

Hikaru Hanawa Peterson

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EDUCATION

Ph.D., Agricultural Economics, Cornell University, January 2001

M.S., Agricultural Economics, Cornell University, August 1996

B.A., Economics, University of Tokyo, March 1994

PROFESSIONAL EXPERIENCE

Undergraduate Program Director, Department of Agricultural Economics, Kansas State University, Aug 2011-current.

Professor, Department of Agricultural Economics, Kansas State University, July 2011-current.

50% Research, 50% Teaching & Administration. Teaching assignments: Price Analysis and Forecasting (upper undergraduate level), Research Methods in Economics (graduate level).

Participant, LEAD21 Class VIII, 2012-2013.

Courtesy Faculty, Department of Agricultural and Resource Economics, Oregon State University, Aug 2010-July 2011.

Associate Professor, Department of Agricultural Economics, Kansas State University, July 2006-June 2011.

60% Research, 40% Teaching. Teaching assignments: Agricultural Finance (undergraduate level), Agricultural Marketing (graduate level), Research Methods in Economics (graduate level).

Assistant Professor, Department of Agricultural Economics, Kansas State University, October 2000-June 2006.

50% Research, 50% Teaching. Teaching assignments: Risk Management (upper undergraduate level), Agricultural Marketing (graduate level).

Lecturer, Department of Economics, Ithaca College, spring 1999.

Teaching assignment: Principles of Microeconomics (undergraduate level).

Teaching Assistant, Department of Agricultural, Resource, and Managerial Economics, Cornell University, spring 1998, spring/fall 1997. Assisted teaching in Introduction to Business Management (undergraduate level), Introduction to Applied Economics (undergraduate level), and Econometrics I (graduate level).

Research Assistant, Department of Agricultural, Resource, and Managerial Economics, Cornell University, 1995-2000.

PROFESSIONAL INTERESTS

Food & Agricultural Marketing / Price & Consumer Demand Analysis / Risk Management / Sustainable Food Systems / Food Systems in Rural Communities / Undergraduate and Graduate Teaching

ARTICLES PUBLISHED IN REFEREED JOURNALS

- Gifford, K., H.H. Peterson, J.C. Bernard, and J.A. Fox. "Prospects for U.S. Rice in Japanese Retail Markets under COOL: A Sensory Experiment." *Journal of International Food and Agribusiness Marketing* (2015), forthcoming.
- Heng, Y., H.H. Peterson, and X. Li. "Consumer Attitudes toward Farm-Animal Welfare: the Case of Laying Hen." *Journal of Agricultural and Resource Economics* 38, 3 (2013): 418-434.
- Zheng, Y., X. Li, and H.H. Peterson. "In Pursuit of Safe Foods: Chinese Preferences for Soybean Attributes in Soymilk." *Agribusiness: An International Journal* 29, 3 (2013): 377-391.
- Peterson, H.H., J.C. Bernard, J.A. Fox, and J.M. Peterson. "Japanese Consumers' Valuation of Rice and Pork from Domestic, U.S., and Other Origins." *Journal of Agricultural and Resource Economics*, 38, 1 (2013): 93-106.
- Peterson, H.H., G. Hustvedt, and Y.-J. Chen. "Consumer Preferences for Sustainable Wool Products in the USA." *Clothing and Textiles Research Journal* 30, 1 (2012): 35-50.
- Peterson, H.H., A. Barkley, A. Chacon-Cascante, and T.L. Kastens. "The Motivation for Organic Grain Farming in the United States: Profits, Lifestyle, or the Environment?" *Journal of Agricultural and Applied Economics* 44, 2 (2012): 137-155.
- Peterson, H.H., and L.D. Burbidge. "Japanese Consumers' Valuation of US Beef and Pork Products after the Beef Trade Ban" *Journal of Agricultural and Resource Economics* 37, 1 (2012): 58-76.
- Peterson, H.H., and X. Li. "Consumer Preferences for Product Origin & Processing Scale: The Case of Organic Baby Foods." *American Journal of Agricultural Economics* 93,2 (2011): 590-603, doi: 10.1093/ajae/aaq153.*
- Barkley, A.P., H.H. Peterson, and J. Shroyer. "Wheat Variety Selection to Maximize Returns and Minimize Risk: An Application of Portfolio Theory." *Journal of Agricultural and Applied Economics* 42, 1 (2010): 39-55.
- Just, D.R., and H.H. Peterson. "Is Expected Utility Applicable? A Revealed Preference Test." *American Journal of Agricultural Economics* 92, 1 (2010): 16-27.
- Peterson, H.H., T. Selfa, R. Janke. "Barriers and Opportunities for Sustainable Food Systems in Northeastern Kansas." *Sustainability* 2 (2010), no. 1: 232-251. Available online <http://www.mdpi.com/2071-1050/2/1/232>.
- Heiman, R.D., and H.H. Peterson. "Determinants of Premiums Received by Organic Field Crop Producers." *Review of Agricultural Economics* 30, 4 (2008): 729-749.
- Hustvedt, G., H.H. Peterson, and Y.-J. Chen. "Labelling Wool Products for Animal Welfare and Environmental Impact." *International Journal of Consumer Studies* 32 (2008): 427-437.
- Peterson, H.H., T.L. Kastens, and K.L. Ross. "Risk Issues among Organic Grain Farmers in the Great Plains." *Journal of Sustainable Agriculture* 31, 1 (2007): 5-19.
- Peterson, H.H., and W.G. Tomek. "Grain Marketing Strategies Within and Across Lifetimes." *Journal of Agricultural and Resource Economics* 32 (2007): 181-200.

* Paper presented in the Invited Paper Session "Consumer-Driven Changes in Food Marketing Channels: Organics and Sustainable Food Systems in the United States" at the annual meeting of the American Agricultural Economics Association in Denver, CO, July 2010.

- Alfonzo, L., and H.H. Peterson. "Estimating Food Demand in Paraguay from Household Survey Data." *Agricultural Economics* 34 (2006): 243-257.
- Peterson, H.H. "Hitting Three Birds with One Stone: A Case Study of United Way in Classroom Teaching." *NACTA Journal* 50 (2006): 22-27.
- Peterson, H.H. "Trading Behavior in a Marginal Organized Market." *Journal of Agricultural and Resource Economics* 30 (2005): 449-468.
- Tomek, W.G., and H.H. Peterson. "Implications of Commodity Price Behavior for Marketing Strategies." *American Journal of Agricultural Economics* 87 (2005): 1258-1264[†]
- Peterson, H.H., and W.G. Tomek. "How Much of Commodity Price Behavior Can a Rational Expectations Storage Model Explain?" *Agricultural Economics* 33 (2005): 289-303.
- Crespi, J.M., Z. Gao, and H.H. Peterson. "A Simple Test of Oligopsony Behavior with an Application to Rice Milling." *Journal of Agricultural and Food Industrial Organization* 3 (2005): Article 6. Available online <http://www.bepress.com/jafio/vol3/iss2/art6/>.
- Peterson, H.H., and Y.-J. Chen. "The Impact of BSE on Japanese Retail Meat Demand." *Agribusiness: An International Journal* 21 (2005): 313-323.
- Hopper, J.A., H.H. Peterson, and R.O. Burton, Jr. "Alfalfa Quality and Alternative Pricing Systems." *Journal of Agricultural and Applied Economics* 36 (2004): 675-690.
- Fox, J.A., and H.H. Peterson. "Risks and Implications of Bovine Spongiform Encephalopathy for the United States: Insights from Other Countries." *Food Policy* 29 (2004): 45-60.
- Peterson, H.H., and K. Yoshida. "Quality Perceptions and Willingness-to-Pay for Imported Rice in Japan." *Journal of Agricultural and Applied Economics* 36 (2004): 123-141.
- Just, D.R., and H.H. Peterson. "Diminishing Marginal Utility of Wealth and Calibration of Risk in Agriculture." *American Journal of Agricultural Economics* 85 (2003): 1234-41.[‡]
- Tomek, W.G., and H.H. Peterson. "Risk Management in Agricultural Markets: A Review." *The Journal of Futures Markets* 21(2001): 953-985.
- Peterson, H.H., and L.S. Willett. "U.S. Kiwifruit Industry Model: Annual Supply and Monthly Demand." *Journal of Agricultural and Applied Economics* 32 (2000): 479-491.

MANUSCRIPTS UNDER REVIEW

- Peterson, H.H., M. Taylor, and Q. Baudouin. "Preferences of Locavores Favoring Community Supported Agriculture in the United States and France." (Under review at *Ecological Economics*)
- Li, X., H.H. Peterson, and T. Xia. "Demand for Organic Milk across Marketing Channels." Kansas Agricultural Experiment Station 14-246-J. (Under review at *Journal of Agricultural and Resource Economics*)

[†] Paper presented in the Principal Paper Session "New Facts on the Marketing Performance of U.S. Farmers" at the annual meeting of the American Agricultural Economics Association in Providence, RI, July 2005.

[‡] Paper presented in the Principal Paper Session "Does Risk Matter?" at the annual meeting of the American Agricultural Economics Association in Montreal, Quebec, July 2003.

WORKING PAPERS

Peterson, H.H., and J.M. Peterson. "Store Choices of Rural Grocery Shoppers Using an Attribute Screening Model."

Peterson, H.H., and D. Procter. "Opportunities and Barriers for Independent Grocers in Rural Midwest: A Case Study."

Heng, Y., H.H. Peterson, and X. Li. "Consumer Responses to Multiple and Superfluous Labels." Kansas Agricultural Experiment Station 15- 080-J.

Peterson, H.H., and X. Li. "Retail Outlet Selection and Preferences for Private Labels: the Case of Milk."

BOOK CHAPTERS

Lev, L., and H.H. Peterson. "Specialty Foods Market and Marketing." In Y. Zhao, ed., *Production of Specialty Foods for Entrepreneurs: Processing Technology, Quality and Food Safety*, CRC Press/Taylor and Francis Group: Boca Raton, FL, 2012.

Peterson, H.H., and R.R. Janke. "Organic Marketing." In C.A. Francis, ed., *Organic Farming: The Ecological Systems*, Agronomy Monograph 54, American Society of Agronomy, Crop Science Society of America, Soil Science Society of America: Madison, WI, 2009.

OTHER PUBLICATIONS

Swanson, R.B., H.H. Peterson, C.R. Boyer, and L.M. Baker. Social media marketing for independent, locally owned garden centers. *HortScience* 49 (2014), 9:S18. (Abstr.)

Boyer, C.R., L.M. Baker, and H.H. Peterson. Social media marketing by garden centers: Findings from a pilot study. *HortScience* 49 (2014), 9:S29. (Abstr.)

Boyer, C.R., L.M. Baker, and H.H. Peterson. "Opportunities for social media marketing in retail garden centers." Proceedings of the Southern Nursery Association Research Conference 58 (2013):46-51.

Lourenzani, A., S. Bankuti, and H.H. Peterson. "Geographical Indication and LAFS Sustainability: Evidence from Specialty Coffee from the Norte Pioneiro Region in Brazil.: Proceedings of VI Congresso Internacional Systemas Agroalimentares Localizados, Florianopolis, Brazil, May 21-25, 2013.

Li, X., H.H. Peterson, T. Xia. "U.S. Consumer Demand for Organic Fluid Milk by Fat Content." *Journal of Food Distribution Research* 43(1): Proceedings of the Annual Conference of the Food Distribution Research Society, held October 15-19, 2011 in Portland, OR, 2012.

Peterson, H.H. "Course Portfolio: AGEC 513 Agricultural Finance, Spring 2008." Peer Review of Teaching Program, Kansas State University, June 2008.

Peterson, H.H., and T.L. Kastens. "Organic Grain Farming in the United States: Report of the Findings from a Nationwide Survey, Part I: Summary of Survey Responses." Prepared for the 2006 Risk and Profit Conference, Manhattan, KS, August 17-18, 2006.

Hanawa, H. "The U.S. Beef Industry and BSE." *No-son to Toshi wo Musubu [Rural Town to City]* 56, 3 (2006): 16-26. In Japanese.

Small, L., D. Norman, H.H. Peterson, and B. Flinchbaugh. "Production Subsidies and the Welfare of West African Farmers: The Example of Cotton." Research Report 37, Department of Agricultural Economics, Kansas State University, November 2005.

Peterson, H.H., and W.G. Tomek. "How Much of Commodity Price Behavior Can a Rational Expectations Storage Model Explain?" Staff Paper 04-04, Department of Agricultural Economics, Kansas State University, November 2003.

Peterson, H.H. "The Japanese Beef Market." Staff Paper 02-02, Department of Agricultural Economics, Kansas State University, January 2002.

Peterson, H.H., and W.G. Tomek. "Income Enhancing and Risk Management Properties of Marketing Practices." Department of Applied Economics and Management, Working Paper WP 2001-06, Cornell University, June 2001.

Peterson, H.H., and W.G. Tomek. "Commodity Price Behavior: A Rational Expectations Storage Model for Corn." Department of Agricultural, Resource, and Managerial Economics, Working Paper WP 2000-17, Cornell University, December 2000.

Hanawa, H. "U.S. Dairy Futures." *Dairy Economic Chronicle*, No.45, Japan, July 1998. In Japanese.

Hanawa, H., L. S. Willett, and W. G. Tomek. "An Econometric Analysis of the U.S. Kiwifruit Industry." Department of Agricultural, Resource, and Managerial Economics, Research Bulletin 97-07, Cornell University, February 1997.

Hanawa, H. "The New York State Apple Industry and Varietal Improvement." *Chu-o Kajitsu Kikin Tsu-shin [Japan Fruit Foundation Information Bulletin]* Vol. 20, May, 31, 1995, pp. 5-10. In Japanese.

PRESENTATIONS

Selected Papers and Posters at Conferences

Heng, Y., and H.H. Peterson. "Estimating Demand for Differentiated Eggs Using Scanner Data." Selected Paper at the Agricultural and Applied Economics Association annual meeting, Minneapolis, MN, July 2014.

Peterson, H.H., and J.M. Peterson. "Store Choices of Rural Grocery Shoppers Using an Attribute Screening Model." Selected Paper at the Agricultural and Applied Economics Association annual meeting, Minneapolis, MN, July 2014.

Peterson, H.H., and K. Yamaura. "Ambiguity Aversion and Preferences for Food Origin Post Fukushima Nuclear Disaster." Selected Paper at the Agricultural and Applied Economics Association annual meeting, Minneapolis, MN, July 2014.

Drysdale, K., and H.H. Peterson. "Do Rural Backroads Lead to Competitively Priced Grocery Stores?" Selected Poster at the Rural Futures Conference, Lincoln, NE, November 2013.

Peterson, H.H., and X. Li. "Retail Outlet Selection and Preferences for Private Labels: the Case of Milk." Selected Paper at the Western Agricultural Economics Association annual meeting, Monterey, CA, June 2013.

Heng, Y., H.H. Peterson, and X. Li. "Consumers' Preferences for Farm Animal Welfare: the Case of Laying Hen." Selected Paper at the Agricultural and Applied Economics Association annual meeting, Seattle, WA, August 2012.

- Li, X., H.H. Peterson, and T. Xia. "U.S. Consumer Demand for Differentiated Eggs." Selected Poster at the Agricultural and Applied Economics Association annual meeting, Seattle, WA, August 2012.
- Li, X., and H.H. Peterson. "The Evolving Demand for Organic Milk." Presented Paper at the Food Distribution Research Society annual conference, Portland, OR, October 2011.
- Zheng, Y., X. Li, and H.H. Peterson. "Consumer Preferences for Attributes of Organic Processed Foods: The Case of Soymilk in the United States." Selected Poster at the Agricultural and Applied Economics Association annual meeting, Pittsburgh, PA, July 2011.
- Zheng, Y., H.H. Peterson, and X. Li. "In Pursuit of Safe Foods: Chinese Preferences for Soybean Attributes in Soymilk." Selected Paper at the Western Agricultural Economics Association annual meeting, Banff, Canada, June 2011.
- Burbidge, L.D., and H.H. Peterson. "An Examination of College Freshmen's Food Choice." Selected Paper at the Western Agricultural Economics Association annual meeting, Banff, Canada, June 2011.
- Burbidge, L.D., and H.H. Peterson. "From Family to Peer Setting: Food Choices of College Freshmen" Selected Poster presented at the American Agricultural Economics Association annual meeting, Denver, CO, July 2010.
- Lehrke, L., T. Xia., and H.H. Peterson. "The Relationship among 'Junk' Food and Fruits and Vegetables: An Analysis of Natural Foods Shoppers." Paper presented at the NEC 63 / Consumer Market Demand Conference, Banff, Alberta, Sept, 2009.
- Pozo, V., A. Saak, and H.H. Peterson. "Product Origin and Reputation for Quality: the Case of Organic Foods." Selected Paper at the American Agricultural Economics Association annual meeting, Milwaukee, WI, July 2009.
- Lehrke, L., and H.H. Peterson. "Why Do Japanese Consumers Have Poor Images of US Products?" Selected Paper at the Western Agricultural Economics Association annual meeting, Kauai, HI, June 2009.
- Peterson, H.H., J.C. Bernard, and J.A. Fox. "Calibrating Hypothetical Values: Estimating the US Brand Value in a COOL-Mandated Export Market." Selected Paper at the Western Agricultural Economics Association annual meeting, Big Sky, MT, June 2008.
- Peterson, H.H., P. Garcia, S.H. Irwin, and N.M. Aulerich. "Ethanol and Corn Price Volatility: Should We Be Concerned?" NCCC-134 Conference, St. Louis, MO, April 21-22, 2008.
- Barkley, A.P., and H.H. Peterson. "Wheat Variety Selection: An Application of Portfolio Theory to Improve Returns." NCCC-134 Conference, St. Louis, MO, April 21-22, 2008.
- Peterson, H.H., G. Hustvedt, and Y.-J. Chen. "US Consumers' Willingness to Pay for Wool Product Attributes." Paper presented at the Southern Agricultural Economics Association Annual Meetings, Dallas, TX, February 6-10, 2008.
- Peterson, H.H., J.C. Bernard, and J.A. Fox. "The Value of the "USA" Label on Retail Agricultural Products in Japan." Poster at the USDA NRI Project Directors meeting, New Orleans, LA, November 4, 2007.
- Peterson, H.H., J.C. Bernard, and J.A. Fox. "The Value of the "USA" Label on Retail Agricultural Products in Japan." Poster at the American Agricultural Economics Association meeting, Portland, Oregon, July 29-August 1, 2007.
- Peterson, H.H., J.C. Bernard, and J.A. Fox. "The Value of the "USA" Label on Retail Agricultural Products in Japan." Poster at the Food Distribution Research Society meeting, Quebec City, Quebec, October 16-17, 2006.

- Peterson, H.H., and T.L. Kastens. "Risk and Profit of Organic Grain Farming." Selected Paper at the Western Agricultural Economics Association annual meeting, Anchorage, AK, June 2006.
- Peterson, J.M., and H.H. Peterson. "If You Raise It Will They Come? Enrollment Responses to Tuition Increases." Selected Paper at the Western Agricultural Economics Association annual meeting, Anchorage, AK, June 2006.
- Heiman, R.D., and H.H. Peterson. "Determinants of Organic Grain Prices." NCR-134 Conference, St. Louis, MO, April 2006.
- Peterson, H.H., B. Schurle, and M. Langemeier. "Three-Dimensional Efficient Portfolio Frontier: Mean, Variance, and Farm Size." Selected Paper at the American Agricultural Economics Association annual meeting, Providence, RI, July 2005.
- Peterson, H.H. "Hitting Three Birds with One Stone: A Case Study of United Way in AGE680." Kansas State University Teaching Renewal Retreat, Junction City, KS, January 2004.
- Peterson, H.H., and W.G. Tomek. "Consequences of Erroneous Deflators." NCR-134 Conference, St. Louis, MO, April 2003.
- O. Odeh and H.H. Peterson. "The Impacts of Market Power and Exchange Rates on Prices of European Union Soybean Imports." Selected paper at the Southern Agricultural Economics Association annual meeting, Mobile, AL, February 2003.
- Peterson, H.H., and Y.-J. Chen. "The Impact of BSE on Japanese Retail Beef Market." Selected paper at the Southern Agricultural Economics Association annual meeting, Mobile, AL, February 2003.
- Peterson, H.H. "Geographic Changes in U.S. Dairy Production." Selected paper at the American Agricultural Economics Association annual meeting, Long Beach, CA, July 2002.
- Peterson, H.H. "Marginal Cash Market Behavior." NCR-134 Conference, St. Louis, MO, April 2002.
- Hopper, J.A., H.H. Peterson, and R.O. Burton, Jr. "Alfalfa Quality and Alternative Pricing Systems." Selected paper at the Southern Agricultural Economics Association annual meeting, Orlando, FL, February 2002.
- Peterson, H.H., and W.G. Tomek. "Income Enhancing and Risk Management Properties of Agricultural Marketing Practices." Selected paper at the American Agricultural Economics Association annual meeting, Chicago, IL, August 2001.
- Peterson, H.H., and W.G. Tomek. "Income Enhancing and Risk Management Properties of Agricultural Marketing Practices." NCR-134 Conference, St. Louis, MO, April 2001.
- Peterson, H.H., and W.G. Tomek. "Commodity Price Behavior: An Application of the Competitive Storage Model." Selected paper at the American Agricultural Economics Association annual meeting, Tampa, FL, August 2000.
- Peterson, H.H., and W.G. Tomek. "Implications of Deflating Commodity Prices in Time-Series Analysis." NCR-134 Conference, Chicago, IL, April 2000.
- Hanawa, H. and L.S. Willett. "U.S. Kiwifruit Demand: An Econometric Analysis." Selected paper at the American Agricultural Economics Association annual meeting, Toronto, Ontario, July 1997.

Presentations in Symposia

Frasier, M., and H.H. Peterson. "Learning Outcome Standards for Undergraduate Programs in Agricultural Business." Presented in an NAAEA and TLC section track session on "Identifying Standards and Assessing Performance for Undergraduate Programs in Agricultural Business" at the Applied and Agricultural Economics Association annual meeting, Minneapolis, MN, July 27-29, 2014.

Frasier, M., H.H. Peterson, P. Diebel, and K. Enns. "Purposeful Design of Undergraduate Programs in Agribusiness." An organized symposium at the Western Agricultural Economics Association annual meeting, Monterey, CA, June 26-28, 2013.

Frasier, M., and H.H. Peterson. "Agribusiness Learning Outcomes Group: Update on Activities." Presented at Western Education and Research Activities Committee on Agribusiness (WERA-72) annual meeting, Las Vegas, NV, June 9-11, 2013.

Peterson, H.H., and X. Li. "Consumer Preferences for Product Origin and Processing Scale: The Case of Organic Baby Foods." Invited Paper at the American Agricultural Economics Association annual meeting, Denver, CO, July 2010.

Li, X., and H.H. Peterson. "The Impacts of Imports and Consolidation on the U.S. Organic Food System." Invited Presentation at the USDA NRI Project Directors meeting, Denver, CO, July 2010.

Peterson, H.H., and R. York. "Store Sales and Procurement Data as a Market Research Tool." Invited Presentation at FDRS 2009 Conference, Broomfield, CO, October 30 – November 4, 2009.

Li, X., and H.H. Peterson. "The Impacts of Imports and Consolidation on the U.S. Organic Food System." Invited Poster at the USDA NRI Project Directors meeting, Milwaukee, WI, July 2009.

Peterson, H.H., J.C. Bernard, and J.A. Fox. "The Value of the "USA" Label on Retail Agricultural Products in Japan." Invited Poster at the USDA NRI Agricultural Markets and Trade Program Project Directors Meeting, New Orleans, LA, November 4, 2007.

Peterson, H.H., and T.L. Kastens. "Risk Issues among Organic Grain Farmers in the Great Plains." Invited Presentation in an organized symposium at the American Agricultural Economics Association annual meeting, Providence, RI, July 2005.

Peterson, H.H. and J.A. Fox. "International Impacts of BSE." Contribution to an organized symposium at the American Agricultural Economics Association annual meeting, Denver, CO, August 2004.

Golden, B., and H.H. Peterson. "Modeling Producers Choices during the Industrialization of Agriculture—A System Dynamics Approach." Contribution to an organized symposium at the American Agricultural Economics Association annual meeting, Long Beach, CA, July 2002.

Seminars

Peterson, H.H., J.C. Bernard, J.A. Fox, and J.M. Peterson. "The US Brand Value in a COOL-Mandated Export Market." Department of Agricultural and Resource Economics Seminar, Oregon State University, December, 2010.

Peterson, H.H. "Marginal Cash Market Behavior." Seminar series, Policy Research Institute, Ministry of Agriculture, Forestry, and Fisheries, Tokyo, Japan, May 2002.

Peterson, H.H. "Commodity Price Behavior and Its Implications for Risk Management." Departmental seminar, Department of Economics and Management, Slovak Agricultural University in Nitra, Slovakia, September 2001.

Peterson, H.H. "Commodity Price Behavior and Its Implications for Risk Management." Departmental seminar, Department of Applied Economics and Management, Cornell University, October 2000.

Outreach Presentations

Peterson, H.H. "Rural Grocery Initiative." 2013 Risk and Profit Conference, Department of Agricultural Economics, Kansas State University, August 2013.

Peterson, H.H. "Consumer Demand for CSA in Kansas City Area: Preliminary Findings." CSA Mini-School / Great Plains Vegetable Growers Conference Fulkerson Center, Missouri Western State University, St. Joseph, MO. January 8, 2010.

Peterson, H.H., T. Selfa, and R.R. Janke. "Opportunities and Barriers for a Local Food System in the Kansas River Valley." Kansas River Valley Local Foods Meet & Greet, Douglas County Extension Office, Dreher Building, March 2, 2009.

Peterson, H.H., and X. Li. "Overview—The Impacts of Imports and Consolidation on the US Organic Food System." Presented at Farm Foundation/ERS workshop on Dynamic Supply Chains Emerging in Organic and Local Food Systems, Washington, DC, December 2, 2008.

Peterson, H.H., R.R. Janke, T. Selfa, and P. Garfinkel. "Understanding Growers' Needs to Supply Locally in the Kansas River Valley." Presented at the Local Ag Research meeting, Kansas City, MO, July 14, 2008.

Hustvedt, G., Y.-J. Chen, and Peterson, H.H. "Branding 'Local' for Wool Products." Presented at the 2007 Texas Sheep and Goat Field Day, San Angelo, TX, September 2007.

Peterson, H.H., J.C. Bernard, and J.A. Fox. "The Value of the "USA" Label on Retail Agricultural Products in Japan" 2007 Risk and Profit Conference, Department of Agricultural Economics, Kansas State University, August 2007.

Hustvedt, G., Y.-J. Chen, and Peterson, H.H. "The Socially Responsible Wool Consumer." Presented at the All Things Organic Trade Show and Conference, Chicago IL, May 2007.

Peterson, H.H. "Economics of the Organics" Sustainable Agriculture Conference: Healthy People, Healthy Environment, and Healthy Economies, Manhattan, KS, February 16-17, 2007.

Peterson, H.H. "Risk and Profit of Organic Grains." 2006 Risk and Profit Conference, Department of Agricultural Economics, Kansas State University, August 2006.

Peterson, H.H., and T.L. Kastens. "Risk Issues among U.S. Organic Grain Farmers." Poster at Sustainable Agriculture Conference: Healthy Foods, Healthy Farms in Kansas, Manhattan, KS, February 17-18, 2006.

Peterson, H.H., and K.A. Cerny. "Beef Trade Issues." 2005 Risk and Profit Conference, Department of Agricultural Economics, Kansas State University, August 2005.

Peterson, H.H., T.L. Kastens, and K. Ross. "Risk Issues among Organic Grain Farmers in the Great Plains." Poster at Organic Agriculture: Opportunities for Family Farms in Kansas, Manhattan, KS, February 18-19, 2005.

Peterson, H.H. "Impacts of BSE in the United States." Consulate General of Japan at Kansas City, Kansas City, MO, July 2004.

Peterson, H.H. "From Our Pastures to Japanese Palates: A Trans-Pacific Journey of U.S. Beef." 2003 Risk and Profit Conference, Department of Agricultural Economics, Kansas State University, August 2003.

Hopper, J.A., H.H. Peterson, R.O. Burton, Jr. "Alfalfa Hay Quality: How Does It Affect Price?" 2003 Risk and Profit Conference, Department of Agricultural Economics, Kansas State University, August 2003.

Hopper, J.A., H.H. Peterson, R.O. Burton, Jr. "Alfalfa Hay: Evaluation of Quality and Alternative Pricing Systems." Poster at Cattlemen's Day, Kansas State University, March 7, 2003.

Peterson, H.H. "Egg Price Relationship in 2001." Egg Clearinghouse, Inc., annual meeting, Las Vegas, NV, January 2002.

Peterson, H.H. "Trends in the U.S. Dairy Industry." Educational seminar series, National Dairy Intelligence Center "Japan," Tokyo, Japan, August 2001.

Peterson, H.H., and K.C. Dhuyvetter. "Got Cows? Trends in the Kansas Dairy Industry." 2001 Risk and Profit Conference, Department of Agricultural Economics, Kansas State University, August 2001.

COMPETITIVE GRANTS RECEIVED

"Impacts of Values-Based Supply Chains on Small and Medium-sized Farms." AFRI, USDA NIFA. Lead principal investigator. Amount: \$499,995. January 2015 – December 2017.

"Increasing Healthful Food Choice and Strengthening Rural Grocery Stores through Nutritional Education and Labeling." AFRI, USDA NIFA. Co-principal investigator with D. Procter (Center for Engagement and Development). Amount: \$499,514. February 2014 – January 2017.

"Social Media Marketing Strategies for Rural Nurseries and Garden Centers." USDA FSMIP. Co-principal investigator with C. Boyer (Horticulture) and L. Baker (Ag Communications). Amount: \$107,160. September 2013 – September 2015.

"Business Strategies for New and Existing Rural Grocery Stores: Roles of Local Foods, Institutional Sales, and Community Food Assessment." Entrepreneurship and Small Business Development, AFRI, USDA NIFA. Co-principal investigator with D. Procter (Center for Engagement and Development). Amount: \$408,888. February 2012 – September 2014.

"Marketing of Locally Produced Sustainable Animal Fiber Products." Southern SARE, USDA. Co-principal investigator with G. Hustvedt (Texas State at San Marco) and J.C. Bernard (University of Delaware). Amount: \$140,000. March 2009 – February 2011.

"CSAs and Organic Farmers Markets: Strengthening Producer Capacity and Consumer Linkages around Kansas City." Farmers Market Promotion Program, USDA. Co-investigator with Ted Carey (Horticulture). Amount: \$56,702. October 2008 – March 2010.

"The Impacts of Imports and Consolidation on the U.S. Organic Food System." Agricultural Markets and Trade Program, National Research Initiative Competitive Grants Program, USDA. Project director and co-principal investigator with X. Li (Kansas State University). Amount: \$330,000. January 2008 – December 2010.

"Expanding Institutional Markets and Local Food Production in the Kansas River Valley" Engagement Incentive Grant, Center for Engagement and Community Development, Kansas State University. Co-principal investigator with R. Janke (Horticulture), T. Selfa (Sociology) among others. Amount: \$15,819. May 2007 – April 2009.

“The Value of the ‘U.S.A.’ Label on Retail Agricultural Products in Japan.” Agricultural Markets and Trade Program, National Research Initiative Competitive Grants Program, USDA. Project director and lead principal investigator with J.C. Bernard (University of Delaware) and J.A. Fox (Kansas State University). Amount: \$334,473. September 2005 – August 2009.

“Choice Behavior and Obesity.” ADVANCE Program for Women and Minorities in the Sciences and Engineering. Sole principal investigator. Mentor: Jill McCluskey. Amount: \$2,000. May 2005.

“Market Risk Analysis for Organic Grain Farmers in the Great Plains.” Risk Management Research Partnerships, Federal Crop Insurance Corporation, USDA. Project director and lead principal investigator with T.L. Kastens (Kansas State University). Amount: \$203,196. September 2003 – December 2006.

Travel Grant for Minority Professionals, American Agricultural Economics Association, \$500, July 2002.

“Dynamic Behavior of Commodity Prices: Implications for Price Risk Management.” National Research Initiative Competitive Grants Program, USDA. Co-principal investigator with W. G. Tomek (Cornell University). Amount: \$30,000. September 1999 – August 2000.

“Success and Failure of U.S. Commodity Futures: Cases of Corn Futures and Potato Futures.” Japan Commodity Futures Association. Sole principal investigator. Amount: \$12,000. 1999 – 2000.

“U.S. Dairy Futures.” Japan Commodity Futures Association. Sole principal investigator. Amount: \$9,600. 1997 – 98.

THESES and DISSERTATIONS ADVISED as MAJOR PROFESSOR

Menefee, Daja C. “Mediating Effects of Social Capital and Grocery Stores on Obesity Rates in Rural Food Deserts.” M.S. Thesis, Kansas State University, August 2013.

Zheng, Yue. “Valuation of Country of Origins of Organic Processed Food: A Comparative Study of Consumer Demand for Soymilk in the United States and China.” M.S. Thesis, Kansas State University, May 2011.

Burbidge, Linda D. “An Examination of College Freshmen’s Food Choices.” Ph.D. Dissertation, Kansas State University, December 2010.

Baudouin, Quentin. “Consumer Demand for Community Supported Agriculture: A Comparative Study of the Kansas City (USA) and Midi-Pyrenees (France) Regions.” M.S. Thesis, Kansas State University, December 2010.

Lonca, Franck. “Consumer Preferences for the Origin of Ingredients and the Brand Types in the Organic Baby Food Market.” M.S. Thesis, Kansas State University, December 2010.

Pozo, Veronica F. “Consumer Preferences for Emerging Trends in Organics: Product Origin and Scale of Supply Chain Operations.” M.S. Thesis, Kansas State University, December 2009.

Baradi, Niranjan K. “Factors Affecting the Adoption of Tillage Systems in Kansas.” M.S. Thesis, Kansas State University, May 2009.

Chen, Yun-Ju (Kelly). “Consumer Preferences for Wool Production Attributes.” Ph.D. Dissertation, Kansas State University, December 2008.

Moore, Russell T. “Organic Transition Schemes for a Morris County Kansas Grain Farm.” Master of Agribusiness Thesis, Kansas State University, May 2008.

- Rutt, Matthew E. "On the Moo-ve: Testing for Spatial Agglomeration Economies in the U.S. Dairy Industry." M.S. Thesis, Kansas State University, August 2007.
- Heiman, Ross D. "Analyses of Organic Grain Prices." Outstanding M.S. Thesis, Department of Agricultural Economics, Kansas State University, August 2006.
- Evosovich, Michelle. "A Feasibility Study: Converting a Conventional Feed Mill to Organic Production." Master of Agribusiness Thesis, Kansas State University, May 2006.
- Cerny, Kimberly A. "Impacts of Beef and Cattle Trade with Canada on U.S. Producer Prices of Slaughter and Feeder Cattle." M.S. Thesis, Kansas State University, May 2005.
- Patlolla, Sandhyarani. "Moral Hazard in the Crop Revenue Coverage Wheat Program in Kansas." M.S. Thesis, Kansas State University, August 2004.
- Jessup, Roy J. "Determinants of a Successful Agricultural Futures Contract." M.S. Thesis, Kansas State University, January 2004.
- Chen, Yun-Ju (Kelly). "Impacts of BSE on Japanese Meat Demand." M.S. Thesis, Kansas State University, August 2003.
- Alfonzo, Leonardo. "Demand Estimation Using Household Survey Data: An Application to Food Consumption in Paraguay." Outstanding M.S. Thesis, Department of Agricultural Economics, Kansas State University, August 2002.

HONORS / AWARDS

- Faculty of the Semester, College of Agriculture, Kansas State University, Spring 2014.
- Woman of Distinction, Kansas State University, 2012.
- Outstanding Adviser Award, Gamma Sigma Delta Kansas State University Chapter, 2007.
- Faculty of the Semester, College of Agriculture, Kansas State University, Spring 2003.
- Outstanding Ph.D. Dissertation, Department of Applied Economics and Management, Cornell University, 2001.
- G. F. Warren Award for Outstanding Paper by Graduate Students, Department of Applied Economics and Management, Cornell University, 2001.
- Heslop Fellow Agricultural Economics Fund, 2000.
- Richard D. Aplin Teaching Excellence Fund Fellowship, 1999.
- Leland Spencer Dairy Marketing Research Fund Fellowship, 1999.
- Stanley W. Warren Teaching Endowment Fund Fellowship, 1998.
- College of Agriculture and Life Science Outstanding Teaching Assistant Award, Cornell University, 1998.
- American Agricultural Economics Association Outstanding Thesis Award, 1997.
- Northeastern Agricultural and Resource Economics Association Master's Thesis Award of Merit, 1997.
- Gamma Sigma Delta Honor Society, admitted 1995.

PROFESSIONAL ACTIVITIES / MEMBERSHIP

- Editor, *Journal of Agricultural and Resource Economics*, 2016-2018
- Member of American Agricultural Economics Association, Western Agricultural Economics Association
- WAEA Elected Board Member, 2010-2013
- WAEA Council Representative, 2008-2011
- Chair of NC-1198, 2012-2014
- Member of NCCC-134 Executive Committee, 2008-current
- Food Science Graduate Ancillary Faculty member, Kansas State University

Reviewer for *American Journal of Agricultural Economics*, *Agricultural Economics*, *European Review of Agricultural Economics*, *Journal of Agricultural and Resource Economics*, *Agricultural and Resource Economics Review*, *Journal of Agricultural and Applied Economics*, *Journal of Futures Markets*, *Food Policy*, *Journal of Agribusiness*, *Agribusiness: An International Journal*

Reviewer of selected papers for the American and Western Agricultural Economics Association annual meetings

Faculty Advisor of Japan Appreciation Association, Kansas State University, 2005-2008

Faculty Advisor of Agricultural Economics/Agribusiness Club, Kansas State University, 2001-2009

Faculty Advisor of HUES Graduate Students of Color, Kansas State University, 2013-2014

LANGUAGES

Japanese (native), English (fluent)