

MELISSA G. SHORT MCKENDREE

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EDUCATION

Doctor of Philosophy, Agricultural Economics Expected May 2017

Kansas State University, Overall GPA: 3.9/4.0

Dissertation Title: Essays on Beef-Cattle Economics

Adviser: Glynn Tonsor

Masters of Science, Agricultural Economics August 2013

Purdue University, Overall GPA: 3.9/4.0

*Thesis Title: Exploring Consumer Preferences for Animal Care and
Rearing Practices across Species and Products*

Adviser: Nicole Olynk Widmar

Bachelor of Science, Food and Resource Economics May 2011

University of Florida, Overall GPA: 4.0/4.0, Summa Cum Laude

Minor: Agricultural and Natural Resource Law

ACADEMIC EMPLOYMENT EXPERIENCE

Graduate Research Assistant, Kansas State University, Manhattan, KS

Department of Agricultural Economics

Dr. Glynn Tonsor

August 2013-Present

Graduate Teaching Assistant, Kansas State University, Manhattan, KS

Department of Agricultural Economics

Instructor of AGEC 420B, Commodity Futures

August 2015-December 2015

Graduate Research Assistant, Purdue University, West Lafayette, IN

Department of Agricultural Economics

Dr. Nicole Olynk Widmar

August 2011-August 2013

Dr. Janet Ayres/Dr. Brigitte Waldorf

August 2011-December 2011

Graduate Teaching Assistant, Purdue University, West Lafayette, IN

Department of Agricultural Economics

Dr. Michael Gunderson, AAEA Academic Quiz Bowl

September 2012- August 2013

Dr. Nicole Olynk Widmar, AGEC 310- Farm Organization

January 2012-June 2013

PEER-REVIEWED JOURNAL ARTICLES – PUBLISHED AND ACCEPTED

Wolf C.A., G.T. Tonsor, **M.G.S. McKendree**, D.U. Thomson, and J.C. Swanson. (2016) “Public and farmer perceptions of dairy cattle welfare in the United States.” *Journal of Dairy Science*. doi:10.3168/jds.2015-10619 ([LINK](#))

McKendree, M.G.S., Croney, C. C, & N. J. Olynk Widmar. (2014). “Effects of demographic factors and information sources on US consumer perceptions of animal welfare.” *Journal of Animal Science*, 92(7), 3161-3173. doi: 10.2527/jas.2014-6874. ([LINK](#))

McKendree, M.G.S., Croney, C. C, & N. J. Olynk Widmar. (2014). “Bioethics symposium: Current factors influencing perceptions of animals and their welfare.” *Journal of Animal Science*, 92(5), 1821-1831. doi: 10.2527/jas.2014-7586. ([LINK](#))

McKendree, M.G.S., Widmar, N. O., Ortega, D. L., & Foster, K. A. (2013). “Consumer preferences for verified pork-rearing practices in the production of ham products.” *Journal of Agricultural and Resource Economics*, 38(3), 397-417. ([LINK](#))

WORK IN PROGRESS

McKendree, M.G.S. and G.T. Tonsor. “Pass-through in the United States beef industry.” Working paper.

McKendree, M.G.S., T. Schroeder and G.T. Tonsor. “Changing impacts of beef demand on cattle producers.” Working paper.

McKendree, M.G.S., G.T. Tonsor, J.L. Lusk, F.B. Norwood and K.R. Brooks. “Step one to understanding the vote-buy gap: A look at county level outcomes in recent ballot initiatives.” Working paper.

McKendree, M.G.S., G.T. Tonsor, and C.A. Wolf. “Similarities and differences of animal welfare perceptions between U.S. cow-calf producers and the public.” Working paper.

GRANT ACTIVITY

Title: “Causes and consequences of the unfounded mandate following differences in voting and buying behavior.”

Status/Amount: Successfully funded; \$500,000 (KSU budget: \$261,885)

Source: USDA- AFRI Date: January 2015 – January 2018 Investigators: Glynn Tonsor (PI), Jayson Lusk (Co-PI), Kathleen Brooks (Co-PI), Bailey Norwood (Co-PI), and **Melissa McKendree** (Co-PI)

PROFESSIONAL RESEARCH AND EXTENSION PUBLICATIONS

Wolf, C.A., G.T. Tonsor, **M.G.S. McKendree**, D.U. Thomson, J.C. Swanson. “U.S. dairy farmer welfare perceptions and attitudes: survey summary.” MSU Ag Econ Staff Paper. November 2015. ([LINK](#))

Wolf, C.A., G.T. Tonsor, **M.G.S. McKendree**, L. Polzin, D.U. Thomson, J.C. Swanson. “U.S. dairy farmer welfare perceptions and attitudes: Survey summary.” MSU Ag Econ Staff Paper. November 2015. ([LINK](#))

McKendree, M.G.S., G.T. Tonsor, C.A. Wolf, D.U. Thomson, and J.C. Swanson. “Executive summary: Viewpoints of the U.S. public and cow-calf producers on animal welfare in the beef industry.” Agmanager.info. August 2015. ([LINK](#))

McKendree, M.G.S., G.T. Tonsor, C.A. Wolf, D.U. Thomson, and J.C. Swanson. “Viewpoints of the U.S. Public on animal welfare in the beef industry: Survey summary.” Agmanager.info. August 2015. ([LINK](#))

McKendree, M.G.S., G.T. Tonsor, C.A. Wolf, D.U. Thomson, and J.C. Swanson. “U.S cow-calf producers viewpoints of animal welfare in the beef industry: Survey summary.” Agmanager.info. August 2015. ([LINK](#))

McKendree, M.G.S., N.J.O. Widmar, and D.A. Widmar. “Quantifying consumers’ perceptions of lean finely textured beef.” Purdue Working Paper 14-3. June 2014. ([LINK](#))

McKendree, M.G.S., D.L. Ortega, N.O. Widmar, and H.H. Wang. “Consumer perceptions of seafood industries in the wake of the Deepwater Horizon oil spill and Fukushima Daiichi nuclear disaster.” MSU Staff Paper 2013-03. August 2013. ([LINK](#))

McKendree, M.G.S., and N.J. Olynk Widmar. “Consumer perceptions of livestock products and animal welfare.” Center for Food and Agricultural Business. CAB RP 13.1. July 2013. ([LINK](#))

Widmar, N.J.O., **M.G.S. McKendree**, and C. Croney. “Consumer preferences for and perceptions of livestock production process attributes: Animal welfare and food safety attributes.” American Meat Science Association; 66th Annual Reciprocal Meats Conference. Invited Paper. Auburn, AL, June 2013.

Waldorf, B., J. Ayres, and **M.G.S. McKendree**. “Rural Indiana issues: Population trends in rural Indiana.” Purdue Extension Publication. EC-767-W. March 2013. ([LINK](#))

Ayres, J., B. Waldorf and **M.G.S. McKendree**. “Rural Indiana issues: Defining rural Indiana – the first step.” Purdue Extension Publication. EC-766-W. January 2013. ([LINK](#))

Gloy, B.A., B. Allen, J. Lai, S. Li, Y. Liu, **M.G.S. McKendree**, J. Timberlake, D. Urick, and H. Wendler. “Farmland value expectations and influences: evidence from the field.” Center for Commercial Agriculture. May 2012. ([LINK](#))

McKendree, M.G.S., N.J. Olynk and D.L. Ortega. “Consumer preferences and perceptions of food safety, production practices, and food product labeling: A spotlight on dairy product purchasing behavior in 2011.” Center for Food and Agricultural Business. CAB RP 12.1. February 2012. ([LINK](#))

TEACHING EXPERIENCE

Instructor

- Instructor of AGECE 420B: Commodity Futures. Fall 2015. 51 students.
 - TEVAL- Overall effectiveness: 4.0/5.0; Amount learned in course: 4.0/5.0

Guest Lectures

- AGECE 420: Commodity Futures – Guest Lecture to +/- 120 students on April 8, 2016 for Sean Fox. Hedge-to-Arrive Contracts
- AGECE 315: Contemporary Issues in Global Food and Agricultural Systems – Guest Lecture for +/- 100 students on October 30, 2015 for Jeff Williams. Consumer Resistance to Production Technology.
- AGECE 315: Contemporary Issues in Global Food and Agricultural Systems – Guest Lecture for +/- 115 students on March 13, 2015 for Nathan Hendricks. Consumer Resistance to Production Technology.
- AGECE 315: Contemporary Issues in Global Food and Agricultural Systems. Guest Lecture to +/- 75 students on November 7, 2014 for Jeff Williams. Do you know your consumer? Similarities and differences in consumer and producer views of animal welfare in the beef industry.
- Purdue University Summer Institute. Hoosier Agribusiness Science Academy Summer Institute. 2013. Two week summer intensive program in which Dr. Widmar & **Melissa McKendree** hosted students for a one-day, interactive, session on Food Security and Economics. A total of 13 high school students attended the session.

College Teaching Preparation

- Completed EDCI 943: Principles of College Teaching (3 credit hours). Spring 2015.
- Attended multiple workshops hosted by KSU Teaching and Learning Center including K-State Spotlight and a two day workshop on teaching and learning. 2015-present

SELECTED AWARDS AND DISTINCTIONS

- Robert Nunemacher Graduate Scholarship from Kansas State University's College of Agriculture, September 2015, August 2016
- Golden Key Graduate Research/Teaching Assistant of the Year Finalist, Kansas State University, April 2016
- Richard Elmore Brown Outstanding College of Agriculture Graduate Student Teaching Award, Kansas State University, College of Agriculture, March 2016
- Pass with Distinction on Macroeconomics Qualifying Exam, Kansas State University, August 2015
- Pass with Distinction on Microeconomics Qualifying Exam, Kansas State University, January 2015
- Agricultural and Applied Economics Association (AAEA) Graduate Extension Competition Winner, Minneapolis, MN, July 2014
- Timothy R. Donoghue Graduate Scholarship, Kansas State University (2013-2015)
- 1st place AAEA Student Quiz Bowl, University of Florida, Pittsburg, Pennsylvania (2011)
- Top Three Finalist for the CALS E.T. York Junior Leadership Award, University of Florida (2010)
- 1st Place Student National Agrimarketing Association (NAMA) Team, University of Florida, Atlanta, GA (2009)
- American FFA Degree (2009)
- President's List & CALS Deans List, University of Florida (2007-2011)
- Bright Futures, Florida Academic Scholar (2007-2011)

CONFERENCE PRESENTATIONS (* denotes presenter)

McKendree, M.G.S.*, and G.T. Tonsor. "Pass-through in the United States beef industry: An update and expansion." Lightning presentation at Agricultural and Applied Economics Association Annual Meeting, Boston, MA, August 2016.

McKendree, M.G.S.*, G.T. Tonsor and C.A. Wolf. "Similarities and differences of animal welfare perceptions between U.S. cow-calf producers and the public." Paper Presentation at Southern Agricultural Economics Association Annual Meeting, San Antonio, TX, February 2016.

McKendree, M.G.S.*, G.T. Tonsor and C.A. Wolf. "Similarities and differences of animal welfare perceptions between U.S. cow-calf producers and the public." Lightning presentation at Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA, July 2015.

McKendree, M.G.S.*, G.T. Tonsor, J.L. Lusk, F.B. Norwood and K.R. Brooks. “Step one to understanding the vote-buy gap: A look at county level outcomes in recent ballot initiatives.” Poster presentation at Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA, July 2015.

Wolf, C.A.*, G.T. Tonsor and **M.G.S. McKendree**. “Dairy farmer willingness to supply animal welfare practices.” Poster presentation at Agricultural and Applied Economics Association Annual Meeting, Minneapolis, MN, July 2014.

McKendree, M.G.S.*, N.J.O. Widmar and C. Croney. “Consumer perceptions of production process attributes for pork and lunchmeat products.” Presentation at Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Bioethics Symposium II, Indianapolis, IN, July 2013.

McKendree, M.G.S.*, C. Croney, and N.J.O. Widmar. “An analysis of perceived obligations by consumers across animal species: Livestock, pet, or neither?” Presentation at Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Bioethics Symposium II, Indianapolis, IN, July 2013.

Widmar, N. J. O.*, **M.G.S. McKendree**, and C. Croney. “Valuing alternative agricultural systems: What do consumers perceive about different labels and where do they get their information?” Invited presentation at Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Bioethics Symposium I, Indianapolis, IN, July 2013.

Widmar, N.J.O.*, **M.G.S. McKendree**, and C. Croney. “Do you hear what I hear? Do you see what I see? Varying Perspectives on Livestock Animal Welfare.” Presentation at American Meat Science Association 66th Annual Reciprocal Meats Conference. Animal Welfare Session. Auburn, AL, June 2013.

TRADE PRESS ARTICLES

Tonsor, G., C. Wolf, **M.G.S. McKendree**. “Dueling perceptions.” BEEF Magazine. August 2014. ([LINK](#))

Holland, J. and **M.G.S. McKendree**. “Risky business: Responding to pink slime.” AgriMarketing. Volume 51, Number 3, Page 22. April 2013.

McKendree, M.G.S., N.J. Olynk Widmar, and C.C. Croney. “Consumer survey outlines pork perception issues.” National Hog Farmer. 2012 Swine Research Review. December 15, 2012. ([LINK](#))

Olynk, N. J., **M.G.S. McKendree**, and K. Kapetanovic. “Understanding your customer.”
AgriMarketing. Volume 50, Number 2, Page 23. March 2012.

TV AND RADIO INTERVIEWS

K-State Radio Network, Agriculture Today. “Changing Consumer Trends.” August 8, 2016.

K-State Radio Network, Agriculture Today. “Animal welfare in cattle production part 1 and 2.” September 2, 2015.

TV interview. “Animal welfare more important than price.” Aired on eight stations, viewership over 90,000. September 17-30, 2014. ([LINK](#))

K-State Radio Network, Agriculture Today. “Animal welfare practices in the cattle industry.” August 13, 2014.

Purdue Dairy Digest Podcasts. **18 podcasts** from December 2011 to February 2013. Full listing available upon request. ([LINK](#))

RESEARCH AND EXTENSION PRESENTATIONS

McKendree, M.G.S.*, and G.T. Tonsor. “How downstream market changes impact cattle producers.” Presentation at Risk and Profit Conference, Manhattan, KS, August 2016.

McKendree, M.G.S.*, and G.T. Tonsor. “Do you know your consumer?: Similarities and differences in consumer and producer views of animal welfare in the beef industry.” Presentation at Risk and Profit Conference, Manhattan, KS, August 2014.

Widmar, N.J.O. and **M.G.S. McKendree**. “Exploring changing consumer preferences for pork production: purchasing behaviors and perceptions in 2012.” Invited Extension Talk, Southern Indiana Pork Conference, Jasper, IN. March 20, 2013. Audience of 70.

McKendree, M.G.S. “Consumer preferences for livestock animal welfare attributes.” Invited Department Seminar, Agricultural Economics, Purdue University. October 2012.

PROFESSIONAL SERVICE

- Moderator for Production Economics Lightning Session, Agricultural and Applied Economics Association Annual Meeting, August 2016
- Quiz Bowl Judge, Agricultural and Applied Economics Association Annual Meeting, August 2016

- Reviewer for Journal of Agricultural and Resource Economics, July 2016
- Search Committee for Post Doctorate position (Animal Health Economics) in Agricultural Economics at Kansas State University. Dr. Dustin Pendell was the Committee Chair. April to June 2016.
- Secretary of Graduate Students in Agricultural Economics. Kansas State University. January 2016 to December 2016.
- Reviewer for Food Policy, August 2015, May 2016.
- President of Graduate Students in Agricultural Economics. Kansas State University. January 2015 to December 2015.
- Search Committee for two assistant professors in Agricultural Economics at Kansas State University. Dr. Glynn Tonsor was the Committee Chair. May to August 2014.
- Secretary of Graduate Students in Agricultural Economics. Kansas State University. January 2014 to December 2014.
- College of Agricultural and Life Sciences Ambassador, University of Florida. 2008-2011
- Ag Econ Club- President (2009-2010), Social Chair (2008-2009), University of Florida

PROFESSIONAL MEMBERSHIPS

American Agricultural Economics Association – since 2009

Southern Agricultural Economics Association – since 2009

National Agri-Marketing Association – Past

American Dairy Science Association – Past

LIST OF REFERENCES

Glynn Tonsor, Professor, Dept. of Agricultural Economics, Kansas State University,
785-532-1518, gtonsor@ksu.edu

Sean Fox, Professor and Director of Graduate Programs, Dept. of Agricultural Economics,
Kansas State University, 785-532-4446, seanfox@ksu.edu

Nathan Hendricks, Associate Professor, Dept. of Agricultural Economics, Kansas State
University, 785-532-3740, nph@ksu.edu

Ted Schroeder, University Distinguished Professor and Director of Center for Risk Management
Education and Research, Dept. of Agricultural Economics, Kansas State University,
785-532-4488, tcs@ksu.edu