Depth and Allocation of Trade Promotions: Evidence from the US Supermarket Industry.” *Journal of Marketing Research*, Vol. 44 Issue 3, p. 410-424.
 43. Gupta, S., E.W. McLaughlin and M.I. Gómez. 2007. “Guest Satisfaction and Restaurant Performance,” *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 48, No. 3, 284-298 (best paper award, 2007).
 44. Gómez, M.I., M.L. Maratou, D.R. Just. 2007. “Market Power and Off-Invoice Trade Promotions in the US Food Industry: An Empirical Investigation.” *Review of Agricultural Economics* 29(1): 119-140.
 45. Huang, H., G.Y. Miller, B. Sherrick, and M. I. Gómez. 2006. “Factors Affecting Illinois Farmland Values.” *American Journal of Agricultural Economics* 88(2) (May 2006): 458–470.
 46. Gómez, M.I., McLaughlin, E.W. and Wittink, D.R. 2004 “Customer Satisfaction and Retail Sales Performance: An Empirical Investigation,” *Journal of Retailing*, 80(4): 265-278.
 47. Park, K. and M.I. Gómez. 2004. “Predicting Coupon Use from Demographic and Behavioral Characteristics,” *Journal of Food Distribution Research*, 35(1): 162-168.

48. Gómez, M.I., M.P. Cabal, and J.A. Torres. 2002 “Private Initiatives on Food Safety: The Case of the Colombian Poultry Industry.” *Journal of Food Control*, 13 (June): 83-86.
49. Castillo, M., M.I. Gómez, R. Candelo and A. Moreno. 2001. “El Mercado del café: ¿Ahora hacia dónde?” *Economía Colombiana y Coyuntura Política*, 290:45-51.
50. Unnevehr, L.J., G.Y. Miller, and M.I. Gómez. 1999. “Ensuring Food Safety and Quality in Farm Level Production: Emerging Lessons from the Pork Industry.” *American Journal of Agricultural Economics*, 81 (5): 1096-1101.
51. Jensen, H.H., L.J. Unnevehr, and M.I. Gómez. 1998. “Cost of Improving Food Safety in the Meat Sector.” *Journal of Agricultural and Applied Economics*, 30 (1): 83-94.
52. Unnevehr, L.J., M.I. Gómez, and P. Garcia. 1998. “The Incidence of Producer Welfare Losses from Food Safety Regulation in the Meat Industry”, *Review of Agricultural Economics*, 20 (1): 186-201.
53. Garcia, R.J., D. Miljkovic, and M.I. Gómez. 1998. “Import Prices and Hard Currency Constraints in Eastern Europe: Implications for Coarse Grain Imports and Production of Meat” *Journal of Agricultural and Applied Economics*, 30 (1): 201-215.
54. Gómez, M.I. 1996. "Peasant Economies in Colombia: Evolution 1988-1992. A Study based on the National Rural Household Survey." *Revista Coyuntura Social*, Vol. No. 7 (November).

PUBLICATIONS - BOOK

1. King R.P, M. Hand and M.I. Gómez (eds.) Forthcoming, 2014. *Growing Local: Case Studies on Local Food Supply Chains*, University of Nebraska Press.

PUBLICATIONS - BOOK CHAPTERS

1. J.N. Hernandez-Aguilera, M.I. Gómez. 2015. “Posicionamiento de pequeños productores colombianos en mercados globales: El caso de las cadenas de valor de cafés especiales,” in *El desarrollo equitativo, competitivo y sostenible del sector agropecuario en Colombia*, Banco de La República, 201-245, C.G. Cano, A.M. Iregui, M.T. Ramírez, A.M. Tribín (Eds).
2. E.W. McLaughlin and M.I. Gómez. 2014. “Chapter 13: Food Distribution,” in *Food Systems & Public Health*, Neff, R. (ed.), John Wiley & Sons, Inc.
3. M.I. Gómez, M. Hand, R.P. King. 2014. “From Farms to Consumers: An Introduction to Supply Chains for Local Foods.” In *Comparing the Structure, Size, and Performance of Local and Mainstream Food Supply Chains*, King R.P., M. Hand and M.I. Gómez (eds.), University of Nebraska Press.
4. Gómez, M.I., E.W. McLaughlin and S. Hardesty. 2014. “Can Local Food Markets Expand?” In *Comparing the Structure, Size, and Performance of Local and Mainstream Food Supply Chains*, King R.P., M. Hand and M.I. Gómez (eds.), University of Nebraska Press.
5. Park, K., Gómez, M.I., G.F. Ortmann and J. Horwich. 2014. “Product Prices and Availability.” In

Comparing the Structure, Size, and Performance of Local and Mainstream Food Supply Chains, King R.P, M. Hand and M.I. Gómez (eds.), University of Nebraska Press.

6. Gómez, M.I., McLaughlin, E.W., Park, K. 2014. “Case Studies on Local Food Supply Chains: Apple Case Studies in the Syracuse, New York MSA.” In *Comparing the Structure, Size, and Performance of Local and Mainstream Food Supply Chains*, King R.P, M. Hand and M.I. Gómez (eds.), University of Nebraska Press.
7. Arango, L.E., Ardila L.K., and Gómez, M.I. “Efecto del cambio del salario mínimo en el precio de las comidas fuera del hogar en Colombia” 2013. In *Formación de precios y salarios en Colombia*, Enrique López y María T. Ramírez (eds.), Banco de la República.
8. Gómez, M.I., C.F. Nicholson and P. E. McNamara. 2009. “Changing Food Supply, Demand, and Marketing Issues: What Affects Price and Affordability?” in *Adequate Food for All: Culture, Science and Technology of Food in the 21st Century*, Pond W.G, B.L. Nichols and D.L. Brown, editors, Taylor & Francis Group, LLC.

PUBLICATIONS – PEER REVIEWED TECHNICAL REPORTS

1. Miguel Gómez, Benjamin Mueller, and Mary Kate Wheeler. 2015. “Private Sector Extension Activities targeting Small Farmers in Developing Countries” United States Agency for International Development (USAID) project *Modernizing Extension and Advisory Services* (MEAS).
2. Mueller, B.C., M.I. Gómez and K.D. Ricketts, 2013. “An Evaluation of Extension Services of the Colombian Coffee Growers Federation.” Prepared for the Project Modernizing Extension and Advisory Services Project (MEAS), U.S. Agency for International Development.
3. Gómez, M.I. and K. Ricketts, 2012. “Food Value Chain Transformations in Developing Countries: and Nutrition.” Background Paper for the *2013 State of Food and Agriculture Report*, U.N. Food and Agriculture Organization.
4. Gómez, M.I., M. Rizwan, and K. Ricketts. 2012. “Origins, Creation, and Evolution of the Fruit & Vegetable Dispute Resolution Corporation.” Agricultural Marketing Service, U.S. Department of Agriculture.
5. King, R.P., Hand, M.S., DiGiacomo, G., Clancy, K. Gómez, M.I., Hardesty, S.D., Lev, L., McLaughlin, E.W., 2010. *Comparing the Structure, Size, and Performance of Local and Mainstream Food Supply Chains*, U.S Department of Agriculture, ERR No. 99.
6. Gómez, M.I., D.M. Sierra and D. Rodriguez. 2003. “Case Study: The Poultry Industry in Colombia.” In *Food Safety in Food Security and Food Trade*, edited by Laurian Unnevehr, 2020 Focus 10, Brief 14, International Food Policy Research Institute.
7. Gómez. M.I. 2000. “Cooperación Internacional en la Investigación Agropecuaria.” *Economía Colombiana y Coyuntura Política*, Issue number 278, June.

PUBLICATIONS – IN REVIEW

1. Atallah, S.S., M.I. Gómez, and J. Conrad. “Spatial-Dynamic Externalities and Strategic Behavior.” *Journal of Environmental Economics and Management*.
2. Chaddad, F., B. Ross, M.I. Gomez and J. Franken. “Coordination of Wine grape Supply Chains in Emerging Markets” *Agribusiness: an International Journal*.
3. Gómez, M.I., N.L. Bills and M. Cheng. “Urban Agglomeration Economies in the U.S. Greenhouse and Nursery Production.” *Journal of Regional Analysis and Policy*.
4. Miguel I. Gómez, Marina Predic, Samyuktha Kannan. “The Effect of Subjective and Objective Tasting Sheet Descriptors on Tasting Room Sales in New York State” *Cornell Hospitality Quarterly*.
5. Fan, X., M.I. Gómez, S.S. Atallah and J.N. Hernandez-Aguilera. “Localization of Vegetable Supply Chains and Spatial Market Efficiency: The Case of Broccoli in the United States” *Agribusiness: An International Journal*.
6. Katie D. Ricketts, Miguel I. Gomez, Marc F. Fuchs, Timothy E. Martinson, Rhonda J. Smith, Monica L. Cooper, Michelle Moyer and Alice Wise. "Mitigating the Economic Impact of Grapevine Red Blotch: Optimizing Disease Management Strategies in U.S Vineyards." *American Journal of Enology and Viticulture*.
7. Lee, D. and M.I. Gómez. "Sustainability Issues in Food Supply Chains: Integrating Operations Management and Applied Economics Perspectives" *Surveys in Operations Research and Management Science*.
8. Sonmez, E., Lee, D. and M.I. Gómez, X. Fan. "An Operational Analysis of Multi-Crop Food Bank Gleaning Programs" *Production and Operations Management*.

PUBLICATIONS – EXTENSION

1. Atallah S.S., M.I. Gómez, M.F Fuchs, and T.E. Martinson. 2015. “Economic Impact of Grapevine Leafroll Disease on *Vitis vinifera* cv. Cabernet franc in Finger Lakes Vineyards of New York.” Finger Lakes, Vineyard Notes, December 2015.
2. D. Oh, S. Kananizadeh, M.I. Gómez, T. Martinson. 2015 “Cost Of Establishment and Production of Cold Hardy Grapes in The Thousand Islands Region of New York-2015,” Extension Bulletin 2015-12, Charles H. Dyson School of Applied Economics and Management.
3. D. Oh, S. Kananizadeh, M.I. Gómez, T. Martinson. 2015 “Cost Of Establishment and Production of Cold Hardy Grapes in The Chautauqua Region of New York-2015,” Extension Bulletin 2015-15, Charles H. Dyson School of Applied Economics and Management.
4. M.I. Gómez. 2015. “Key Lessons for learned from Sunnyside Gas and Grocery. The case of a store, a cabbage and a potato.” *Enhancing Food Security in the Northeast through Local and Regional*

Food Systems Newsletter, February 5, 2015.

5. Atallah, S.S., M.I. Gómez. 2014. "Grapevine Leafroll Disease Control: It Pays to Test Neighboring Vines," *Appellation Cornell Research Focus 2014-2*.
6. Tang, Y, Gómez, M.I. and White, J. 2014 "Cost Of Establishment and Production of Hybrid Grapes In The Finger Lakes Region Of New York-2014," *Extension Bulletin 2014-11*, Charles H. Dyson School of Applied Economics and Management.
7. Tang, Y, Gómez, M.I. and Park, K. "A Case Study of Price Premiums for Local Foods in Tompkins County, New York," *Smart Marketing*, November 2014.
8. Gómez, M.I. "Supply Chain Impacts of an Increased Vegetable Demand: The Case of Cabbage," by Kristen Devlin, *Newsletter: Enhancing Food Security in the Northeast*, October 2014.
9. Gómez, M.I. and Kelly, E.M. "The Tasting Room Experience and Winery Customer Satisfaction," *Northern Grapes Project Extension Bulletin*.
10. Gómez, M.I. and J. Li. 2013. "Chapter 10. Grapes, Wine and Ornamental Crops." in *New York Economic Handbook 2014*, Department of Applied Economics and Management, Cornell University. December, pp. 10-1–10-13.
11. Atallah, S.S., M.I. Gómez. 2013. "Eastern Broccoli Crop Budgets." *Extension Bulletin 2013-12*, Charles H. Dyson School of Applied Economics and Management.
12. Cuellar-Healey, S., M.I. Gómez. 2013. "Module 1: Marketing." *Extension Bulletin 2013-02*, Charles H. Dyson School of Applied Economics and Management.
13. Cuellar-Healey, S., M.I. Gómez. 2013. "Module 1: Marketing, Teaching Slides." *Extension Bulletin 2013-02i*, Charles H. Dyson School of Applied Economics and Management.
14. Cuellar-Healey, S., M.I. Gómez. 2013. "Module 2: Customer Analysis." *Extension Bulletin 2013-03*, Charles H. Dyson School of Applied Economics and Management.
15. Cuellar-Healey, S., M.I. Gómez. 2013. "Module 2: Customer Analysis Example, The Hispanic Market in the United States." *Extension Bulletin 2013-03i*, Charles H. Dyson School of Applied Economics and Management.
16. Cuellar-Healey, S., M.I. Gómez. 2013. "Module 2: Customer Analysis, Teaching Slides." *Extension Bulletin 2013-03ii*, Charles H. Dyson School of Applied Economics and Management.
17. Cuellar-Healey, S., M.I. Gómez. 2013. "Module 3: Company Analysis." *Extension Bulletin 2013-04*, Charles H. Dyson School of Applied Economics and Management.
18. Cuellar-Healey, S., M.I. Gómez. 2013. "Module 3: Company Analysis Example, Marketing Plan, Mixed Green Salad Gardens." *Extension Bulletin 2013-04i*, Charles H. Dyson School of Applied Economics and Management.

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20. Cuellar-Healey, S., M.I. Gómez. 2013. “Module 4: Competitor Analysis.” *Extension Bulletin 2013-05*, Charles H. Dyson School of Applied Economics and Management.
21. Cuellar-Healey, S., M.I. Gómez. 2013. “Module 4: Competitor Analysis Example, SWOT Analysis.” *Extension Bulletin 2013-05i*, Charles H. Dyson School of Applied Economics and Management.
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23. Cuellar-Healey, S., M.I. Gómez. 2013. “Module 6: Price.” *Extension Bulletin 2013-07*, Charles H. Dyson School of Applied Economics and Management.
24. Gómez, M.I. and E.M. Kelley, 2013. “The Tasting Room Experience and Winery Customer Satisfaction.” *Extension Bulletin 2013-01*, Charles H. Dyson School of Applied Economics and Management.
25. Gómez, M.I. and J. Li. 2012. “Chapter 10. Grapes, Wine and Ornamental Crops.” in *New York Economic Handbook 2013*, Department of Applied Economics and Management, Cornell University. December, pp. 10-1–10-13.
26. Atallah S.S., M.I. Gómez, M.F Fuchs, and T.E. Martinson. 2012. “Economic Impact of Grapevine Leafroll Disease on *Vitis vinifera* cv. Cabernet franc in Finger Lakes Vineyards of New York.” *Appellation Cornell*, Issue 10, May 2012.
27. Schuelke, R., Hoffmann, M., and M.I. Gómez. 2012 “Cause Marketing Opportunities: GleanNY, Donating Food from Farms to NY’s Hungry.” *Smart Marketing*, July.
28. Gómez, M.I. and J. Li. 2011. “Chapter 10. Grapes, Wine and Ornamental Crops.” in *New York Economic Handbook 2012*, Department of Applied Economics and Management, Cornell University. December, pp. 10-1–10-13.
29. Schmit, T., M. Stephenson, B. Rickard, M.I. Gómez. 2011. “Agricultural Markets Outlook.” *Research & Policy Brief Series*, Community and Regional Development Institute. 45, December 2011.
30. Gómez, M.I. “FACULTY FOCUS: 5 Questions for Miguel Gómez.” *Appellation Cornell*, Issue 8, December 8, 2011.
31. Rickard, B.R., T. Schmit, M.I. Gómez, H. Lu. 2011. “Does the Name Matter? Developing Brands for Patented Fruit Varieties.” *New York Fruit Quarterly* 19(3): 5-9.
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34. Schmit, T. and M.I. Gómez (2010). “Growing Farmers Markets in Northern New York: Improving Community Development, Food Access, and Farm Returns.” *New York Minute*, Community and Regional Development Institute, Issue Number 43, December 2010.
35. Rickard, B and Gómez, M.I. 2010. “Chapter 10: Specialty Crops.” in *New York Economic Handbook 2010*, EB 2009-25, Department of Applied Economics and Management, Cornell University. December, pp. 10-1 – 10-18.
36. Gómez, M.I. (2010). “Moving Local Foods from Farm to Consumers: Lessons from NYS Apples.” *Research & Policy Brief Series*, Community and Regional Development Institute, Issue Number 38, November 2010.
37. Schmit, T. and M.I. Gómez (2010). “The Growing Farmers Markets in Northern New York: Improving Community Development, Food Access and Farm Returns”. *New York State Association of Counties News*, 31 (4), Fall 2010.
38. Gómez, M.I., Atallah, S. Martinson, T., Fuchs, M. 2010. “Economic analysis of the financial impact of the grape Leafroll virus (GLRV) in the Finger Lakes region of New York.” *Extension Bulletin 2010-15*, Charles H. Dyson School of Applied Economics and Management.
39. Gómez, M.I. “Finger Lakes Grape Demand Survey: Preliminary Results”. (In press) Dyson School of Applied Economics and Management, *Extension Bulletin*.
40. Gómez, M.I. 2010. “Customer Satisfaction and Tasting Room Sales in the Finger Lakes Region.” *Appellation Cornell, Research Focus 2010-3*.
41. Park, K. and M.I. Gómez. 2010. “Fifteen Case Studies on Local Food Supply Chains.” *Smart Marketing*, Charles H. Dyson School of Applied Economics and Management, Cornell University, July 2010.
42. Gómez, M.I. 2009. "Should Customer Satisfaction Be Part of Specialty Crop Growers' Marketing Strategy?" *New York Berry News*, September 2009.
43. Gómez, M.I. “Mercadeo e Industria de Alimentos: Tendencias y Retos” *Revista Nota Uniandina*, August, 2009, Bogotá, Colombia.
44. Schmit, T., M.I. Gómez and B. Logozar. “Drivers of Vendor Satisfaction and Performance at Farmers’ Markets” *Smart Marketing*, Department of Applied Economics and Management, Cornell University, September 2009.
45. Rickard, B and Gómez, M.I. 2009. “Chapter 10: Specialty Crops.” in *New York Economic Handbook 2010*, EB 2009-25, Department of Applied Economics and Management, Cornell University. December, pp. 10-1 – 10-18.

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47. Wien, H.C., Gómez, M.I. and B.R. Rickard. 2009 “Should Production in High Tunnels Be Part of Your Specialty Crop Enterprise?” *Smart Marketing*, Department of Applied Economics and Management, Cornell University, January 2009.
48. Rickard, B and Gómez, M.I. 2008. “Chapter 10: Specialty Crops.” in New York Economic Handbook 2009, EB 2008-25, Department of Applied Economics and Management, Cornell University. December, pp. 10-1 – 10-18.
49. Gómez, M.I., J. Frank, E. Kunda and P. Garcia. 2008 “Behavior of Lean Hog Futures Contracts and Hedging Opportunities” Office for Futures and Options Research (OFOR), University of Illinois at Urbana-Champaign, June 2008.
50. Carihfield, J.B., M.I. Gómez. 1993-94. "Economic Activity in Illinois." *Illinois Business Review*. University of Illinois at Urbana-Champaign.

PUBLICATIONS – TRADE, PRESS AND INDUSTRY

1. Sönmez, E., D. Lee, M.I. Gómez, and X. Fan., 2015, “Hunger Relief Programs: Improving Food Access,” *The Exchange*, Agricultural and Applied Economics Association, July 2015 Issue 15.
2. Gómez, M.I. “Vegetable Outlook: Fresh Down, Processed Up,” *American Agriculturalist* March, 2015.
3. K.D. Ricketts, M.I. Gómez, S.S. Atallah, M.F. Fuchs, T.E. Martinson, M.C. Battany, L.J. Bettiga, M.L. Cooper, P.S. Verdegaal, and R. J. Smith. 2015. “Reducing the economic impact of Grapevine Leafroll Disease in California: Identifying optimal disease management strategies.” Appellation Cornell, 2015 Newsletters, Issue 21, May 2015.
4. Gómez, M.I. “Vegetable Outlook: Insights from a Long Term Assessment Study,” *American Agriculturalist* March, 2014.
5. Gómez, M.I. 2013. “Fresh vegetables losing ground to imports.” *American Agriculturalist*, March, 2013, p. 26.
6. Gómez, M.I. 2012. “Customer Satisfaction and Tasting Room Performance.” *Minnesota Grape Growers Association Quarterly Membership Newsletter*, 2012.
7. Henehan. B.M., M. I. Gómez. 2012. “Smart Marketing Includes Services & Relationships, Not Just Products.” *Nursery Lines*, 39 (2).
8. Gómez, M.I. and J. Li. 2012. “2012 Situation and Outlook for Ornamental Crops.” *Nursery Lines*, 39 (1).

9. Gómez, M.I. 2012. "Vegetable supplies up, prices not." *American Agriculturalist*. March 2012, p.22.
10. Call, K. Gómez, M.I. and Kahn, F. 2011. "Marketing Ornamentals to the Young" *Nursery Lines*, 38(4).
11. Gómez, M.I. and J. Li. 2011. "What factors affect the adoption of integrated pest management practices among greenhouse ornamental growers in the Northeast?" *Nursery Lines*, 38 (3).
12. Maloney, T. and Gómez, M.I. 2011. "Immigration Issues: Four Things Nursery and Landscape Employers Should Do." *Nursery Lines*, 38(2).
13. Gómez, M.I. 2011. "Vegetable Outlook: Multiple Challenges Ahead." *American Agriculturalist*.
14. Gómez, M.I. 2011. "2011 Vegetable Production Market Outlook." *American Vegetable Grower*.
15. Gómez, M.I. 2011. "Economic Prospects for 2011 and Critical Issues for the Green Industry." *Nursery Lines*, 38(1).
16. Gómez, M.I. (2010) "Vegetable Outlook: Multiple Challenges Ahead." Forthcoming, *American Agriculturalist*.
17. Gómez, M.I. 2010. "Do Nursery and Landscape Industries in the Northeast benefit from Urban Agglomeration Economies?" *Nursery Lines*, 37(4).
18. Wien H. Chris, Miguel I. Gómez, and Bradley Rickard. 2010. "The Economics of High Tunnels." *American Vegetable Grower*, October 2010.
19. Gómez, M.I. 2010. "Business Analysis & Planning in Nursery and Landscape Industries." *Nursery Lines*, 37(3).
20. Gómez, M.I. 2010. "Should Customer satisfaction be Part of the Marketing Strategy in the Green Industry?" *Nursery Lines*, 37(2).
21. Gómez, M.I. 2010. "Economic Prospects for 2010: Are Industry Executives Adopting a Marketing Orientation?" *Nursery Lines*, 37(1).
22. Gómez, M.I. and B.J. Rickard. "Ornamental Crops Outlook 2010: The Need for a Marketing Orientation." *The American Agriculturalist*, December 2009.
23. Gómez, M.I. 2009. "Tight Supply Hikes Vegetable Prices," *American Agriculturist*, 206(2), p. 27, March 2009.
24. Gómez, M.I. 2006. "Satisfacción del Cliente en la Relación Proveedor-Restaurador." *La Barra*, No. 19: 64-65.
25. Gómez, M.I. 2006. "Tecnología de Información, Parte de la Estrategia." *La Barra*, No. 18: 42-45.

26. Gómez, M.I. 2006. “Proveedor-Comprador: Creciendo de la Mano.” *La Barra*, No. 17: 44-45.
27. Gómez, M.I. and E.W. McLaughlin. 2004. “A Survey of Trade Promotions in the US Supermarket Industry.” *Executive Outlook*, 4(1): 46-63.
28. Gómez, M.I., E.W. McLaughlin and D.R. Wittink. 2002. “Customer Satisfaction and Performance in the Supermarket Industry Today.” *Executive Outlook*, 2 (4): 58-63.

RESEARCH GRANTS

As Principal Investigator

1. *Cornell Institute for Social Sciences*. “Developing a Longitudinal Database of Smallholder Coffee Growers to Assess Impacts of Participation in Specialty Markets.” 11/1/2015 – 12/31/2016 (\$7,400)
2. *Fair Trade USA*. “Coffee Cost Studies in Latin America”. 2/15/2015 – 12/31/2016 (\$25,000)
3. *USDA AFRI Program*. “Online Retailing and Local Food: How Farmers can Capitalize.” 1/1/2016 – 12/31/17 (\$482,831 total; \$59,985 Dyson)
4. *USDA AFRI Program*, “Overcoming Supply Chain Barriers to Expanding Northeast Ruminant Meat Production.” 1/1/2016 – 12/31/18 (\$499,000 total; \$177,628 Dyson)
5. *U.S. Department of Agriculture* “Price regulation of farm milk” (with Andrew Novakovic) 10/01/2014 – 9/30/2016 (\$150,000)
6. *US Agency for International Development-Modernizing Extension and Advisory Systems (MEAS)(Subcontract with University of Illinois)*, Assessing Private-Led Extension Initiatives in Developing Countries, 1/1/2014 – 9/14/2015, (\$47,000)
7. *New York State Integrated Pest Management Program 2013-2016*, “Economics of the Spotted Wing *Drosophila* in Fruit”, 10/01/2013-09/30/2016, (\$15,000 Dyson School)
8. *USDA Hatch*, “Cost of Establishment and Production of Wine Grapes In New York.” 10/1/2013 – 9/30/2016, (\$69,000).
9. *Atkinson Center for a Sustainable Future, Academic Venture Fund*, “Sustainability Impacts of Participation in the Relationship Coffee Model on Smallholder Farmers.” 8/15/2013 – 8/14/2014, (\$52,118).
10. *Cornell Institute for Social Sciences*. “Welfare Impacts of Participation in the Relationship Coffee Model among Colombian Smallholder Growers.” 1/1/2013 - 12/30/2013, (\$7,400).
11. *US Agency for International Development-Modernizing Extension and Advisory Systems (MEAS)(Subcontract with University of Illinois)*, “Modernizing Extension and Advisory Services Project – National Coffee Growers Federation,” 12/1/2012 – 9/14/2013, (\$28,028)
12. *The Cooperative Extension Association of Wayne County*. “Quantitative and Qualitative Measures

- of Fruit and Vegetable Production in the Genesee Valley,” 1/15/2012 – 8/14/2012, (\$49,000)
13. *NIFA/USDA Agriculture and Food Research Initiative*, “Rural Entrepreneurship in the Wine Industry: Identifying Success Factors among Start-Up Wineries in Emerging Cool Climate Regions”, 9/1/2011 – 8/31/2015 (Multistate, Total:\$498,462; to Cornell: \$123,944) (Cornell PI: Gómez)
 14. *USDA Agriculture and Food Research Initiative, Global Food Security Program*, “Enhancing Food Security of Underserved Populations in the Northeast through Sustainable Regional Food Systems”, 2/15/2011 – 2/14/2016 (Multistate, Total:\$4,980,000; to Cornell: \$667,294) (Cornell PI: Gómez)
 15. *USDA Foreign Agricultural Service (subcontract with Catholic Relief Services, Guatemala)* “USDA Local and Regional Procurement Pilot Project Evaluation in Guatemala.” 12/1/2010 – 9/30/2011 (\$64,804)
 16. *Atkinson Center for a Sustainable Future, AVF*, “Developing a Soil-Based, Sustainable Specialty Crop Greenhouse Industry in the Northeast”, 8/15/2011 – 8/14/2012 (\$39,003)
 17. *New York Agricultural Growers, LLC*, “A Marketing Plan for NYS Apple Varieties” (gift for undergraduate internship) 5/15/2011 – 12/15/2011 (\$4,100, as a gift)
 18. *Charles H. Dyson School Grant Program*, “Beyond Fair Trade: Exploring the Viability of a Sustainable Trade (ST) Certification System among Mexican Avocado Smallholders” 1/1/2011 – 2/31/2012 (\$11,400)
 19. *North Central Regional Center for Rural Development*, “Challenges Facing Small and Medium Sized Entrepreneurs in Emerging Cool Climate Wine Regions,” 9/1/2010 – 5/31/2011 (Multistate, \$20,000 total; \$6,400 to Cornell)
 20. *Agricultural Marketing Service, U.S. Department of Agriculture*, “Evaluating the Fruit and Vegetable Dispute Resolution Corporation” 1/1/2010 – 12/31/2011 (\$96,165)
 21. *New York Wine & Grape Foundation*, “Customer Satisfaction and Tasting Room Performance in New York State Wineries,” 6/1/09 – 5/31/10 (\$9,276)
 22. *New York Farm Viability Institute*, “Evaluation and Future Directions for NYFVI-funded Marketing Projects on Specialty Crops (fruits, Vegetables & Ornamentals): 2006–Present.” 11/1/2009 – 10/31/2011 (\$128,648)
 23. *Cornell Center for a Sustainable Future*, “Sustainability of Food Systems,” 9/1/2009 – 8/30/2011 (\$195,005)
 24. *Hatch Smith-Lever, U.S. Department of Agriculture*, “Enhancing Market Access and Profits for New York Horticultural Industries through Local Supply Chains,” 10/1/2009 – 9/30/2012 (\$106,500)
 25. *Cornell Center for a Sustainable Future and Cornell International Institute for Food, Agriculture*

and Development, “Workshop: Exploring linkages between sustainability of smallholder food value chains and poverty alleviation in low income countries,” 1/1/2010 – 6/30/2010 (\$26,000)

26. *Cornell Cooperative Extension Internship Program*, “Finger Lakes Grape Demand Survey” 5/15/2009 – 8/15/2009 (\$4,000)
27. *William and Flora Hewlett International Research Travel Grant*. “Exploratory Study on Food Marketing to the Base of the Pyramid,” Bogotá, Colombia, 2008 (\$3,000).
28. *Soybean Disease and Biotechnology Center*, “Economic Impacts of Soybean Rust on the US Soybean Sector” (With Hayri Onal) 2007-2009 (\$96,000).
29. *Illinois Farm Bureau and the Office of Future and Options Research, University of Illinois, (PI)*, “Evaluation of the hedging performance of the Chicago Mercantile Exchange Lean Hog futures contract.” 2007-2008 (\$18,000)
30. *Global Resource Action Center for the Environment*. Economic impacts of large hog farms in Illinois. 2001 (\$13,000)
31. *Illinois Council for Food and Agriculture Research*, “Impacts of changing structures of the agricultural sector in Illinois,” 2000 (\$13,000)
32. *Illinois Council for Food and Agriculture Research*, 1999 (\$17,000)
33. *Tinker Foundation Summer Fellowship for Latin America*, “Plan dissertation on the impact of international research networks in developing countries,” 1997 (\$3,000)

As Co-Principal Investigator

1. *USDA Specialty Crop Research Initiative Block Grant*. “Business Tools to Stimulated Growth of New York State’s Year-Round Greenhouse Vegetable Industry” 11/1/2015 – 12/31/2016 (\$117,660 total; \$ 65,000 Dyson).
2. *USDA, National Clean Plan Network*. Economic Benefits of the National Clean Plant Network. 8/15/2014 – 8/14/2015 (\$350,000 total; \$82,159 Dyson).
3. *NYS Department of Agriculture & Markets*. “Comparing the Corn-Soybean-Wheat/Red Clover Rotation under Conventional and Organic Cropping Systems in New York” 01/06/2015 – 12/31/2016, (\$150,000 total; \$48,111 Dyson)
4. *USDA, NIFA Specialty Crop Research Initiative*, “Developing and implementing sustainable strategies to manage spotted wing drosophila in United States fruit crops,” 10/01/2015 – 12/32/2019 (\$762,684 total; \$358,115 Dyson)
5. *USDA, National Clean Plan Network*, “Optimal control of red blotch disease in wine grapevines,” 8/15/2014 – 8/14/2015, (\$252,000 total; \$53, 688 Dyson).

6. *Cornell Institute for Social Sciences*. “Cooperative Membership and Preference Alteration: A Field Experiment on Trust, Time and Risk amongst Coffee Farmers in Colombia,” 8/15/2014 – 8/14/2015 (\$12,000). *aqui*
7. *NYS Department of Agriculture and Markets, Specialty Crops Block Grant*. “Optimal control of red blotch disease in NYS wine grapevines,” 10/1/2014 – 3/1/2017, (\$99,932 total; \$25,500 Dyson)
8. *New York Farm Viability Institute*, “Increasing the Competitiveness of the NY Grape Nursery Industry,” 12/01/2012 – 11/28/2014, (\$50,000 Total; \$15,115 Dyson School).
9. *NYS Department of Agriculture and Markets, Specialty Crops Block Grant*. “Continuing Evaluation of Grape and Wine Production Practices in Support of the Emerging Cold-Climate 'Northern Grapes' Industry in New York,” 01/01/2014 – 12/3/2014, (\$76,387 Total; \$5,000 Dyson School).
10. *USDA, National Clean Plan Network*, “Developing a Regional Eastern NCPN-Grape Center,” 9/25/2012 – 9/24/2013, (\$349,574 Total; \$41,578 Dyson School)
11. *Gates Foundation*, “Oil Prices and African Food Security,” 6/30/2012 – 6/29/2013, (\$192,102)
12. *Atkinson Center for a Sustainable Future, AVF*, “Improving the Sustainable Production of Staple Leafy Green Vegetable Crops in Sub-Saharan Africa,” 8/15/2012 – 8/14/2013 (\$77,280)
13. *NIFA/USDA, Specialty Crop Research Initiative*, “Northern grapes: Integrating viticulture, winemaking, and marketing of new cold hardy cultivars supporting new and growing rural wineries”, 9/1/2011 – 8/31/2013 (\$2,511,333 total; \$93,787 Dyson School)
14. *USDA Specialty Crops Research Initiative*, “Developing an Eastern Broccoli Industry.” 9/1/2010 – 8/30/2015 (Multistate, \$3,176,000 total; \$1,480,341 to Cornell)
15. *Atkinson Center for a Sustainable Future, AVF*, “Sustainable pest management and yield increase strategies through ecological, genetic, and economic analysis” 8/15/2011 – 8/14/2012 (\$107,246 total; \$37,000 Dyson School)
16. *USDA Foreign Agricultural Service (subcontract with Catholic Relief Services)*. “Global Framework, USDA Local and Regional Procurement Pilot Project” 10/1/2011 – 9/30/2011 (\$75,000)
17. *Northeast Center for Risk Management Education*, “Reducing new farmer financial risk through training in crop cost analysis”, 7/1/2011 – 6/30/2012 (\$30,270 Total; \$3,102 Dyson School)
18. *2010 Specialty Crop Block Grant Program, New York State Department of Agriculture & Markets*, “Integrated management strategy of Leafroll disease” 1/1/2011 – 12/31/2011 (\$53,494)
19. *Viticulture Consortium-East*, “Examining the economic impact of Leafroll disease in the NYS wine sector through the use of crop budgets” 10/1/2009 – 9/30/2010 (\$18,000)
20. *USDA, Specialty Crops Research Initiative, Research Planning Grant*, “Development of East Coast Broccoli Production and Processing,” 7/01/2009 – 6/30/2010 (\$50,000)

21. *USDA, Specialty Crops Research Initiative, Research-Extension Planning Grant*, “Addressing research and extension needs of the emerging cold-climate wine industry in the Northeast and Upper Midwest” 7/01/2009 – 6/30/2010 (\$47,000)
22. *USDA, Specialty Crops Research Initiative*, “A Public--Private Partnership to Promote IPM Implementation in Northern New England Greenhouse Ornamentals” 2008-2009 (\$100,000).
23. *Economics Research Service, U.S Department of Agriculture* “Local Food Systems Study” (With Edward McLaughlin) 2008-2010 (\$85,000)
24. *USDA Food and Nutrition Assistance Programs, Economic Research Service, U.S. Department of Agriculture*. With Christine K. Ranney. Title: “Food Security. Food Stamp Program Participation and the Health of the Elderly.” 2004 (\$80,000).

MEDIA CONTRIBUTIONS

1. “In defense of Food” *Television Documentary, PBS*, Aired December 28, 2015.
2. “How To Capitalize On An Age Of Global Trade: Miguel Gómez Of Cornell University At The Foundational Excellence Program” by J.C. Ramirez, *Perishable Pundit*, November 30, 2015.
3. “University Heavyweight Puts Science Behind Optimized Gleaning Schedules: Cornell’s Miguel Gómez Talks About How The Produce Industry Can Put Itself On The Side Of The Angels By Reducing Food Waste While Helping The Hungry” by J.C. Ramirez, *Perishable Pundit*, November 22, 2015.
4. “Local buy contributes little to local economy: Study” by D. Yu, *DAIRYREPORTER.COM*, December 7, 2015.
5. “The march of locavores into Tier’s big grocery stores,” by B.C. Klein, *The Ithaca Journal*, November 1 2015.
6. “ISS grants support research on health care, history”, by L. Sonken, *Cornell Chronicle*, December 6, 2015. (international)
7. “Research finds ‘buying local’ not all positive for dairy supply chain” by A. Novak, *Mainstream, Penn State's Sustainability Institute*, December 3, 2015.
8. “Building a Better Broccoli,” by B. Saulnier, *Cornell Alumni Magazine*, September-October 2015, p. 11-12.
9. “Production of broccoli on East Coast proves viable”, by A. Garris, *Cornell Chronicle*, May 19, 2015.
10. “Why those who support 'locally grown' should support investment in intermediaries”, by M. Slott. *The Perishable Pundit*, 14 May 2015.

11. "The Economic Impact of Grapevine Leafroll Disease," by A. Jeffries, *Growing Produce*, April 17, 2015
12. "Connecting Farms to Hospitals in the Northeast", by J. DeChellis, *Food Management*, January 28, 2015.
13. "Professor Miguel Gómez Returns To The New York Produce Show And Conference To Unveil A New Study That Points Out A Path For Getting More Produce Into Hospitals," by Jim Prevor's *Perishable Pundit*, November 13, 2014
14. "Future Forward - Thoughts and predictions on 2015 from throughout the industry," by Beth Sutherland, *Blue Book Produce*, December, 2014.
15. "New York grape growers learn the price of crown gall and leafroll diseases," *NY Farm Bureau GrassRoots*, December, 2014.
16. "Impacts of an East Coast broccoli Supply Chain," by Amanda Gerris, *Cornell Chronicle*, November, 2014.
17. "Supply Chain Impacts of an Increased Vegetable Demand: The Case of Cabbage," by Kristen Devlin, *Newsletter: Enhancing Food Security in the Northeast*, October 2014.
18. "Entrevista Cafés Especiales: De Un Commodity A Una Experiencia," by Luis Fernando Rojas, *ANEIA/UNIANDES* June 2014.
19. "Sense and Nonsense: The East leads research on how humans perceive aroma and flavor," by Marguerite Thomas, *Vineyard & Winery Management Magazine*, September/October Issue, 2014.
20. "Are Sensory Descriptors A Tasting Room Turn-Off?" by Deborah Parker Wong, *Vineyard & Winery Management Magazine*, May/June 2014.
21. "RESEARCH FOCUS: Increasing Sales at the Cellar Door," by Amanda Garris, *Apellation Cornell*, May, 2014
22. "Service is key to sales at wineries", by Amanda Garris, *Cornell Chronicle*, March 6, 2014.
23. "Cornell Professor Miguel Gómez to Speak At New York Produce Show And Conference On the Eastern broccoli Industry," by Jim Prevor, *Perishable Pundit*, November 2013.
24. "The Science of Selling Wine," by Sophia Timko, *Cornell Daily Sun*, October 23, 2013.
25. "Para Para aliviar el hambre mundial," Invited Article, *El Nuevo Herald*, October 13, 2013.
26. "From the grounds up, study seeks sustainable 'java'," by Blaine Friedlander, *Cornell Chronicle*, July 15, 2013.
27. Carlos Uribe "Las Aventuras del Profesor Yarumo" Federación Nacional de Cafeteros de Colombia, June 2013. Video, <http://www.youtube.com/watch?v=kjfA8L1ORBw&feature=c4->.

28. “Cornell Scientist’s Quest: the Perfect Broccoli,” by Michael Moss, *New York Times*, July 9, 2013.
29. “How Goya Became One of America's Fastest-Growing Food Companies” by Erin Carlyle, *Forbes Magazine*, March 27, 2013 (provided background information on the company).
30. “From the region's fields to the kitchen table, local food movement thrives,” by Valerie Zehl, *pressconnect.com, a Gannett Company*, May 4 2013.
31. Lori Sonken Cornell Chronicle about the small grants the Institute for the Social Sciences awarded.
32. “Study findings show promise for growing an East Coast broccoli industry” by Kate Frazer, *CALSnews*, December 2012.
33. “Hay rezago en la venta de alimentos en el país,” by German Duque, *Portafolio*, December 13, 2012.
34. “The Eastern Broccoli Project, a Model for Future Collaborative Programs” by David Diver, *Produce Business*, December 2012.
35. “Colombian Connectivity: 10th Let’s Talk Coffee” by Chris Ryan, *FreshCup.com*, November 2012.
36. “Cornell Professor Miguel Gómez to Speak At New York Produce Show And Conference On Fruit & Vegetable Dispute Resolution Corporation” by Jim Prevor, *Perishable Pundit*, November 2012.
37. “Local Food Grows Up,” by Roya Wolverson, *Time Magazine*, October 15, 2012.
38. “The economics of farmers markets,” by Katherine Landeck, *Hampshire Gazette*, July 2012.
39. “Praising a '10,000-mile diet,' author blasts local food movements,” by Tiffany Stecker *ClimateWire*, July 5, 2012.
40. “Closure of Wegmans in Pond Street” Interview in the Public TV program *Insight* on WCNY TV to talk about food deserts, June, 2012.
41. “Quote about the Center”, by Martha Hodgkins, *Stone Barns Center's Annual Report*, May 15, 2012.
42. “Interview with Miguel Gómez,” by Lori Sonken, *ACSF News*, spring 2012.
43. “Bringing Cornelians closer to their food,” by Aaron Munzer, *Calsnews Magazine*, spring 2012.
44. “Grapevine Leafroll Disease a Continuing Problem,” by Ted Rieger, *Vineyard & Winery Management*, January-February 2012.
45. “Making a World of Difference. Atkinson Center Plans for a Sustainable Future,” by Emily Sanders Hopkins, Lauren Chambliss and Krishna Ramanujan, *EZRA, Cornell’s Quarterly Magazine*, winter 2012.

46. “New York Wine is a growth industry” by Amanda Garris, *Finger Lakes Wine Gazette*, May 2012.
47. “CU researcher Examines key to success for cool-weather wineries” by Amanda Garris, *The Ithaca Journal*, November 25 2011.
48. “Campus Watch: Apples with catchy names may boost revenue for farmers” by Krisy Gashler, *The Ithaca Journal*, November 20, 2011.
49. “Economists help cool-climate wine regions make their mark” by Amanda Garris, *The Cornell Chronicle*, November 15, 2011.
50. “Q&A: Reports from the front line of ideas for a sustainable planet” by Lauren Chambliss, *Ezra Magazine*, Winter 2012
51. “The Growing Phenomenon of CSA” by Carol Bareuther, *Produce Business*, September, 2011.
52. “New Finger Lakes vineyard wouldn't be cheap, Cornell study finds” by Amanda Garris, *Rochester Democrat & Chronicle*, August 8, 2011.
53. “Starting a vineyard a costly endeavor, economists find” by Amanda Garris, *The Cornell Chronicle*, November 1, 2011.
54. “Colombian Scientists Succeeding Abroad” by Diego Rodriguez, *Caracol Radio Colombia*, June 21 2011.
55. “Science paper: As food production in poor countries shifts, research must adapt” by Krishna Ramanujan, *The Cornell Chronicle*, June 2, 2011.
56. “Cornell helps regional food system project battle food insecurity in Northeast” by Krishna Ramanujan, *The Cornell Chronicle*, May 17, 2011.
57. “Food localization has tradeoffs” Anonymous, *Feedstuffs*, May 2, 2011.
58. “Food localization has costs: Interview with Miguel Gómez.” *WHCU Radio*, May 7 2011.
(http://www.whcu870.com/topic/play_window.php?audioType=Episode&audioId=5282499).
59. “Cornell University Study Finds Localizing Sales not economically beneficial for dairy industry”
Dairy Today,
(http://www.agweb.com/livestock/dairy/article/cornell_university_study_finds_localizing_sales_not_economically_beneficial_for_dairy_industry/)
60. “Locally grown foods increase distribution costs.” *Food Production Design Magazine*
(<http://www.foodproductdesign.com/news/2011/04/locally-grown-foods-can-increase-distribution-cos.aspx>).
61. “Food For Thought: US Squanders Energy on Food Chain” by Shelly K. Schwartz, *CNBC.com*,
April 26 2011 (<http://www.cnbc.com/id/42572375/>).

62. “400 milk miles show difficulties of going locavore” (<http://www.newscientist.com/article/mg21028113.400-milk-miles-show-difficulties-of-going-locavore.html>).
63. “Cutting 'food miles' doesn't necessarily make 'cents'” by Syl Kacapyr, *The Cornell Chronicle*, April 28, 2011.
64. “Does “Buying Local” Help?” By Shelly Gigante, CNBC.com, April 12, 2011.
65. “Vineyards warned about threat of stink bugs. Cornell professor addresses grape growers conference” by Amanda Garris, *The Ithaca Journal*, March 24, 2011.
66. “Effort To Grow Broccoli On East Coast Gets \$5 Million Investment” by Steve Szkotak, *The Huffington Post*, February 21, 2011.
67. “Fuel savings, 'grow local' movement inspire \$5 million effort to grow broccoli on East Coast” by Steve Szkotak (Associated Press), *Startribune.com*, February 21, 2011.
68. “USDA, Others Invest \$5M to Grow Broccoli in East” by The Associated Press, *NYTIMES.com*, February 21, 2011.
69. “USDA, Others Invest \$5M to Grow Broccoli in East” by Steve Szkotak, *AustraliaNews.com.au*, February 21, 2011.
70. “Happy Customers Boost Tasting Room Sales” By Jim Trezise, J. News from New York Wine & Grape Foundation, December 11, 2010.
71. “Project looks to expand East Coast-grown broccoli.” By Doug Ohlemeier, *The Packer*, November 19, 2010.
72. “C.U. Leads Broccoli Dream Team.” By Kayla Deleon, *Cornell Daily Sun*, November 2, 2010.
73. “Cornell's Miguel Gomez to Lead Discussion on Local Supply Chains.” By Jim Prevor, *Perishable News*, October 28, 2010.
74. “CU wins grant to develop broccoli.” By Editor of section Briefly in Business, *The Ithaca Journal*, October 27, 2010.
75. “CU-led team aims to develop \$100M eastern broccoli industry.” By Krishna Ramanujan. *Cornell Chronicle Online*, October 25, 2010.
76. “New Hypothesis On Local: To Boost Sales, Sell It through Supermarkets. Cornell’s Miguel Gomez Previews His Upcoming Talk at The New York Produce Show and Conference.” *Perishable Pundit*, October 1, 2010.
77. “Finger Lakes Food for Everyone. Mapping Scarcity in a Land of Plenty.” By Alison Fromme, *Edible Finger Lakes*, summer, 2010 (available online at <http://www.ediblecommunities.com/fingerlakes/summer-2010/our-foodshed.htm>).

78. “The Customer Perspective: Does your Tasting Room Staff Have the Wow Factor?” Kelly Richards, *Your Essential Winery Management Resource*, <http://wineryprofitability.com>, February 24, 2010.
79. “Feeding an Empire State: CALS Responds to rising demand for local foods” by Lauren Chambliss, *CALS News*, fall 2009.
80. “Ithaca Local Food Systems” Video Produced by the AgBridge Group, (available at <http://www.vimeo.com/8665173>). December 2009.
81. “Mercadeo en la industria de alimentos: Tendencias y Retos” by the Editor, *Nota Uniandina*, August, 2009.
82. “Can Colombia Convince Investors that it is a safe bet?” by Christina Sciaudone, *Recharge, The global source for renewable energy news*, September 25, 2009
83. “Students Eager to Try New Field” By Elizabeth Rowe, *ScoopDaily* August 9, 2009.
84. “Pros and Cons of Investments in Large-scale Agricultural Projects in Latin America” by Amy Stickel, *Inside Counsel Magazine*, July, 2009.

SUMMARY OF PRESENTATIONS AT PROFESSIONAL MEETINGS

1. *American Agricultural Economics Association* Annual Meetings: 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015
2. *Marketing Science Conference*: 2004, 2006, 2008, 2009, 2011, 2012, 2013
3. *Allied Social Sciences Association* Annual Meeting: 2013, 2015
4. *Association of Wine Business Research* Annual Conference: 2013
5. *American Association of Wine Economists* Annual Conference: 2011, 2013
6. *Conference of the European Social Simulation Association* Annual Meeting: 2013
7. *Northeast Agricultural and Resource Economics Association* Annual Conference: 2009, 2012, 2013, 2015
8. *Food Distribution Research Society*: 2004, 2010, 2012
9. *NCCC-134, “Applied Commodity Price Analysis, Forecasting, and Market Risk Management”*, St. Louis, Missouri: 2008, 2011, 2012
10. *American Society of Horticultural Science* Annual Meeting: 2012, 2013, 2014, 2015

11. *North American Meetings of the Regional Science Association International Annual Conference: 2012.*
12. *Western Education\Extension and Research Activities Committee on Agribusiness: 2012*
13. *European Association of Agricultural Economics Seminar 'System Dynamics and Innovation in Food Networks': 2008.*
14. *Academy of Management Annual Conference: 2005, 2007*
15. *International Seminar on Natural Resource Economics: 2006*
16. *Food System Research Group (FSRG), Biennial Conference: 2005*
17. *European Association of Agricultural Economics, Annual Conference: 2004*
18. *American Marketing Association Summer Marketing Educators' Conference Enhancing Knowledge Development in Marketing, 2003.*
19. *European Association of Research in Industrial Economics Annual Conference: 2002.*
20. *International Association of Agricultural Economists Annual Conference: 2000*
21. *NC-208 Impact of New Technologies in Agriculture and Spillovers, Annual Conference: 1999, 2001*
22. *Central American Collaborative Program for Agricultural Improvement (PCCMCA), Annual Conference: 1998*
23. *Southern Agricultural Economics Association Annual Conference: 1998*

EXTENSION – PRESENTATIONS

1. *Enhancing Food Security Conference, Enhancing Food Security in the Northeast Project, Greenbelt, MD, "Food Systems Modeling Learning Community," participants = 35, length in hours=2, total contact hours=70, December 11, 2015.*
2. *Enhancing Food Security Conference, Enhancing Food Security in the Northeast Project, Greenbelt, MD, "Findings from the Distribution Group," participants = 120, length in hours=0.5, total contact hours=60, December 11, 2015.*
3. *Foro Cadena de Alimentos, Dow Chemical, Bogotá, Colombia, "Retos Para la Cadena de Alimentos de Colombia", Participants=120, length in hours=1, total contact hours=80, August 19, 2015. (international)*

4. Atkinson Center for a Sustainable Future Stakeholder Meeting, ACSF, "Developing a Soil-Based, Sustainable Specialty Crop Greenhouse Industry in the Northeast", Ithaca, NY, participants=15, length in hours=1, total contact hours=15, July 22, 2015.
5. 2015 Cornell University Retail Management Program of Japan, Food Industry Management Program, "Forecast for the Future", Ithaca, NY, participants=40, length in hours=1.5, total contact hours=60, July 7, 2015. (international)
6. Foro Agroindustria: modelos de negocios de alimentos, una infinidad de posibilidades, Bogotá Chamber of Commerce, "Reflexión sobre Mercadeo de Alimentos en el Mundo" Bogotá, Colombia, participants=100, length in hours=2, total contact hours=120, Junio 22 2015. (international)
7. London Produce Show, Educational Session "Importance of Intermediaries in Local/Regional Marketing Channels" London, England, participants=20, length in hours=1, total contact hours=20, June 4, 2015. (international)
8. Examining Privately-led Extension Approaches Targeting Smallholder Farmers in Developing Countries. A MEAS Event, 20 F Conference Center, Washington D.C. "Preliminary Findings from a Field Study", participants = 60, length in hours=8, total contact hours=480, June 2, 2015. (international)
9. Massey University EMBA Program, Cornell University Visit, "Topics on Food Supply Chains and Sustainability", Ithaca, NY, participants=30, length in hours=1, total contact hours=30, May 13, 2015. (international)
10. Pre-simposio "El capital social y el desarrollo rural para una paz territorial sostenible", Valle en Paz, "Retos y oportunidades para pequeños productores en cadenas de alto valor: Implicaciones para el caso colombiano", Cali, Colombia, participants=100, length in hours=1, total contact hours=100, Enero 16, 2015. (international)
11. Controlled Environment Agriculture Advisory Board Meeting, Cornell Institute for Food Systems, Ithaca NY, "Consumer Experiments and Cost Studies for CAE Project", participants = 40, length in hours=1, total contact hours=40, December 8, 2015
12. Current Advances in Enology and Viticulture, 2015 Agriculture & Food Systems In-Service Conference, Cornell Cooperative Extension, Ithaca, NY, "Red Blotch Economic Impact Analysis: Preliminary Findings", participants = 40, length in hours=0.5, total contact hours=20, November 3 2015.
13. Current Advances in Enology and Viticulture, 2015 Agriculture & Food Systems In-Service Conference, Cornell Cooperative Extension, Ithaca, NY, "Cost of Establishment and Production of Cold Hardy Grapes in the Chautauqua-Lake Erie Region, 2015", participants = 40, length in hours=0.5, total contact hours=20, November 3 2015.
14. 2015 Agriculture & Food Systems In-Service Conference, Cornell Cooperative Extension, Ithaca, NY, "Can Local Food Markets Expand?", participants = 30, length in hours=1, total contact hours=30, November 3 2015.

15. Cornell Food Systems Global Summit, Cornell Institute for Food Systems, "Is Regionalizing Broccoli Value Chains a Good Strategy for the East Coast (...and the Northeast)", Ithaca, NY, participants = 50, length in hours=1, total contact hours=50, October 12, 2015
16. Food Systems Learning Community Webinar, Enhancing Food Security in the Northeast Project, Ithaca NY, "Food Systems Modeling and New Ways to Think about Local: The Eastern Broccoli Project", participants = 40, length in hours=1.5, total contact hours=60, March 25 2015.
17. United Fresh Produce Executive Development Program, Food Industry Management Program, "Realities of Alternative Market Channels", Ithaca, NY, participants = 50, length in hours=1, total contact hours=50, March 10, 2015.
18. Southern Tier Nurseries and Landscape Association, Education Day, Cornell Cooperative Extension, "Ornamental Industry Situation and Outlook 2015" Owego, NY, participants = 30, length in hours=1, total contact hours=30, March 4 2015.
19. Project Advisory Council Meeting, Northern Grapes Project, "Cost of Establishment and Production of Cold Hardy Grapes," Ithaca, NY, participants = 25, length in hours=1, total contact hours=25, March 4, 2015.
20. Control Environment Agriculture Stakeholder Forum, Cornell Institute for Food Systems, "Opportunities for development in New York State", Ithaca, NY, participants = 25, length in hours=4, total contact hours=100, April 29, 2015.
21. 2015 Eastern Winery Exposition, "Customer Satisfaction Drivers and Performance in Tasting Rooms and The Effect Of Subjective And Objective Tasting Sheet Descriptors On Tasting Room Sales In New York State." Syracuse, NY, participants = 100, length in hours=1, total contact hours=100, March 1 2015.
22. Business, Enology, Viticulture, B.E.V. New York, Cornell Cooperative Extension, "Cost of Establishment and Production of Hybrid Grapes in the Finger Lakes Region, 2013," participants = 130, length in hours=1, total contact hours=130, Henrietta, NY, February 28, 2015.
23. Business, Enology, Viticulture, B.E.V. New York, Cornell Cooperative Extension, "Does the supertaster segment matter to the wine industry? How taste physiology and product information affect consumer behavior", participants = 80, length in hours=1, total contact hours=80, Henrietta, NY, February 26, 2015.
24. School of Integrative Plans Sciences, Horticultural Section, "Cost of Establishment and Production of Hybrid Grapes in the Finger Lakes Region, 2013," participants = 20, length in hours=1, total contact hours=20, Ithaca, NY, February 23, 2015.
25. Gómez, MI, B. Smith, "Identifying Factors Influencing a Hospital's Decision to Adopt a Farm-to-Hospital Program," New York Produce Show, New York NY, December 3, 2014 (participants=20; length in hours=1; total contact hours=20).

26. Gómez, M.I. “Grape, Wine, & Ornamental Situation and Outlook 2015.” *Cornell Agribusiness Economic Outlook Conference*, Ithaca, December 9 2014 (participants=35; length in hours=1; total contact hours=35).
27. Gómez, M.I. “Findings and Realities Learned Researching Alternative and Emerging Market Channels,” *2014 Agribusiness Strategic Marketing Conference “New, Niche, and Non-Traditional Market Opportunities: Developing a successful and profitable relationship for all”* November 11-12, Canandaigua, NY (participants=70; length in hours=1; total contact hours=70).
28. Gómez, M.I. and Atallah, S.S. “Plant-level, Spatial, Bioeconomic Model of Plant Disease Diffusion and Control,” *2014 CRAVE (Cornell Recent Advances in Viticulture and Enology) Conference*, Ithaca NY, November 18th 2014 (participants=30; length in hours=0.5; total contact hours=15).
29. Gómez, M.I. and Y. Tang “A Case Study of Price Premiums for Local Foods in Tompkins County, New York,” *2014 CCE Agriculture and Food Systems In-Service*, November 18, 2014-Ithaca, NY (participants=35; length in hours=1; total contact hours=35).
30. Li, J. and Gómez, M.I. “Does passion for wine matter? The effects of owner motivation in non-traditional wine regions,” *2014 CRAVE (Cornell Recent Advances in Viticulture and Enology) Conference*, Ithaca NY, November 18th 2014 (participants=30; length in hours=0.5; total contact hours=15).
31. Hernandez, J.N. and Gómez, M.I. “Farm-Level Outcomes of the Relationship Coffee Model,” *Atkinson Center for a Sustainable Future, Advisory Board Meeting*, Ithaca NY, October 2014 (participants=30; length in hours=0.5; total contact hours=15).
32. “Progress Report DISTRIBUTION GROUP,” *Enhancing Food Security in the Northeast through Regional Food Systems*, Baltimore, ME, September 14 2014 (participants=30; length in hours=1; total contact hours=30).
33. Gómez, M.I. “An Eastern Broccoli Industry: Summary of results from Economics Group,” *Developing an Eastern Broccoli Industry Planning Meeting*, Geneva NY, September 8, 2014 (participants=30; length in hours=1; total contact hours=30).
34. Gómez, M.I. “Customer Satisfaction Drivers and Performance in Tasting Rooms,” *Winery Benchmark Meeting*, August 6th, 2014 at the Geneva Ramada (participants=40; length in hours=1; total contact hours=40).
35. X. Fan, M.I. Gómez, and T. Björkman. “Are Consumers Willing to Pay Price Premiums for Newly Developed East Coast Broccoli Varieties?” *2014 American Society for Horticultural Science*, July 28-31 - Orlando, Florida (participants=40; length in hours=1; total contact hours=40).
36. M.I. Gómez. “How to Become Truly Customer Focused.” *United Fresh Produce Executive Development Program*, March, 2014 (estimated size of audience: 50).

37. Gómez, M.I. “CALs faculty group meeting,” *Council for Agricultural Research, Extension, and Teaching (CARET) Delegates’ Informational Meetings*, Cornell University, Ithaca NY, February 24, 2014 (participants=12; length in hours=1; total contact hours=12).
38. Gómez, M.I. “2013 Update to Cost of Establishment & Production Study” *B.E.V. NY 2014, Viticulture Program*, Waterloo NY, Thursday, March 1, 2014 (participants=120; length in hours=1; total contact hours=120).
39. Gómez, M.I. and M. Predic. “The Effect Of Subjective And Objective Tasting Sheet Descriptors On Tasting Room Sales In New York State,” *B.E.V. NY 2014, Business & Marketing Program*, Waterloo NY, Thursday, February 27, 2014 (participants=60; length in hours=1; total contact hours=60).
40. Gómez, M.I. “Summary of Findings, Tasting Room Study” *Northern Grapes, Project Advisory Council Meeting*, February 19, 2014, Crowne Plaza Hotel, St. Paul, MN (participants=50; length in hours=1; total contact hours=50).
41. Bjorkman, T. and M.I. Gómez. “New Ways to Think About Local: The Eastern Broccoli Project.” *New York Produce Show and Conference*, December 11, 2013 New York City (estimated size of audience: 25).
42. Gómez, M.I. “Grape, Wine, & Ornamental Situation and Outlook 2014.” *Cornell Agribusiness Economic Outlook Conference*, Ithaca, December 10 2013 (estimated size of audience: 20).
43. Predic, M. and M.I. Gómez. “Do Tasting Sheet Descriptors influence Tasting Room Sales?” *Cornell Recent Advances in Viticulture and Enology, 2013 Agriculture and Food Systems In-Service, Cornell Cooperative Extension*, Ithaca, NY, November 19, 2013 (estimated size of audience: 20).
44. Smith, B., H. Kaiser and M.I. Gómez. “Identifying Factors Influencing a Hospital’s Decision to Adopt a Farm-to-Hospital Program.” *2013 Agriculture and Food Systems In-Service, Cornell Cooperative Extension*, Ithaca, NY, November 19, 2013 (estimated size of audience: 15).
45. Hernandez-Aguilera J. and M.I. Gómez. “Welfare Impact of the Relationship Coffee Model on Small Growers in Colombia.” *From Gene to Bean to Global Scene*, Ithaca, NY, November 12, 2013 (estimated size of audience: 60).
46. M.I. Gómez and K. Ricketts. “Food Value Chain Transformations in Developing Countries: Nutritional Implications.” *Joint FAO/WHO Second International Conference on Nutrition (ICN2) PREPARATORY TECHNICAL MEETING*, FAO Headquarters, Rome, Italy 13-15 November 2013 (estimated size of audience: 200).
47. Hernandez-Aguilera J., Colleen Anunu, M.I. Gómez. “Welfare Impact of the Relationship Coffee Model on Small Growers in Colombia.” *Let’s Talk Coffee*, El Salvador, October 31st – 2013 (estimated size of audience: 120).

48. Gómez, M.I. “Smallholder Coffee Growers in Latin America: Implications from Participation in Specialty Coffee Value Chains.” *Seminar, Latin American Studies Program - Ithaca, NY* September 23, 2013(estimated size of audience: 20).
49. Bjorkman, T. and M.I. Gómez. “Quest for the Perfect Broccoli.” *Cornell Council, Ithaca, NY,* October 25, 2013 (estimated size of audience: 25).
50. Gómez, M.I. “Innovation in the Fields: How Cornell Makes What You Eat.” *Becker/Rose Cafe Series, Ithaca, NY,* September 18, 2013 (estimated size of audience: 25).
51. Gómez, M.I. “Objective 2: Distribution, Supply Chains - Enhancing the Food Security of Underserved Populations in the Northeast U.S. through Sustainable Regional Food Systems Development.” *Annual EFSNE Project Meeting, September 6-7, 2013, Saratoga Springs, New York* (estimated size of audience: 30).
52. Gómez, M.I. “A Timeline and Strategies for Investment in a Winery.” *Cornell University Viticulture and Enology Experience, July 31 2013, Ithaca NY* (estimated size of audience: 25).
53. M.I. Gómez. “Case Studies on Local Food Supply Chains.” *New York State Council on Food Policy Summer Meeting, Ithaca, July 17, 2013* (estimated size of audience: 20).
54. M.I. Gómez, B. Mueller, K. Ricketts. “Una Evaluación del Servicio de Extensión de La Federación Nacional de Cafeteros.” *Modernizing Extension and Advisory Services (MEAS), United States Agency for International Development (USAID), Comité Directivo de la Federación Nacional de Cafeteros, Bogotá, July 10, 2013* (estimated size of audience: 15).
55. M.I. Gómez. “Selling at the Cellar Door.” *Training your Customers: Effective Tasting Room Techniques, Geneva NY, May14, 2013* (estimated size of audience: 25).
56. M.I. Gómez. “The US Food Distribution System: Concepts and Evolution.” *Developing and Eastern Broccoli Industry, Webinar Series, Ithaca NY, May 6, 2013* (estimated size of audience: 40).
57. M.I. Gómez. “Why Consumers Buy Fair Trade.” *Specialty Coffee Association of America 2013 - Fair Trade Producer Forum, Boston, April 11, 2013* (estimated size of audience: 150).
58. M.I. Gómez. “Customer Satisfaction Drivers and Performance of Tasting Rooms in Cold Climate Wine Regions,” *Northern Grapes Project Webinar, April 9, 2013* (estimated size of audience: 80).
59. M.I. Gómez. “Post-Green Revolution Food Systems and the Triple Burden of Malnutrition.” *Community and International Nutrition (COIN) Seminar Series, Ithaca NY, March 14, 2013* (estimated size of audience: 20).
60. E. Kelley, M.I. Gómez. “Customer Satisfaction Drivers and Performance of Tasting Rooms in Cold Climate Wine Regions,” *Iowa Wine and Grape Growers Association Annual Meeting, Iowa, March 13, 2013* (estimated size of audience: 25).

61. M.I. Gómez. “Selling at the Cellar Door.” *Training your Customers: Effective Tasting Room Techniques*, Martha Clara Vineyards, Long Island NY, March 12, 2013 (estimated size of audience: 50).
62. M.I. Gómez. “How to Become Truly Customer Focused.” *United Fresh Produce Executive Development Program*, March 11, 2013(estimated size of audience: 50).
63. M.I. Gómez. “A Timeline and Strategies for Investment in a Winery.” *Michigan Winery Development Conference*, February 13, 2013, East Lansing, MI (estimated size of audience: 150).
64. L. Thomas, M.I. Gómez. “The Effect of Tasting Sheet Sensory Descriptors on Tasting Room Sales.” *Viticulture 2013, Northern Grapes Symposium*, February 8, 2013 Rochester, New York (estimated size of audience: 30).
65. M.I. Gómez, E. Kelley. “Customer Satisfaction Drivers and Performance of Tasting Rooms in Cold Climate Wine Regions,” *Viticulture 2013, Northern Grapes Symposium*, February 7, 2013 Rochester, New York (estimated size of audience: 150).
66. M.I. Gómez. “Enhancing Food Security in the Northeast,” *From Furrows to Boroughs—A Taste of New York State in NYC*, New York, NY, January 31, 2013 (estimated size of audience: 20).
67. M.I. Gómez. “2013 Outlook for Grapes, Wine and Ornamental Crops.” Charles H. Dyson School *Agricultural Outlook Conference*, Ithaca, NY, December 18, 2012 (estimated size of audience: 30).
68. M.I. Gómez. “Developing a Soil-Based, Sustainable Specialty Crop Greenhouse Industry in the Northeast.” *Greenhouse Vegetable Short Course*, Ithaca December 6, 2012 2012 (estimated size of audience: 40).
69. M.I. Gómez. “Origins, Evolution and Lessons from the Fruit and Vegetable Dispute Resolution Corporation (DRC) 1996-2012.” *Global Trade Symposium Produce Import/Export: A View From America’s Gateway To The World, 2012 New York Produce Show*, New York, December 4, 2012 (estimated size of audience: 100).
70. M.I. Gómez. “Food Marketing & Distribution Research and Extension Program.” *Agriculture Economic Development Platform Discussion for Western NY and the Finger Lakes*, December 2, 2012- NYSAES Geneva, NY (estimated size of audience: 20).
71. M.I. Gómez. “Crop Budgets for Vegetable Crops: Relevance and Broccoli Example.” *Reducing New & Beginning Farmer Risk through Training in Vegetable Cost of Production Analysis*, Northeast Center for Risk Management Education, Rochester NY, November 29, 2012 (estimated size of audience: 15).
72. M.I. Gómez. “The U.S Food Distribution System: Relevance for the Eastern Broccoli Project.” *Developing and Eastern Broccoli Industry, Project Annual Meeting*, Myrtle Beach, SC - November 28 2012 (estimated size of audience: 20).

73. M.I. Gómez, S. Atallah, T. Bjorkman. “A Supply Chain Production-Transportation Model for a Regional Specialty Crop Industry: Broccoli in the Eastern United States.” *Agriculture In-Service Conference*, Ithaca, NY November 13, 2012 (estimated size of audience: 20).
74. L. Thomas, M.I. Gómez, A.K. Mansfield. “The effect of tasting sheet sensory descriptors on tasting room sales.” *Current Research and advances in Viticulture and Enology Conference* Ithaca, November 12, 2012 (estimated size of audience: 25).
75. M.I. Gómez. “Crop Budgets for Vegetable and Fruit Crops: Relevance and Examples.” *Reducing New & Beginning Farmer Risk through Training in Vegetable Cost of Production Analysis*, Northeast Center for Risk Management Education, Geneva NY, October 29, 2012 (estimated size of audience: 12).
76. M.I. Gómez. “Specialty Coffee: Trends and Consumer Preferences in the United States.” *10th Annual Let’s Talk Coffee, The Next Generation of Relationship Coffee*, Rionegro, Antioquia, October 4, 2012 (estimated size of audience: 600).
77. M.I. Gómez. “Today’s U.S. Food Industry,” *Food and Agribusiness Management Program* Ithaca, New York August 17, 2012 (estimated size of audience: 40).
78. M.I. Gómez. “New Agricultural Industry in New York State Developing an Eastern Broccoli Industry,” *Agricultural Finance and Management Retreat*, Syracuse, NY June 18, 2012 (estimated size of audience: 30).
79. M.I. Gómez. “Marketing Concepts and an Application to Wine” *Enology Course*, Ithaca, NY April 18, 2012 (estimated size of audience: 15).
80. M.I. Gómez. “Case Studies on Local Food Supply Chains,” *The Science of the Upstate Food Shed, Safety, Security, Accessibility*. Rochester, NY, March 27, 2012 (estimated size of audience: 25).
81. M.I. Gómez. “How to Become Truly Customer Focused” *United Fresh Produce Executive Development Program*, March 13, 2012 (estimated size of audience: 55).
82. M.I. Gómez. “Customer Satisfaction Drivers and Performance in Wine Tasting Rooms: Long Island and the Finger Lakes” *Training your Customers: Effective Tasting Room Techniques*, Martha Clara Vineyards, Long Island, March 8, 2012 (estimated size of audience: 50).
83. M.I. Gómez, F. Chaddad, B. Ross. “Overcoming the Threats of Newness: Challenges and Strategies for Entrepreneurship in Emerging Wine Regions,” *Wine Industry Workshop and New York Grape Growers Conference*, Waterloo, NY March 3, 2012 (estimated size of audience: 40).
84. M.I. Gómez. “Grape & Wine: Situation and Outlook 2012,” *Wine Industry Workshop and New York Grape Growers Conference*, Waterloo, NY March 3, 2012 (estimated size of audience: 150).
85. M.I. Gómez. “NE NIFA-GFS Project Overview Enhancing the Food Security of Underserved Populations in the Northeast U.S. through Sustainable Regional Food Systems Development” *Agricultural Systems*, Ithaca NY, February 26, 2012 (estimated size of audience: 40).

86. M.I. Gómez. “Customer Satisfaction Drivers and Performance in Wine Tasting Rooms the Finger Lakes” *8th Annual Cold Climate Conference*, St Paul, Minnesota, February 23, 2012 (estimated size of audience: 120).
87. M.I. Gómez, F. Chaddad, B. Ross. “Overcoming the Threats of Newness: Challenges and Strategies for Entrepreneurship in Emerging Wine Regions,” *8th Annual Cold Climate Conference*, St Paul, Minnesota, February 23, 2012 (estimated size of audience: 120).
88. F. Chaddad, B. Ross, M.I. Gómez. “Challenges Facing Small and Medium Sized Entrepreneurs in Emerging Cool Climate Wine Regions,” *North Central Center for Rural development Webinar Series*, February 15, 2012 (estimated size of audience: 80).
89. M.I. Gómez, N. Bills. “Entrepreneurship in Growing Wine Regions: Agriculture and Food Research Initiative (AFRI) Grant,” *Upper Hudson Valley Grape and Wine Association*, January 18, 2012 (estimated size of audience: 20).
90. M.I. Gómez. “2012 Outlook for Grapes, Wine and Ornamental Crops.” Charles H. Dyson School *Agricultural Outlook Conference*, Ithaca, NY, December 13, 2011 (estimated size of audience: 20).
91. Gómez, M.I. and S. Atallah. “Broccoli Crop Budgets.” *Developing an Eastern Broccoli Industry Webinar Series*, Ithaca NY December 6, 2011 (estimated size of audience: 15).
92. Atallah, S. and M.I. Gómez. “Economics of Broccoli Production.” *26th Southeast Vegetable & Fruit Expo*, November 29, 2011- Myrtle Beach, SC (estimated size of audience: 60).
93. Gómez, M.I. T. Schmit, B. Rickard. “Sustainable Agriculture and Food Systems: Exploring Contemporary Policy Issues.” *Atkinson Center for a Sustainable Future Topical Lunch*, Ithaca, NY November 28, 2011 (estimated size of audience: 25).
94. Gómez, M.I., L. Sun, and N. Bills. “Entrepreneurship in Growing Wine Regions.” *Project presentation at the Thousand Islands Grape and Wine Association*, Alexandria NY November 24 2011(estimated size of audience: 20).
95. Gómez, M.I., M. Rizwan, and K. Ricketts. “Origins, Creation, and Evolution of the Fruit & Vegetable Dispute Resolution Corporation.” *Annual Meeting of the Board of Directors of the DRC*, Cancun Mexico, November 18, 2011 (estimated size of audience: 20).
96. Gómez, M.I. “Overview of Research/Extension Program on Specialty Crop Marketing and Distribution.” *Cornell Cooperative Extension Agriculture and Food Systems In-service*, Ithaca NY, November 17, 2011 (estimated size of attendance: 25).
97. Gómez, M.I. and S. Atallah. “Economics and the Impacts of Agricultural Research on Clean Plants” *NATIONAL CLEAN PLANT NETWORK (NCPN) 2011 Leadership Workshop*, Washington DC November 16, 2011 (estimated size of audience: 80).
98. Gómez, M.I. and L. Sun. “Entrepreneurship in Growing Wine Regions.” *CRAVE Track Sessions, Cornell Cooperative Extension Agriculture and Food Systems In-service*, Ithaca NY November 16t, 2011(estimated size of audience: 20).

99. Gómez, M.I. “Marketing for Horticultural Businesses: New Educational Modules.” *Cornell Cooperative Extension Agriculture and Food Systems In-service*, Ithaca NY, November 17 2011 (estimated size of attendance: 20)
100. Gómez, M.I. “Enhancing the Food Security of Underserved Populations in the Northeast U.S. through Sustainable Regional Food Systems Development - Objective 2: Distribution, Supply Chains.” Project Meeting with External Stakeholders, Albany NY November 12, 2011 (estimated size of audience: 30).
101. Gómez, M.I. and T. Bjorkman. “An Eastern Broccoli industry.” *New York Produce Show and Conference*, New York City NY November 8, 2011 (estimated size of audience: 30).
102. Gómez, M.I. (Moderator). “Latin America Rising: Future of Pan-American Trade.” *New York Produce Show and Conference, Produce Import & Export: A View from America’s Gateway to The World*, New York City NY November 8, 2011 (estimated size of audience: 50).
103. Gómez, M.I., L. Sun, and N. Bills. “Entrepreneurship in Growing Wine Regions.” *Project presentation before the Champlain Valley Grape and Wine Association*, Plattsburg NY November 3 2011 (estimated size of audience: 20).
104. Lee, J. and Gómez, M.I. “Developing a Soil-Based, Sustainable Specialty Crop Greenhouse Industry in the Northeast” *Poster Session Presentation, Atkinson Center of a Sustainable Future, Board of Directors Meeting*, Ithaca, NY October 21, 2011 (estimated size of audience: 50).
105. Gómez, M.I. “A Research Agenda on Sustainability of Food Systems.” *Atkinson Center for a Sustainable Future, Annual Meeting of the Advisory Board*, Ithaca, October 20 2011 (estimated size of audience: 15).
106. Barrett, C.B. and M.G. Gómez. “Local and Regional Procurement of Food Aid: Preliminary Findings and Lessons Learned from 2010-11 US Programs.” *LRP Learning Alliance, USDA Local and Regional Food Aid Procurement Pilot Project: Lessons Learned Workshop*, Nairobi, Kenya, September 19-22, 2011(estimated size of audience: 60).
107. Gómez, M.I. “Localization and Sustainability of Food Value Chains: Lessons, Issues and Research” *2nd Annual Young Social Scientists’ Sustainability Research Forum*, Ithaca, NY September 29, 2011 (estimated size of audience: 40).
108. Gómez, M.I. “Tour of Research Farms and Facilities - New Food, Better Food—Really Local.” *East Farms Facilities*, Ithaca NY July 22 2011(estimated size of audience: 10).
109. Call, K. and M.I. Gómez. “Marketing Apple Club Varieties.” Presented at the Board of Directors of the NYAG LLC, July 20, 2011. (estimated size of audience: 20)
110. Gómez, M.I. “NE AFRI-GFS Project Overview Enhancing the Food Security of Underserved Populations in the Northeast U.S. through Sustainable Regional Food Systems Development.” *Business Opportunities in Local Production and Local Markets –round table with Governor*

Cuomo's advisers for agriculture and food, July 19, 2011, Ithaca, NY (estimated size of audience: 20).

111. M.I. Gómez and S. Atallah. "Economic Analysis of the Financial Impacts of Grape Leafroll Virus in the Finger Lakes." *The American Society of Enology and Viticulture – Eastern Section (ASEV-ES)*, Baltimore ME July 12, 2011 (estimated size of audience: 80).
112. M.I. Gómez. "Case Studies on Local Food Supply Chains". Summer Practicum Presentation, Ithaca, NY, July 7, 2011 (estimated size of audience: 15).
113. Call, K, M.I. Gómez, and F. Kahn. "Increasing Consumption of ornamentals among young consumers" *Seeley Conference*, Ithaca NY June 26, 2011 (estimated size of audience: 75).
114. Gómez, M.I. and M. Rizwan. "Preliminary Findings - Origins, Creation, and Evolution of the Fruit & Vegetable Dispute Resolution Corporation." *Annual Meeting of the Board of Directors of the DRC*, Portland OR May 27, 2011 (estimated size of audience: 20).
115. Gómez, M.I. "NE AFRI-GFS Project Enhancing the Food Security of Underserved Populations in the Northeast U.S. through Sustainable Regional Food Systems Development: The Approach to Conduct Supply Chain Analysis." *EFSSNE Project Kick-off Meeting*, Washington DC March 21, 2011 (estimated size of audience: 25).
116. M.I. Gómez. "Localization of Food Supply Chains: Lessons, Issues and Research Needs." *Charles H. Dyson School Extension Seminar Series*, Ithaca, NY March 16, 2011 (estimated size of audience: 20).
117. M.I. Gómez. "Local Foods: Opportunities for Mainstream Firms." *United Fresh Produce Executive Development Program*, Ithaca, NY March 13, 2011 (estimated size of audience: 40).
118. M.I. Gómez and S. Atallah. "Economic Analysis of the Financial Impacts of Grape Leafroll Virus in the Finger Lakes." *60th Finger Lakes Grape Growers Conference Program*, Canandaigua, NY, March 4 2011 (estimated size of audience: 100).
119. Gómez, M.I. "Local Food Systems Planning – A Perspective on Changing Local Food Supply Chains." *CRP 5850 Food Systems Planning Department of City & Regional Planning*, Ithaca NY February 22, 2011
120. White G. and M.I. Gómez. "2011 Outlook for Grapes, Wine and Ornamental Crops." Charles H. Dyson School *Agricultural Outlook Conference*, Ithaca, NY, December 13, 2010. (estimated size of audience: 20)
121. Gómez, M.I. "Sustainability and Food Supply Chains." *Science of Natural and Environmental Systems Colloquium Seminar*. Ithaca, NY, November 19, 2010. (estimated size of audience: 50)
122. Gómez, M.I. "Performance of Local and Mainstream Food Supply Chains." *Cornell Cooperative Extension Agriculture and Food Systems in-service*, Ithaca NY, November 17, 2010. (estimated size of audience: 30)

123. Gómez, M.I., Marc Fuchs, Tim Martinson, Gerald White and Shadi Atallah. "Economic analysis of the financial impact of the grape leafroll virus (GLRV) in the Finger Lakes region of New York." *4th Annual Cornell Recent Advances in Viticulture and Enology*, Clarion Hotel, Ithaca, November 16, 2010. (estimated size of audience: 35)
124. Gómez, M.I. and E.W. McLaughlin. "Comparing Local and Mainstream Food Supply Chains." *New York Produce Show*, New York, November 12 2010. (estimated size of audience: 40)
125. Gómez, M.I. "Current Customer Service Strategies for Strong Retail Profits in a Down Economy." *Leadership Forum, Building and Maintaining a 21st Century Nursery and Landscaping Business*. West Point, NY, November 4, 2010. (estimated size of audience: 70)
126. Gómez, M.I. "Findings for Three Cases Studies on Apple Supply Chains in Syracuse MSA." *Conference Lessons from Case Studies on Local Food Supply Chains*. Minneapolis, October 6, 2010. (estimated size of audience: 80)
127. Lentz, E., C. Barrett, M.I. Gómez. "Global Indicators to Monitor and Evaluate Food Aid Local and Regional Pilot Programs". *Local and Regional Pilot Procurement Program Consortium*. Washington DC, September 10, 2010. (estimated size of audience: 18)
128. King, R.P., M. Hand, G. DiGiacomo, K. Clancy, M.I. Gómez, S.D. Hardesty, L. Lev, E.W. McLaughlin. "Local Foods across the Country and Close to Home: The Economics of Local Food Supply Chains."
 - Economic Research Service, USDA Workshop, Washington DC, June 21, 2010. (estimated size of audience: 15)
 - Congressional Staff, Agricultural Committee, Washington DC, June 21, 2010. (estimated size of audience: 12)
129. Gómez, M.I. "Economic Outlook 2010 and Marketing Implications for Your Horticultural Business." *Western New York Bedding Plants Tour, New York State Flower Industries Inc.*, Buffalo, NY, April 6, 2010. (estimated size of audience: 25)
130. Gómez, M.I. "Sustainability of Food Systems: Challenges and Opportunities," presented at *The Agricultural Sciences Seminar*, Ithaca, NY, April 20, 2010. (estimated size of audience: 50)
131. "Customer Satisfaction and Wine Tasting Room Performance in the Finger Lakes Region." Presented at:
 - 38th Annual New York Wine Industry Workshop and NY Wine and Grape Foundation Annual Seminar, Ithaca, April 1-3, 2010. (estimated size of audience: 80)
 - Research Seminar Series Geneva Experiment Station, April 8, 2010. (estimated size of audience: 15)
132. Gómez, M.I. "Marketing Concepts and an Application to Wine." *Invited Lecture to the Enology and Viticulture Program*, Ithaca, April 1, 2010. (estimated size of audience: 15)
133. Gómez, M.I. "Research, and Extension Program: Fruits." *Lake Ontario Fruit Advisory Committee Meeting*. Rochester, NY, March 16 2010. (estimated size of audience: 13)

134. Gómez, M.I. “Economic Outlook 2010 and its Implications for Marketing Techniques for Your Horticultural Business” *Southern Tier Nursery and Landscape Association’s Education Day Program*, Owego NY, March 11, 2010. (estimated size of audience: 80)
135. Gómez, M.I., Morse, A. “Customer Satisfaction Drivers and Performance in Wine Tasting Rooms: The Finger Lakes and Long Island” *Viticulture 2010 and 39th Annual Wine Industry Workshop*, Rochester, February 17, 2010. (estimated size of audience: 200)
136. Gómez, M.I. “Economic Outlook 2010 and Marketing Orientation: Implications for the NYS Nursery and Landscape Industry.” Prepared for presentation at *New York State Nursery and Landscape Association’s Leadership Forum*, Rochester, January 14th 2010. (estimated size of audience: 60)
137. “Economic Outlook 2010 and the Importance of a Marketing Orientation in the Nursery and Greenhouse Industries.” *Presented at the 2010 Hudson Valley Greenhouse Nursery School*, January 8, 2010. (estimated size of audience: 55)
138. “Situation and Outlook for Ornamentals and Grapes in New York”, *Agribusiness Economic Outlook Conference*, Ithaca, NY December 8, 2009. (estimated size of audience: 18)
139. “A Timeline and Strategies for Investment in a Winery” *Cold-Climate Viticulture Research/Extension Planning Workshop*, Burlington, VT November 13, 2010. (estimated size of audience: 60)
140. “Local Produce in the Supermarket Channel: Apples in Syracuse” *Cornell Cooperative Extension Agriculture and Food Systems In-Service*, Ithaca NY November 10, 2009. (estimated size of audience: 25)
141. “An agenda for extension and research in vegetable products” *Cornell Cooperative Extension Agriculture and Food Systems In-Service*, Ithaca NY November 10, 2009. (estimated size of audience: 25)
142. “Marketing Challenges in the Latin American Food Industry” *Forum Challenges and Opportunities for the Food Industry in Latin America*, Universidad de Los Andes, Bogota, Colombia, October 22, 2009. (estimated size of audience: 150)
143. “The Cut Flower Industry in South America: Will Roses and Carnations become Domestic Cuts Again? Prepared for presentation at the *ASCFG 2009 National Conference and Trade Show*, Long Island October 6, 2009. (estimated size of audience: 180)
144. Gómez, M.I., K. Tretter. “Finger Lakes Grape Demand Survey: Preliminary Results”. *Cornell Cooperative Extension 2009 Summer Internship Program Poster Presentation*. September 23, 2010. (estimated size of audience: 40)
145. “Local Produce in the Supermarket Channel: Apples in Syracuse.” (with E. McLaughlin) USDA, Economic Research Service. *Workshop on Local Food Systems*, Washington DC June 26, 2009. (estimated size of audience: 250)

146. “Cases of Local Apples in the Supermarket Channel.” Farm Management Extension Retreat, Applied Economics and Management. Tompkins County, June 6, 2009. (estimated size of audience: 25)
147. Panel Discussion – “Linking Supply Chains of Specialty Crops: Western New York and New York City.” Presented at the Workshop *Reaching the New York City Market*, Alfred State College and Animal Welfare Approved Program, Alfred, NY April 23, 2009. (estimated size of audience: 150)
148. “Sustainability of Food Systems” Topical Lunch, Cornell Center for a Sustainable Future.” March 13, 2009. (estimated size of audience: 25)
149. “A Research/Extension Agenda for the Greenhouse Industries.” Greenhouse Program Work Team Advisory Board Meeting, Triangle NY, March 6, 2009. (estimated size of audience: 30)
150. Organizer of Webinar “New Theoretical Developments in Strategic Management” *Agribusiness Economics and Management, American Applied Economics Association*, February 26, 2009. (estimated size of audience: 180)
151. “Cut Flower Industry in Colombia: Relevance to US Growers”, *The 2009 Empire State Fruit & Vegetable Expo*, February 12, 2009 (estimated size of audience: 180)
152. “Research Directions in the Horticultural Business Management and Marketing Program” *Keynote speaker at the meeting of the Advisory Board Geneva Experiment Station*, February 5, 2009. (estimated size of audience: 70)
153. “Marketing Orientation and the Horticultural Industries” *2009 Long Island Horticulture Conference*, January 26, 2009. (estimated size of audience: 250)
154. “Customer Satisfaction and Performance in Wine Tasting Rooms in the Finger Lakes Region”, Workshop, *New York Wine and Grape Foundation*, Canandaigua, NY, January 20, 2009. (estimated size of audience: 20)
155. “Research Directions in the Horticultural Business Management and Marketing Program” *Grape and Wine Industry of Western NY, CCE Event*, Lake Eire, NY, January 14, 2009. (estimated size of audience: 35)

ORGANIZED WORKSHOPS/CONFERENCES

1. “Exploring linkages between sustainability of smallholder food value chains and poverty alleviation in low income countries,” Ithaca New York, March 26-27, 2010.
2. “Entrepreneurship and Marketing in the Wine Industry” Organized Track Session, Annual meeting of the Agricultural and Applied Economics Association, Washington DC, August 5, 2013.

THESES COMMITTEES

Chair of Special Committee PhD

Current:

1. Jie Li. Title: Essays on Wine Economics
2. Juan Hernandez-Aguilera. Title: Smallholder Coffee Growers: Welfare implications of participating in specialty coffee supply chains.
3. Xiaoli Fan. Title: Essays on the economics of east coast broccoli

Completed:

1. Shadi Atallah. 2014. Title: Essays on the Economics of Specialty Crops.
2. Jun Lee, 2012. Title: Three Essays On The Economics Of Vertical And Spatial Relationships In Specialty Crop Supply Chains: CO2 Emission Policies, Price Transmission And Market Power

Chair of Special Committee MS

Current:

1. Sam Kannan (MS, Dyson School); 8/2015 - 6/2016
2. Irin Nishi (MS, Dyson School); 8/2015 - 6/2017
3. Billy Assaranurank (MS, Dyson School); 8/2015 - 6/2017

Completed:

1. Philip Coles (MS, Dyson School); 1/2014 – 5/2015
2. Dourong Yeh (MS, Dyson School); A transshipment model for Cabbage in the Northeast: Impacts of increased localization
3. Yijia Tang (MS, Dyson School); Do Price Premiums Exist for Local Products in Tompkins County?
4. Marina Predic (MS, Euro Master Enology & Viticulture); Impacts of objective and subjective descriptors in tasting sheets on consumer purchasing decisions.
5. Emilia Arana (MS, Mediterranean Institute of Agronomic Studies); Factors that Influence Performance of Agricultural Cooperatives in Guatemala.
6. Erin Kelley (MS, Dyson School), 2013; Grower behavior and the adoption of IPM practices among potato growers in the Colombian Andean region.
7. Arnold Xavier (MS, Dyson School), 2011; Impact of Policy Changes on Price Transmission in Cocoa Supply Chains
8. Jie Li (MS, Dyson School), 2011; Factors affecting adoption of IPM practices in the Northeast Greenhouse Industries
9. Maleeha Rizwan, (MS, Applied Economics & Management) 2010; Impact Evaluation of the Fruit and Vegetable Dispute Resolution Corporation
10. Annemarie Morse (MS, Enology); “Customer Satisfaction and Tasting Room Performance in Long Island Wineries” 2010.
11. Laoura M. Maratou (MS, Applied Economics & Management), 2005; Bargaining Power Impact

on Off-Invoice Trade Promotions in U.S. Grocery Retailing.

Chair of MPS Special Project

Current:

1. José García (MPS, IARD); 8/2015 - 6/2016
2. Gustavo Cerna (MPS, Dyson School); 8/2015 - 6/2016
3. Jack Pringle (MPS, ID); 8/2013 – 5/2016

Completed:

1. Colleen Anunu (MPS, ID); 8/2013 -5/2015
2. Hernando Grueso (MS, CIPA); 8/2014 - 6/2016
3. David Klein (MPS, ID); 8/2014 - 6/2015
4. Aditya Shrinivas (MPS, CIPA), 2012
5. Carolina Gómez (MPS, ID), 2012;

Member of Special Committee (PhD, MS and MPS)

Current:

1. Oleg Firsin (PhD, Dyson School); 8/2014 – 5/2016
2. Lauren Snyder (PhD, Ecology & Evolutionary Biology); 8/2013 – 5/2016
3. Nelson Javier Tovar (PhD, Industrial Engineering, University of Los Andes; 8/2015 – 5/2018
4. Fatma Rakik (MS, SIP); 8/2015 – 5/2017)
5. Vidya Vemireddy (PhD, Dyson School); 8/2015 – 5/2018
6. Mary Kate Wheeler (MS, Dyson School); 8/2014 - 6/2016
7. Faisal M. M. Alkhanan Alkaabneh (PhD, School of Engineering); 8/2015 – 5/2018
8. Marcela Patiño (MS, Food Science); 8/2014 - 6/2016.

Completed:

1. Xi He (PhD, CEE, Engineering); 1/2014 – 6/2015
2. Pimbuha Rusmevichientong (PhD, Dyson School); 1/2013 – 5/2015
3. Gemara Gifford (MS, Natural Resources); 8/2013 – 5/2015
4. Jillian Jastrzembski (PhD, Food Science); 8/2013 – 5/2016
5. Miguel Marini (MPS, BEE); 8/2013 -5/2015
6. Shun Chonabayasi (PhD, Natural Resources); 8/2013 – 5/2015
7. Jinzhou Li (PhD, Food Science); 8/2012 – 5-2016
8. Ran Yin (PhD, Food Science); 8/2012 – 5-2016
9. Judy Lee, 2014 (MS, Horticulture); Oscar Acosta, 2014 (PhD, Food Science);
10. Becca Jablonski, 2014 (PhD, City & Regional Planning);
11. Claudia Pazlopez 2014 (MS, Food Science);
12. Haley Rowland 2014 (MS, Dyson School)
13. David Spector 2014 (MPS, Food Science)
14. Joanna Upton (PhD, Dyson School), 2013;

15. Polyxeni Filios (MS, Horticulture), 2013;
16. Leslie Verteramo (PhD, Dyson School), 2013;
17. Aurelie Harou (PhD, Dyson School), 2013;
18. Javier Perez-Burgos (PhD, City & Regional Planning), 2013
19. Luciana Ferreira (PhD, Food Science), 2012;
20. Jaesung Cho (PhD, Applied Economics & Management) 2012
21. Bobby Smith (MS, Dyson School), 2013
22. Lauren Thomas (MS, Food Science), 2013;
23. Katie Ricketts (MS, Dyson School), 2012;
24. Restituto Tocme (MS, Food Science), 2012;
25. Celine Coquard (MS, Food Science), 2012;
26. Maywadee Chinavanichkit (MPS, Food Science), 2012.
27. CaSandra Carter (MS, Horticulture) 2010
28. Filipe K. Pereira, (MS, Agricultural & Consumer Economics), 2008

HONORS AND AWARDS

1. 2015. Highly Commended Paper Award “The Effect of Tasting Sheet Sensory Descriptors on Tasting Room Sales” published in *International Journal of Wine Business Research*.
2. 2014. College of Agriculture and Life Sciences, *Rising Star Faculty Award 2014*.
3. 2014. Faculty Advisor, Outstanding MS Thesis Award, *Northeast Agricultural Economics Association* (student: Erin Kelley).
4. 2013. Member of special committee of MS Thesis awarded first place in the *Northeast Agricultural and Resource Economic Association* and *Agricultural and Applied Economics Association, 2013 MS Thesis Awards* (Katie Ricketts).
5. 2012-2014. Named the *Ruth and William Morgan Assistant Professor* in Applied Economics and Management.
6. 2012. PhD Dissertation Advisor to Shadi Atallah, who was awarded the prestigious *Land Grant Graduate Fellowship* from the College of Agriculture and Life Sciences, 2012-2014.
7. 2011. Chair of special committee of MS Thesis nominated for the *Northeast Agricultural and Resource Economic Association* and *Agricultural and Applied Economics Association 2012 MS Thesis Awards* (Maleeha Rizwan).
8. 2011. Co-author, *Graduate Student Paper Warren Award*, second place (with Jun Lee, PhD student)
9. 2010-present. Fellow, *Cornell Center for a Sustainable Future*.
10. 2010 to present. Adjunct Faculty, *Business School*, Universidad de Los Andes, Bogota, Colombia.
11. 2008 - Best Paper Award 2007, “Guest Satisfaction and Restaurant Performance” Sachin Gupta,

- Edward McLaughlin, and Miguel I. Gómez, *Cornell Hospitality Quarterly* 2007 48:284-298.
12. 2008 – Included in the *List of Teachers Ranked as Excellent*, for ACE-430 Food Marketing, University of Illinois.
 13. 2006 – Present. Editorial Committee, *Ensayos sobre Política Económica*, Refereed journal of the Banco de la República (Colombian Central Bank)
 14. 2005-2006. Reviewer for the Levy & Weitz/Retailing SIG dissertation competition.
 15. 2001. Advisor to the group awarded the first prize in the *SoyLutions 2001* soybean utilization contest sponsored by the Illinois Soybean Association (ISA) and Illinois Soybean Check-off Board (ISCB). Product: *The Taco-Shell*.
 16. 1999. Distinguished PhD Dissertation award. Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign
 17. Member of the *Gamma Sigma Delta Honor Society of Agriculture*.

SERVICE

Professional

1. Member Review Panel, *Innovative Metrics and Methods for Agriculture and Nutrition Actions (IMMANA) Grant Program*.
2. Ad hoc reviewer for the *Methyl Bromide Transitions (MBT) grant program, USDA*.
3. Member, International Scientific Committee, *153 EAAE Seminar Gaeta (Italy) June 9-10, 2016 New dimensions of market power and bargaining in the agri-food sector: Organisations, policies and models*.
4. Member of Review Panel, U.S. Department of Agriculture, *Served as a panelist on the Agricultural Economics and Rural Communities: Markets and Trade/A1641 panel, 2014*
5. Member Committee *AAEA-Latin American Section Outstanding Selected Research Paper and Poster Awards*.
6. 2013. Guest co-editor, Special Section in *Food Policy*, Agriculture and Food System Policies and their Impacts on Nutritional Outcomes.
7. 2012. Guest co-editor, Special Issue in *World Development*, On the Choice and Impacts of Innovative International Food Assistance Instruments.
8. Member, Editorial Boards
 - a. 2012-present, *Agribusiness: an International Journal*
 - b. 2009-present, *Ensayos sobre Política Económica* (Colombia)
 - c. 2012-present, *Revista ITEA* (España)
9. Review panels for competitive grants
 - a. 2012. *Academic Venture Fund, Atkinson center for a Sustainable Future*.
 - b. 2012. Reviewer, grant competition *Research Council of KU Leuven, Belgium*
 - c. 2009. *USDA National Research Initiative*.
 - d. 2008. *Higher Education for Development – US Agency for International Development, Partnerships for Strengthening Agribusiness Education in Haiti*.

10. 2008-2012. Awards committee, *Northeast Agricultural and Resource Economics Association*
11. 2008-present. Reviewer, Selected Papers for the AAEA 2011 Annual Meeting
12. 2008-2009. Webinar Committee, Agribusiness Economics and Management Section of the Agricultural & Applied Economics Association
13. 2008, 2010. Advisor to the Pack-Family scholars attending the PMA Show in October/2009
14. 2004-2006. Reviewer for the Levy & Weitz/Retailing SIG dissertation competition (2005-2006)

Cornell University

1. 2015. Reviewer, *President's Council of Cornell Women 2015 Affinito-Stewart Faculty Grant Program*
2. 2012-present. Member At-large of the Faculty Senate
3. 2009-2014. Book Reading Project Discussion Facilitator
4. 2008-present. Faculty Advisor, Cornell Colombian Graduate Students Association
5. 2013-present. Member of Review Panel, *2014 ACSF Academic Venture Fund Grant Program*.
6. 2014-present. Member of Review Panel, *2014 ACSF Postdoctoral Program on Sustainability*.
7. 2014-present. Member, *ACSF Faculty Advisory Board*.

College of Agriculture and Life Sciences

1. 2015. Contributor, *to Regional Economic Development Council of the Southern Tier Southern Tier Food and Agriculture Initiative Proposal*
2. 2014-present. Member, *Viticulture and Enology Curriculum Committee*.
3. 2014. Faculty Advisor, *CCE Undergraduate Internship Program*.
4. 2013. Member, Search Committee for the New Director of the Dyson School.
5. 2012. Member of the Search Committee for two positions in *Cornell Cooperative Extension System*
6. 2010-present. Member of the *Cornell University Applied Research and Extension Program Council*
7. 2010-2014. Member, *NYS Local Food Systems Advisory Panel*

Dyson School of Applied Economics and Management

1. 2014-present. Project leader – SMART Group, *Evaluating Strategies to Improve Coffee Quality in Cauca Colombia*
2. 2015. Member, *Nolan Professorship Search Committee*.
3. 2015-present. Member, *Undergraduate Research Committee*.
4. 2015. Member, *P&T Committee*.
5. 2015. Member, *Strategic Plan Task Force*.
6. 2008-2014. Awards Committee, Department of Applied Economics and Management, Cornell University
7. 2014-present. Member, *Graduate Program Petition and Theory Competency*
8. 2013-present. Member, *Dyson School Graduate Program Review Committee*.
9. 2014-present. Faculty advisor of six undergraduate students.
10. 2014-present. Member, *Undergraduate Research Committee*.
11. 2009-present. Member, *Outlook Planning Committee*.
12. 2012. Member, Search Committee for Agribusiness and Farm Management Position
13. 2011-2013. Coordinator, *Arthur Thomas Memorial Internship*
14. 2011-2012. Scribe, Dyson Faculty Meetings

AD-HOC ACADEMIC REVIEWER (* Indicates multiple ad-hoc reviews)

- *American Journal of Agricultural Economics**
- *Review of Agricultural Economics*
- *Agricultural Economics**
- *Journal of Agricultural & Applied Economics*
- *Journal of Agribusiness*
- *Food Policy**
- *Journal of International Trade and Development*
- *International Food and Agribusiness Management Review**
- *Academia Revista Latinoamericana de Administración*
- *European Review of Agricultural Economics*
- *Nutrition Reviews*
- *Journal of Development Studies*
- *Agricultural Systems*
- *Agricultural and Resource Economics Review**
- *Cornell Hotel and Restaurant Administration Quarterly**
- *Agribusiness: An International Journal* Environment and Planning C: Government and Policy*
- *Horticultural Technology*
- *Australian Journal of Grape and Wine Research*
- *Service Business*
- *Choices*
- *Agribusiness in Developing and Emerging Economies*

AFFILIATIONS

1. 2014-present. Member, Field of *Economics*
2. 2014-present. Member, Field of *Public Affairs*
3. 2011-present. Member, Graduate Field of *Latin American Studies*
4. 2011-present. Member, Graduate Field of *Systems Engineering*
5. 2011-present. Member, Graduate Field of *International Development*
6. Affiliate Faculty of the *Business School, Universidad de Los Andes*
7. Affiliate of the *Latin American Studies Program, Cornell University*
8. Affiliate of the *Food Industry Management Program, Charles H. Dyson School of Applied Economics and Management*

ACADEMIC MEMBERSHIPS

- *American Economic Association; American Marketing Association; American Agricultural Economics Association; Northeast Agricultural and Resource Economics Association.*

EXECUTIVE EDUCATION

1. United Fresh Produce Executive Development Program, Ithaca (2011-2014).
2. Cornell University – Universidad de Los Andes Latin American Food Executive Program, Bogotá, Colombia, November 8-11, 2004.
3. Cochran Food Executive Program (2002, 2003, and 2004). Sponsored by the U.S. Department of Agriculture and held at Cornell University campus. Food executives from Latin America and East Europe.