

Curriculum Vitae

Timothy A. Woods
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Department of Agricultural Economics
University of Kentucky
Lexington, Kentucky 40546

RECENT APPOINTMENT HISTORY

Visiting Scholar, Humanities, Arts and Social Sciences, Centre for Rural Policy Research, University of Exeter, Exeter, England, January 2023-July 2023
Visiting Scholar, CESAER/INRA, AgroSup Dijon, Dijon, France, February 2016 to July 2016.
Extension Professor, Department of Agricultural Economics, University of Kentucky, July 2007 to date.
Associate Extension Professor, Dept of Agricultural Economics, Univ. of Kentucky, July 2001 to July 2007.
Visiting Professor, East European University of Economics and Management, Cherkassy, Ukraine, August, 2004-July 2005
Staff Economist, Kentucky Governor's Office of Agricultural Policy, September 2000 to October 2001.
Asst Extension Professor, Dept. of Agricultural Economics, Univ. of Kentucky, August 1995 to July 2001.
Research and Teaching Assistant, Dept. of Agricultural Economics, Michigan State University, 1990-1995.
Research Associate, Department of Agricultural and Resource Economics, University of Maine, 1988-1990.

EDUCATION

Michigan State University, PhD Agricultural Economics, 1996
Texas A&M University, M.S. Agricultural Economics, 1988
Purdue University, B.S. Agricultural Economics, 1985

PROGRAM HIGHLIGHTS

My current appointment involves 80% Extension and 20% Resident Instruction. The Extension program emphasis area is agribusiness management and marketing with special emphasis on horticulture, food business development, consumer and direct markets, and farm entrepreneurship.

Extension and teaching efforts have been supported with applied research activities and collaborations that are intended to enhance effectiveness in outreach and resident instruction. Grant monies have been secured and invested over the last 19 years that have facilitated special in-service training opportunities, employment of undergraduate and graduate students, and participation in special workshops. This includes serving as PI or co-PI for **14 active competitive grants during the past two years**. It has been my primary objective to provide leadership through the College of Agriculture in developing marketing and development programs for an agricultural economy in Kentucky that has been in transition from a commodity marketing world to more specialized markets. To that end, active leadership and participation in regional extension and research committees, international projects and collaborations, and professional associations have been pursued with a view toward bringing innovative marketing programs and opportunities to Kentucky.

- **Center for Crop Diversification**, Faculty Director. This multidisciplinary center provides production, food safety and marketing information for specialty crop farmers and agency professionals. It is the home for the regional research group SERA-45, a collaboration of approximately 20 scientists in 8 states regionally working on specialty crop issues. While primarily a virtual center, www.uky.edu/CCD, considerable field work is also coordinated through the Center.
- Local foods marketing has been a major thrust for my extension programming. I developed **MarketReady**, a producer training program designed to educate producers on best business practices associated with selling to grocery, restaurant, wholesale, and other institutional markets has been adapted for delivery to IL, IA, OH, IN, WV, SC, NC, LA, MS, TX, AR, TN, NY, VI, VA, NB and AL and now delivered to over 3,000 producers nationally.

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- The **UK Food Systems Innovation Center** was created in 2009. I was one of the four PI's establishing the Center. The FSIC has become one of the core service centers for food entrepreneurs in Kentucky. The Center was awarded an initial grant from the KY Ag Development Board and has grown considerably. It houses a wide range of educational programming (including MarketReady) and technical service support.

RECENT GRANTS AND CONTRACTS FUNDED

Various projects on cooperatives, marketing, industry development, small farm entrepreneurship, horticulture and local food systems marketing, marketing infrastructure, and food safety have been funded at substantial levels during the work at the University of Kentucky. Approximately \$3 million in direct funding has been provided to 16 active projects in Ag Economics for which I am either a principal or co-principal investigator – most of these nationally or regionally competitive.

- Cindy Finneseth and **Timothy Woods**, “*KY Horticulture Council Legacy Grant 2025*”, Kentucky Ag Development Board subaward with the Kentucky Horticulture Council, \$1,299,070, 2025-26
- Brett Wolff, Emily Spencer, Camille Dant, Savannah Columbia, **Timothy Woods**, “*Marketing for All 3.0: Marketing and Branding Academy*”, KY Specialty Crop Block Grant, USDA/KY Dept of Ag., \$69,113, 2024-27
- **Timothy Woods** and Jairus Rossi, “*CSA for All: Strategic Marketing for Equitable CSA Expansion*”, USDA-AMS LFPP, \$100,977, 2024-26
- Cindy Finneseth, **Timothy Woods**, Ashton Potter-Wright, “*Future Proofing Farm Shares*” USDA-AMS FFPP, \$150,035, 2024-26
- **Timothy Woods**, “*Assessing the Impact of USDA LFPP in Facilitating Producer Scale-Up to Wholesale Markets*”, Cooperative Agreement USDA-AMS, \$149,818, 2023-2025
- Yoko Kusonose, Kenneth Burdine, Steven Isaacs, **Timothy Woods**, Tyler Mark, Alison Davis, “*A Nationally-Recognized Master's Program for Extension Training in Agricultural Economics*”, USDA-NIFA, \$246,000, 2023-2028
- **Timothy Woods**, “*Center for Crop Diversification Support*”, University of Kentucky Extension Initiative, internal campus award, \$10,000, 2023
- **Timothy Woods**, “*UK CSA Agent In-Service*”, University of Kentucky Land Grant Engagement, internal campus award, \$10,000, 2023
- Shuoli Zhao and **Timothy Woods**, *Southeast Dairy Business Innovation Initiative*, USDA-NIFA subaward with University of Tennessee, 2022-25
- Mark Williams and **Timothy Woods**, “*KY Horticulture Council Legacy Grant 2023*”, Kentucky Ag Development Board subaward with the Kentucky Horticulture Council, \$449,036, 2023-24
- **Timothy Woods**, Mark Williams, Nicole Gauthier, “*CEA What's Growing: The Controlled Environment Agriculture Production Ecosystem in Appalachian Kentucky*”, Appalachian Regional Commission, subaward through the Kentucky Horticulture Council, \$922,983, 2022-25
- **Timothy Woods** and Shuoli Zhao, “*Covid-19: Integrating Post-Covid Cut Flower Demand into Market Education*”, KY Specialty Crop Block Grant, USDA/KY Dept of Ag., \$75,730, 2022-2025

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- **Timothy Woods**, Brett Wolff, Savannah Columbia, and Emily Spencer, “*New Digital Tools and Marketing Strategies for a Post-Covid Marketplace*”, KY Specialty Crop Block Grant, USDA/KY Dept of Ag. \$55,122, 2021-2024
- **Timothy Woods**, “*The Farmers Market Resiliency Program*”, USDA-AMS subaward with Community Farm Alliance, \$45,000, 2021-2024
- **Timothy Woods**, *Local and Regional Food Systems Recovery and Resilience 2.0*, USDA-AMS Cooperative Agreement, Subaward with Colorado St University, 2020-2022
- **Timothy Woods**, *Strengthening Kentucky’s Direct Marketing Network*, USDA-AMS-LFPP subaward with KY Horticulture Council, \$17,153. 2020-2022
- **Timothy Woods**, *Diversifying Income and Adding Value by Manufacturing Dairy Products – Phase 2*, USDA-AMS subaward with University of Tennessee, 2020-2023
- **Timothy Woods** and Jairus Rossi, *Kentucky Farm Share Coalition: Expanding Community Supported Agriculture (CSA) Markets for Organic Farmers*, USDA-AMS-FMPP subaward with Organic Association of Kentucky, 2020-2023
- **Timothy Woods**, *Kentucky Local Food System Expansion Initiative*, USDA-AMS-RFSP subaward with KCARD, 2020-2022
- **Timothy Woods**, *Digital Center for Risk Management Education – National MarketReady Activities*, USDA-RME subaward through University of Minnesota, \$75,030, 2020-2021
- **Timothy Woods** and Lilian Brislen, *Covid-19 Local and Regional Food Systems Covid 19 Rapid Response*, USDA-AMS Cooperative Agreement, 2020-2021
- Krista Jacobsen, **Timothy Woods** and Rachel Rudolph, *Soil Health Practices for High Tunnels*, USDA-Specialty Crop Research Initiative Planning Grant, 2020-2021
- **Timothy Woods**, Alison Davis, Jairus Rossi, *Best Practices of Financially Sustainable Incentive Programs for Sourcing and Verifying Local Food in Restaurants*, USDA-FSMIP, 2019-2021
- Rudolph, Rachel, Ricardo Bessin, **Timothy Woods** (Co-PI), John Obrycki, Krista Jacobsen, and Emily Pfeufer, “*Experiential High Tunnel Training for Cooperative Extension Service Agents in Kentucky*”, USDA-SSARE, 2019-2021
- **Timothy Woods** (PI), Jairus Rossi, Dave Lamie, Stacey McCullough, Aleta Botts, Joanna Lelekacs, Becky Bowen, Karen Rignall, Paul, Vijayakumar, J. Dara Bloom ,” *Measuring and Building on Local Food System Vitality for Communities in the South*”, National Institute of Food and Agriculture/USDA, 2018-2021

RECENT PUBLICATIONS

Journal Articles

Rossi, J., Pierce, T., Zhao, S., & **Woods, T.** (2025). Understanding consumer values of participants in a cost-offset community supported agriculture (CSA) program. *Journal of Agriculture, Food Systems, and Community Development*, 14(3), 393–413. <https://doi.org/10.5304/jafscd.2025.143.033>

Zhao, Shuoli, Azita Varziri, and **Timothy Woods**, (2025), “*Consumer Preferences Toward Local vs. Carbon: A Study of Value-added Dairy Products*”, *Agricultural Economics*, <https://doi.org/10.1111/agec.70044>

Zhao, Shuoli, Azita Varziri, and **Timothy Woods**, (2024), “*Cage-Free, Free-Range, or Pasture Raised? Consumer Preferences for Happy Hens*”, *Agribusiness: an International Journal*. <https://doi.org/10.1002/agr.21985>

- Jacques Fils Pierre, Krista L. Jacobsen, Annette Wszelaki, David Butler, Margarita Velandia, **Timothy Woods**, Rebecca Sideman, Julie Grossman, Timothy Coolong Bruce Hoskins, Andre Luiz Biscaia Ribeiro da Silva, Peyton Ginakes Matt Kleinhenz, Xin Zhao, Cary Rivard, and Rachel E. Rudolph, (2024) “*Sustaining soil health in high tunnels: A paradigm shift toward soil-centered management*”, *HortTechnology*, 34(5):594-603. <https://doi.org/10.21273/HORTTECH05460-24>
- Codjia, Clement, **Timothy Woods**, and Yuqing Zheng (2024), “*Mandatory nutrition attributes labeling and consumer demand: a structural approach analysis of the U.S. soft drink market*”, *Agricultural and Food Economics*, JAFE-D-23-00450R2 12.15:1-25, May 2024. <https://doi.org/10.1186/s40100-024-00309-7>
- Rossi, Jairus & **Tim Woods** (2024), “*Placing Community Supported Agriculture in Local Food Systems*”, *International Journal of Agricultural Sustainability*, 22(1), February, 2024. <https://doi.org/10.1080/14735903.2024.2318936>
- Yang, Shang-Ho, Kiyokazu Ujiie, and **Timothy Woods** (2023), “*The Impact of Visiting Local Winery on Non-Wine Products Purchasing Behavior in the Northern Appalachian States*”, *Journal of Wine Economics*, (18):315-331, doi:10.1017/jwe.2023.28
- Jairus Rossi & **Tim Woods** (2023): “*How do residents perceive local food system activity? Perspectives of system performance and awareness using the local food vitality survey*”, *Local Development & Society*, Published online Nov 6, 2023 DOI: 10.1080/26883597.2023.2275208
- Biddle, Martha J., JungHee Kang, Julie Derringer, Anna Rose, Dawn P. Brewer, Misook Chung, Terry A. Lennie, Gia Mudd-Martin & **Timothy A. Woods** (2023) “*Examining Food Security, Choices and Barriers among Community Supported Agriculture Participants during COVID- 19 in Kentucky*”, *Journal of Hunger & Environmental Nutrition*, 18(6): 878-888, DOI: [10.1080/19320248.2021.1994084](https://doi.org/10.1080/19320248.2021.1994084)
- Zare, Mahla, and **Timothy Woods** (2022), “*Consumer Willingness-to-pay For Local Food in Alternative Restaurant Formats*”, *Journal of International Food & Agribusiness Marketing*, 36(2):243-263, DOI: <https://doi.org/10.1080/08974438.2022.2084482>
- Hu, Lijiao, Yuqing Zheng, **Timothy A. Woods**, Yoko Kusunose, and Steven Buck. (2022). “*The market for private food safety certifications: Conceptual framework, review, and future research directions.*” *Applied Economic Perspectives and Policy* 1–24. <https://doi.org/10.1002/aepp.13226>
- Edmonson, Hailey, MacKenzie Gill, Becca Jablonski, Jessica Ladd, Jairus Rossi, Samantha Schafstall, Dawn Thilmany, **Tim Woods**, (2021) “*The Effect of the Covid-19 Pandemic on Food Insecurity*”, *Choices*. Quarter 4. 2021. <https://www.choicesmagazine.org/choices-magazine/data-visualizations/us-consumer-food-insights-during-the-covid-19-pandemic>
- Thilmany, Dawn, Lillian Brislen, Hailey Edmonson, Mackenzie Gill, Becca B.R. Jablonski, Sarah Rocker, Jairus Rossi, **Tim Woods**, and Samantha Schaffstall (2021), *Novel methods for an interesting time: Exploring U.S. local food systems’ impacts and initiatives to respond to Covid*, *Australian Journal of Agricultural and Resource Economics* November 2021, <https://doi.org/10.1111/1467-8489.12456>
- Rossi, Jairus, and **Timothy Woods** (2021), “*Incentivizing wellness through community supported agriculture: Reflections on shareholder impacts of an employer-based CSA program*”, *Journal of Agriculture, Food Systems, and Community Development* 11(1) :1-18, <https://doi.org/10.5304/jafscd.2021.111.005>
- O’Hara, Jeff, **Timothy Woods**, Nony Dutton and Nick Stavely (2021), “*COVID-19’s Impact on Farmers Market Sales in the Washington, D.C., Area*”, *Journal of Agriculture and Applied Economics* 53(1):94-109
- Rossi, Jairus, **Tim Woods**, and Alison Davis (2020), “*Resident perspectives on local food system performance and development priorities: A pilot analysis of the local food vitality index*”, *Local Development and Society*, 1(2):116-139, Dec 2020, <https://doi.org/10.1080/26883597.2020.1854037>

- Rossi, Jairus, and **Tim Woods**, (2020), “*Understanding Shareholder Satisfaction and Retention in CSA Incentive Programs*”, *Journal of Food Distribution Research*, 51(3): 16-40
- Yang, S.-H., and **T. A. Woods**. (2020), “*A Nutrition Comparison Strategy on Bison Marketing: Do Consumers Really Care?*” *Taiwanese Agricultural Economic Review* 26(1): 29-56. Doi: 10.6196/TAER.202006_26(1).0002
- Zare, Samane, Mahdi Asgari, **Timothy Woods**, Yuqing Zheng (2020), “*Consumer proximity and brand loyalty in craft soda marketing: A case study of Ale-8-One*” *Agribusiness: An International Journal*, 36(4): 522-541
- Jairus Rossi, **Timothy A. Woods**, and Alison Davis (2018), “*The Local Food System Vitality Index: A pilot analysis to demonstrate a process for measuring system performance and development*”, *Journal of Agriculture, Food Systems, and Community Development*. Advanced publication on-line November 16:
<https://doi.org/10.5304/jafscd.2018.083.014>
- Woods, Timothy** and Dawn Thilmany (2018), “*Engaging Consumers in the Dynamic Local Foods Marketplace*”, *Choices* 33(3) <http://www.choicesmagazine.org/choices-magazine/theme-articles/engaging-consumers-in-the-dynamic-local-foods-marketplace/engaging-consumers-in-the-dynamic-local-foods-marketplace>
- Woods, Tim**, Ali Asgari, and Jairus Rossi (2018), “*Trust Signals and Legitimacy in Local Products for Local Markets*”, *Choices* (3) <http://www.choicesmagazine.org/choices-magazine/theme-articles/engaging-consumers-in-the-dynamic-local-foods-marketplace/trust-signals-and-legitimacy-in-local-products-for-local-markets>
- Thilmany, Dawn and **Timothy A. Woods** (2018), “*Local Food Coming of Age: The Evolution of the Local Brand, Policy Initiatives and Role of Direct Markets in the Agriculture Portfolio*”, *Choices* 33(3):1-2
- Holcomb, Rodney B., Clinton L. Neill, Joanna Lelekacs, Margarita Velandia, **Timothy A. Woods**, H.L. Goodwin, and Ronald L. Rainey (2018), “*A Local Food System Glossary: A Rose by Any Other Name*”, *Choices* 33(3)
- Rossi, Jairus J., **Timothy A. Woods**, and James E. Allen IV (2017), “*Impacts of a Community Supported Agriculture (CSA) Voucher Program on Food Lifestyle Behaviors: Evidence from an Employer-Sponsored Pilot Program*”, *Sustainability* <http://dx.doi.org/10.3390/su9091543>
- Rossi, Jairus, James E. Allen, **Timothy A. Woods**, and Alison F. Davis (2017), “*CSA Shareholder Food Lifestyle Behaviors: A Comparison Across Different Consumer Groups*”, *Journal of Agriculture and Human Values*, doi:10.1007/s10460-017-9779-7, <http://link.springer.com/article/10.1007/s10460-017-9779-7>
- Katchova, A.L. and **T.A. Woods**. (2016) “*Competitive Advantages in Sourcing and Marketing Local Foods by Food Cooperatives*.” *Journal of Agribusiness* 34 (2):121-136.
- Allen, James, IV, Jairus Rossi, **Timothy Woods**, Alison Davis, (2016) “*Do community supported agriculture programmes encourage change to food lifestyle behaviours and health outcomes? New evidence from shareholders*,” *International Journal of Agricultural Sustainability*, doi: 10.1080/14735903.2016.1177866. <http://www.tandfonline.com/10.1080/14735903.2016.1177866>
- Vassalos, Michael, Wuyang Hu, **Timothy Woods**, Jack Schieffer and Carl Dillon (2016), “*Risk Preferences, Transaction Costs and Choice of Marketing Contracts: Evidence from a Choice Experiment with Fresh Vegetable Producers*”, *Agribusiness*, 32(3):379-396, <http://onlinelibrary.wiley.com/doi/10.1002/agr.21450/full>
- Woods, Timothy** and Debra Tropp (2015), “*CSAs and the Battle for the Local Food Dollar*”, *Journal of Food Distribution Research* 46(2):17-29, <https://www.fdrsinc.org/wp-content/uploads/2015/10/2-113-Tim-Woods.pdf>

- Woods, Timothy A.**, Xueting Deng, Lia Nogueira, and Bruce Yang (2015), “*Local Wine Expenditure Determinants in the Northern Appalachian States*”, *Journal of Food Distribution Research* 46(2):30-50.
<https://www.fdrsinc.org/wp-content/uploads/2015/10/3-108-Tim-Woods.pdf>
- Ingram, Dewayne L., **Timothy A. Woods**, Wuyang Hu, and Susmitha S. Nambuthiri (2015), “*Willingness-to-pay Comparisons for Flats of Groundcover Plants in Plantable Containers: Consumers versus Commercial Buyers in Kentucky*”, *HortScience* 50(3):408-411,
<http://hortsci.ashspublications.org/content/50/3/408.full.pdf?ijkey=1dnMXc3y7VE7Ydu&keytype=ref>
- Maes, Thong, Wuyang Hu, **Timothy Woods**, Marv Batte, and Stan Ernst (2014), “*Substitutes or Complements? Consumer Preference for Local and Organic Food Attributes*”, *American Journal of Agricultural Economics*, doi:10.1093/

Recent Abstracts

- K. Jacobsen, J. Fils Pierre, M. Velandia, **T. Woods**, R. Lark, B. Stanley, D. Butler, T. Coolong, P. Ginakes, J. Grossman, B. Hoskins, L. Jett, M. Kleinhenz, C. Rivard, R. Rudolph, R. Sideman, A. da Silva, X. Zhao, and A. Wszelaki, (2023) “*A stakeholder-driven approach to refining challenges and opportunities for building and maintaining long-term high tunnel soil productivity*” *Journal of the American Society for Horticulture Sciences*. Abstract accepted April 2023.
- Biddle, M.J. Kang, J., Brewer, D., **Woods, T.** (Nov. 2021). *Reducing Cardiovascular Risk among Participants in a Community Supported Agriculture Program*. Circulation supplement; 144: A10560, American Heart Association. https://www.ahajournals.org/doi/10.1161/circ.144.suppl_1.10560

Other Selected Refereed and Numbered Publications

- Thompson, Tiffany, Mark Williams, **Tim Woods**, Carl Dillon, and Ric Bessin, “*Economic Analysis of the University of Kentucky Community Supported Agriculture Organic Vegetable Production System*”, University of Kentucky Ag Experiment Station Publication SR-111, July 2017.
<http://www2.ca.uky.edu/agcomm/pubs/SR/SR111/SR111.pdf>
- Timothy Woods**, Matthew Ernst, and Debra Tropp. “*Community Supported Agriculture – New Models for Changing Markets*”. U.S. Department of Agriculture, Agricultural Marketing Service, April 2017.
<https://www.ams.usda.gov/sites/default/files/media/CSANewModelsforChangingMarketsb.pdf>
- Yang, Shang-Ho, and **Timothy Woods**, “*Consumer Meat Purchasing Survey: Observations of Millennial and Urban/Rural Residence Trends in Meat Purchasing in Kentucky, Tennessee, Ohio, Illinois, and Indiana*”, Agriculture Economics Extension Report 2016-12, May, 2016
www.uky.edu/ag/agecon/pubs/extConsumerMeatSur46.pdf.

Recent Selected Recent Symposia, Presented Papers, Posters, and Published Proceedings

“*The Specialty Crop Labor Puzzle: Why Finding Solutions is So Hard*”, Selected symposia co-sponsored by Specialty Crops Economics and Committee on Women in Agricultural Economics sections – session organizer and discussant. (with selected partners from the S-1088 regional research committee on Specialty Crops Marketing), Agricultural and Applied Economics Association annual meeting, Denver, CO, July 27-29, 2025.

“*Buy, Return, Repeat? A Field Experiment on Glass-Bottled Milk*”, (with Hanin Hosni and Shuoli Zhao), selected presentation, Agricultural and Applied Economics Association annual meeting, Denver, CO, July 27-29, 2025.

“*Farmers Markets and Community Engagement*”, (with Savannah Columbia, Annette Heisdorffer, and Sarah Imbus), SERA-47 Tea & Coffee Hour Webinar, March 13, 2025.

“*Traits and Values of Farmers Market Patrons in Two selected Kentucky Counties*”, (with Savannah Columbia, Annette Heisdorffer, and Sarah Imbus), Southern Economics Association Annual Meeting, Irving, TX, February 3-4,

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2025; also presented at the Kentucky State Extension Conference, Louisville, KY, March 3-5, 2025.

“From Convenience to Conscience: A Field Experiment on Influencing Local and Ecofriendly Milk Purchases Through Habit Formation”, (with Shuoli Zhao and Azita Varziri), Research Report, FDRS annual meeting, San Juan, Puerto Rico, October 20-22, 2024

“A Sensory and Wellness Framework for Choosing Watermelons for Local Growers in Local Markets”, (with Wenjing Guan, Rachel Rudolph, and Kendall Corbin), Research Report, FDRS annual meeting, San Juan, Puerto Rico, October 20-22, 2024

“U.S. Wine Sector Resiliency – Evaluating Responses to a Litany of Challenges: Wildfire Smoke, Pandemic Restrictions, and Climate Change”, (with Kynda Curtis, Jaclyn Kropp and James Sterns), Organized Symposium, Specialty Crops and BEER sections track session, American and Applied Economics Association annual meeting, New Orleans, LA, July 30, 2024

“A Competitive Model for Evaluating CEA Feasibility as a Part of Production in the U.S.” (with Peter Ravensburger), in track session Sustainability, crop diversification, and controlled environment agriculture organized for the S-1088 with Ariana Torres, Kuan-Ming Huang, and Tim Woods. American and Applied Economics Association annual meeting, New Orleans, LA, July 30, 2024

“LCM Models for Brand Positions of Local and Climate Smart Dairy Products”, (with Azita Varziri and Shuoli Zhao), WERA-72 Annual Meeting, Tucson, AZ, June 4-5, 2024

“State Brand Awareness and Purchasing Determinants in Kentucky”, (with Jairus Rossi and Azita Varziri), WERA-72 Annual Meeting, Tucson, AZ, June 4-5, 2024

“Strategies for Improving Nutritional Quality Along the Food Supply Chain” (with Jane Eastham, Harper-Adams University), Food Distribution Research Society annual meeting, Washington, DC, November 13, 2023.

“Consumer Preferences toward Local vs Carbon: A Study of Value-Added Dairy Products”, (with Azita Varziri, Favour Essene, and Shuoli Zhao), Food Distribution Research Society annual meeting, Washington, DC, November 13, 2023.

“Understanding Consumer Values of CSA Subscribers”, (with Jairus Rossi), Food Distribution Research Society annual meeting, Washington, DC, November 13, 2023.

“Consumer attitudes toward state-grown promotion program: marketing implications and prospects”, (with Favour Essene and Shuoli Zhao), FAMPS track session, American and Applied Economics Association annual meeting, Washington, DC, July 24, 2023

“Localisation of Local Food Systems”, Virtual symposium of local food system professionals in SW England and Kentucky, June 19, 2023

“A local sourcing and carbon footprint branding willingness-to-pay experiment for dairy products in Kentucky, USA”, (with Favour Essene and Shuoli Zhao), Global Systems Institute, University of Exeter, June 14, 2023

“Controlled Environment Agriculture Creative Destruction? New World for Food and Agriculture”, presentation at the University of Exeter Food Group Spring Pechakucha seminar series, May 23, 2023

“The Impact of Visiting Local Winery on Non-Wine Products Purchasing Behavior in the Northern Appalachian States”, (with Shang-Ho Yang and Kiyokazu Ujiie), presentation at the American Wine Economics Association annual meeting, Stellenbosch, South Africa, June 28, 2023

“Mean Reversion and the Impact of a Community Supported Agriculture Food Program on Diet-Related Medical Expenditures”, Saber Feizy, Steven Buck, Jairus Rossi, Timothy Woods, presented paper at the Southern Ag Economics Association annual meeting, Stillwater, OK, February, 2023 (paper awarded 3rd place in the SAEA job

market competition)

“*Awareness and Performance for Local Food Systems Attributes in Communities across the South*”, presentation at SERA-47 annual meeting, on-line, December 14, 2022

“*Selecting Farm Enterprises*”, presentation to Tennessee State University New and Beginning Farmers program, on-line, November 15, 2022

Extension Publications

Woods, Tim, and Alba J. Collart. “[Where Does My Food Come From? What Google Searchers Want to Know.](#)” *Southern Ag Today* 5(4.5). January 24, 2025. [Permalink](#)

Woods, Tim. “[Cooperative Grocers Positioning Strategically to Deliver Community Value.](#)” *Southern Ag Today* 4(51.5). December 20, 2024. [Permalink](#)

Stevens, Camille, Tim Woods and Jairus Rossi, “[Kentuckians’ Consumer Perceptions of Local Dairy and Other Local Food Options](#)”, *Economic and Policy Update* (24):8, Department of Agricultural Economics, University of Kentucky, August, 2024.

Snell, W., K. Burdine, J. Shockley, J. Stowe, G. Gardner, T. Woods, J. Pierce, J. Stringer, “[2023-2024 Ag Economic Situation and Outlook U.S. and Kentucky](#)”, Department of Agricultural Economics, University of Kentucky, December 2023

Woods, T., E. Spencer, and M. Ernst. “[2023 Kentucky Vegetable & Fruit Input Costs: Changes and Trends.](#)” *Economic and Policy Update* (23):10, Department of Agricultural Economics, University of Kentucky, October 30, 2023.

Wolff, B and T. Woods, “[Farmers’ markets and the south](#)”, *Farm Progress*, Sept 8, 2023.

Woods, T, and B. Wolff, “[Farmers Markets and the South](#)”, *Southern Ag Today*, Aug 25, 2023.

Woods, Tim, Shuoli Zhao, Azita Varziri, Camille Dant, “[Kentucky Dairy Product Shoppers: Perceptions of Local Sourcing and the Environment](#)”, *Economic and Policy Update Newsletter*, Dept of Ag Economics, University of Kentucky, June 2023.

Extension Presentations

MarketReady Dairy training/Dairy Products Buyer Panel. Southeast Value-Added Dairy Conference, Knoxville, TN, July 31-Aug 2, 2025.

MarketReady Advanced Topics: Packaging, (with Chris Nutley, Amy Thompson) Online. March 28, 2025

Retail Readiness Marketing Workshop, Marketing Trends, Retail Grocer Panel, (with KDA, KCARD) Elizabethtown, KY March 25, 2025

MarketReady Core Training – West Virginia Department of Ag, Train-the-trainer; producer training, Charleston, WV, February 25-26, 2025

The Resilience of Demand for Place-Based Branding, keynote presentation, PickTN Conference, Nashville, TN February 13-15, 2025

Applying Britain’s Best to Agritourism, PickTN Conference, Nashville, TN February 13-15, 2025

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MarketReady Core Training, Train-the-trainer; producer training, Indianapolis, IN, December 12-13, 2024

Adding Value to Grain Through Story, Sustainability, and Identity Preservation - Insights from the Distilling Industry (with Madelyn Smith – Common Grain Alliance, Alexa Narvel – UK Innovation Connect, Shelley Sackier – VA Heritage Grains), panel presentations at Virginia Farm to Table Conference, Weyers Cave, VA December 6, 2024

2025 Kentucky Agricultural Economic Outlook: Horticulture Outlook, KY Farm Bureau Annual Meeting, Louisville, KY December 5, 2024

Pumpkin Outlook, LEX-18 TV interview, October 30, 2024

Agritourism in Kentucky, Kentuckiana Agribusiness Leadership Academy – Louisville Agriculture Club, Louisville, KY October 4, 2024

Horticulture Outlook: Community Supported Agriculture (CSA) Today, (with Emily Spencer, Brett Wolff, Camille Stevens, Savannah Columbia, Katie Harvey), quarterly CCD training and outlook for Hort and ANR agents, online, March 11, 2024.

Retail Pricing for Profit and Customer Value at Farm Markets, KY Farm Bureau Certified Markets Annual Meeting, Louisville, KY, March 6, 2024

MarketReady Core Training, Train-the-trainer; producer training, Lincoln, NB, February 19-20, 2024

Kentucky Horticulture Outlook 2024, KY Ag Lenders, Flemingsburg, KY, February 9, 2024

Emerging Marketing Approaches and Opportunities for Farmers Markets, Daviess County Farmers Market, Owensboro, KY, January 25, 2024

Kentucky Horticulture Outlook 2024”, Hort Culture podcast (with Brett Wolff, Ray Tackett, Alexis Sheffield), January 17, 2024.

“Kentucky Horticulture Outlook 2024”, Economic Subject Matter agent trainings, Winchester, Columbia, Princeton, KY (with Savannah Columbia), January 8, 9, 10

“Britain’s Best: Tim’s Top 10 Local Consumer Connection Innovations”, Kentucky Fruit and Vegetable Growers Annual Conference, Bowling Green, KY, January 4, 2024

“Kentucky Local Food Consumer Insights: 2024 Edition”, Kentucky Fruit and Vegetable Growers Annual Conference, Bowling Green, KY (with Jairus Rossi, Emily Spencer, and Brett Wolff), January 3, 2024

“Farmers Market Average Prices & 2023 Production Input Survey Results”, Farmers Market Short Course, KFVG Conference, Bowling Green, KY (with Emily Spencer), January 2, 2024

“Marketing Kentucky Dairy Products”, Kentucky Farm and Home Morning Show (TV) (with Joanna Coles), December 13, 2023

“Food Inflation and Kentucky Consumers”, Kentucky Farm and Home Morning Show (TV) (with Joanna Coles), December 13, 2023

“Kentucky Horticulture Input Costs and Market Outlook”, Kentucky Farm and Home Morning Show (TV) (with Joanna Coles), December 13, 2023

“CSA in Workplaces and Universities”, part of a KY-WV-MI Extension In-Service training on CSA to the Workplace, (with Jairus Rossi), Lexington, KY, August 10, 2023.

PROFESSIONAL SERVICE

State and National Committee and Board Appointments

Timothy A. Woods

Kentucky Sustainable Ag Research and Education State Coordinator – Oversight for state-level support for USDA-SARE projects, 2021 to date.

Kentucky Center for Agriculture and Rural Development (formerly the Kentucky Center for Cooperative Development), ex officio member, Board of Directors, 2002 to date.

Kentucky Department of Agriculture, Kentucky Proud Advisory Council, At large member, 2018 to date; USDA Regional Food Systems Infrastructure Grant reviewer for Kentucky, 2024

Kentucky Farm Bureau - UK representative to the board for KFB Certified Roadside Farm Market program launched in 1996. Service to date.

Kentucky Farm Bureau - UK representative to the board for KFB Emerging Ag Enterprises Advisory Committee, 2019. Service to date.

Kentucky Department of Education, Agribusiness Standards Review Committee, CTE Programs and Pathways, 2024 to date

Food Distribution Research Society – At large board member 2011-12. Selected as president elect 2012-14. President, 2013-2015. Past President, 2016.

Southern Agricultural Economics Association – Selected as president elect 2020, president 2020-21, past president 2021-22

American Ag and Applied Economics Association – Graduate Student Case study competition – finals judge, Denver, CO, July 2025

RECENT AWARDS

Outstanding Extension Program, KY Association of Extension Professionals, 2023, “*Produce Safety Program for Kentucky Fruit and Vegetable Growers*” (with Paul Priyesh, Brett Wolff, Annette Heisdorffer, Kelly Jackson) March 2023.

Outstanding Extension Program, Western Agricultural Economics Association, 2022, “*Local and Regional Food Systems Response to COVID-19*” (with Dawn Thilmany and Becca Jablonski)

Outstanding Program Award, Kentucky Association of State Extension Professionals, “Marketing for All” (with Brett Wolff, Alex Butler, Savannah Columbia, and Camille Dant), 2022

Human Resources Innovation Award, National College and University Professional Association for Human Resources, 2019, with Jairus Rossi and UK Health and Wellness team, “*Community Supported Agriculture Voucher Project*”, May 2019.

Outstanding Extension Program, Southern Agricultural Economics Association, 2019, “*MarketReady*”, Birmingham, AL, February 2019.

Distinguished Professional Contribution Award, Poster, Southern Agricultural Economics Association, 2019, with Brannon Hamm, Vijay Subramaniam, and Alex Butler, “*Analyzing Economic Feasibility of Extending the Growing Season for Vegetable Production*”, Birmingham, AL, February 2019.

Distinguished Professional Contribution Award, Poster, Southern Agricultural Economics Association, 2018, with Mahla Mehrjerdi, “*Local Food Purchasing Frequency by Locavores across Market Channels – Implications for Local Food System Development*”. February, 2018

Frank Panyko Award for Distinguished Service, Food Distribution Research Society, 2017

Timothy A. Woods

OSEKI International Sustainable Food Supply Chains Case Study Competition, 1st Place, Bari, Italy, University of Kentucky Student Team, 2021-22. team coach

FDRS Food Marketing Case Study Challenge, 1st Place, Virtual competition, University of Kentucky Student Team, 2021, team coach

FDRS Food Marketing Case Study Challenge, 4th Place, Virtual competition, University of Kentucky Student Team, 2020, team coach

FDRS Food Marketing Case Study Challenge, 3rd Place, Washington, DC, University of Kentucky Student Team, 2018, team coach

FDRS Food Marketing Case Study Challenge, 2nd Place, New Orleans, LA, University of Kentucky Student Team, 2016, team coach

FDRS Food Marketing Case Study Challenge, 1st Place, Salt Lake City, UT, University of Kentucky Student Team, 2014, team coach

FDRS Food Marketing Case Study Challenge, 1st Place, Columbus, OH, University of Kentucky Student Team, 2008, team coach