AARON J. JOHNSON

Department of Agricultural Economics
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EDUCATION

Ph.D. Agricultural Economics, Purdue University, West Lafayette, IN 2001
Major Area: Agribusiness Management; Minor Area: Strategic Marketing Management
Dissertation: Feasibility of Alternative Feed Formulation Practices in the Broiler Industry

M.S. Agricultural Economics, Purdue University, West Lafayette, IN 1995
Major Area: Price and Demand Analysis
Thesis: Japanese Household Demand for Meat and Seafood

B.S. Agricultural Economics, Texas Tech University, Lubbock, TX 1993

PROFESSIONAL EXPERIENCE – ACADEMIC

Associate Professor of Agribusiness June 2022 – present
Agricultural Economics Department, Kansas State University, Manhattan, KS

- Appointment:
  - 80% teaching and 20% research
- Research
  - Focus: business management, marketing management, entrepreneurship, and risk management
- Courses Taught
  - Small Business Operations (AGEC 202)
  - Food and Agribusiness Management (AGEC 318)
  - Agricultural Sales (AGEC 535)
  - Food and Agribusiness Management Strategy (AGEC 599)

Associate Professor of Agribusiness July 2011 – June 2022
Director of Undergraduate Program 2013 - 2021
Assistant Professor of Agribusiness 2007 – 2011
Agricultural Economics and Rural Sociology Department, University of Idaho, Moscow, ID

- Appointment:
  - 50% research and 50% teaching, 2014-present
  - 75% research and 25% teaching, 2007-2013
- Research
  - Focus: business and marketing management, entrepreneurship, and risk management
  - Supervising and serving on graduate student committees

- Courses Taught
  - Advanced Sales (AGEC 433)
  - Introduction to Sales (AGEC 333)
  - Advanced Agribusiness (AGEC 478) – industry involved projects
  - Farm and Agribusiness Management (AGEC 278)
  - Entrepreneurial Skills (AGEC 415)
  - Management of Human Resources in Agribusiness Firms (AGEC 413)
  - Applied Industrial Organization (AGEC 535)
  - Feeding 9 Billion People by 2050 (ISEM 301)

Food Business Strategy Specialist
Associate Professor July 2007
Assistant Professor 2001 – June 2007
Food Innovation Center Experiment Station, Oregon State University, Portland, OR

- 75% extension and 25% research appointment
- Conducted research related to strategic planning and business development processes.
- Led multidisciplinary team to create and deliver professional development programs.
- Consulted and assisted over 100 food businesses, mostly in the startup phase.
- Managed research budget of over $200,000, graduate students, and research assistants.
- Taught Entrepreneurial Skills and Competitive Strategies courses to undergraduates.

Visiting Instructor August 2000 – December 2000
Agricultural and Applied Economics, Texas Tech University, Lubbock, TX

Instructor Summer 1998
Agricultural Economics at Purdue University, West Lafayette, IN

Graduate Research Assistant September 1993 – August 1995
Agricultural Economics at Purdue University, West Lafayette, IN

PROFESSIONAL EXPERIENCE – ACADEMIC ADMINISTRATION

Acting Department Head August – September 2019
Agricultural Economics and Rural Sociology, University of Idaho, Moscow, ID

PROFESSIONAL EXPERIENCE – NON-ACADEMIC

Marketing Director January 1999 – August 2000
National Grain Sorghum Producers Association, Lubbock, Texas

- Led effort to develop industry value added program.
- Assisted in effort to capitalize new food business startup.

PROFESSIONAL EXPERIENCE – CONSULTING:

Expert Witness
Feedlot construction litigation September 2021 – April 2022
Business projections June 2018 – March 2019

Ag Sales Management, Owner/Principle 2016-2020
Sales Training and Consultancy

Idaho-Eastern Oregon Onion Committee January – June 2017
Parma, ID
- Contracted by IEOOC to conduct a mandated Promotional Program Assessment

CHS Primeland November 2015 – January 2016
Moscow, Idaho
- Conducted introduction to sales training for six young agronomists
- Assisted Director of Sales and Marketing in developing training and assessment program

Center for Food and Agricultural Business, Purdue University 2011
Chicago, Illinois and Omaha, Nebraska
- Contracted by CAB to work with Dr. Dave Downey to develop and present three workshops on precision selling to Channel.

Shepherd's Grain, LLC December 2010
Reardan, Washington
- Evaluated grain prices, compared cash price to price Shepherd's Grain paid to producers.

Primeland Cooperative December 2009 - July 2010
Lewiston, Idaho
- Worked with Dr. Scott Downey to tailor and deliver sales training for sales representatives and management.
- Conducted customer satisfaction analysis.

Pacific Northwest Farmers Cooperative December 2009 - June 2010
Genesee, Idaho
- Conducted series of strategic planning sessions with management team
- Developed and reported formal plan to Board of Directors

Shepherd's Grain, LLC July 2009 - September 2009
Reardan, Washington
- Drafted Small Business Innovation Research proposal.

TEACHING (Academic and Extension teaching)**:**

Areas of Specialization:
Agribusiness Management, Marketing, Sales, Entrepreneurship

Courses Taught: (title, course number, date(s))

Kansas State University
Small Operations Management, AGEC 202, 2022 – present
Agricultural Sales, AGEC 535, 2024-present
Food and Agribusiness Management Strategies, AGEC 599, 2022 – present
Food and Agribusiness Management, AGEC 318, 2022 – 2023

University of Idaho
- Advanced Agribusiness Management, AGEC 478, 2008 – 2022
- Advanced Sales, AGEC 433, 2018-2020
- Introduction to Sales, AGEC 333, 2008 – 2022
- Farm and Agribusiness Management, AGEC 278, 2017
- Entrepreneurial Skills, AGEC 415, 2008 – 2015
- Management of Human Resources in Agribusiness Firms, AGEC 413, 2013 – 2014
- Applied Industrial Organization, AGEC 535, 2010

Oregon State University
- Entrepreneurial Skills, AREc 471, 2001-2004
- Competitive Strategies, AREc 472, 2001-2004

Texas Tech University
- Introduction to Sales, AGEC 3305, 2000
- Agricultural Statistics, AGEC 3315, 2000

Purdue University
- Principles of Selling, AGEC 331, 1998

Students Advised:

Undergraduate Students:

	Majors		Minors		Mentees	
Year	Spring	Fall	Spring	Fall	Spring	Fall
2025	23	27				7[a]
2024	18	23				
2023	9	20				
2022	10	7[b]				
2021	13	13	16	15		
2020	17	10	18	17		
2019	31	19	12	14		
2018	33	29	17	12		
2017	21	29		16		
2016	20	--[c]				
2015	20	20				
2014[d]	19	23				
2013	28	29				
2012	20	23				
2011	16	23				
2010	17	17				
2009	15	18				
2008	14	15				
2007		17				

[a] Inauguration of Faculty Mentor Program
[b] First semester at Kansas State University
[c] On sabbatical
[d] Department started using staff to advise freshmen and sophomores

Zamorano University Interns

Student	Term
Samuel Huayamabe	Fall 2022

Graduate Students:

Major Professor (student name, degree, and date)

Kansas State University
Calder McCollum, M.S. Agricultural Economics, 2025
Kunle Jimoh, M.S. Agricultural Economics, 2025
Hunter McNelly, Master of Agribusiness, 2025

University of Idaho
Dustin Winston, M.S. Applied Economics, 2021
Brett Wilder, M.S. Applied Economics, 2019
Laura Griffing-Langfitt, M.S. Applied Economics, 2016
Haley D. Hildebrandt, M.S. Applied Economics, 2015
Hannah Hallock, M.S. Applied Economics, 2015
Elizabeth Sieverkropp, M.S. Applied Economics, 2013
Elliott Toevs, M.S. Applied Economics, 2010

Oregon State University
Marc McFetridge, M.S. Applied Economics (Oregon State), 2004

Graduate Committee Member(student name, degree, and date)

Kansas State University
Rylee Streit, Master of Agribusiness, 2025 projected
Daniel Benjamin, Master of Agribusiness, 2025 projected
Adetola Emmanuel Lamidi, M.S. Agricultural Economics, 2024
Morgan Nitsch, M.S., Agricultural Education & Communication (non-thesis), 2024
Virginia Daly, Master of Agribusiness, 2024
Lauren Hutchinson, Master of Agribusiness, 2024
Parry Briggs, Master of Agribusiness, 2024
Erica Lydolph, Master of Agribusiness, 2024
Ashleigh Dimattina, Master of Agribusiness, 2023
Dallas Schmeidler, Master of Agribusiness, 2023

University of Idaho
Susmita Chowdhury, M.S. Applied Economics, 2023
Susan Hackett, M.S. Applied Economics, 2019
Whitney Plant-Goodwin, M.S. Applied Economics, 2011
Riley Higby, M.S. Applied Economics, 2008

Oregon State University
Diego Andrade, M.S. Applied Economics, 2004
Esteban Vega-H., M.S. Applied Economics, 2002

Club Advising/Team Coaching

University of Idaho

Student Food Marketing Challenge (Food Distribution Research Society) - Coach

- Team of four undergraduates and one graduate. San Juan, Puerto Rico. October 13-14, 2012.
- Team of two undergraduates and two graduates, second place. Portland, Oregon. October 15-16, 2011.
- Team of five undergraduates, second place. San Destin, Florida. October 16-17, 2010.
- Team of four undergraduates. Columbus, Ohio, October 11-12, 2008
- Two teams, New Orleans, November 3-4, 2007.
    - The teams consisted of three graduate and six undergraduate students.
    - The Gold Team reached the final round.

Food and Agricultural Business Club (formerly Agribusiness Club)

Advisor/Co-Advisor August 2015 – May 2020
Advisor July 2010 - 2013
Co-Advisor 2007-July 2010

- Spring 2020 FAB club put on pause due to lack of participation.
- Fall 2015 student-initiated effort to reinvent/resurrect club. Led students in revisioning value proposition, vision, mission.
- Spring 2013 the club took a hiatus due to lack of participation.
- In 2010 implemented an officer scorecard.
- In 2008 implemented officer planning and goal setting session.
- In 2010-11, seeking fund raising opportunities that benefit agribusinesses and enhance student educational experiences.

Purdue University

National Agri-Marketing Association,

Co-Advisor April 1997 – December 1998

Courses Developed/Revised

Small Business Operations, KSU, AGEC 202, 2022 (developed), 2023 and 2025 (revised)
Agricultural Sales, KSU, AGEC 535, 2024 (developed), 2025 (revised)
Food and Agribusiness Management, KSU, AGEC 318, 2022 (developed), 2023 and 2025 (revised)
Food and Agribusiness Management Strategies, KSU, AGEC 599, 2022 (developed), 2023 (revised)
Advanced Agribusiness Management, UI, AGEC 478, 2008 (developed), 2009 (revised)
Advanced Sales, UI, AGEC 433, 2018 (developed)
Introduction to Sales, UI, AGEC 333, 2008 (developed), 2015 (revised)
Entrepreneurial Skills, UI, AGEC 415, 2008

Non-credit Classes, Workshops, Seminars, Invited Lectures, etc.

Guest Lectures

"Professional Selling." Introduction to the Business of Agriculture (AGEC 101). September 7, 2010.

"Opportunity Recognition." Entrepreneurial Skills in Agribusiness Management (AGEC 415). December 6, 2007

"Product Positioning." Marketing in Agriculture (AREc 221). January 11, 2005

"Marketing Strategy: An Interview with an Entrepreneur." Marketing in Agriculture (AREc 221). January 13, 2004

"Marketing at the Processor & Manufacturing Level." Marketing in Agriculture (AREc 221). March 6, 2003.

"Overview on Developing a Food Business in the PNW." Marketing in Agriculture (AREc 221). March 13, 2003.

Teaching Assistance

Teaching Assistant, Strategic Agribusiness Management (AGEC 430), Purdue, 1997
Lab Instructor, Agricultural Statistics (AECO 3401), Texas Tech University, 1993
Teaching Assistant, Commodities and Futures Trading (AECO 4317), Texas Tech University, 1992
Teaching Assistant, Econometrics (AECO 4312), Texas Tech University, 1992

Teaching and Advising Honors and Awards

TLC Fellow. Teaching and Learning Center. Kansas State University. 2024
Graduate Faculty admission, Kansas State University, 2022.
Outstanding Advisor, College of Agricultural and Life Sciences, University of Idaho, 2018
Outstanding Advisor, Agricultural Economics and Rural Sociology Department, University of Idaho, 2011, 2013, 2016, 2017, 2018.
Alumni Awards for Excellence, University of Idaho Alumni Association, December 2015
Second Place Graduate Student Presentation Competition (Elliott Toevs), Potato Association of America Annual Meeting. August 2010.
Outstanding Graduate Student of the Year (Elliott Toevs), Agricultural Economics and Rural Sociology Department, University of Idaho. May 2010.

SCHOLARSHIP ACCOMPLISHMENTS (Including scholarship of teaching and learning, artistic creativity, discovery, and application/integration)**:**

Refereed/Adjudicated - Under Review

Johnson, Aaron J., Logon L. Britton, Abraham Ajibade. "The Cooperative Value Proposition and Membership Management Among Kansas Producers." *Journal of Cooperatives*. Revise and Resubmit Status "with a clear goal for publication."

Johnson, Aaron J., Logan L. Britton, Donald A. Saucier, Nellie Hill-Sullins, and Ashley A. Schiffer. "Building Skills with Generative AI in the Classroom." Invited submission to "Artificial Intelligence and Data Analytics Use in the Classroom and Academy," special issue for *Applied Economics Teaching Resources*. Revise and Resubmit Status.

Winston, Dustin, Aaron J. Johnson, Andres Trujillo-Barrera, and Hernan Tejeda. "Dairy Risk Management Strategies." *Journal of Applied Farm Economics.* Revise and Resubmit Status.

Lamidi, Adetola, Brian C. Briggeman, Logan L. Britton, Aaron J. Johnson, Erica Blair, and Rial Carver. "Enhancing Access to Food in Rural America: The case of the Rural Access Distribution (RAD) Cooperative." In review at *Journal of Extension*.

Refereed/Adjudicated - In Progress)

Schiffer, Ashley A., Ross Pruitt, Aaron Johnson, Joey Mehlhorn, Donald A. Saucier, and Christine L. Seitz. "College Students' Extracurricular Engagement: Motivations and Barriers." In review at *Journal of Student Affairs Research and Practice (JSARP*).

Johnson, Aaron J. and Hikaru Peterson. "Designing Agribusiness Education for Changing Student Demographics and Employer Needs." Being prepared for *Applied Economics Teaching Resources*.

McCollum, Calder, Aaron J. Johnson, Glynn T. Tonsor, and Jason S. Bergtold. "Determining Dairy Producers' Willingness to Pay for Beef Genetic Attributes." Being prepared for submission to outlet like *Journal of Agricultural and Resource Economics*.

McCollum, Calder, Aaron J. Johnson, Andres Trujillo-Barrera, and Hernan Tejeda. "Risk Management in Dairy: Modeling Perspective and Practice by Dairy Producers." Being prepared for outlet like *Agricultural Finance Review.*

Johnson, Aaron J., Kunle Jimoh, Andres Trujillo-Barrera, and Hernan Tejeda. "The Efficacy of Dairy Margin Coverage as a Risk Management Strategy." Being prepared for outlet like *Journal of Agriculture and Applied Economics*.

Refereed/Adjudicated

Refereed Journal Articles

Olukayode, Ifeloluwa Rebekah, Aaron J. Johnson, W. Scott Downey, and Rodney B. Holcomb. "Skills and Capabilities Needed for Agribusiness Graduates." Invited submission to "Designing Agribusiness Education for Changing Student Demographics and Employer Needs," special issue for *Applied Economics Teaching Resources*. (conditional acceptance).

Smith, Kasee, Aaron J. Johnson, and Dain R. Johnson. 2020 "Flipping Together: A Collaborative Approach to a Flipped Course." *Applied Economics Teaching Resources* 2(6):40-50.

Inman, Ruth, Aaron J. Johnson, Clay Dibrell, Rodney B. Holcomb, D. Dwayne Cartmell II, Shelly R. Sitton, and Robert Terry Jr. 2019. "Toward a Scale to Measure How Food Businesses Attain and Maintain Legitimacy." *Journal of Agribusiness* 37(2):157-170.

Wilder, Brett, Hernan Tejada and Aaron J. Johnson. 2018. "Live Cattle Basis: Increased Volatility and Risk Management Implications." *Western Economic Forum* 16(2):34-41.

Johnson, Aaron J., C. Clay Dibrell, Ruth Inman and Rodney B. Holcomb. 2018. "The 'Liability of Newness' in the Food/Agribusiness Sector." *Journal of Agribusiness* 36(2):183-198.

Johnson, Aaron J., W. Scott Downey, Kerry K. Litzenberg, Allen F. Wysocki and Elizabeth A. Yeager. 2017. "Attitude Change by Students in Professional Sales Courses: Implications for Recruiters and Potential Employers." *Journal of Agribusiness* 35(1):75-85.

Dibrell, Clay, Justin B. Craig, Jaemin Kim and Aaron J. Johnson. 2015. "Establishing How Natural Environmental Competency, Organizational Social Consciousness and Innovativeness Relate." *Journal of Business Ethics* 127(3):591-605.

Goodwin, Whitney, Joseph F. Guenthner, Christopher S. McIntosh, Aaron J. Johnson, Philip Watson and Michael K. Thornton. 2012. "Economic Impacts of Increasing the Minimum Size for Idaho Fresh Potatoes." *Journal of Food Distribution Research* 43(3):30-42.

Guenthner, Joseph F., Aaron J. Johnson and Christopher S. McIntosh. 2012. "Seed Variety Mix: An Indicator for GM Potato Identity Preservation." *American Journal of Potato Research* 89(2):172-74.

Toevs, Elliott A., Joseph F. Guenthner, Aaron J. Johnson, Christopher S. McIntosh and Michael K. Thornton. 2011. "An Industry Perspective of All-Native and Transgenic Potatoes." *AgBioForum* 14(1):14-19. http://www.agbioforum.org/v14n1/v14n1a02-guenthner.htm

Detre, Joshua D., Aaron J. Johnson and Allan W. Gray. 2011. "Innovativeness and Innovation: Implications for the Renewable Materials Supply Chain." *International Food and Agribusiness Management Review* 14(2):17-34.

Johnson, Aaron J., Heather C. Johnson, Stephen Devadoss and John Foltz. 2011. "Strategic Group Analysis of U.S. Food Businesses Using the Two-Step Clustering Method." *International Food and Agribusiness Management Review* 14(2):83-102.

Toevs, Elliott A., Joseph F. Guenthner, Aaron J. Johnson and Christopher S. McIntosh. 2011. "Identity Preservation Systems for Genetically Modified Potatoes." *American Journal of Potato Research* 88(4):303-308. http://www.springerlink.com/content/806r70137061p61r/fulltext.pdf

Foltz, John, Aaron J. Johnson and Stephen Devadoss. 2011. "Agribusiness Case Study Competitions – Educational, Practical, Challenging and Rewarding." *North American College Teachers of Agriculture Journal* 55(1):44-49.

Johnson, Aaron J., Thorsten Egelkraut and Cyrus Grout. 2010. "Market Intelligence Utilization by Small Food Companies: An Application of Grounded Theory Method in Exploratory Research" *Journal of Food Distribution Research* 41(2):58-72.

Johnson, Aaron J., Clay Dibrell and Eric Hansen. 2009. "Market Orientation and Innovativeness in Agribusiness: Impacts on Performance." *Journal of Agribusiness* 27(1/2):85-106.

Dibrell, Clay, Justin B. Craig, Ken Moores, Aaron J. Johnson and Peter S. Davis. 2009. "Factors Critical in Overcoming the Liability of Newness: Highlighting the Role of Family." *Journal of Private Equity* 12(2):38-48.

Gunderson, Michael A., Aaron J. Johnson, Michael Salassi, Cheryl DeVuyst and Lonnie Champaign. 2009. "Determining the Future for Louisiana Sugar Cane Products, Inc." *Journal of Cooperatives* 22:1-21.

Durham, Catherine A., Aaron J. Johnson and Marc V. McFetridge. 2007. "Marketing Management Impacts on Produce Sales." *Journal of Food Distribution Research* 38(2):22-38.

Johnson, Aaron J., Joan Fulton and Maria I. Marshall. 2007. "Steps for Developing Effective Grant Writing Workshop." *Journal of Extension* 45(1). http://www.joe.org/joe/2007february/iw2.shtml.

Johnson, Aaron J. and Rodney B. Holcomb. 2006. "Golden Rules of New Venture Creation." *Journal of Extension* 44(2). http://www.joe.org/joe/2006april/iw2.shtml.

Holcomb, Rodney B. and Aaron J. Johnson. 2006. "Launch Rules for Small Businesses." *Journal of Extension* 44(2). http://www.joe.org/joe/2006april/iw3.shtml.

Durham, Catherine A., Aaron J. Johnson and Esteban Vega-H. 2003. "Marketing Oregon Grass Seed in China: A Two Decade Case Study." *International Food and Agribusiness Management Review* 6(4):31-47.

Johnson, Aaron J., Catherine A. Durham and Cathy R. Wessells. 1998. "Seasonality in Japanese Household Demand for Meat and Seafood." *Agribusiness: An International Journal* 14(4):337-351.

Chapters

Bettinelli, Christina, Clay Dibrell, and Aaron J. Johnson. 2017. "Orientamento al mercato, innovazione e social consciousness: una indagine esplorativa (Market Orientation, Innovation and Social Consciousness: An Exploratory Survey)." in Bettinelli C. (ed), Il Marketing nelle imprese familiari (Marketing in Family Businesses) (pp. 91-116). Milan, Italy:Egea

Refereed Abstracts and Proceedings

Smith, Kasee and Aaron J. Johnson. 2017. "Flipping Together: A Collaborative Approach to a Flipped Course." *North American College and Teachers of Agriculture Journal* 61(Supplement 1):62 (www.nactateachers.org).

Dibrell, Clay, Aaron J. Johnson, Peter S. Davis, Ken J. Moores and Justin B. Craig. 2007. "The Road to Legitimacy: A Study of Startups and their Established Competitors in the Australian Wine Industry (Summary)." *Frontiers of Entrepreneurship Research* 27(13): Article 9.

Holcomb, Rodney and Aaron J. Johnson. 2007. "A Review of Value-Added Centers: Objectives, Structures, Staffing, and Funding." *Journal of Agricultural and Applied Economics* 39(2):401-410.

Johnson, Aaron J. and Heather C. Johnson. 2006. "Growing Naturally: Challenges Faced by a Small, Vertically Integrated Natural Beef Producer." *Journal of Food Distribution Research* 37(1):186.

McFetridge, Marc V., Catherine A. Durham and Aaron J. Johnson. 2006. "The Impact of Feature Flier Characteristics on Supermarket Fruit Demand." *Journal of Food Distribution Research* 37(1): 106-107.

Johnson, Aaron J., Marc McFetridge and Catherine A. Durham. 2005. "Store Level Retail Fruit Demand: Lessons from Omitted Variables." *Journal of Food Distribution Research* 36(1):91-94.

McFetridge, Marc V., Aaron J. Johnson and Catherine A. Durham. 2005. "Collecting Store Level Data on Retail Supermarket Sales." *Journal of Food Distribution Research* 36(1):107-109.

Durham, Catherine A., Marc V. McFetridge and Aaron J. Johnson. 2005. "The Development of a Quality Scale to Measure the Impact of Quality on Supermarket Fruit Demand." *Journal of Food Distribution Research* 36(1):36-41.

Johnson, Aaron J. and C. Clay Dibrell. 2004. "Strategic Planning Lessons from Successful Vertically Integrated Food Processors." *Journal of Food Distribution Research* 35(1):127.

Johnson, Aaron J. and Esteban Vega. 2004. "Marketing Research Techniques of Small- to Medium-Sized Food Processors in the Pacific Northwest." *Journal of Food Distribution Research* 35(1):195.

Down, Jon, Clay Dibrell, Mark Green, Eric Hansen and Aaron J. Johnson. 2003. "A Resource-Based View and Market Orientation Theory Examination of the Role of 'Familiness' in Family Business Success." *New Frontiers in Family Business Research: The Leadership Challenge*. Poutziourus, P. and Steier, L. (eds.). Manchester Business School. pp. 83-95.

Durham, Catherine A., Marc V. McFetridge and Aaron J. Johnson. 2002. "In Store Demand for Eco-Labeled Fruit." *Eco-Labels and the Greening of the Food Market: Conference Proceedings.* W. Lockeretz (ed.) Friedman School of Nutrition Science and Policy, Tufts University, Boston, Massachusetts. pp. 151-157.

Durham, Catherine A., Esteban Vega-H and Aaron J. Johnson. 2002. "The Guanxi Hypothesis: Marketing Grass Seed in China," in *Changes in China's Agricultural Sector: Trade, Market and Policy Reform* (WCC-101 Conference Proceedings). Washington DC. April 15th-16th, 2002. pp. 26-38.

Johnson, Aaron J., Joan Fulton, Jay Akridge and Mickey Latour. 2001. "Evaluating Potential Value-Added Sorghums for the Poultry Industry." International Animal Agriculture and Food Science Conference Abstracts. *Poultry Science* 80(Suppl. 1):201-202.

Peer Reviewed/Evaluated (i.e. journals, articles, proceedings, abstracts, etc.)

Johnson, Aaron J. 2017. "Wilcox Farms – Continuing a Living Legacy!" Case study commissioned by Northwest Agribusiness Executive Seminar used in the 2017 program.

Johnson, Aaron J. 2016. "Woodburn Nursery and Azaleas: Changing Culture Without Losing Strengths." Case study commissioned by Northwest Agribusiness Executive Seminar used in the 2016 program.

Johnson, Aaron J. 2014. "Coleman Farms: The Importance of Aligning Your Management Team." Case study commissioned by Northwest Agribusiness Executive Seminar used in the 2014 program.

Johnson, Aaron J. 2013. "Challenges and Opportunities of Expanding Your Core Business." Case study commissioned by Northwest Agribusiness Executive Seminar used in the 2013 program.

Johnson, Aaron J. 2011. "Creating a (Branded) King - The Tale of the Copper River King Salmon." Case study commissioned by Northwest Agribusiness Executive Seminar used in the 2011 program.

Guenthner, Joseph F., Whitney Goodwin, Aaron J. Johnson, Christopher S. McIntosh, Michael K. Thornton and Philip Watson. 2011. "Economic Analysis of Increasing the Minimum Size for Fresh Potatoes." University of Idaho, Agricultural Economics and Rural Sociology Department Extension Series No. 2011-03. November 2011. http://www.cals.uidaho.edu/aers/PDF/AEES/2011/EconFreshPotatoes.pdf

Johnson, Heather C. and Aaron J. Johnson. 2008. “Local Producers Serving Local and Niche Markets: Country Natural Beef Cooperative and Shepherd’s Grain.” Case study commissioned by Pacific Northwest Agribusiness Executive Seminar used in the 2008 program.

Beaman, Jill A. and Aaron J. Johnson. 2006. “Food Distribution Channel Overview.” Oregon State University Extension Publication EM 8921. http://extension.oregonstate.edu/catalog/pdf/em/em8921.pdf

Beaman, Jill A. and Aaron J. Johnson. 2006. “Using Food Brokers.” Oregon State University Extension Publication EM 8922. http://library.state.or.us/repository/2007/200701021514562/

Beaman, Jill A. and Aaron J. Johnson. 2006. “Using Food Distributors in the Northwest.” Oregon State University Extension Publication EM 8923. http://extension.oregonstate.edu/catalog/pdf/em/em8923.pdf

Beaman, Jill A. and Aaron J. Johnson. 2006. “Grocery Retailers in the Northwest.” Oregon State University Extension Publication EM 8924. http://extension.oregonstate.edu/catalog/pdf/em/em8924.pdf

Marshall, Maria I., Aaron J. Johnson and Joan Fulton. 2006. “Writing a Successful Grant Proposal.” Purdue Extension, Publication EC-737. http://www.ces.purdue.edu/extmedia/EC/EC-737.pdf

Presentations and Other Creative Activities

Selected Presentations/Papers

Johnson, Aaron J., Kunle Jimoh, Andres Trujillo-Barrera, and Hernan Tejeda. "Evaluating Dairy Margin Coverage as a Risk Management Tool: Evidence from Six U.S. States." Annual Meeting, Southern Agricultural Economics Association. Louisville, Kentucky, February 1-3, 2026.

Johnson, Aaron J. 2025. “AI Application in the Classroom.” Invited speaker for AAEA Teaching Academy Webinar. November 20, 2025.

Johnson, Aaron J. and Logan L. Britton. 2025. “What Kansas Producers Want from Their Input Suppliers.” Risk and Profit. Manhattan, Kansas, August 20 & 21, 2025

Weber, Kaitlyn and Aaron J. Johnson (co-organizers). 2025. “Applying AI in the Classroom.” Teaching, Learning and Communications Sections Track Session, Agricultural and Applied Economics Association Annual Meeting. July 2025.

Johnson, Aaron J. 2025. “Enhancing Student Engagement with AI.” Teaching, Learning and Communications Sections Track Session, Agricultural and Applied Economics Association Annual Meeting. July 2025.

Johnson, Aaron J. and Hikaru Peterson. 2024. “Shaping Agribusiness Management Programs: Program Learning Outcomes (Targets), Curriculum Mapping (Process), and Challenges (Experiences).” Selected presentation. Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. Tucson, Arizona. June 4-5, 2024.

Johnson, Aaron J. (organizer). 2023. “The Games of Games: The Pedagogy and Examples of Games to Teach Agribusiness Concepts.” Agribusiness Economics and Management and Teaching, Learning and Communications Sections Track Session, Agricultural and Applied Economics Association Annual Meeting. July 2023.

Johnson, Aaron J. (presenter). 2023. "Airplane Game – Pass the Paper Please!" Presentation at ""The Games of Games: The Pedagogy and Examples of Games to Teach Agribusiness Concepts." Agribusiness Economics and Management and Teaching, Learning and Communications Sections Track Session, Agricultural and Applied Economics Association Annual Meeting. July 2023.

Johnson, Aaron J., Scott Downey, and Rodney Holcomb. 2023. "Skills and Knowledge Sought in Agribusiness College Graduates: Perspectives from Industry, Faculty, and Students." Invited presentation. Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. June 6-7, 2023.

Johnson, Aaron J. (organizer). 2022. "Essential (Soft) Skills – The Demand Needs Supply." Agribusiness Economics and Management and Teaching, Learning and Communications Sections Track Session, Agricultural and Applied Economics Association Annual Meeting. August 2022.

Johnson, Aaron J. (presenter), W. Scott Downey, Rodney B. Holcomb. 2022. "AgriMASS Revisited." Presentation at "Essential (Soft) Skills – The Demand Needs Supply." Agribusiness Economics and Management and Teaching, Learning and Communications Sections Track Session, Agricultural and Applied Economics Association Annual Meeting. August 2022.

Johnson, Aaron J. "Confab on Agribusiness Soft/Essential Skills (CASES)." Organizer of meeting of agribusiness faculty across the U.S. to discuss the role of the Agribusiness academy in developing these skills as part of their curriculum. June 1, 2022. Portland, OR.

Johnson, Aaron J., Scott Downey, Rodney Holcomb, and Masi Keshavarz. 2022. "Translating New Frontiers in Agribusiness to Critical Skills for Industry Ready Graduates." Presentation at Confab on Agribusiness Soft/Essential Skills. June 1, 2022, Portland, OR.

Johnson, Aaron J. Organizer. 2021. "Management experience and ownership factors influencing family farm entrepreneurial efforts." Agribusiness Economics and Management Section Track Session, Agricultural and Applied Economics Association Annual Meeting. August 2, 2021.

Johnson, Aaron J. Organizer. 2021. "Tackling Risk and Risk Management." Agribusiness Economics and Management Section Track Session, Agricultural and Applied Economics Association Annual Meeting. August 2, 2021.

Johnson, Aaron J. 2021. "Lessons from Agribusiness Curriculum Review." Selected presentation (virtual). Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. June 3, 2021.

Johnson, Aaron J. 2020. "Lessons from Agribusiness Curriculum Review." Selected presentation. Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. June 9, 2020.

Johnson, Aaron J. 2020. "UI Agribusiness Degree: What, Why and Where." Presented to UI Extension In-Service. April 16, 2020.

Wilder, Brett, Aaron J. Johnson, Hernan Tejeda, Chris McIntosh and T. Randall Fortenberry. 2019. "Evaluating Structural Breaks and Drivers of Structural Change in Live Cattle Basis." Selected presentation. Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. June 11-12, 2019.

Johnson, Aaron J. 2017. "Wilcox Farms – Continuing a Living Legacy!" Facilitated large group discussion of case at Northwest Agribusiness Executive Seminar. November 12-15, 2017.

Johnson, Aaron J. Panel Member. 2016. "The Use of Real World Business Cases as Teaching Tools." Teaching, Learning and Communication Section Track Session, Agricultural and Applied Economics Association Annual Meeting. August 1, 2016.

Johnson, Aaron J. 2016. "Woodburn Nursery and Azaleas: Changing Culture Without Losing Strengths." Facilitated large group discussion of case at Northwest Agribusiness Executive Seminar. Feb 29 – March 3, 2016.

Johnson, Aaron J. 2016. "The Challenge with Making It Stick." Selected presentation. Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. June 6, 2016.

Johnson, Aaron J., Scott Downey, Rodney Holcomb and Al Wysocki. 2015. "What Agricultural Firms Value in Agribusiness Graduates: An Update to Previous Research." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. Las Vegas, Nevada. June 21-23, 2015.

Johnson, Aaron J. and Jeremy Falk. 2015. "Evaluation to Improve College Teaching: Going Beyond the Student Evaluation Instrument." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. Las Vegas, Nevada. June 21-23, 2015.

Hallock, Hannah, Aaron J. Johnson, Scott Downey and Chris McIntosh. 2015."Cooperative Value Proposition: Portrayal and Perception." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. Las Vegas, Nevada. June 21-23, 2015.

Bettinelli, Cristina, Clay Dibrell, Kathleen Randerson and Aaron J. Johnson. 2015. "Organizational Social Consciousness, Market Orientation, and Innovativeness in Family and Non-Family Businesses." International Council for Small Business World Conference. Dubai, UAE. June 6-9, 2015.

Johnson, Aaron J. 2014. "Coleman Farms: The Importance of Aligning Your Management Team." Facilitated case discussion with entire group of attendees at Northwest Agribusiness Executive Seminar. Stevenson, Washington. November 3-5, 2014.

Johnson. Aaron J. 2014. "The Graduate? – The Pivotal Role of Capstone Courses in Preparing Agribusiness Students for Industry; But, What Does Industry Want?" Teaching, Learning and Communications Section Track Session: "Implementing Capstone Courses for Agribusiness Majors - Prescriptions, Practices and Possibilities." Agricultural and Applied Economics Association Annual Meeting. Minneapolis, Minnesota. July 27-29, 2014.

Johnson, Aaron J. and W. Scott Downey. 2014. "Post Baccalaureate Education Opportunities: A Discussion on Universities' Response to Pending Labor Skill Shortages." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. Santa Clara, California. June 29- July 3, 2014.

Hallock, Hannah, Aaron J. Johnson and W. Scott Downey. 2014. "A Comparison of How Cooperatives and Producers Perceive the Cooperative Value in the Northwest: How Well Do Cooperatives Actually Understand Producers' Demands?" Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. Santa Clara, California. June 29- July 3, 2014.

Johnson, Aaron, Scott Downey, Kerry Litzenberg and Al Wysocki. 2013. "Professional Sales Courses – Implications for Potential Employers and Recruiters." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. Las Vegas, Nevada. June 9-12, 2013.

Johnson, Aaron J. 2013. "Challenges and Opportunities of Expanding Your Core Business." Facilitated case discussion with entire group of attendees at Northwest Agribusiness Executive Seminar. Stevenson, Washington. March 4-7, 2013.

Dibrell, Clay, Justin B. Craig, Jaemin Kim and Aaron J. Johnson. 2012. "Establishing How Natural Environmental Competency, Social Consciousness and Innovativeness Relate." Southern Management Association Annual Conference. Fort Lauderdale, Florida. October 30 – November 3, 2012.

Sieverkropp, Elizabeth, Aaron J. Johnson, Clay Dibrell, Christopher McIntosh and Philip Watson. 2012. "Do Food Companies Learn?" Research Update, Food Distribution Research Society. San Juan, Puerto Rico. October 13-16, 2012.

Wysocki, Alan, W. Scott Downey, Aaron J. Johnson and Kerry Litzenberg. 2012. "The Impact of Instruction on Change in Attitude towards Professional Sales." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. West Lafayette, Indiana. June 24-26, 2012.

Johnson, Aaron J., John Foltz, Joseph F. Guenthner and Jeremy Falk. 2012."How Learning Works: A Review and Consideration for Agribusiness Faculty." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. West Lafayette, Indiana. June 24-26, 2012.

Johnson, Aaron J., Alan Wysocki and W. Scott Downey. 2012. "Agribusiness Management Review." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. West Lafayette, Indiana. June 24-26, 2012.

Downey, W. Scott and Aaron J. Johnson. 2012. "Discovered Knowledge: A Framework for Understanding Customers and Influencers." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. West Lafayette, Indiana. June 24-26, 2012.

Holcomb, Rodney B., Aaron J. Johnson, Larry Makus and John Park. 2012. "Exploring the Teaching-Outreach Boundary in Agribusiness Capstone Courses." Organized Symposium, Western Agricultural Economics Association Annual Meeting. Park City, Utah. June 20-22, 2012.

Kim, Jaemin, Clay Dibrell and Aaron J. Johnson. 2011. "The Moderating Effects of Social Entrepreneurship Intensity on the Firm Environmental Competency and Innovativeness Relationship: Does It Matter?" 5th International Conference on Business and Sustainability. Portland, Oregon. November 4-6, 2011. Winner of the Best Paper Award

Johnson, Aaron J. 2011. "Creating a (Branded) King - The Tale of the Copper River King Salmon." Facilitated case discussion with entire group of attendees at Northwest Agribusiness Executive Seminar. Stevenson, Washington. November 14-17, 2011.

Eric T. Micheels, Aaron J. Johnson and R. Brent Ross. 2011. "The Effect of Market Orientation on Innovativeness in Agribusiness Firms: Evidence from Producers and Processors." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. Las Vegas, Nevada. June 12-14, 2011.

Detre, Joshua D., Aaron J. Johnson and Allan W. Gray. 2010. "Innovativeness and Innovation: Implications for the Renewable Materials Supply Chain." Agribusiness and Economic Management Section Track Session: "The Nascent Bioeconomy for Industrial Markets: Green Goes from Plant Material to Spandex." Agricultural and Applied Economics Association Annual Meeting. Denver, Colorado. July 27, 2010.

Guenthner, Joseph, Elliott A. Toevs, Aaron J. Johnson and Christopher McIntosh. 2010. "An IP System for GM Potatoes." International Potato Processing & Storage Convention. Edinburgh, Scotland. June 22-24, 2010.

Detre, Joshua D., Aaron J. Johnson and Allan W. Gray. 2010. "Innovativeness and Innovation: Implications for the Renewable Materials Supply Chain." 20th Annual World Symposium, International Food and Agribusiness Management Association. Boston, Massachusetts. June 19, 2010.

Johnson, Aaron J. and Scott Downey. 2010. "Transition of Sales Force from Sales Minded to Marketing Minded: Lessons for the Classroom." Western Education and Research Activities Committee on Agribusiness (WERA 72). Santa Clara, California. June 14, 2010.

Johnson, Aaron J., Josh Detre and Allan Gray. 2009. "Innovativeness and Core Competencies: A Model for Agribusiness Food Chain Innovation." Agribusiness and Economic Management Section Track Session: "Innovation Strategy: A New Frontier in Global Agrifood Supply Chains." Agricultural and Applied Economics Association Annual Meeting. Milwaukee, Wisconsin. July 28, 2009.

Johnson, Aaron J. and Fangxin Lin. 2009. "Market Orientation and Absorptive Capacity Interaction: An Empirical Investigation." Western Education and Research Activities Committee on Agribusiness (WERA 72). Las Vegas, Nevada. June 8, 2009.

Harrison, Wes, Desmond Ng and Aaron J. Johnson. 2009. Agribusiness Book Project Panel Discussion. Selected presentation for Western Education and Research Activities Committee on Agribusiness (WERA 72). Las Vegas, Nevada. June 8, 2009.

Johnson, Heather C. and Aaron J. Johnson. 2008. "Local Producers Serving Local and Niche Markets: Country Natural Beef Cooperative and Shepherd's Grain." Pacific Northwest Agribusiness Executive Seminar. Stevenson, Washington. November 18, 2008.

Johnson, Aaron J., Clay Dibrell and Heather C. Johnson. 2008. "Corporate Sustainability – Virtue, Value, or Vice?" Research Update, Food Distribution Research Society. Columbus, Ohio. October 15, 2008.

Johnson, Heather C., Clay Dibrell and Aaron J. Johnson. 2008. "Focus of Firm Market Orientation – Customer or Consumer?" Research Update, Food Distribution Research Society. Columbus, Ohio. October 15, 2008.

Johnson, Aaron J., Robert P. King and Catherine A. Durham. 2008. "Marketing Food with Ecolabels: Lessons from Consumer Focus Group Discussions." Research Report, Food Distribution Research Society. Columbus, Ohio. October 15, 2008.

Johnson, Aaron J. 2008. "Lessons from a First Year Adviser." American Agricultural Economics Association Annual Meeting. Orlando, Florida. July 29, 2008.

Johnson, Aaron J. 2008. "Dodge This! Using Dodgeball to Develop Critical Thinking Skills and Engage Students." Western Education and Research Activities Committee on Agribusiness (WERA 72). Santa Clara, California. June 20, 2008.

Johnson, Aaron J. and Heather C. Johnson. 2008. "Structural Equation Modeling – A Constructive Method for Agribusiness Researchers." Western Education and Research Activities Committee on Agribusiness (WERA 72). Santa Clara, California. June 20, 2008.

Gunderson, Michael, Aaron J. Johnson, Michael Salassi and Cheryl DeVuyst. 2008. "Market Coordination in the Sugar Industry, the Case of LSCPI." 18th Annual World Symposium. International Food and Agribusiness Management Association. Monterey, California. June 14, 2008.

Dibrell, C., Aaron J. Johnson, Peter S. Davis, Ken J. Moores and Justin B. Craig. 2007. "Overcoming Liability of Newness Through Legitimacy: A Stakeholder Salience Perspective." Australian-New Zealand Academy of Management Conference. Sydney, Australia. December 4-7, 2007.

Dibrell, Clay, Aaron J. Johnson, Peter S. Davis and Ken J. Moores. 2007. "The Road to Legitimacy: A Study of Startups and their Established Competitors in the Australian Wine Industry." Babson Kauffman Entrepreneurship Research Conference. Madrid, Spain. June 7-9, 2007.

Johnson, Aaron J. 2007. "Qualitative Research in Agribusiness Programs." University of Idaho, Agricultural Economics and Rural Sociology Department. Moscow, Idaho. February 26, 2007.

Holcomb, Rodney and Aaron J. Johnson. 2007. "A Review of Value-Added Centers: Objectives, Structures, Staffing, and Funding." Southern Agricultural Economics Association Annual Meeting. Mobile, Alabama. February 5, 2007.

Johnson, Aaron J. and Heather C. Johnson. 2006. "Growing Naturally: A Case Study of a Small, Beef Supplier." Food Distribution Research Society Annual Conference. Quebec City, Canada. October 18, 2006.

McFetridge, Marc V., Catherine A. Durham and Aaron J. Johnson. 2006. "The Impact of Feature Flier Characteristics on Supermarket Fruit Demand." Food Distribution Research Society Annual Conference. Quebec City, Canada. October 18, 2006.

Johnson, Aaron J. and Clay Dibrell. "Planning-Performance Links in US Food Businesses." Western Agricultural Economics Association Annual Meeting. Anchorage, Alaska. June 30, 2006.

Grout, Cyrus, Thorsten Egelkraut and Aaron J. Johnson. 2006. "The Power of Grounded Theory: Market Information Utilization by Small Agribusinesses." Western Education/ Extension and Research Activities Committee on Agribusiness (WERA 72). Las Vegas, Nevada. June 21, 2006.

Johnson, Aaron J. 2005. "The Role of Legitimacy for Startups." Agribusiness Economics and Management Organized Symposium: "The Entrepreneurship Process: Key Success Factors." American Agricultural Economics Association Annual Meeting. Providence, Rhode Island. July 26, 2005.

Green, Mark, Aaron J. Johnson and Heather C. Johnson. 2005. "My Boss is My Son: The Dynamics of Younger Generation Founded Family Businesses and Older Family Members Employed in the Business." Family Enterprise Research Conference. Portland, Oregon. May 22, 2005.

Johnson, Aaron J., Marc McFetridge and Catherine A. Durham. 2004. "Store Level Retail Fruit Demand: Lessons from Omitted Variables." Food Distribution Research Society Annual Conference. Morro Bay, California. October 13, 2004.

McFetridge, Marc V., Aaron J. Johnson and Catherine A. Durham. 2004. "Collecting Store Level Data on Retail Supermarket Sales." Food Distribution Research Society Annual Conference. Morro Bay, California. October 13, 2004.

Durham, Catherine A., Marc V. McFetridge and Aaron J. Johnson. 2004. "The Development of a Quality Scale to Measure the Impact of Quality on Supermarket Fruit Demand." Food Distribution Research Society Annual Conference. Morro Bay, California. October 13, 2004.

Johnson, Aaron J. and C. Clay Dibrell. 2003. "Strategic Planning Lessons from Successful Vertically Integrated Food Processors." Food Distribution Research Society Annual Conference. Biloxi, Mississippi. October 29, 2003.

Johnson, Aaron J. and Esteban Vega. 2003. "Marketing Research Techniques of Small- to Medium-Sized Food Processors in the Pacific Northwest." Food Distribution Research Society Annual Conference. Biloxi, Mississippi. October 29, 2003.

Down, Jon, Clay Dibrell, Mark Green, Eric Hansen and Aaron J. Johnson. 2003. "A Resource-based View and Market Orientation Theory Examination of the Role of 'Familiness' in Family Business Success." 14th World Conference of Family Business Network. Lausanne, Switzerland, September 24-27, 2003.

Johnson, Aaron J. 2003. "Entrepreneurship--What is it, and can it be learned?" Teaching, Learning and Communications Section Track Session: "Entrepreneurship--What Is It, and as Educators, How Should We Deal with It in Teaching and Extension Programs?" American Agricultural Economics Association Annual Meeting. Montreal, Canada, July 26, 2003.

Johnson, Aaron J. 2003. Panel member for "Hot Topics." Agribusiness and Economic Management Section Tract Session. American Agricultural Economics Association Annual Meeting. Montreal, Canada. July 26, 2003

Durham, Catherine A., Marc V. McFetridge and Aaron J. Johnson. 2002. "In Store Demand for Eco-Labeled Fruit." Conference on Ecolabels and the Greening of the Food Market, Tufts University. Boston, Massachusetts. November 7-8, 2002.

Johnson, Aaron J. 2002. "Food Innovation Center: An Interdisciplinary Approach. The Role of the University in Value-Added Agriculture." Extension Section Track Session: "The Role of the University in Value-Added Agriculture." American Agricultural Economics Association Annual Meeting. Long Beach, California. July 31, 2002.

Durham, Catherine A., Esteban Vega-H and Aaron J. Johnson. 2002. "The Guanxi Hypothesis: Marketing Grass Seed in China." China Agri-Food Analysts (WCC-101) Conference. Washington, D.C. April 15th-16th, 2002.

Johnson, Aaron J. 2000. "Evaluating Potential Specialty Sorghums: An Application to the Broiler Industry" Oregon State University, Department of Agricultural and Resource Economics. Corvallis, Oregon. November 13, 2000.

Johnson, Aaron J. and John M. Connor. 1998. "Vertical Market Structure and Retail Grocery Pricing." American Agricultural Economics Association Annual Meeting. Salt Lake City, Utah. August 1998.

Selected Posters

McCollum, Calder, Aaron J. Johnson, Andres Trujillo-Barrera, and Hernan Tejada. "Risk Management Perspective and Practice by Dairy Producers." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting, Fresno, California, June 4-5, 2025.

Johnson, Aaron J., Dustin Winston, Andres Trujillo-Barrera, and Hernan A. Tejeda. "Efficacy of Dairy Risk Management Strategies." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting, Tucson, Arizona, June 4-5, 2024.

Winston, Dustin, Aaron J. Johnson, Andres Trujillo-Barrera, and Hernan A. Tejeda. 2023. "Keeping U.S. Dairy Producers in Business: Risk Management Strategies Approved By Experts." International Food and Agribusiness Management Association Annual Meeting, Lincoln, New Zealand, June 17-20, 2023.

Inman, Ruth, Rodney Holcomb, D. Dwayne Cartmell, C. Clay Dibrell, Aaron J. Johnson, Shelly Sitton and Robert Terry. 2017. "Food Business Legitimacy: Testing a Measurement Scale." Association for Communication Excellence International Meeting, New Orleans, LA. June 13-16, 2017.

Falk, Jeremy and Aaron J. Johnson. 2015. "Evaluation to Improve College Teaching: Going Beyond the Student Evaluation Instrument." 2015 National American Colleges and Teachers of Agriculture Conference. June 16-20, 2015.

Dibrell, Clay, Cristina Bettinelli, Kathleen Randerson and Aaron J. Johnson. 2015. "Market Orientation and Innovativeness in Family and Non-Family Businesses: The Moderating Influence of Organizational Social Consciousness." The 11th Annual Family Enterprise Research Conference. Burlington, Vermont. June 4-7, 2015.

Johnson, Aaron J. and Rodney B. Holcomb. 2010. "Expanding the Shepherd's Grain Brand: The Crossroads of Economics and Sustainability." Agricultural and Applied Economics Association Annual Meeting. Denver, Colorado. July 25-27, 2010.

Johnson, Aaron J., Clay Dibrell, Rodney B. Holcomb and Justin Craig. 2007. "Measuring Legitimacy of Startups: The Development of Constructs and Their Parameters." American Agricultural Economics Association Annual Meeting. Portland, Oregon. July 29-31, 2007.

Durham, Catherine A., Jeanine Flores, Aaron J. Johnson, Jill J. McCluskey, Robert P. King, Cathy A. Roheim and Iain Pardoe. 2006. "Demand for Ecolabeled Food Products: Results of Consumer Focus Groups." Food Distribution Research Society Annual Conference. Quebec City, Quebec, Canada. October 15-18, 2006.

Johnson, Aaron J. 2006. "Professional Peer Involvement in Extension Program Development." Oregon State University Extension Association Annual Conference. Corvallis, Oregon. September 18-20, 2006.

Johnson, Aaron J., Catherine A. Durham, Diego O. Andrade and Marc V. McFetridge. 2002. "Recognition of Eco-Labeled Products in Retail Environments." Conference on Ecolabels and the Greening of the Food Market, Tufts University, Boston, Massachusetts. November 7-8, 2002.

Johnson, Aaron J, Catherine A. Durham, Marc V. Mcfetridge and Clark Seavert. 2002. "Impacts of Eco-Labeling on In-Store Demand for Apples and Pears." American Agricultural Economics Association Annual Meeting. Long Beach, California. July 28-31, 2002.

Research Reports

Johnson, Aaron J., Justin Craig and Clay Dibrell. 2006. "A Snapshot of Australian Food Business." Statistical report of survey findings for report to survey respondents. March 2006.

Johnson, Aaron J., Justin Craig and Clay Dibrell. 2006. "A Snapshot of US Food Business." Statistical report of survey findings for trade publications and report to survey respondents. March 2006. Stories carried in Capital Press (March 17, 2006) and Statesman Journal (March 17, 2006).

Other Publications

Johnson, Aaron J., Calder McCollum, Andres Trujillo, and Hernan Tejeda. 2024. "Dairy Risk Management: A snapshot of U.S. dairy operations." Published on *Agmanager.info*. November 2024. https://www.agmanager.info/crop-insurance/risk-management-strategies/dairy-risk-management-snapshot-us-dairy-operations

Ruhoff, Norm, Aaron J. Johnson and Cole Lickley (undergraduate). 2016. "The Feasibility of a Northwest Cooperative Education Center." College of Agricultural and Life Sciences, University of Idaho. Moscow, Idaho

Johnson, Aaron J. and Rodney Holcomb. 2010. "Expanding the Shepherd's Grain Brand: The Crossroads of Economics and Sustainability." Agricultural and Applied Economics Association Graduate Student Case Competition.

Johnson, Aaron J. and H. Christopher Peterson. 2007. "Stahlbush Island Farms, Inc.: Innovation and Growth in Sustainable Food Products." Agricultural and Applied Economics Association Graduate Student Case Competition.

Johnson, Aaron J. 2002. "Do You Have What It Takes to Start a Food Business?" Article prepared for and distributed at NW Food Business 101 courses and related iterations from June 2002 through June 2006.

Johnson, Aaron J. 2002. "The Food Business Start-up Process." Article prepared for and distributed at NW Food Business 101 courses and related iterations from June 2002 through June 2006.

Johnson, Aaron J. and Lauren Scofield. 2002. "Business Plans: Essential Components." Article prepared for and distributed at NW Food Business 101 courses and related iterations from June 2002 through June 2006.

Johnson, Aaron J., Sarah Masoni and Jerry Gardner. 2002. "Feasibility of Toppings, Glazes and IQF Marionberry Processed Products." Prepared for RainSweet, Inc. December 2002.

Durham, Catherine A. and Aaron J. Johnson. "Blue Mountain Growers Fruit Drying Analysis." Prepared for Blue Mountain Growers, Inc. February 2002.

Johnson, Aaron J. and John M. Connor. 1998. "Vertical Market Structure and Retail Grocery Pricing." Staff Paper 98-13 West Lafayette, Indiana: Department of Agricultural Economics, Purdue University. July 1998.

Johnson, Aaron J., Brent Gloy and Mark Jekanowski. 1998. "Business Education Lessons for Agribusiness Programs." Staff Paper 98-12 West Lafayette, Indiana: Department of Agricultural Economics, Purdue University. July 1998.

Other Presentations

Johnson, Aaron J. (invited moderator). 2025. "The Future of Agribusiness Teaching." Western Education and Research Activities Committee on Agribusiness (WERA 72) Annual Meeting. Fresno, California. June 4-5, 2025.

Johnson, Aaron J., Hernan Tejeda, Andres Trujillo-Barrera, Dustin Winston, Calder McCollum, and Kunle Jimoh. "Risk Management by Dairy Producers: Perception, Practice, and Barriers to Adoption." Research update presented at Agricultural Economics and Rural Communities (AERC) Project Director Meeting, USDA, New Orleans, Louisiana, July 31, 2024.

Britton, Logan, Aaron J. Johnson, and Abraham Ajibade. 2023. "The Cooperative Value Proposition and Membership Management Among Kansas Producers: Preliminary Findings." Fall 2023 Faculty Research Symposium, Agricultural Economics Department, Kansas State University. October 20, 2023.

Johnson, Aaron J., Calder McCollum, Jason Bergtold, Andres Trujillo-Berrera, and Hernan Tejeda. 2023. "Risk Management in Dairy: Modeling Perspective and Practice by Dairy Producers." Fall 2023 Faculty Research Symposium, Agricultural Economics Department, Kansas State University. October 20, 2023.

Johnson, Aaron J. "UI Agribusiness Degree: What, Why and Where." Inservice Day, College of Agricultural and Life Sciences, University of Idaho. April 16, 2020.

Johnson, Aaron J. 2016. "How do you speak so customers hear you?" Commissioned presentation to AgriPro Seed Academy III, Loveland, CO. February 24, 2016.

Johnson, Aaron J. "Assessment of Advising." Teaching and Advising Workshop, College of Agricultural and Life Sciences, University of Idaho. January 9, 2020.

Johnson, Aaron J. 2012. "Agribusiness Curriculum Review." Agricultural Economics and Rural Sociology Department Advisory Board. October 31, 2012.

Johnson, Aaron J. 2011. "Food Traceability – What, Why and How." Invited presentation. Leadership Idaho Agriculture. Moscow, Idaho. November 2, 2011.

Johnson, Aaron J. 2011. "Lessons from Blundering Boldly - Experience with Project Based Capstone Course." Western Region Teaching Symposium. Moscow, ID. September 15-17, 2011.

Johnson, Aaron J. and Heather C. Johnson. 2008. "Introduction to SEM - Structural Equation Modeling." Seminar Series, Agricultural Economics and Rural Sociology Department, University of Idaho. June 6, 2008.

Marin, Anna B. and Aaron J. Johnson. 2005. Invited Co-presentation to Association for Enterprise Opportunity. "Market Research and Sensory Consumer Testing: An Overview and Connection." Teleconferenced Presentation. February 1, 2005.

Johnson, Aaron J. and Heather C. Johnson. 2004. "Do-it-yourself Strategic Marketing." Invited speaker at Tri-State Gourmet Getaway. Portland, Oregon. April 23, 2004.

Johnson, Aaron J. 2003. "Launching Your Food Product" Oregon Raspberry and Blackberry Commission's "Marketing Your Value-Added Berry Product." Aurora, Oregon. December 17, 2003.

Johnson, Aaron J. 2003. "Other Resources Available: Food Innovation Center and Oregon Department of Agriculture Resources." Oregon Raspberry and Blackberry Commission's "Marketing Your Value-Added Berry Product." Aurora, Oregon. December 17, 2003.

Down, Jon, Clay Dibrell, Eric Hansen and Aaron J. Johnson. 2003. "A Multi-Domain Model of Small and Medium Entrepreneurial Firm Success." College of Business Seminar Series, Oregon State University. Corvallis, Oregon. February 14, 2003.

Johnson, Aaron J. 2002. "Supporting New Entrants to the Food Industry: NW Food Business Series." Oregon Association of Extension Agents Annual Meeting. Prineville, Oregon. September 18, 2002.

Johnson, Aaron J. 2002. "Supporting New Entrants to the Food Industry: NW Food Business Series." Superintendents meeting, Oregon State University Experiment Station. Portland, Oregon. August 29, 2002.

Johnson, Aaron J. and Catherine A. Durham. 2002. "Blue Mountain Growers Fruit Drying Analysis." Blue Mountain Growers Association. Milton-Freewater, Oregon. March 12, 2002.

Johnson, Aaron J. 2002. "Creating Possibilities Through Marketing Alternatives." Farm Direct Marketing 101 Conference. Corvallis, Oregon. February 23, 2002.

Johnson, Aaron J. 2002. "Molding an Industry: Reflections for Chestnut Growers." Western Chestnut Growers Association. Portland, Oregon. February 23, 2002.

Johnson, Aaron J. 2001. "Building Strategy for an Industry." Invited Presentation at Oregon Sheep Growers Association Annual Meeting. Newport, Oregon. December 8, 2001.

Johnson, Aaron J. 2000. "New Product Development Strategy: An Industry Approach." Food Innovation Center. Portland, Oregon. November 14, 2000.

Johnson, Aaron J. 2000. "Evaluating Potential Specialty Sorghums: An Application to the Broiler Industry" Oregon State University, Department of Agricultural and Resource Economics. Corvallis, Oregon. November 13, 2000.

Johnson, Aaron J. 2000. "Value Enhanced Sorghum: White Food Grade." Value Enhanced Grain Outbreak Session, U.S. Grains Council Board of Directors Meeting. Chicago, Illinois. July 23-25, 2000.

Johnson, Aaron J. 2000. "Navigating the Marketing Waters." Marketing Address, National Grain Sorghum Producers Annual Convention. Corpus Christi, Texas. February 20-22, 2000.

Johnson, Aaron J. 2000. Market Development Panel of Experts – Facilitator, National Grain Sorghum Producers Annual Convention. Corpus Christi, Texas. February 20-22, 2000.

GRANTS AND CONTRACTS:

Submitted:

Aaron J. Johnson, Rodney B. Holcomb, Clay Dibrell, John Kirk Ring, Joshua J. Daspit, and Raymond J. Thomas. "How Family Farm Entrepreneurship Creates Success for the Next Generation (resubmission)" Co-Principle Investigator. Economics, Markets, and Trade Program Priority Area, Agricultural and Food Research Initiative (AFRI), National Institute of Food and Agriculture (NIFA), USDA. 79% spending authority of the $649, requested.

Awarded: (provide principal and co investigators, title, sponsor, funding dates, amount)

Aaron J Johnson and Logan Britton. "The Cooperative Value Proposition and Membership Management." Funded by CoBank Research Fellow Program. $10,000. 2023-2024.

Mark McGuire (lead PI). "Creating a New Bioeconomy for Dairies to Increase Nutrient Recycling, Enhance Productivity of Crops, and Stimulate Prosperity in Rural America." Co-PI with several UI faculty and staff. Sustainable Agricultural Systems, Agricultural and Food Research Initiative (AFRI), National Institute of Food and Agriculture (NIFA), USDA. September 2020 – August 2025.$10,000,000 total ($316,597 spending authority).

Aaron Johnson, Andres Trujillo-Barrera, and Hernan Tejeda. "Risk Management by Dairy Producers: Perception, Practice, and Barriers to Adoption." Economics, Markets, and Trade, Foundational and Applied Sciences, Agriculture and Food Research Initiative (AFRI), National Institute of Food and Agriculture (NIFA), USDA. 2020-2023. $500,000 ($138,849 spending authority).

Aaron Johnson, Phil Watson, Darin Saul, Cinda Williams, Paul Lewin, Shenghan Xu, Tim Frazier and Raymond Dezzani. "Serving Local and Regional Markets in the Intermountain West: Identifying and Overcoming Constraints in a Vast Geography." Agriculture and Food Research Initiative (AFRI), USDA. 2013-2015. $500,000.

Aaron Johnson. "Messaging of Value by Cooperatives – Is There a Disconnect?" Cooperative Education Research Funded by CHS Foundation. 2013-2015. $50,000

Aaron Johnson. "Messaging of Value by Cooperatives – Is There a Disconnect?" Northwest Diary Association. 2013-2015. $30,000

Aaron Johnson, Joseph Guenthner, Christopher McIntosh, Michael Thornton and Philip Watson. "Economic Analysis of Increasing the Minimum Size for Fresh Potatoes." Idaho Potato Commission. 2010. $18,611.

Aaron Johnson, Joseph Guenthner and Christopher McIntosh. "Potato Identity Preservation." Food Division, JR Simplot. 2008-2010. $130,000.

Aaron Johnson and Clay Dibrell. "Building Legitimacy in Rural-based New Ventures." Seed Grant Program, University of Idaho. 2008-2009. $10,000.

Catherine Durham, Catherine Wessells-Roheim, Robert King, Jill McClusky and Ian Pardoe. "Demand Impacts and Implementations of Ecolabels for Food Products." National Research Initiative, USDA. 2004 – 2007. $460,000.

"Northwest Multi-Commodity Marketing Research." Cooperative State Research, Education and Extension Service – USDA. 2002-2007.

FY 2006-2007 $326,250
FY 2005-2006 $329,651
FY 2004-2005 $331,552
FY 2003-2004 $371,487
FY 2002-2003 $332,989

Aaron Johnson, Jon Down, Charles Dibrell, Eric Hansen and Mark Green. "Research Fellowship in Family Business & Entrepreneurship Grant." Austin Family Business Program, College of Business, Oregon State University. 2002-2003. $15,000.

Aaron Johnson, Catherine Durham, Robert Dickson, and Jerry Gardner. "Statewide Study of Feasibility for USDA Kill & Processing Facility." Rural Business Enterprise Grant Program, USDA. 2006-2007. $20,000

Aaron Johnson, John C. Allen, Jim Dyer, Linda Gillmor, Kim Leval, Barbara Rasco, Bill Manning and Andrew Clark. Entrepreneurial Sustainable Agriculture: Alternatives for Processing, Packaging, Labeling, and Marketing in Retail/Internet Environments (EW06-005). Professional Development Grant Program, Western Region SARE. 2006-2007. $58,471

Aaron Johnson. Market Feasibility of Enzyme-Treated Blackberries. Value-Added Producer Grant Program, USDA. 2005-2007. $58,125.

Honors and Awards:

Gamma Sigma Delta Honorary Society, Member. 2022-present.

Jaemin Kim, Clay Dibrell, Aaron Johnson. Best Paper Award. 5th International Conference on Business and Sustainability. "The Moderating Effects of Social Entrepreneurship Intensity on the Firm Environmental Competency and Innovativeness Relationship: Does It Matter?" November 2011

Monbusho Summer Program Research Fellow. National Science Foundation. July 1997 - August 1997

USDA National Needs Fellow. Purdue University. August 1995 – December 1998

SERVICE:

Major Committee Assignments:

Teaching Development Committee, College of Agriculture, Kansas State University. 2025-Present.

Screening Committee for Economist position with Kansas Farm Management Association. 2024

Defacto Chair, Teaching Development Committee, College of Agriculture, Kansas State University. 2023-2025.

Organizer and Steering Committee Member. Teaching Workshop. College of Agriculture Teaching Workshop and Recognition, Kansas State University, October 16, 2023.

Search Committee for Director of Center of Risk Management Education and Research. 2022

Subeditor for University of Idaho Extension/Idaho Agricultural Experiment Station for "US Hispanic Self-Employment: Last Resort or Economic Boon?"

Reviewer, University of Idaho Extension/Idaho Agricultural Experiment Station. 2021.

External Reviewer, Promotion and Tenure Packet from University of Missouri
Chair, Departmental Review Committee for Promotion and Tenure Application of Dr. Katherine Lee. August 2021.
Member, Departmental Review Committee for Promotion and Tenure Application of Dr. Andre Trujillo-Barrera. August 2021.
Member, University Teaching Committee, University of Idaho, 2020-2021.
Chair, University Teaching Committee, University of Idaho, 2020-2021.
Member, Mentoring Committee for Dr. Kasee Smith, Faculty in Agricultural Education, University of Idaho. 2017 – 2020.
Chair, Teaching and Advising Committee, University of Idaho, 2019-2020.
Subeditor for University of Idaho Extension/Idaho Agricultural Experiment Station for "Buying and Selling Hay on the Stump" and "Custom Rates 2019 for Idaho Agricultural Operations." Both reviews were completed on time with faculty from across the country part of the review process.
Member, University of Idaho President Screening Committee, 2018-19
Member, Agricultural Economics and Rural Sociology Department Head Screening Committee, 2018.
Chair, Faculty Senate, University of Idaho. 2018-2019.
Faculty Senate, College of Agriculture and Life Sciences Representative, University of Idaho. Fall 2016 – Spring 2019.
University Level Promotion Committee. 2017 and 2018.
Academic Programs Advisory Committee, College of Agricultural and Life Sciences, University of Idaho. 2014-Spring 2018.
Strategic Recruitment Committee (AERS Representative), College of Agricultural and Life Sciences. 2014 and 2015.
Undergraduate Committee, Agricultural Economics and Rural Sociology Department, University of Idaho. Member. 2008-2013, Chair 2014-August 2021.
Member, Mentoring Committee for Dr. Jason Winfree, Faculty in Agricultural Economics and Rural Sociology Department, University of Idaho. 2014-2015.
Reviewer. Extension presentation of Dr. Benton Glaze. 2011
Agricultural Economics and Rural Sociology Department Faculty Search Committee. Chair. 2014.
Chair, Search Committee for Agricultural Economics and Rural Sociology Department Teaching/Research Position. 2013.
Departmental Seminar Coordinator, 2008-2011
Scholarship Selection Committee, College of Agricultural and Life Sciences. Member. Spring 2010 – Spring 2018.
Agricultural Economics and Rural Sociology Department Head Search Committee. Member. 2010-2011.
Member of third year review committee for Dr. Phillip Watson. 2011.
Member of third year review committee for Dr. Levan Elbakidze. 2011.
Member of third year review committee for Dr. Katlyn Wolf (Agricultural Education). 2011.
IT Technician Search Committee, College of Agricultural and Life Sciences. Member. Fall 2010.
Support Staff Evaluation Committee. Member. 2008-2009.

Undergraduate Teaching Committee. Member. 2008-Present.
Business Commercialization Manager Search and Screening Committee. Chair. Lead diverse group of professionals with differing views on program needs, and navigated tenuous political environment surrounding the position. Winter 2005.
Agribusiness Position Search and Selection Committee. Member, Agricultural and Resource Economics Department. Fall 2004. Assisted in the development of position description and job announcements for advertising. Withdrew from the committee to apply for the position.
Grants and Contracts Technician Search Committee. Chairman. Spring, 2004.Directed search process for classified employee to support administration with financial and billing related issues at the Food Innovation Center. Provided recommendations for hiring to superintendent.
Faculty Research Assistant Search Committee. Co-Chair. Fall 2003.Oversight of hiring process for faculty research assistant in food business and marketing.
Project Information Committee Chairman. 2002-2003.Evaluated Customer information recording of three government and four educational programs internal to the Food Innovation Center. Developed proposed integrated client information management system

Professional and Scholarly Organizations (including memberships, committee assignments, editorial services, offices held and dates)
Chair-elect, Agribusiness and Economic Management Section of American Agricultural Economics Association. 2025-2026.
Reviewer. International Food and Agribusiness Management Review. 2025.
Judge, Agricultural and Applied Economics Association Graduate Student Case Study Competition – Final Round, Washington D.C., July 2023.
Judge, International Food and Agribusiness Management Association Best Paper Award. Lincoln, New Zealand, June 2023.
Reviewed Dr. Brian Coffey's SAEA Outstanding Teaching of a Course Award Nomination packet, September 2023.
Reviewed Small Business Innovation Research (SBIR) USDA proposal. 2020.
Reviewed Journal of Food Distribution Research submission 2020
University of Idaho Extension/Idaho Agricultural Experiment Station bulletin titled: "Tips for Entrepreneurs – Negotiation for Business Success."2020.
Reviewed article for Journal of Commodity Markets, 2019
Immediate Past-Chair. Western Education and Research Activities Committee on Agribusiness (WERA 72). 2017-2018.
Ex-officio member, Farwest Agribusiness Association. January 2014– December 2017.
Ex-officio member of Idaho Coop Council Board of Directors. 2007 – 2019.
Chair. Western Education and Research Activities Committee on Agribusiness (WERA 72). 2016-2017.
Newsletter Editor, Food Distribution Research Society. 2011 – Spring 2015.
Vice-Chair. Western Education and Research Activities Committee on Agribusiness (WERA 72). 2015-2016.
Immediate Past-Chair. Teaching, Learning and Communication Section, Agriculture and Applied Economics Association. 2015-2016.

Chair. Teaching, Learning and Communication Section, Agriculture and Applied Economics Association. 2014-2015.
Secretary, Western Education and Research Activities Committee on Agribusiness (WERA 72). 2014-2015.
Reviewer. International Food and Agribusiness Management Review. 2014.
Chair-Elect. Teaching, Learning and Communication Section, Agriculture and Applied Economics Association. 2013-2014.
Committee Member, Interim Associate Dean of Academic Program Search Committee. 2013.
Western Agricultural Economics Association Teaching Award Committee Member. Reviewed application for award criteria and merit. 2013.
Reviewer. International Food and Agribusiness Management Review. 2013.
Reviewer for Choices. 2012
Reviewer, Journal of Food Distribution Research. 2012.
Reviewer. Journal of Agribusiness. Fall 2011.
Reviewer. Agribusiness and Economic Management Section of the Applied and Agricultural Economics Association. Annual Meeting Submissions. 2011.
Reviewer. International Food and Agribusiness Management Review. March 2011.
Reviewed internal proposal "Strengthening Local Food Systems Programming at the University of Idaho." November 2011.
Reviewer. Hatch project from Dr. Neil Rimbey. 2011
Topic Leader, Agribusiness and Economic Management Section of the Applied and Agricultural Economics Association. (2012-2013)
Past-President. Food Distribution Research Society, 2010-2011.
Reviewer. Journal of Agribusiness. Fall 2010.
Final Round Judge, Graduate Student Case Competition, Agricultural and Applied Economics Association. Denver, Colorado. July 26, 2010.
Reviewer, International Food and Agribusiness Management Review. Spring 2010.
Steering Committee Member. Northwest Agribusiness Executive Seminar. 2010 – 2018.
President. Food Distribution Research Society, 2009-2010.
Past-chair, Agribusiness and Economic Management Section of Agricultural and Applied Economics Association. 2009-2010.
President-elect. Food Distribution Research Society, 2008-2009.
Review Panel Manager. USDA-Cooperative State Research, Education and Extension Service Small Business Innovation Research Program (SBIR National Program Leader: Siva Sureshwaran. Washington, D.C. 2008-2009.
Chair, Agribusiness and Economic Management Section of Agricultural and Applied Economics Association. 2008-2009
Johnson, Aaron J. and Cheryl DeVuyst. Co-organizers of "Advising: Philosophy and Practical Lessons." Track session by Teaching, Learning, and Communication Section, Agricultural and Applied Economics Association Annual Meeting. Orlando, FL. July 27-29, 2008.

Johnson, Aaron J. Organizer and moderator of "Value Added Grant Programs Impact on Agricultural and Rural Economic Climate" Co-sponsored track session by Agribusiness and Economics Management and Food and Agricultural Marketing Policy sections, Agricultural and Applied Economics Association Annual Meeting. Orlando, FL. July 27-29, 2008.

Chair-elect, Agribusiness and Economic Management Section of American Agricultural Economics Association. 2007-2008

Moderator for session titled: "Research and Extension Programs to Support the Local Food Economy: The National MarketMaker Network." Western Education and Research Activities Committee on Agribusiness (WERA 72). Santa Clara, CA. June 18-20, 2008.

Review Panel Manager. USDA-Cooperative State Research, Education and Extension Service Small Business Innovation Research Program (SBIR National Program Leader: Siva Sureshwaran. Washington, D.C. February 14, 2008.

Reviewer, Journal of Food Distribution Research. November 2007.

Final Round Judge, Graduate Student Case Competition, American Agricultural Economics Association. Portland, Oregon. July 30, 2007.

Director. Food Distribution Research Society, 2007-2008. Served out term of retired board member.

Reviewer, Journal of Food Distribution Research. August 2006.

Western Agricultural Economics Association Extension Program Award Committee Member. Reviewed application for award criteria and merit. February 2006.

Review panel member. USDA-Cooperative State Research, Education and Extension Service Small Business Innovation Research Program (SBIR National Program Leader: Siva Sureshwaran. Panel Manager: Joan Fulton, Purdue University) January 25-26, 2006, Washington, D.C.

Marshall, Maria I. and Aaron J. Johnson. Co-Organizers of "The Entrepreneurship Process: Key Success Factors." Agribusiness Economics and Management Organized Symposium, American Agricultural Economics Association Annual Meeting. Providence, Rhode Island, July 26, 2005.

Reviewer, Journal of Food Distribution Research. 2005. (Informally heard review comments were the most thorough the editor has ever seen.)

Ad-hoc Reviewer. USDA-Cooperative State Research, Education and Extension Service Small Business Innovation Research Program. January 2005.

Committee Member, Agriculture and Economics Management's Distance Education Task Force, Agricultural and Economics Management Section, American Agricultural Economics Association. 2005.

Student Case Competition Chair, Food Distribution Research Society, 2004-2005. Implemented new, live case format that included presentations by sponsoring company (subject of the case study) and other professionals, and a professional development opportunity for the students.

Judge, Food Distribution Research Society Student Case Study Competition, Morro Bay, California, October 2004.

Johnson, Aaron J. and James Sterns. Co-Organizers of "New Venture Creation: A Guide for Agriculture and Food Industries" Agriculture and Economics Management Organized Symposium, American Agricultural Economics Association Annual Meeting. Denver, Colorado, August 2004.

Judge, American Agricultural Economics Association Graduate Student Case Study Competition, Denver, Colorado, August 2004.
Review Panel Member. USDA-Cooperative State Research, Education and Extension Service Small Business Innovation Research Program (SBIR National Program Leader: Siva Sureshwaran. Panel Manager: Susan E. Hine, Colorado State University) February 17-18, 2004, Washington, D.C.
Reviewer, Agricultural and Economics Management Section, Agricultural and Applied Economics Association poster submission, January 2004.
Reviewer, Value Added Producer Grants, November 2003.
Reviewer, Extension manuscript submitted to Oregon State University for publication. November 2003.
Ad-hoc Reviewer, Rural Development Program of the USDA's National Research Initiative Competitive Grants Program. March 2003.
Nelson, James R. and Aaron J. Johnson. Co-Organizers of "Entrepreneurship – What Is It, and as Educators, How Should We Deal with It?" Teaching Track Organized Symposium, American Agricultural Economics Association Annual Meeting. Montreal, Canada, July 2003.
Judge, Agricultural and Applied Economics Association Graduate Student Case Study Competition, Montreal, Canada, July 2003.
Reviewed journal article for Journal of Agribusiness. November 2002.
Parcell, Joseph and Aaron J. Johnson. Co-Organizers of "The Role of the University in Value-Added Agriculture." Extension Track Organized Symposium, American Agricultural Economics Association Annual Meeting. Long Beach, California. July 31, 2002.
Selected Posters Committee Member. American Agricultural Economics Association. 2002. Leader for the Agribusiness Economics and Management topic area; recruited reviewers for submissions in the area.

Outreach Service: (Including popular press, interview articles, newspaper articles, workshops-seminars-tours organized, Extension impact statements)
National FFA Farm Business Management Career Development Event Team, member. 2019-present

Community Service: (non-academic unrelated to employment)
Superintendent & Judge, Idaho Marketing Plan Career Development Event, Moscow, Idaho. 2014, 2015, and 2018
Judge, Oregon's state FFA Ag Marketing Plan Career Development Event. Woodburn, OR. March 25, 2002.
Official Third-Party Observer, Commission Issues Forum, December 12, 2001. Invited by Oregon Department of Agriculture's Agricultural Development and Marketing Division to fulfill an administrative mandate of observing and recording meeting outcomes.
Moderator, Value-Added Products Critical Issues Group, Mid-Columbia Tree Fruit Strategic Planning Summit, Nov 2001. Invited by Clark Seavert, Superintendent of Mid Columbia Agricultural and Research Experiment Station, to moderate break-out group of tree-fruit producers discussing marketing opportunities.

Honors and Awards:

Patrick J. Byrne Emerging Leadership Award. Food Distribution Research Society. 2007.
Frank Panyko Award for Distinguished Service, Food Distribution Research Society. 2021.

PROFESSIONAL DEVELOPMENT (workshops and seminars attended)**:**

Teaching:

Teaching Academy Conference. Agricultural and Applied Economics Association, Denver, Colorado, July 26, 2025.
Teaching Academy Conference. Agricultural and Applied Economics Association, New Orleans, Louisiana, July 27, 2024.
TLC Professional Development Certificate. Teaching and Learning Center. Kansas State University. 2023.
"Case Teaching Workshop" Webinar (attendee). Dr. Frank T. Rothaermel. McGraw Hill. April 6, 2023.
Teaching Study (Organizer). Agricultural Economics Department, Kansas State University. Spring 2023.
Teaching Book Club. College of Agricultural and Life Sciences, University of Idaho. 2012-2014.
2009 Professionals Teaching Academy. Preconference Workshop, Teaching, Learning and Communication Section, Agricultural and Applied Economics Association. Milwaukee, Wisconsin. July 25, 2009.
Western Regional Teaching Symposium. CSREES, USDA. Las Cruces, New Mexico. September 19 -20, 2008.
2008 Professionals Teaching Academy. Preconference Workshop, Teaching, Learning and Communication Section, Agricultural and Applied Economics Association, Orlando, Florida. July 27, 2008.
Western Regional Teaching Symposium, CSREES, USDA. Tucson, Arizona. September 21-22, 2007.
2007 Young Professionals Teaching Academy. Preconference Workshop, Teaching, Learning and Communication Section, American Agricultural Economics Association. Orlando, Florida. July 29, 2007.
Advising Symposium. University of Idaho. Moscow, Idaho. (2007-2009, 2012-2011, 2014).

Scholarship:

"$HOW ME THE MONEY: Funding Opportunities in the USDA." Preconference, American Agricultural Economics Association Annual Meeting. Montreal, Canada. July 26, 2003.
Grant Writing Workshop. College of Agricultural Sciences, Oregon State University. Corvallis, Oregon. March - June 2003.
Research Methods Workshop. Agribusiness Economics and Management Section, American Agricultural Economics Association Annual Meeting. Long Beach, California. July 28, 2002.
"Case Studies: Their Future Role in Agricultural and Resource Economics Workshop." Preconference Workshop, Agribusiness Economics and Management Section, American Agricultural Economics Association. Long Beach, California. July 27, 2002.

"How to Develop a Successful Proposal." Oregon State University, Corvallis, Oregon. March 2002.

Preference Mapping Workshop. Food Innovation Center, Oregon State University, Portland, Oregon. Presented by Hal McFie. April 2002.

Outreach:

Better Process Control Course. Oregon State University. Corvallis, Oregon. January 2003.

"Distance Education Technology and Adult Learning." Preconference workshop, Extension Section, American Agricultural Economics Association. Chicago, Illinois. August 2001.

"Food Engineering Fundamentals for Food Product Development." Continuing Education Committee, Institute of Food Technologists. New Orleans, Louisiana. June 2001.

Administration/Management:

Jumpstart, Darren Hardy 2021

Insane Productivity, Darren Hardy 2021

Leadership Academy, Cohort 7, August 2015 – April 2016.

Leadership Idaho Agriculture, Class 34, November 2013 – February 2014.

New Faculty Consortium. Entrepreneurship Division, Academy of Management. New Orleans, Louisiana. A two-day program designed for junior faculty members (Assistant Professors) in the early stages of their entrepreneurship careers with a focus toward career planning. August 2004.

Landmark Forum. Landmark Education, Portland, Oregon. April 2002.

Conversational Skills Workshop. Oregon State University, Corvallis, Oregon. August 2001.

Young Professionals. American Agricultural Economics Association. Keystone, Colorado. June 2001.