

# VITA

## KIMBERLY L. JENSEN

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**PROFESSIONAL INTERESTS**-Research and teaching in economic analysis of agricultural markets and marketing functions. Special areas of research interest: bioenergy economics, agribusiness, analysis of value-added agricultural markets, consumer preference and demand for food and fiber products, and environmental labeling. Founding member of Agri-Industry Modeling and Analysis Group (AIM-AG)-The mission of AIM-AG is to assess and project the impacts of agri-industry development on the Tennessee economy and to analyze market opportunities for economically efficient agri-industry development within the state. Founding member of Biobased Energy Analysis Group (BEAG)-The mission of BEAG is to provide decision makers in government and industry with the most up-to-date economic and environmental analysis of the bio-based industry at the firm, state, regional, and national levels.

### **PROFESSIONAL EXPERIENCE**

<b>Interim Head</b>	Department of Agricultural Economics, University of Tennessee (8/2019-present)
<b>Professor</b>	Department of Agricultural Economics, University of Tennessee (1999 to present)
<b>Associate Professor</b>	Department of Agricultural Economics and Rural Sociology, University of Tennessee (1992 to 1999)
<b>Assistant Professor</b>	Department of Agricultural Economics and Rural Sociology, University of Tennessee (October 1986 to 1992)
<b>Research Assistant</b>	Oklahoma State University (1983 to 1986)
<b>Research Assistant</b>	Arizona State University (1981 to 1983)

### **EDUCATIONAL BACKGROUND**

**Ph.D.** Agricultural Economics, December 1986, Oklahoma State University, Stillwater, Oklahoma. Dissertation Title: *Composite Forecasting of the Annual Average Price of Beef Cattle Received by Farmers in the United States*

**M.S.** Agribusiness, December 1983, Arizona State University, Tempe, Arizona. Thesis Title: *A Comparison of Selected Hedging Strategies and Forecasting Methods for Arizona Cotton*

**B.S.** Bio-Agricultural Science (Animal Science Option), December 1981, Arizona State University, Tempe, Arizona

## **PROJECTS**

### **Externally Funded by Grants/Contracts (\$28,014,975 total/\$7,447,435 as of 6/1/2020)**

- 1) "Flatheaded Borer Management in Specialty Tree Crops." USDA NIFA Specialty Crop Research Initiative. \$6,058,955 total/\$892,965 UTIA/\$44,640 Dept. 2020- PD: K. Adesso (TSU), Sub-Award PD: B. Klingeman, Co-PI's: **K.L. Jensen**, J. Moulton, A. Fulcher, and B. Olukolu. Funded, pending award.
- 2) "Y21 Develop the Economic Report to the Governor of the State of Tennessee on the State's Economic Outlook." \$2,476. TN Dept. of Economic and Community Development. 7/1/2020-6/30/2021. PD: **K.L. Jensen**.
- 3) "Non-commercial Timber as a Sustainable Aviation Fuel Feedstock in Central Appalachia." \$250,001/\$105,000. DOT-FAA. 9/15/2019-9/14/2022. PD: T. Rials, Co-PI's: B. English, E. Yu, N. Labbe, J. Carrier, N. Adoulmoumine, **K.L. Jensen**, J. Thompson, D. Hughes, S. Upendram, C. Trejo-Pech, C. Boyer, C. Clark, D. Hodges.
- 4) "Small Scale Dairy Processing Equipment and Enterprise Analysis, Center for Profitable Agriculture." \$200,000/\$7,000. (Several funding sources). 1/1/2020-12/31/2020. PD: R. Holland, Project Personnel-L. Eckelkamp, M. Morgan, D. Hughes, and **K.L. Jensen**.
- 5) "Analysis of the Pick Tennessee Products Logo." \$3,540. Tennessee Department of Agriculture. 12/1/2019-1/31/2020. PD: **K.L. Jensen**, Co-PI: R. Menard.
- 6) "2020 Tennessee Nursery Survey." \$5,000. Center for Profitable Agriculture (Several funding sources). (9/1/2019-8/31/2021) PD: R. Holland, Co-PI's J. Bruhin, A. Fulcher, S. Schnexayder, and **K.L. Jensen**.
- 7) "Value-Added Opportunities for Marketing Tennessee Cattle Using Genetic Information." \$156,408. USDA/AMS FSMIP. 9/30/2019-9/29/2022. PD: K.L. DeLong, Co-PI's: A. Griffith, C. Boyer, **K. L. Jensen**.
- 8) "Techno-Market Analysis of US Biorefinery Supply Chains from Feedstock to Alternative Jet Fuels- 5." DOT - FAA - Federal Aviation Administration. \$260,000. 9/1/2018-9/15/2019. PD's: T Rials and B. English, Senior Project Researcher: **K.L. Jensen**.
- 9) "Assessing the affordability threshold of communities to comply with Regulations: A regional approach," \$378,275. Tennessee Department of Environment and Conservation. 3/01/2019 - 2/29/2024. PD: S. Upendram, Co-PI's: B. English, **K. L. Jensen**, C. Clark, R. Menard, D. Hughes, and J. Buchanan.
- 10) "Market Feasibility Assessment for Hard Cider Production and Sales from Tennessee" \$181,677 USDA/AMS. 9/30/2018-9/29/2021. Co-Pi's D. Hughes, **K.L. Jensen** (Co-PI), R. Holland, C. Trejo-Pech, M. Leffew, D. Lockwood, H. Wright, and B. Wilson.
- 11) "Techno-Market Analysis of US Biorefinery Supply Chains from Feedstock to Alternative Jet Fuels- 4." DOT - FAA - Federal Aviation Administration. \$223,000. 8/1/2017-9/15/2018. PD's: T Rials and B. English, Senior Project Researcher: **K.L. Jensen**.
- 12) "Techno-Market Analysis of US Biorefinery Supply Chains from Feedstock to Alternative Jet Fuels- 3." DOT - FAA - Federal Aviation Administration \$100,000/\$92,800. 8/1/2016-7/31/2017. PD's: T Rials and B. English, Senior Project Researcher: **K.L. Jensen**.

- 13) "Next Generation Logistics Systems for Delivering Optimal Biomass Feedstocks to Biorefining industries in the Southeastern United States." DOE: Logistics, \$5,700,000/\$750,000, 9/30/2013-9/29/2019, Co-PI's: T. Rials, N. Labbe, T. Young, and B. English. Senior Scientists: **K.L. Jensen, T. Yu, J. Larson, and C. Boyer** are senior scientists.
- 14) "Regionally Branded Beef Market Valuation and Producer Willingness to Cooperate." \$91,235. USDA/AMS FSMIP. 10/1/2015-9/29/2017. PD: A. Griffith, Co-PI's: D. Hughes, **K. L. Jensen**, and K. Lewis (DeLong).
- 15) "Developing Opportunities for Rural Tennessee Communities and Agriculture." \$45,000. USDA Rural Development. 1/30/2015-9/30/2016. PI's: Rob Holland, David Hughes, Senior Project Researcher: **K. L. Jensen**.
- 16) "Estimated Visitor Use and Associated Economic Impacts in TVA Reservoirs." \$149,896/\$20,160. Tennessee Valley Authority. 1/1/2015-6/30/2016. PD: Neelam Poudyal, Co-PI's: Burton English, **K. L. Jensen**.
- 17) "Techno-Market Analysis of US Biorefinery Supply Chains from Feedstock to Alternative Jet Fuels- 2." DOT - FAA - Federal Aviation Administration \$100,000/\$92,500. 8/1/2015-7/31/2016. PD's: T Rials and B. English, Senior Project Researcher: **K.L. Jensen**.
- 18) "Alternative Renewable Fuel Pathways and Leveling the Playing Field For Feedstocks Input For Program 9005." \$39,195. USDA/Rural Development. 7/1/2015 to 9/30/2015. PD: B. English, Co-PI's: R. Menard, **K. L. Jensen**, and T. Yu.
- 19) "Analysis of Economic Impacts from an Ocmulgee National Park & Preserve." \$38,493. National Parks Conservation Association. 1/1/2015-9/30/2015. Co-PI's: B. English, **K. L. Jensen**, and J. Menard.
- 20) "Forest Sector Module Development 2014-2015." DOE/ORNL. \$80,785. 11/1/2014-9/30/2015. PD: B. English. Co-PI's: L. Lambert, **K. L. Jensen**, and C. Hellwinkel.
- 21) "Effects of Tying Crop Insurance Incentive Levels to Adoption of Conservation Practices." \$10,000. Cotton Inc. 1/2014-12/31/2015. PD: **K. L. Jensen**. Co-PI's: R. Roberts, D. Lambert, J. Larson, B. English, C. Clark, and C. Boyer.
- 22) "Economic Impacts of the Turfgrass Industry in Tennessee." \$37,000. Gift from Tennessee Turfgrass Association. 1/2014-3/2015. PD J. Brosnan, Co-PI's: C. N. Boyer, B. C. English, **K. L. Jensen**, and J. Menard.
- 23) "Techno-Market Analysis of US Biorefinery Supply Chains from Feedstock to Alternative Jet Fuels-1. DOT - FAA - Federal Aviation Administration \$142,857/\$88,522. 8/1/2014-9/30/2015. PD's: T Rials and B. English, Senior Project Researcher: **K.L. Jensen**.
- 24) "Enhancing Value-Added Beef Opportunities: Focusing on Market-based Opportunities (SolUTions) for Cattle Producers." \$100,000. USDA Agricultural Marketing Service FSMIP Program. 9/01/12-8/13/14. PI's: R. Holland, D. Strasser, Co-PI's: M. Bruch, H. Pepper, J. Campbell, R. Norman, A. Rhea, **K. L. Jensen**, M. Velandia, J. Rhinehart, D. Loveday.
- 25) "Agritourism in Tennessee: A Study of the Size, Scope and Impact of Farm-based Agritourism Enterprises." \$16,089. Tennessee Department of Agriculture. 11/2012-3/2013. PI: M. Bruch, Co-PI: **K. L. Jensen**.

- 26) “Rural Economic Impacts Of Green Energy Production From The Agricultural And Forestry Sectors.” \$350,000. USDA NIFA AFRI. 9/1/2012-8/31/2015. PD: D. Lambert, Co-PI’s: **K. L. Jensen**, B. English, E. Yu, C. Clark, J. Fu.
- 27) “Socioeconomic Impacts of the North Cumberland Wildlife Management Area and the Emory River Tracts Conservation Easement.” \$59,267. National Park Service. 11/2011-6/2012. PI: B. English, Co-PI’s: **K. L. Jensen** and J. Menard.
- 28) “Consumer and Producer Attitudes toward GHG Reduction Strategies in Beef Production.” \$385,112. USDA/NIFA AFRI. 2011-2014. PD: **K. L. Jensen**, Co-PI’s: C. Clark, D. Lambert, B. English, C. Hellwinckel, J. Larson, and E. Yu.
- 29) “Building a Biofuels Industry: Southeastern Partnership for Integrated Biomass Supply Systems.” \$15,000,000/\$750,000. USDA/AFRI. 9/2011-8/2015. PDs: T. Rials and B. English, Multiple Co-PI’s including: **K. L. Jensen**.
- 30) “Analysis of Economic Impacts and Future Directions for the TAEP.” \$8,431. Tennessee Department of Agriculture. 9/1/2011-11/15/2011. PI’s: **K. L. Jensen**, B. English, and R. Menard.
- 31) “Evaluation of User Perceptions and Experiences and Engine Performance with Cellulosic E-85 Fuel.” \$11,000. Dupont Danisco Cellulosic Ethanol and Genera Energy, LLC. 2011. PI: B. English and Co-PI: **K. L. Jensen**.
- 32) “Providing Solutions to Climate Change through the Proposed Goals of 25x ’25.” \$216,000. Energy Foundation. 7/1/2009-12/30/2009. PD: D. De La Torre Ugarte, Co-PI’s: B. English and **K. L. Jensen**.
- 33) “Tellico River Use.” \$31,000/\$6,000. US Forest Service. 5/1/08-9/30/08. PD: M. Fly, Senior Project Researchers: B. English and **K. L. Jensen**.
- 34) “Cellulosic to Biofuels Market Development: Producers’ Feedstock Production and Consumers’ Willingness to Pay for Cellulosic Ethanol.” \$241,829. USDA CSREES National Research Initiative Competitive Grants Program. 2008-2009. PD: **K. L. Jensen**, Co-PI’s: B. English, C. Clark, and D. De La Torre Ugarte.
- 35) “Conversion of Poultry Litter into Renewable Energy.” \$100,000. USDA/Rural Development. 2008-2009. PD: E. Bazen, Co-PI’s: **K. L. Jensen**, R. Roberts, and B. English.
- 36) “Incorporating Forest Lands into POLYSYS: The Development of a fully-Integrated Land Use Model.” \$150,000. Oak Ridge National Laboratory. 2008-2009. PI: B. English, Co-PI’s: D. De La Torre Ugarte and **K. L. Jensen**.
- 37) “Consumer Labeling and Motivation Crowding-Out.” \$309,171. 2007-2008. Environmental Protection Agency. PD: C. Clark, Co-PI’s: **K. L. Jensen**, and S. Yen.
- 38) “Analysis of Supply of Biomass/Biosolids for Selected Regions.” \$58,000. Shell. 5/2007. Co-PI’s: D. De La Torre Ugarte, B. English, Senior Project Researcher: **K. L. Jensen**.
- 39) “Opportunities and Challenges of the Expansion of the Production and the Utilization of Ethanol and Bio-diesel.” \$55,000. National Commission on Energy Policy. 2006. Co-PI’s B. English and D. de la Torre Ugarte, Senior Project Researcher: **K. L. Jensen**.

- 40) “An Economic Analysis of Agricultural Scenarios to Provide 25 Percent of America’s Energy Needs with Renewable Energy by the Year 2025.” \$137,730. 25x’25 Ag. Energy Work Group. 2006-2007. Co-PI’s: B. English and D. de la Torre Ugarte, Senior Project Researcher: **K. L. Jensen**.
- 41) “Resource Requirements for Startup and Operations of Tennessee Veterinary Businesses and Impacts on the State’s Economy.” \$57,408. College of Veterinary Medicine/UTIA Grover Pemberton Account. 2006. Co-PI’s: **K. L. Jensen** and B. English.
- 42) “University of Tennessee Switchgrass Demonstration Project.” \$980,500. Department of Energy. 2004-2005. Co-PI’s-B. English and D.de la Torre Ugarte, Senior Project Researcher: **K. L. Jensen**.
- 43) “Economic Impacts of TVA Meeting a Renewable Energy Portfolio Standard.” \$20,796. UT Energy, Environment, and Resources Center. 2005-2006. Co-PI’s: B. English, **K. L. Jensen**, and J. Menard.
- 44) “Agritourism in Tennessee.” \$15,000. Tennessee Department of Agriculture. 2004-2005. Co-PD: **K. L. Jensen** and Co-PI: B. English.
- 45) “Residential Energy Consumers’ Preferences for Green Power from Bioenergy.” \$40,000. USDA National Research Initiative Program. 2002. PD: **K. L. Jensen**, Co-PI’s B. English, and P. Jakus.
- 46) “Socioeconomic Determinants of Consumer Food Safety Awareness and Perceptions: The Case of Microorganisms in Food.” \$20,000. 2002. UT Food Safety Center of Excellence Grant. PD: S. Yen, Co-PI’s: J. Lin and **K. L. Jensen**.
- 47) “Analysis of Economic Feasibility of Biodiesel Production in West Tennessee.” \$97,000. USDA/ Rural Development, TDA, TN Farm Bureau, TVA, and Tennessee Soybean Promotion Board. 2002. Co-PI’s: English, B. **K. L. Jensen**, and J. Menard.
- 48) “Consumers’ Willingness to Pay for Eco-Labeled Hardwood Forest Products from Environmental Management Certified Programs.” \$40,550. 2000-2001. USDA/Forest Service WERC FastTrack Grants Program. PI: **K. L. Jensen**, Co-PI’s: P. Jakus and B. English.
- 49) “Irradiated Ground Beef: The Adoption Decision by Supermarkets and Grocery Stores,” \$110,000. USDA National Research Initiative Competitive Grants Program. \$110,000. 2000-2002. PD: T. Jaenicke, Co-PI’s: W. Harrison, **K. L. Jensen**, and P. Jakus.
- 50) “Feasibility Study for Sustainable Value-Added Wood Products Industry Development.” \$15,000. The Clinch-Powell Resource Conservation and Development Council. 2000. Co-PI’s: **K. L. Jensen**, B. English, and A. Barefield.
- 51) “Economic Feasibility of Using Wood Waste for Co-generation or as a Soil Amendment/Mulch by the Greenhouse/Nursery Industry in Tennessee.” \$30,000. US Forest Service WMREI Policy Research Grant Program. 1999-2000. PI: **K. L. Jensen**, Co-PI’s: W. Park and B. English.

- 52) "Analysis of Economic Impact of and Opportunities for Tennessee Forest Products Sector Development." \$3,000. UTK Faculty Development Grants. 1999. Co-PI's: B. English and **K. L. Jensen**.
- 53) "Tennessee Agribusiness Development Project." \$50,000. Sparks Companies, Inc. 1999. Co-PI's: B. English and **K. L. Jensen**.
- 54) "An Analysis of Marketing Assistance Needs and Market Development Strategies to Enhance Tennessee Agribusiness." \$54,685. USDA/Agricultural Marketing Service, Federal-State Marketing Improvement Program (FSMIP). 1998-1999. Co-PI's: **K. L. Jensen** and G. Pompelli.
- 55) "Export Handbook for Agribusiness." \$2,000 Tennessee Department of Agriculture, Market Development Group. 1998. PI: **K. L. Jensen**.
- 56) "An Integrated Approach to Agribusiness Case Study Method." USDA/ CSRS Higher Education Challenge Grants Program \$75,992. 1994-1997. PD: **K. L. Jensen**, Co-PI's: B. English and G. Pompelli. Senior Project Associate: J. Larson.
- 57) "Export Handbook for Agribusiness." Contract, Tennessee Department of Agriculture, Marketing Division. \$1,500. 1995-1996. PD: **K. L. Jensen**, Co-PI: G. Davis.
- 58) "High Value Agricultural Exporters: Impacts of the Market Promotion Program." USDA National Research Initiative Competitive Grants Program. \$91,056. 1994-1996. PD: **K. L. Jensen**, Co-PI: G. Davis.
- 59) "U. S. Hardwood Lumber Exports to Japan: Assessment of Market Potential." \$36,913. USDA National Research Initiative Competitive Grants Program. 1992-1993. PI: **K. L. Jensen**.

#### **Grant Proposals Pending:**

- 1) "Food Loss and Waste (FL&W) Reduction at the Consumer-Grocery Retailer Interface." USDA/NIFA AFRI. \$372,213. 2020-. PD: **K.L. Jensen**, Co-PI's: K. DeLong, C. Luckett, J. Yenerall, E. Yu, and R. Chen.
- 2) "Developing a Successful Marketing Funnel for Rural Wineries in Tennessee." USDA/AMS FSMIP. \$125,529. PD: D. Hughes, Co-PI's: **K.L. Jensen**, M. Bruch Leffew, J. Bruhin, and X. Chen.

#### **Hatch Projects:**

- 1) "Economic Impacts of and Opportunities for Value-Added Agriculture and Forest Products Industry Development." 2015-2020. Co-Leaders **K.L. Jensen**, B. English, J. Menard, and D. Lambert.
- 2) "Analysis of Economic Impacts of and Opportunities for Tennessee Agri-Industry Development." 2009-2014. Co-Leaders **K.L. Jensen** and B. English.
- 3) "Analysis of Economic Impacts of and Opportunities for Tennessee Agri-Industry Development." 1998-2009. Co-Leaders B. English and **K.L. Jensen**.
- 4) "Competitiveness and Sustainability of the Tennessee Dairy Industry." 1993-1997. Leader: **K.L. Jensen**.
- 5) "International Trade Research on Commodities Important to the Southern Region." 1991-1997. Leader: **K.L. Jensen**.

- 6) “Economic and Technical Forces Shaping the Southern Dairy Industry.” 1987-1993. Leader: **K.L. Jensen.**
- 7) “Analysis of International and Domestic Markets for Tobacco.” 1988-1991. Leader: **K.L. Jensen.**

### **PUBLICATIONS/PRESENTATIONS (As of 6/01/2020)**

#### **Journal Publications (80):**

- 1) Gill, M.\*, **K. L. Jensen**, D. M. Lambert, S. Upendram, B. C. English, N. Labbé, S. Jackson, and R. J. Menard. 2020 “Consumer Preferences for Eco-Friendly Attributes in Disposable Dinnerware.” *Resources, Conservation and Recycling*. Accepted, in press.
- 2) DeLong, K. L., **K. L. Jensen**, S. Upendram, and E. Eckelkamp. 2020. “Tennessee Consumer Preferences for Tennessee Milk.” *Journal of Food Distribution Research*. Accepted, in press. July 2020.
- 3) Choi, Y., D.M. Lambert, **K.L. Jensen**, C.D. Clark, B.C. English, and M. Thomas. 2020. “Rank-Ordered Analysis of Consumer Preferences for the Attributes of a Value-Added Biofuel Co-Product. *Sustainability*, 12, 2363; doi:10.3390/su12062363.
- 4) Velandia, M. R. Rejesus, C. Clark, K. DeLong, A. Wszelaki, S. Schexnayder, **K.L. Jensen**. 2020. “Sustainability Title: The Role of Environmental Stewardship and Labor Savings in the Use of Plastic Biodegradable Mulch in Fruit and Vegetable Production.” *Sustainability*. Accepted, in press.
- 5) Velandia, M., K. L. DeLong, A. L. Wszelaki, S. M. Schexnayder, C. D. Clark, and **K. L. Jensen**. 2020. “Use of Polyethylene and Biodegradable Mulches among Tennessee Fruit and Vegetable Growers.” *HortTechnology*. Accepted, in press.
- 6) Gill, M.\*, **K. L. Jensen**, D. M. Lambert, S. Upendram, B. C. English, N. Labbé, S. Jackson, and R. J. Menard 2020. “Tennessee Consumer Willingness to Pay for Disposable Dinnerware Molded from Wheat Straw.” *Journal of Food Distribution Research*. In Press.
- 7) Menard, R., J.M. Thompson, B.C. English, D. W. Hughes, **K.L. Jensen**, A.P. Griffith, and S.A. Smith. 2020. “Economic Impacts from On-Farm Highly Pathogenic Avian Influenza Event in Tennessee.” *Review of Regional Studies*. Accepted, in press.
- 8) Holley, K.\*, **K.L. Jensen**, D. Lambert, and C. Clark. 2020. "Bivariate MIMIC Analysis of Pasture Management and Prescribed Grazing Practices Used by Beef Cattle Producers." *Journal of Agricultural and Resource Economics* 45,1: 56-77.
- 9) McLeod, E.\*, **K. L. Jensen**, K. L. DeLong, and A. P. Griffith. 2019. A Multiple Indicator Multiple Causation Analysis of Beef Cattle Farmers’ Information Use. *Journal of Extension*. 57(3): 1-12.
- 10) McKay, L. K. L. DeLong, **K. L. Jensen**, A. P. Griffith, C. Boyer, and D. M. Lambert. 2019. “Estimating Restaurant Willingness to Pay for Local Beef.” *Agribusiness: An International Journal*. 35(4): 610-624.
- 11) DeLong, K. **K.L. Jensen**, A. Griffith, and E. McLeod. 2019. “Beef Cattle Farmers’ Marketing Preferences for Selling Local Beef.” *Agribusiness: An International Journal*. 35(3): 354-357.
- 12) McLeod, E.\*, **K.L. Jensen**, A. Griffith, and K. DeLong. 2018. Tennessee Beef Producers’ Willingness to Participate in a State-Branded Beef Program. *Journal of Agricultural and Applied Economics*. June. <https://doi.org/10.1017/aae.2018.16>.

- 13) Claytor, H. C. D. Clark, D. M. Lambert, and **K. L. Jensen**. 2018. "Cattle Producer Willingness to Afforest Pastureland and Sequester Carbon." *Forest Policy and Economics*. Volume 92, July 2018, Pages 43-54.
- 14) M. G. Merritt, K. L. DeLong, A. P. Griffith, and **K. L. Jensen**. 2018. "Consumer Willingness to Pay for Tennessee Certified Beef." *Journal of Agricultural and Applied Economics* 50(2): 233-254.
- 15) Everett, C., **K. L. Jensen**, C. Boyer, and D. W. Hughes. 2018. "Consumers' Willingness to Pay for Local Muscadine Wine." *International Journal of Wine Business Research*. 30(1). <https://www.emeraldinsight.com/doi/full/10.1108/IJWBR-11-2016-0038>.
- 16) Li, X. \*, **K. L. Jensen**, D. M. Lambert, and C. D. Clark. 2018. "Consequentiality Beliefs and Consumer Valuation of Extrinsic Attributes in Beef." *Journal of Agricultural and Applied Economics*. 50(1): 1-26.
- 17) Boyer, C., **K. L. Jensen**, J. A. Larson, and E. McLeod\*. 2017. "Tennessee and Mississippi Upland Cotton Producer Willingness to Participate in Hypothetical Crop Insurance Programs." *Journal of Cotton Science*. 21:134–142.
- 18) Everett, C., **K.L. Jensen**, D. Hughes, and C. Boyer. 2017. "Consumer Willingness to Pay for Local Wines and Shopping Outlet Preferences." *Journal of Food Distribution Research*. 43(3):31-50.
- 19) Edwards, M., M. Velandia, D. M. Lambert, W. H. Pepper, C. D. Clark, and **K. L. Jensen**. 2016. "Product Liability Insurance Use Among Tennessee Fruit and Vegetable Farmers." *Journal of Food Distribution Research* 47,4 :127-137.
- 20) Dobbs, L.M.\*, **K. L. Jensen**, M. L. Leffew, B. C. English, D. M. Lambert, and C. D. Clark. 2016. "Consumer Willingness to Pay for Tennessee Beef." *Journal of Food Distribution Research* 47, 2:1–24.
- 21) Li, X. \*, C. D. Clark, **K. L. Jensen**, and S. T. Yen. 2016. "The Effect of Mail-in Utility Rebates on Willingness-to-Pay for ENERGY STAR® Certified Refrigerators." *Environmental and Resource Economics* 63,1(2016):1-23.
- 22) Li, X. \*, **K. L. Jensen**, C. D. Clark, and D. M. Lambert. 2016. "Consumer Willingness to Pay for Beef Grown Using Climate Friendly Production Practices." *Food Policy Journal* 64: 93-106.
- 23) Tong, T., T. E. Yu, **K. L. Jensen**, D. G. De La Torre Ugarte, and S. Cho. 2016. "Assessing the Impact of Public Infrastructure on Output Growth in U.S. Food Manufacturing Industries: A Heterogeneous Dynamic Panel Approach." *Agribusiness: An International Journal* 32:439-453.
- 24) **Jensen, K. L.**, D. M. Lambert, C. D. Clark, C. Holt, B. C. English, J. A. Larson, T. E. Yu, and C. M. Hellwinckel. "Cattle Producers' Willingness to Adopt or Expand Prescribed Grazing in the United States." *Journal of Agricultural and Applied Economics* 47,2(2015): 213–242.
- 25) Velandia, M., D. M. Lambert, C. D. Clark, R. M. Rejesus, Z. Li, **K. L. Jensen**, and W. H. Pepper. "Product Liability Risk Perceptions in Tennessee Fruit and Vegetable Marketing." *Journal of Agribusiness* 32,1(2015):67-84.
- 26) Larson, J. A., T. E. Yu, B. C. English, **K. L. Jensen**, M. Gao, and C. Wang. "Effect of Outdoor Storage Losses on Feedstock Inventory Management and Plant-Gate Cost for a Switchgrass Conversion Facility in East Tennessee." *Renewable Energy* 74 (2015): 803-814.



- 27) Li, X.\*, C.D. Clark, **K. L. Jensen**, and S.T. Yen. "Will Consumers Follow Climate Leaders? The Effect of Manufacturer Participation in a Voluntary Environmental Program on Consumer Preferences." *Environmental Economics and Policy Studies* 16,1(2014): 69-87.
- 28) Tong, T., T. E. Yu, S. Cho, **K. L. Jensen**, and D. G. De La Torre Ugarte. "Evaluating the Spatial Spillover Effects of Transportation Infrastructure on Agricultural Output across the United States." *Journal of Transport Geography* 30(June 2013): 47-55.
- 29) Li, X.\*, C. D. Clark, **K. L. Jensen**, S. T. Yen, and B. C. English. "Consumer Purchase Intentions for Flexible-Fuel and Hybrid-Electric Vehicles." *Transportation Research Part D: Transport and Environment* 18(2013): 9-15.
- 30) Davis, J.A., M. Velandia, D. M. Lambert, C. D. Clark, M. D. Wilcox, Jr., A. L. Wszelaki, and **K. L. Jensen**. "Factors Affecting Producer Awareness of State Programs Promoting Locally Grown Foods: the Case of Fruit and Vegetable Growers in Tennessee." *Journal of Food Distribution Research* 43 (2): 14-28.
- 31) **Jensen, K. L.**, C. D. Clark, B. C. English, and D. Toliver. "Effects of Demographics and Attitudes on WTP for Fuel Import Reductions through Ethanol Purchases." *Agriculture* Special issue: Biofuels, Food Security, and Accompanying Environmental Concerns, *Agriculture* 2,3(2012):165-181; doi:10.3390/agriculture2030165.
- 32) **Jensen, K. L.**, R. K. Roberts, and B. C. English. "Poultry Farmers' Willingness to Participate in Energy Audits." *Journal of Extension* 50, 6 (2012). Research in Brief Article 6RIB9.
- 33) Marra, A., **K. L. Jensen**, C. D. Clark, B. C. English, and D.K. Toliver. "Greenhouse Gas Emissions Reductions as a Motivator of E85 Purchases across Market Segments." *Energy, Sustainability and Society* 2(2012):21 doi:10.1186/2192-0567-2-21.
- 34) Marra, A., **K. L. Jensen**, C. D. Clark, B. C. English, and R. J. Menard. "Information Sources and Farmers' Attitudes toward Switchgrass Production as a Biofuel Feedstock." *Journal of Extension* 50,5(October 2012).
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- 2) Thomas, M.\*, **K.L. Jensen**, M. Velandia, C. Clark, B. English, D. Lambert, and F. Walker. 2020. "Outdoor Home Gardener Preferences for Environmental Attributes in Gardening Supplies and Use of Ecofriendly Gardening Practices." In Review. *HortTech*.
- 3) Ellis, J., K. L. DeLong, **K. L. Jensen**, and A. P. Griffith. 2020. "The Impact of a Visual Cheap Talk Script on Willingness to Pay in an Online Choice Experiment." To be submitted to *Journal of Food Disrib. Research*.
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#### **Book Chapters (1):**

- 1) **Jensen, K.**, and C. Clark. 2011. "Drilling, Growing or Conserving Our Way to Greater Energy Independence: An Analysis of the Factors that Motivate Support for Different Fuel Options." *Advances in Energy, Volume 7*, ed. Morena Acosta.

#### **Invited Papers/Presentations With Papers (6):**

- 1) **Jensen, K.L.** "The Evolution of Team-Based Research in the Profession of Agricultural Economics," SAEA Lifetime Achievement Award Presentation. Southern Agricultural Economics Association Annual Meetings, Feb 3-6, 2018, Jacksonville, FL.
- 2) De La Torre Ugarte D., B. English, **K. L. Jensen**. "Sixty Billion Gallons by 2030: Economic and Agricultural Impacts of Ethanol and Biodiesel Expansion". Principal Paper, Annual Meetings of the American Agricultural Economics Association, July 29 - August 1 2007, Portland, Oregon. (Principal paper, see journal publications above).
- 3) **Jensen, K.L.**, B. English, and C. Clark. "Distance Education in Agricultural Economics: Perceptions of Department Heads." Invited Paper, 2007 Southern Agricultural Economics Association Meetings, Mobile, Alabama, February 2007. (Invited paper, see journal publications above).
- 4) Walsh, M., B. English, D. De La Torre Ugarte, C. Hellwinckel, R. Menard, **K.L. Jensen**, and R. Nelson, "Economics of Cellulosic Ethanol Production." presented at the Southern

Agricultural Economics Association Annual Meeting, Mobile, AL., Feb. 2007. (Invited paper, see journal publications above).

- 5) **Jensen, K.L.** “The SAEA: Current Services and Future Directions.” *Journal of Agricultural and Applied Economics* 37, 2 (2005): 315-326. (SAEA Presidential address).
- 6) **Jensen, K.L.** “Industrialization in Agriculture: Discussion.” Invited Discussant to Mark Drabenstott, Senior Vice President, Federal Reserve Bank, Kansas City, Preliminary Session, 1995 Southern Agricultural Economics Association Meetings. *Journal of Agricultural and Applied Economics* 27(1995): 35-38. (Invited paper, see journal publications above).

#### **Published Refereed Proceedings (12):**

- 1) Thomas, M., **K.L. Jensen**, C. Clark., B. English, D. Lambert, and F. Walker. 2019. “Tennessee Home Gardener Preferences for Environmental Attributes in Gardening Supplies: A Multiple Indicators Multiple Causation Analysis.” *2019 SNA Research Conference* 63: 87-93.
- 2) **Jensen, K. L.**, B. C. English, R. J. Menard, C. Boyer, and J. T. Brosnan. 2016. “Analysis of the Economic Impacts of Tennessee's Turfgrass Industry and Perceptions of Future Growth.” *Mid-Continent Regional Science/Implan Conference Proceedings*, 2016. Charlotte, NC.
- 3) English, B. C., **K. L. Jensen**, R. J. Menard, J. McCord, and T. G. Rials. 2016. “Analysis of Economic Impacts from SunGrant Initiative Program Funded Projects.” *Mid-Continent Regional Science/Implan Conference Proceedings*, 2016. Charlotte, NC.
- 4) English, B., J. Menard, **K.L. Jensen**. 2014. “Estimated Economic Impacts of the IP Mill Closure in Courtland, Alabama: A Comparison of Two Methodologies.” *Mid--Continent Regional Science/Implan Conference Proceedings*, 2014. Madison, WI
- 5) English, B., J. Menard, and **K. L. Jensen**. “The Role of Extension in Energy.” *Proceedings of a Conference June 30 – July 1, 2009*, in Little Rock, Arkansas. Edited by. Sponsored by USDA’s Office of Energy Policy and New Uses, Farm Foundation, University of Arkansas, USDA Cooperative State Research, Education and Extension Service.
- 6) **Jensen, K. L.**, J. Menard, B. English, and P. Jakus. “An Analysis of the Residential Preferences for Green Power-The Role of Bioenergy.” *Farm Foundation Conference On Agriculture As A Producer And Consumer Of Bioenergy*. Washington, D.C., 2004.
- 7) **Jensen, K. L.**, J. Menard, B. English, and W. Park “Economic Viability of Using Wood Residues as a Heating Source for Greenhouse Operations in Tennessee.” *Proceedings Research Conference-2001 Southern Nurserymen's Association Meetings*. 46 (2001): 318-320.
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- 12) Torok, S., and **K. L. Haden**. "An Evaluation of Hedging Strategies for Arizona Cotton Producers," *Beltwide Cotton Research Conferences: 1984 Proceedings*. National Cotton Council, 1984.

#### **Books Edited (4)**

- 1) English, B., R. Menard, and **K. L. Jensen**. 2009. Risk, Infrastructure and Industry Evolution. Proceedings of a conference held June 24-25, 2008, in Berkeley, California. Eds. B. English, R. R. Menard, and K. Jensen. Sponsored by the Farm Foundation, USDA's Office of Energy Policy and New Uses, USDA Economic Research Service, and Energy Bioscience Institute.
- 2) English, B., R. Menard, and **K. L. Jensen**. 2009. The Role of Extension in Energy. Proceedings of a Conference June 30 – July 1, 2009, in Little Rock, Ark. Eds. B. English, R. Menard, and K. Jensen. Sponsored by USDA's Office of Energy Policy and New Uses, Farm Foundation, Univ of Arkansas, USDA CSREES.
- 3) English, B., R. Menard, and **K. L. Jensen**. 2008. Integration of Agricultural and Energy Systems. Farm Foundation, Available at <http://www.farmfoundation.org/news/articlefiles/378-FFbook6-12-08.pdf>, February, 2008.
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#### **Other Reports and Publications (286):**

- 1) Muhammad, A., B. C. English, **K. L. Jensen**, R. J. Menard, A. P. Griffith, D. W. Hughes, S. A. Smith, and T. E. Yu. 2020. Tennessee's Agricultural and Forest Industries and Rural Economy. Chapter 2, Section 2.5 in An Economic Report to the Governor of the State of Tennessee. January 2020. Matt Murray, Project Director, Boyd Center for Business and Economic Research.
- 2) Griffith, A. P., L. McKay, K. L. DeLong, **K. L. Jensen**, C. Boyer, and D. M. Lambert. 2019. Estimating Restaurant Willingness to Pay for Local Beef. UT Extension.
- 3) Jensen, K. L., D. W. Hughes, H. E. Wright, K. L. DeLong, M. Gill, and R. J. Menard. 2019. Tennessee Consumers' Views about Cidery Visits University of Tennessee Extension Publications, W856.
- 4) Menard, R. J., B. C. English, and **K. L. Jensen**. 2019. 2017 Economic Contributions of Agriculture and Forestry in Tennessee. Agricultural and Resource Economics, Departmental Research Series, DRS19-001.
- 5) Menard, J., **K.L. Jensen**, and B. English. 2019. Tennessee Ag and Forestry Stats: Economic Contributions of Agriculture and Forestry in Tennessee. Agricultural and Resource Economics, Agri-Industry Modeling and Analysis Group, Booklet. November 2019.
- 6) Upendram, S., **K. L. Jensen**, K. L. DeLong, R. J. Menard, and E. Eckelkamp. 2019. Consumer Milk Expenditures and Preferences for Tennessee Milk University of Tennessee Extension Publications, W 842.

- 7) Upendram, S., **K. L. Jensen**, K. L. DeLong, R. J. Menard, and E. Eckelkamp. 2019. . Consumer Dairy Product Expenditures and Preferences for Dairy Products made with Tennessee Milk University of Tennessee Extension Publications, W851.
- 8) **Jensen, K. L.**, R. J. Menard, B. C. English, A. P. Griffith, D. W. Hughes, A. Muhammad, T. E. Yu, and E. Grear. 2019. Tennessee's Agricultural and Forest Industries and Rural Economy in An Economic Report to the Governor of the State of Tennessee. 2019, Matt Murray, Project Director, Boyd Center for Business and Economic Research. January 2019.
- 9) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Anderson County, W549. University of Tennessee, Dept of Ag. & Resource Economics.
- 10) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Bedford County, W550. University of Tennessee, Dept of Ag. & Resource Economics.
- 11) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Benton County, W551. University of Tennessee, Dept of Ag. & Resource Economics.
- 12) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Bledsoe County, W552. University of Tennessee, Dept of Ag. & Resource Economics.
- 13) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Blount County, W553. University of Tennessee, Dept of Ag. & Resource Economics.
- 14) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Bradley County, W554. University of Tennessee, Dept of Ag. & Resource Economics.
- 15) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Campbell County, W555. University of Tennessee, Dept of Ag. & Resource Economics.
- 16) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Cannon County, W556. University of Tennessee, Dept of Ag. & Resource Economics.
- 17) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Carroll County, W557. University of Tennessee, Dept of Ag. & Resource Economics.
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- 20) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Chester County, W560. University of Tennessee, Dept of Ag. & Resource Economics.
- 21) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Claiborne County, W561. University of Tennessee, Dept of Ag. & Resource Economics.

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- 23) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Cocke County, W563. University of Tennessee, Dept of Ag. & Resource Economics.
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- 25) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Crockett County, W565. University of Tennessee, Dept of Ag. & Resource Economics.
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- 27) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Davidson County, W567. University of Tennessee, Dept of Ag. & Resource Economics.
- 28) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Decatur County, W568. University of Tennessee, Dept of Ag. & Resource Economics.
- 29) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to DeKalb County, W569. University of Tennessee, Dept of Ag. & Resource Economics.
- 30) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Dickson County, W570. University of Tennessee, Dept of Ag. & Resource Economics.
- 31) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Dyer County, W571. University of Tennessee, Dept of Ag. & Resource Economics.
- 32) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Fayette County, W572. University of Tennessee, Dept of Ag. & Resource Economics.
- 33) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Fentress County, W573. University of Tennessee, Dept of Ag. & Resource Economics.
- 34) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Franklin County, W574. University of Tennessee, Dept of Ag. & Resource Economics.
- 35) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Gibson County, W575. University of Tennessee, Dept of Ag. & Resource Economics.
- 36) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Giles County, W576. University of Tennessee, Dept of Ag. & Resource Economics.



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- 38) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Greene County, W578. University of Tennessee, Dept of Ag. & Resource Economics.
- 39) Hughes, D. W., H. E. Wright, S. Upendram, R. J. Menard, A. Smith, B. C. English, and **K. L. Jensen**. 2018. Contribution of Agriculture to Grundy County, W579. University of Tennessee, Dept of Ag. & Resource Economics.
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- 273) Davis, G., and **K. L. Jensen**. “Two Stage Profit Maximization and Import Demand with an Application to Japanese Hardwood Lumber Imports.” UTAERS SP93-07, 1993.
- 274) Johnson, L., and **K. L. Jensen**. “Forecasting the Green Economy.” American Nurseryman, October 1, 1993, pp. 64-71.
- 275) Johnson, L., and **K. L. Jensen**. “Economic Factors Affecting Sales of U. S. Nursery Stock.” Executive Summary. American Nurseryman. September 15, 1992, p. 96.
- 276) **Jensen, K. L.** and S. Bevins. “A Nonparametric Test for Evidence of Structural Change in the Demand for Selected Dairy Products.” UTAES Bulletin No. 682, 1992.
- 277) **Jensen, K. L.** “Dairy Termination Program Participants in Tennessee: Current Status and Plans for the Future.” UTAERS Research Report 91-22, 1991.
- 278) Lambert, B., and **K. L. Jensen**. “The Demand for Beef in Japan: An Extension of Origin Based Models.” UTAERS Research Report 90-31, 1990.
- 279) **Jensen, K. L.**, and A. Price. “Dairy Cooperative Members' Opinions of Milk Marketing: Tennessee and Other States in the Southern Region.” UTAERS Research Report 90-14, 1990.
- 280) **Jensen, K. L.**, and S. Bevins. “Dairy Operators' Opinions on Cooperative Versus Non-Cooperative Milk Marketing in Tennessee.” UTAERS Research Report 90-01, 1990.
- 281) Yates, D., **K. L. Haden** and L. VanTassell. “Characteristics and Practices of Beginning Dairy Farmers in Tennessee.” The University of Tennessee, Department of Agricultural Economics, UTAES Research Report 89-14, 1989.
- 282) **Haden, K.L.** “The Demand for Cigarettes: An Application of the AIDS Model.” The University of Tennessee, Department of Agricultural Economics, UTAERS Research Report 89-08, 1989.
- 283) Johnson, L. and **K.L. Haden**. “Contributors to Financial Success on Tennessee's Resource Management Dairy Farms.” Tennessee Farm and Home Science, Winter, 1989.
- 284) Pompelli, G., and **K.L. Haden**. “The U. S. Tobacco and Tobacco Product Marketing System: Current Situation and Identification of Research Needs.” The University of Tennessee, Department of Agricultural Economics, UTAERS SP 88-01, 1988.
- 285) **Haden, K. L.**, and J. Franzmann. “A Further Examination of the Combination of Forecasts With an Application to Forecasting Beef Cattle Prices.” The University of Tennessee, Department of Agricultural Economics, UTAERS SP 87-03, 1987.
- 286) Torok, S., and **K. L. Haden**. “An Analysis of Hedging Strategies for Arizona Cotton Producers.” Cotton: A College of Agriculture Report. University of Arizona, Agricultural Experiment Station Series P-61, 1984.

**Peer Reviewed Presentations (75):**

- 1) **Jensen, K.L.**, D. Hughes, K. DeLong, H. Wright, J. Menard, and M. Gill. “Consumer Willingness to Pay for Locally Produced Hard Cider.” Selected Paper 2020 Southern Agricultural Economics Association Meetings, Louisville, KY. February 1-4, 2020.
- 2) Upendram, S., **K. L. Jensen**, and K. DeLong. “Consumer Milk Expenditures and Preferences for Tennessee Milk.” Selected Paper 2020 Southern Agricultural Economics Association Meetings, Louisville, KY. February 1-4, 2020.
- 3) Thomas, L., **K.L. Jensen**, C. Clark, D. Lambert, B. English, and F. Walker. 2019. Consumers' Willingness to Pay for Potting Mix with Biochar. Selected Paper. Southern Agricultural Association Meetings, Birmingham, AL. February 2 – 5, 2019.

- 4) Gill, M., **K.L. Jensen**, S. Upendram, N. Labbe, and B. English. 2019. Consumers' Willingness to Pay for Disposable Dinnerware Molded from Wheat Straw. Selected Paper. 2019 Western Agricultural Association Meetings, Coeur D'Alene, ID. June 30-July 2, 2019.
- 5) Choi, Y., D. Lambert, **K.L. Jensen**, C. Clark, B. English, and M. Thomas. Estimating Consumer Preferences for Biochar Using Best and Worst Scaling. Selected Paper. 2019 Western Agricultural Association Meetings, Coeur D'Alene, ID. June 30-July 2, 2019.
- 6) Gill, M., **K.L. Jensen**, S. Upendram, B. English, N. Labbe, D. Lambert, and S. Jackson. 2019. Selected Poster. 2019 American Agricultural Economics Association Meetings, Atlanta, GA. July 21-23, 2019.
- 7) J. Ellis, K. L. DeLong, **K. L. Jensen**, and A. P. Griffith. 2018. The Impact of a Visual Cheap Talk Script on Willingness to Pay in a Choice Experiment. Paper Agricultural and Applied Economics Annual Meeting. Washington, D.C. August 5-7, 2018.
- 8) **Jensen, K.L.**, K. DeLong, E. McLeod, and A. Griffith. "Tennessee Beef Cattle Farmers Preferences Regarding Marketing Tennessee Branded Beef." Paper presented at Southern Agricultural Economics Association Annual Meetings, Feb 3-6, 2018, Jacksonville, FL.
- 9) English, B.C., **K.L. Jensen**, R. Menard, and S. Upendram. "Economic Contributions of Agriculture and Forestry in Tennessee," Poster presented at Southern Agricultural Economics Association Annual Meetings, Feb 3-6, 2018, Jacksonville, FL
- 10) McKay, L., K. DeLong, A. Griffith, and **K.L. Jensen**. "Restaurants' Willingness to Pay for Tennessee Certified Beef," Paper presented at Southern Agricultural Economics Association Annual Meetings, Feb 3-6, 2018, Jacksonville, FL.
- 11) Merrit, M., K. Lewis, A. Griffith, and **K.L. Jensen**. "Consumer Willingness to Pay for Tennessee Certified Beef." Southern Agricultural Economics Association Annual Meeting, February 4-7, 2017, Mobile, Alabama.
- 12) McLeod, E., **K.L. Jensen**, A. Griffith, and K. Lewis. "Tennessee Beef Producers' Willingness to Participate in a Tennessee Branded Beef Program." Southern Agricultural Economics Association Annual Meeting, February 4-7, 2017, Mobile, Alabama.
- 13) Boyer, C., **K. L. Jensen**, E. McLeod, and J. A. Larson. 2016. "Upland Cotton Producers' Willingness to participate in a BMP/STAX Pilot Program." Agricultural and Applied Economics Association 2016 Annual Meeting, July 31-August 2, Boston, Mass.
- 14) Everett, C., **K. L. Jensen**, C. Boyer, and D. W. Hughes. 2016. "Consumers' Willingness to Pay for Tennessee Wine." Agricultural and Applied Economics Association annual meeting, Boston, MA. July 31-August 2, 2016.
- 15) English, B. C., **K. L. Jensen**, R. J. Menard, J. McCord, and T. G. Rials. "Analysis of Economic Impacts from SunGrant Initiative Program Funded Projects." 2016 MCRSA/IMPLAN Conference Proceedings, Charlotte, NC.
- 16) **Jensen, K. L.**, B. C. English, R. J. Menard, C. Boyer, and J. T. Brosnan. "Analysis of the Economic Impacts of Tennessee's Turfgrass Industry and Perceptions of Future Growth." 2016 MCRSA/IMPLAN Conference Proceedings, Charlotte, NC.
- 17) Lambert, D. M., B. C. English, R. J. Menard, B. S. Wilson, L. He, T. E. Yu, and **K. L. Jensen**. "Skilled Labor Preference, Cellulosic Biofuel Facility Location, and Economic Impacts in the Southeastern US." Selected paper, presented at the Southern Agricultural Economics Association Meeting, Atlanta, Georgia, January 31 – February 3, 2015.
- 18) Li, X., **K. L. Jensen**, C. D. Clark, and D. M. Lambert. "Scale Heterogeneity, Consequentiality, and Willingness-to-Pay for Public Goods: The Case of Beef

- Choices.” Selected Poster with Abstract. American Agricultural & Applied Economics Association Annual Meeting, San Francisco, CA, July 26-28, 2015.
- 19) Li, X., **K. L. Jensen**, C. D. Clark, and D. M. Lambert. “Consumer Willingness-to-Pay for Non-taste Attributes in Beef Products.” Selected Paper with Abstract. Southern Agricultural Economics Association Meetings, Atlanta, GA, January 31-February 3, 2015.
  - 20) Oliver, K., **K. L. Jensen**, D. M. Lambert, and C. D. Clark. “A Multiple Indicator-Multiple Causation Analysis of Pasture Management and Prescribed Grazing Practices By Beef Cattle Operators.” Selected Poster with Abstract. American Agricultural & Applied Economics Association Annual Meeting, San Francisco, CA, July 26-28, 2015.
  - 21) **Jensen, K.L.**, D.M. Lambert, C.D. Clark, Holt, C., English, B.C., Larson, J.A., Yu, E., and C. Hellwinckel. “Eastern U.S. Cattle Producer Willingness to Adopt Prescribed Grazing” Selected Paper. Southern Agricultural Economics Association 2014 Annual Meeting, February 1-4, 2014, Dallas, Texas.
  - 22) **Jensen, K.L.**, M. Bruch, R. Menard, and B.C. English. “Analysis of Factors Influencing Agritourism Businesses in Expansion” Selected Paper. Southern Agricultural Economics Association 2014 Annual Meeting, February 1-4, 2014, Dallas, Texas.
  - 23) English, B. C., R. J. Menard, B. S. Wilson, T. E. Yu, **K. L. Jensen**, C. D. Clark, J. Fu, and D. M. Lambert. “Optimal Location of Cellulosic Biofuel Facilities and Their Impact on Employment in the Southeast Region.” Presented at the Association for the Advancement of Industrial Crops-Agriculture and Food Research Initiative (AAIC-AFRI) Conference, “New Crops, Bioenergy, Biomaterials, and Sustainability”, Washington, D.C., 2013.
  - 24) Lambert, D. M., R. J. Menard, B. S. Wilson, **K. L. Jensen**, T. E. Yu, C. D. Clark, and B. C. English. 2013. “Will Concentration In Skilled Labor Impact the Site Selection Decision of Cellulosic Ethanol Facilities?” The 60th North American Regional Science Conference, November 13-16th, 2013, Atlanta, GA.
  - 25) Tong, T., T. E. Yu, S. Cho, D. G. De La Torre Ugarte, and **K. L. Jensen**. “Spatial Spillover Effect of Transportation Infrastructure on Agricultural Output across the United States: An Empirical Investigation.” Transportation Research Board Annual Meeting, Washington, D.C. January 13-16, 2013..
  - 26) **K. L. Jensen**, C. Clark and B., “Effects of Demographics and Attitudes on WTP for Fuel Import Reductions through Ethanol Purchases,” 2012 Annual Meeting of the Southern Agricultural Economics Association, February 4-7, 2012, Birmingham, AL.
  - 27) L. Register, D. Lambert, B. English, **K. L. Jensen** and M. Wilcox, “Geographical Analysis of US Green Sector Industry Concentration,” 2012 Annual Meeting of the Southern Agricultural Economics Association, February 4-7, 2012, Birmingham, AL.
  - 28) Qualls, J., **K. L. Jensen**, B. English, J. Larson, and C. Clark. “Analysis of Factors Affecting Farmers’ Willingness to Adopt Switchgrass Production.” 2011 Annual Meeting of the Southern Agricultural Economics Association, February 5-8, 2011, Corpus Christi, Texas.
  - 29) Ward, D., C. Clark, **K.L. Jensen**, C. Russell, and S.Yen. “Factors Influencing Willingness-to-Pay for the Energy Star Label.” Selected Paper, Agricultural and Applied Economics Association. 2010 Annual Meeting, July 25-27, 2010, Denver, Colorado.
  - 30) **Jensen, K. L.**, A. Marra, C. Clark, and B. English. “Willingness to Pay for Emission Reductions with E85.” Selected Poster. Agricultural and Applied Economics Association. 2010 Annual Meeting, July 25-27, 2010, Denver, Colorado.
  - 31) Li, X., C. Clark, **K.L. Jensen**, B. English, and S. Yen. “Factors Influencing Consumer Likelihood of Purchasing a Flexible-Fuel or Hybrid Automobile Selected Poster.”

Agricultural and Applied Economics Association. 2010 Annual Meeting, July 25-27, 2010, Denver, Colorado.

- 32) **Jensen, K. L.**, D. Skahan, A. Marra, C. Clark, and B. English. "Regional Differences in Consumers' WTP for Ethanol from Switchgrass, Wood Wastes, and Corn." Selected Poster 2010 Southern Agricultural Economics Association Meetings, Orlando, FL.
- 33) Wang, C., J. Larson, B. English, and **K.L. Jensen**. "Cost Analysis of Alternative Storage and Transportation Methods for Delivering Switchgrass to a Biorefinery." 2009 Southern Agricultural Economics Association Meetings, Atlanta, GA.
- 34) Bazen, E., **K. L. Jensen**, B. English, R. Roberts, and J. Menard. "Energy Requirements of Poultry Operations: Potential Use of Poultry Litter." 2009 Southern Agricultural Economics Association Meetings, Atlanta, GA.
- 35) **Jensen, K. L.**, B. English, and J. Menard. "Livestock Producers' Views on Access to Veterinary Services." Selected Poster American Agricultural Economics Association Meetings, Orlando Florida, 2008.
- 36) De La Torre Ugarte, D. L. He, **K. L. Jensen**, and B. English. "Expanding Ethanol Production: Implications for Agriculture, Water Demand, and Water Quality." Selected Paper American Agricultural Economics Association Meetings, Orlando Florida, 2008.
- 37) **Jensen, K. L.**, C. Clark, P. Ellis, B. English, J. Menard, and M. Walsh "Farmer Willingness to Grow Switchgrass for Energy Production." Selected Paper American Agricultural Economics Association Meetings Long Beach California, 2006.
- 38) Jaenicke, E. W. Harrison, **K. L. Jensen**, and P. Jakus. "Adoption Behavior in Food Retailers' Decision to Offer Fresh Irradiated Ground Beef." Paper presented at European Association of Agricultural Economists 11th Congress – 2005.
- 39) **Jensen, K. L.**, J. Menard, B. English, and P. Jakus. "An Analysis of the Residential Preferences for Green Power-The Role of Bioenergy." Paper presented at Farm Foundation Conference on Agriculture as a Producer and Consumer Of Bioenergy." Washington, D.C. 2004.
- 40) English, B., J. Menard, M. Walsh, and **K. L. Jensen**. "Economic Impacts Resulting From Co-Firing Biomass Feedstocks In Southeastern United States Coal-Fired Plants." Paper presented at Farm Foundation Conference on Agriculture as a Producer and Consumer of Bioenergy. Washington, D.C. 2004.
- 41) English, B., J. Menard, **K. L. Jensen**, and M. Walsh. "Direct, Indirect, and Induced Impacts From Co-Firing Biomass Feedstocks In Southeastern United States Coal-Fired Plants." Paper presented at 2004 IMPLAN Users' Conference, West Virginia.
- 42) **Jensen, K.**, P. Jakus, B. English, and J. Menard. "Consumer Preferences for Electricity from Bioenergy and Other Renewables." Selected Paper 2004 American Agricultural Economics Association Meetings, Denver, Colorado.
- 43) English, B., **K. L. Jensen**, J. Menard, M. Walsh, D. De La Torre Ugarte, C. Brandt, J. Van Dyke, and S. Hadley. "Economic Impacts Resulting from Co-firing Biomass Feedstocks in Southeastern United States Coal-Fired Plants." Selected Paper 2004 American Agricultural Economics Association Meetings. Denver, Colorado.
- 44) Lin, J., **K. L. Jensen**, and S. Yen. "Determinants Of Consumer Awareness of Foodborne Pathogens." Selected Paper 2004 American Agricultural Economics Association Meetings. Denver, Colorado.

- 45) **Jensen, K. L.** and P. Jakus. “Consumers’ Willingness to Pay Eco-Certified Wood Products.” Selected Paper 2003 American Agricultural Economics Association Meetings, Montreal, Canada.
- 46) Yen, S. J. Lin, and **K. L. Jensen**. “Socio-economic Determinants of Consumer Food Safety Awareness and Perceptions in the United States: Pesticide and Antibiotic Residues in Food,” Paper presented at XXV IAAE Conference, Durban, South Africa, 2003.
- 47) **Jensen, K. L.**, P. Jakus, B. English, and J. Menard. “Consumers’ Perceptions of and Willingness to Pay for Environmentally Certified Hardwood Products,” Selected Paper, Southern Agricultural Economics Association Meetings, Orlando, FL, 2002.
- 48) English, B. **K. L. Jensen**, P. Jakus, and J. Menard. “Consumers’ Willingness to Pay for Eco-Labeling of Forest Products.” Poster Presentation at National Farm Bureau Meetings, Jan. 2002.
- 49) Jakus, P., K. L. Jensen, B. English, and J. Menard. “Consumers’ Willingness to Pay for Environmentally Certified Hardwood Products.” Paper presented at Western Regional Sci.Assn./W-133 Regional Project Meeting in Monterey, CA, 2002.
- 50) **K. L. Jensen**, T. Jaenicke, and J. Gaynor. “Supermarket Retail Managers’ Expectations Regarding Irradiated Red Meat Products.” Poster for 2002 American Agricultural Economics Association Meetings, Long Beach, CA.
- 51) Gaynor, J., K. L. Jensen, and E. Jaenicke. “Retail Meat Managers’ Profitability Expectations for Irradiated Red Meats.” Selected Paper 2002 American Agricultural Economics Association Meetings, Long Beach, CA.
- 52) **Jensen, K. L.**, B. English, and J. Menard. “Projected Economic Impacts of Hog Industry Development to the Rural Economy in West Tennessee.” Paper presented at 2002 IMPLAN Users’ Conference, New Orleans, LA.
- 53) Jakus, P., **K. L. Jensen**, and G. Davis. “Revenue Impacts of MPP Branded Funds: A Firm Level Analysis.” Selected Paper 2000 American Agricultural Economics Association Meetings, Tampa, FL.
- 54) **Jensen, K.L.** and G. Pompelli. “Agribusiness Site Location Preferences.” Poster for 2000 American Agricultural Economics Association Meetings, Tampa, FL.
- 55) Pompelli, G. and **K. L. Jensen**. “Marketing Assistance Needs of Value-Added Agribusinesses.” Selected Paper 2000 Southern Agricultural Economics Association Meetings, Lexington, KY. *Abstract-Journal of Agricultural and Applied Economics*. 32(2000): 396.
- 56) Jakus, P. **K. L. Jensen**, G. Davis. “The Effectiveness of MPP Branded Funds: A Firm Analysis.” Paper presented at NEC-63 Conference on Evaluating Export Promotion Programs: Turning Barriers into Opportunities, April 3-4, 2000, Denver.
- 57) **Jensen, K. L.** and G. Pompelli. “An Analysis of Methods Used by State Departments of Agriculture for Measuring Marketing/Promotion Program Effectiveness,” Poster for 1999 Southern Agricultural Economics Association Meetings, Memphis, TN. *Abstract-Journal of Agricultural and Applied Economics*. 31(1999): 408.
- 58) **Jensen, K. L.** and S. Hollis. “Export Status and Assistance Needs of U.S. High Value Agribusiness.” Selected Paper 1998 Southern Agricultural Economics Association Meetings, Little Rock, AR. *Abstract-Journal of Agricultural and Applied Economics*. 30(1998): 234.
- 59) Adams, B., G. Davis, and **K. L. Jensen**. “An Assessment of the Allocation of MPP Funds.” Paper presented at session sponsored by NEC-63 Research Committee on Commodity

Promotion at International Agribusiness Management Association, Cancun Mexico, May 26, 1996.

- 60) **Jensen, K. L.**, and L. Adams. "Consumers' Use of the New Nutrition Labels on Dairy Products." Poster for 1996 American Agricultural Economics Association Meetings, San Antonio, Texas. *Abstract-American Journal of Agricultural Economics*. 78 (1996): 1419.
- 61) **Jensen, K.** "Household Expenditures on Whole-Fat Milk in the Southern Region." Poster for 1995 Southern Association of Agricultural Economics Meetings, New Orleans, Louisiana. **Best Poster Award.** *Abstract-Journal of Agricultural and Applied Economics*. 27(1995): 338.
- 62) **Jensen, K. L.** and K. Lambert. "Whole, Lowfat, and Skim Milk Expenditures: Impacts of Socioeconomic and Demographic Factors." Poster for 1994 Southern Agricultural Economics Association Meetings, Nashville, Tennessee. *Abstract-Journal of Agricultural and Applied Economics*. 26(1994): 343.
- 63) **Jensen, K. L.** and G. Davis. "Overcoming the Conceptual and Empirical Limitations of Agricultural Import Demand Based on Two-Stage Utility Maximization." Selected Paper 1994 American Agricultural Economics Association Meetings, San Diego, California. *Abstract-American Journal of Agricultural Economics*. 76(1994): 1251.
- 64) **Jensen, K. L.** and S. Bevins. "Dairy Termination Program Participants in the Southern Region: Current Situation and Plans Regarding Dairying." Poster for 1993 Southern Agricultural Economics Association Meetings, Tulsa, Oklahoma. *Abstract-Journal of Agricultural and Applied Economics*. 25(1993): 297.
- 65) Davis, G. and **K. L. Jensen.** "The Demand for U. S. Lumber in Japan." Selected Paper 1993 Southern Agricultural Economics Association Meetings, Tulsa, Oklahoma. *Abstract-Journal of Agricultural and Applied Economics*. 25(1993): 288.
- 66) **Jensen, K. L.**, T. Raney and D. McLemore. "Cigarette Demand in the EC: The Impacts of 1992 Harmonization." Poster for 1991 American Agricultural Economics Association Meetings, Manhattan, Kansas. *Abstract-American Journal of Agricultural Economics*. 73(1991): 1556.
- 67) **Jensen, K. L.** "Choice of Proprietary or Cooperative Milk Handler and the Role of Farm Characteristics: Tennessee and Other Southern States." Selected Paper 1991 Southern Agricultural Economics Association Meetings, Fort Worth, Texas. *Abstract-Southern Journal of Agricultural Economics*. 23(1991): 264.
- 68) Lambert, B. and **K. L. Jensen.** "Demand Estimates for U. S. Beef in Japan." Poster for 1991 Southern Agricultural Economics Association Meetings, Fort Worth, Texas. *Abstract-Southern Journal of Agricultural Economics*. 23(1991): 272.
- 69) Raney, T. and **K. L. Jensen.** "Bulk Oilseed or High Value Snack Food? Peanuts in the European Community," Selected Paper 1991 Southern Agricultural Economics Association Meetings, Fort Worth, Texas. *Abstract-Southern Journal of Agricultural Economics*. 23(1991): 261.
- 70) **Jensen, K. L.**, R. Goodman, and B. English. "Instructional Use of Computers: Southern Region Versus Rest of U. S.," Poster for 1990 Southern Agricultural Economics Association Meetings, Little Rock, Arkansas. *Abstract-Southern Journal of Agricultural Economics*. 22(1990): 217.
- 71) **Haden, K. L.** "The Demand for Cigarettes in Japan." Selected Paper 1989 American Agricultural Economics Association Meeting, Baton Rouge, Louisiana. *Abstract-American Journal of Agricultural Economics* 71 (1989): 1337

- 72) **Haden, K. L.** and L. Johnson. “Factors Which Contribute to Financial Performance for Selected Tennessee Dairies.” Selected Paper for 1989 Southern Agricultural Economics Association Meetings, Nashville, Tennessee. *Abstract-Southern Journal of Agricultural Economics*. 21(1989): 190.
- 73) **Haden, K.L.** and L. VanTassell. “An Empirical Analysis of the Dynamic Relationships Within the U. S. Dairy Sector.” Selected Paper 1988 Southern Agricultural Economics Association Meetings at New Orleans, Louisiana. *Abstract-Southern Journal of Agricultural Economics*. 20(1988): 210.
- 74) Johnson, L. and **K. L. Haden**. “An Analysis of Contributors to Financial Performance of Selected Tennessee Dairy Operations.” Selected Paper 1988 Southern Agricultural Economics Association Meetings, New Orleans, Louisiana. *Abstract-Southern Journal of Agricultural Economics*. 20(1988): 197.
- 75) **Haden, K. L.** and J. Franzmann. “A Further Examination of the Combination of Forecasts With an Application to Forecasting Beef Cattle Prices.” Selected Paper 1987 Western Agricultural Economics Association Meetings, Manhattan, Kansas. *Abstract- Western Journal of Agricultural Economics*. 12(1987):236.

#### **Organized Symposia (5):**

- 1) **Jensen, K. L.** “What is a Competitive Applicant and How Can I be One?” *In* Organized Symposium “Determining the Right Graduate Degree for Me and Creating a Competitive Advantage when Entering the Job Market.” Organizers: Tyler B. Mark, Louisiana State University, AgCenter and Shannon Sand, Oklahoma State University. 2010 Southern Agricultural Economics Association Meetings, Orlando, FL.
- 2) English, B., **K. L. Jensen**, and J. Menard. “Projected Economic Impacts of the Hog Industry to Rural Economies in Iowa, North Carolina, and Tennessee,” Organized Symposium on Agricultural Economists Role in TMDL Analyses Related to Animal Agriculture (organized by Verel Benson), 2001 American Agricultural Economics Association Meetings, Chicago, IL.
- 3) **Jensen, K. L.** “The Keys to Preparing Successful Research Grant Proposals - Session I,” Organized by M. Marchant and M. Bailey. Organized Symposium, 2000 American Agricultural Economics Association Meetings, Tampa, FL.
- 4) **Jensen, K. L.** “The Keys to Preparing Successful Research Grant Proposals - Session II,” organized by M. Marchant and M. Bailey. Organized Symposium, 2000 American Agricultural Economics Association Meetings, Tampa, FL.
- 5) **Jensen, K. L.** “Successful Application for NRI Grant Funds: Experiences of a Recipient,” USDA National Research Initiative Competitive Grants Workshop on Markets, Trade, and Rural Development, organized by W. Amponsah. Organized Symposium, 1997 Southern Agricultural Economics Association Meetings, Birmingham, AL.

#### **Other Presentations (91):**

- 1) **Jensen, K.L.**, J. Menard, and B. English. “An Analysis of the Economic Impacts from the Tennessee Agricultural Enhancement Program (TAEP). Presentation to the TAEP Advisory Board, Nashville, TN, 1/29/2020.
- 2) **Jensen, K.L.**, A. Muhammad, A. Griffith, A. Smith, D. Hughes, B. English, J. Menard. 'Economics of Tennessee's Agricultural and Forest Industries and Rural Communities'. UT Commission on Ag. Meeting, Nashville, TN. December 5, 2019.



- 3) **Jensen, K.L.** Update on Agricultural Economics Programs. Area Farm Management Specialists Meeting, Dec 9-11.
- 4) **Jensen, K.L.** Update on Agricultural Economics Programs. UT Extension Agricultural Economics. In-Service Training. Western Region. Nov. 7, 2019.
- 5) **Jensen, K.L.** Update on Agricultural Economics Programs. UT Extension Agricultural Economics. In-Service Training. Middle Region. Nov. 6, 2019.
- 6) **Jensen, K.L.** Update on Agricultural Economics Programs. UT Extension Agricultural Economics. In-Service Training. Eastern. Nov. 5, 2019.
- 7) Eckelkamp, L., S. Upendram, **K. L. Jensen**, K. DeLong, E. Pasewitz, H. Wallace, and K. Johnson. Consumer perceptions and willingness to pay for milk and dairy products in Tennessee. Dairy Work Group Meeting Eastern UT Extension Offices. September, 19, 2019.
- 8) K.L. DeLong, L. McKay, **K.L. Jensen**, A.P. Griffith, C. Boyer, and D. Lambert. "Tennessee Certified Branding Programs- Restaurant Willingness to Pay." Selected Presentation. Agribusiness Scholarship Emphasizing Competitiveness (WERA72) Annual Meeting. Fargo, ND. June 11-12, 2019.
- 9) Griffith, A., **K.L. Jensen**, and **K. DeLong**. "Tennessee Advanced Master Beef Producer: Research Update." Presented for Dickson and Hickman County Advanced Master Beef Producer Program, Centerville, TN (Dickson, 2018).
- 10) Griffith, A., **K.L. Jensen**, and **K. DeLong**. "Tennessee Advanced Master Beef Producer: Research Update." Presented for Dickson and Hickman County Advanced Master Beef Producer Program, Centerville, TN, October 24 (Dickson, 2018).
- 11) Griffith, A., **K.L. Jensen**, and K. DeLong. "Tennessee Advanced Master Beef Producer: Research Update." Presented for Dickson and Hickman County Advanced Master Beef Producer Program, Centerville, TN, October 24. (Dickson, 2018)
- 12) Griffith, A., **K.L. Jensen**, and K. DeLong. "Tennessee Advanced Master Beef Producer: Research Update." Presented for Rutherford County Advanced Master Beef Producer Program, Murfreesboro, TN, November 21 (Rutherford, 2018)
- 13) McKay, L. K. DeLong, **K.L. Jensen**, A. Griffith, C. Boyer, D. Lambert. 'Restaurant Willingness to Pay for Tennessee Certified Beef.' Beef & Forage Center, Research and Recommendation meeting, Knoxville, TN (Statewide, 2018)
- 14) McKay, L., K.L. DeLong, **K.L. Jensen**, A.P. Griffith, and C. Boyer. "Restaurants' Willingness to Pay for Tennessee Certified Beef." Poster. Southern Extension Economics Committee Meeting, Myrtle Beach, SC. June 11-13, 2018. (Multi-state, 2018)
- 15) Griffith, A., **K.L. Jensen**, and K. DeLong. "Tennessee Advanced Master Beef Producer: Research Update." Dickson and Hickman County Advanced Master Beef Producer Program, Centerville, TN (Dickson, 2017).
- 16) Griffith, A., **K.L. Jensen**, and K. DeLong. "Tennessee Advanced Master Beef Producer: Research Update." Presented for Rutherford County Advanced Master Beef Producer Program, Murfreesboro, TN. (Rutherford, 2017).
- 17) McLeod, E.\*, **K. L. Jensen**, A. Griffith, and K. Lewis. "Tennessee Beef Producers' Interest in Participating in a Tennessee Branded Beef Program". 2016 TN Beef and Forage Center Annual Research and Recommendation Meeting Poster. Dec. 13, 2016.
- 18) Merritt, M., K. Lewis, A. Griffith, and **K. L. Jensen**. "Consumer Willingness to Pay for Tennessee Certified Beef." 2016 TN Beef and Forage Center Annual Research and Recommendation Meeting Poster. Dec. 13, 2016.

- 19) English, B., H. Zhang, E. Yu, J. Larson, C. Boyer, D. Lambert, and **K. L. Jensen**. “Developing a Baseline to Help Estimate Economic Feasibility and Sustainability.” Presented at The Logistics for Enhanced-Attribute Feedstock Project, September, Knoxville, TN, 2016.
- 20) Lambert, D., B. English, R. Menard, B. Wilson, E. Yu, **K. L. Jensen**, and C. Clark.. “Optimal Location of Biofuel Facilities and Their Impact on the Economy, Water, and Air Quality in the Southeastern Region.” 2015 AFRI PI Meetings presentation.
- 21) English, B. C., R. J. Menard, **K. L. Jensen**, J. T. Brosnan, and C. Boyer. “Tennessee’s Turfgrass Industry: Economic Contributions, Problematic Issues, and Perceptions of Future Growth.” Presentation to Tennessee Turfgrass Industry, 2015
- 22) **K. L. Jensen**, M. Bruch, L. Moore, and J. Menard. “Preliminary Results: “Tennessee” Beef Consumer Survey.” Report to the Beef Value-Added Initiative Meeting, Murfreesboro, TN, 2013.
- 23) **K. L. Jensen**, J. Menard, B. English, D. Lambert, and H. Shaffer. “Strategic Plan: Agriculture & Forestry in Tennessee: Future Opportunities.” Presentation to Tennessee Agricultural Strategic Planning Committee, 2013.
- 24) **K. L. Jensen**, J. Menard, B. English, D. Lambert, and H. Shaffer. “Strategic Plan: Agriculture & Forestry: Tennessee & Our Neighbors.” Presentation to the Tennessee Agricultural Strategic Planning Steering Committee, 2013.
- 25) **K. L. Jensen**. “The Tennessee Dairy Industry and Its Value-Added Opportunities, Presented to TN Dairy Advocacy Group,” Lewisburg, TN, 2012.
- 26) English, B. D. De La Torre Ugarte, C. Hellwinckel, J. Menard, and **K. L. Jensen**. “Impacts Policy has on the Economic Feasibility of Dedicated Energy Crops, Biomass: From Grow to Go.” Vonore, TN., Oct 25, 2011.
- 27) **Jensen, K.L.**, D. Lambert, B. English, and R. Menard. “Potential Impacts of Adding Renewable Energy Industries to the Appalachian Region.” in Poverty, Energy, & the Environment Mini-summit Ready for the World, the Global Studies Interdisciplinary Program, University of TN, Knoxville, April 28, 2010.
- 28) De La Torre Ugarte, D., B. English, C. Hellwinckel, and **K.L. Jensen**. “Analysis of the Implications of Climate and Energy Legislation to the Agricultural Sector.” Webinar to 25 x ‘ 25 National Board and Design Team, 6/6/2010,6/18/2010, 11/8/2010, 11/9/2010
- 29) Hellwinckel, C., **K. L. Jensen**, B. English, D. De La Torre Ugarte, and J. Menard. “Potential Impacts of Energy and Climate Change Policies.” Economic Development Forum on Renewable Energy in Kentucky. Nov. 17, 2010.
- 30) C. Hellwinckel, D. De La Torre Ugarte, B. English, and **K. L. Jensen**. “Modeling Bioenergy Policies with POLYSYS: Feedstock Estimation and Accounting for Carbon.” USDA Workshop on Bioelectricity and GHG. Washington DC. Waugh Auditorium ERS. November 15, 2010.
- 31) English, B., D. De La Torre Ugarte, **K. L. Jensen**, C. Hellwinckel, R. Menard, T. West, and C. Clark, 2010. “Analysis of the Implications of Climate and Energy Legislation to the Agricultural Sector.” 25x’25 Mission Achievable 6th national 25 x ’25 Summit, Arlington, VA, June, 2010. Paper presented.
- 32) English, B., **K. L. Jensen**, R. Menard, D. De La Torre Ugarte, C. Hellwinckel, T. West, and C. Clark, 2010. “Implications of Climate Change & Energy Legislation to the Agricultural Sector.” 25x’25 Mission Achievable 6th national 25 x ’25 Summit, Arlington, VA, June, 2010, Poster Presented.

- 33) Hellwinckel, C., D. De La Torre Ugarte, B. English, **K. L. Jensen**, and T. West. "Modeling Bioenergy Policies with POLYSYS: Feedstock Estimation and Accounting for Carbon." USDA Workshop on Bioelectricity and GHG, Washington D.C., November 2010.
- 34) English, B., D. De La Torre Ugarte, **K. L. Jensen**, C. Hellwinckel, J. Menard, T. West, and C. Clark. "The EISA, RES and Carbon Policy: Three Potential Policy Contributors to Increasing Net Farm Income and Jobs in the United States." E3 2010, St. Paul, MN, November 30, 2010.
- 35) **Jensen, K. L.**, B. English, C. Clark, A. Marra, and D. Skahan. "Consumer WTP for Ethanol Blends and Producer Willingness to Convert to Switchgrass Production." 3rd Annual Project Director (PD) Meeting for the Agribusiness Markets and Trade program. July 2009. Milwaukee, WI.
- 36) English, B., D. De La Torre Ugarte, **K. L. Jensen**, C. Hellwinckel, C. Clark, and T. West, "Providing Solutions to Climate Change through Proposed Goals of 25 x 25: An Outline of the Study." Presented to the 25 x'25 Carbon Project Design Team Workshop, Washington D.C., August 15.
- 37) English, B., D. De La Torre Ugarte, **K. L. Jensen**, C. Hellwinckel, C. Clark, and T. West. "Providing Solutions to Climate Change through the Proposed Goals of 25 x '25." A Webinar on the Role of Agriculture and Forestry in a Reduced Carbon Economy, Sponsored by the 25x'25 for Partners and State Alliance Leaders, September 9, 2009.
- 38) English, B., D. De La Torre Ugarte, C. Hellwinckel, T. West, **K. L. Jensen**, and C. Clark, "A Preliminary Analysis of the Implications of Climate Change to the Agricultural Sector: Phase 1". Presented to the 25 x'25 Carbon Project Design Team Workshop, Washington D.C., September 16, 2009.
- 39) English, B., D. De La Torre Ugarte, C. Hellwinckel, T. West, **K. L. Jensen**, and C. Clark, "A Preliminary Analysis of the Implications of Climate Change to the Agricultural Sector: USDA Briefing." Presented to USDA, Washington D.C., September 17, 2009.
- 40) English, B., D. De La Torre Ugarte, C. Hellwinckel, T. West, **K. L. Jensen**, and C. Clark. 2009. Analysis of the Implications of Climate Change Legislation to the Agricultural Sector. Presented to the 25 x'25 Board, Seattle, WA, September 23, 2009.
- 41) Walsh, M., B. English, D. De La Torre Ugarte, C. Hellwinckel, J. Menard, **K. L. Jensen**, and R. Nelson. "Beyond Corn and Soybeans: Cellulose Feedstocks." USDA Agricultural Outlook Forum, Washington, DC, Feb 21-22, 2008.
- 42) English, B., D. De La Torre Ugarte, and **K. L. Jensen**. "An Evaluation of the Opportunities and Challenges of a Biofuels Platform for the United States." International Biomass '08 Conference and Trade Show, Minneapolis, MN, April 15-17, 2008.
- 43) English, B., **K. L. Jensen**, and J. Menard. "Investment and Annual Economic Impacts of the Renewable Industry in Meeting the 25x'25 Vision." Omaha, NB., 25x'25 Annual Stakeholder Meeting, March 2008.
- 44) English, B., D. De La Torre Ugarte, **K. L. Jensen**, J. Menard, and D. Hodges. "The Development of a Forest Module for POLYSYS." Joint Meeting of the USFS Forest Products Laboratory, Southern Research Station, and University of Tennessee's Office of Bioenergy Programs, December 2008.
- 45) De La Torre Ugarte, D. B. English, and **K. L. Jensen**. "Opportunities and Challenges in Expanding the Role of Biofuels in America's Energy Portfolio Farm Equipment Manufacturers Association." 2007 Fall Convention New Orleans, October 26, 2007. The

University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.

- 46) De La Torre Ugarte, D., B. English, **K. L. Jensen**. “Expanding the Role of Biofuels in America’s Energy Portfolio: Implications for Food Security in Developing Countries.” Workshop on Economics, Policies and Science of Bioenergy International Consortium of Agricultural Biotechnology Research Ravello, Italy July 26, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
- 47) De La Torre Ugarte, D., B. English, **K. L. Jensen**. “Estimated Agricultural Impacts of Expanding Biofuel Production: Policy Implications for Water Demand and Water Quality.” The National Academies NRC Colloquium on the Water Implications of Biofuels Production in the United States Washington, DC. July 12, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
- 48) English, B., D. De La Torre Ugarte, and **K. L. Jensen**. “Evaluating Major Shifts in America's Energy Portfolio: Experience with POLYSYS. “ Presented at DOE's Modeling Aggressive Renewable Energy Goals”, Washington, DC., June 27, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
- 49) English, B., **K. L. Jensen**, D. De La Torre Ugarte, R. Menard, and C. Hellwinckel. “Reaching 25% renewable Energy by 2025, Implications to the Agricultural Sector.” presented at the 29th Symposium on Biotechnology for Fuels and Chemical, Denver, CO., May 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
- 50) English, B., **K. L. Jensen**, J. Menard, and D. De La Torre Ugarte. “Impacts on Tennessee's Agriculture Sector and the State's Economy as a Result of a New Biofuel Industry.” presented at 2007 Governor's Conference on Biofuels, Nashville, TN., May, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
- 51) Walsh, M., B. English, D. De La Torre Ugarte, C. Hellwinckel, J. Menard, **K. L. Jensen**, and R. Nelson, “Breaking Our Addiction to Oil—The Development of a Large Biofuels Industry and Its Implication for Agriculture.” MAESC Conference, Oxford, MS, May 17-18, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
- 52) Walsh, M., B. English, D. De La Torre Ugarte, C. Hellwinckel, J. Menard, **K. L. Jensen**, and R. Nelson, “Breaking Our Addiction to Oil—The Development of a Large Biofuels Industry and its Implication for Agriculture.” USDA-OCE Seminar, Washington, DC, April 30, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
- 53) De La Torre Ugarte, D., B. English, **K. L. Jensen**. “Expanding the Role of Biofuels in America’s Energy Portfolio: Opportunities and Challenges.” Beef Industry Conference, Oklahoma State University Extension Service, April 19, 2007, Stillwater, Oklahoma. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
- 54) English, B., D. De La Torre Ugarte, and **K. L. Jensen**. “Economic Impacts of a Renewable Energy Scenario on the Nation and the Southern States.” Presented at 6th Annual Southern BioProducts and Renewable Energy Conference, Choctaw, MS., April

- 16-18, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
- 55) De La Torre Ugarte, D., B. English, **K. L. Jensen**. "Expanding the Role of Biofuels in America's Energy Portfolio: Analysis of the 25x'25 Vision." Biofuels, Food and Feed Tradeoffs, Farm Foundation, April 12-13 2007 St Louis. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
  - 56) **Jensen, K. L.**, B. English, D. De La Torre Ugarte, and J. Menard, "BEAG and the 25x'25 Analysis." Poster presented at The 3rd Annual 25x'25 Renewable Energy Summit, Washington D.C. March 20-21, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
  - 57) De La Torre Ugarte D., B. English, **K. L. Jensen**. "Opportunities and Challenges in Expanding the Role of Biofuels in America's Energy Portfolio." PBA Thursday Analysis Seminar, U.S. Department of Energy, March 8, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
  - 58) Hellwinckel, C. D. De La Torre Ugarte, B. English, **K. L. Jensen**. "Biofuels in Polysys: Model Design, Simulation and Expansion." Forestry and Agriculture Greenhouse Gas Modeling Forum, Shepherdstown, WV. March 6, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
  - 59) Hellwinckel, C., D. De La Torre Ugarte, B. English, **K. L. Jensen**. "Biofuels in Polysys: Model Design, Simulation and Expansion." Global Biofuel Developments: Modeling the Effects on Agriculture, workshop sponsored by Farm Foundation and USDA's Economic Research Service, February 27, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
  - 60) De La Torre Ugarte D., B. English, **K. L. Jensen**. "Meeting 25% of U.S. Energy Needs by 2025." National Ethanol Conference Tucson, Arizona Feb. 19 -21, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group.
  - 61) English, B., D. De La Torre Ugarte, **K. L. Jensen**. "Meeting 25% of U.S. Energy Needs by 2025." Farm Machinery Show 2007 Annual Meeting Feb. 14 -17, 2007 Department of Agricultural Economics, Bio-based Energy Analysis Group.
  - 62) English, B., D. De La Torre Ugarte, and **K. L. Jensen**. "Meeting 25% of U.S. Energy Needs by 2025 with Renewables." Presented at the Farm Machinery Show 2007 Annual Meeting, Louisville, KY, Feb. 12, 2007. The University of Tennessee Department of Agricultural Economics, Bio-based Energy Analysis Group,
  - 63) English, B., **K. L. Jensen**, and J. Menard. "Comparative Regional Economic Advantages for Cellulosic Feedstocks for Bioenergy Production: Tennessee, presented at the Conference on Biofuels: Opportunities For Tennessee Agriculture", Martin, TN., January 30, 2007. Department of Agricultural Economics, Bio-based Energy Analysis Group.
  - 64) **Jensen, K. L.**, Jamey Menard, and B. English. "Agritourism in Tennessee: Visitors' Preferences and Demographics," presented at the 2007 Conference for Tennessee's Current and Potential Agri-tourism Operators, Pigeon Forge, TN, January 2007. Department of Agricultural Economics, Bio-based Energy Analysis Group. (Invited).
  - 65) English, B., D. De La Torre Ugarte, and **K. L. Jensen**. "America Can Meet 25% of U.S. Energy Needs by 2025: Impacts and Implications." Presented at the Farm Credit Council 2007 Annual Meeting, Palm Springs, CA., Jan. 2007. Department of Agricultural Economics, Bio-based Energy Analysis Group. (Invited)

- 66) **Jensen, K. L.**, B. English, P. Jakus, and J. Menard. “Consumer Preferences for Electricity from Bioenergy and Other Renewables.” Presentation at USDA NRI Agricultural Markets and Trade Project Directors (PD) Meeting, Washington DC, June 2006.
- 67) **Jensen, K. L.**, B. English, J. Menard, P. Ellis, and C. Clark. “Switchgrass Production Potential in Tennessee.” Presented at Status, Trends, and Future of the South's Forest and Agricultural Biomass, Athens, GA August 29-31, 2005. (Poster)
- 68) English, B., M. Walsh, J. Menard, and **K. L. Jensen**. “Bio-Energy Feedstock Availability and Economic Impacts of a 15% Co-Fire Industry in the Southeast.” Presented at Status, Trends, and Future of the South's Forest and Agricultural Biomass, Athens, GA August 29-31, 2005 (Poster).
- 69) **Jensen, K. L.**, J. Menard, B. English, and P. Jakus, “An Analysis Of The Residential Preferences For Green Power – The Role Of Bioenergy,” Southern Legislative Conference Of The Council Of State Governments, 2005.
- 70) English, B., D de La Torre Ugarte, **K. L. Jensen**, C. Clark, C Garland, K. Goddard, R. Menard, R. Roberts, L. Steckle, D. Tyler, and M. Walsh. “2005 OBP Bi-Annual Peer Review: The UT Switchgrass Project.” Poster presented at the FY05 Program Peer Review and Poster Session, Department of Energy, Biomass Program. Washington, DC. Nov 14-16, 2005.
- 71) Vance, K., M. Fly, D. Hodges, B. Stephens, L. Askins, B. English, J. Menard, and **K. L. Jensen**. “Off-Highway Vehicle Management Planning and Research Applications in Tennessee,” Presented at: 25th Annual Southeastern Recreation Researchers Conference, Asheville, North Carolina, February 19-21, 2004.
- 72) English, B., **K. L. Jensen**, and J. Menard. “Economic Feasibility of Producing Biodiesel in Tennessee,” Farm Bureau Federation Annual Meeting, Tampa, FL., January 2003
- 73) English, B., **K. L. Jensen**, and J. Menard. “Status of Bio-fuels Cooperative Development in Tennessee.” Market Place of Ideas Conference, January 3, 2003.
- 74) English, B., **K. L. Jensen**, and J. Menard. “Estimated Economic Impacts of Selected Livestock Diseases on Regional Economies,” Invited presentation before the Population and Preventive Medicine Club, College of Veterinary Medicine, University of Tennessee, Nov. 2004,
- 75) English, B., J. Menard, and **K. L. Jensen** “Agriculture’s Impacts on the Tennessee Economy.” Presented at the Threshold Sustainability Conference, Chattanooga, April 22-23, 2004.
- 76) English, B., **K. L. Jensen**, and J. Menard. “Are Tennessee Soybean Producers Interested in a Biodiesel Cooperative?” Selected Poster prepared for presentation at the Annual Farm Bureau Meeting, Honolulu, HI, January 2004.
- 77) English, B., **K. L. Jensen**, and J. Menard. “Assessing the Feasibility of a Biodiesel Facility in Tennessee” Poster and paper for American Farm Bureau Federation Meetings January, 2002.
- 78) English, B., **K. L. Jensen**, P. Jakus, and J. Menard. “Consumers’ Willingness to Pay for Eco-Labeling of Forest Products,” Poster and paper for American Farm Bureau Federation Meetings January, 2002.
- 79) **Jensen, K. L.**, P. Jakus, B. English, and J. Menard. “Environmentally Certified Hardwood Products: A Study of Consumers’ Perceptions and Willingness to Pay.”

- Presentation to Energy, Environment, and Resources Center. University of Tennessee. October 2001.
- 80) Park, W., B. English, J. Menard, and **K. L. Jensen**. “Wood Transportation and Resource Analysis System WTRANS.” Tennessee Floriculture Association Meetings, Gatlinburg. November 2000.
  - 81) **Jensen, K. L.**, B. English, and J. Menard. “Agribusiness Development: UT Research Role.” Presentation to Farm Bureau Presidents Convention, August 2000.
  - 82) English, B., **K. L. Jensen**, and J. Menard. “Tennessee Agribusiness Development Project: UT Research Role.” Presentation to Sparks Companies, Inc. , Tennessee Department of Agriculture, and Tennessee Department of Economic and Community Development. July 28, 1999.
  - 83) **Jensen, K. L.** and G. Pompelli. “A Study of Evaluation Methods Used by State/Province Departments of Agriculture for Measuring Effectiveness of Marketing/Promotion Programs.” Presentation to the North American Agricultural Marketing Officials (NAAMO) Organization, Nashville, TN, July, 1998.
  - 84) **Jensen, K. L.** “An Analysis of Value-Added Programs by State Departments of Agriculture.” Presented to “Adding Value to Tennessee Agriculture” Conference, McMinnville, Tennessee, November 6, 1996.
  - 85) **Jensen, K. L.**, L. Adams, B. Foxworth, and S. Hollis, “The New Nutrition Labels on Dairy Products: Are Consumers Reading Them?” Poster presented to the Southern Dairy Conference, Atlanta, Georgia, 1996.
  - 86) **Jensen, K. L.**, G. Davis, and B. Adams. “A Study of Export Promotion Assistance: Preliminary Results.” Presentation to the National Agricultural Export Council. Baltimore, Maryland by invitation of the USDA/Foreign Agriculture Service, 1995.
  - 87) Hunter, D., and **K. L. Jensen**. “Economics of Mastitis Control for Tennessee Dairies.” Presentation at UTAES Field Day, Knoxville, Tennessee, 1993.
  - 88) Johnson, L., and **K. L. Jensen**. “Sales of U. S. Nursery Stock.” Presentation at UTAES Field Day, Jackson, Tennessee, 1992.
  - 89) **Jensen, K. L.** “Factors Affecting Selection of Milk Handler in Tennessee.” Presentation at UTAES Field Day, Lewisburg, Tennessee, 1991.
  - 90) Raney, T. and **K. L. Jensen**. “The Peanut Market in the E. C.” Paper presented to the Meeting of the Peanut Growers Association, Stone Mountain, Georgia, 1990.
  - 91) **Jensen, K. L.** “Dairy Marketing in Tennessee.” Presentation at UTAES Field Day, Lewisburg, Tennessee, 1986.

## **TEACHING**

### **Courses Taught:**

**Co-Taught AREC 201Economics of the Global Food and Fiber System (2020)**-Introduction to microeconomic and macroeconomic principles and their application to the global food and fiber system. Specific topics include consumer and producer behavior, market equilibrium, monetary and fiscal policy, and international trade.

**AREC 550 - Microeconomic Applications to Agricultural and Resource Markets (2016-)** Microeconomic concepts, tools, and decision making approaches for agricultural and natural resource markets; competitive market analysis, strategies by sellers, including price and non-price competition, vertical coordination, market segmentation, and advertising; examination of demand and buyer behavior, including market participation, contingent valuation, and

willingness to pay; role of information and innovations in markets. Each class prepares one or more papers addressing a market issue or problem identified by an agribusiness in the state. The paper is delivered to the company for their use. Asynchronous WWW delivery method is used for this course. (Updating of previous AREC 550).

**Advanced Agribusiness Marketing, AREC 550 (2001-2015).** Economic concepts, tools, and decision making approaches for management of marketing programs within the agribusiness sector; market strategies by sellers in the food and fiber industry, including price and nonprice competition, vertical control, market segmentation, and advertising; examination of demand and buyer behavior, including market participation and willingness to pay; role of information and innovations in markets for food and fiber. Each class prepares one or more papers addressing a market issue or problem identified by an agribusiness in the state. The paper is delivered to the company for their use. Asynchronous WWW delivery method is used for this course.

**The Food and Agricultural Marketing System, AREC 350 (2006-Current).** Survey of U.S. food and fiber marketing system; marketing functions; industry structure; market channels; marketing options of farmers; basic analysis of marketing problems. Each class prepares one or more papers analyzing a market for an agricultural or forestry based product.

**International Agricultural Marketing and Trade, AGECE 420 (2003-2006).** Overview of U.S. and World agricultural trade; issues impacting international agricultural trade, including agricultural policy, foreign direct investment, macroeconomic forces, technical barriers, and trade agreements; basic steps of exporting and international marketing, including export market analysis, export planning, and documentation requirements.

**Introductory Economics: a Survey Course, ECON 201 (1999-2000).** Theory of consumer behavior, theory of firms, supply and demand, costs of production, market models, national income and employment theory, money and banking, monetary and fiscal policy, debt, and international economics.

**Advanced Agricultural Marketing, AGECE 550 (1993-1998).** Analysis of consumer demand and markets for food, the effects of structure, conduct, and performance of the agricultural marketing system and farm to retail linkages. Application of price theory to existing circumstances in agricultural industries. Readings of applied studies within the field of agricultural marketing.

**Agricultural Price Analysis, (AGECE 450) (1987-1995, 1997).** Study economic causes and consequences of price variation in agricultural markets. Methods include: 1) use of economic concepts and statistical methods to analyze problems, 2) use of spreadsheet programs on the microcomputer to complete homework assignments, 3) use of current events articles in addition to textbook. Developed supplementary course packet for students' use containing examples, instructions, homework, review sheets, and syllabus.

**Seminar in Agricultural Economics and Business, AGECE 410 (1993).** Analysis of contemporary problems in the field. Emphasis on agribusiness case study analysis. Discussion of career objectives, opportunities, and placement process.

**Introduction to Agricultural Economics, AGECE 210 (1990-1992).** Survey of major areas of study in the field of agricultural economics. Lectures emphasize application of economic theory to current events affecting the Agricultural sector. Homework problems include reading and use of information in current events articles.

### **Graduate Advising/Committees:**



**Graduate Committee Adviser:** M.S. Nonthesis-6, Thesis-27 (1 in progress), Ph.D. Dissertations-1

**Graduate Committee Member:** Member-48 Committees (48 M.S, 2 Ph.D.)

**M.S. Theses Directed (27):**

- 1) **Gill, M.** (2020-underway). “An Analysis of Consumer Preferences for Eco-Friendly Disposable Dinnerware” University of Tennessee M.S. Thesis.
- 2) **Thomas, M.** (May 2019). “An Analysis of Consumer Preferences for Gardening Products with Environmentally Friendly Attributes.” University of Tennessee M.S. Thesis.
- 3) **McLeod, E.** (May 2017). “Tennessee Beef Producers' Willingness to Participate in a Tennessee Branded Beef Program.” University of Tennessee M.S. Thesis.
- 4) **Oliver, K.** (December 2015). “Analysis of Beef Cattle Producers’ Propensity to Adopt Pasture Management and Prescribed Grazing East of the 100th Meridian.” University of Tennessee M.S. Thesis.
- 5) **Moore Dobbs, L.** (December 2014). “Tennessee Consumers’ Willingness to Pay For Beef Produced in Tennessee” University of Tennessee M.S. Thesis.
- 6) **Ellis, C.** (August 2013). “Producer Willingness to Adopt Prescribed Grazing Systems.” University of Tennessee M.S. Thesis.
- 7) **Moss, J.** (August 2012). “Feasibility of On-Farm Milk Processing, Packaging and Marketing for Tennessee Dairy Farmers.” University of Tennessee M.S. Thesis.
- 8) **Qualls, D.** (May 2011). “Analysis Of Factors Affecting Farmers’ Willingness To Adopt Switchgrass Production In The Southern United States And An Excel Spreadsheet-Based Decision Tool For Potential Switchgrass Producers.” University of Tennessee M.S. Thesis.
- 9) **Skahan, D.** (August 2010). “Consumer Willingness to Pay for E85.” University of Tennessee M.S. Thesis.
- 10) **Fulton, A.** (May 2010). “Economic Impacts of Production, Storage, Transport, and Conversion of Switchgrass for a Cellulosic Ethanol Facility in Tennessee.” University of Tennessee M.S. Thesis.
- 11) **Goychuk, K.** (August 2007). “Potential Impacts of Meeting a Renewable Portfolio and Fuel Standards on the Economy in Tennessee.” University of Tennessee M.S. Thesis.
- 12) **Lindborg, C.** (May 2007). “An Analysis of Tennessee Agri-Tourism Visitors’ Preferences and Expenditures.” University of Tennessee M.S. Thesis.
- 13) **Boyd, E.** (May 2006). “The Agri-Tourism Industry and It’s Needs for Assistance in Tennessee.” University of Tennessee M.S. Thesis.
- 14) **Zhang, Y.** (August 2004). “Comparison of Potential Business Structures for a Biodiesel Production Facility and Analysis of Tennessee Soybean Producers’ Willingness to Join a New Generation Cooperative to Produce Biodiesel.” University of Tennessee M.S. Thesis.
- 15) **Li, M.** (May 2003). “An Analysis of Consumer’s Willingness to Pay for Environmentally Certified Hardwood Products. University of Tennessee M.S. Thesis.
- 16) **Williams, B.** (December 2002). “Explaining Export Assistance Needs of a Firm from Firm Characteristics.” University of Tennessee M.S. Thesis.
- 17) **Wiwattarakul, P.** (August 2002). “An Analysis of Consumer Support for Environmental Certification of Hardwood Products.” University of Tennessee M.S. Thesis.
- 18) **Gaynor, J.** (December 2001). “Meat Managers’ Expectations Regarding Marketing of Irradiated Red Meat.” University of Tennessee M.S. Thesis.
- 19) **Colvett, J.** (May 2000). “Marketing Assistance Needs of Agribusiness and Forest Products Firms.” University of Tennessee M.S. Thesis.

- 20) **Hollis, S.** (August 1997). "Agribusiness Attitudes towards Exporting and Assistance Needs." University of Tennessee M.S. Thesis.
- 21) **Adams, B.** (August 1996). "The USDA Market Promotion Program: A Study of Funds Allocation and the Use of Export Assistance Services by Program Participants." University of Tennessee M.S. Thesis.
- 22) **Flemings, J.** (August 1996). "Export Barriers and Assistance Needs of US HVP Exporters." University of Tennessee M.S. Thesis.
- 23) **Adams, L.** (December 1995). "Consumers' Use of Nutrition Labels on Dairy Foods." (Nominated for Outstanding Thesis, Food Distribution Research Society in 1996). University of Tennessee M.S. Thesis.
- 24) **Lambert, K.** (May 1994). "Effects of Income and Demographics on Expenditures for Whole, Low-fat, and Skim Milk in the U. S." University of Tennessee M.S. Thesis.
- 25) **Bevin's, S.** (May 1991). "Nonparametric Testing for Evidence of Structural Change in the Demand for Dairy Products." University of Tennessee Ph.D. Dissertation.
- 26) **Lambert, B.** (May 1990). "The Demand for Meat in Japan: Disaggregation and Its Effect upon Estimated Demand." University of Tennessee M.S. Thesis.
- 27) **Yates, D.** (December 1989). "Financial Survivability of Beginning Dairy Farms: A Simulation of Tennessee Dairies." University of Tennessee M.S. Thesis.

#### **Other Teaching Related Committees/Activities:**

- **AREC Graduate Committee** (1995-2017)
- **CASNR Ambassadors Advisor** (1999-2001)
- **Higher Education Challenge Grants Program Project (1994-1997)**
- **Ph.D. Marketing Prelim Committee** (1993-1997)
- **AREC Undergraduate Committee** (2013-2017)
- **Undergraduate Adviser** (1987-1994, 2013-2017)-Advised an average of 15 undergraduate students per year.
- **Departmental Graduate Program Study Commission** (1993).
- **Alpha Zeta, Adviser** (1991-1993)
- **Agbusiness Club Adviser** (1988-1991)

#### **AWARDS/HONORS**

- **2020 UT Herbert College Glyn and Lynda Newton Entrepreneurial Development Award**
- **2018 Lifetime Achievement Award.** Southern Agricultural Economics Association.
- **2013 UT Gamma Sigma Delta Team Award for Research-UT Biobased Energy Analysis Group**
- **2001 Presidential Award for Excellence in Research and Communication,** Food Distribution Research Society for journal article "A Study of Marketing and Logistics Assistance Needs of Food Processors," Appearing in *Journal of Food Distribution Research*, November 2000. Co-recipient Greg Pompelli
- **2000 University of Tennessee, College of Agriculture Sciences and Natural Resources, Neal and Tacie Peacock Teaching and Learning Merit Certificate**

- **1996** University of Tennessee, Institute for Agriculture, **T.J. Whatley Distinguished Young Scientist**
- **1995** Southern Agricultural Economics Association, **Best Poster Presentation Award**

## **PROFESSIONAL SERVICE**

### **Professional Memberships/Activities:**

- Memberships- American Association of Agricultural Economics (AAEA), Southern Association of Agricultural Economics (SAEA), Food Distribution Research Society (FDRS)
- **SAEA**-Editorial Council, *Journal of Agricultural and Applied Economics* (2016-); President-2005; Director, Board of Directors, 2000-2001; SAEA Second Vice President and Selected Papers/Organized Symposium Coordinator; SAEA Board Member, 1999-2000; Chair-Selected Papers Review Committee in Marketing for 1993 SAEA Meetings
- **AAEA**-Resident Instruction Committee (1996-1998); Co-Chair over AAEA Selected Papers Committee for 1993 AAEA Meetings; Editorial Council, *Review of Ag. Economics*, (2006-2008)
- Reviewer-*American Journal of Agricultural Economics*; *Journal of Agricultural and Applied Economics*; *Journal of Cooperatives*; *Review of Agricultural Economics*; *Energy Economics*; *Biomass and Bioenergy*; *Applied Economics Perspectives and Policy*; *Journal of Food Distribution Research*; *Agricultural and Resource Economics Review*; *Journal of Agribusiness*; *Journal of Production Agriculture*; *Agribusiness: An International Journal* *North Central Journal of Agricultural Economics*, Selected papers reviewer-SAEA, AAEA, Southeast Decision Sciences Institute.

### **Other Committee Memberships/Chairs:**

- USDA NIFA AFRI Markets and Trade-Review Panel Member (2011)
- Board Member, Council on Food and Resource Economics (CFARE) (2005)
- Southern Regional Extension Research Information Exchange Group (SERA-IEG) (1994-1998). Competitiveness and Sustainability of the Southern Dairy Industry, Member, Secretary.
- Member Southern Dairy Conference Planning Committee (1994-1998).
- Regional Project Committee Chair and Member, S-217, Southern Regional Dairy Marketing Research. Chair (1992-1993), Member (1987-1993). Committee of researchers from 12 member states conducted joint research in issues affecting economic viability of the regional dairy industry.
- Ad Hoc Reviewer-National Research Initiative Competitive Grants Program (1996, 2000, 2001).
- Ad Hoc Reviewer-Small Business Innovation Research Grants Program (1993-2001).

## **INSTITUTIONAL SERVICE**

### **University Wide:**

- UT Research Council (1993-1999)
- Vice Chair Research Council (1997-1998), Special Projects Committee Chair (1997-1999), Research Public Relations Subcommittee Chair (1993-1996), Committee member, SARIF awards (1995-1996), EPPE (1997-1998), Research Infrastructure Committee member 1999-

2000 (co-drafted Faculty Workstation Program proposal for UTK), Centers Evaluation Committee (1999-2000)

- UT Faculty Senate Tenure Policies Coordinating Committee Research Council Rep (1998-1999)
- Chancellors' Awards for Research and Creative Achievement Selection Committee (1997-1998)
- Faculty Senate (1993).
- Sigma Xi Student Paper Competition, Judge (1992)

**Institute of Agriculture:**

- UTIA Conflict of Interest Committee (2016-)
- Review Team-UTIA Department of Food Science Review (2016)
- Chair, UTIA Promotion and Tenure Committee-2009-2011. Committee Member, 2008-2011.
- Reviewer for LEAD 21 (2011)
- Search Committee Member-Head, Department of Pathology, College of Veterinary Medicine (2001).
- Search Committee Member - Head, Department of Agricultural Economics (2000).
- Search Committee Member-Dean, Experiment Station (1999-2000).
- UT Agricultural Institute World Wide Web Committee (1997-1998).
- Gamma Sigma Delta Research Award Selection Committee (1992).
- AgDay (1989)-Departmental Display for Agribusiness Club.
- Varsity Visit (Student recruitment activity)- Presentation (1988-1989).
- Judge 4-H Economics Projects (1988).

**Departmental:**

- Interim Department Head, Agricultural and Resource Economics (2019-2020).
- Search Committee Chair UT AREC Blasingame Chair of Excellence in Agricultural Policy (2016-2017)
- Search Committee UT AREC Greever Chair of Excellence in Agribusiness (2014-2015)
- Acting Department Head (2016-2017)
- Undergraduate Committee and Advisor (1988-1994, 2013-2017)
- Graduate Committee (1995-2017)
- Others: Search Committees for Faculty Positions, Human Subjects Committee, Computer Committee.