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EDUCATION

Ph.D. Agricultural Economics, Oklahoma State University. Stillwater, OK. December 2007.

M.S. Agricultural Economics, Mississippi State University. Starkville, MS. August 2004.

Professional Degree. Food Science and Technology Engineering. Universidad Nacional Agraria La Molina. Lima, Perú. August 2000.

B.S. Food Science and Technology, Universidad Nacional Agraria La Molina. Lima, Perú. December 1997.

ACADEMIC EXPERIENCE

Associate Professor and Extension Specialist, School of Economic Sciences, Washington State University. July 2014 - Present.

Affiliated Faculty Member, Center for Precision and Automated Agricultural Systems, Washington State University. August 2011- Present.

Assistant Professor and Extension Specialist, School of Economic Sciences, Washington State University. June 2011-July 2014.

Assistant Scientist and Extension Specialist, School of Economic Sciences, Washington State University. July 2008-June 2011.

Postdoctoral Researcher. Department of Agricultural Economics, Oklahoma State University. January 2008-June 2008.

INDUSTRY EXPERIENCE

Quality Supervisor, *Agro Industrias Backus*. Chíncha, Ica. Perú. April 2001-December 2002.

Production Supervisor, *Nestlé Perú Fábrica D'onofrio*. Lima, Perú. June 1999-July 2000.

RESEARCH AND SCHOLARLY ACTIVITY

REFEREED PROFESSIONAL PUBLICATIONS

1. Yue, C., Choi, J.W, J. Luby, S. Zhao, R.K. Gallardo, V. McCracken, and J. McFerson. "Estimating Strawberry Attributes' Market Equilibrium Values." Forthcoming. *HortScience*.
2. Zhao, S., C. Yue, J. Luby, R.K. Gallardo, V. McCracken, J. McFerson, D. Layne. 2017. "U.S. Peach Producer Preferences and Willingness to Pay for Fruit Attributes." *HortScience*, 52: 116-121.
3. Yue, C., S. Zhao, R.K. Gallardo, V. McCracken, J.L. Luby, J. McFerson. 2017. "U.S. Growers' Willingness to Pay for Improvement in Rosaceous Fruit Traits." *Agricultural and Resource Economics Review*, Published online March 2017.
4. Brady, M.P, R. K. Gallardo, and S. Badruddozza. 2016. "Regional Equilibrium Wage Rate for Hired Farm Workers in the Tree Fruit Industry." *Western Economics Forum*, 15(1): 20-31.
5. Wang, J., C. Yue, R.K. Gallardo, V. McCracken, J. Luby, and J. McFerson. 2016. "What Consumers are Looking for in Strawberries: Implications from Market Segmentation Analysis." *Agribusiness: an International Journal*.
<http://onlinelibrary.wiley.com/doi/10.1002/agr.21473/abstract>
6. Gallardo, R.K., J.F. Brunner, S. Castagnoli. 2016. "Capturing the Economic Value of Biological Control in Western Tree Fruit." *Biological Control*, 102, 93-100.
7. Gallardo, R.K. and D. Zilberman. 2016. "The Economic Feasibility of Adopting Mechanical Harvesters by the Blueberry Industry." *HortTechnology*, 26: 299-308.
8. Jones, V., N. Mills, J. Brunner, D. Horton, E. Beers, T. Unruh, P. Shearer, J. Goldberger, E. Milickzy, S. Steffan, K. Amarasekare, U. Chambers, A. Gadino, R.K. Gallardo, and W. Jones. 2016. "From Planning to Execution to the Future: An Overview of a Concerted Effort to Enhance Biological Control in Apple, Pear and Walnut Orchards in the Western U.S. Biological Control." *Biological Control*, 102:1-6.
9. Zheng, X., C. Yue, R.K. Gallardo, V. McCracken, J. Luby, and J. McFerson. 2016. "What Attributes Are Consumers Looking for in Sweet Cherries? Evidence from Choice Experiments." *Agricultural and Resource Economics Review*, 45(1):124-142.
10. Gallardo, R.K., H. Li, V. McCracken, C. Yue, J. Luby, and J. McFerson. 2015. "Market Intermediaries' Ratings of Importance for Rosaceous Fruits' Quality Attributes." *International Food and Agribusiness Management Review*, 18(4): 121-154.
11. Gallardo, R.K. and M. Brady. 2015. "Adoption of Labor-Enhancing Technologies by the Specialty Crop Agriculture: The Case of the Washington Apple Industry." *Agricultural Finance Review* 75(4): 514-532.
12. Gallardo, R.K., Hanrahan, I., Hong, Y., and J. Luby. 2015. "Crop Load Management and the Market Profitability of 'Honeycrisp'." *HortTechnology* 25(4): 575-584.
13. Gallardo, R.K., A. Olanie, R. Ordonez, and M. Ostrom. 2015. "The Use of Wireless Capability at Farmers' Markets: Results from a Choice Experiment Study." *International Food and Agribusiness Management Review* 18(1): 79-104.
14. Gallardo, R.K., H. Li, V. McCracken, C. Yue, J. Luby, and J. McFerson. 2015. "Market Intermediaries' Willingness to Pay for Apple, Peach, Cherry, and Strawberry Quality Attributes." *Agribusiness: An International Journal* 31(2): 259-280.
15. Yue, C., R.K. Gallardo, J. Luby, A. Rihn, J. McFerson, V. McCracken, T. Gradziel, K. Gasic, G. Reighard, J. Clark, and A. Iezzoni. 2014. "An Evaluation of U.S. Peach Producers Trait Prioritization-Evidence from Audience Surveys." *HortScience* 49(10): 1309-1314.

16. Yue, C., R.K. Gallardo, J.Luby, A. Rihn, J. McFerson, V.McCracken, N. Oraguzie, C. Weebadde, A. Sebolt, A. Iezzoni. 2014. "An Evaluation of U.S. Tart and Sweet Cherry Producers Trait Prioritization—Evidence from Audience Surveys." *HortScience* 49(7): 931-937.
17. Nakawuka, P., R. Troy Peters, R. K. Gallardo, D. Toro-González, R. Okwany, and D. Walsh. 2014. "Effect of Deficit Irrigation on Yield, Quality, and Grower Returns of Native Spearmint." *Journal of Irrigation and Drainage Engineering* 140(5).
18. Yue, C., R.K. Gallardo, J. Luby, B. Katare, A. Rihn, J. McFerson, V. McCracken, V.M. Whitaker, C.E. Finn, J.F. Hancock, C. Weebadde, A. Sebolt, A. Iezzoni. 2014. "An Evaluation of U.S. Strawberry Producers Trait Prioritization: Evidence from Audience Surveys." *HortScience* 49(2):188-193.
19. Yue, C., R. K. Gallardo, J. Luby, A. Rihn, J. McFerson, V. McCracken, D. Bedford, S. Brown, K. Evans, C. Weebadde, A. Sebolt, and A. Iezzoni. 2013. "An Investigation of United States Apple Producers Trait Prioritization—Evidence from Audience Surveys." *HortScience* 48(11): 1378-1384.
20. Toro-González, D., R. K. Gallardo, J. Yan, and J. McCluskey. 2013. "Quality Differentiation with Flavors: Demand Estimation of Unobserved Attributes." *Journal of Agricultural and Food Industrial Organization* 11(1):1-11.
21. Gallardo, R. K., and Q. Wang. 2013. "Willingness to Pay for Pesticides' Environmental Features and Social Desirability Bias: The Case of Apple and Pear Growers." *Journal of Agricultural and Resource Economics* 38(1):124-139.
22. Yue, C., R. K. Gallardo, V. McCracken, J. Luby, J. McFerson, L. Liu, and A. Iezzoni. 2012. "Technical and Socio-Economic Challenges to Setting and Implementing Priorities in North American Rosaceous Fruit Breeding Programs." *HortScience* 47(9):1320–1327.
23. Gallardo, R. K., D. Nguyen, V. McCracken, C. Yue, J. Luby, and J. McFerson. 2012. "An Investigation of Trait Prioritization in Rosaceous Fruit Breeding Programs." *HortScience* 47(6):771–776.
24. Hudson, D., R. K. Gallardo, and T. Hanson. 2012. "A Comparison of Choice Experiments and Actual Grocery Store Behavior: An Empirical Application to Seafood Products." *Journal of Agricultural and Applied Economics* 44(1):49–62.
25. Gallardo, R. K., E. Kupferman, R. Beaudry, S. Blankenship, E. Mitcham and C. Watkins. 2011. "Market Quality of Pacific Northwest Pears." *Journal of Food Distribution Research* 42(2):89–99.
26. Gallardo, R. K. 2011. "Choice Experiments' Findings: A Tool for Fruit Agribusiness Managers Decision Making." *International Food and Agribusiness Management Review* 14(3):95–110.
27. Gallardo, R. K., E. Kupferman, and A. Colonna. 2011. "Willingness-to-pay for Optimal Anjou Pear Quality." *HortScience* 46(3):452–456.
28. Gallardo, R. K., W. Brorsen, and J. Lusk. 2010. "Prediction Markets: An Experimental Approach to Forecasting Cattle on Feed." *Agricultural Finance Review* 70(3):414–426.
29. Zhang, H., R. K. Gallardo, J. McCluskey, and E. Kupferman. 2010. "Consumers' Willingness to Pay for Treatment-Induced Quality Attributes in Anjou Pears." *Journal of Agricultural and Resource Economics* 35(1):105–117.
30. Marsh, T. L., and R. K. Gallardo. 2009. "Adopting Biological Control for Ornamental Crops in Greenhouses." *CABI Reviews: Perspectives in Agriculture, Veterinary Science, Nutrition and Natural Resources* 4(22):1–9.
31. Gallardo, R. K., J. Lusk, R. Holcomb, and P. Rayas-Duarte. 2009. "Willingness to Pay for Attribute Level and Variability: The Case of Mexican Millers Demand for Hard Red Winter Wheat." *Journal of Agricultural and Applied Economics* 41(3):599–611.

REFEREED PROFESSIONAL PUBLICATIONS - SUBMITTED

1. Gallardo, R.K., I. Hanrahan, J. Luby, C. Yue, V. McCracken, J. McFerson, and L. Carrillo-Rodriguez. "Combining Sensory Tasting with Auctions to Elicit Willingness-to-Pay for Fresh Fruit Quality." Submitted to *Agribusiness: An International Journal*.
2. Zhou, R., C. Yue, R.K. Gallardo, V.A. McCracken, J.J. Luby, and J.R. McFerson. "U.S. Consumer Preferences for Fresh Peach Fruit Attributes: Implications from Market Segmentation Analysis." Submitted to *HortScience*.
3. Choi, J., C. Yue, R.K. Gallardo, V. McCracken, J. Luby, and J. McFerson. "Using Choice Experiment to Estimate Market Equilibrium Values for Apple Attributes." Submitted to *China Agricultural Economic Review*.
4. Gallardo, R.K., Y. Hong, M. Silva Jaimes, J. Flores Orozco. "Investigating Consumer Food Choice Behavior: An Application Combining Sensory Evaluation and Experimental Auctions." Submitted to *Ciencia e Investigacion Agraria*.
5. Gallardo, R.K., A. Jung, D. Zilberman. "Analyzing Factors Impacting Blueberry Prices in the United States." Submitted to the *Journal of Food Distribution Research*.

BOOK CHAPTERS - - SUBMITTED

1. Gallardo, R.K. and H. Garming. "The Economics of Apple Production." In *Achieving Sustainable Cultivation of Apples*. Ed. Kate Evans. Burleigh Dodds Science Publishing.
2. Gallardo, R.K. and D. Zilberman. "The Economics of Perennial Crops' Production Automation" In *Automation in Tree Fruit Production*. Ed. Qin Zhang. CABI Publishing.

REFEREED EXTENSION BULLETINS

1. Galinato, S., R.K. Gallardo, and Y. Hong "2015 Cost Estimates of Establishing, Producing and Packing Highbush Blueberries in Western Washington"– TB36E, November 2016.
2. Mandal, B., M. Brady, R. K. Gallardo. "Reactions to the Employer Mandate in Washington State's Labor-Intensive Agriculture Industry." – TB33E, September 2016.
3. Mandal, B., M. Brady, R. K. Gallardo. "Trends in Health Insurance and Health Care Access in Rural Washington." – TB30E, September 2016.
4. Galinato, S. and R.K. Gallardo. "2015 Cost Estimates of Establishing, Producing and Packing Sweetheart Sweet Cherries in Washington"– TB34E, October 2016.
5. Galinato, S., R.K. Gallardo, and Y. Hong "2015 Cost Estimates of Establishing, Producing and Packing Organic Highbush Blueberries in Eastern Washington"– TB28E, September 2016.
6. Galinato, S. and R.K. Gallardo. "2015 Cost Estimates of Establishing, Producing and Packing Fuji Apples in Washington"– TB29E, September 2016.
7. Galinato, S. and R.K. Gallardo. "2015 Cost Estimates of Establishing, Producing and Packing Bing Sweet Cherries in Washington." Washington State University Extension Factsheet. TB22E, July 2016.
8. Galinato, S., R.K. Gallardo, Y. Hong. "2014 Cost Estimates of Establishing, Producing and Packing Gala Apples in Washington." Washington State University Extension Factsheet. TB18E, July 2016.
9. Galinato, S., R.K. Gallardo, Y. Hong. "2014 Cost Estimates of Establishing, Producing and Packing Organic Gala Apples in Washington." Washington State University Extension Factsheet. TB19E, June 2016.
10. Galinato, S., R.K. Gallardo, Y. Hong. "2014 Cost Estimates of Establishing, Producing and Packing Organic Red Delicious Apples in Washington." Washington State University Extension Factsheet. TB12E, June 2016.
11. Gallardo, R. K., and S. Galinato. "2014 Cost Estimates of Establishing, Producing, and Packing Red Delicious Apples in Washington." Washington State University Extension Factsheet. TB07E, May 2016.

12. Galinato, S., R.K. Gallardo, C. Miles. "2013 Cost Estimation of Establishing a Cider Apple Orchard in Western Washington." Washington State University Extension Factsheet. FS141E, September 2014.
13. Nakawuka, P., R. Peters, R.K. Gallardo. "Effect of Deficit Irrigation on the Cost of Producing Native Spearmint Oil in Washington State." Washington State University Extension Factsheet FS130E, April 2014.
14. Gallardo, R. K., and S. Galinato. "2012 Cost Estimates of Establishing, Producing, and Packing Red Delicious Apples in Washington." Washington State University Extension Factsheet FS099E, December 2012.
15. Gallardo, R. K., and S. Galinato. "2011 Cost of Producing Peppermint under Rill and Center Pivot Irrigation in Washington." Washington State University Extension Factsheet FS077E, August 2012.
16. Galinato, S., and R. K. Gallardo. "2011 Cost Estimates of Establishing, Producing, and Packing Honeycrisp Apples in Washington." Washington State University Extension Factsheet FS062E, February 2012.
17. Galinato, S., and R. K. Gallardo. "2010 Cost Estimates of Producing Pears in North Central Washington." Washington State University Extension Factsheet FS031E, July 2011.
18. Galinato, S., and R. K. Gallardo. "Cost Estimates of Producing Bartlett Pears in Yakima Valley, Washington." Washington State University Extension Factsheet FS034E, July 2011.
19. Gallardo, R. K. "2010 Cost of Producing Native and Scotch Spearmint under Rill and Center Pivot Irrigation in Washington." Washington State University Extension Factsheet FS026E, April 2011.
20. Galinato, S., R. K. Gallardo, and M. Taylor. "2009 Cost Estimates of Establishing and Producing Sweet Cherries in Washington." Washington State University Extension Factsheet FS022E, August 2010.
21. Gallardo, R. K., M. Taylor, and H. Hinman. "2009 Cost Estimates of Establishing and Producing Gala Apples in Washington." Washington State University Extension Factsheet FS005E, January 2010.
22. Hanson, T., D. Hudson, R. K. Gallardo, and S. Sempier. "Opinions of Rural and Urban Consumers toward Freshwater Prawns: Results from 2003 and 2004 Surveys." Mississippi Agricultural and Forestry Experiment Station Bulletin 1152, November 2005.

NON-REFEREED RESEARCH REPORTS

1. Musacchi, S., M. Whiting, K. Lewis, R.K. Gallardo, and T. Auvil. "WA-38 Evaluation of Rootstocks and Training Systems." Continuing report to the Washington Tree Fruit Research Commission. December 2014, 2015, 2016.
2. Beers, E.H., K.C. Eastwell, A.J. Bixby-Brosi, R.K. Gallardo. "Developing a Management Strategy for Little Cherry Disease." Continuing report to the Washington Tree Fruit Research Commission. October 2014, 2015, 2016.
3. Gallardo, R.K. and M.P. Brady. "Forecasting the Demand and Supply for Tree Fruit Farm Labor." Final report to the Washington Tree Fruit Research Commission." January 2014.
4. Iezzoni, A., C. Peace, J. Luby, R.K. Gallardo, G. Fazio, D. Main, J. McFerson, E. Van de Weg, C. Webbade, N. Bassil, K. Gasic, M. Coe, S. Brown, D. Byrne, C. Crisosto, T. Davis, K. Evans, C. Finn, T. Gradziel, J. Hancock, V. McCracken, G. Reighard, D. Wang, K. Xu, C. Yue, and A. Sebolt. "RosBREED: Enabling Marker Assisted Breeding in Rosaceae. Portfolio of Impact Statements." January 2014.
5. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R. K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2013. "Enhancing Biological Control in Western Orchards" Five Year Summary Report. Available online at <http://enhancedbc.tfrec.wsu.edu/R2013.html>

6. Gallardo, R. K. 2012. "Increasing High-Value, Specialty and Sustainable Crop Sales through Farmers Markets: Assessing the Economic Potential of Electronic Benefits Transfer and Credit Card Capability." Objective 4—Final Project Report to the Washington State Department of Agriculture.
7. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R. K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2012. "Enhancing Biological Control in Western Orchards Year 4 Progress Report." Available online at <http://enhancedbc.tfrec.wsu.edu/R2012.html>
8. Gallardo, R. K., and S. Galinato. 2012. "Cost Estimation and Analysis of Tree Fruit Production. Final Project Report to the Washington Tree Fruit Research Commission." Available online at <http://jenny.tfrec.wsu.edu/wtfrc/PDFfinalReports/2012FinalReports/GallardoRedDeliciousFinal.pdf>
9. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R. K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2011. "Enhancing Biological Control in Western Orchards Year 3 Progress Report." Available online at <http://enhancedbc.tfrec.wsu.edu/R2011.html>
10. Taylor, M., R. K. Gallardo. 2011. "Economic Analysis of Technology Adoption by Washington Apple Growers. Final Project Report to the Washington Tree Fruit Research Commission." Available online at <http://jenny.tfrec.wsu.edu/wtfrc/PDFfinalReports/2011FinalReports/TaylorTechnologyFinal.pdf>
11. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R. K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2010. "Enhancing Biological Control in Western Orchards Year 2 Progress Report." Available online at <http://enhancedbc.tfrec.wsu.edu/R2010.html>
12. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R. K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2009. "Enhancing Biological Control in Western Orchards. A Specialty Crops Research Initiative Grant Report." Available online at <http://enhancedbc.tfrec.wsu.edu/R2009.html>

POPULAR PERIODICALS, TECHNICAL PUBLICATIONS, PROCEEDINGS

1. Gallardo, R.K. 2016. "Washington Tree Fruit Outlook". In Washington Agribusiness Status and Outlook. An Annual Report by Washington State University's School of Economic Sciences. Ed. Randy Fortenberry. Available online at: <http://ses.wsu.edu/>.
2. Galinato, S.P., R.K. Gallardo, and C.A. Miles. 2015. "Cost Estimation of Establishing a Cider Apple Orchard in Western Washington". Combined Proceedings of the International Plant Propagator's Society, 64: 35.
3. Galinato, S.P., D. White, P.R. Tozer, and R.K. Gallardo. "The Contribution of the Mint Industry to Washington's Economy." IMPACT Center Fact Sheet. January 2014. Available online at: <http://www.impact.wsu.edu>
4. Curtis, K., C. Ehmke, B. Feuz, R.K. Gallardo, W. Gray, and R. Tronstad. 2013. "Western Farm and Ranch Transition Strategies". A publication of the Western Extension Marketing Committee. Available online at: <http://cals.arizona.edu/arec/wemc/transitions/English-FarmTransitions.pdf>
5. Gallardo, R.K., J.F. Brunner, S. Castagnoli, and P. Shearer. 2013. "Calculating the Value of Biological Control." *Good Fruit Grower*. Available online at: <http://www.goodfruit.com/calculating-the-value-of-biological-control/>
6. Gallardo, R. K. 2012. "Consumer Taste Panels." *RosBREED Newsletter*. Available online at http://www.rosbreed.org/sites/default/files/2011-05-31_RosBREED_Newsletter.pdf
7. Gallardo, R. K., and J. McFerson. 2012. "Good to Know, What Growers Want in New Varieties." *Good Fruit Grower*. Available online at <http://www.goodfruit.com/Good-Fruit-Grower/November-2012/Good-to-Know-What-growers-want-in-new-varieties/>

8. Gallardo, R. K. 2011. "Growers and U.S. Would Suffer." In Room for Debate Blog: "Could Farms Survive Without Illegal Labor?" *New York Times*. Available online at <http://www.nytimes.com/roomfordebate/2011/08/17/could-farms-survive-without-illegal-labor>
9. Yue, C., R. K. Gallardo, and V. McCracken. 2011. "Surveying Growers to Address Market-driven Needs." *RosBREED Newsletter*. Available online at http://www.rosbreed.org/sites/default/files/2011-05-31_RosBREED_Newsletter.pdf
10. Yue, C., R. K. Gallardo, V. McCracken, R. Jussaume, and M. Taylor. 2010. "RosBREED to Utilize Socio-Economic Values to Help Breeders Set Breeding Targets." *RosBREED Newsletter*. Available online at <http://www.rosbreed.org/sites/default/files/2010%20February%20RosBREED%20newsleter.pdf>
11. Gallardo, R. K. 2009. "Tracking the Apple." In Room for Debate Blog: "Food Prices Myths vs. Realities" *New York Times*. Available online at <http://roomfordebate.blogs.nytimes.com/2009/05/16/food-prices-myths-vs-reality>.

PRESENTATIONS AT PROFESSIONAL CONFERENCES AND MEETINGS¹

Refereed Paper Presentations

1. Gallardo, R.K., Jill McCluskey, B.J. Rickard, and S.B. Akhundjanov. "Assessing Innovator and Adopter Profit Potential under Different New Plant Variety Commercialization Strategies." Annual Meetings of the Agricultural and Applied Economics Association. Boston, MA. July 31-August 2, 2016.
2. Gallardo, R.K., C. Yue, V. McCracken, J. Luby, J. McFerson. "Are WTP estimates for Fruit Quality Similar between Producers and Consumers? Results of a Choice Experiment on Five Rosaceous Fruit Crops." Annual Meetings of the Agricultural and Applied Economics Association. Boston, MA. July 31-August 2, 2016.
3. Li*, Y., R.K. Gallardo, V. McCracken, C. Yue, J. Luby, J. McFerson. "How does the Revelation of Previous Bid Affect New Bid?" Annual Meetings of the Agricultural and Applied Economics Association. Minneapolis, MN. July 28-29, 2014.
4. Li, Y., C. Yue, R.K. Gallardo*, V. McCracken, J. Luby, J. McFerson. "Estimating Market Equilibrium Values of Fruit Traits for Peach and Sweet Cherry Using Choice Experiments with Consumers and Producers." American Society for Horticultural Science Annual Conference, Orlando, FL. July 28-29, 2014.
5. Carrillo-Rodriguez*, L., R.K. Gallardo, V. McCracken, C. Yue, J. Luby, and J. McFerson. "Consumer Preferences for Apple Quality Traits." Annual Meetings of the Agricultural and Applied Economics Association. Washington, D.C. August 4-6, 2013.
6. Carrillo-Rodriguez*, L., R.K. Gallardo, C. Yue, V. McCracken, J. Luby, J. McFerson, and I. Hanrahan. 2013. "Relevance of Apple Quality Traits for Consumers". American Society for Horticultural Science Annual Conference, Palm Desert, CA. July 21-25, 2013.
7. Gallardo, R. K., and A. Olanie.* "The Use of Wireless Capability at Farmers Markets: Results from a Choice Experiment Study." Annual Meetings of the Agricultural and Applied Economics Association. Seattle, WA. August 12-14, 2012.
8. Toro-González*, D., J. Yan, R. K. Gallardo, J. J. McCluskey. "Demand Estimation: Unobservable Quality in Mint Gum." Annual Meetings of the Agricultural and Applied Economics Association. Seattle, WA. August 12-14, 2012.
9. Yue, C., R. K. Gallardo, J. Luby, A. Rihn,* J. McFerson, V. McCracken, D. Bedford, S. Brown, K. Evans, C. Weebadde, A. Sebolt, and A. Iezzoni. "An Investigation of United States Apple Producers Trait Prioritization—Evidence from Clicker Surveys. Annual Meetings of the American Society for Horticultural Science. Miami, FL. July 29–August 2, 2012.

¹ Presenters are marked with an asterisk (*).

10. Gallardo,* R. K., V. McCracken, and C. Yue. “Investigating Rosaceae Breeding Programs’ Priorities.” Paper presented at:
 - a. Annual Meetings of the Western Agricultural Economics Association. Banff, Canada. June 29–July 1, 2011.
 - b. Extension Conference of the College of Agriculture, Human, and Natural Resources. Pullman, WA. October 6, 2011.
11. Gallardo,* R. K., and Q. Wang. “Growers’ Willingness to Pay for Pesticides’ Environmental Features: Direct vs. Indirect Valuation.” Extension Conference of the College of Agriculture, Human, and Natural Resources. Pullman, WA. October 4, 2011.
12. Gallardo,* R. K., Q. Wang, and J. F. Brunner. “Great Apples at Low Pests: Growers’ Valuation of Insecticide Features.” Annual Meetings of the Western Agricultural Economics Association. Banff, Canada. June 29–July 1, 2011.
13. Gallardo,* R. K., and J. L. Lusk. “Prediction Markets, an Application to Anticipating Information on USDA Cattle on Feed Reports.” Annual Meetings of the Western Agricultural Economics Association. Kauai, HI. June 25–26, 2009.

Invited Paper Presentations

1. Iezzoni, A. C. Peace, N. Bassil, G. Fazio, R.K. Gallardo, K. Gasic, J. Luby, D. Main, E. Van de Weg, C. Weebadde, C. Yue. Where are we now as we merge genomics into plant breeding and what are our limitations? Experiences from RosBREED. *Acta Horticulturae*, 1117: 1-5. 2016.
2. Gallardo*, R.K., M. Silva, and J. Flores. Assessing Preferences for Apple Quality and the Role of Country of Origin Information: The Case of Peruvian Consumers.” Annual Meetings of the Food Distribution Research Society. Philadelphia, PA. October 12, 2015.
3. Gallardo*, R.K. and M. Brady. “Labor Prospects for the Washington Tree Fruit Industry.” Annual Meetings of the Washington State Horticultural Association. Kennewick, WA. December 1-3, 2014.
4. Gallardo*, R.K., M. Brady, and X. Jiang. “Agricultural Migrant Labor.” Inspire Development Centers Annual Meeting. Kennewick, WA. March 11, 2014.
5. Jones*, V., N. Mills, J. Brunner, E. Beers, D. Horton, T. Unruh, J. Goldberger, P. Shearer, R.K. Gallardo, and S. Castagnoli. “Enhancing Biological Control in Western Orchards: An Overview.” Pacific Branch of the Entomological Society of America. Tucson, AZ. April 6-9, 2014.
6. Galinato*, S., R.K. Gallardo, C. Miles. “Cost Estimation of Establishing a Cider Apple Orchard in Western Washington.” 2014 Cider Conference. Chicago, IL. February 6, 2014.
7. Gallardo*, R.K. “Willingness-to-Pay for Apple Fruit Quality from Consumers, A Comprehensive Approach of Why Quality is Important.” XIII Enfrute – Brazilian National Meetings on Temperate Fruit. Fraiburgo, Santa Catarina, Brazil. July 23-25, 2013.
8. Jones*, V., J.F. Brunner, E.H. Beers, R.K. Gallardo, N. Mills, P. Shearer, S. Castagnoli, D.R. Horton, T.R. Unruh, J. Goldberger, U. Chambers, A. Gadino, A. Bixby-Brosi, and K. Amarasekare. “Enhancing Biological Control in Western Orchards: A Summary of New Information and Directions for Future Research.” Washington Tree Fruit Research Commission Crop Protection Meeting. Wenatchee, Washington. January 30, 2013.
9. Peace*, C., N. Bassil, M. Coe, G. Fazio, R.K. Gallardo, K. Gasic, J. Luby, D. Main, J. McFerson, C. Weebadde, E. Van de Weg, C. Yue, and A. Iezzoni. “Marker-Assisted Breeding in Apple, Peach, and Cherry Targets Valuable Functional Alleles.” XXI International Plant and Animal Genome Conference. San Diego, CA. January 12-16, 2013.
10. Gadino*, A., J.F. Brunner, V.P. Jones, N. Mills, T.R. Unruh, E.H. Beers, P. Shearer, D.R. Horton, S. Castagnoli, R.K. Gallardo. “Enhancing Biological Control in Western Orchards: A Summary of New Information and Future Directions” 87th Annual Orchard Pest and Disease Management Conference. Portland, OR. January 9-11, 2013.

11. Gallardo,* R. K. “Applied Economics and Fruit Quality.” Seminar Series organized by the Academic Office for Extension and Social Projection. National Agrarian University. La Molina, Lima, Peru. December 13, 2012.
12. Gallardo,* R. K., and J. Brunner. “Economics of Biological Control.” Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 6, 2011.
13. Gallardo,* R. K. “Sensory Testing for Horticulture.” Annual Meetings of the Food Distribution Research Society. Portland, OR. October 17, 2011.
14. Gallardo,* R. K. “Application of Choice Experiments to Elicit Economic Values for Targeted Pear Quality Traits.” Annual Meetings of the Agricultural and Applied Economic Association. Pittsburg, PA. July 25, 2011.
15. Gallardo,* R. K. “A Market Driven Approach to Address Some of the Pacific Northwest Pear Industry Challenges.” Seminars at School of Economic Sciences. Pullman, WA. June 16, 2011.
16. Gallardo,* R. K., and J. F. Brunner. “The Importance of Economics in the Adoption of Biological Control Programs: Use of Budgets and Case Studies.” Symposium “Building the Framework to Enhance Biological Control in Orchard Systems: Progress and Problems in the Western U.S.” at the 58th Annual Meeting of the Entomological Society of America. San Diego, CA. December 12–15, 2010.
17. McFerson,* J., N. Bassil, M. Bink, S. Brown, D. Byrne, J. Clark, C. Crisosto, T. Davis, K. Evans, G. Fazio, C. Finn, K. Gallardo, K. Gasic, T. Gradziel, J. Hancock, R. Jussaume, J. Luby, D. Main, V. McCracken, N. Oraguzie, C. Peace, G. Reighard, A. Stone, M. Taylor, D. Wang, C. Weebadde, E. Van de Weg, K. Xu, C. Yue, and A. Iezzoni. “Breeding Fruit Crops in the USA Using Socio-Economic and DNA Information.” 28th International Horticultural Congress. Lisbon, Portugal. August 26, 2010.
18. Gallardo,* R. K., C. Yue, V. McCracken, N. Yang, J. Luby, M. Taylor, Q. Zheng, and R. Jussaume. “Socio-Economic Preliminary Results, Breeders Survey and Apple Variety Choices based on National Household Level Data.” Annual Meeting of the American Society for Horticultural Science. Palm Springs, CA. August 3, 2010.
19. Gallardo,* R. K., M. Taylor, and J. Woolstenhulme.* “Orchard Platform Survey Summary Statistics.” Sunrise Orchard Field Day, Washington State University. Rock Island, WA. July 29, 2010.
20. Gallardo,* R. K., E. Kupferman, and C. Sater. “Experience Attributes and Willingness-to-Pay: the Case of Anjou Pears.” Annual Workshop of the Canadian Agricultural Economics Society. Vancouver, Canada. April 12, 2010.
21. Gallardo,* R. K., W. Brorsen, and J. L. Lusk. “Prediction Markets: A Case Study of Forecasting Cattle on Feed.” School of Economics Sciences Seminar Series, Washington State University. Pullman, WA. March 5, 2010.
22. Gallardo,* R. K., E. Kupferman, C. Sater, and A. Colonna. “Are Consumers Willing to Pay?” 2010 WSU Fruit School and Pear Bureau Educational Seminar. Yakima, WA. February 17, 2010.
23. *Kupferman, E., R. K. Gallardo, and A. Colonna. “Conditioning Anjou Pears to Meet Consumer Quality Demands in a Commercial Context.” Postharvest Pacifica Meetings. Napier, New Zealand. November 17, 2009.

Poster Presentations

1. Hong, Y., R.K. Gallardo, M. Silva, J. Flores. “Interested in Growing Global Market Share? Know the Preferences of Your Potential Consumers Overseas: The Peru Case.” Annual Meetings of the Washington State Tree Fruit Association. Yakima, WA. Dec 7-8, 2015.
2. Yue, C., R.K. Gallardo, X. Zheng, V. McCracken, J. Luby, J. McFerson. “What Attributes are Consumers Looking for in Sweet Cherries?” Annual Meetings of the Washington State Tree Fruit Association. Yakima, WA. Dec 7-8, 2015.

3. Yue, C., R.K. Gallardo, J. Luby, J. McFerson, V. McCracken, and A. Rihn. "What Traits are Important for Apple Producers? Evidence from clicker surveys." Annual Meetings of the Washington State Tree Fruit Association. Yakima, WA. Dec 7-8, 2015.
4. Mendoza, M., R.K. Gallardo, I. Hanrhan, and K. Killinger. "Evaporative Cooling: Sunburn Suppression Benefits and Influence on Microbial Survival."
 - a. Annual Meetings of the Washington State Tree Fruit Association. Yakima, WA. Dec 7-8, 2015.
 - b. WSU Academic Showcase. Pullman, WA. March 27, 2015.
5. Sapkota P., R.K. Gallardo, J. McCluskey, B. Rickard. "Mechanisms of Patent Licensing for Varietal Innovation"
 - a. Annual Meetings of the Washington State Horticultural Association. Kennewick, WA. December 1-3, 2014.
 - b. Annual Meetings of the Agricultural and Applied Economics Association. San Francisco, CA. July 26-28, 2015.
6. Li, Y., R.K. Gallardo, V. McCracken, C. Yue, J. Luby, J. McFerson. "How does the Revelation of Previous Bid Affect New Bid?" WSU Academic Showcase. Pullman, WA. March 28, 2014.
7. Jiang, X., M. Brady, and R.K. Gallardo. "Farm Labor Demand Forecast in Washington Tree Fruit Industry."
 - a. Annual Meetings of the Agricultural and Applied Economics Association. Minneapolis, MN. July 28-29, 2014.
 - b. Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013.
8. Mendoza, M. and R.K. Gallardo. "The H-2A Program in Washington State."
 - a. WSU Academic Showcase. Pullman, WA. March 28, 2014.
 - b. Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013.
9. Galinato, S., R.K. Gallardo, and C.A. Miles. "Cost Estimation of Establishing a Cider Apple Orchard in Western Washington."
 - a. Annual Conference of the American Society for Horticultural Science. Orlando, FL. July 28-29, 2014.
 - b. BioAg Syposium. Pullman, WA. October 28, 2014.
 - c. Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013.
10. Ward, R., K. Curtis, R. K. Gallardo, S. Slocum, C. Ehmke, B. Feuz, C.W. Gray, R. Tronstad, and N. Dalsted. "Western Extension Marketing Committee: Western Farm and Ranch Transition Strategies." Women in Agriculture Conference, Indianapolis, IN, April 2014.
11. Juraqulova, Z., R.K. Gallardo, and K. Lewis. "Economic Analysis of An Apple Mechanical Harvester Aid – Evidence from Washington Apple Orchard." Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013.
12. Mandal, B., M. Brady, and R.K. Gallardo. "The Affordable Care Act – Employer Mandate: An Overview of Its Impact on Agricultural Employers." Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013.
13. Li, H., R. K. Gallardo, V. McCracken, C. Yue, J. Luby, and J. McFerson. "Market Intermediaries' Willingness-to-Pay for Rosaceous Fruit Attributes."
 - a. Annual Meetings of the Agricultural and Applied Economics Association. Washington DC. August 4-6, 2013.
 - b. WSU Academic Showcase. Pullman, WA. March 29, 2013.
 - c. Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 3–5, 2012.
14. Gallardo, R. K., K. M. Lewis, I. Hanharan, and C. Seavert. 2012. "Preliminary Validation of Harvest Assist Systems for Washington Apples."

- a. Center for Precision and Automated Agricultural Systems Technology Expo at Sunrise Orchards, Washington State University. Rock Island, WA. October 2, 2012.
 - b. International Symposium on Mechanical Harvesting and Handling Systems of Fruits and Nuts. Lake Alfred, FL. April 1–4, 2012.
15. Iezzoni, A., C. Peace, N. Bassil, M. Coe, G. Fazio, R. K. Gallardo, K. Gasic, J. Luby, D. Main, J. McFerson, E. Van de Weg, C. Weebadde, and C. Yue. “Extending Marker-Assisted Breeding Capability to a Wider Range of Rosaceous Crops, Traits, and Germplasm.” 6th Rosaceous Genomics Conference. Trento, Italy. September 30–October 4, 2012.
 16. Gallardo, R. K., and Q. Wang. “Growers’ Willingness to Pay for Pesticides’ Environmental Features: Direct VS. Indirect Valuation.”
 - a. Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 6, 2011.
 - b. WSU Sunrise Field Day. Rock Island, WA. August 16, 2011.
 17. Yue, C., R. K. Gallardo, V. McCracken, J. Luby, J. McFerson, D. Nguyen, N. Yang, L. Liu, M. Taylor, and R. Jussaume. “Socio-economic Goals and Activities of RosBREED: Enabling Marker Assisted Breeding in Rosaceae.”
 - a. WSU Sunrise Field Day. Rock Island, WA. August 16, 2011.
 - b. Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 6–7, 2010.
 18. Woolstenhulme, J., M. Taylor, and R. K. Gallardo. “Use of Platforms in Washington Apple Orchards, 2010 Survey Results.” Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 6–7, 2010.
 19. Iezzoni, A., C. Peace, D. Main, N. Bassil, J. Luby, C. Yue, E. Van de Weg, C. Weebadde, G. Fazio, M. Bink, S. Brown, D. Byrne, J. Clark, C. Crisosto, T. Davis, K. Evans, , C. Finn, K. Gallardo, K. Gasic, T. Gradziel, J. Hancock, R. Jussaume, V. McCracken, N. Oraguzie, G. Reighard, A. Stone, M. Taylor, D. Wang, and K. Xu. “RosBREED: Enabling Marker-Assisted Breeding in Rosacea.” 28th International Horticultural Congress. Lisbon, Portugal. August 22–27, 2010.
 20. Gallardo, R. K., and J. Chang. “Discrete Choice Models, Which One Performs Better?” Annual Meetings of the Agricultural and Applied Economics Association. Denver, CO. July 26–27, 2010.
 21. Gallardo, R. K., E. Kupferman, A. Colonna, and C. Sater. “Willingness-to-Pay for Anjou Pears with Different Conditioning Treatments.”
 - a. 2010 WSU Academic Showcase. Pullman, WA. March 26, 2010.
 - b. The Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 7–8, 2009.
 22. Jones V. P., S. Steffan, J. F. Brunner, E. H. Beers, J. Goldberger, R. K. Gallardo, U. Chambers, N. J. Mills, D. R. Horton, T. Unruh, P. W. Shearer, and S. Castagnoli. “Enhancing Biological Control to Stabilize Western Orchard IPM Systems.” WSU Academic Showcase. Pullman, WA. March 26, 2010.
 23. Steffan, S. A., V. Jones, J. F. Brunner, D. Horton, T. Unruh, E. Beers, C. Baker, T. Melton, R. K. Gallardo, N. Mills, and P. Shearer. “Refining Biological Control in Western Orchard Systems: a Multi-state, Multi-Year Project.” Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 7–8, 2009.
 24. Gallardo, R. K., E. Kupferman, and J. McCluskey. “Assessing Consumer Preferences for Anjou Pears.” Annual Meetings of the Agricultural and Applied Economics Association. Milwaukee, WI. July 27–28, 2009.
 25. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R. K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. “Enhancing Biological Control to Stabilize Western Orchard IPM Systems.” Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 8–9, 2008.

26. Gallardo, R. K. and R. Holcomb. "Mexican Miller Demand for Hard Red Winter Wheat Attributes." International Grain Quality and Technology Congress. Chicago, IL. July 15–17, 2008.

GRANTS AND CONTRACT SUPPORT

Period	Granting agency	Total contract amount	Assigned to Gallardo's program	Principal investigator	Project title	Role
TOTAL		\$23.6 M	\$1.15 M			
27. 10/16-09-17	USDA-SCRI	\$50,000	\$10,000	M. Iorizzo	Research and extension initiative for cranberry and blueberry: Current and future needs	CoPI
26. 03/16-02/17	WATFRC	\$63,991	\$6,967	A. Amiri	Evaluation of Fungicide Application Methods for Improved Fruit Quality	CoPI
25. 03/16-02/17	WATFRC	\$30,887	\$30,887	K. Gallardo	Economic Impact of Apple Maggot Infestation	PI
24. 05/16-05/17	WSU-ERI	\$49,980	--	D. Brown	Sensor Based Precision Orchard Management	CoPI
23. 10/15-09/19	USDA-AFRI	\$3,999,417	\$278,791	J. Tang	Center of Excellence for Food Safety Technologies using Microwave Energy	CoPI
22. 10/15-09/17	WSDA	\$204,466	\$41,497	A. Dhingra	Sliced Pears: A Novel Avenue for Pear Consumption in the U.S.	CoPI
21. 10/15-03/18	WSDA	\$249,191	\$25,453	S. Musacchi	Cosmic Crisp [®] : Training system and orchard management to optimize vigor control and quality	CoPI
20. 9/14-8/15	USDA-SCRI	\$2,533,515	--	A. Iezzoni	RosBREED: Combining Disease Resistance with Horticultural Quality in New Rosaceous Cultivars	CoPI
19. 9/14-9/19	USDA-SCRI	\$2,375,545	\$144,526	C. Li	Scale Neutral Harvest Aid System and Sensor Technologies to Improve Harvest Efficiency and Handling of Fresh Market Highbush Blueberries	CoPI
18. 1/14-2/15	Agralytica	\$20,186	--	S. Galinato	Production Cost Estimation for Red Delicious and Gala Apples	CoPI
17. 1/14-12/15	WSU-ERI	\$75,914	--	B. Mandal	How will the Affordable Care Act Affect Health Coverage and Employment in the Agricultural Industry in the State of Washington?	CoPI
16. 1/14-12/15	WSU-ERI	\$35,971	--	J. McCluskey	Commercialization of New Varieties	CoPI
15. 3/14-2/17	WATFRC	\$191,242	\$9,521	E. Beers	Developing a Management Strategy for Little Cherry Disease	CoPI
14. 3/14-2/17	WATFRC	\$242,519	\$13,312	S. Musacchi	WA38: Evaluation of Rootstocks and	CoPI

Period	Granting agency	Total contract amount	Assigned to Gallardo's program	Principal investigator	Project title	Role
Training Systems						
13. 6/13-3/14	WATFRC	\$146,109	\$146,109	R.K. Gallardo	Forecasting the Demand and Supply for Tree Fruit Farm Labor	PI
12. 5/13- 5/14	WSU-CSNAR-Bio Ag	\$10,000	\$8,044	C. Miles	Production Cost Estimation of Establishing a Cider Apple Orchard in Washington State	Co-PI
11. 2/13- 9/13	USDA-Utah State University	\$297,000	\$7,500	R.K. Gallardo	Outreach Assistance to Women and Hispanic Farmers in Procuring and Operating Small Farms in the West	PI (sub-contractor)
10. 8/12-8/13	WSU-NSF	\$7,500	-	A. Cassey	ADVANCE at WSU	Co-PI
9. 5/12-12/12	WSU-CSNAR	\$500	\$500	R.K. Gallardo	Professional development	PI
8. 1/12-12/12	WATFRC	\$6,727	\$6,727	R.K. Gallardo	Cost Estimation of Producing Red Delicious Apples in WA	PI
7. 1/11-12/11	WATFRC	\$40,000	\$40,000	R.K. Gallardo	Cost Estimation and Analysis of Tree Fruit	PI
6. 10/10-9/13	WSDA	\$143,674	\$60,898	M. Ostrom	Increasing High Value Specialty and Sustainable Crop Sales through Farmers Markets: Assessing the Economic Potential of Electronic Benefits Transfer and Credit Card Capability	Co-PI
5. 8/9-8/11	USDA	\$252,000	\$28,265	T. Marsh	Competitiveness of Agricultural Products in Washington State	Co-PI
4. 9/9-8/13	USDA-SCRI	\$7,200,000	\$98,547	A. Iezzoni	RosBREED: Enabling marker-assisted breeding in Rosaceae	Co-PI
3. 10/9-9/10	USDA-SCRI	\$3,142,400	\$62,169	D. Walsh	Agronomic, Biochemical, Social, and Economic Impacts of Biotic and Abiotic Stress on Pacific Northwest Flavor Crops	Co-PI
2. 1/9-12/10	WATFRC	\$47,443	\$47,443	M. Taylor	Economic Analysis of Technology Adoption by Washington Apple Growers	Co-PI
1. 1/9-12/13	USDA-SCRI	\$2,244,274	\$83,660	V. Jones	Enhancing Biological Control to Stabilize Western Orchard IPM Systems	Co-PI

Notes: PI: Principal Investigator, CoPI: Co-Principal Investigator, USDA: United States Department of Agriculture, SCRI: Specialty Crop Research Initiative, WATFRC: Washington Tree Fruit Research Commission, WSDA: Washington State Department of Agriculture, CSNAR: Center for Sustaining Agriculture and Natural Resources; NSF: National Science Foundation, ERI: Emerging Research Issues.

TEACHING EXPERIENCE

Graduate Courses Taught

- Econ 505S: Economics for Agricultural Decision Making (online course) (Fall 2012, 2013, 2014, 2015, 2016)

Guest Lectures

- Econ 351: Introduction to Food and Agricultural Markets (Fall 2009)
- Hort 421/521: Fruit Crops Management (Spring 2012, 2014, 2016)
- Viticulture 433: Critical Thinking in Vineyard and Winery Management (Spring 2017)

ADVISORY EXPERIENCE

Doctoral Students Supervised on Grant-Funded Projects

1. Z. Wang. August 2009–August 2010.
2. A. Olanie. January 2011–May 2012.
3. D. Toro-González. July 2011–May 2012.
4. Q. Wang. September 2010–August 2012.
5. D. Kuchibhotla. August 2011–August 2012.
6. H. Li. August 2012–July 2013.
7. L. Carrillo. August 2012–July 2013.
8. D. White. August 2013–December 2013.
9. Y. Li. August 2013–August 2014.
10. P. Klingthong. August 2015–May 2017.
11. Y. Hong. June 2014–Present (*Agricultural Research Center-WSU funds*).
12. A. Jung. August 2015- .
13. D. Ikiz. January 2016- .
14. K. Grant. August 2016- .
15. Z. Li. August 2016- .
16. Q. Zhang. August 2016 -.
17. M. Garrido-Garcia. January 2017 -.

Postdoctoral Fellows Supervised on Grant-Funded Projects

1. N. Yang. April 2010–January 2011.
2. D. Nguyen. January–June 2011.
3. D. Toro-González. June–August 2012.
4. X. Jiang. September 2013–June 2014.

Associates in Research Supervised on Grant-Funded Projects

1. S. Galinato. SES-IMPACT center. 2010- .

Masters Committees Served On

1. J. Ringwood. July 2012.
2. N. Cummings. July 2012.
3. B. A. Kannely. May 2013.
4. N. Yu. December 2013.
5. M. Cabral-Mendoza. December 2015 (Chair).
6. R. Taylor. May 2016.
7. H. Tennant. May 2017.
8. A. Wade. December 2016.
9. A. Falade. August 2014- (Chair).

10. S. Kopan. August 2014- .
11. B. Manzagol. August 2014-.

Doctoral Committees Served On

1. Z. Wang, August 2009–August 2010.
2. N. Skuza. July 2011.
3. Y. Zhao. December 2011.
4. D. Toro-González. May 2012.
5. Q. Wang. May 2013.
6. X. Jiang. July 2013.
7. H. Li. July 2013.
8. L. Carrillo. July 2013.
9. Y. Li. May 2014.
10. P. S. Bastola. May 2015.
11. M. Waldrop. May 2017.
12. D. Ikiz.
13. A. Jung (Co-Chair).
14. Y. Hong (Co-Chair).
15. K. Grant (Co-Chair).
16. Z. Li (Co-Chair)
17. K. Lee (Co-Chair).

EXTENSION ACTIVITY

WORKSHOPS AND SEMINARS ORGANIZED

1. Washington State Tree Fruit Association Annual Meetings – Session organizer.
 - Consumer expectation session – December 6, 2016.
 - Spanish session - December 3, 2013.
 - Spanish session - December 4, 2012.
2. AgTools™ Academy Online Workshop for Tree Fruits, with Clark Seavert. February 29, 2012. Available online at <https://agtools.webex.com/agtools/ldr.php?AT=pb&SP=MC&rID=104636602&rKey=ee44d38d638536ec>
3. Ag in Uncertain Times en Español. Ayudando a los agricultores a enfrentar los retos. Webinar Series in Spanish with Ramiro Lobo, Duane Griffith, John Hewlett, Laura Tourte, Luisa Santamaria, John Nelson and John Newkirk. March 2010–March 2011. Available online at <http://www.farmmanagement.org/aginuncertaintimesespanol/>

SEMINARS AND PRESENTATIONS

Establishing Benchmarks for Tree Fruit Production Costs

1. Gallardo, R.K. “Cost Estimates of Establishing and Producing Sweet Cherries.” Cherry Institute, Yakima, WA. January 20, 2017.
2. Gallardo, R.K. “Economic Impact of the Apple Maggot.” Eastern Washington Ag Expo TRAC, Yakima, WA. January 3, 2017.
3. Gallardo, R.K. and M. Brady. “Enterprise Budgeting Purpose and Methods.” Cultivating Success, Sustainable Small Farms Education Program- King County. Carnation, WA. November 7, 2016.

4. Gallardo, R.K. and S. Galinato. “Economic Implications of Management Strategies for Little Cherry Virus.”
 - a. Okanogan Horticultural Association Annual Meeting. Omak, WA. February, 4, 2016.
 - b. Safety and Pesticide Recertification Course-Ag Show. Pasco, WA. January 6, 2016.
5. Gallardo, R.K. “What does it cost to produce fruit in Washington State? – 2014 studies”. 2015 Safety and Pesticide Recertification Course. Pasco, January 7, 2015.
6. Gallardo, R.K. “The “Honeycrisp” Apple – Factors that Can Potentially Impact Profitability.” 2013 Washington State University Fruit School The Honeycrisp Experience: Production, Harvest, and Storage. Wenatchee, WA. December 5, 2013.
7. Gallardo, R.K. “Budget Establishment Costs.” Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013.
8. Gallardo, R. K. “Cost of Production of Apple, Cherry, and Pear.” Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 4, 2012.
9. Gallardo, R. K. “Economic Reality. Apples, Pears, Cherries. Are the Costs of Planting, Producing, Storing, Packing, and Shipping Being Adequately Covered by FOB Pricing?” Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 6, 2011.
10. Gallardo, R. K. “Production Costs for Sweetheart Cherries, Gala Apples and Anjou Pears and Platform Use Survey Results.” Fruit Growing Technological Tour organized by WeCu Inc. Wenatchee, WA. June 23, 2011.
11. Gallardo, R. K. “Cost of Establishing a Fruit Orchard and National Fruit Market Trends.” Washington Chapter of the American Society of Farm Managers and Rural Appraisers. Leavenworth, WA. May 5, 2011.
12. Gallardo, R. K. and Taylor, M. “WSU Tree Fruit Enterprise Budgets, A Powerful Tool to Track and Manage Your Expenses.” 54th International Fruit Tree Association Pre-Conference Workshop. Pasco, WA. February 26, 2011.
13. Gallardo, R. K. “What Does it Cost to Grow Bartlett Pears. Recent Grower Based Study.” Annual Meeting of the Washington-Oregon Canning Pear Association. Yakima, WA. February 15, 2011.
14. Gallardo, R. K. “What Does it Cost to Grow Cherries, Gala Apples and Anjou Pears? Recent Grower Based Studies.” Domex Superfresh Growers. Yakima, WA. February 14, 2011.
15. Gallardo, R. K. “What Does it Cost to Grow Cherries? A Recent Grower Based Study.” North Central Washington Stone Fruit Day. Wenatchee, WA. January 20, 2011.
16. Taylor, M., and R. K. Gallardo. “Insights into Production Costs in Washington Orchards.” Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 6–7, 2010.
17. Gallardo, R. K. “Updated Costs of Production and Technology Implementation.” Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 7–8, 2009.

Improving Spanish-Speaking Stakeholders’ Management Skills

1. Gallardo, R.K. “Economic Model in Regards to Spotted Wing Drosophila (SWD)-En Espanol.”
 - a. Eastern Washington Ag Expo TRAC, Pasco, WA. January 3, 2017.
 - b. Wilbur Ellis Grower Meeting. Yakima, WA. January 17, 2017.
2. Gallardo, R.K., S. Galinato, D. Granatstein. “Economic Impact of Apple Maggot in Washington State-En Español.”
 - a. WSDA Farmworker Education Program, Wenatchee, WA. December 16, 2016.
 - b. WSDA Farmworker Education Program, Granger, WA. December 9, 2016.
3. Gallardo, R.K. “Economic profitability of producing Honeycrisp apples-En Español.”
 - a. Annual Meetings of the Washington State Horticultural Association, Spanish Section. Wenatchee, WA. December 5-7, 2016.

4. Gallardo, R.K. and S. Galinato. “Economic Implications of Management Strategies for Little Cherry Virus- En Espanol.”
 - a. Wilbur Ellis Grower Meeting – Spanish Session. Yakima, January 19, 2016.
5. Gallardo, R.K. “The Economics of Biological Control and the Control of Little Cherry Virus.” WSDA Farmworker Education Program, Sunnyside, WA. December 18, 2015.
6. Gallardo, R.K. “How much does it cost to produce fruit in WA and the ABC of agricultural loans.”
 - a. WSDA Farmworker Education Program, Wenatchee, WA. December 16, 2014.
 - b. WSDA Farmworker Education Program, Sunnyside, WA. December 19, 2014.
 - c. Safety and Pesticide Recertification Course, Pasco, WA. January 7, 2015.
7. Gallardo, R.K. “The importance of your Work for the Financial Health of the Orchard.” Annual Meetings of the Washington State Horticultural Association, Spanish Section. Kennewick, WA. December 1-3, 2014.
8. Allen, K. and R.K. Gallardo, “Developing Food Products: Laws and Regulations and Options.” Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. February 13, 2013.
9. Gallardo, R. K. “Situation of the Credit in Agriculture and Production Costs.” Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 4, 2012.
10. Gallardo, R. K. “Production Costs in Tree Fruit. What Have We learned?”
 - a. Kyle Mathison Orchards Employees. Wenatchee, WA. March 8, 2012.
 - b. WSU Douglas-Chelan County Extension Seminar on Pesticide Application, Spanish Section. Wenatchee, WA. February 7, 2012.
 - c. New York Fruit and Vegetable Expo. Syracuse, NY. January 26, 2012.
11. Gallardo, R. K. “How to Develop a Business Plan.” Yakima Hispanic Growers. Yakima, WA. May 19, 2011.
12. Gallardo, R. K. “An Overview of the Webinar Series Ag In Uncertain Times En Español.” WSU Douglas-Chelan County Extension Seminar on Pesticide Application, Spanish Section. Wenatchee, WA. March 24, 2011.
13. Gallardo, R. K. “Improving Efficiency in Labor.” Annual Meetings of the Washington State Horticultural Association, Spanish Section. Yakima, WA. December 6–7, 2010.
14. Martinez, F., and R. K. Gallardo. “Transition from Farm Worker to Farm Owner.” Annual Meetings of the Washington State Horticultural Association, Spanish Section. Yakima, WA. December 6–7, 2010.
15. Gallardo, R. K. “Why Record Keeping is Important.” Seminars Series in Finance Basics in Spanish organized by Northwest Farm Credit Services and Washington State University. Wenatchee, WA. June 2, 2010.
16. Tourte, L., and R. K. Gallardo. “Use Enterprise Budgets to Evaluate Farm Operations.” Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. March 24, 2010.
17. Gallardo, R. K. “Record Keeping and its Importance for Agricultural Operations.” WSU Douglas-Chelan County Extension Seminar on Pesticide Application, Spanish Section. Wenatchee, WA. March 16, 2010.
18. Gallardo, R. K. “The Basics of Financial Record Keeping.” Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. March 10, 2010.
19. Gallardo, R. K. “Overview of the Credit Situation for Agricultural Activities.” Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. March 10, 2010.
20. Gallardo, R. K. “Food Safety, a New Perspective.” Annual Meetings of the Washington State Horticultural Association, Spanish Section. Wenatchee. December 7–8, 2009.
21. Gallardo, R. K. “Organic Fruits: A Review of Demand and Production Trends.” Tilth Producers of Washington Meeting, Spanish Section. Yakima, WA. November 14, 2009.
22. Gallardo, R. K., and K. Lewis. “Competitive Orchard Systems.”
 - a. Annual Meeting of the Washington State Horticultural Association, Spanish Section. Yakima, WA. December 8–9, 2009.

- b. WSU Douglas-Chelan County Extension Seminar on Pesticide Application, Spanish Section. Wenatchee, WA. March 17, 2009.
- c. Washington State Department of Agriculture Workshop on Pesticide Application, Spanish Section. Wenatchee, WA. March 4, 2009.

Understanding Stakeholders' Preferences and Values for Fruit Quality

1. Gallardo, R.K. "How Close are Industry and Consumers' Expectations for Fruit Quality."
 - o Annual Meetings of the Washington State Horticultural Association, Wenatchee, WA. December 5-7, 2016.
2. Gallardo, R.K. "Consumer Demand Analysis and Extension Economics." Cochran Fellowship Program-Value Addition of Horticultural Crops for Agricultural Productivity and Food Security. Washington State University, International Programs, Wenatchee, WA. September 25, 2013.
3. Gallardo, R.K. and H. Li. "Investigating Breeding Priorities Using Socioeconomic Methods." Presentation at the Plant, Breeding, and Genomics Extension." Webinar Series. Wenatchee, WA. April 23, 2013. Online. Available at: <http://www.extension.org/pages/67549/investigating-breeding-priorities-using-socioeconomic-methods>.
4. Brown, S., and Gallardo, R. K. "Tell Us What You Want! Quantifying Your Priorities for New Apple Cultivars." New York Fruit and Vegetable Expo. Syracuse, NY. January 25, 2012.
5. Gallardo, R. K. "Marketing." Small Farms Cultivating Success Program, WSU Clark County. Brush Prairie, WA. March 22, 2011.
6. Gallardo, R. K. "Direct Marketing Alternatives for Fruits and Vegetables, Trends and Issues." Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. March 7, 2011.
7. Gallardo, R. K. "Issues in Wheat Marketing." Presentation at the Wheat Production Growers WSU Chelan-Douglas County Extension. Waterville, WA. March 2, 2011.
8. Gallardo, R. K. "Marketing." Small Farms Cultivating Success Program, WSU Skagit County. Mount Vernon, WA. February 3, 2011.
9. Lehrer, N., and R. K. Gallardo. "Public Demand for Sustainability in Tree Fruit Production." Washington State University Fruit School on Pest Management. Wenatchee, WA. December 8-9, 2008.

MEDIA CITATIONS AND INTERVIEWS

1. ScienceDaily. "Preserving the Best Quality of 'Honeycrisp' Apples". Published October 20, 2015. Available online at <http://www.sciencedaily.com/releases/2015/10/151020145218.htm>
2. Weybright, S. "Plastic a Valuable Option for Farmers' Markets." WSU News. Published May 19, 2015. Available online at <https://news.wsu.edu/2015/05/19/plastic-a-valuable-option-for-farmers-markets/>
3. Mullinax, T.J. 2013. "Los Costos y las Ganancias de Manzanas: 2013 WA Hort Show." Available online at <http://www.youtube.com/watch?v=MIXnqFoHGKY>.
4. Mullinax, T.J. 2013. "Current Return on Investment on Apple Varieties: 2013 WA Hort Show." Available online at <http://www.youtube.com/watch?v=unkQcKFuRJM>
5. Warner, G. 2012 "Red's Not Dead." *Good Fruit Grower*. Available online at <http://www.goodfruit.com/Good-Fruit-Grower/December-2012/Reds-not-dead/>
6. Warner, G. 2012. "Cost of Growing Reds." *Good Fruit Grower*. Available online at <http://www.goodfruit.com/Good-Fruit-Grower/December-2012/Cost-of-growing-Reds/>
7. Raskin, H. 2012. "Honeycrisp Growers Dependent on Current Demand." *Seattle Weekly Blogs*. Available online at http://www.seattleweekly.com/voracious/2012/03/honeycrisp_growers_dependent_o.php

8. Hansen, M. 2012. "Honeycrisp Profitability." *Good Fruit Grower*. 2012. Available online at <http://www.goodfruit.com/Good-Fruit-Grower/January-15th-2012/Honeycrisp-profitability/>
9. Warner, G. 2011. "Counting the Benefits of Biocontrol." *Good Fruit Grower*. Available online at <http://www.goodfruit.com/Good-Fruit-Grower/May-1st-2011/Counting-the-benefits-of-shybiocontrol/>
10. Warner, G. 2010. "How Do Platforms Impact Workers?" *Good Fruit Grower*. Available online at <http://www.goodfruit.com/Good-Fruit-Grower/December-2010/How-do-platforms-impact-workers/>
11. Wheat, D. 2010. "Analysis Misses on Packing." *Capital Press*. Available online at <http://www.capitalpress.com/orewash/djw-cherrycost-091010>
12. Wheat, D. 2010. "Economist Studies Buying Habits." *Capital Press*. Available online at: <http://www.capitalpress.com/newest/djw-Gallardo-innovator-040210>
13. Warner, G. 2010. "Issue Budgeting Costs." *Good Fruit Grower*. Available online at <http://www.goodfruit.com/Good-Fruit-Grower/March-1st-2010/Budgeting-costs/>

SERVICE ACTIVITY

SERVICE TO PROFESSIONAL GROUPS

- International, National and Regional
 - Editor, Journal of Food Distribution Research Society, October 2015 – .
 - Director, Western Agricultural Economics Association, 2016-2019.
 - Chair-elect, Regional Research Project, S-1067, 2015-16.
 - Chair-elect, Latinamerican Section (LAS) of the Agricultural and Applied Economics Association, 2016- .
 - Chair-elect, Specialty Crops Section (SCS) of the Agricultural and Applied Economics Association, 2016- .
 - Topic leader, Agricultural and Applied Economics Association Annual Meetings, 2017.
 - Member of the Agribenchmark Network.,Thunen Institute of Farm Economics, Germany. 2015 - .
- Reviewer for *Agribusiness An International Journal*, *Ecological Economics*, *HortScience*, *HortTechnology*, *International Food and Agribusiness Management Review*, *Journal of Agricultural and Applied Economics*, *Journal of Agricultural Science*, *Journal of Food Distribution Research*, *Land Economics*, and *Western Economic Forum*.

SERVICE TO UNIVERSITY, COLLEGE, AND ACADEMIC UNIT

- University/College
 - Leadership Training, Leading from the Inside Out, Heritage University. Toppenish, WA. August 8, 2013.
 - Recruitment at Migrant Education Career Fair, Wenatchee Valley College. Wenatchee, WA. March 26, 2013.
 - Recruitment at Migrant STEM (Science, Technology, Engineering, and Math) Fair, Yakima Valley Technical Skills Center. Yakima, WA. April 27, 2013.
 - Recruitment at Washington Agribusiness Week, Central Washington University. Ellensburg, WA. July 26, 2012.
 - Recruitment at College and Career Fair, Wenatchee High School. Wenatchee, WA. November 6, 2012.
 - Extension district director search committee, member, 2010.

- Academic Unit
 - SES communications and publicity committee, chair, 2015-
 - SES faculty search committee, member, 2010, 2011, 2016.
 - SES website committee, chair, 2014-2015.
 - SES Master of Science in Applied Economics adhoc committee, member, 2014.
 - SES website committee, member, 2013.
 - SES seminar committee, member, 2009-2013.
 - SES policies and procedures committee, member, 2009–2010.

 - Puyallup REC – Strategic Plan Awards Committee member 2015, 2016.
 - Puyallup REC – Strategic Plan Colegiality and Collaboration 2015, 2016.
 - Puyallup REC – Strategic Plan Initiative Food, Water, and Energy, 2014.
 - Puyallup REC – Strategic Plan Initiative Faculty/staff survey, 2014.

- Reviewer for
 - Term papers for ECON490S, 2013, 2014, 2015, 2016.
 - WSU extension publications reviewer, 2009–present.
 - BioAg Grant Program of the WSU Center for Sustaining Agriculture and Natural Resources, reviewer, 2010.

HONORS AND AWARDS

- 2012 Committee member for the doctoral dissertation by Daniel Toro-González; recipient of the Food Distribution Research Society’s National Appelbaum Award for Best Dissertation in Food Distribution and Marketing.
- 2011 The Sylvia Lane Mentorship Fund. AAEA Trust Committee and AAEA Executive Board.